
Trauma and Injury Prevention: Saving Lives with the Preventable Campaign

Atlantic Trauma and Emergency Medical Conference
September 22, 2017

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Disclosure

- I serve as the part-time co-Executive Director and Spokesperson for The Community Against Preventable Injuries, a not-for-profit organization in British Columbia that designs, delivers and evaluates an injury prevention social marketing program.
 - Approved under the University of British Columbia and Provincial Health Services Authority conflict of interests declarations

Agenda

- Injury as a public health problem
- The burden of injury in Canadian society
- Preventable: A social marketing program to reduce injury
- What we can do



The Problem

People are being injured

Injury is the physical damage that results when a human body is suddenly subjected to energy in amounts that exceed the threshold of physiological tolerance, or from a lack of one or more vital elements



People are being injured




People are being injured



People are being injured





Worldwide, injury is the leading cause
of death for people ages 1 to 44

More than 5 million die each year

9% of all deaths

(more than HIV/AIDS, TB & malaria combined)

Injury is the fastest growing and least
researched of all modern epidemics

World Bank

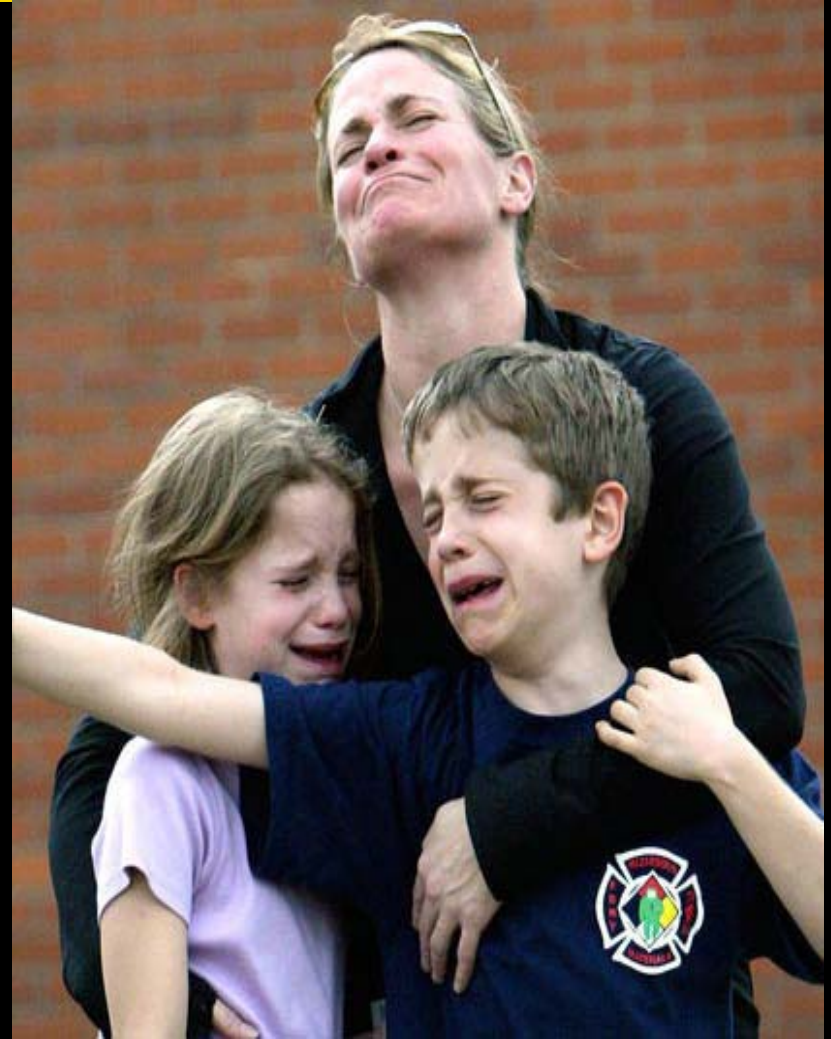
In Canada...



- In an average year,
 - 230,000 are hospitalized for injury
 - 3.5 million require emergency medical care
 - More than 60,000 are left with a permanent partial or total disability
 - Economic burden \$26.8 billion
 - 7th largest cost contributor to the health care system, ahead of cancer
- Equivalent to \$ 51,370 per minute

In Canada...

- Tragic Human Toll
 - 16,000 Canadian lives are lost to injury
 - That is, 43 Canadians that die from injury each and every day
 - Equivalent to 50 jetliners crashing with all lives lost



