



Issue 2

May / June 2008



Injury Prevention News

Welcome!

Welcome to the second edition of Injury Prevention News (IPN). IPN is the joint electronic newsletter of the Injury Observatory for Britain and Ireland (IOBI – www.injuryobservatory.net) and the Collaboration for Accident Prevention and Injury Control (CAPIC – www.capic.org.uk).

The purpose of the newsletter is to support injury prevention practitioners working on the prevention of injuries caused by accidents, violence or self harm. IPN is a free source of information on new initiatives, publication of statistics, research findings, opportunities and training events and will highlight new additions to the IOBI and CAPIC websites. IPN is produced three times yearly with editions in January/February, May/June and October/November. We are keen to highlight examples of good practice and news on initiatives from anywhere within Britain or Ireland. Contact details on where to send news items and information on how to subscribe to future editions of IPN are provided at the end of the newsletter.

Dr Julia Verne,
Chair, IOBI

Professor Ronan Lyons
Convenor, CAPIC

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UK Parliamentary Group to Champion Accident Prevention

A new all-party parliamentary group has been formed to champion the cause of accident prevention.

Its aim is to provide a voice for the relatives of the 12,000 people killed in accidents in the UK each year and millions more who suffer injuries.

Baroness Gibson of Market Rasen has been elected chairman, and has written to the Prime Minister seeking the appointment of a minister with responsibility for accident prevention.

Baroness Gibson said: "Many people do not understand the scale of the accident problem and the impact it has on families and society as a whole. My father was killed in a road accident and I know it can take years to cope with such a devastating event."

She said the current government approach was fragmented with one department dealing with workplace accidents, another responsible for road safety and very little being done to prevent home accidents, which lead to nearly 4,000 deaths and 2.7million injuries each year. There was a need to unite the different elements under central government leadership.

Baroness Gibson, who is President of the Royal Society for the Prevention of Accidents, said: "No one in Whitehall or

Westminster is looking at the whole picture as a problem which the Government should be addressing.

"The all-party parliamentary group will carry out a hugely important role by focusing on all accident prevention issues, lobbying and campaigning for change where necessary."

Vice-chairmen will be Lord Brougham and Vaux, Baroness Masham of Ilton and Mark Hunter, MP for Cheadle. The secretary will be Mary Creagh, MP for Wakefield, with David Drew, MP for Stroud, as treasurer. RoSPA will provide the secretariat for the group.

Source: ROSPA Press Release Office
<http://www.rospa.com/news/releases/>

CONTACT US

If you have any interesting news relating to injury prevention please contact one of our researchers, details can be found at the end of the newsletter!

Welsh Assembly Government Supports Child Injury Prevention in Wales



Children in Wales
Plant yng Nghymru

Children in Wales (CIW) recently announced that they were successful in securing a grant through Health Challenge Wales (Welsh Assembly Government) to employ a full time worker in Child Safety for the next three years with a possible extension of a further two years. This grant will ultimately enable CIW to build on work previously carried out by Child Safe Wales (CSW).



The Child Safety post will enable a program to be implemented that includes the continued development of the Child Safety Action Plan for Wales as well as looking at ways to improve the knowledge and expertise of the children and young people's workforce through an ongoing programme of activity.

Although the child safety post will be managed by CIW it will be guided by a steering group of experts in Child Safety including the Collaboration for Accident Prevention and Injury Control (CAPIC)



Children in Wales:

www.childreninwales.org.uk/

Keeping Your Family as Safe as Houses

RoSPA has worked with the Times to produce a home safety guide for its readers, which is now available online.

A two-page graphic was included in the Body and Soul section's Family Health feature in September under the headline "Keeping Your Family Safe as Houses".

It gave a room-by-room guide to safety around the home, and is now available on the internet as an interactive guide called "House of Pain"

(<http://extras.timesonline.co.uk/flash/healthhouse/index.html>).

This online virtual house highlights hazards and suggests preventative action in an interactive room-by-room format.



Child Safety Week 2008 aims to make a difference

'Make a change. Make a difference' is the message for this year's **Child Safety Week** running from **23-29 June**.

Organised by national children's charity the **Child Accident Prevention Trust (CAPT)**, Child Safety Week is marked by thousands of local events where families can have fun and learn about safety. There will be quizzes and competitions, safety demonstrations and checks, in-store promotions, advice from local experts and free information to take away. Fireman Sam will also lend his support to the Week with appearances at safety road shows across the country.

While accident rates are falling, 2,000 children are still admitted to hospital every week. Katrina Phillips, chief executive of Child Accident Prevention Trust says: "Many serious accidents could be prevented by parents making simple changes – whether it's driving more slowly where children are out playing, fitting and checking smoke alarms, getting their gas boiler serviced, keeping electrical items out of the bathroom, or moving hot drinks or cleaning products out of children's reach.

"If parents know what's likely to injure their child and are reminded how risks change as youngsters grow up, they are in a better position to avoid a harrowing trip to hospital."

The charity is encouraging families to look out for Child Safety Week events locally and to visit its website <http://www.capt.org.uk/csweek/default.htm> for useful safety hints and tips.

Parents can also obtain a set of safety advice leaflets by sending a stamped addressed envelope (27p) to Child Safety Week Leaflets, **Child Accident Prevention Trust, 22-26 Farringdon Lane, London EC1R 3AJ**, stating the age of their children in the bottom left-hand corner.



CAPT:

<http://www.capt.org.uk>

National Evaluation of the Kerbcraft Programme

A report of the evaluation of the National Child Pedestrian Training Pilot Project (Kerbcraft) programme has just been published by the Department for Transport in England. A separate report has also been produced for Scotland, which pays particular attention to delivery and implementation issues. The reports summarise the impact of the Kerbcraft Programme on children's pedestrian behaviour and on schools and volunteers.

The Kerbcraft Programme was developed by the University of Strathclyde and piloted in Drumchapel, Glasgow. The programme, based on psychological theories and educational evidence, is designed to enhance three pedestrian skills in 5-7 year old children over a period of 12-18 months. A package of three skills was developed: (1) recognising safe versus dangerous crossing places, (2) crossing safely at parked cars and (3) crossing safely near junctions. An important component of the programme is that training is practical and delivered in the road environment. The programme is progressive, with each skill building on earlier ones. Training is conducted by local volunteers in the streets surrounding the children's schools. The volunteers are trained and supported by co-ordinators based in the local authority's Road Safety Department.



