

reduction effectiveness, the cost-benefit evaluation and the analytic background. While the development and evaluation of the measures will be developed into a format and structure that will enable industry, policy-makers and other stakeholders to access the information in an efficient manner within the DSS.

In order to provide policy-makers and industry with comprehensive and well-structured information about measures, it is essential that a systems approach is used to ensure the links between risk factors and all relevant safety measures are made fully visible. The DSS is intended to become a major source of information for industry, policy-makers and the wider road safety community; it will incorporate the knowledge base of accident causation, risks and measures that will be developed in the project and the underlying methodological systems. It will enable a considerable advance in the provision of evidence-based road safety policies. It will be developed in a form that can readily be incorporated within the existing European Road Safety Observatory of the European Commission DG-MOVE.

**Methods** For the development of the European Road Safety Decision Support System a comprehensive common methodology is designed and applied in existing and new studies of road safety measures effectiveness evaluation. The DSS covers all types of road safety interventions, including the road user behaviour, infrastructure, vehicle, as well as road safety management.

**Results** In this paper, the structure and the functioning of the European Road Safety Decision Support System will be presented, together with the first results of the application of the common methodology for the evaluation of road safety measures effectiveness.

**Conclusions** The development of the European Road Safety Decision Support System presents a great potential to further support decision making at local, regional, national and international level, aiming to fill in the current gap of comparable measures effectiveness evaluation across Europe and worldwide.

## 81 POLICYMAKER PERSPECTIVES ON WHY EVIDENCE-BASED TRAFFIC SAFETY POLICIES ARE SUPPORTED OR OPPOSED

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**Background** The Centres for Disease Control and Prevention have recognised the United States' reduction in motor vehicle fatalities as one of the 20<sup>th</sup> century's greatest public health achievements. Public policy played a critical role in this progress. Regulatory oversight and public investment yielded safer vehicles and modern highways. State legislation was passed to encourage members of the public to drive safely and use protective equipment. Many jurisdictions however, both within the United States and internationally, are not benefitting from policies that have been shown to save lives. The purpose of this study was to increase our understanding of the barriers that prevent legislators from adopting evidence-based traffic safety policies.

**Methods** A review of legislative activity was carried in the 2013 and 2014 to identify traffic safety bills under consideration at state legislatures within the United States. Four bills were selected for study inclusion because there was scientific evidence that suggests they would likely have influenced injury outcomes, and they had received mixed votes within the state's legislative body. Legislators who had voted for and against the bills were invited to participate in semi-structured interviews. Discussions were

audiotaped, and subsequently transcribed. They were then coded for themes. A sample of the data was also coded by a second reviewer, to ensure that a reliable coding scheme had been developed.

**Results** The characteristics of legislators who agreed and declined to participate in the study will be reported. The perspectives of policymakers who voted for and against the proposed safety laws will be contrasted, with regard to issue salience, factors influencing their vote, whether interest groups or constituents contacted them and what they believed that the consequences of the bill's passage would have been. General legislative insights into what safety advocates need to understand about a policymaker's perspective will also be presented.

**Conclusions** Many factors other than scientific evidence influence whether legislators support important safety legislation. More research is needed into how to overcome value-driven objections. Safety advocates would benefit from a more sophisticated understanding of the legislative process, and/or partnering with professionals who are more familiar with the policymaking environment.

## 82 SAFE ROADS || SAFE KIDS: PUBLIC PRIVATE PARTNERSHIPS TO INCREASE GLOBAL ROAD SAFETY FOR CHILDREN

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**Background** More than 500 children die each day from road-related injuries – 186,000 annually. By harnessing the reach, reputation and responsibility of corporations working with governments, NGOs and civil society, Safe Roads || Safe Kids demonstrates the power of public-private partnerships to elevate awareness of road safety for children and hasten adoption of changes to protect lives.

**Description of the problem** While high-income countries are experiencing declines in deaths from road injuries, death rates are rising in 68 countries. Children living in poorer nations are most at risk. More than 90% of child road deaths occur in low and middle-income countries. By 2030, deaths from road crashes are expected to surpass deaths from HIV/AIDS, malaria and other infectious diseases. And it is our most vulnerable road users – children – who are most at risk. This is a tragedy that we can predict and prevent.

### Results

- In its 15th year, Safe Kids Worldwide's Walk this Way program, sponsored by FedEx, supported pedestrian safety in 10 countries, educating 1,298,000 students in 2,893 schools.
- In 2014, Safe Kids, FedEx, and partners launched Safe Roads | Safe Kids to focus attention, awareness and resources on road safety for children.
- In May 2015, Safe Kids, with support from FedEx, celebrated Global Road Safety Week, coordinating 300 events across 89 cities in 17 countries, drawing more than 46,000 participants. To date, the #SaveKidsLives campaign has 900,000 signatures.
- To date, Safe Roads || Safe Kids has resulted in new corporate support (Denso, BG Group), joining long-standing commitments from FedEx and GM Foundation.

