“IDEAS” - A DIGITAL TOOL FOR USING KNOWLEDGE AND DATA AS A DRIVING FORCE TO STRENGTHEN LOCAL SAFETY PROMOTION EFFORTS

EU-Safety 2019 – Eva J. Vaagland – Norwegian Safety Forum
Norwegian Safety Forum is a non-profit organization, a national advocate for safety supported by the Norwegian Ministry of Health.

The mission is to prevent home and leisure accidents by acting on three levels; projects and activities on local level, lobbying and policy work on national level, partner and contributor on International level.

NSF functions as a hub for information with activities, networking and meetings on the agenda. The forum joins forces with members and collaborating partners to reach its goals.

NSF coordinates the Safe Community work in Norway and take part in the International Safe Community work.

With IDEAS we will motivate more municipalities to adopt the safe com model.
Norwegian Safety Forum - we have

Knowledge and experience

A network of members and partners from different parts of the injury prevention society

Many examples of good measures that have been implemented locally, nationally and internationally

Knowledge of available data on injuries and accidents - from various sources

A network of municipalities that work well in this field

Well established meetingplaces for cross-sectoral work
Public health is a high political priority

Municipalities are required to prevent injuries and accidents

Each year 600,000 persons seek medical attention as a result of an accident

About 2000 people die each year due to an accident

Injuries and accidents cost Norwegian society more than NOK 200 billion every year

Many of the accidents could have been prevented by simple means

Injury prevention requires systematic and cross-sectoral efforts
We developed a program in line with our policies and strategies. We wanted to:

• Provide easier access to knowledge, data and examples
• Make municipalities (and individuals) aware of their responsibilities
• Create a tool that makes it easier for municipalities to plan and prioritize
• Offer a “dashboard" for local prevention, that can be incorporated in local plans and strategies
• Inspire and motivate

AND REDUCE THE NUMBER OF SERIOUS INJURIES AND ACCIDENTS
IDEAS

Injury data Easily Accessible for Safer Communities

In Norway national data on injuries are incomplete and inconclusive.

We do not have local data, and the national data that is available is not very easy to access.

As an advocate for safety we need a tool to present data and injury prevention programs in a new way; comprehensible and easily accessible.

We came up with IDEAS, a tool that combines injury data with ideas and knowledge about injury prevention and safety promotion.
The process

**BACKGROUND**

Difficult to obtain data on injuries and knowledge about effective means of prevention

**IDEA**

We developed an idea based on:
- Available data
- Safe community methodology
- Experience Networks

**GRANT**

A grant from «Innomed, need driven innovation in health and care», gave us funding to develop a prototype

**TESTING**

The prototype has been given positive response in a number of tests and dialogue meetings.

**FUTURE PERSPECTIVE**

We try to find funding to turn the prototype into a national reality
Target groups

- Public health sector and other involved in safety work on a local level
- This includes, but is not limited to, public health advisers, planners, decision-makers, environmental health services, local politicians, municipal physicians and institutional leaders
- The tool will be open to the public, to be used by media, NGOs, students etc.
National data shows that in a typical Norwegian municipality with 10,000 inhabitants

80 persons will have to see a doctor due to injuries every month. 8 of them will be admitted to hospital. Every three months someone will die due to an accident.

We know something about where the 80 accidents will happen:

- 25 in the home
- 15 on the road
- 14 during sports and sports
- 12 in working life
- 5 in school
- 3 in outdoor areas
- 2 in kindergarten and in playground
- 2 at the nursing home
- .. and the last 2 other places.
The prototype is based on national data, converted to a local setting, using informative graphic solutions, combined with knowledge and best practice on injury prevention programs for different target groups and situations.
Future possibilities

When you enter name of the municipality or county, IDEAS will automatically generate useful information about the chosen municipality.

With information about traffic accidents, drownings, school accidents, hip fractures, fires etc. IDEAS will provide a risk profile based on available information.

It would also be possible to link to other data such as flooding and land sliding.

And information about the costs of accidents – and how much that can be gained by preventive work.
Thanks for your attention!

Please keep me updated on how you work in this field

Eva.Vaagland@skafor.org