Implementation opportunities in injury prevention: Is the public health approach still valid in the 21st century?

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Presentation overview

- Injury prevention awareness over 2 decades
- Global numbers
- The public health approach
- An enhanced public health approach
Awareness raising over 2 decades
The public health approach to injury prevention

- Surveillance
- Risk factor identification
- Intervention development
- Implementation
An enhanced public health approach

1. Improving data collection
2. Building capacity
3. Focusing scarce resources
4. Prioritising specific populations
5. Acting locally
Surveillance

Risk factor identification

Implementation

Intervention development

Improving data collection

Building capacity

Acting locally

Prioritizing populations

Focusing resources

Acting locally

Prioritizing populations

Focusing resources
Improving data

- Digitalization
- Smart phone apps
- Tablet data collection
- Crowd-sourced data
- Big-data
- Machine learning
- Non-propriety systems
Building capacity

- Online knowledge sharing platforms
- MOOCs
- Multi-country training programmes
- Involving the public: Co-design approaches, social media, gaming
- Media reporting
Focusing scarce resources

- Priority setting
- Cost-effectiveness
- Strategic partnerships
  - Universal Health Coverage
  - NCD Alliance
  - Cleaner & greener
  - Private sector
Prioritising specific vulnerable populations

- Children under 5 and Adolescents
- Elderly
- Women
- Disabled
Acting locally
Think ahead

Safer, healthier & cleaner world

Embrace technologies

Remember end-user
Thank you

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