

Conclusions Migration is a contemporary global issue that can exacerbate child vulnerability to maltreatment. There is a need to tackle issues of diversity head on in order to protect children adequately. Lessons from recent cases have not been learned and whilst potentially uncomfortable, pragmatic guidance is required.

441 POLICY ACTION TO PROMOTE THE DEVELOPMENT OF CHILD MALTREATMENT PREVENTION ACTION PLANS IN EUROPE

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Background Child maltreatment is common in globally and in the European Region. In the *European facts and the Global status report on violence prevention*, 78% of the countries participating reported that they had developed action plans to prevent child maltreatment. Investing in Children: the European Child Maltreatment Prevention Action Plan 2015–2020 adopted by Member States has an aspirational target to reduce child maltreatment by 20% by 2020. To determine whether these plans are likely to result in programme implementation, a content analysis was undertaken.

Methods National data coordinators from the 41 countries in the WHO European Region that took part in the global survey were contacted to request copies of national action plans (NAPs). Internet searches were also conducted on the official government web sites. On this basis, 35 NAPs were identified, of which four were sub-national. A content analysis was conducted using an established methodological framework (Schopper et al).

Results Almost all NAPs (97%) described multisectoral engagement. Whereas all NAPs had clearly stated objectives, in only one was there a quantified target. All NAPs had achieved government approval; however only 43% had a clearly stated budget for implementation and 66% had a clearly stated lead agency for coordinating the actions of the different actors. Whereas 94% had clearly outlined interventions and activities aimed at achieving the corresponding objectives, all focused on child protection interventions (such as detection, helplines), and fewer had an emphasis on primary prevention activities such as home visiting and parenting support. Countries with NAPs were more likely to have primary prevention interventions than those without.

Conclusions This analysis shows that progress is being made in developing action plans for child maltreatment prevention, but inadequate attention is being given to preventive interventions and most of the focus is on child protection. Governance mechanisms need to be strengthened to ensure more concerted national actions. It is proposed that one way forward would be the development of more NAPs with a clearly defined lead agency, budget and quantified targets. These findings will be discussed in the light of policy success stories from other areas such as road safety.

Safe Communities, Suicide and Self-harm Prevention

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442 COLLECTING PERCEPTIONS: REACHING THE HARD TO REACH

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Background Research and statistics on safety and injury in Australia are readily available as they are routinely collected and collated by government authorities, academics and other professionals; however obtaining local perception data proves more challenging. Perception data paints a vital picture of safety in a community, as people's perceptions drive their actions. Cardinia Shire Council is working towards designation as an International Safe Community, and understanding community perceptions is critical in establishing the strategic direction to improving safety and reducing injury.

Methods A comprehensive consultation process was created, focussing on inclusion of the most commonly hard to reach groups such as kindergarten children, non-English speaking residents, gay, lesbian and transgender people, disengaged youth and farmers. Deviating from traditional consultation methods, a range of creative activities were developed including youth debates, storytelling and colouring-in, photo-language, visual art sessions and world cafes, each aimed at increasing participation and generating deeper thoughts and feelings.

Results By altering normal processes, and providing creative alternative methods aimed at the most hard to reach, a far greater number of the population were engaged, representative of the full diversity within the community. Information gathered was then used in conjunction with existing research and data to develop a set of priority areas which will help to create a safer community.

Conclusions Standard consultation activities aren't always suitable for every occasion. Hard to reach groups within the community need a fresh and creative approach in order to add value to any community engagement process. Local Government must place value on genuine consultation with all sectors of the community, and be open to adjusting normal consultation processes.

443 EXPANSION FROM ONE TO THREE: THE AUSTRIAN SAFE CHILDREN COMMUNITY GROWS

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