

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

Venessa Wells, Rachel Meade, Roisin Sweeny, Marc Zen, Megan De Piaz, Jennifer Affric. *Injury Control Council of Western Australia, Australia*

10.1136/injuryprev-2016-042156.333

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

Shannon Frattaroli, Eric Schulman, Eileen McDonald, Wendy Shields, Elise Omaki, Vanya Jones. *The Johns Hopkins Centre for Injury Research and Policy, USA*

10.1136/injuryprev-2016-042156.334

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

message recipients into users of a smoke alarm installation program occurred infrequently.

335 DEVELOPMENT OF THE MAKE SAFE HAPPEN APP, A HOME SAFETY MOBILE APPLICATION

^{1,2,3}Lara B McKenzie, ¹Kristin J Roberts. ¹Center for Injury Research and Policy, the Research Institute at Nationwide Children's Hospital; ²Department of Paediatrics, the Ohio State University College of Medicine; ³Division of Epidemiology, the Ohio State University College of Public Health

10.1136/injuryprev-2016-042156.335

Background Injuries are the leading cause of death for children ages ≤19. Known effective countermeasures and safety devices are readily available, but not routinely utilised. Existing child safety efforts are not centralised or easily accessible and the current process for “child proofing” a home is difficult, confusing, and time-consuming. The objective was to development a home safety mobile application, to help parents and caregivers learn how to make their homes safer by identifying and remedying injury hazards in their home.

Methods The *Make Safe Happen* app allows users to identify injury hazards with room-by-room checklists and provides direct links to purchase safety products from an online, global retailer. In addition, app users can set reminders to help encourage correct and consistent use of these products. App users also had the option to complete a feedback survey embedded in the application. The app launched in February 2015 and is currently available for free from iTunes or Google Play.

Results As of October 2015, there were over 18,000 app downloads (iOS and Android). Over 20,000 safety actions (safety tasks completed by active app users) have been completed. In addition, 575 calendar reminders to check or change batteries and 502 poison control contacts (national poison control telephone number) have been created by app users. A total of 89 app users completed the survey. Of those, 86.5% reported that the app helped them to make their home safer, 75.6% learned something new, and 95.3% would recommend the app to a friend or family member. Additional analytic and survey data on the number of rooms completed and products purchased and installed will be presented.

Conclusions Parents and care givers want to protect and keep their children safe from injuries in and around the home. Preventing injuries helps ensure that all children and adolescents live to their full potential. The *Make Safe Happen* app was developed to bridge the information gap in a direct and efficient manner enabling the wider use of prevention measures that will protect children from injury.

336 HARNESSING SOCIAL MEDIA FOR SAFETY

Laura Hokkanen. Emergency Services College, Finland

10.1136/injuryprev-2016-042156.336

Background Social media (SM) services are widely adapted by citizens, who at the same time are more and more equipped with mobile communication devices. As social networks have become common means for communication, also public authorities face the demand for being present online. How could the wide use of mobile SM be best harnessed for creating safety? This presentation addresses the use of SM and mobile technology in safety

communication and communication during emergencies and crises.

Methods Presentation considers the issue through a literature review on research projects related to the utilisation of SM and mobile technology by public safety authorities. Reports of three EUFP7 funded projects and two Finnish Ministry of the Interior funded research projects are addressed.

Results SM is by nature multi-directional and interactive media. One-way, centralised communication has turned into communication of anyone and everyone. Easy access interaction between public authorities and citizens offers a new kind of forum for participating and sharing issues. Inviting citizens to take part in communication and involving them creates shared awareness and commits citizens in new ways – also in creating safety. Public safety authorities can also utilise mobile social media in fast distribution of information and gathering information useful for creating situational awareness. Questions such as the reliability of information, matters of privacy and data protection and the nature of the content published in SM need to be considered. Even a trusted institution needs to re-earn this trust when in SM.

Conclusions Communication is a key factor in building resilience and promoting safety. New media provides a new kind of a forum – and a form – for interactive communication between public authorities and citizens that can provide benefits for both. The change in communications processes pose a challenge to safety organisations and utilising the new media requires skills and resources.

337 SOCIAL MARKETING TO REDUCE PREVENTABLE INJURIES IN BC, CANADA

^{1,2}Ian Pike, ^{1,2}Shannon Piedt, ²Kevin Lafreniere. ¹University of British Columbia, Canada and the BC Injury Research and Prevention Unit, Child and Family Research Institute, Canada; ²The Community Against Preventable Injuries, Canada

10.1136/injuryprev-2016-042156.337

Background Well-developed social marketing campaigns can shift health-related societal attitudes and behaviours. The purpose of this study was to determine the efficacy of a social marketing campaign to raise awareness, change attitudes and behaviours to reduce the number and severity of injuries among citizens aged 25–54 in BC, Canada.

Methods A 2-year, 2-phase formative evaluation comprised focus groups and on-line survey. Phase I consisted 8 focus groups of 6–8 participants aged 25–54 throughout BC. The goal was to understand perceptions, attitudes, knowledge and behaviours, and to understand potentially effective injury prevention messages and channels. Phase II comprised on-line survey of 300 citizens 25–54 in May 2009. Demographic, knowledge, attitudes and behaviour variables around injuries served as pre-campaign baseline metrics. A multi-year, multi-faceted campaign, using TV, radio, print, signage, guerrilla events and social media launched in June 2009. Data from random samples (n = 700) were gathered at 4-month intervals and used to monitor changes in awareness, attitudes, behaviours, together with changes in injury deaths.

Results Some 50% of BC population (2M) were reached weekly, and over 100 M media impressions were generated during the 6-month launch period. 50,000 visited <http://www.preventable.ca>. Campaign recall increased 45%; TV ads were considered informative, relevant, credible and generated self-reflection with no advertising fatigue. Positive shifts (5–10%) in attitudes and behaviours were observed, and significant differences persist over 7-