The programme was disseminated throughout a national network of pilot schemes, set within 75 authorities across England and Scotland. The recent reports present the results for the evaluation of this field trial. In relation to Kerbcraft's impact on behaviour, the study found strong statistical evidence of positive impact of training in all three skills. The programme had an impact on schools, communities and volunteers. Kerbcraft improved relationships between the schools and parents. Positive opportunities were provided for volunteers to develop social contacts, feel valued and take advantage of educational and employment opportunities

This field trial has operated in a variety of settings, taking rurality, ethnicity and social deprivation into account. The findings of the pilot in Drumchapel have been confirmed in a larger and more disparate sample. This study has contributed to two approaches related to reducing health inequalities. (1) Strengthening individuals- by increasing children's pedestrian skills and enhancing the range of volunteers' skills. (2) Strengthening communities – by recruiting and retaining large number of community volunteers and strengthening their links with schools and local authorities.

MAIN REPORT

Whelan K, Towner E, Errington E & Powell J (2008). Evaluation of the National Child Pedestrian Training Pilot Projects. Road Safety Research Report No.82. London: Department for Transport.

<http://www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/childpedestrianprojects/kerbcraftevaluationmain.pdf>

SUMMARY OF FINDINGS

<http://www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/childpedestrianprojects/networkchildpedestrianhtml>

SCOTTISH REPORT

Whelan K, Towner E, Errington E & Powell J (2008). Evaluation of the National Child Pedestrian Training Pilot Projects in Scotland. The Scottish Government.

<http://www.scotland.gov.uk/Publications/2008/03/19105241/0>

SafeHome available in Welsh soon!

SafeHome, the web based home safety tool aimed at helping people make their homes safer, will soon also be available in Welsh at www.safehome.org.uk.

SafeHome can be used by anyone, of any age and can be used by teachers in classrooms as part of education on health and safety or IT literacy.



There are two forms available because some things are dangerous for young children but not for adults and older children. If you have children under the age of 5 living in the home or visiting it at least once a month you will need to

complete a different form than if you have no children under 5 visiting your house. You can complete the questionnaire online, or print off a copy and walk around your house and identify hazards and safety features. Once you have entered your information into the online form you will receive a report for your home. The report identifies hazards and safety features in your home and gives you guidance as to how you can make your home safer. It will also compare hazards in your home with other homes.

To complete the **SafeHome** questionnaire or for further information on **SafeHome** please visit:

<http://www.safehome.org.uk/>



SafeHome:

<http://www.safehome.org.uk/>

Guidance from NICE on behaviour change and community engagement

The National Institute for Health and Clinical Excellence (NICE) has produced two guidance documents that are relevant to injury prevention (and other areas of health promotion). There is continued debate in the injury field about the effectiveness of educational approaches. These guidance documents draw their evidence from a broader field of health related interventions, but some of the generic approaches are relevant to the injury field when behavioural counter measures are planned or broader community based approaches are used.

The first report examines **evidence in relation to behaviour change**. The messages from the guidance document include the need to plan interventions and programmes aimed at changing behaviour, taking into account the local and national context and working in partnership with recipients. Practitioners need to be equipped with the necessary competencies and skills to support behaviour change, using evidence-based tools. Courses for practitioners thus need to be based on theoretically informed, evidence-based best practice. The report also stresses the need to evaluate all behaviour change interventions and programmes, either locally or as part of a larger project and that there should be an attempt to include an economic component.

The second document relates to **community engagement and community development approaches to improving health**, including the use of collaborative methodology and community champions. The report examines different levels of community engagement, such as informing, consulting and delegating power, which can have a direct or indirect health effect. The report emphasises that community engagement is a long term investment which can involve organisational and cultural change and the need for mutual trust and respect. Training and resources, participative working and area based initiatives are considered and how community members can work as agents of change, peer leaders and educators and health champions.



National Institute for Health and Clinical Excellence (NICE). *Behaviour change at population, community and individual levels* (NICE public health guidance 6). London, NICE, 2007.

<http://www.nice.org.uk/PH006>



National Institute for Health and Clinical Excellence (NICE). *Community engagement to improve health*. (NICE public health guidance 9). London, NICE, 2008.

<http://www.nice.org.uk/guidance/index.jsp?action=byID&o=11929#documents>

The role of emergency departments in community violence prevention

Emergency Departments (EDs) can contribute distinctively and effectively to violence prevention by working with Crime and Disorder Reduction Partnerships (CDRPs) and by sharing, electronically wherever possible, simple anonymised data about precise location of violence, weapon use, assailants and day/time of violence. These data, and the contributions of consultants in CDRP meetings, enhance effectiveness of targeted policing significantly, reduce licensed premises and street violence, and reduce overall A&E violence related attendances - in Cardiff, by 40% since 2002. The city has moved from mid table to safest city in its Home Office family of 15 similar cities, and has maintained this position for over three years. In the recent Reform study, Cardiff was 51st out of 55 towns and cities with more than 100,000 population in terms of the incidence of all assault and robbery. Evaluations have been published in the Emergency Medicine Journal and the Journal of the Royal College of Surgeons of Edinburgh.

This protocol for Emergency Medicine involvement in community violence prevention sets out the reasons for contributing, how contributions can be made, what contributions have been found to be effective, who should contribute and when contributions are best made. Misconceptions and barriers to working with local violence reduction agencies are listed, together with ways of overcoming them which are consistent with ethical guidance to doctors and data protection legislation.

CARDIFF UNIVERSITY
EFFECTIVE NHS CONTRIBUTIONS
TO VIOLENCE PREVENTION
PRIFYSGOL
CARDIFF THE CARDIFF MODEL



Prepared for
Rt Hon Alan Johnson MP
Member of Parliament for
Kingston Upon Hull West and Hessle

Please click on the link below for this document:

http://www.vrg.cf.ac.uk/Files/vrg_violence_prevention.pdf

£500,000 Scholarship to save lives and reduce injuries

The Royal Society for the Prevention of Accidents and BNFL today announced a major, new, long-term scholarship scheme for students to undertake research aimed at saving lives and reducing injuries.

BNFL (British Nuclear Fuels) has pledged £500,000 to establish a fund to finance students capable of carrying out work that will have a significant impact on improving safety in the UK and around the world.

Under what is believed to be one of the biggest accident-prevention scholarships ever funded, up to three PhD students will be awarded grants annually. The researcher who produces the best work each year will be awarded a further cash prize as an added incentive for excellence.