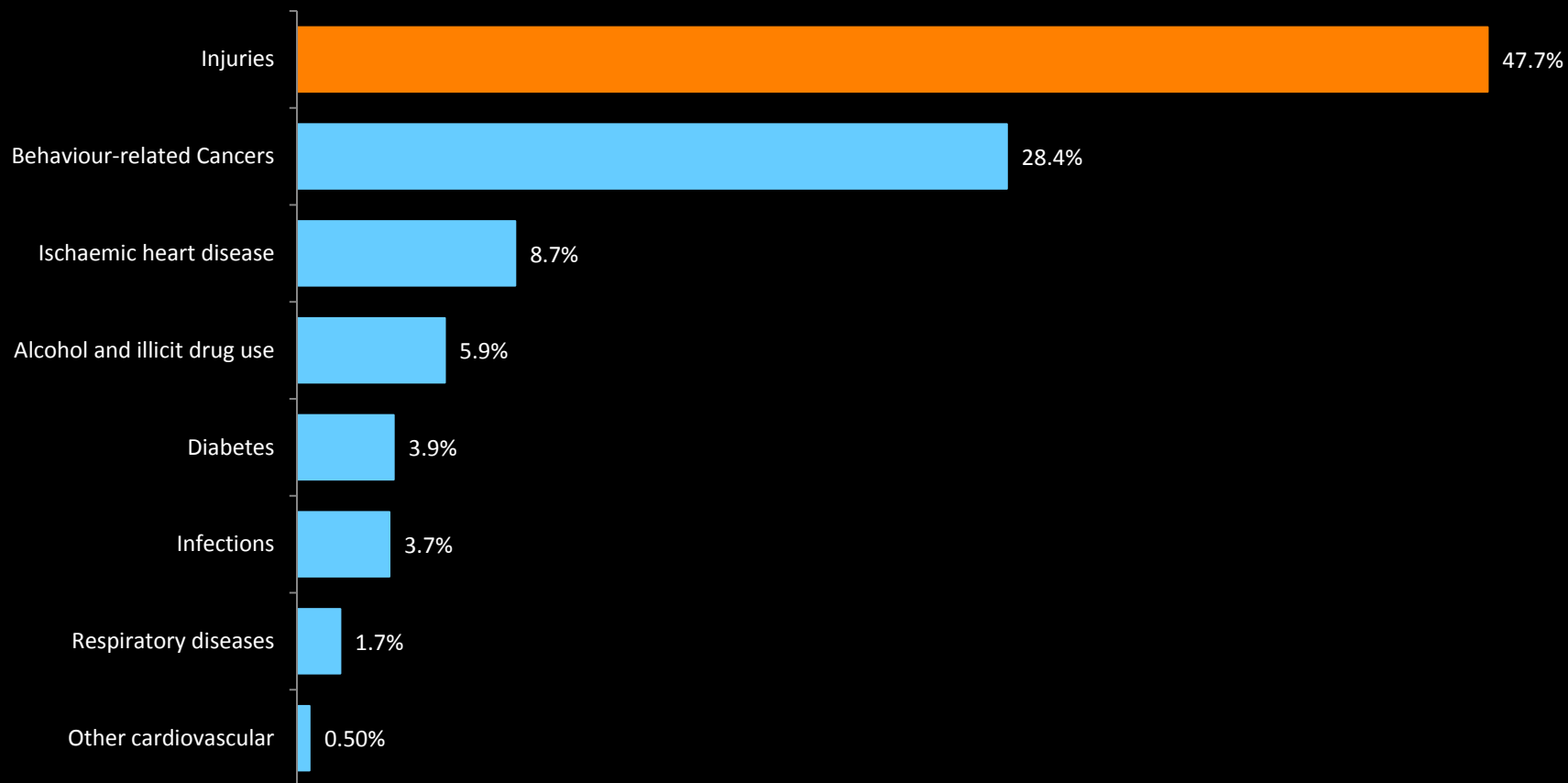
In Canada...



- Injury Affects the Young
 - Leading cause of death for all Canadians ages 1 to 44
 - More children and youth die from injury than from any other cause ...
 - One child every nine hours...
 - 24 / 7 / 365

Preventable Years of Life Lost

Preventable Causes of Death



Lost Potential...



Individual

Family

Community

Employer

Society

Health Care System

Canada's Invisible Epidemic

SMARTRISK Foundation



We know what to do ...

For the leading causes of injury...

- We know the epidemiology
- We know what works
- We know what to do
- It's time to use the evidence, our credibility and influence, and act!



