

traditionally been through paid advertising and campaigning. Promoting traffic safety at workplaces is a new approach.

Objective This project aims to co-operate with different kind of organisations and develop functional operating models in different settings. The employer's motives are concordant with general traffic safety motives and traffic safety is an essential part of the corporate responsibility. The goal is to keep productive labour force safe, able-bodied and avoid unnecessary costs. This action activates workplaces in promoting employees traffic safety. The co-operation with five organisations at Seinäjoki region and the Finnish Traffic Safety Council started on 2015. During the years 2016 and 2017 the project is expanding nationwide. New workplaces are integrated in the project from all Finnish regions and different industries.

Results There have been multiple measures depending on the individual characteristics of the workplace and commuting. During this time inquiries and self-evaluations concerning employees' traffic safety have been used and developed and various training approaches and safety events have been applied to raise awareness about ones' traffic safety. Also a seasonal traffic safety planning tool has been created and there is co-operation with internal communications. This regional co-operation has created new applicable operating models for nationwide traffic safety work.

Conclusions Promoting traffic safety has motivated the occupational safety staff and management of the participating organisations and there are indications that accidents have already decreased. The most important challenge is succeeding in developing such a user friendly approaches that the occupational safety staff can use them as a part of their mundane routines.

762 DRIVER DISTRACTION IN ROAD TRAFFIC. PRELIMINARY RESULTS OF SAFETY CAMPAIGN

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Background Driver distraction and inattention in road traffic and the resulting accidents have become a world-wide problem. Studies have shown the risk of accident is increased manifold for drivers using a mobile phone while driving.

Methods Before planning of the campaign a total of 1503 persons were interviewed through internet-panel by TNS Gallup Oy. Immediately after the first phase of campaigning, with advertising, a total of 307 persons were interviewed by Dagmar.

Results Four out of ten motorists who had used a mobile phone while driving stated that they had been involved in a dangerous situation in the past two years as a result of their mobile phone use.

Four out of five will answer incoming calls while driving. Two out of three will make calls. One third of all respondents read text messages and social media messages. One quarter writes them while driving.

The distracting effect of mobile phones on driving is well acknowledged.

A three year campaign called "Kun Ajat Aja"- When You Drive, Drive was planned. The campaign aims to increase information on risks of distracted driving, motivate drivers not to text or use social media while driving and support the social norm that drivers should focus on driving.

Preliminary results for the campaign are very positive. Immediately after the first phase of campaigning, 63% percent of interviewed persons remembered they had seen the campaign.

Conclusions The campaign message was thought relevant and important. From the people surveyed 40% said the campaign could change their behaviour concerning cell phone use while driving and 38% said they could now prevent others from using a cell phone while driving.

763 VISION ZERO – ROAD TRAFFIC EFFECTS FOR SEVERELY INJURED IN A SWEDISH COUNTY

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Background Vision Zero is a long-term goal, decided by the Swedish Parliament in 1997, which means that no one should be killed or seriously injured as a result of accidents in road traffic and the design and function of the road transport system shall be adapted to meet the requirements that follow from Vision Zero. Based on this decision and strategy several different interventions have been implemented to create a road environment which allows human mistakes. In Sweden state is responsible for roads in rural area and municipalities for roads in urban area. The aim of the study is to evaluate the effects of road safety measures for the group severely injured (ISS > 8) in the county of Västmanland during years 2003–2014 in state and municipal road network.

Methods A longitudinal registry study of a statistical cohort comprised of the county of Västmanland. The study is based on data from emergency hospitals. These data have been combined with data from a national base for road data, NVDB. Descriptive statistics together with trend analysis are applied.

Results Preliminary results for 626 severely injured – 372 injured in municipal roads and 254 in state roads – means that 60% have been injured on municipal road network. Cyclist and pedestrians dominates the group by 83%. Of cyclists are 72 % 45 years and older, while 88% of pedestrians are 45 years or more. On state roads 70% of road users are motorists and they are younger than road users in municipal roads. On the municipal road network 69% were injured in single accidents, while the corresponding proportion of the state road network is 51%.

Conclusions The group severely injured in municipal roads is dominated by unprotected road users mostly older than 45 years, while protected road users are injured in state roads and are younger than injure in municipal roads. These results will be useful for future road safety measures for severely injured.

764 THE IMPACT OF WORKING MEMORY AND SELECTIVE ATTENTION ON ROAD SAFETY

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Background Distracted driving may have serious consequences on road safety. Yet little is known about the impact of some forms of inattention such as executive dysfunctions. In this study we aimed to evaluate the association between working memory, selective attention, and the risk of being responsible for a road crash.

Methods We conducted a responsibility case-control study in an adult emergency department of the Bordeaux university hospital