

fatality rates with the overall increase in the number of vehicles adjusted by population during the study period.

Results The information sources differ as far as percentages were concerned (1.3%–6.5%), but they coincided in the fact that fatalities increased by around 40% (2014). 37% of the fatalities occurred in three provincial departments: Antioquia (14.4%), Valle (12.5%) and Bogotá (10.1%). The average fatality rate for 2014 was nearly 14.0/100,000 inhabitants; although it was higher in the provincial departments of Casanare (37.7), Arauca (27.9), Meta (26.6), and Cesar (25.7). There was a positive correlation between TIFs and the increase in the number of vehicles in Colombia ($p < 0.001$).

Conclusions Road safety management in Colombia is restricted due to the lack of a leading agency to direct, control, and manage policies. Although a decree to create a National Road Safety Agency was issued in 2013, the year 2015 is now closing and such agency has not initiated operations. Poor implementation and non-compliance with traffic laws and regulations seem to be the main cause for traffic accidents.

535 GLOBAL ALLIANCE OF NGOS FOR ROAD SAFETY

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Background Road traffic crashes and resultant injuries and fatalities have become a major global problem as countries develop and rapidly acquire motorised vehicles. The United Nations launched the UN Decade of Action for Road Safety 2011–2020 to coordinate global efforts and promote solutions to this increasing health issue. The Global Alliance of NGOs for Road Safety was established in response to the Decade of Action, and provides a forum for non-governmental organisations to share best practices and collectively advocate for road safety and the rights of victims of traffic crashes. The Alliance currently represents more than 140 NGOs from over 70 countries.

Problem Each year, more than 1.2 million people die on the world's roads and tens of millions are seriously injured. Traffic crashes are currently the number one killer of young people aged 14–29, and the eighth leading cause of death among all people worldwide. Alongside the devastation that traffic crashes impose on victims' families and loved ones, traffic crashes take a tremendous toll on the economy. Each year, developing countries lose between 1% and 3% of their GDP as a result of traffic crashes. Thankfully, these consequences are preventable and NGOs play a critical role in reducing the impact of traffic crashes in their communities and around the world.

Solution The Global Alliance of NGOs for Road Safety serves as a platform for NGOs to share best practices and coordinate efforts to implement effective road safety programs and campaigns. The Alliance provides services and support to its members in three key areas: 1) networking and sharing, 2) advocacy, and 3) capacity building and training. The Alliance also provides information about the activities of NGOs to non-NGO actors, such as governments, multilateral organisations, media, and other stakeholders to promote road safety in the global development agenda. The Alliance consistently reaches more than 140 member NGOs and more than 600 other road safety advocates through official communication platforms, organised conferences, and other outreach efforts and services.

Conclusions The Global Alliance of NGOs for Road Safety is an effective platform for NGOs working in road safety to share

ideas, best practices, and coordinate international campaigns to promote road safety and the rights of road victims in their countries and around the world.

536 FEDEX GLOBAL ROAD SAFETY TRAINING PROGRAM

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Background Each year, more than 1.2 million people die on the world's roads and tens of millions are seriously injured. Traffic crashes are currently the number one killer of young people aged 14–29, and the eighth leading cause of death among all people worldwide. However, these devastating consequences are *preventable*, and NGOs play a critical role in reducing the impact of traffic crashes in their communities and around the world. However, many NGOs still struggle to reach their full impact due to a lack of training and expertise in critical operational areas including project management, fundraising, etc.

Objective To improve NGO capacity to implement effective road safety programs, FedEx and the Global Alliance of NGOs for Road Safety, which represents more than 140 NGOs from over 70 countries, have partnered to develop a targeted training program for road safety NGOs. The FedEx Global Road Safety Training Program focuses on key areas for programmatic improvement including: project management; fundraising and proposal writing; research, monitoring and evaluation; communications; and more. Specifically, the Training Program includes face-to-face training workshops conducted in key regions of the world, as well the development of public webinars, online tool-kits, and mentor programs for NGOs. This program is expected to improve NGOs' ability to design and implement effective programs to advocate for road safety and reduce traffic-related injuries and fatalities in their localities.

Results Currently, the Alliance is conducting a needs assessment among member NGOs to gather information on area-specific weaknesses of members, to inform the specific content of the Training Program. The Training Program will formally launch at the 2nd High-Level Conference on Road Safety in Brazil on 18–19 November 2015. The Training Program will be systematically monitored and evaluated to determine the effectiveness of the Training Program in improving member NGOs capacity to design and implement road safety programs with measurable results.

Conclusions NGOs have significant potential to reduce traffic-related injuries and fatalities and advocate for road safety by implementing community programs, but many NGOs lack training in key operational areas to ensure the effectiveness of their programs. The FedEx Global Road Safety Training Program will provide this training to road safety NGOs around the world.

