

in Youth) Program, developed in 1986 is a one day, in hospital injury awareness and prevention program for youth aged 15 and older. The goal is to provide young people with information about trauma that will enable them to recognise their injury risks, make prevention-oriented choices and adopt behaviours that minimise unnecessary risks through vivid clinical reality.

**Methods** Several research studies have been undertaken to determine effectiveness and changes in attitudinal risk behaviour from youth attending the P.A.R.T.Y. A ten-year longitudinal study was conducted to determine whether students who attended P.A.R.T.Y. had a reduction in injuries compared with a matched control group of students based on age, gender and geographic area who did not attend the program.

Students follow the course of injury from occurrence through transport, treatment, rehabilitation and community re-integration phases.

Additionally by augmenting a didactic format through a technologically innovative approach including but not limited to vivid clinical reality, social media, interactive websites and simulators we see attitudinal and behavioural changes.

**Results** The 10 year longitudinal study showed P.A.R.T.Y. participants had a lower incidence of traumatic injuries than a control group of non-P.A.R.T.Y. participants of the same age, gender, residential area, and initial year in database, during the 10-year study.

**Conclusions** Research-driven, psycho-social theories of behaviour and technologically innovative approaches have proven it is possible to influence behaviour through the delivery of well-designed and well-executed road safety strategies, programs and campaigns. Providing students with real-life education to depict the vivid clinical reality of injuries was shown to be a compelling and effective method of education.

## Technology – Solutions and Applications for Safety

Parallel Tue 3.3

### 333 TRANSLATING EVIDENCE INTO PRACTICE; DEVELOPMENT OF THE KNOW INJURY KNOWLEDGE HUB

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**Background** Knowledge exchange portals are effective tools to exchange information, resources and connect practitioners. It is well established that public health policy and program design should be informed by evidence. Evidence informed practice utilises the best available knowledge of what works and why in the design and delivery of policies and programs. Accessing and exchanging knowledge between practitioners is essential to evidence selection.

**Problem** Formative evaluation identified the need for a platform for injury prevention practitioners to access and share evidence across Western Australia (WA). We present an overview of the development, implementation and evaluation of the Know Injury Knowledge Hub (KH).

**Results** The Know Injury team at the Injury Control Council of Western Australia (ICWA) developed the KH with the support

of the WA Department of Health. The purpose was to provide information, tools and training to enhance the capacity of injury prevention practitioners to deliver, evidence informed activities.

The hub is built upon three pillars; Know, Learn, Connect and is underpinned by a public health approach to injury prevention. It builds practitioners' knowledge about injury topics, providing an understanding of the extent of the problem, determinants, effective strategies, current initiatives and key stakeholders in WA.

It focuses on increasing practitioner skills in relation to health promotion planning, implementation and evaluation and provides opportunities for practitioners, particularly those who are geographically isolated to initiate and build networks and partnerships with other practitioners.

**Conclusion** Driven by principles of sharing and knowledge, the hub utilises discussion boards, blogs, networking opportunities and online chat to encourage knowledge exchange. The KH is a single point of access for people with an interest in injury prevention and community safety and provides support for the delivery of evidence informed initiatives.

### 334 USING SOCIAL MEDIA TO IMPROVE PARTICIPATION IN A SMOKE ALARM DISTRIBUTION AND INSTALLATION PROGRAM

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**Background** In 2014, residential fires caused 2745 civilian deaths in the United States (US) and almost 12,000 injuries. Smoke alarms are an effective intervention for reducing residential fire deaths. Innovative strategies are needed to improve the prevalence of working smoke alarms in homes. We used Facebook advertising to encourage participation in a free smoke alarm installation program in one US city.

**Methods** As part of a larger evaluation of an enhancement to a smoke alarm distribution program, we developed three ads that ran on Facebook throughout October 2014 with a US\$100 daily budget. The ads included three different images and a motivational message. The ads appeared on the news feeds and mobile news feeds of adult Baltimore City residents.

**Results** The three ads delivered to desktop and mobile device news feeds resulted in 465,666 impressions and reached 130,264 discrete users (43% of those 300,000 users estimated to be eligible). Most users viewed the ads on a mobile device (99%). Of the Facebook users reached, 4,367 different users (3.4% unique click-through rate) clicked the ad. Some users clicked through more than once, resulting in 6,075 total clicks. Mobile devices yielded higher click-through rates than desktops (1.31% and 0.36% respectively). Of the 4,367 unique clicks, nearly all (4,357) came from mobile devices.

The cost per impression was less than one cent. We spent two cents to reach each user, and 70 cents on each unique user who clicked on the ad. For those 25 participants who requested a smoke alarm installation and cited Facebook as their information source about the program, we spent \$124 to achieve that target behaviour.

**Conclusions** Facebook advertisements are a novel approach to promoting smoke alarms and appear to be effective in exposing individuals to a service program. However, converting Facebook