

## HEALTH AND WELLBEING BOARD



<b>TO:</b>	Health and Wellbeing Board
<b>FROM:</b>	Helen Lowey, Consultant in Public Health Clare Haworth, Accident Prevention Programme Manager
<b>DATE:</b>	June 2014

**SUBJECT:****Blackburn with Darwen Accident Prevention Strategy****1. PURPOSE**

The purpose of this paper is to update the Health and Wellbeing Board on the progress of a local multi-agency Accident Prevention Strategy and action plans for Blackburn with Darwen.

**2. RECOMMENDATIONS**

The Health and Wellbeing Board is asked to:

- Be aware of the development of a local multi-agency Accident Prevention Strategy for Blackburn with Darwen
- Note the proposed consultation and engagement plan
- Provide comment on the overarching priorities and action plans for the strategy

**3. BACKGROUND**

Accidental injuries are the leading cause of preventable, premature mortality in the UK; equating for 23% of all preventable years of life lost in 2010 to people up to the age of 60 (Royal Society for the Prevention of Accidents (RoSPA), 2012). This figure is ahead of preventable years of life lost to preventable cancers, suicide and alcohol-related causes (RoSPA, 2012).

Out of 150 Local Authorities in England, Blackburn with Darwen has:

- the 11<sup>th</sup> highest rate of hospital admissions due to injury in children aged 0-14 and the 27<sup>th</sup> highest rate of hospital admissions due to injury in children aged 15-24 (ChiMat, 2014)
- the 2<sup>nd</sup> highest rate of children killed or seriously injured in road traffic accidents (ChiMat, 2014)
- the 45<sup>th</sup> highest rate of hospital admissions due to falls in people aged 65+ years (Local Injury Profiles, 2013)

All of which are significantly higher than the England average.

Evidence points towards increasing inequalities between socioeconomic groups, with areas of higher deprivation having a higher incidence of accidental injury (Local Government Improvement and Development, 2011). This social class gradient is greater in accidental injury than for any other cause of childhood death or long term disability (Marmot, 2010). According to Public Health England (2013), Blackburn with Darwen is the 15<sup>th</sup> most deprived Local Authority in England, presenting great challenges for accidental injury prevention.

By reducing accidents, it is possible to make significant financial cost savings related directly to hospital admissions, health and social care. Wider than this, the cost of accidental injury is also borne by other public sector services such as transport, the police, fire and rescue services and the criminal justice system (Mallender et al. 2002). Injuries to children and young people also have high indirect, 'human costs' including enforced absence from school and the need for supervision during recovery, which often involves family and carers taking time off from paid work.

The development of a local, multi-agency Accident Prevention Strategy supports commitments made within the Blackburn with Darwen Joint Health and Wellbeing Strategy in programme areas 1, 3, 4 and 5. The Accident Prevention Strategy will also contribute to the Local Authority's responsibility to ensure

#### 4. RATIONALE

The Accident Prevention Multi-Agency Strategy Group, chaired by public health, is leading the development of this strategy, through sharing of best practice and agreement of priorities based on national and local evidence. Because of the speciality areas represented in this strategy, further sub-groups for each of the priority areas have also been established to lead the strategic and operational actions of the Accident Prevention Action Plans going forward, to ensure that the strategy becomes meaningful activity for local people and services.

There have been a number of consultation and engagement activities in the development of the draft strategy; ensuring that protected groups are appropriately represented and voices of local people are heard. This includes a number of workshops, half day strategic vision event with key stakeholders and public engagement through focus groups and individual interviews appropriate to each of the priority areas. The strategy will undergo extensive consultation with key multi agency/ single agency committees including the local Clinical Commissioning Group Governing Body and Community Safety Partnership. Public engagement and consultation for the strategy will be supported by a full communication plan to include a range of press strategies and further use of online, social and digital media prior to it's finalisation. The strategy and action plans will be made available for a period of consultation from 9<sup>th</sup> July-1<sup>th</sup> August and will be made available via the Council website.

