

USING SOCIAL MEDIA TO GET OUR CHILD INJURY PREVENTION MESSAGES OUT THERE

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Background Safekids New Zealand uses our national series of 'Safekids Campaign' Workshops, our www.safekids.org.nz website, media releases/work with media, print advertising, resources and quarterly newsletter *Safekids News* to disseminate our unintentional child injury prevention messages PLUS we now use the social media: our YouTube channel, the www.MySafekids.org.nz video and audio website, Twitter—handle @Safekidsnz, and our *Coalition Update* e-newsletter.

Aims/Objectives/Purpose We strive to get our evidence-based unintentional child injury prevention messages out into a world full of contradictory information and advice. What does the social media revolution mean for unintentional child injury prevention? Web 2.0 applications and developments give us new opportunities to get our messages seen, heard and understood. The new keywords are: Social-Mobile-Location and Global.

Methods This poster presentation will briefly describe some examples of how we currently work with social media.

Results/Outcomes We believe in the idea that *science* (including injury prevention science) *is not just for scientists*—basing our work on reliable evidence is a reflection of the Enlightenment beliefs that: some data are better than other data, some theories are better than other theories and that *knowledge sets us free*. The extremely dynamic and fast-changing world of social media helps us reach new audiences in new ways with this knowledge. What are the emerging challenges to us getting our injury prevention messages 'out there'? What are the new opportunities for us to take advantage of? (Twitpic, Pinterest, 'social discovery' and other new apps?)