

amendments were identified along with the need for clearer regulations for strengthened enforcement.

Conclusions To achieve the Master Plan Thailand needs to improve its road safety management system, make coordination at all levels more effective, strengthen law enforcement including heavier penalties, amend several road safety laws and promulgate new laws.

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IMPROVING STATE DRUG OVERDOSE FATALITY (DOF) SURVEILLANCE USING POLICY AND EPIDEMIOLOGICAL TOOLS

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10.1136/injuryprev-2016-042156.424

Background Kentucky (Ky) had the 2nd highest DOF rate in the U.S. in 2012 (25/100,000) mainly due to prescription drug (PD) overdose (PDO). In response, Ky enacted comprehensive PDO prevention laws. The law evaluation required death certificates (DCs) with accurate drug overdose data.

Methods In KY, DCs are completed by elected county coroners. In 2011, 30% of the Ky DCs did not list any drugs contributing to DOFs, underestimating the burden of PDO deaths. DOF reporting based on a DC data alone didn't allow monitoring of PDO by specific drugs and identifying sources of diversion.

Results To improve the completeness of DOF data Ky enacted a law in 2013 (KRS72.026) requiring the coroners to test for controlled substances postmortem if a cause of death was not clearly established; the toxicology testing is performed by an accredited national laboratory, and is paid by the Kentucky Medical Examiner Office (MEO). KY's Chief Medical Examiner reviews all of the test results, and follows up with a review of DCs, and consultation with coroners on a case-by-case basis. Two years after law implementation, there is a significant increase in completeness of DOF data. To further improve the quality of DOF data, the MEO expanded coroners' education and supplemented autopsy reports with DC cause of death completion suggestions. The OME and Ky Injury Prevention and Research Centre expanded the KyDOF surveillance, incorporating DC, death investigation, autopsy, toxicology, and prescription drug monitoring data. New epi tools were introduced to analyse the comprehensive KyDOF data. Data showed the PDO prevention laws contributed to better prescribing and decreased diversion of historically abused medications (e.g., oxycodone, alprazolam); and identified heroin and fentanyl (mostly illicitly manufactured) as emerging drugs of abuse.

Conclusions Quality DOF data are critical to inform targeted policy interventions and evaluate effectiveness.

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CHILD INJURY PREVENTION IN CHINA, EVIDENCE BASED POLICY DEVELOPMENT

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10.1136/injuryprev-2016-042156.425

Background As infectious diseases have well controlled and become less common, death due to injury has become the leading cause of mortality among children aged between one and 18 years in China. Every year, more than 80,000 Chinese children

die due to unintentional injury, and at least 10 million under the age of 18 are injured, of whom 8 million are treated in hospitals.

Methods In recognition of this, UNICEF has developed country program on child injury prevention (CIP) and strategic support on advocating government policy and implementation of CIP. The evidence of child injury issues has been presented to the government through population based child injury survey in Beijing City (2003) and Jiangxi Province (2005), and it has been confirmed that injury is the leading cause of death for children in China. As requested by government, the CIP project in China aiming on policy advocacy and CIP intervention have been developed in UNICEF cooperated project with government of China.

Results National policy on CIP developed by National Working Committee for Children and Women through China National Program for Child Development (2011–2020). One sixth reduction of child injury mortality target goal set up in this national plan. Child injury prevention pilots supported by UNICEF developed through implementation safe home, safe school, and safe community activities. The CIP implementation sites has increased from beginning 3 counties supported by UNICEF to 29 counties by both government and UNICEF so far.

Conclusions The results of CIP project show that it is feasible to implementing child injury prevention through established government service system from health, education, community, and public security and safety etc. The evidence for advocating CIP development, demonstration of CIP implementation, and technical support on guidance of safe home, safe school, safe community, and monitoring system needed to help government building CIP system.

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COMMUNITY PARTICIPATION IN LAW ENFORCEMENT IN ROAD SAFETY – YANGON, MYANMAR

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10.1136/injuryprev-2016-042156.426

Background Myanmar is expressing escalating level of fatalities as motorization increases. Agencies acknowledged the existing weakness in proper data system, weakness in legislation, insufficient funding, a need for measurable road safety targets and lack of effective and scalable implementation to address risk behaviour.

Police commanders and road safety professionals have a responsibility to think strategically about traffic policing and enforcement. Police must actively work with partners and the community, working together for common aims. Myanmar Traffic Police, Yangon division introduced OCC (Online Complaint Centre) where the police and community share a partnership in the broadest sense for responsibility and accountability for road safety.

Methods From the mobile phones social application 'Viber' is used to upload photo and reports of those who broke the traffic rules or commenced risky behaviour to Yangon Traffic Police on hotline number.

The traffic police interact transparently and appropriately with alleged citizens, advertise the vehicle numbers in daily newspapers and weekly journals and penalise according to the existing laws together with Road Transport Administrative Department, City Development Committee and multi bus line control committee.

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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10.1136/injuryprev-2016-042156.427

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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10.1136/injuryprev-2016-042156.428

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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10.1136/injuryprev-2016-042156.429

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