

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.

3B – Systems, March 23, 2021

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

nationwide, this study project to take off the lessons of operations under the implemented YOURS Network projects was conducted from 22 September 2018 to 18 February 2019 in Chanthaburi and Songkhla provinces. The project aims to study the lesson learned, evaluate YOURS Network project development, and draw a guideline for incoming project support in the future. This project also working on review literature both Thailand and International on how to work with children and youth on road safety issues. The study found that important factors to drive the project to success and achieving long-term sustainability consisting of creating a powerful youth leader, integration of cooperation with various parties, driving road safety issues into the educational system in schools, making clear determination of the key coordinator, heightened awareness on road safety, and recognize all channels communication

3B.004 THE IMPACT OF POPULATION AGING ON DEATHS IN CHINA, 1990–2017

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Background Population aging creates rising need for health care. We estimated deaths caused by population aging between 1990 and 2017 in China.

Methods Deaths from 1990 to 2017 were extracted from Global Burden of Diseases (GBD) 2017 estimates. We decomposed changes in deaths between two given years into the contribution of changes caused by three distinct factors: population size, population aging, and age-specific mortality.

Results The number of deaths attributed to population aging increased from 85,737 in 1990 to 5,719,591 in 2017. Between 1990 and 2017, deaths attributed to population aging increased by 71.8% in men and by 68.4% in women. The top three diseases most affected by population aging were stroke, chronic obstructive pulmonary disease and ischemic heart disease for both genders. Population aging caused an increase of 141,466 injury deaths between 1990 and 2017 in China (81,447 for men; 60,019 for women). Mortality reductions partially balanced the increased death burden from population aging between 1990 and 2017, -3,056,547 vs. 5,719,591.

Conclusion More efforts are needed to reduce mortality and balance the increasing death burden from population aging.

Learning Outcomes Population aging caused an increase in number of deaths from 1990 to 2017 in China. Mortality reduction partially counteracted the death burden from population aging.

3B.005 SIDS ON FACEBOOK: A QUALITATIVE DESCRIPTIVE CONTENT ANALYSIS OF A MOTHER'S GROUP

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Background/Aims Despite prevention efforts, many parents practice unsafe infant sleep and utilize dangerous infant sleep and monitoring devices; thus, SIDS (sudden infant

death syndrome) is a leading cause of infant mortality in the US. Social media offers a unique perspective on SIDS to guide future research and prevention efforts. This study aimed to describe and analyze conversations among mothers engaged in discussions about SIDS on a Facebook mother's group.

Methods We extracted and analyzed 20 posts and 912 comments from 512 mothers who participated in a specific Facebook mother's group and engaged in conversations about SIDS. Two reviewers coded the data using qualitative descriptive content analysis. Themes were induced after discussion among researchers.

Results The theme of social support emerged. A variety of informational sources for SIDS and safe sleep were identified, as was a continuum of infant sleep practices (ranging from unsafe to safe sleep per the American Academy of Pediatrics standards). There was widespread discussion regarding infant sleep products and monitoring devices. Embedded within conversations was: (1) confusion among commonly-used medical terminology; (2) the practice of unsafe infant sleep; (3) inconsistency in provider communication about SIDS; and (4) maternal anxiety regarding SIDS.

Conclusions Mothers who participated in the Facebook group provided and received informational and emotional support regarding SIDS via this format. Future communication regarding injury prevention and safety promotion on the topic of SIDS and safe sleep should be simple, address infant sleep and monitoring devices, maternal anxiety regarding SIDS, and the common practice of unsafe sleep.

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3C.001 FLIRT WITH DISASTER: AUTOMOBILE FIRE: FINDINGS FROM A MIXED-METHODS STUDY

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Context The frightening statistics of 33 cars fire reported every hour, 345 deaths, 1300 injuries and \$1.1 billion property loss annually in US alone raises red flags to draw attention of consumers and state for developing stringent strategies to address the growing challenge amid hike in automobiles price and neglect of safety measures in developing countries. Our study explored determinants and risk factors & consequences in terms of affective and affordable strategies for prevention of automobile fire cases.

Process A sequential mixed-methods study was conducted in Karachi, from June- November 2019 using purposive sampling. The cross-sectional survey explored the car fire patterns, trauma and safety measures by consumers. The qualitative inquiry (FGDs and interviews) explored the determinants of automobile fire and reasons of fatalities.

Analysis & Outcomes Out of 500 drivers, around (300) 60% suffered or witnessed minor to major car fire incidents in in past 6 months with almost all had minor injuries to fatalities. Only (150) 30% had vehicle maintenance annually. As for build quality and maintenance cost (415) 83% considered non-affordable, whereas, (350) 70% considered essential. More than 90% had no safety tools, only (50)10% cited surveillance mandatory. The lack of knowledge about quality