

Safely” (2011) were developed encompassing the various characteristics of children throughout their development and providing corresponding harm reduction principles.

These posters identify the early developmental limitations of the children; recognise typical injuries within specified age groups (from the database); illustrate the best practice scenario and best prevention are organised by age and are coloured with detailed pictures of accident precautions and suggestions.

**Results** “Growing Safely” is an international award winning poster and depicts the child from birth until age six. It raises crucial awareness by providing safety recommendations, by age, for fall prevention, drowning risks, car safety, and the dangers of common household items.

The “Living Safely” poster was designed in response to a growing number of hot water burns and flame burns. Thus, “Living Safely” is formatted in the same award winning design and addresses burn risks and fire safety. The topics portrayed in “Living Safely” include; sunburn protection, hot water burn prevention, electrical cord/outlet recommendations, and proper fire extinguishing directions.

The most recently developed poster, “Travelling Safely” illustrates age appropriate vehicle restraints, helmet and safety guard suggestions, street crossing advisory, and tips for proper bicycling. To provide such imperative information, the three posters have been translated into local languages.

**Conclusion** The Childsafe South Africa posters have been well received and regarded as best educational tool not only in South Africa but around the world. People are able to connect with messages as it's extracted from simple situations that take place on daily basis. Images of real people (children) are being used and the pictorial depictions overcome literacy levels.

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#### WALK SAFE CAMPAIGN: A RAIL-ROAD COMMUTERS' SAFETY PROGRAM WITH RAILWAYS (SINCE 2012 AND CONTINUED)

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**Background** The ‘High Level Safety Review Committee’ (appointed by Railway Ministry, Government of India) report-2012 states that the estimation is almost 15000 persons get killed in on the entire railway system every year. During 2007–08 to October, 2011, 1600 Railway Staff was killed and another 8700 people were injured due to railway accidents. It is to be noted that casualties in train accidents include a large chunk of deaths and injuries due to unmanned level crossing accidents attributed to the negligence of road users.

**Methods** With the objective to sensitise daily Railway commuters about developing good Safety Habits as Railway Commuters and Road Users, we devised a Specialised/Trained team. This team conducts Workshops, Performs Street Plays and Distributes Educational Pamphlets and interacts with target group members. Under this campaign we have covered different sections falling

under different divisions of Northern and North-Central Railways.

*Target Locations* – Schools, Colleges, Traffic Intersections, Railway Platforms, Unmanned Railway Crossings

*Area Covered* – Urban and Rural

*States Covered* – Haryana, Uttar Pradesh, Punjab, Rajasthan and Delhi

**Results** This is an ongoing operation the impact of such campaigns need to be evaluated over a readable period. However, on the spot response has been encouraging and positive.

**Conclusions** The existing campaign has been planned for Northern and Northern Central Division. We plan to take it further to other divisions of Railways in coming years. It is expected that the 50% of the entire Railways network would be covered in the next five years.

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#### RISK FACTORS PREDISPOSING TO ROAD TRAFFIC INJURY IN YOUNGSTERS: A CASE-CONTROL STUDY

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**Background** Youngster injury is the leading cause of mortality, morbidity and permanent disability in adolescent in the developed world. The objective of this research is to study the joint effect of family and contextual socioeconomic characteristics of teenagers on their risk of road accidents, taking into account their mobility practices, their behaviour and their attitude to risk.

**Methods** A case-control study was conducted on a population of 601 young people aged 14–17, in 2013. Cases (208 subjects) were selected from the Rhône Road Trauma Registry. Controls (393 subjects) adjusted by age and sex were randomly selected by telephone. L'exposition à la circulation routière est mesurée pour chaque mode de transport utilisé par le budget-temps. The relationships between SES status, urban/periurban-rural location, mode of transport, mobility practice, and injury type were determined using conditional logistic regression. Exposure to road traffic is measured for each mode of transportation used by the weekly time budget.

**Results** The intensive use of motorised two-wheelers holds an essential role in the risk of road accidents between 14 and 17 years (OR = 4.1 [2.3–7.2]), followed by regular cycling (OR = 3.6 [2.0–6.5]) and skating (OR = 1.9 [1.1–3.1]). Socio-economic status of young people is highlighted: students in professional college or young apprentices are at higher risk (OR = 2.1 [1–4.3]). Compared with urban adolescents, adolescents living in rural areas suffer a 1.9 higher risk (1.9 [1.2–3.0]). The links between road risk behaviour and smoking are also underlined (OR = 4.4 [2–9.7]).

**Conclusions** These results show that adolescent road traffic injury in Rhône is a major health concern, especially among motorcyclist males (40% of the injuries) from rural area and from lower SES. But this study also shows the significant impact of behavioural factors (tobacco, cannabis) on the risk of accident.