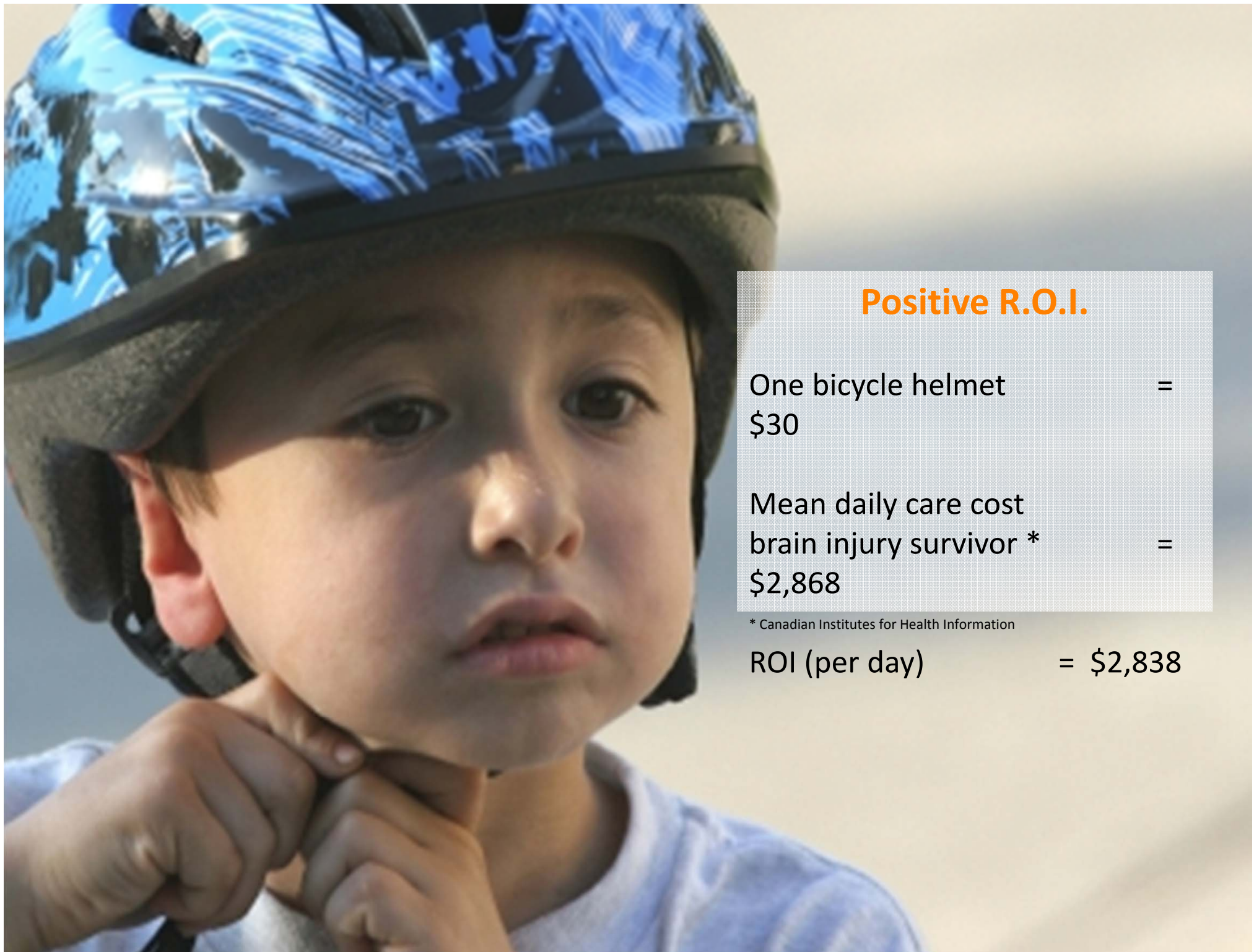
A photograph of a woman and two young children in a swimming pool. The woman, with curly hair, is smiling and looking at the camera. She is holding the two children, who are also smiling. Both children are wearing bright yellow inflatable life preservers. The water is a clear, light blue. The text "Prevention is Key" is overlaid in white, bold, sans-serif font across the middle of the image. Below the text is a solid yellow horizontal bar.

Prevention is Key

Prevention has a proven R.O.I.

| Each Dollar Spent | Saves Society |
|---|---------------|
| Childproof cigarette lighter | \$80 |
| Booster seat | \$71 |
| Child safety seat | \$42 |
| Zero alcohol tolerance, driver under 21 | \$25 |
| Smoke alarm | \$18 |
| Pediatrician counseling | \$9 |
| Poison control centre | \$8 |

Source: Children's Safety Network (2014). Injury prevention: what works?
A summary of cost-outcome analysis for injury prevention programs (2014
update) [online]. Available from URL:
<http://www.childrenssafetynetwork.org>



Positive R.O.I.