537 CONSENSUS DRIVEN DESIGN OF CHILD RESTRAINT PRODUCT INFORMATION TO REDUCE MISUSE

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Background Correct use of an age-appropriate restraint reduces the risk of death and injury among child passengers. While rates of age-appropriate restraint continue to rise in most developed countries, misuse of restraints remains a significant problem. Measures that target the individual are effective in reducing misuse. Carers identify instructions supplied by manufacturers as a common source of information yet there is no evidence base for developing effective instructions for targeting misuse. We aim to develop enhanced product information for child restraints through expert consensus supplemented by consumer input and testing.

Methods A modified consensus method will be used. The consensus panel consists of experts in child safety and health literacy and industry professionals. A report synthesising health literacy, and human factors design principles combined with qualitative results from consumer focus groups will be used to construct a prototype of product information (*Round 1*). This prototype will be sent to panel members for review and results are synthesised (*Round 2*). The results are redistributed and panel members re-rank preferences in light of results (*Round 3*). Round three is repeated until consensus is reached, at which stage the prototype is finalised and tested using consumer installation and comprehension trials (*Consumer input*). Consumer feedback will inform the next consensus cycle.

Results The final enhanced product information will be presented at the conference with an evaluation of the modified consensus method in developing safety information for preventing misuse.

Conclusions Child restraint product information is perhaps the most widely used and underutilised channel of communication for the correct use of child restraints. Product information that is developed using a consensus method involving consumers, child safety experts and industry professionals will ensure that the information is targeted and effective at preventing misuse.

538 ANALYSIS OF ROAD TRAFFIC INJURIES IN MEXICAN CYCLISTS

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Background Recently, different Mexican cities have implemented public policies on sustainable mobility, including the promotion of bicycle as means of transport. It is not evident to what extent policies include measures to promote road safety and thus we expect road traffic injuries (RTI) will increase in this road user. To inform these policies, we analysed RTI amongst cyclist as well as helmet use.

Methods Analysis of 4 secondary databases: preliminary mortality figures, Ministry of Health hospital discharges (50% of all hospital discharges in the country), ER and hospital statistical registries (SIS-17), and the 2012 National Health and Nutrition Survey (ENSANUT), representative at the national level. Only ENSANUT and SIS-17 report helmet use. Except for ENSANUT information analysed is of 2014, the latest information available.

Results Deaths: 138 (1% of all RTI); 97% male, 65% died on the scene, mean age = 46. Most severe injuries were in the head (68%), thorax (11%) and multiple regions (9%).

Hospitalizations: 392 (1% of RTI), 83% male, mean age = 33. Main injury was in the head (32%), leg (17%) and multiple regions (12%). SIS-17: 667 cyclists were recorded, 80% male, mean age = 30. Helmet use was not recorded in 71%, when specified 2.6% reported its use. Most severe injury was multiple regions (29%), head (21%), and leg (10%). ENSANUT: estimated 165,348 cyclists not-fatally injured, 87% male, mean age = 25, SE = 3.6, 9.8% used helmet. Region most affected was leg (38%), arm (35%) and head (23%). Although no helmeted cyclists reported head injuries vs 24% amongst non-helmeted, difference was not statistically significant.

Conclusions Head injuries are common among cyclists and helmet use is low. Whereas cyclist-friendly infrastructure is an effective intervention to prevent injuries in the long term, helmet use could potentially reduce the frequency and severity of head injuries in the short run while bicycle widespread as a means of transport provides “safety in numbers”.

539 DRIVER LICENSING IN ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE

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Background Driver licensing is essential to effective road safety management systems however strengthened graduated driver licensing systems may make licensing less accessible. The impact of barriers to licensing can be far reaching, particularly for already marginalised groups. We aimed to describe licensing rates and factors associated with driver licensing for Aboriginal and Torres Strait Islander people in Australia.

Methods Interviewer administered surveys were conducted with 625 people 16 years or older in 4 Aboriginal Community Controlled Health Services in New South Wales and South Australia over a 2 week period in 2012–2013.

Results Licensing rates varied from 51% to 77%. A high proportion of participants reported licensing was important for independence and to meet work needs and opportunities, especially those from regional or remote locations. Employment was strongly associated with holding a current driver licence, with 64% of employed people holding a licence compared to only 36% of those who were unemployed ($p < 0.05$). Compared to not having a licence, having a driver licence was significantly associated with higher odds of full-time employment (OR 3.2, 95% CI: 2.0–5.3) and educational attainment (OR 1.7, 95% CI: 1.0–2.6 for trade or certificate; OR 3.1, 95% CI: 1.2–8.1 for degree qualification).

Conclusions Substantial variation in driver licensing rates across settings suggests different barriers to access. There is a strong association between driver licensing, education and employment. Licensing inequality has far-reaching impacts on the broader health and well-being of Aboriginal and Torres Strait Islander people in Australia. This study reinforces the need for appropriate and accessible pathways to achieving and maintaining driver licensing.