

for all types of violence in clinical settings is imperative. Gender transformative interventions designed to shift attitudes about masculinity norms should also be considered in the context of men's violence experiences.

## Transportation safety

0081 ABSTRACT WITHDRAWN

## Transportation safety

0082 PARENT PERCEPTIONS OF THE 'BOOST 'EM IN THE BACK SEAT' INTERVENTION: A MIXED METHODS EVALUATION

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**Statement of purpose** It is recommended that children over age eight continue to use a booster seat until they fit properly

into an adult seatbelt. 'Boost 'em in the Back Seat' is a video intervention informing parents about this recommendation and is empirically supported to increase booster seat use. The present study aimed to evaluate key elements of the video.

**Methods/Approach** Parents participated in one of two study arms: virtual focus groups (3 groups, n = 23) or an online survey (n = 28); both examined knowledge of booster seat recommendations and perceptions of the 'Boost 'em in the Back Seat' video. All participants viewed the video and provided feedback. Qualitative data from both study arms were analyzed using NVIVO software and common theme analysis, and descriptive survey data were analyzed using SPSS.

**Results** Almost half of survey parents (42.9%) were unaware of current booster recommendations. Thematic analysis revealed that parents found the narrative approach of the video impactful. Parents preferred male expert's perspectives, found some medical language too technical, and had mixed reactions to the realistic crash scene. Parents felt the length of the video (4-minutes) was too long, but felt that the novel information, seeing the incident from the mother's viewpoint, inclusion of local talent/settings, and the cinematography distinguished the video from others.

**Conclusions** Parents find the 'Boost 'em in the Back Seat' video impactful and provided helpful feedback regarding how the video could be modified such as excluding certain actors, shortening the introduction, and using less technical language.

**Significance** Parent feedback was helpful in determining which elements of the video are essential for persuasive effect. This will inform how to best translate the message to other uses, such as static media or a shorter video, as we continue to work toward improving child occupant protection.

## Epidemiology/Surveillance

0083 INJURIES PREVENTION: FROM DATA NEEDS TOWARDS EFFECTIVE STRATEGIES IN GEORGIA

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**Statement of purpose** Traumatic injuries account for significant global burden of disease, causing 9% of all deaths worldwide and substantial short- and long-term disability. Injury rates are disproportionately high in low- and middle -income countries (LMICs). However, despite the fact that more than 90% of injury related deaths occur in LMICs, most of the research comes from high- income countries. In spite of the overall impact and importance of the topic, emerging economies such as Georgia experience high injury rates yet have little research addressing incidence, characteristics, risk factors, and prevention strategies.

**Methods/Approach** The aim of this research was to describe the epidemiological characteristics of injury in two tertiary teaching hospitals in Georgia. The data was extracted from the official database of the National Center for Disease Control and Public Health for 2018.

**Results** A total of 1494 adults patients were admitted of whom 912 (61%) were males and 582 (39%) were - females. The highest prevalence was among the age group 25–44 years old (36%), followed by 45–64 years old (26%). The main mechanism of injuries were falls (61%) and road traffic incidents