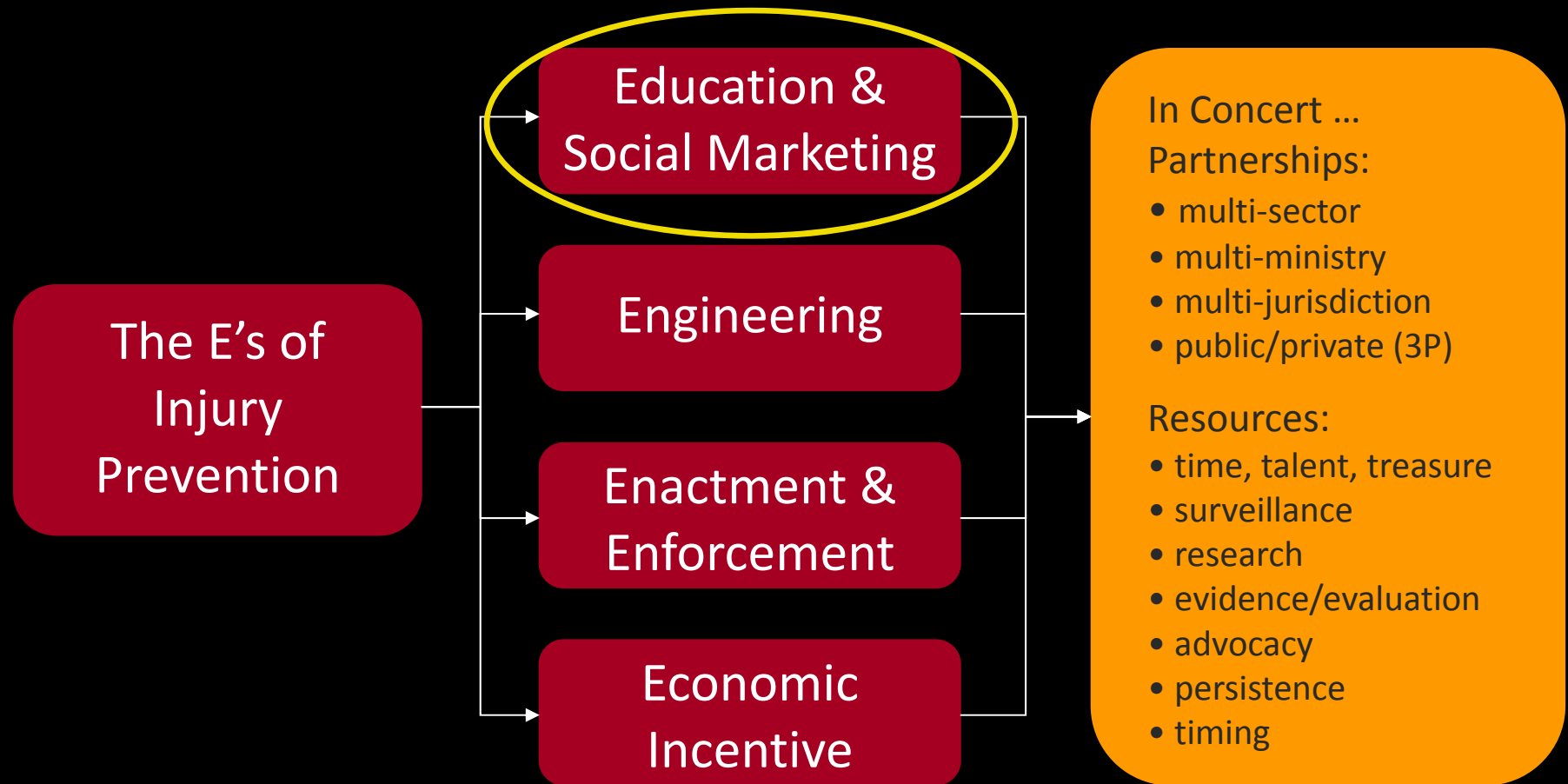
One bicycle helmet =
\$30

Mean daily care cost
brain injury survivor * =
\$2,868

* Canadian Institutes for Health Information

ROI (per day) = \$2,838

Known Solutions



THE COMMUNITY AGAINST
preventable
INJURIES



A close-up shot of a man with dark hair and a light beard, sitting in the driver's seat of a car. He is looking out the window with a wide-eyed, surprised expression. The background outside the car is blurred green foliage. The interior of the car is dark, and the lighting is focused on the man's face.

Who we are

About us

- Registered non-for-profit society
 - Single focus – To develop and deliver an evidence-based social marketing program to reduce serious injury
 - Strategy:
 - Establish an overall injury prevention “brand”
 - Engage multiple partners - emphasis on a private sector leadership
 - Establish critical mass necessary to transform attitudes and behaviours
 - 100+ organizations, including some of the largest and most prominent in BC and AB
 - Currently, in discussions in Atlantic Canada
-

To **transform societal attitudes** towards injury prevention and to **reduce the human and financial burden** that preventable injuries cause in Canada

Our mission

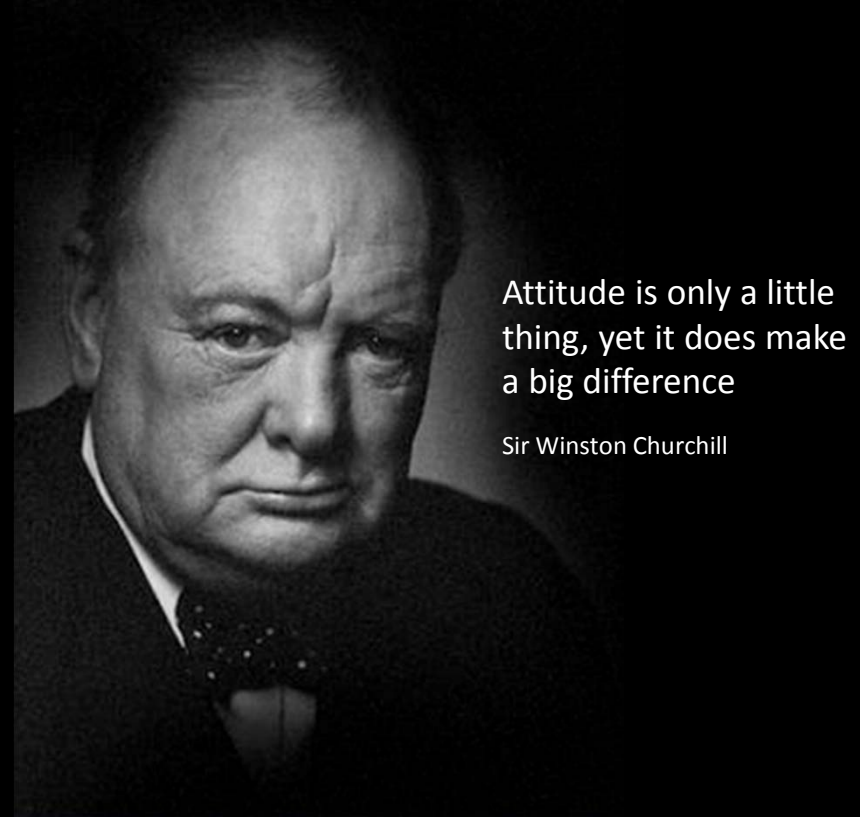


The problem




The biggest problem

- Our attitude links most serious preventable injuries
- Most people think, *'injuries are an inevitable part of life'*, BUT *'it won't happen to me'*
- This is the attitude that leads to more than 3.7 million injuries in Canada each year




