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ANALYSIS ON THE INCIDENCE AND RELEVANT RISK FACTORS OF SCHOOL VIOLENCE AMONG MIGRANT, LEFT-BEHIND, AND ORDINARY SCHOOL ADOLESCENTS IN CHINA

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Background School violence is a leading cause of death among adolescents. A number of studies indicate that numerous influencing factors of violence in adolescents, but less is known about the role of migrant, left-behind, and ordinary (non migrant and non left-behind) school adolescents in China. The aim of this study was to examine the violence relevant risk factors in this population.

Methods This study choosing a stratified cluster sample method in proportion, 5,158 adolescents of seven grades, spanning 3th to 5th grade (four primary schools), 7th to 8th (four junior high schools), 10th to 11th (two senior high schools) involved in the investigation. Data on the occurrence of influencing factors were tested using binary logistic regression for their association between suffered and exerted violence among school adolescents.

Results The survey indicated that the incidence of suffered violence among migrant, left-behind, and ordinary school adolescents is 10.51%, 18.40%, 11.33%, and the incidence of exerted violence is 6.54%, 8.96%, 5.76% in the past six months. There are differences of the status of suffered violence among different types of school adolescents, left-behind school adolescents had high incidence of suffered violence ($P = 0.002$). The binary logistic regression revealed that male, poor family relationship, smoking, father's low educational, moderate and severe degree of being bullied were the risk factors of suffered violence in migrant children. Risk factors of left-behind children were moderate and severe degrees of being bullied. Risk factors of ordinary children were male, primary school adolescents, poor family relationship, moderate and severe degree of being bullied. Primary school adolescents, mother smoking, smoking, drinking, poor school performance, poor family relationship, moderate and severe degree of being bullied were the risk factors of exerted violence in migrant children. Risk factors of left-behind children were severe degree of being bullied, not single-child and father's occupation was manager. Risk factors of ordinary children were male, primary school adolescents, not single-child, poor family relationship, moderate and severe degree of being bullied.

Conclusion Our research indicates that numerous risk factors are related to suffer and exert violence among school adolescents. Prevention of school violence can best involve strategies that focus on individuals in known high-risk groups and strategies aimed at general reduction in population risk of violence.

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SAFE SCHOOL ZONE PROJECT IN THE PHILIPPINES

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Background In the Philippines, many schools are prone to road traffic injuries because of the unsafe walking environment and because of the dangerous locations. Most of them are in the highways where vehicles come and pass by. Commonwealth

Elementary School, Quezon City, our pilot safe school zone project is one of them.

Objective To improve the walking environment of the Commonwealth Elementary School, Quezon City Philippines using the 3Es of the Safe Kids/FedEx Walk This Way, the pedestrian safety program. The Education, Engineering and Enforcement while putting permanent barriers and later use the school as Model for other schools in the country.

Results Safe Kids Worldwide Philippines organised the stakeholders meetings and conducted baseline data through the assistance of the volunteer parents of the students of Commonwealth Elementary School. Based on the baseline data the school has no enough lighting, over crowded, vendors are everywhere and no barriers that separate motorists and pedestrians. SKWP worked with the local government and other NGOs and improve the walking environment of the school by removing the vendors, installing lights at night and putting road signs. After improving the environment post data gathering was done and has seen the improvement of the walking environment of the school aside from the engagement of the whole population of the school and increasing the road safety awareness.

Conclusions Safe School Zone Project supports the UN Decade of Action for Road Safety 2011–2020. It can be easily replicated by other schools. Through making every school a Safe School Zone, we can reduce the number of road traffic injuries in the country.

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REACHING OUT TO NEW PARENTS NEW COMMUNICATION TOOLS AND SOCIAL MEDIA

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Background New customer insights from various studies conducted over the last few years among new parents, compelled our Institute to change the strategy for child safety education. This led to the development of a new approach, which was deployed nation wide as of January 2015.

Methods A two-pronged approach of parents is developed consisting of communication efforts directly aimed at new parents and an additional process of cascading information through a wider network of local health professionals:

The direct communication efforts focus more intensively than before on tailoring communication messages to the information need of new parents (demand-driven). For that purpose an online platform for pregnant women is daily monitored, and campaigns and messages are being boosted on social media. New products are developed, including Youtube films, online tutorials, video press releases and apps.

The second track aims to increase the cascading of information through networks of professionals. The network of paediatricians and nurses in the local clinics is being extended by including local networks of midwives and maternity care service staff.

Results The previous approach was proven effective, as we managed to reduce injuries over the last decade by an average of 27%, saving the community nearly 6 million euro's every year. Our new approach was tested in 2 pilot regions in 2014. The nation-wide deployment is being monitored again. For 2015 we aim at reaching an average of 60% of all professionals, hoping to expand in the next few years.

Conclusions A new approach of reaching out to new parents was needed and developed. The results of the monitoring of the