

# Implementation opportunities in injury prevention: Is the public health approach still valid in the 21<sup>st</sup> century?



The George Institute  
for Global Health

WHO Collaborating Centre for  
Injury Prevention and Trauma Care



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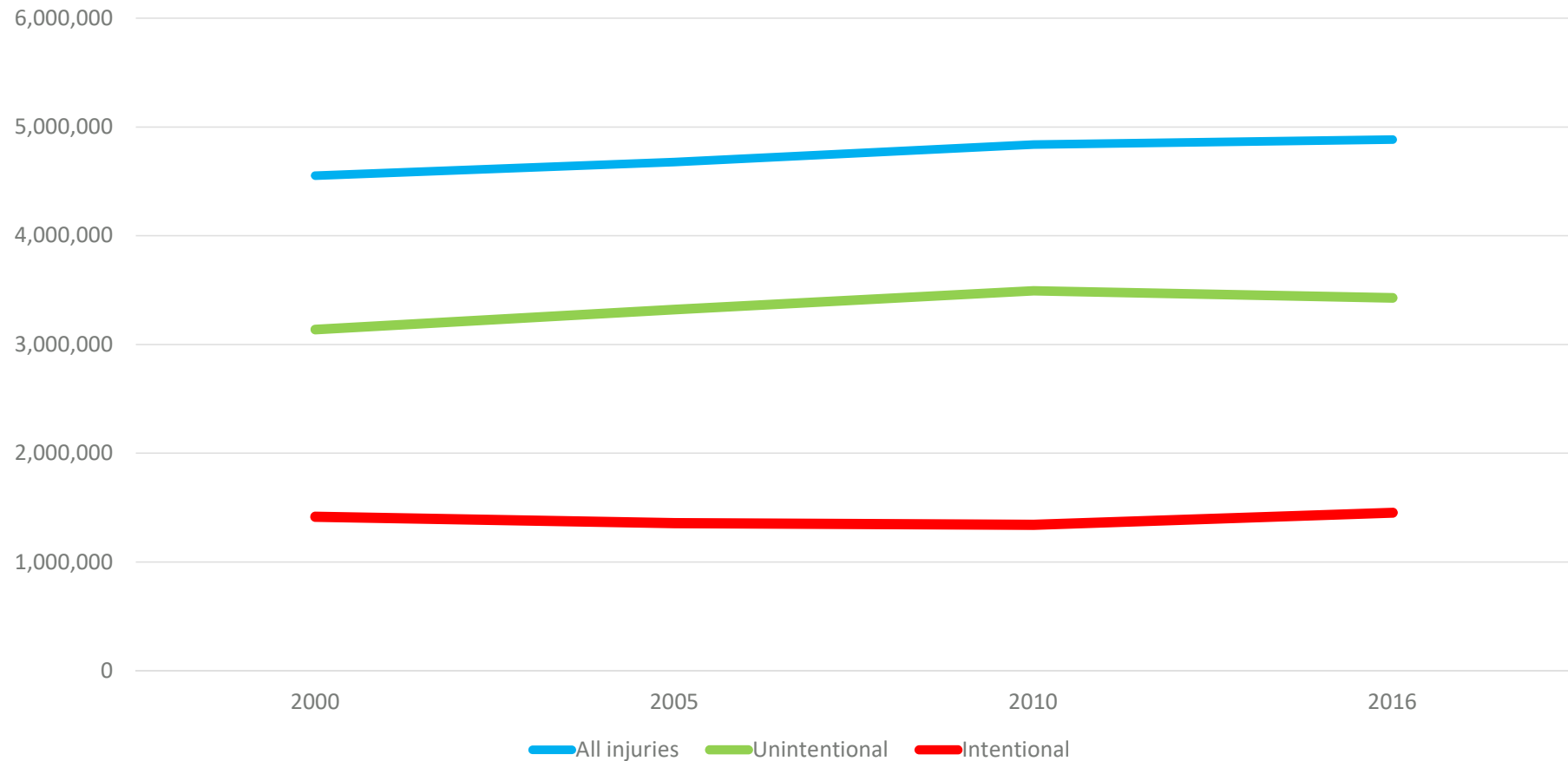
# Presentation overview

- Injury prevention awareness over 2 decades
- Global numbers
- The public health approach
- An enhanced public health approach