Taking a population level approach to accident prevention, from 'cradle to grave', is ambitious, requiring commitment and strong leadership from all members of the Accident Prevention Strategy Group. This draft strategy takes a whole systems approach and considers all possible opportunities to reduce the prevalence and impact of accidents for local people. The draft strategy makes strong links between accidents and the wider determinants of health, setting out actions which have the potential to impact positively not just on accidents but also on other health improvement priorities including emotional health and wellbeing, social isolation and loneliness, physical activity and illicit drug and alcohol misuse, offering the 'added value' possible from taking a public health approach with multiagency collaboration.

In the current economic climate, this Accident Prevention Strategy offers a wide range of low cost interventions which are relatively easy to implement, and facilitates partnership working to reduce duplication and improve the efficiency and effectiveness of services aimed to reduce accidents. This approach is proven to show reasonably quick success in the reduction of accidental injury and the related personal, social and financial costs.

#### 5. KEY ISSUES

Local partners are committed to reduce the incidence and associated harm of accidental injuries in Blackburn with Darwen with a range of initiatives and services already in place to address the challenges faced across the lifecourse of residents in Blackburn with Darwen, including a Falls Prevention Service, and multiagency 'Safety First' Scheme for children aged 0-5 years. Given the significant impact that accidental injuries can have on all residents of Blackburn with Darwen, and the great number of services with a role to play in accident prevention, a local multiagency Accident Prevention Strategy has been developed.

The strategic aims (outlined below) have been based on the recommended priority areas as set out by The National Society for The Prevention of Accidents (RoSPA, 2012). These priority areas are based on national trends and intelligence but supported with local needs assessment, and consultation through the multiagency strategic visioning event, steering groups and engagement with local people. The overall strategy objective is to prevent and reduce accidental injuries across the lifecourse for all residents, through greater partnership and collaborative working, by utilising the best available evidence of the challenges in our community and what is known to work.

##### **Priority 1: Accidental Injuries to Children Aged 0-5 Years in the Home**

**Aim:** To support families and carers of young children to reduce accidental injuries to children aged 0-5 in any home environment, reducing inequalities and ensuring that interventions meet the need of the most vulnerable as well as the wider population.

##### **Priority 2: Accidental Injuries to Young People in their Leisure Time**

**Aim:** To work with young people, their families and carers to provide young people with the skills and resilience needed to respond appropriately to situations of risk, and ensure that young people have access

to fun and safe organised leisure activities which meet their needs.

### **Priority 3: Accidental Injuries to as a Result of Road Traffic Incidents**

Aim: To reduce the number of adults and children killed, seriously or slightly injured on the roads. To bring together local road safety interventions in a multi-agency collaboration, and empower and support local people to address road safety issues.

*On 25th April 2013, minutes from Council Forum record:*

*"The council notes the progress made in recent years in reducing the number of children being killed or seriously injured in road traffic accidents in the borough and acknowledges that the number for 2012 is the lowest for at least a generation. Recent Child and Maternal health Data for 2012 are unadjusted figures for unitary councils only and conflicts data held by the council.*

*The Council calls upon the Executive Member for Regeneration to produce a report to the Regeneration and Neighbourhoods Scrutiny Committee as soon as possible on the reasons for this and what steps are being taken to further improve road safety in the borough.*

*The amended Motion was seconded by Councillor Kay and subsequently debated.*

*Following debate on the amended Motion this was accepted by the Council."*

This strategy aims to support the work that is being proposed by the Council, and continue with the progress made in unintentional injuries in children and to improve road safety in the Borough.

### **Priority 4: Accidental Injuries to People Aged 65+ in the Home**

Aim: To reduce the number of accidental injuries for people aged 65+ in the home environment which including falls, burns and poisoning amongst others. To ensure that older people, their families and carers have the necessary knowledge of local services to reduce the risk of accidents.

