

Results Everyday 150–200 complaints are received and confirmed. Most of the cases are breaking the traffic rules, small cars followed by taxis and buses are the most common vehicles that violate the law. Besides the community share their comments and suggestions. Traffic Police respond immediately to these complaints amid only 28% can be penalised.

Conclusion Police must have a win/win objectives and mutual benefits from both parties to achieve positive outcomes. This may arise from a genuine interest in road safety, or seeking recognition as a good corporate citizen, social responsibility or for publicity for their own cause.

Even the road rules do not cover all situations, thus rely on community to make good decisions how they use the road safety in general.

427 ROAD TRAFFIC MORTALITY TRENDS OVER 1971–2014 IN LITHUANIA: IMPACT OF ACTIVITIES AT MACRO LEVEL

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Background The aim of the study was to examine long-term trends in road traffic mortality over 2071 to 2014 in transitional Lithuania, in particular the effect of Independence in 1991.

Methods The data were derived from Statistics and the Archives of Lithuania. Logarithmic regression was used.

Results Road traffic mortality rates showed no significant change over the pre-independence period for the whole group, and in men and women subgroups. However, during the post-independence these rates significantly decreased in the whole population and in both sexes. In addition, a significant decrease in pedestrian mortality was observed. Socioeconomic and political transformations, education, environmentally based measures, legislation, and improved medical care system have contributed to the mortality trends decrease.

Conclusions Traffic deaths fell significantly in Lithuania. Sustainable preventive activities at macro level along with socioeconomic reforms contributed to this result.

428 ADVOCACY FOR ENHANCED SCHOLAR TRANSPORT POLICIES TO PREVENT CHILD INJURY: A CASE STUDY FROM KENYA

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Background Gertrude's Children's Hospital, Nairobi, Kenya is one of the few hospitals in Sub-Saharan Africa that is dedicated solely to the provision of healthcare for children. In Kenya, where infant and child mortality rates had been decreasing road traffic accidents still constitute to childhood death and injury.

In recognition of the absence of suitable policies and legislation that guide scholar transport Gertrudes Hospital Foundation (GHF) in conjunction with the Global Road Safety Partnership developed an advocacy campaign. The goal of the project was to draw attention to the importance of road safety for children in motor vehicles designated for school transport amongst law-makers in both the Senate and National Assembly, the National Transport and Safety Authority board members who represent

the Kenya Ministry of Transport and senior officials from the Kenya Bureau of Standards and amend the laws.

Methods Our advocacy campaign aimed at bringing the extent of the problem closer and to urge policy makers to prioritise road safety for children. It involved the development of key advocacy resources to use in the campaign, engaging legislators and key policy makers, building effective partnerships and coalitions with existing road safety initiatives for sustainability purposes. The campaign was done through mass media as well as interpersonal channels of communication such as workshops.

Results The Kenyan Parliament has now debated on the new legislation and enacted laws that will ensure that all school transport vehicles are designed and equipped with safety belts, speed calming measures will be placed on major roads passing through school areas, adequate speed limits will be enforced around schools for vehicles and penalties such as fines and jail sentences applied for breaches of the law by motorists.

Conclusions Gertrude's Hospital Foundation has demonstrated that both the public and private sectors can work together to develop policies and legislation that will save the lives of children on their way to school and back.

The key implementation bottlenecks facing the initiative included the long duration it took by the Kenyan parliament to pass the necessary legislation, inadequate knowledge of the impact on children and their families on the lack of policy

429 PHOTOVOICE: CHILD PARTICIPATION TO DEVELOP SAFER SCHOOL ZONES

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Background Due to the large concentration of children frequently exposed to vehicles and the risks vehicles pose to children around schools, in 2015, Safe Kids Thailand (SKT) is led by Child Safety Promotion and Injury Prevention Research Centre (CSIP) have carried out the PHOTOVOICE project at Jumpeewanidaporn School in Nan province to focus on pedestrian safety around school. PHOTOVOICE is to encourage student participation, 12 students aged 10–12 years took photos showing pedestrian risks surrounding their school, that had an impact toward child pedestrians. The photos were presented to the public and relevant authorities so that they can be solved and modified to make the school zone safer for child pedestrians.

Methods Educated students about pedestrian safety and how to take a photo for the PHOTOVOICE project. Conducted pre- and post-assessment. Carried out a map relevant to the safety round. Presented all the photos taken by students in PHOTOVOICE exhibition and established working groups from relevant agencies to collaborate with students to solve the risk.

Results From the pre- and post-assessment, it found that students' knowledge increased from 72% to 96%. From the 12 photo selection by students, it showed that they had better understanding about pedestrian risks and could select the photos that showed greatest risks for exhibition, for public voting, and for modification. The working group has examined any additional risks and found that there were 13 risk areas to be modified (including the risks from PHOTOVOICE). The sample pedestrian risks are that shops on walkways in front of school caused the students walk on street, no student drop-off area causing the parking get messy, no pedestrian crossing and no traffic light near