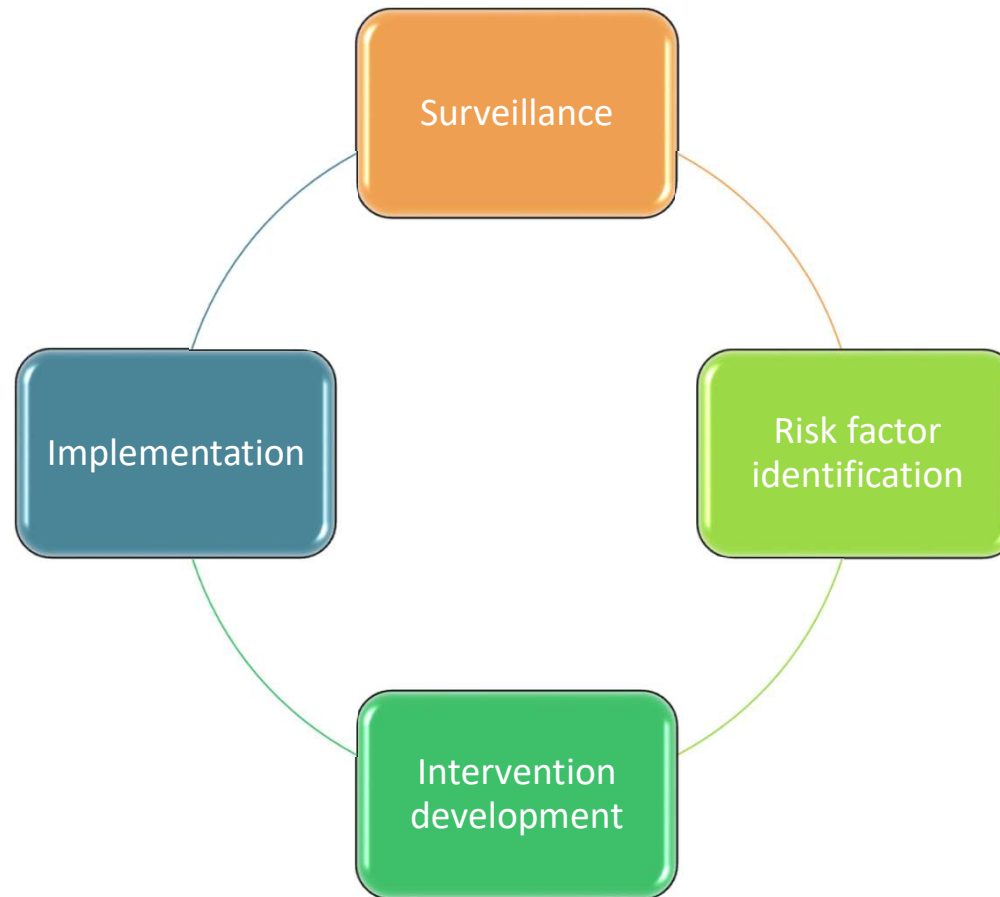
# Awareness raising over 2 decades



# Global injury trends, the World, 2000-2016

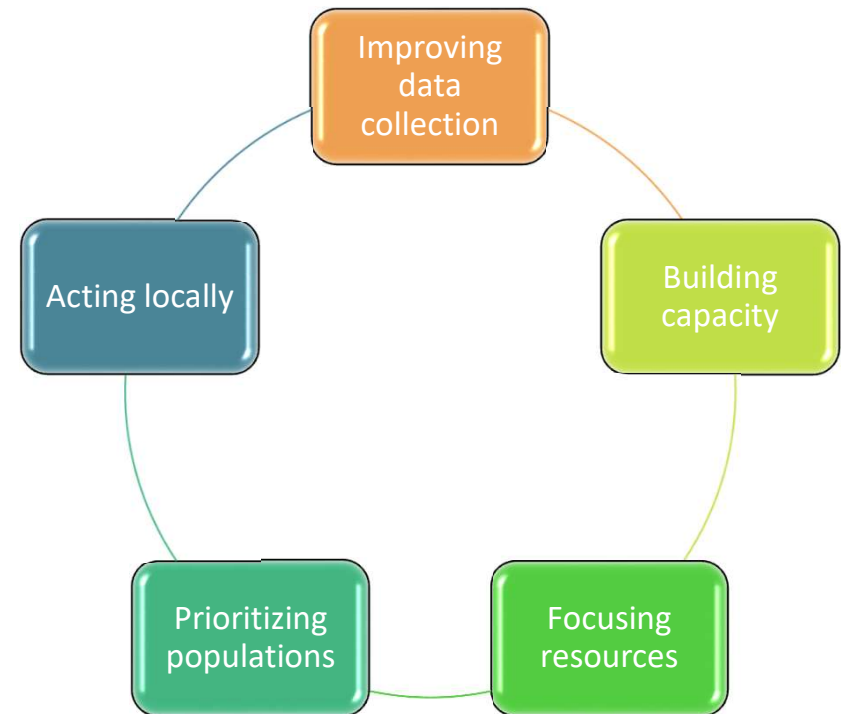


# The public health approach to injury prevention

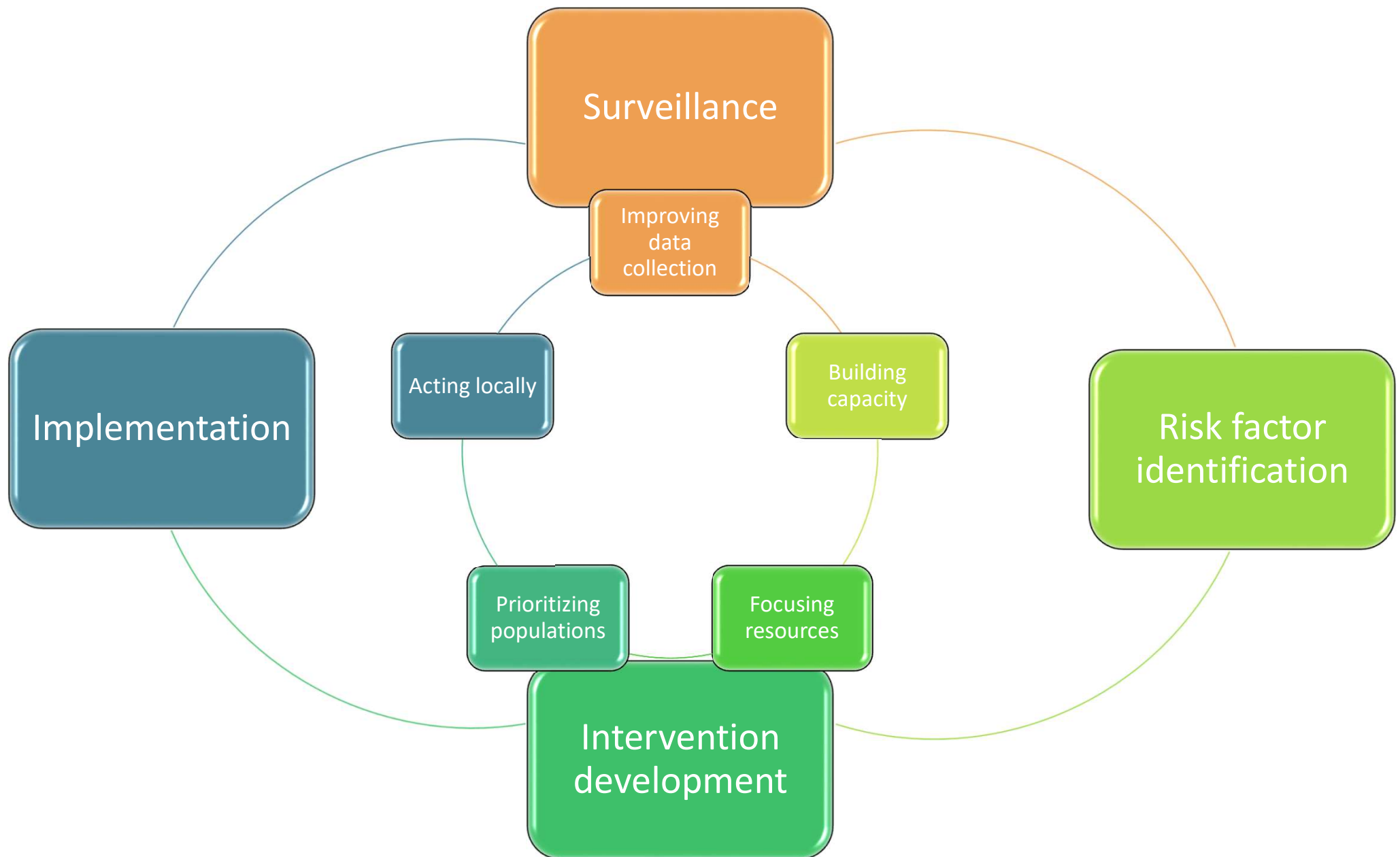


# An enhanced public health approach

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







# Improving data

- Digitalization
- Smart phone apps
- Tablet data collection
- Crowd-sourced data
- Big-data
- Machine learning
- Non-proprietary systems

