

Sports and Exercise Safety, Safety Culture, Older People Safety, Traffic Safety

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EPIDEMIOLOGY OF KNEE SPRAINS IN US HIGH SCHOOL AND COLLEGIATE ATHLETICS

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Background Over two million sports-related knee injuries present to US emergency departments annually. Knee injuries frequently require costly surgical repair, and knee sprains are one of the most common injuries in athletes. Thus, understanding injury patterns across the age spectrum is important to identify areas for prevention.

Methods Knee sprain and athlete exposure (AE) data were collected for 20 sports using the High School Reporting Information Online database for high school athletes and the National Collegiate Athletic Association Injury Surveillance Program for college athletes during the 2009/10–2014/15 academic years. We report knee sprain rates per 10,000 AEs and rate ratios with 95% confidence intervals (RR; CI).

Results The knee sprain rate was higher in college (1.03) than high school (0.35; RR = 2.46, 95% CI: = 2.31–2.61). Sports with the highest rates in college were men's wrestling (1.21), men's football (0.66), and women's soccer (0.61); the highest in high school were boys' football (0.35), girls' soccer (0.26), and girls' gymnastics (0.23). In gender-comparable sports, females had higher rates than males (college RR = 1.70, 95% CI: = 1.40–2.07; high school RR = 2.21, 95% CI: = 1.97–2.48); college men had higher rates of torn cartilage (RR = 4.19, 95% CI: = 3.19–5.51) and PCL injuries (RR = 29.51, 95% CI: = 19.64–44.34) than high school boys; and college women had higher rates of ACL (RR = 2.30, 95% CI: = 1.86–2.85) and PCL (RR = 2.99, 95% CI: = 1.52–5.88) injuries than high school girls. A larger percentage of females in college required surgery (43.0%) vs. high school (34.9%). Player contact was the most common injury mechanism across age groups (55.0% each).

Conclusions In gender-comparable sports, females at both age levels had higher knee injury rates than males. College athletes had higher knee injury rates than high school athletes, perhaps due to level of play or biological differences. Both sex and age should be considered when developing targeted injury prevention efforts.

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HOW TO SPEAK SO TODAY'S PARENTS WILL LISTEN

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Background To help families protect children from injury, we have to reach them in channels they are tuning into using messages that resonate. Today's parents are getting much of their information through channels that didn't exist ten years ago. Safe Kids has undergone a messaging transformation, changing our tone, simplifying our messaging for low-literacy audiences and building new media channels to connect with parents.

We conducted a series of focus groups among mothers and grandmothers. We recruited from two populations: low literacy and average literacy. The topic was medication safety.

We also tested several types of posts on Facebook, tracking engagement.

Objective The objective of this session is to educate injury professionals on strategies for connecting with today's families.

The culture of communications has changed dramatically in the last ten years. As safety experts, we need to evolve how we reach today's families.

Results We learned the best way to present messages to parents so they are intrigued to learn more. We also learned when it helps to include statistics and when parents tune statistics out.

To address channels, we tested several social media strategies to determine which ones deliver the best results. Our success is evident in our growth. In just four years, our Facebook page has grown from 35,000 likes to more than 1,000,000 likes.

Conclusions To impact the culture of safety, we need to understand the culture of communicating to today's parents so we can meet parents where they are. Safe Kids Worldwide is eager to share what we have learned about tone, messaging and communications channels. In conversations at past conferences with injury professionals around the world, we believe this is a topic of universal interest and essential for connecting with families to reduce injuries in children in the future.

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IMPLEMENTATION PROJECT ON PREVENTION OF HOME AND LEISURE INJURIES

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Background The campaign for the Prevention of Home Injuries started in 1993. As of 2015 the campaign was granted a project funding from Finland's Slot Machine Association. Finnish Red Cross coordinates the project. Partner organisations include The Ministry of Social Affairs and Health, Ministry of the Interior, The Finnish National Rescue Association, Federation of Finnish Financial Services, The Association of Finnish Local and Regional Authorities, The Finnish Swimming Teaching and Lifesaving Federation, National Institute of Health and Welfare, The National Defence Training Association of Finland, SOSTE Finnish Federation for Social Affairs and Health and Finnish Association for Substance Abuse Prevention.

Description of the problem The amount of home and leisure accidents in Finland is high. During the year 2013, 2548 people (out of 5.4 million inhabitants) died in injuries. 2268 victims died in home and leisure injuries, 259 in traffic accidents and 22 in work place accidents. The most common type of accident is falling or tumbling. Home and leisure accident prevention is challenging because it extends to the area of private life and it is not clearly legislated.

Results Collaboration between stakeholders in accident prevention is ensured by the project. The project's campaigns are implemented together with traffic and occupational accident injuries prevention stakeholders to strengthen the link between the safety cultures in different environments. The project delivers information to citizens through campaigns, media and the web and by people who are employed or volunteer in the social, health, educational or rescue sector. Non-governmental organisations are