An invitation to bid for the scholarships, together with key themes for research, will be announced later this year. RoSPA and BNFL will be seeking to engage the country's leading researchers to focus on priority topics, not just in occupational safety and health, but also accident prevention on the road, in the home, in water and in leisure activities as well as in the area of safety education.

The scheme was outlined at RoSPA's conference on Developing Leadership Action at Safety and Health Expo in Birmingham by Mike Parker, BNFL Group Chief Executive.



Mike Parker, BNFL Group Chief Executive (right), presents the £500,000 cheque to Tom Mullarkey, RoSPA Chief Executive.

The announcement was welcomed at the conference by Judith Hackitt, Chair of the Health and Safety Executive, who was also speaking at the event.

BNFL has won many top awards from RoSPA for its commitment to health and safety and, now that nuclear power management is being moved into the private sector, the scholarship will ensure its name lives on as a safety champion. BNFL will close down over the coming year once it has completed the sales and transfers of its remaining businesses.

It is envisaged the scheme will run for 10 to 12 years, starting in 2009.

The scholarships will be built into RoSPA's highly-regarded Occupational Health and Safety Awards system. Winners will be announced each May at the Society's Oscars-style awards ceremonies at the NEC, which are attended by nearly 3,000 people.

Tom Mullarkey, the safety charity's Chief Executive, said: "This wonderful legacy from BNFL will play a major part in helping us to achieve our mission, which is to save lives and reduce injuries.

"It will finance research to produce results that can make a real difference to people's lives. We may also extend projects to allow recommendations to be implemented and specific projects to be fully developed.

"BNFL is blazing the trail to prove what can be done to prevent accidents, which have such a devastating impact throughout society. We hope other businesses and organisations will follow its lead and help us to resource initiatives which demonstrate that the vast majority of accidents are far from inevitable and that something can and must be done to stop them."

Mike Parker said: "Since its formation in 1971, BNFL has always placed the highest priority on occupational safety and our employees have been consistently committed to achieving the highest standards. I hope that our contribution to the RoSPA scholarship will help to instil these commitments and beliefs more widely. In so doing, I believe we will be leaving a very fitting legacy for the future."

Judith Hackitt said: "I commend this valuable and imaginative initiative. Together RoSPA and BNFL will stimulate innovative research work by PhD-level students, which will make a real difference to accident and ill-health prevention."

More details about the scholarship will be announced shortly. Enquiries to rbibbings@rospa.com.

Injury Prevention Strategies & Consultations

This section highlights important newly published injury prevention strategies and consultations.

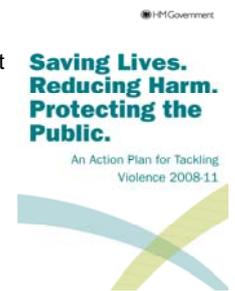
UK: Action plan for tackling violence 2008

Serious violence covers a wide range of offences, including homicide and serious wounding, offences involving weapons, domestic violence, hate crime and serious sexual offences including rape. These crimes are extremely rare: together they account for only about 1% of all crime. Yet when they do occur they cause significant harm, both to individual victims and their families in terms of physical injury and psychological trauma, and to society more widely in terms of fear.

This Plan sets out a range of actions that the Government will be driving forward to reduce priority crime types, including gun and gang-related crime; knife crime; and sexual and domestic violence.

To download the full document 'Saving Lives. Reducing Harm. Protecting the Public: An action plan for tackling violence 2008-11' click on the link below:

http://www.injuryobservatory.net/documents/violent_crime_action_plan.pdf



Wales: Working Together to Reduce Harm Strategy

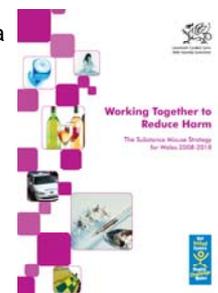
A new strategy to tackle the harm caused by misuse of substances has been announced by the Welsh Assembly Government. The 10-year-strategy 'Working Together to Reduce Harm', is now out for consultation and proposes a joint approach to drugs, alcohol and other misused substances. It sets out how the Welsh Assembly Government and partner organisations will work to reduce the damage caused to individuals, their families and society from all substance misuse.

The strategy will be backed by an extra £9.6 million in the Substance Misuse Action Fund over the next three years, taking the total amount of funding to more than £27 million per annum by 2010-11.

The strategy addresses a number of key areas including: prevention, supporting substance misusers, supporting families, and, tackling availability and protecting individuals and communities.

To download the full document 'Working Together to Reduce Harm' click on the link below:

http://www.injuryobservatory.net/documents/work_together_reduce_harm.pdf



UK: Feasibility of establishing a UK – wide injury database

In 2002 the former Department of Trade and Industry (DTI) ceased to collect injury data for its Home Accident Surveillance System (HASS) and Leisure Accident Surveillance System (LASS). Since this time the database has been accessible through RoSPA's website and is used by 70,000 visitors per year. Users range from health care professionals and lawyers to risk managers and product designers. Unfortunately, the HASS/LASS database is now out of date and can no longer be used to identify emerging injury trends. RoSPA, in partnership with Electrical Safety Council and Intertek are researching the feasibility of setting up a new, UK-wide injury surveillance system in the UK. The partners are grateful for additional funding from the British Aerosol Manufacturers' Association (BAMA) and UK Cleaning Products (UKCPI). The objective of the database is to facilitate the prevention of accidental injury by providing data for research, policy development, injury prevention programmes, risk assessment, and product development. The research project is due to be completed in October 2008.



