

Child Accident Prevention in the West Midlands: Parallel Session C3

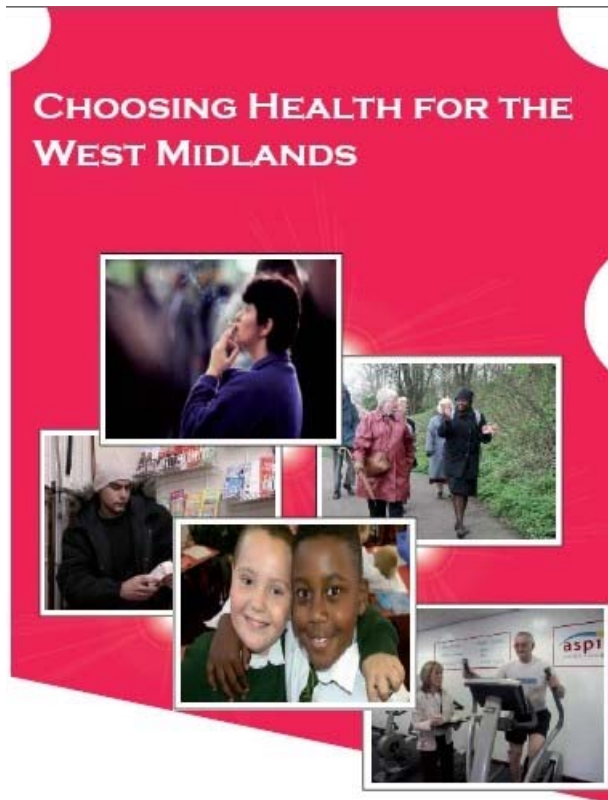
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The Starting Point for Action at Regional Level

- Conference on child injury with CAPT in July 2006 to:
 - Identify policy and strategic opportunities for action
 - create opportunities for improved partnership working between public health departments, children's trusts and other key agencies
 - share and capitalise upon good practice
 - draw on evidence of what works in injury prevention
 - identify the gaps in support that need to be filled to facilitate optimal working and consider how to fill these gaps
- Follow on workshop in November 2007
- The priorities identified have been/are being taken forward

A Priority in Regional Strategies (1)



RECOMMENDATIONS FOR IMPLEMENTING CHOOSING HEALTH AND ACHIEVING HEALTH
EQUALITY: A REPORT OF THE REGIONAL DIRECTOR OF PUBLIC HEALTH

Children's Health and Health
Inequalities in the West Midlands
Key facts include:

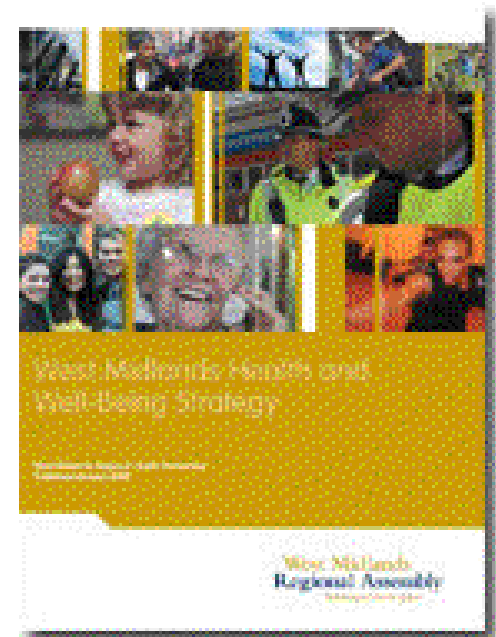
- For children aged 1 – 4 years, fire and flames and pedestrian injuries cause the highest death rates
- For children aged 5 – 14 years, pedestrian injuries are the most frequent type of injury causing death
- For adolescents aged 15 – 19 years, injuries as vehicle occupants are the most frequent type of injury causing death
- Raised profile of the issues

www.gos.gov.uk/497745/docs/37

A Priority in Regional Strategies (2)


http://www.wmra.gov.uk/uploadfiles/file/WMRA_Health&WellBeing.pdf

- First Public Health Strategy for the West Midlands.
- For all organisations and groups with a role to play in improving the health and wellbeing of the population and reducing inequalities
- Reflects and builds upon national and regional policies for improving health and reducing inequalities
- Informed by Local Area Agreements
- Injury prevention is a priority throughout




