

Concurrent E: Falls Prevention

17

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

doi:10.1136/injuryprev-2012-040580b.17

N Murray*, G Langlands. *Accident Compensation Corporation, New Zealand*

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.