Child Injury Prevention Experts learn how to use the SR4S tool at PrevCon 2019

Aug 2, 2019 | Lead Partners, News, Training



Crowd Sourced Data for Road Traffic Injury Surveillance





# 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





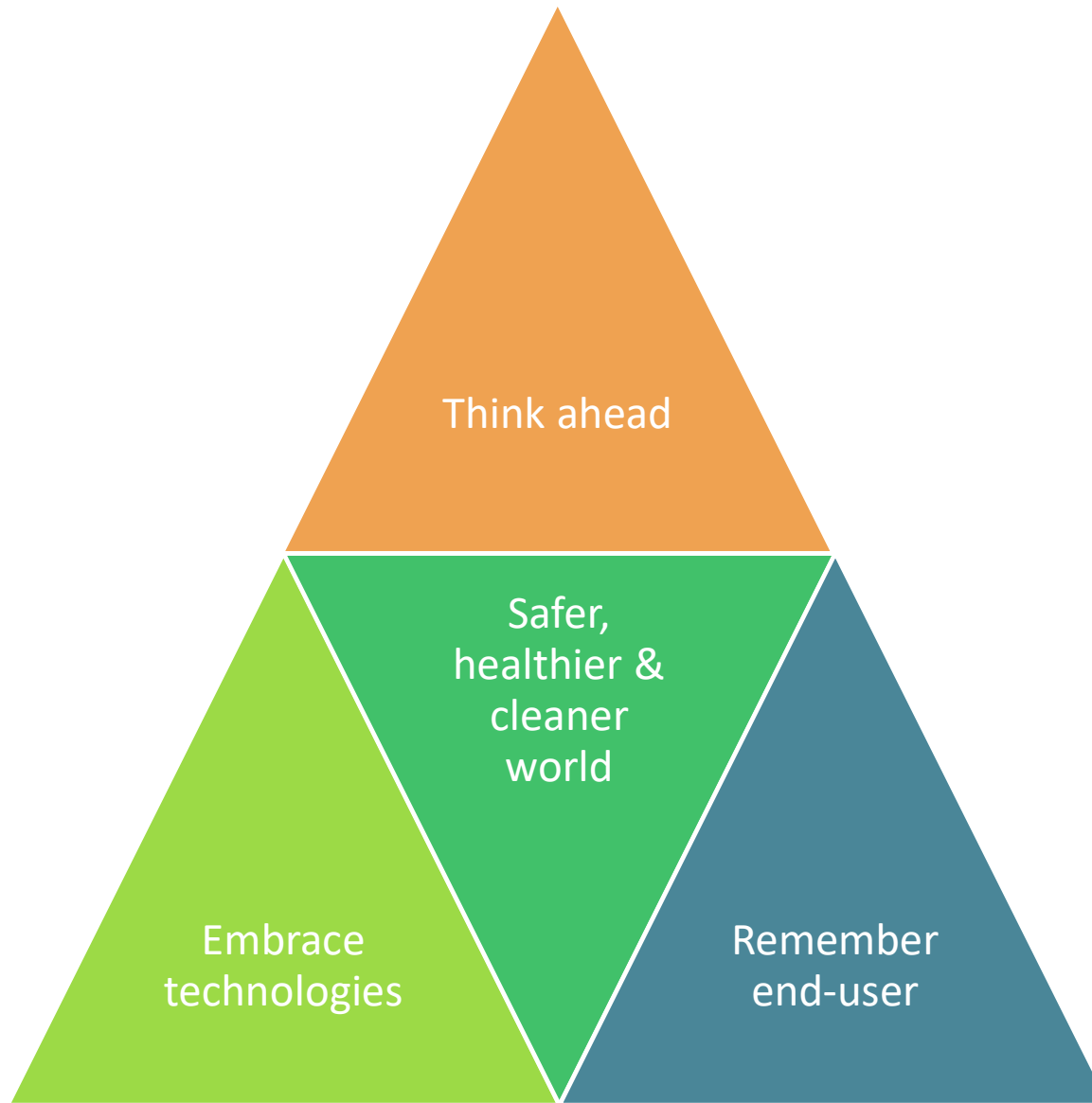
# Prioritising specific vulnerable populations

- Children under 5 and Adolescents
- Elderly
- Women
- Disabled



# Acting locally







Thank you



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