For more information on the project's current progress please click on the following link: <http://www.rospa.com/hassandlass/update.htm>

Source: ROSPA, HASS & LASS Home

UK consultation on Children's Environment and Health Strategy launched

The Health Protection Agency has launched a three month consultation on A Children's Environment and Health Strategy for the United Kingdom. The Strategy provides an overview of the current impact of the environment on children's health in the UK and highlights areas where this could be improved. The consultation provides you with an opportunity to give your views on the priority areas identified and invites your suggestions on areas which you consider should be included. The consultation runs until Friday 13 June 2008. The Strategy is a response to the World Health Organization's (WHO) Children's Environment and Health Action Plan for Europe (www.euro.who.int/document/che/edoc07.pdf) produced in 2004 which had 4 regional priority goals. Goal 2 is to "prevent and substantially reduce health consequences from accidents and injuries and pursue a decrease in morbidity from lack of adequate physical activity, by promoting safe, secure, and supportive human settlements for children". The Strategy identifies a need to ensure accurate surveillance of unintentional injuries, both locally and nationally, as an essential component to enable proper and full evaluation of the effectiveness of initiatives aimed at reducing unintentional deaths and injuries amongst children and young people. The supporting documentation and method of responding to the consultation can be found on the Health Protection Agency's website at:

http://www.injuryobservatory.net/documents/CEHAPE_2008.pdf



Injury Prevention Project Highlights

The Accident Prevention Team (ACAP)

The Accident Prevention Team (ACAP) is an award winning project that covers East Lancashire. The project began in 2001, due to the high numbers of accidents that were occurring in children, under the age of 5, in the local districts. Julie Carman came into post as the Project Development Coordinator in 2001 and structured the Project, along with the ACAP Steering Group. Yvonne Skellern-Foster joined the Team soon after to lead on the Falls Prevention work for older people. The team is now made up of eight people, who work together to reduce the number of accidents for children and older people. High-risk households are targeted with home visits, education and the provision and fitting of safety equipment. A total of 4,000 families have now received the equipment and there has been a corresponding fall in A&E attendance. For more information on some of the different strands of ACAP's work click on the following link below

<http://www.eastlancspct.nhs.uk/patients/services/acap/>

Source: East Lancashire, NHS, Accident Prevention Team



The Risk Factory: Community Safety Education Centre

On February 1st 2008, The Risk Factory in Edinburgh celebrated its first successful operational year of demonstrating dangerous situations to children. Since the Centre opened, over 6900 children from 170 schools have visited, with a further 2500 expected before the end of the school year. Almost all Primary 7 classes from Edinburgh and the Lothians



have their visit booked, but there has also been interest from as far away as Elgin and the Borders. The Risk Factory is a multi million pound partnership project with support from The City of Edinburgh, Midlothian, West and East Lothian Councils, Lothian and Borders Fire and Rescue Services and Police, along with countless local and national businesses and organisations. The centre's aim is to provide safety education in an exciting new way to children in Edinburgh and the Lothians by letting them experience danger in a safe environment. The Risk Factory has 11 different safety scenarios, that are very realistic, including a bus, a house, a beach and a railway station, to name but a few. In each different area the volunteer guides point out the dangers and

explain how children can keep themselves and others safe. The primary 7 children are guided around the centre by trained volunteers, which has lead the centre staff to recruitment opportunities across Edinburgh and Lothian's, from distributing posters and leaflets to members of the public to attending fresher's fairs at local universities. A new scheme has also been developed to get local businesses involved with the project. Employers are asked to allow staff time away from work to help out at the Risk Factory, this can be for as little as one day a month. Volunteers are trained on safety skills so they are confident in passing on key safety messages to the



children who visit the centre. This can enhance career opportunities as well as allowing the company to give something back to the community. Although currently targeting Primary 7 children from Edinburgh and Lothians, as the centre develops, it will be able to open its doors to countless other groups who could reap the benefits from such an excellent facility. For more information about the centre, please contact jen.robson@edinburgh.gov.uk or call 0131 455 8930.

Injury Statistics and Data

“Injuries in the European Union 2003-2005” – NOW AVAILABLE!

“Injuries in the European Union 2003 - 2005” is an up-to-date summary of the main results of current injury statistics and surveys at EU level. European injury data made publicly accessible through international data providers such as Eurostat or the World Health Organization (WHO) is combined with recent hospital-based data of the EU Injury Database (IDB) on home and leisure accidents in order to give a comprehensive view of injuries in Europe at a glance.

Firstly, this report quantifies the detrimental impact of injuries on the public's health within the EU:

- injuries in the EU kill over 250 000 people each year
- injuries are the leading cause of death in children, adolescents and young adults
- injury mortality greatly varies between EU Member States
- injuries consume almost 10% of hospital resources

Secondly, this report and its underlying database provide unique information for assisting injury prevention - numbers about what injuries occur, when, where, how, why, and to whom – especially for the growing domain of home and leisure injuries. This kind of detailed information is new and provided only by the Injury Database (IDB) - publicly and online accessible since June 2006.

Thirdly, this report introduces a cross-sectoral approach

(“comprehensive view”) to injury reporting. Traditionally, injury prevention in EU Member States was separated into independent sectors – traffic, work, consumers, violence - and so were the data sources on injuries. The comprehensive view of injuries in this report allows for a comparison of major injury outcomes by injury sector, providing added value for public health and cross-sector injury prevention. For example:

- one fatal injury is accompanied by over 200 non-fatal cases, comprising a rising number of disabled persons;
- traffic injuries account for approximately 20% of fatal injuries but only for 6% of non-fatal
- “home and leisure” is the setting in which happen most injuries by far, but provides the lowest insurance cover for its victims;
- EU-wide, two thirds of all injuries are treated in hospitals, making them an important setting for injury surveillance;

To download this report click on the link below:

http://www.injuryobservatory.net/documents/Injury_stats_euro_union.pdf

Source: Injuries in the European Union 2003 – 2005



Eurosafe Injury Reports:

<http://www.eurosafe.eu.com/csi/eurosafe2006.nsf/wwwVwContent/l3reports-1.htm>

Rural-urban differences in child road injury in South West England

In September 2007, South West Public Health Observatory published a major report about road traffic collisions in the South West region, bringing together data from the police and NHS to give a comprehensive overview of the size of the problem and also identify potential areas for prevention.

The report included a comparison of road injury risk by type of area (rural or urban) and levels of socio-economic deprivation. Whilst there is a well documented socio-economic gradient in the risk of death and serious injury on the roads, most research into deprivation and road traffic collisions has taken place in urban areas and with little comparison of urban and rural risk factors. In the South West, 86% of the main roads are rural and the highest death and serious injury rates are on rural A-roads.

The results suggest that child (<16) admission rates to hospital due to road collision injuries are highest among children living in deprived rural areas in the South West. The pattern is illustrated in figure 1. Although not all differences between groups were statistically significant from each other (and so the difference might be due to chance variation), the rate among children living in the most deprived rural communities was 2.8 times higher than in the least deprived rural child communities. Among children in urban areas, rates among the most deprived were 1.3 times higher than the least deprived.