## **6. POLICY IMPLICATIONS**

The Accident Prevention Strategy will support delivery of public health outcomes and the commitments set out in the Blackburn with Darwen Joint Health and Wellbeing Strategy. These will be fully documented in the final report to Executive Board on 11<sup>th</sup> September 2014.

## **7. FINANCIAL IMPLICATIONS**

There is no financial commitment within the Public Health budget for accident prevention at this time. Any future commissioning activity relating to the Accident Prevention Strategy will follow corporate procurement processes. These will be fully documented in the final report to Executive Board on 11<sup>th</sup> September 2014.

## **8. LEGAL IMPLICATIONS**

These will be fully documented in the final report to Executive Board on 11<sup>th</sup> September 2014.

## **9. RESOURCE IMPLICATIONS**

These will be fully documented in the final report to Executive Board on 11<sup>th</sup> September 2014.

## **10. EQUALITY AND HEALTH IMPLICATIONS**

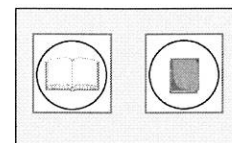
Accidental injuries have a negative impact upon individuals, families, communities and the wider NHS, disproportionately affecting the most deprived communities the most. The intention of the Accident Prevention Strategy is to address inequalities and set an action plan which will co-ordinate more efficient and effective, joined up local solutions. A draft EIA and HIA are being completed alongside the strategy development and will be available for comment through the wider strategy consultation process.

## **11. CONSULTATIONS**

The Accident Prevention Strategy will be developed through various consultation processes as detailed above. The strategy will also utilise published strategies and evidence base as detailed above.

<b>VERSION:</b>	1.0
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<b>CONTACT OFFICER:</b>	Helen Lowey, Consultant in Public Health 01254 585628 Clare Haworth, Accident Prevention Programme Manager 01254 666414
<b>DATE:</b>	4 <sup>th</sup> May 2014
<b>BACKGROUND PAPER:</b>	Please find attached Executive Summary, Key Strategic Priorities and Aims, Plan on a Page, Detailed Action Plans





# Blackburn with Darwen Accident Prevention Strategy 2014-2017: A Summary Paper

June 2014



## Executive Summary

Accidental injuries are the leading cause of preventable, premature mortality in the UK; equating for a quarter (23%) of all preventable years of life lost in 2010 to people up to the age of 60 (Royal Society for the Prevention of Accidents (RoSPA), 2012). This figure is ahead of preventable years of life lost to preventable cancers, suicide and alcohol-related causes (RoSPA, 2012). This is mainly because of the age of the individuals when accidents occur, ie many occur in childhood whereas the preventable years of life lost are in relation to predominantly adult diseases. Therefore, there is such a large scope to change this situation.

Out of 150 local authorities in England, Blackburn with Darwen has:

- the 11th highest rate of hospital admissions due to injury in children aged 0-14 (ChiMat, 2014)
- the 27th highest rate of hospital admissions due to injury in children aged 15-24 in England (ChiMat, 2014)
- the 2nd highest rate of children killed or seriously injured in road traffic accidents (ChiMat, 2014)
- the 45th highest rate of hospital admissions due to falls in people aged 65+ years (Local Injury Profiles, 2013)

All of which are significantly higher than the England average.

Evidence points towards increasing inequalities between socioeconomic groups, with areas of higher deprivation having a higher incidence of accidental injury (Local Government Improvement and Development, 2011). This social class gradient is greater in accidental injury than for any other cause of childhood death or long term disability (Marmot, 2010). According to Public Health England (2013), Blackburn with Darwen is the 15th most deprived Local Authority in England, presenting great challenges for accidental injury prevention.

In addition to the human and emotional aspect reducing accidents can make significant financial cost savings related directly to hospital admissions, health and social care. Wider than this, the cost of accidental injury is also borne by other public sector services such as transport, the police, fire and rescue services and the criminal justice system (Mallender et al. 2002). Injuries also have high indirect, 'human costs' including enforced absence from school for children and young people, and the need for supervision or care during recovery for all age groups, which often involves family and carers taking time off from paid work.