**Conclusions** If we hope to meet the goal of saving 5 million lives by 2020 as set forth by the UN Decade of Action for Road Safety, we need a clear plan of action and a broad coalition poised for

leadership on this issue. The results of Safe Roads | Safe Kids provide support for achieving these goals through public-private partnerships.

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### IN-DEPTH ON-THE-SPOT ROAD ACCIDENT INVESTIGATION IN FINLAND

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**Background** In Finland, all fatal road traffic accidents are investigated in-depth, on-the-spot by multidisciplinary Accident Investigation Teams (Act on the Investigation of Road and Cross-country Traffic Accidents 24/2001). The Finnish Motor Insurers' Centre maintains the investigations. The purpose of the teams is to find out what happened in the accident, uncover risk factors that turned an ordinary driving situation into a serious accident and give safety recommendations for improving road safety. Investigation teams do not take a stand on guilt or insurance compensation.

**Methods** General goal of Finnish road accident investigation is to prevent accidents from happening again and reduce serious consequences by learning from accidents. Currently there are 20 independent teams across Finland. The basic team members are police, road and vehicle specialists, physician and a psychologist. Teams use a standardised investigation method called VALT Method 2003. Focus of the investigation is on pre-crash circumstances, but also the crash and post-crash stages are investigated.

**Results** Teams produce safety recommendations which are connected to the risk factors. According to the investigation method teams look for both immediate and background risk factors which have contributed to the accident. Risk factors and safety recommendations are sought from the road user, vehicle, environment and the traffic system. Teams produce an investigation report on each case.

Compiled investigation folders of each case contain investigation forms from each member, pre-investigation protocol, forensic documents (autopsy and toxicology), photographs, sketches etc. The collected information form an accident database.

**Conclusions** The findings are used for making safety proposals and initiatives, and the information is used in statements, working groups and other cooperation efforts. The data is used for safety work of the authorities, safety research, education and public awareness campaigns.

## Safety Culture

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### OCCUPATIONAL SAFETY AND HEALTH AND WELL-BEING IN FUTURE WORK AND WORKING LIFE

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**Background** Work and working life are changing rapidly. The changes affect also occupational safety and health and well-being at work. The occupational safety and health administration

should be aware and present actions which have to be taken by today in order to be able to meet the future challenges in time. The aim is to avoid undesired development, change the anticipated development or to achieve a course of development that is better than expected.

**Description of the problem** Several reviews considering changes in future's working life have been published in Finland and elsewhere in the world. They have not, however, described changes from the perspective of occupational safety and health and well-being at work, nor proposed any actions to be taken by the occupational safety and health administration. The Working Life 2025 review which the occupational safety and health administration drew up responds to this need.

**Results** The future review looks at working life comprehensively starting from the question what kind of work will be done and who will be the future employees and ends up considering the employees' health and safety at work, well-being at work and the effects of new technologies on work.

**Conclusions** The technological development is more and more quickly, the risks of occupational safety and health are changing and they grow ever more complex as well as totally new risks will arise. The working life in future needs widely recognised perspective and flexibility. The diversification and the polarisation of the working life require a change also of the occupational safety and health administration.

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### THE NEW CAMPAIGN OF THE GERMAN SOCIAL ACCIDENT INSURANCE ON "PREVENTION CULTURE"

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Statistics show that there has been a significant decline in the number of occupational and commuting accidents over the last 100 years. Nevertheless, they also show that decline to have slowed over the last few years when compared with the twentieth century. Hence, the approaches taken to prevention to date may not be sufficient for the achievement of effective further progress towards the goal of Vision Zero- a world without serious or fatal accidents either in or on the way to and from the workplace or school.

It is now almost twenty years since the term "culture of prevention" was first used within the context of occupational safety and health in Germany. It heralded a newly developed appreciation for the fact that safety awareness among managers and employees alike is of key importance to the success of workplace prevention activities. The DGUV and its members tackle the topic of "prevention culture" in their new campaign.

They are the only organisation with responsibility for prevention and insurance cover all the way from preschool childcare, school, further education and working life right through to nursing care. This puts them in a position to credibly communicate and emphasise the message of prevention culture throughout all phases of human life. This message is: "Safety and health are values for every individual, organisation and society as a whole. They are to become an integral part of all actions. Preventative action is worthwhile and meaningful."

Therefore, the goal of the campaign is to highlight safety and health as values for every individual, organisation and society as a whole as well as to integrate them into societal mindset and action. In order to reach this goal, the campaign encompasses six fields of action: "Leadership", "Communication",