Attitude is only a little thing, yet it does make a big difference

Sir Winston Churchill



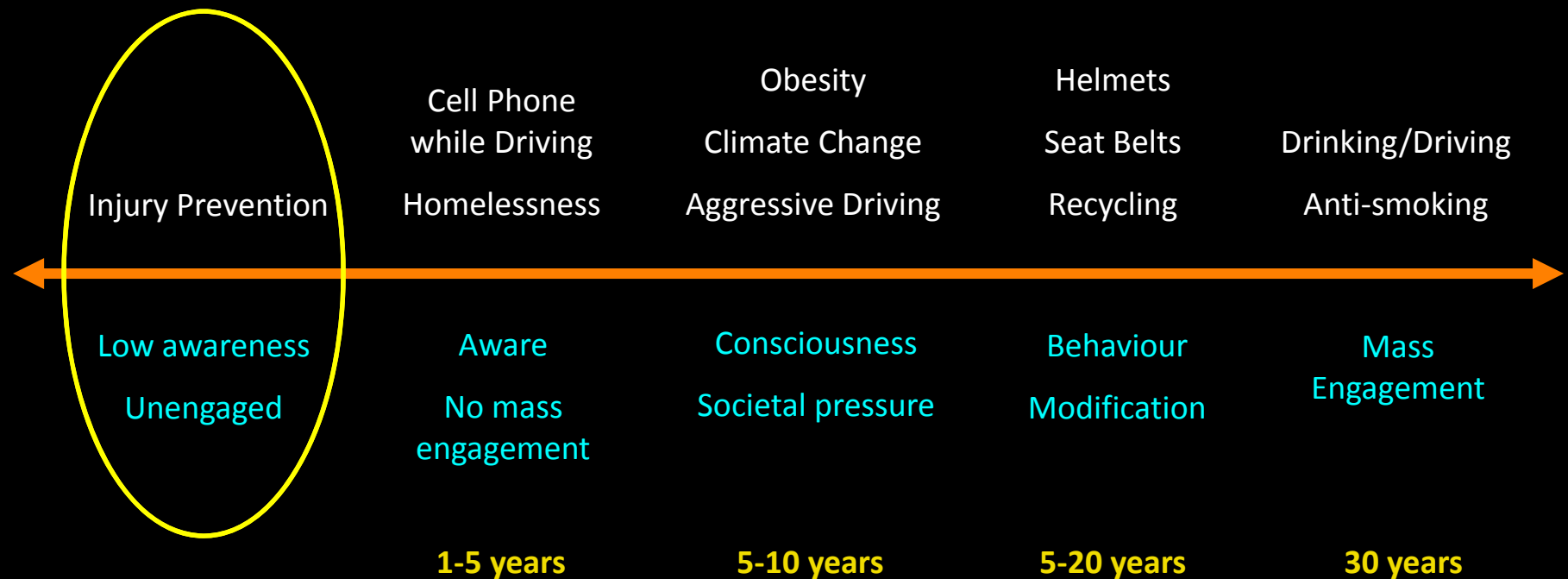
The opportunity



The opportunity

- Raise awareness and start a “discussion” with citizens
- Create a national injury prevention “brand”
- Transform societal attitudes and behaviours towards preventable injuries
- Partner to leverage and extend the reach of a social marketing campaign
- Build a “community” of divergent interests, coming together for a single issue, under a single banner, using a single approach

Social Issues Continuum



A photograph of a man and a young boy. The man, on the left, has dark hair and is wearing a grey V-neck shirt. He has a worried or anxious expression on his face, with furrowed brows and a slightly open mouth. The young boy, on the right, has light brown hair and is wearing a white t-shirt with a colorful cartoon pattern. He also has a worried expression, looking directly at the camera with wide eyes. The background is slightly blurred, showing a red curtain on the left and a white wall on the right.

Our approach

Preventable's social marketing approach

- A departure from “traditional” public health communications
- A comprehensive and integrated social marketing approach
- Based on understanding current attitudes, perceptions and consumer “realities”
- Engages the target audience “on their own terms”
- Speaks to the attitude that connects preventable injuries at home, at work, at play and on the road

Preventable partners

- Partnerships are critical to the Preventable strategy
- Partnered with 100+ organizations including some of the largest and most prominent organization's in BC, Alberta and across Canada



Public Health
Agency of Canada

Agence de la santé
publique du Canada

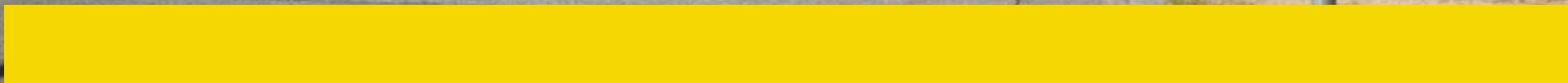




**You're probably
not expecting
a child to run
into traffic.**

preventable.ca

The campaign



Campaign objectives

1. Transform societal attitudes and behaviours
2. Create an injury prevention “brand”
3. Raise awareness and start a “discussion” with British Columbians
4. Create opportunity to join the movement and become an agent for change