A comparison of injury risk by mode of transport showed that rural children were more likely than urban children to be injured whilst in a car, and less likely as a pedestrian or cyclist. This would probably be expected given that rural children have greater dependence on private transport owned by their families, make longer journeys and are likely to be more exposed to vehicles travelling at higher speeds. Understanding these fundamental differences in exposure to transport is essential to understanding why groups have different levels of risk. Children living in deprived rural communities are also likely to have different social and cultural influences compared with those in deprived urban communities.

The urban-rural difference in injury risk is under-researched and an important topic for further investigation. The findings from the report have been presented at various regional and national forum, including at the first 'Injury Prevention Conference for the UK and Ireland' last year. Work is also continuing with multi-agency partners across the region to use an evidence-based approach to road injury reduction. Vehicle speed reduction is crucial, particularly on primary rural roads, as lower speeds can reduce both the number and

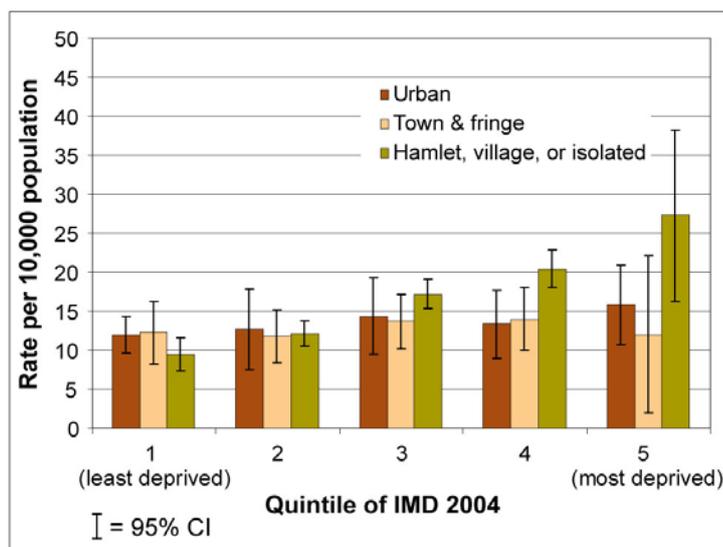
Rural-urban differences in child road injury in South West England cont

severity of collisions. It is also vital to view road injury in a wider public health context, as danger on the road is a strong disincentive to using active transport (i.e walking and cycling) and can indirectly contribute to levels of obesity. Children in the rural South West are currently extremely dependent on private transport and transport planning should aim to create opportunities for children to travel actively and sustainably as well as safely.

The report *A Heavy Toll – Road Traffic collisions in the South West* can be downloaded from www.swpho.nhs.uk

For further information, contact kate.lachowycz@swpho.nhs.uk, 0117 970 6474

Figure 1 (to the right): Rate of admissions to hospital due to road traffic collisions for children (aged <16) per 10,000 population in the South West by urban-rural classification and deprivation quintile, 1998-2004



Source: *Hospital Episode Statistics, Department of Health (2005)*
Note: IMD = Index of Multiple Deprivation; CI = confidence interval

Mixed Results from 2006 Irish Free Speed Survey

Drivers Slow Down on Regional & Country Roads But Speed Up on National Roads

A nationwide observational free speed survey on Irish roads was conducted in the summer of 2006 by Road Safety Authority and published in March 2008. Free speed is the speed at which the drivers choose to travel when unconstrained by either road geometry (e.g. sharp bends), weather conditions (e.g. rain) or traffic conditions (e.g. congestion). Free speed considerably overestimates the average speed on the road network as constrained vehicles tend to travel at lower speeds.

The Free Speeds report found that in rural areas there was a significant reduction in speeding rates on regional and local roads. The number of car drivers breaking the posted speed limit of 80km/h on regional roads dropped from 63% in 2005 to 26% in 2006 and from 37% to 19% on county roads in the same period.

However, on motorway, national primary and national secondary routes the proportion of cars breaking the speed limits increased. For example, the number of cars breaking the 100km/h speed limit on

- National Secondary Routes increased from 9% in 2005 to 13% in 2006
- National Primary routes increased from 23% to 27%
- Dual Carriageways increased from 28% to 30%
- Motorways (where the speed limit is 120km/h) increased from 15% to 20%

The proportion of cars exceeding the speed limit on urban arterial roads (in 50 km/h zones) fell by 5 percentage points to 86 per cent in 2006. However there was a significant increase in the percentage of cars breaking the 50km/h speed limit in residential areas – from 20% in 2005 to 47% in 2006.

There was an improvement in the number of articulated drivers obeying the vehicle speed limit on motorways and dual

carriageways (80km/h for these type of vehicles) and on regional and local roads (80km/h), where a reduction from 45% offending to 9% was significant. However, on two lane national primary and secondary roads, speeds for articulated vehicles increased.

Average car free speed was 110 km/h on motorways, 90 km/h on dual carriageways, 95 km/h on two-lane national primary roads, 87 km/h on two-lane national secondary and 72 km/h and 67 km/h on regional and county roads respectively.

“In general the 2006 study shows mixed results compared to the 2005 study” said Mr. Noel Brett, CEO, Road Safety Authority. “There were improvements in the proportion of cars complying with speed limits on regional and county roads in 2006. However, on better quality road types, on motorway, national primary and national secondary routes the proportion of cars breaking speed limits increased.” added Mr. Brett.

“Some drivers believe that there are acceptable or safe levels of speeding, but such a view shows that we simply do not understand speed. We do not realise that a car driven at any speed is a lethal weapon. So the message is slow down”, Mr Brett concluded. The 2006 ‘Free Speeds’ Survey can be viewed or downloaded from the RSA’s website www.rsa.ie

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Research News

This section highlights important new research findings from the scientific literature. Each week CAPIC staff screen research abstracts produced by SafetyLit (<http://www.safetylit.org/>) the injury prevention literature update produced by San Diego State University in collaboration with the World Health Organization. The amount of literature is large and growing with about 120 publications each week and it is hard for anybody to keep up with this information. Many people prefer to read summary documents which bring together the evidence from many studies

CAPIC provides a searchable database of all summary reviews of injury prevention

http://www.capic.org.uk/systematic_reviews.html.

This section of the newsletter identifies notable individual studies which contain important new information for prevention.

- **Promoting bicycle helmet wearing by children using nonlegislative interventions: systematic review and meta-analysis.**

Non-legislative interventions are effective in increasing bicycle helmet use among children and young people. Community-based helmet promotion programmes that include the provision of free helmets may increase observed helmet wearing to a greater extent than those set in schools or those providing subsidized helmets.