Data and Information

- www.wmpho.org.uk/



West Midlands
Health Issues
Childhood Injuries



WMPHO Health Issues

Introduction


Children and young people form around one fifth of the population in England and the West Midlands and are particularly vulnerable to injury as they live in environments constructed by and for adults'. Deaths caused by childhood injuries have fallen considerably since the 1970s with the UK now having one of the lowest rates amongst Organisation for Economic Co-operation and Development countries'. Despite this in the period 2002-2004 injuries in 0-14 year olds accounted for 8% of childhood deaths in England and continue to cause a great deal of pain, distress and disability. This report focuses on presenting the picture of deaths and harm associated with unintentional injuries in the West Midlands. Unintentional injuries are those which occur as a result of an unplanned and unexpected event which takes place at a specific time from an external cause'. Unless otherwise stated the term injury is used throughout this report to refer to unintentional injuries.

Injury in children has repeatedly been identified as a priority area for health improvement. The White Paper *Our Healthier Nation* published in 1998 identified childhood injuries as a priority and set a target of reducing deaths due to injury by at least one fifth by the year 2010'. *Saving Lives* the White Paper published in 1999 reaffirmed the importance of preventing deaths due to injury in childhood'. The National Service Framework for Children, Young People and Maternity Services' published in 2004 emphasised the need to prevent injuries to children. Every Child Matters' also stressed the need to prevent road traffic injuries in children. The Department of Transport has a Public Service Agreement target to reduce by 2010 the number of people killed or seriously injured in road accidents by 40% and the number of children killed or seriously injured by 50%'.

Figure 1 Major causes of death, England, Aged 1 to 14, All persons, 2002-2004

Category	Percentage
Unintentional Injury	24%
Unintentional Injury	24%
Unintentional Injury	24%
Unintentional Injury	24%
Unintentional Injury	24%
Unintentional Injury	24%

Source: PHO mortality files



WMPHO Childhood Injuries 1

National Links

- Accident Prevention: Priority Review: <http://www.dcsf.gov.uk/everychildmatters/resources-and-practice/RS00047/>
- DH links nationally
- Child Safety Education Coalition
- Chief Medical Officer's Annual Reports
- Partnership working with the voluntary sector



Unintentional injury is one of the leading causes of morbidity and death in childhood (ages 0-15 years). Many of these injuries are preventable, but this area has often been neglected when prioritising public health concerns.

The West Midlands has one of the highest rates of unintentional injuries in children. The child injury death rate for males aged under 15 years in the West Midlands is the third highest in England and is above the national average. Road accidents involving pedestrians, cyclists, as bus passengers, car occupants, are the most common cause of death in both males and females under 15 years (see Figure 1). As well as causing morbidity and death, unintentional injuries help sustain health inequalities, in many accidents, particularly those involving pedestrians, social or deprived areas.

The leading cause of hospital admissions in the region for children aged under 15 years is falls. The actual number of hospital admissions caused by falls may be underestimated since a significant number of admissions may be recorded as 'other accidents'. The recording of morbidity and mortality data has considerable limitations, in the case of death or injury it often not captured, preventing interventions from being targeted effectively.

To improve data collection, primary care trusts in the West Midlands set up the Accident and Emergency Surveillance Centre. The information it collects is being used to plan, develop and evaluate programmes for control and prevention of injuries, including childhood injuries, and to support government policies addressing this issue.

In July 2006, a joint conference with the Child Accident Prevention Trust, Regional Public Health Group and Government Office for the West Midlands created opportunities for ongoing working between public health departments, children's trusts and other key agencies. Collaborative work with the Child Accident Prevention Trust continues and future projects are planned.

The conference was a major impetus for further work, and a number of initiatives have been developed to reduce the rate of childhood injury. The Royal Society for the Prevention of Accidents was commissioned to work with four Child Accident Centres in the West Midlands on safety in the home. This project targeted the prevention of injuries such as burns, scalds and poisoning, and emphasised the importance of smoke alarms.