Campaign development

- 3-year needs assessment and formative evaluation – understand context and consumer realities, and the communication opportunities
 - Literature, data and key informant reviews
 - Regional surveys and focus groups
- Baseline Measures
 - Knowledge and Attitude Survey
 - Hospitalization and Mortality Data
 - Economic Burden of Injuries in BC
- Focus groups and iterative testing of creative – representative samples of British Columbians in the target population (25-54 yr)

Campaign delivery

- Iterative survey and focus group process to understand consumer realities and communication opportunities
- Creative approach tested qualitatively
- Key to Delivery is Partnership
 - Tap into partner customer communication channels and touch points
 - Meaningful co-branding to extend market penetration
 - Leverage partner expertise and resources

Campaign monitoring and evaluation

- Repeated measures: weekly during 6-month launch; every 3-4 months since
- Comparison of those exposed to campaign with those who report no exposure on measures of awareness, attitudes and self-reported behaviours
- Monitor long term changes in population awareness, attitudes and self-reported behaviours
- Relationship to serious injury incidence

Campaign components

- Mass Media
- Digital and Social Media
- Ambient / Out of Home
- Guerilla Activities
- Partnership Programs



A group of bronze statues of men, likely representing a team or community, are shown wearing bright orange life jackets. The statues are positioned in a line, with the one in the foreground on the left having a large, expressive face with a wide, open-mouthed smile. The other statues in the background show various poses, some with their hands near their faces. The scene is set outdoors on a paved area with a grassy field and trees in the background under a clear sky. The text "Campaign effectiveness" is overlaid in a large, white, sans-serif font across the middle of the image. A solid yellow horizontal bar is located at the bottom of the image.

Campaign effectiveness

Campaign Effectiveness

- Province wide campaign monitored at the level of the geographic health authorities
- **Reaches over 2.5M BC customers** (\approx 50%-65% of the BC population), through TV, radio, on-line media, print and community messaging
- **Over 100M media impressions** generated per campaign year
- **Campaign recall increased by 40%**
 - TV advertising was the key driver of recall
 - **No advertising fatigue**

Campaign Effectiveness

- Preventable is considered **informative, relevant, credible** with campaigns that generate **self-reflection**
- Of those surveyed:
 - 81% are supportive of Preventable campaign
 - 65%* indicate that Preventable is trustworthy (IW norm 44%)
 - 63%* say Preventable has good campaigns (IW norm 46%)
 - 63%* say Preventable has innovative campaigns (IW norm 40%)