Authors: Royal S, Kendrick D, Coleman T.

Reference: Injury Prevention 2007;13:162-167

- **Rethinking individual and community fall prevention strategies: a meta-regression comparing single and multifactorial interventions.**

Multifactorial fall prevention interventions are effective for individual patients. However, for community programmes for populations at risk, targeted single interventions are as effective as multifactorial interventions, may be more acceptable and cost effective.

Authors: Campbell AJ, Robertson MC.

Reference: Age Ageing. 2007 Nov;36(6):656-62

- **Systematic review and meta-analyses of strategies targeting alcohol problems in emergency departments: interventions reduce alcohol-related injuries**

There are few evaluations of emergency department-based interventions for alcohol problems. Future evaluations should use consistent outcome measures and report effect sizes. The existing evidence however suggests that interventions are effective in reducing subsequent alcohol-related injuries.

Authors: Shakeshaft A, Sanson-Fisher R.

Reference: Addiction 2008; 103(3): 368-376

- **Review of predictors of suicide within 1 year of discharge from a psychiatric hospital.**

Results from a systematic database search showed that all significant suicide predictors--those found in more than one study--could be grouped into factors related to suicidality, patient care factors, and demographic and psychopathological factors. Increased knowledge of suicide predictors for this particularly high-risk time, identified in this review, can help inform prevention and intervention efforts that may significantly reduce suicide rates.

Authors: Troister T, Links PS, Cutcliffe J

Reference: Curr Psychiatry Rep 2008; 10(1): 60-5.

- **Relationships between parenting styles and risk behaviors in adolescent health: an integrative literature review.**

Careful examination of parenting style patterns in diverse populations, particularly with respect to physical activity and unintentional injury, will be a critical next step in the development of efficacious, culturally tailored adolescent health promotion interventions.

Authors: Newman K, Harrison L, Dashiff C, Davies S

Reference: Rev Lat Am Enfermagem 2008; 16(1): 142-50.

Research News

- **A review of driving risks and impairments associated with attention-deficit/hyperactivity disorder and the effects of stimulant medication on driving performance.**

Clinicians should educate patients/caregivers about the increased risk of adverse outcomes among untreated individuals with ADHD and the role of medication in potentially improving driving performance. Owing to the significantly higher risk of adverse driving outcomes, the use of stimulant medications to treat people with ADHD who drive may reduce such safety risks.

Authors: Barkley RA, Cox D.

Reference: J Safety Res 2007; 38(1): 113-28.

- **What we know about ADHD and driving risk: a literature review, meta-analysis and critique.**

Current data support the utility of stimulant medication in improving driving performance in younger ADHD drivers. A conceptual model of risk factors in young ADHD drivers is offered. The current state of screening instruments for identifying high risk subjects within this clinical group is summarized along with a final section on emerging trends and future prospects for intervention.

Authors: Jerome L, Segal A, Habinski L.

Reference: J Can Acad Child Adolesc Psychiatry 2006; 15(3): 105-25.

- **Parenting interventions for the prevention of unintentional injuries in childhood.**

Parenting interventions, most commonly provided within the home using multi-faceted interventions may be effective in reducing child injury. The evidence relates mainly to interventions provided to families at risk of adverse child health outcomes. Further research is required to explore mechanisms by which these interventions reduce injury, the features of parenting interventions that are necessary or sufficient to reduce injury and the generalisability to different population groups.

Authors: Kendrick D, Barlow J, Hampshire A, Polnay L, Stewart-Brown S.

Reference: Cochrane Database Syst Rev 2007; (4): CD006020.

- **Review of effective interventions for reducing aggression and violence.**

There is sufficient evidence currently available to substantiate the claim that personal violence can be reduced by psychosocial interventions, but that much more research is required to delineate the parameters of effectiveness in this context. Proposals are made for future investigations with reference to the theoretical understanding of causal relationships and the design of experimental trials.

Author: McGuire J.

Reference: Philos Trans R Soc Lond B Biol Sci; 2008

- **Preventive interventions addressing underage drinking: state of the evidence and steps toward public health impact.**

Conducting this review revealed clear advances in the number of evidence-based interventions available and the quality of outcome research; however, much work remains to achieve greater public health impact through evidence-based interventions. We also recommend the application of emerging consumer-oriented and community-participatory models for intervention development and research, designed to increase the likelihood of "real-world" public health impact through improved translation of intervention science into practice.

Author: Spoth R, Greenberg M, Turrisi R

Reference: Pediatrics 2008; 121(4): S311-36.

What's in the News?

This section of the newsletter contains injury prevention related news stories from the last 4 months.

Campaign to reduce farming deaths

Farmers in Berkshire, Buckinghamshire and Oxfordshire are being targeted in a new campaign aimed at reducing the number of workers killed and injured.



Full story- <http://news.bbc.co.uk/1/hi/england/oxfordshire/7252464.stm>

Millions 'not wearing seatbelts'

Millions of people are not wearing seatbelts years after wearing one became compulsory, research suggests.



Full story- <http://news.bbc.co.uk/1/hi/uk/7218914.stm>

Ski-break knee injuries 'rising'

A boom in short skiing holidays abroad is leading to a rapid increase in knee injuries, particularly to women, claims a top specialist.



Full story- <http://news.bbc.co.uk/1/hi/health/7178561.stm>

The pitfalls of not repairing potholes

There are so many potholes on our roads that it would take more than 11 years at the current rate to fill them in, and that is just England and Wales.

Full story- <http://news.bbc.co.uk/1/hi/uk/7210472.stm>

Boys are twice as likely to be killed on the roads as girls

Boys are twice as likely to be killed on the roads as girls, according to a Government study that has prompted calls for compulsory road safety training for young males.

http://women.timesonline.co.uk/tol/life_and_style/women/families/article3412578.ece

Training 'won't stop back injury'

Sending employees on courses to encourage "safe lifting" does not reduce back injury rates, say experts.



Full story- <http://news.bbc.co.uk/1/hi/health/7222611.stm>

Public asked to check on children

People are to be taught how to spot children who are at risk and report their concerns to the authorities.



Full story- <http://news.bbc.co.uk/1/hi/education/7227228.stm>

Blinds petition goes to Commons

A 3500-SIGNATURE petition demanding a ban on potentially fatal looped blind cords will be presented at the House of Commons next week.

<http://www.thecourier.co.uk/output/2008/05/30/newsstory11432845t0.asp>

Speeders given the choice of a £60 fine and three points - or a telling-off by a 10-year-old!