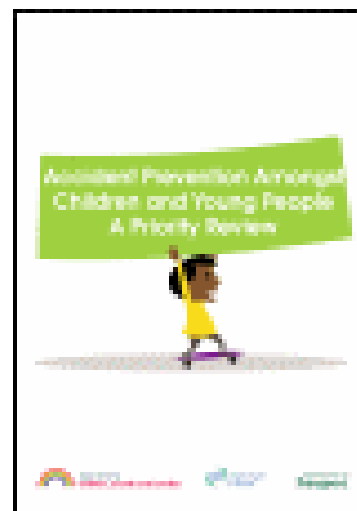
The national Healthy Schools programme, run jointly by the Department of Health and Department for Education and Skills, continues to strengthen risk and safety education, and includes initiatives covering

safety and physical activity, road safety, safe school travel plans and increasing the number of children undertaking cycle training and wearing cycle helmets. Children and Young People's Plans and Local Area Agreements in the region have identified child injury prevention as a core priority.

Morbidity and mortality due to childhood injury have been included as key indicators in the World Health Organisation's Children's Environment and Health Action Plan for Europe which is being piloted in the West Midlands with the support of the Regional Director of Public Health. This international project addresses the environmental risk factors that most affect the health of children. It was developed at the request of European Union member states, and adopted by European ministers at the Fourth Ministerial Conference on Environment and Health 2004, on 'The future for our children'.

Future projects in the region will focus on meeting recent recommendations from the Audit Commission and the Healthcare Commission on child injury prevention. The Audit Commission report, Better Sign than Smog, recommends that Regional Directors of Public Health take a lead and coordinate the prevention of unintentional injury.

66 CHILD ANNUAL REPORT 2006



Advocating child safety

- ❑ **Using the resource** everyone has a part to play
- ❑ **Accident report** understanding data and the wider context
- ❑ **Making the connections** making the most of local networks and partnership opportunities
- ❑ **Advocating child safety** Communications, social marketing and community champions
- ❑ **Next steps and personal planner** reading, resources and relationships

Advocating child safety

A networking resource to support the development of partnerships for child injury prevention in the West Midlands



Using the tools and next steps


❑ Creating the local factfile

❑ Making the connections – policy mapping

❑ Stakeholder engagement planning

❑ Reading...resources...and relationships – a personal action planner

❑ Safer together – capturing stories of impact and improvement



Department of Health (West Midlands) logo, Next steps personal planner, capt child accident prevention trust logo

Reading...resources...relationships

Topic	Further information and guidance	Your notes and additional local information	Local links, partnerships and key contacts	Date
Injury data Using national and regional data sources and evidence to develop local child injury prevention strategies	Intelligent Health Partnerships 2008: A report by the association of Public Health Observatories www.apho.org.uk The Good Indicators Guide: Understanding how to use and choose indicators, Jan 2008 www.apho.org.uk Better safe than sorry: Preventing unintentional injury to children www.audit-commission.gov.uk Think Research: Using research evidence to inform service development for vulnerable groups June 2008-08-01 www.cabinetoffice.gov.uk		West Midlands Health Issues: Childhood Injuries July 2006 www.wmapho.org.uk West Midlands Health and Well-Being Strategy (West Midlands regional Assembly) Jan 2008 www.wmra.gov.uk/uploadfiles/ie-VIMRA_Health&WellBeing.pdf West Midlands Accident and Emergency Surveillance Centre www.pcpoh.bham.ac.uk/publichealth/aesc	
Local Area Agreements (LAAs) and Local Strategic	Government Offices Strategic Priorities Framework 2008-11 www.gos.gov.uk LAAs national list by area: www.localauthorities.communities.gov.uk HM Treasury: Public Service		West Midlands Local Area Agreements listed on the IDEa website with named area contacts: www.idea.gov.uk/ide/core/page.do?pageId=4399438	

It's Making a Difference

- Child Safety Week (s)
- Scoping activity in PCTs and LAs planned in conjunction with CAPT
- Media opportunities
- Regional network under development
- Regional website:
<http://www.wmpho.org.uk/injury/default.aspx?pg=1874>
- Partnerships continue to be built and strengthened eg safeguarding, transport

“Stakeholders considered it crucial that those people who were responsible locally for injury prevention should identify the opportunities, incentives and motivations that other partners had, and to use them to maximise delivery of injury prevention.”

Accident Prevention Amongst Children and Young People: A Priority Review

DCSF, DH, DfT February 2009

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To register for a copy of *Advocating child safety, a networking resource*, go to:

www.capt.org.uk/specialwmp/project/default.htm