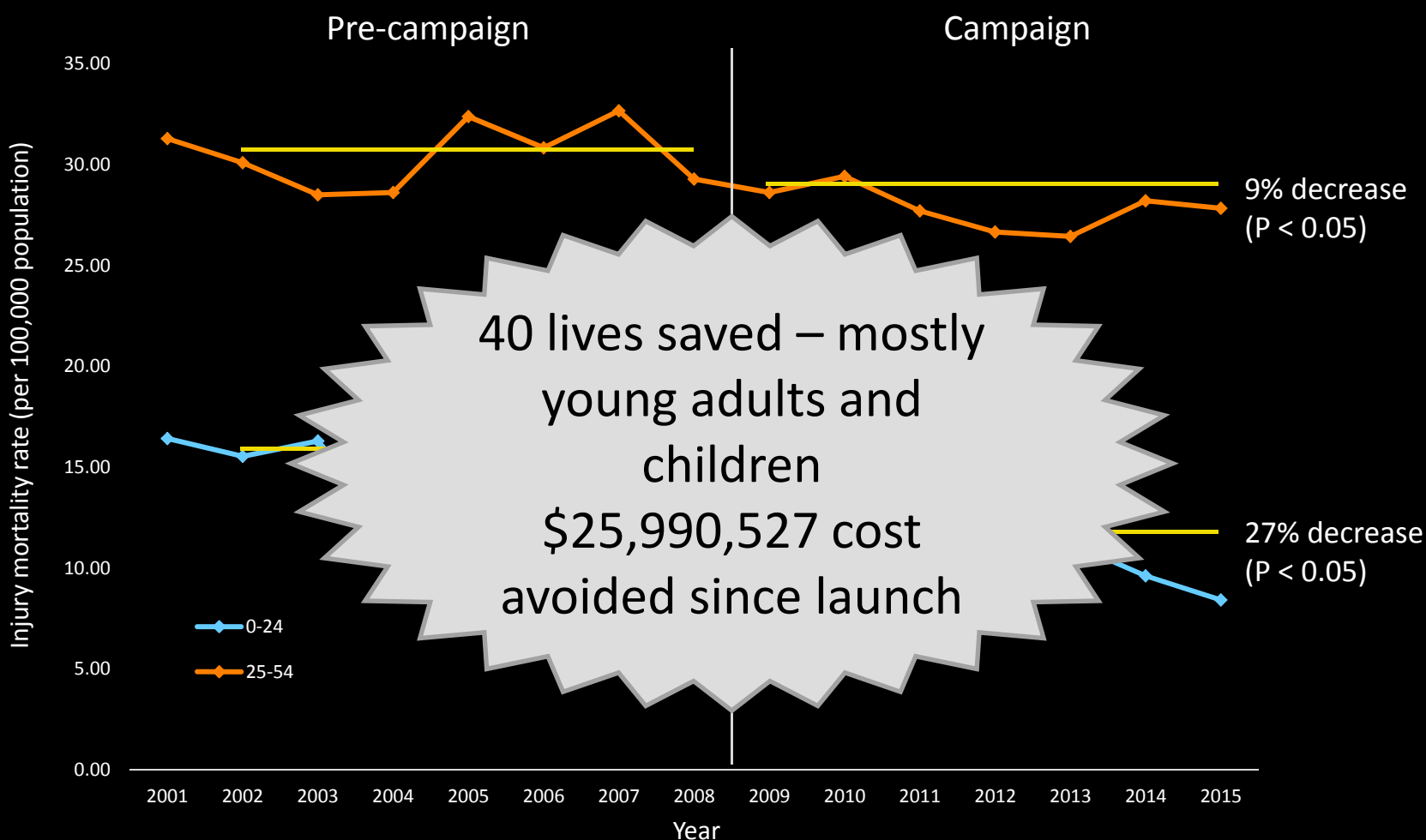
* P<0.05 compared to IW norms

Results: Campaign Effectiveness

- Those who have seen the campaign score significantly better (10-22%) on measures of *awareness*, *attitudes* and *behaviours* than those who have not seen the campaign
 - *Awareness* – injuries are an important issue, are the #1 killer of citizens ages 1-44, resulting in thousands of lives and cost billions of dollars
 - *Attitudes* – injuries are inevitable, preventable, a daily concern to me and impact me and my family
 - *Behaviours* – use of ladders, distracted driving, safety at work, helmet use, water safety, taking medications, jaywalking
- **Positive shifts** (10%) observed in attitudes towards injury prevention in the BC population

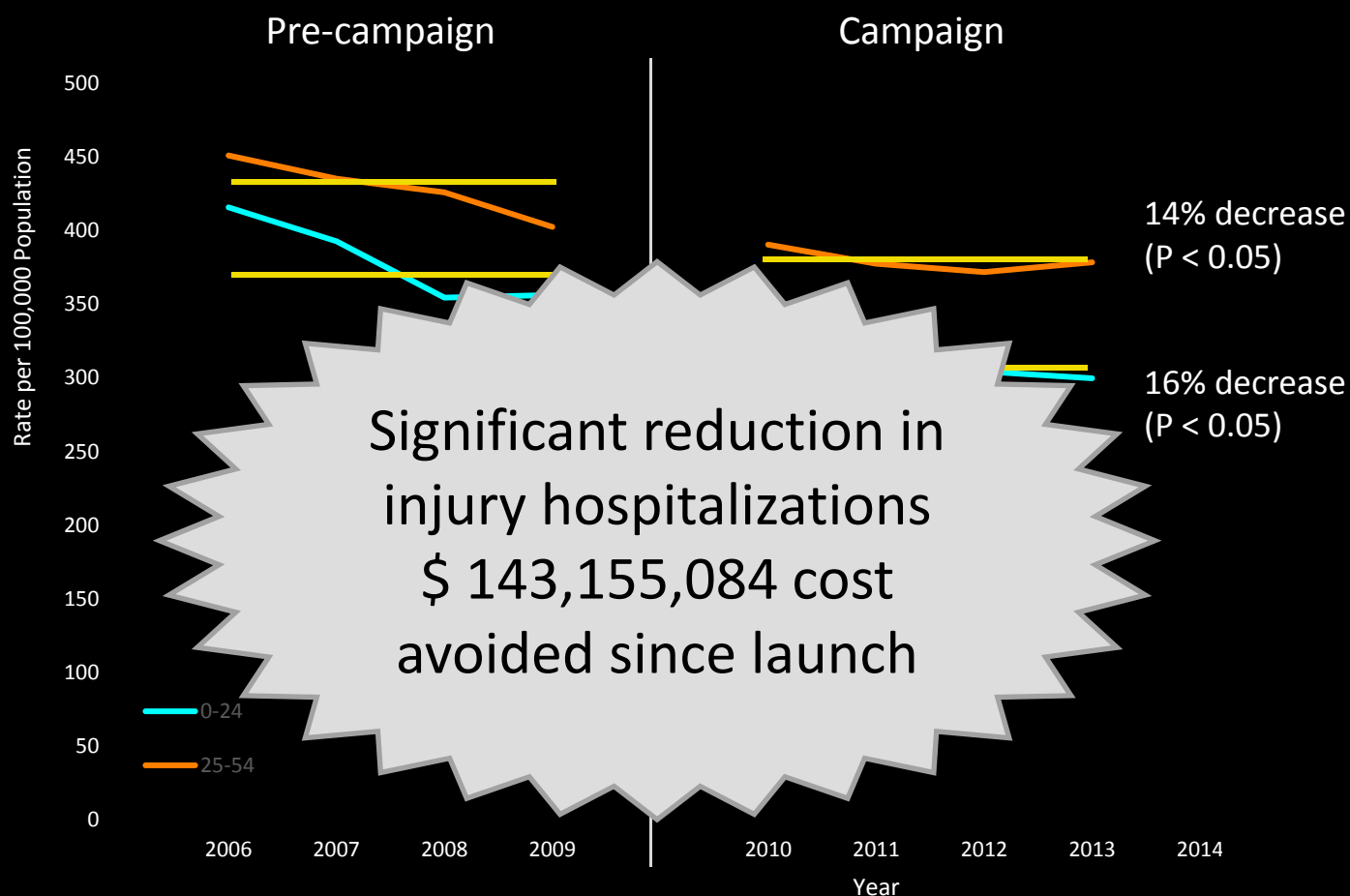
Results: Unintentional Injury Deaths, BC