The development of a local, multi-agency Accident Prevention Strategy supports commitments made within the Blackburn with Darwen Joint Health and Wellbeing Strategy in programme areas 1, 3, 4 & 5.

The Accident Prevention Strategy will also contribute progression towards key accident related indicators in the Public Health Outcomes Framework 2013-2016.

A number of consultation and engagement activities have been undertaken to define priorities and action plans, which have influenced the strategy; ensuring that protected groups are appropriately represented and voices of local people influence the local action plans. This includes a number of workshops, half day strategic vision event with key stakeholders and public engagement through focus groups and individual interviews appropriate to each of the priority areas.

Taking a population level approach to accident prevention, from 'cradle to grave', is ambitious, requiring commitment and strong leadership from all members of the Accident Prevention Strategy Group. This strategy takes a whole systems approach and considers all opportunities to reduce the prevalence and impact of accidents for local people. The strategy makes strong links between accidents and the wider determinants of health, setting out actions which have the potential to impact positively not just on accidents but also on other health improvement priorities including emotional health and wellbeing, social isolation and loneliness, physical activity and illicit drug and alcohol misuse, offering the 'added value' possible from taking a public health approach with multiagency collaboration and linking with other strategies and key plans.

This Accident Prevention Strategy offers a range of interventions which are relatively easy to implement, and facilitates partnership working to reduce duplication and improve the efficiency and effectiveness of services aimed to reduce accidents. This approach is proven to show reasonably quick success in the reduction of accidental injury and the related personal, social and financial costs. Local partners are committed to reduce the incidence and associated harm of accidental injuries in Blackburn with Darwen with a range of initiatives and services already in place to address the challenges faced across the lifecourse of residents in Blackburn with Darwen; these include a Falls Prevention Service, a multiagency 'Safety First' Scheme for children aged 0-5 years, and targeting of limited resources for road safety to where they are most effective including over 400 targeted streets which already have 20mph speed limits.

The strategic aims of this Accident Prevention Strategy have been based on the recommended priority areas as set out by The National Society for The Prevention of Accidents (RoSPA, 2012) and on local discussions at a multi-agency workshops, Accident Prevention strategy Group and sub-groups. They are also based on national trends, intelligence and local needs assessment to capture the stories of local people. Overall, the Strategy aims to prevent and reduce accidental injuries across the lifecourse for all residents of Blackburn with Darwen, through greater partnership and collaborative working, by utilising the best available evidence of the problems in our community and what is known to work.



## Key Strategic Priorities and Aims

The overall strategy objective is to *prevent and reduce accidental injuries across the lifecourse for all residents* through greater partnership and collaborative working, by utilising the best available evidence of the problems in our community and what is known to work. There are four priority areas, each with a number of aims:

### Priority 1: Accidental Injuries to Children Aged 0-5 Years in the Home

*'Every child in our country should have the same right to life, regardless of where they live'*

#### Aims:

- To support families and carers of young children to take protective steps to reduce the risk and incidence of accidental injuries to children aged 0-5 in any home environment
- To reduce inequalities in the prevalence of accidental injuries in this age group and ensure that interventions meet the need of the most vulnerable as well as the wider population

### Priority 2: Accidental Injuries to Young People in their Leisure Time

*'We all want to live in a safe society, where young people can play and enjoy activities local to where they live'*

#### Aims:

- To work with young people, their families and carers to ensure that young people are protected from un-necessary risks of accidental injuries in their leisure time
- To provide young people with the skills and resilience needed to respond appropriately to situations of risk, in order to avoid accidental injury
- To ensure that leisure activities for young people are accessible, affordable and safe and that they meet young their needs, at a time and place which is appropriate