Children in Norfolk are being given the chance to make a difference with drivers pulled over for speeding near schools being offered either a £60 fixed penalty (and three points on their licence) or a dressing down from the pupils.

http://www.dailymail.co.uk/pages/live/articles/news/news.html?in_article_id=517367&in_page_id=1770

'Superhero' train safety message

Superheroes with names like "Rush Gordon" and "Wander Woman" are taking to train platforms across Wales in a bid to cut accidents.



Full story- <http://news.bbc.co.uk/1/hi/wales/7299424.stm>

Drivers to shape road safety plan

Engaging more people in accident prevention is crucial in cutting the death toll on the roads, the transport minister has said.



Full story- <http://news.bbc.co.uk/1/hi/scotland/7261591.stm>

Suicide projects get lottery cash

Two projects in Wales which aim to support people at risk of suicide and prevent it have each been given lottery grants of almost £1m.

Full Story - <http://news.bbc.co.uk/1/hi/wales/7384606.stm>

What's in the News?

Driving test revamp will raise licence age to 18 to curb carnage in young drivers

A revamp of the driving test will begin soon after Easter in an attempt to reduce the carnage among young and novice drivers.

http://www.dailymail.co.uk/pages/live/articles/news/news.html?in_article_id=534149&in_page_id=1770

Driving to distraction: Talking on a hands-free mobile is 'as dangerous as drink-driving'

Listening to a mobile phone while driving reduces concentration by more than a third, a study has found.

http://www.dailymail.co.uk/pages/live/articles/news/news.html?in_article_id=393328&in_page_id=1770

How stripping the streets of traffic lights and signs may be a life saver

Redesigning roads to leave drivers and pedestrians uncertain about who has priority will save lives, according to a report by Britain's most senior transport officials. The move would automatically cut traffic speed without the need for cameras, they say. <http://www.timesonline.co.uk/tol/news/environment/article3359881.ece>

Slipper swap to help reduce falls

A slipper exchange is being set up in Wiltshire in an attempt to reduce the number of accidents in the home.



Full Story - <http://news.bbc.co.uk/1/hi/england/wiltshire/7305299.stm>

Motorists to face roadside tests for drugs

Motorists could face roadside drug tests under plans to reduce the number of drivers getting behind the wheel while intoxicated.

Full Story -

<http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2008/02/06/ndrugdrive106.xml>

Fire extinguishers a fire hazard

Residents at a block of flats in Dorset have been told to remove communal fire extinguishers, to improve fire safety.



Full Story - <http://news.bbc.co.uk/1/hi/england/dorset/7290003.stm>

Making a brake light say more than 'stop'

Ever almost run into the back of another car because you misjudged how heavily it was braking? Or has anyone run into you? If some research work at Virginia Tech succeeds, then smart brake lights might prevent some accidents

Full Story - <http://www.guardian.co.uk/technology/2008/may/01/motoring>

Children in poor areas 'at greater risk of road injury'

A study, based on NHS data of hospital admissions, shows that children from deprived areas are four times more likely to be seriously injured as pedestrians, and three times more likely when cycling.

http://www.timesonline.co.uk/tol/life_and_style/health/article3655546.ece

We have to tackle child injury on the sports field

As the final round of the Six Nations rugby tournament played out to a Welsh grand slam, few would have known to spare a thought for two schoolboys from Glasgow and Cambuslang. Paralysed from the neck down, each sustained their spinal injuries this season playing schoolboy rugby.

Were these unusual catastrophic events or are they the tip of an iceberg? According to www.heartsandballs.org.uk, one of many websites dedicated to fundraising to help those hurt during sport, rugby-induced spinal injuries are a well-recognised occurrence.



Accident and Emergency staff and orthopaedic and maxillary facial surgeons will also testify that rugby injuries make up a proportion of the cases they see. But there is no meaningful data on the real risks and rates of injury from sports among children or adults.

Full Story -

http://www.theherald.co.uk/features/featuresopinon/display.var.2185572.0.We_have_to_tackle_child_injury_on_the_sports_field.php

Bikers spend day improving skills

A group of motorcyclists has invited police, the fire service and road safety officers to spend a day helping to improve their riding skills.



Full Story - <http://news.bbc.co.uk/1/hi/england/sussex/7345109.stm>

Emergency services get the most calls from deprived areas

Ambulances are four times more likely to be called out to deprived areas than the most affluent areas, a ground-breaking analysis has found. Falls were also found to be the most common reason for call out



Full Story - http://www.hsi.co.uk/news/2008/03/east_mids_ambulance.html

What's in the News?

Young workers 'not safety aware'

Thousands of young workers in their first job or on work experience are at risk of injury because of inadequate training, a survey has suggested.

Full Story - <http://news.bbc.co.uk/1/hi/uk/7362124.stm>



Car black box tackles accidents

"Black box recorders" are being fitted to young drivers' cars in an attempt to reduce the number of accidents.

Full Story - <http://news.bbc.co.uk/1/hi/england/staffordshire/7366620.stm>

Shock rise in violence against UK's children

NHS figures show there are now 22,000 hospital cases a year of deliberate harm to youngsters compared to 16,600 some five years ago.



Full Story - <http://www.guardian.co.uk/society/2008/apr/20/children.nhs>

Big rise in rate of self-harm in jail, says charity

Rates of self-harm in jail have rocketed in the last four years, a prison reform charity claims today. The Howard League for Penal Reform says the number of prisoners deliberately injuring themselves had risen at four times the rate of the jail population increase.



Full Story - <http://www.guardian.co.uk/society/2008/apr/20/children.nhs>

Parents 'stop children cycling'

Parents' fears about road safety are turning children into a lost generation of cyclists, says a government-backed agency that promotes cycling.

Full Story - <http://news.bbc.co.uk/1/hi/education/7380691.stm>

Driver Testing and Training to be overhauled

New proposals to reform the way people learn to drive and how they are tested have today been announced by Transport Secretary Ruth Kelly. The aim of the consultation is to create safer drivers for life by strengthening the current learning and testing procedures, and creating a culture of extended and advanced learning.

<http://nds.coi.gov.uk/Content/Detail.asp?ReleaseID=366705&NewsAreaID=2>

'Madness of tombstoning returns'

Every year across the UK the practice of "tombstoning" claims lives and causes serious injury.

