

VICTORIAN INJURY PREVENTION PROGRAM



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National Context

- Council of Australian Governments (COAG)
 - “Reduced participation in paid employment due to illness, injury or disability”
- National Injury Prevention and Safety Promotion Plan 2004-2014
- The National Falls Prevention for Older People Plan 2004 Onwards

National Context cont...

- The National Aboriginal & Torres Strait Islander Safety Promotion Strategy
- Implementation Plan to support the above 3 plans

State Level Activity

- Health Promotion Priorities 2007-2012
- The overarching aim of the health promotion priorities is to improve overall health and reduce health inequalities. To achieve this aim the seven priority issues are:
 - Promoting physical activity and active communities
 - Promoting accessible and nutritious food
 - Promoting mental health and wellbeing
 - Reducing tobacco-related harm

Health Promotion Priorities Cont...

- Reducing and minimising harm from alcohol and other drugs
- Safe environments to prevent unintentional injury
- Sexual and reproductive health
- A new framework for the prevention of unintentional injury to be developed.

Other Health Promotion Activities in Public Health

- Health Inequalities
- Chronic Disease Prevention
- Program Implementation (Go for your life)
- Evidence based practice

Current Public Health Activity in Injury Prevention

INJURY PREVENTION RESEARCH PROGRAM

- Qualitative research focus to better inform practice

Topics

- 3 x Child Poisoning Projects
 - Child Unintentional Poisoning Interventions – Improving the uptake of safety practices. Gibbs et.al
 - Doesn't everyone have poison in the kitchen cupboard? Investigating socio-cultural differences in child unintentional poisoning. Gibbs et.al
 - Barriers to child poisoning prevention: Why does child resistant packaging fail? Ozanne-Smith et.al

Current Public Health Activity in Injury Prevention Cont...

- “Remove the Risk” child poisoning prevention campaign



Remove the Risk Cont...

- Campaign focuses on 0-4yr olds
- Campaign seeks to inform parents, grandparents and carers of 0-4yr olds of:
 - The circumstances surrounding poisoning incidents
 - Provide helpful hints on preventing child poisonings

Remove the Risk Cont...

- Communicates messages associated with 3 main topics:
 - Storage and use
 - Limitations of CRC's
 - Inaccurately estimating child abilities
- Booklet distributed via Maternal and Child Health Nurses across Victoria
- Supporting materials being developed for secondary information sources eg. Kindergartens, Grandparent education kits etc.

Current Public Health Activity in Injury Prevention Cont...

SAFESTART

- \$1.9M announced in A Fairer Victoria for 2 new SafeStart Sites – Geelong and Casey
- Program focus
 - to prevent unintentional injury to children aged 0-8 years
- Major program aims
 - to support local government and communities to respond more effectively to identified child injury issues

Current Public Health Activity in Injury Prevention Cont...

- VISU
 - DHS now directly funding the Victorian Injury Surveillance Unit
 - Steering Committee to be established
 - VISU products to be reviewed
- Farmsafe Alliance
- Smartplay – sports injury prevention

Focus for 2007

- Major focus for 2007 will be the development of State and National Injury Prevention Policy Frameworks
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