(rates per 100,000 population; 25-54 yr and 0-24 yr; 2005-2014)



Results: Injury Hospitalizations, BC

(rates per 100,000 population; 25-54 yr and 0-24 yr; 2005-2014)



Campaign Effectiveness

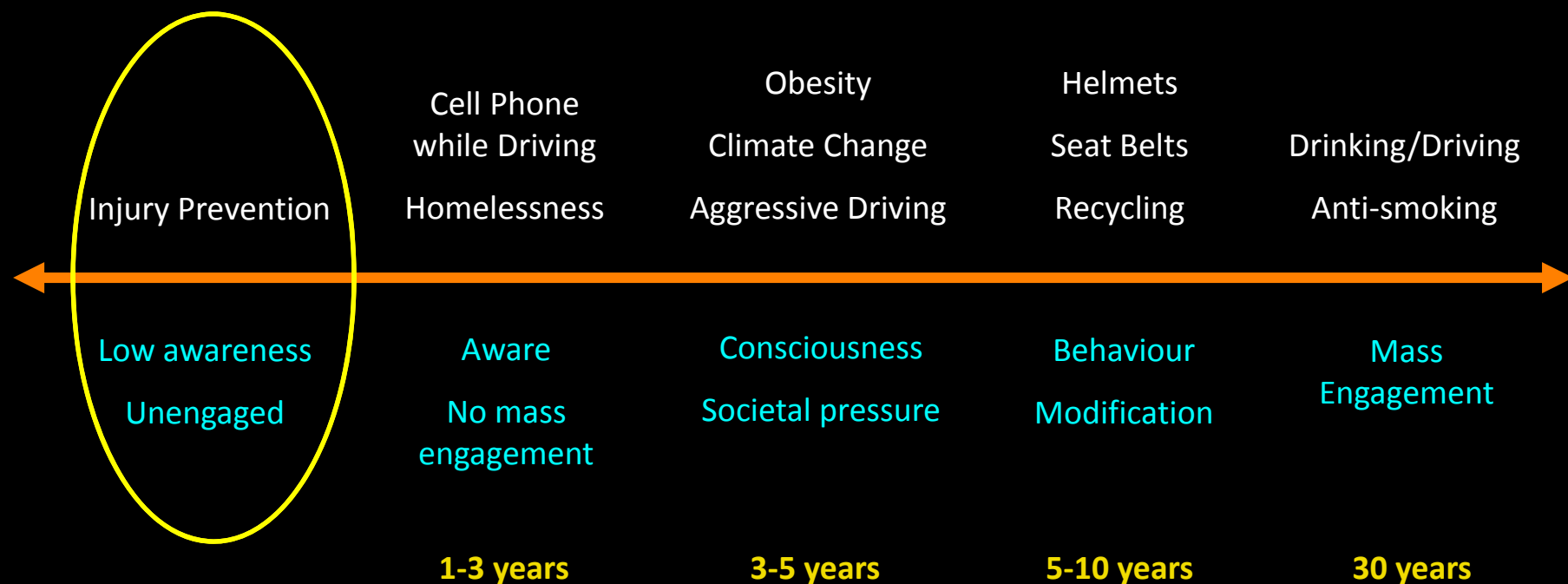
Estimated reduction in
injury ER visits
\$ 734,186,552 cost
avoided since launch

Injury Deaths
(n = 1,546)

Injury Hospitalizations
(n = 32,706)

Injury Emergency Room visits
(n = 472,680)

Social Issues Continuum



Conclusions:

- Those who are exposed to the campaign score significantly better on measures of awareness, attitudes and self-reported behaviours
- The campaign is successful in connecting the dots between injury prevention at home, at work, at play and on the journeys between
- The campaign is associated with:
 - Significant reduction in injury deaths, hospitalizations and ER visits in the target population (25-54 yr) and their children (0-24 yr)
 - Estimated cost avoidance of \$136M (25-54 yr) to \$903M (25-54 yr and 0-24 yr)
- Awareness, attitudes and self-reported behaviours of the population of 25-55 year olds in BC is moving from low awareness to consciousness and behaviour change

A young child with dark skin and curly hair, wearing a white short-sleeved shirt, is sitting on the floor. The child is looking intently at a clear plastic container filled with blue water and small white objects. The child's right hand is near the container, and their left hand is holding a small white object. The background is a plain, light-colored wall. The text "What can we do?" is overlaid in white on the left side of the image, with a yellow horizontal bar below it.

What can we do?

What can we do?



- Recognize that trauma and emergency medical professionals - all of us here - has credibility and influence to champion injury prevention
- Use that influence and credibility to provide leadership and vision
- Connect with Atlantic Collaborative on Injury Prevention

What Can we Do?

Leadership and a shared vision

We see a future where injury is understood to be predictable and preventable; where governments, business and non-profit leaders, clinicians and academics work together to ensure healthy public policy, enhance community capacity, support individual skills, and take all appropriate action to reduce the likelihood of injury and death.

F/P/T Injury Prevention Task Group

Leadership is the ability to turn vision into action
Vision without action is merely a dream



Thank you

Unless someone like you cares a whole awful lot,
nothing is going to get better. It's not!!

Dr. Seuss