Full Story -

<http://news.bbc.co.uk/1/hi/england/7396739.stm>



Action plan targets knife crime

Police are to get airport-style metal detectors in a crackdown on knife crime in England and Wales being launched by Home Secretary Jacqui Smith.

Full Story - <http://news.bbc.co.uk/1/hi/health/7078603.stm>

A high cost in builders' lives

Casualisation and lax regulation mean deaths in the construction industry are rocketing

Full Story -

<http://www.guardian.co.uk/business/2008/may/11/construction.tradeunions1>



Police scheme cuts road injuries

Police in Devon and Cornwall have said a campaign targeting bad and dangerous drivers has helped cut road casualties and injuries.

Full Story - <http://news.bbc.co.uk/1/hi/england/7365040.stm>

EU requires "magnetic toys" to carry a warning label

Toys containing magnets look set to carry a mandatory warning label across the EU, under a Commission proposal approved by Member States in the General Product Safety Directive (GPSD) Committee.

Full Story -

<http://www.eurosafe.eu.com/csi/eurosafe2006.nsf/www/VwContent/BDA963AC0412EEA6C1257410003750D2?opendocument&context=044BBB25761E3F88C12572FE00450628>



Forthcoming Conferences & Events

3rd-5th June 2008

Faculty of Public Health Annual Conference

Venue: Cardiff

<http://www.publichealthconferences.org.uk/annual/>

23rd June 2008

Road safety PIN

Venue: Brussels, Belgium

<http://www.etsc.be/PIN.php>

23rd-25th June 2008

'Club Health 2008', Ibiza, Spain

The 5th International Conference on Nightlife, Substance Use and Related Health Issues

<http://www.clubhealth.org.uk/conference/>

24th-26th June 2008

Consumer Affairs & Trading Standards Annual Conference 2008

Venue: Bournemouth, England

<http://www.tsi.org.uk/events/index.htm?frmClient=20E2871F-D8F0-4633-A15DB955F1E545C4&frmItemID=139932&frmShared=1>

26th-28th June 2008

World Congress on Sports Injury Prevention

Venue: Tromso, Norway

<http://www.ostrc.no/no/Congress/>

23rd-29th June 2008

Child Safety Week

Supporting organisation: Child Accident Prevention Trust

<http://www.capt.org.uk/csweek/default.htm>

24th June 2008

National Falls Awareness Day

Supporting organisation: Help the aged

<http://www.helptheaged.org.uk/en-gb/AdviceSupport/HomeSafety/FallPrevention/NFAD/>

2nd July 2008

1st Annual Domestic Violence Symposium: Reducing Harm, Protecting Vulnerable People and Improving Partnership Working Locally

Supporting organisation: Public Policy Exchange

Overview - http://www.injuryobservatory.net/documents/Overview_domVio.pdf

Programme - http://www.injuryobservatory.net/documents/Programme_DomVio.pdf

Registration Form- http://www.injuryobservatory.net/documents/Registration_DomVio.doc

26-28 August 2008

Injury in the developing world:from prevention to care

Venue: Karachi, Pakistan

<http://www.aku.edu/news/seminars/injury/>

27-30 August 2008

12th European Symposium on Suicide and Suicidal Behaviour

Venue: Glasgow

<http://www.esssb12.org/>

Forthcoming Conferences & Events cont ...

31st August—3rd September 2008

Children and Injuries International Conference

Venue: Cape Town, South Africa

http://www.uct-cmc.co.za/Conferences/conf-main.asp?Conf_ID=71&Page=Home

7th - 10th September 2008

XVIIth ISPCAN International Congress on Child Abuse and Neglect

Venue: Hong Kong SAR, China

<http://www.ispcan.org/congress2008/>

10th - 13th September 2008

8th IUHPE European Conference on Health Promotion and Health Education Towards the future: new frontiers for Health Promotion

Venue: Turin, Italy

<http://www.hp08torino.org/>

30th September - 3rd October 2008

Prevention of Occupational Accidents in a Changing Work Environment

Venue: Crete, Greece

<http://wos2008.conferences.gr/>

9th - 10th October 2008

2nd European Conference on Injury Prevention and Safety Promotion

Venue: Paris, France

<http://www.eurosafe.eu.com/csi/eurosafe2006.nsf/wwwVwContent/05C0E6A4D55BB3A2C125736F0031CD92?opendocument&context=7CEDCA0517D47B31C1257177003C9226>

13th October 2008

European Road Safety Day

http://ec.europa.eu/transport/roadsafety/road_safety_days/index_2008_en.htm

20th October 2008

17th International Safe Communities Conference

Venue: Christchurch, New Zealand

<http://www.conference.co.nz/index.cfm/iscc08/welcome/index.html>

20th - 23rd October 2008

17th International Safe Communities Conference

Venue: Christchurch, News Zealand

<http://www.conference.co.nz/index.cfm/lsc08/Welcome/>

3rd-6th November 2008

2nd Asia Pacific Injury Prevention Conference

Venue: Hanoi, Vietnam

<http://apacph2008.org/>

5th – 8th November 2008

EUPHA Annual Conference, 'I-Health: health and innovation in Europe'

Venue: Lisbon, Portugal

http://www.eupha.org/html/menu3_2.html

11th – 12th November 2008

Regulating Home Safety

Venue: Blackpool, England

<http://www.rospa.com/home/index.htm>

10th – 16th November 2008

Road Safety Week

<http://www.roadsafetyweek.org.uk/>

Forthcoming Conferences & Events cont ...

17th – 21st November 2008

International Product Safety Week

Venue: Brussels, Belgium

<http://www.eurosafe.eu.com/csi/eurosafe2006.nsf/wwwVwContent/3B3CB3F06AD4E60DC12573E6003CE520?opendocument&context=7CEDCA0517D47B31C1257177003C9226>

10th – 12th February 2009

1st Eastern Mediterranean Regional Conference Injury Prevention and Safety Promotion Development and Safety - Together

Venue: Cairo, Egypt

<http://www.emro.who.int/vip/ipsp/index.htm>

10th – 12th February 2009

74th Road Safety Congress 2009 - Road Safety: What Have We Learnt?

Venue: Hilton Metropole, Blackpool

<http://www.rospace.com/road/>

13th – 15th August 2009

18th International Conference on Safe Communities Community Safety Policies as an axis for development

Venue: Cali, Colombia

<http://www.cisalva.univalle.edu.co/EN/index.html>

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http://www.injuryobservatory.net/sign_up.html

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