### Priority 3: Accidental Injuries as a Result of Road Traffic Incidents

*'We want an environment where pedestrians, cyclists and drivers can move together... reducing danger and encouraging more people to travel by active, health promoting modes'*

#### Aims:

- To reduce the number of adults and children killed, seriously or slightly injured on our roads
- To offer added value of public health interventions which bring together multi-agency collaboration to improve effectiveness and cost efficiency, and utilise an assets based model to empower and support local people to address their own road safety needs
- To support and encourage alternate methods of travel including walking, cycling and public transport
- To ensure that local road safety interventions reflect local needs through the use of data and residents stories

### Priority 4: Accidental Injuries to People Aged 65+ in the Home

*'We want to enable people to live safely in their homes'*

#### Aim:

- To reduce the number of accidental injuries for people aged 65+ in the home environment
- To build upon the existing knowledge of the impact of falls in older people and local need, considering also the wider impact of other injuries on older people, their confidence, independence, quality and quantity of life
- To support older people, their families and carers to build their knowledge of local service provision to reduce the risk of accidental injury and ensure that this service provision meets local need



## Accident Prevention Strategy: Plan on a Page

Challenges	Priority Actions	Key Outcomes
<ul style="list-style-type: none"> <li>Continuing poverty, deprivation and disadvantage</li> <li>Diverse population</li> <li>High rate of injury related admissions for children under 18 years</li> <li>Lack of previous co-ordination of accident prevention activities across all agencies in Blackburn with Darwen</li> <li>High rate of children killed or seriously injured on the road</li> <li>Higher than England's average rate of falls for people aged 65+ years</li> <li>An aging population and increasing number of older people needing support</li> </ul>	<p><b>Programme Area 1: Accident injuries to children aged 0-5 years in the home</b></p> <ul style="list-style-type: none"> <li>A universal and targeted approach to home safety assessment through all partner agencies including the voluntary, community and faith sector</li> <li>Home safety equipment provision and fitting</li> <li>Building regulations for new and refurbished properties</li> <li>Support and lobby for national safety regulations in line with RoSPA campaigns</li> <li>To review the treatment pathways for children following an accidental injury</li> </ul> <p><b>Programme Area 2: Accidental injuries to young people in their leisure time</b></p> <ul style="list-style-type: none"> <li>Review of local services and organisations who provide education and support to young people around risk taking behaviours</li> <li>Establish links with accidental injuries on the roads agenda for young people in their leisure time</li> <li>Introduce risk-benefit assessment as an alternative to standard risk assessment for all partners</li> <li>Local co-ordination of leisure activities for young people, their family and wider communities</li> </ul> <p><b>Programme Area 3: Accidental injuries as a result of road traffic incidents</b></p> <ul style="list-style-type: none"> <li>A local road safety partnership for Blackburn with Darwen to include wider partners, taking a lifecourse approach</li> <li>Community mobilisation</li> <li>Adopt the Swedish 'Vision Zero' for Blackburn with Darwen</li> <li>Ensuring appropriate speed limits on all our roads across the Borough</li> <li>Using existing intelligence to implement interventions at a neighbourhood level</li> </ul> <p><b>Programme Area 4: Accidental injuries to people aged 65+ in the home</b></p> <ul style="list-style-type: none"> <li>Better integration of local falls services</li> <li>Respond to local need of those at high risk of falling</li> <li>Strengthen the existing networks of local services within Blackburn with Darwen who provide services to older people which reduce the risk of accidental injury</li> <li>Social isolation and loneliness for older people</li> <li>Alcohol consumption by older people and its relationship to accidental injury</li> </ul>	<p>Hospital admissions for unintentional/deliberate injuries &lt;18 years</p> <p>Infant mortality</p> <p>Hospital admissions unintentional/deliberate injuries &lt;18 years</p> <p>Alcohol related admissions to hospital</p> <p>Self reported well-being</p> <p>Utilisation of outdoor space for exercise/health reasons</p> <p>Killed and seriously injured casualties on England's roads</p> <p>Utilisation of outdoor space for exercise/health reasons</p> <p>Social isolation</p> <p>Social isolation</p> <p>Injuries due to falls in people aged 65 and over</p> <p>Health-related quality of life for older people</p> <p>Hip fractures in people aged 65 and over</p> <p>Excess winter deaths</p>



