

Methods Based on injury prevention matrices and ICD-10, we established a thesaurus set and analysis framework for data extraction. A dilated convolutions neural network classifier was developed to filter eligible news stories based on 10,000 researcher-annotated news sources, and algorithms were built to extract information concerning relevant variables. Word frequency was reported using a Python Chinese word segmentation module (Jieba). Pearson correlation coefficients examined relations between internet-based big data and official statistics.

Results 650,140 media reports were captured from 27 Chinese news websites, and 92,813 news pieces were filtered as eligible reports (accuracy=86%). Searches captured information about 71,829 traffic crashes from January 2013-September 2019. The words ‘crash’, ‘vehicle’ and ‘scene’ were the most frequently used words in the stories. Our results revealed characteristics that official statistics did not cover, such as changes in travel patterns for the elderly. The number of media-reported crashes was highly correlated with official statistics ($r=0.84$, $p=0.035$).

Conclusion Internet-based big data offers information about traffic crashes that can supplement official government statistics and aid in road traffic injury prevention strategies. Extension to countries where government data and statistics are unreliable, but news reporting is reliable, appeals in particular.

Learning Outcomes Internet-based big data offers data that can supplement existing road traffic injury sources and guide prevention efforts.

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3B.001 PREVENTING SUBSEQUENT INJURIES: PERSPECTIVES FROM HEALTHCARE PROVIDERS AND PEOPLE INJURED

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Background Some people experience multiple injury events over time. For example, of 2856 people who presented to healthcare providers following injury, 58% had at least one subsequent injury involving an Accident Compensation Corporation (New Zealand’s no-fault universal injury insurer) claim over the next 24 months. Contact with healthcare providers following injury offers a potential intervention point for subsequent injury prevention however it is not known if this potential is being optimised. This qualitative research examines subsequent injury prevention opportunities from the perspectives of: 1) healthcare providers, and 2) people who have had multiple injury events over time.

Methods Individual face-to-face interviews were undertaken with healthcare providers ($n=13$), and people who had incurred multiple injury events over the previous twelve months ($n=16$). Thematic analysis was carried out using the Framework method.

Results A key topic of interest was the perceived role of healthcare providers in subsequent injury prevention. Both healthcare providers, and participants who had experienced injuries, provided insights into potential opportunities for subsequent injury prevention. These ranged from micro individual level actions such as getting ‘buy-in’ from patients, actions aimed at improving social connectedness and advocacy for macro policy level interventions.

Conclusion Findings are important to inform the development of practical ‘real-world’ interventions to prevent subsequent injuries among people seeing healthcare providers following injury.

Learning Outcomes A substantial proportion of people presenting to healthcare providers following injury have subsequent injuries. This research explores potential untapped injury prevention opportunities with the aim of contributing to reducing the considerable injury burden.

3B.002 PROTECTING GENERATIONS FROM RISKY BEHAVIORS IN JORDAN – ROYAL HEALTH AWARENESS SOCIETY

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Background In Jordan, 33.9% of boys aged 13 to 15 years old currently use tobacco products as well as 13.8% of girls. The issue is aggravated due to the easy access to tobacco products, where more than 67% of them were not prevented from buying them despite their age and its use has thus tripled over the past 5 years among youth. Moreover, the antinarcotics department has reported increases in addiction and drug abuse related issues.

Methods Generations Protected

The Royal Health Awareness Society started implementing (Tahseen) in 2016, which aims to contribute to healthy upbringing of future generations and to protect youth from risky behaviors. Tahseen includes 3 programs targeting three age groups. The program is based on an interactive and participatory approach; it aims to build the capacity of the younger generation in life skills, equipping them with the skill set to be more resilient, and be able to handle peer pressure. Moreover, the program works on raising the awareness of both students and parents on harmful effects of addiction to smoking, alcohol, and drugs.

Findings and Conclusion The program has been implemented in 271 schools with more than 91,581 beneficiaries. It was found that the program contributed effectively in enhancing students’ personal skills (36.5% of students found it very easy to say no to something they didn’t want to do vs. 28.5%) as well as in emphasizing their beliefs about the harmful effect of drugs, alcohol, smoking, and water pipe, and change their willingness to try them.

3B.003 LESSON LEARNED FROM YOURS NETWORK IMPLEMENTATION IN THAILAND

Lesson learned from YOURS Network implementation in Thailand Dararat Changduang*. *Road Safety Group Thailand, Bangkok, Thailand*

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Thailand implemented the youth network project to promote road safety from school to the community or ‘YOURS Network’ in 5 provinces such including Chanthaburi, Songkhla, Chaiyaphum, Phetchabun and Sa Kaeo under the support of the Road Safety Fund, Department of Land Transport. In order to expand the YOURS Network project