

648 **EDUCATING QATAR'S COMMUNITIES ABOUT CHILD PASSENGER SAFETY (CPS)**

Julia Gibson, Hamad International Training Centre, Hamad Medical Corporation, Doha, Qatar

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Background Qatar is a rapidly developing country with the majority of its multi-cultural population living in the State's capital, Doha. Car use is high and accidents common. Families are large, on average, and the use of child passenger restraint systems is almost non-existent across all cultures and nationalities. Hamad International Training Centre created a public awareness campaign (Kulluna), with funding from ConcocoPhillips, Qatar and support from Safe Kids Worldwide, to train members of the community to become Child Passenger Safety Technicians to educate parents and caregivers about the need for, and correct use of, child passenger restraints (aka "car seats").

Methods The first CPST (Child Passenger Safety Technician) course took place in December 2012 with the aid of expert instructors from Safe Kids Worldwide (SKW). Candidate numbers were small but so enthusiastic that word of mouth soon spread about the high quality and importance of the training.

Results Since 2012 Hamad International Training Centre (HITC) has now run 10 CPST courses and trained over 85 people to become technicians. Due to the mobile nature of our populations, several technicians have left Doha but are spreading the good work around so that recently another State in the Region has introduced the same course with the help of our trained technician. HITC itself now has 5 locally trained Instructors which will allow us to continue the training independently of our SKW instructors. The activities of the technicians have started to have an effect with more people becoming aware that we run these courses. In addition, we have just run the first Special Needs CPS course for children with special needs who cannot use standard restraint systems. The technicians are regularly involved in various activities to raise awareness, as well as community check-up events where they meet families face to face for direct help and advice in the use and selection of child car seats.

Conclusions Our actions have not been politically based but have been noticed by government agencies responsible for legislation, health and safety. As a result, HITC has been appointed as the lead agency in a National Awareness campaign to roll out the CPST course across the whole country. This will involve creating hundreds of new CPS technicians and the setting up of strategic "checking stations" where parents and caregivers can come to get advice on fitting and choosing car seats for their children. We present this project as a model for introducing life-saving training in a challenging and difficult environment.

649 **INJURY INFORMATION SEEKING FOR A NATIONAL SAMPLE OF MOTHERS WITH YOUNG CHILDREN**

¹Jennifer A Manganello, ¹Angela L Falisi, ²Kristin J Roberts, ^{3,4}Katherine C Smith, ^{2,5,6}Lara B McKenzie. ¹Department of Health Policy, Management, and Behaviour, University at Albany School of Public Health, State University New York, Rensselaer, NY; ²Centre for Injury Research and Policy, Research Institute at Nationwide Children's Hospital, Columbus, OH; ³Department of Health, Behaviour and Society, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD; ⁴Centre for Injury Research and Policy, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD; ⁵Department of Paediatrics, the Ohio State University College of Medicine, Columbus, OH; ⁶Division of Epidemiology, the Ohio State University College of Public Health, Columbus, OH

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Background News coverage of injury research appears to be a useful way to disseminate critical paediatric injury information and recommendations. Yet, little is known about how and whether or not parents access news articles and understand them. **Methods** Data were collected from a nationally representative sample of $n = 1,081$ mothers of children <6 years using an online survey. Respondents answered questions about media and Internet use, health and injury information sources, and socio-demographic characteristics. Participants viewed two injury news stimuli and were asked a series of questions.

Results The majority of participants preferred to use the Internet as the first choice for injury information although this varied by topic; 64% bicycle helmets, 63% car safety seats, and 48% poison prevention. When compared to mothers with more than a high school education, those with high school or less were less likely to list Internet and more likely to list health care providers, or friends/family as their first choice for information about bicycle helmets ($p = 0.007$), car seats ($p = 0.012$), and poison prevention ($p < 0.0001$). When compared to mothers who identify as Black/African American, mothers who identify as White or Asian were more likely to list the Internet as their first choice for information about car seats. Mothers who identified as Black/African American were more likely to list the news media as their first choice for information about car seats ($p = 0.001$). Despite frequent Internet use, 65% reported hearing little or nothing about injury research in the media in the past month, and 60% reported ever looking for information on injury prevention for themselves or their family.

Conclusions Findings suggest that the Internet may be an effective way to disseminate messages, including news stories, about injury prevention. While it is clear that many mothers have the potential to access injury prevention messages that are covered by the news media or are available through various internet sources, we need to learn more about attention to messages, as well as the ability to understand messages they may read, view, or hear. Future research should focus on media effects to study the link between exposure to news media and injury outcomes, and to expand the work to all caregivers (not just mothers).

650 **ACHIEVEMENT OF THE AUSTRIAN SCHOOL ROUTE MAPS AND OPPORTUNITIES FOR FURTHER ENHANCEMENT**

Daniela Knowles, Florian Schneider, Klaus Robatsch. KFV (Austrian Road Safety Board), Austria

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Background Since 2002 each Austrian primary school can develop a school route map with the help of traffic experts. The purpose is to inform parents and students of traffic conditions around the school and the safest walking routes. Today about 300 maps are existing. An evaluation should show, if they are successfully in use.

Methods Altogether four opinion surveys took place. Next to oral interviews with experts ($n = 11$) parents of children going to a school with a school route map ($n = 2,560$) as well as headmasters of such schools ($n = 31$) were questioned in writing. Further an online survey among headmasters of schools without a map ($n = 480$) was conducted. An additional accident analysis should show, if the maps have an impact on commuting accidents.