## DRAFT Accident Prevention Strategy Action Plan 2014-2017

### Priority 1: Accidental injuries to children aged 0-5 years in the home

<i>What we will do:</i>	<i>How we will do it:</i>	<i>How we will know if we have achieved it:</i>	<i>Who will lead it:</i>	<i>By when:</i>
Objective 1: Improve home safety and reduce the risk of accidents	A universal and targeted approach to home safety assessment through all partner agencies including the voluntary, community and faith sector	We will be able to demonstrate a reduction in the number of admissions and A&E attendances for accidental injury causes	CCG	
		We will have developed and implemented a training package to skill professionals to carry out home safety assessments	Public Health Children's Centres	
		Families with young children will be accessing the new 'Safe Start' programme at all Blackburn with Darwen Children's Centres	Children's Centres	
		Data sharing agreements will have been developed and implemented to allow access to hospital admission and attendance data for needs assessment purposes	Public Health CCG	
		A set of Blackburn with Darwen Accident Prevention resources to supported co-ordinated messages will have been developed, created and disseminated to local families by partners	All partners	
		Digital and social media will be being used to support home safety self-assessment and risk reduction by parents, families and carers	PR & Comms Public Health	
		Quarterly local public campaigns around emerging child safety concerns which effect people in Blackburn with Darwen are being promoted and regular activities being undertaken	Children's Centres	
		Local data is available regarding the number and demography of homes where affordable safety equipment has been provided and fitted	DASH	
		Reduced number of 'falls' injury attendances at A&E for children aged 0-5 years	CCG	
		All new homes built or refurbished in Blackburn with Darwen comply with enhanced standards as set out by The Royal Society for the Prevention of Accidents	Public Health	
	Support and lobby for national safety regulations in line with RoSPA campaigns	Accident prevention strategies are incorporated in local landlord licensing schemes	Private Sector Housing Solutions	
		National regulation change	All partners RoSPA	

Objective 2: Improved outcomes following an accidental injury	To review the treatment pathways for children following an accidental injury	A local campaign to increase awareness and use of primary care minor injury services  Work with GPs to review pathways for families who visit frequently with minor injuries	Public Health CCG	
	Paediatric basic life support and first aid training for parents , families and carers	Complete a scoping exercise to identify what resources are locally available at present  Explore opportunities to deliver paediatric basic life support and first aid across the lifecourse including antenatal, neonatal, infancy and early childhood	Public Health	



## DRAFT Accident Prevention Strategy Action Plan 2014-2017

### Priority 2: Accidental injuries to young people (14-25) in their leisure time

<i>What we will do:</i>	<i>How we will do it:</i>	<i>How we will know if we have achieved it:</i>	<i>Who will lead it:</i>	<i>By when:</i>
Objective 1: Support young people to manage risk taking behaviours to reduce accidental injuries	Review of local services and organisations who provide education and support to young people around risk taking behaviours	We will have carried out local scoping of risk taking behaviour interventions and implemented recommendations in service provision	Public Health	
		We will have embedded the 'Learning About Safety by Experiencing Risk' LASER principles into risk taking behaviour provision	All Partners	
		We will have respond to recommendations following a local needs assessment on 'legal highs' being undertaken by partners	Public Health	
		We will have empowered and supported young people to take a leadership role in the dissemination of safety messages relating to risk taking behaviours	Young Peoples Services	
	Establish links with accidental injuries on the roads agenda for young people in their leisure time	We will increase the number of children and young people partaking in cycling and walking activities in their leisure time	Public Health	
Objective 2: Safe and fun leisure activities for children and young people	Introduce risk-benefit assessment as an alternative to standard risk assessment for all partners	A Borough wide 'Your Call' campaign will have been completed to encourage and support local people to develop solutions to their own local road safety concerns	Public Health	
	Local co-ordination of leisure activities for young people, their family and wider communities	The Local Authority will take leadership in transition away from standard risk assessment to risk-benefit assessment for all children's leisure settings including parks and playgrounds	Public Health	
		We will have built upon the existing youth networks to develop a coordinated forum of all local providers of Youth Service including private, public and third sector organisations	Public Health Young Peoples Services	
		We will have responded to recommendations set out in the ISNA on Children and Young People's emotional health and wellbeing and as a result, have improved access to appropriate leisure activities	Public Health Leisure Services	
		Young people, their families and communities will be accessing a resource for information provision about leisure activities in Blackburn with including public, private and third sector activities	All partners	
		We will have continued to support and promote the Club Mark scheme	All partners	

