

## Concurrent E: Falls Prevention

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USING CROWD-SOURCING TO DRIVE INNOVATION IN  
INJURY PREVENTION—RESULTS OF A PILOT  
PROGRAMME

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**Background** Injuries outside of work and road make up 80% of claims to the Accident Compensation Corporation (ACC), about half of which are for injuries sustained in a fall. ACC claims data showed that the working-age population account for 60% of the cost of falls, yet there are very few evidence-based interventions available for falls prevention in this population group. ACC trialled using crowd-sourcing techniques to generate new falls prevention ideas.

**Aims/Objectives/Purpose** Develop an innovation programme, to engage with a range of people not traditionally associated with injury prevention to generate a number of novel ideas to trial and where successful roll out nationally.

**Methods** ACC launched the Idea Nation initiative which employed a number of crowd-sourcing initiatives including; brainstorming forums, a national competition and online collaboration to build up raw ideas.

**Results/Outcome** The initiative is still live, so final results are not available at the time of presentation, however early findings are encouraging. Preliminary results indicate that crowd-sourcing can be effectively used to engage with the community and generate new ideas to injury issues.

**Significance/Contribution to the Field** The Idea Nation initiative will interest those working in and developing injury prevention and community engagement programmes.