

SOME KEY POINTS OF INTEREST
12th Australasian Injury Prevention and Safety Promotion Conference
Sydney, November 2015
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Social Marketing in Injury Prevention

- *Social Marketing to reduce preventable Injuries in British Columbia, Canada. Ian Pike University of British Columbia*
A great, multi-faceted campaign. Key messages were just reminders that injury happens when you don't expect it. For a project overview and examples, go to:
http://www.injuryresearch.bc.ca/docs/3_20110128_111907Preventable.pdf

Note: This group is comprised of partners/sponsors from the business sector who have committed to long-term funding and/or 'in kind' support for this initiative. The Community Team are looking at how to make better use of such arrangements to support local community development. E.g. You, Me, We, Us.

- *Mr Mick Gooda Aboriginal and Torrest Strait Islander Social Justice Commissioner*
Key points on affecting change through promotion of the 'whole picture' around injury:
 - Promote and facilitate early intervention to prevent injuries. E.g. well-informed parents are more likely to role-model safe behaviour and create safe environments for their children.
 - Identify and "sell" the cumulative affect of one incident. E.g. Loss of drivers licence increases social isolation, leading to substance abuse, depression, family violence.

Alcohol

Rural Teens Project around alcohol-related crashes: P.A.R.T.Y project in Regional Remote NSW Maura Desmond Royal North Shore Hospital

Take Year 10/11 kids through the medical procedures received by a trauma patient; including a visit to the morgue and emphasis on the degree of care available in their own locality (often limited)

This is based on research that showed that rural young people had a 5 x greater chance of alcohol-related trauma. It centres on "making sure that this won't happen to your mates."

NB: See also note on 'Alive and Well', below. *

Falls Prevention

- *Approaches to developing a falls prevention programme for older aboriginal people. Caroline Lukaszuk. The George Institute for Global Health*
The Iron Bark Project, or 'Aunty Jean's Chronic Care Programme': Worked with older aboriginal women's group (similar to Healthy Day at the Pa) who talked about the impact of loss of balance, mobility and falls on their lives. Asked them what their ideal falls prevention programme would look like. They identified that just getting together once a week to talk about wellbeing and

adding a culturally relevant exercise programme would be really useful. E.g. How people have made their homes safer, how they get more exercise in, etc. ("Yarning both ways for 45mins) then having 45mins of Otago Exercise Programme exercises before sharing food. The exercise programme was developed to include some use of aboriginal dance moves. Additionally they requested the provision/development of culturally relevant resources.

The programme also includes monitoring of strength and balance measures like:

- Seated to standing (Seconds)
- Timed 4 minute walk

It has been suggested that attendees could be encouraged to increase their weekly exercise by use of an 'exercise calendar' on which they could record things like a 10 minute walk to the shops. These could be shared at the weekly meeting to encourage each other to think 'movement'. Perhaps incentives could be included.

- **Stay on Your Feet Project for Older Adults (Western Australia)**

Megan De Piazz, Injury Control Council WA:

Rebranded and simplified to incorporate three key messages

- **Move** your body
- **Improve** your overall health and wellbeing
- **Remove** hazards (i.e. make your home environment safer)

Focus group had identified that older people wanted something that they could put on their fridge, as a reminder; including tips and with photos of people that 'looked like them'. A website has been developed with older-person friendly font size. Messages are changed every six months.

- Ladder Falls: (two addresses) messages included:
 - The need for innovative ladder design, including built in safety measures
 - Social marketing around assessing the risk (similar to our 'Take Time Before You Climb' brand and resources)
 - Promotion of available community services to discourage ladder use in older adults.

Injury Prevention Practitioner Information

- *Know Injury Knowledge Hub: The development of a knowledge exchange portal to support evidence informed practice in WA. Rachel Meade, Injury Control Council of WA.*

A good, 'one stop shop' for information sharing relevant to practice.

Go to: <http://knowinjury.org.au/events-and-training/>

I have suggested that it would be good to have something like this for NZ; potentially through SCFNZ,....funded by ACC?

- National Coroners Information Service (NCIS, Australia) have good NZ data and are keen to build a relationship with New Zealand Practitioners.
- Dr Rebecca Lilley from Otago University has completed a comparative study on Quad Bike Injury in Australia and New Zealand between 2007 and 2012.

She recounted the seasonal and age-related aspects and other contributors to quad bike accidents. It's content would be a great start for formative evaluation for next steps in addressing quad bike injury (a Ministry of Health priority).

I can't find her report, but Rebecca's contact details are: 04 479 7230
rebecca.lilley@ipru.otago.ac.nz

Advocacy

Key points in terms of getting your voice heard to affect change in legislation

- Clearly identify what you actually want (e.g. age restriction, safety standards, etc)
- Identify who should add their voice to get the message to have lots of credibility (think broadly)
- Network to build relationships ("Have a beer/coffee with your local MP, your friendly journalist"). Find out which influential people are most likely to relate to the issue...Who had grandchildren?...Who lives rurally?, etc
- Tell the good stories to the right people...MPs, Media, Big Business. i.e When you've done something great or successful, spread the word, so that you are known for making a difference. That way you will have credibility when you want to attract the attention of the people who can help you make a difference

Quad Bikes/Rural Safety

- Alive and well initiative: <http://www.aliveandwell.net.au>
This is an interactive website encouraging the sharing of Farm Safety stories and experiences...Would also work for Leanne's *Alcohol-related Harm initiatives
- Key messages around Quad Safety:
 - Vigilance
 - Maintenance
 - Right vehicle for purpose
 - Roll-over protection
 - Helmet use
 - Work with others, so that someone is there if an accident does occur
 - Let others know where you are going and for how long
 - Get 'safe riding' training
 - Older people are more at risk due to declining fine motor control, reaction time and strength
 - Side by side ATVs found to be safer than quads

Successful social marketing campaigns have centred on identifying and promoting what would have prevented this injury: "If he's worn a helmet", etc.
Note: This applies to many aspects of Injury Prevention

- For general Farm Safety tips to help older farmers remain safe, visit:
http://www.aghealth.org.au/tinymce_fm/uploaded/fs_docs/fact%20sheets/making_work_easier_for_older_farmers_information_sheet_october_2014.pdf

- Research Project around safety and stability in quad bikes. Go to:
 - http://www.tars.unsw.edu.au/research/Current/Quad-Bike_Safety/Performance_Project.html for an overview
 - http://www.tars.unsw.edu.au/research/Current/Quad-Bike_Safety/Reports/Final_Summary_Report4-QBPP_Test_Results_Concl_Recom_Jan-2015.pdf for the report
 - ...and for the video:
<https://www.youtube.com/watch?v=8dNwJSIWjVU&feature=youtu.be>

Also for Massachusetts Quad bike legislation, visit:

<http://www.mass.gov/portal/articles/owning-operating-off-road-vehicles-in-massachusetts.html>

Sport Safety

- Need to build injury Prevention into general coaching, but presented as a means to develop a robust, resilient athlete. "Performance and Prevention"
- In line with the new Health and Safety act, there may be an opportunity to offer safety audits for gyms to prevent equipment-related and practice-related injury.