	Ensuring that wider leisure services meet the needs of local young people	We will have developed an ongoing engagement strategy with young people about gaps in current leisure service provision and blockages to access and be using this to inform future service development	All partners	
		We will have developed and implemented a Wellbeing Service for young people	Public Health	



## DRAFT Accident Prevention Strategy Action Plan 2014-2017

### Priority 3: Accidental injuries as a result of road traffic incidents

What we will do:	How we will do it:	How we will know if we have achieved it:	Who will lead it:	By when:
Objective 1: Road safety	A local road safety partnership for Blackburn with Darwen to include wider partners, taking a lifecourse approach	A local multi-agency road safety partnership group will have been established and be driving co-ordinated road safety delivery across Blackburn with Darwen	Community Safety Partnership	
	Community mobilisation	New road safety initiatives will have been developed and implemented which include wider partners across the lifecourse for residents in Blackburn with Darwen	All Partners	
		We will have introduced and embedded an assets based approach to accidental injury prevention on the roads through all linked strategies and partnership interventions	Public Health Community Safety Partnership	
		We will have completed a 'Your Call' campaign across Blackburn with Darwen to encourage, empower and support local people to develop solutions to their own local road safety concerns	Public Health, PR & Comms.	
		All road safety policies and initiatives will give consideration to how the local Voluntary, Community, Faith and Social Enterprise sector can be involved	All Partners Third Sector	
Objective 2: Road design and modification	Adopt the Swedish 'Vision Zero' for Blackburn with Darwen	All partners are aware of the principles of the Swedish 'Vision Zero' approach to road safety and it is applied in local policies and strategies	Public Health	
	Ensuring appropriate speed limits on all our roads across the Borough	Lobby national government for a national 20mph limit in residential areas	Public Health	
		Implementation of an evidence-based model from the findings of the Council's Mill Hill 20mph sign-only pilot and other national and regional evaluations, to determine the effectiveness of implementing reduced speed limits in residential areas	Public Health ???	
	Using existing intelligence to implement interventions at a neighbourhood level	A dynamic needs assessment will be continuously updated and used to provide intelligence to support future road safety, design and modification plans by the multiagency local road safety partnership	Public Health Community Safety Partnership	
	Alternative methods of travel	All future planning, road design and modification will take into account ways to support cycling, walking and use of public transport	???	
		A range of practical programmes and interventions will be in place to support cycling, walking and public transport		

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## DRAFT Accident Prevention Strategy Action Plan 2014-2017

### Priority 4: Accidental injuries to people aged 65+ in the home

<i>What we will do:</i>	<i>How we will do it:</i>	<i>How we will know if we have achieved it:</i>	<i>Who will lead it:</i>	<i>By when:</i>
Objective 1: Falls prevention	Better integration of falls prevention and clinical falls teams	We will have redesigned and implemented a new local falls pathway to meet best practice standards	LCFT	
		All Residential and Nursing homes in Blackburn with Darwen will have accessed a local multiagency, care home falls education programme and implemented best practice guidelines within the home	Re:Fresh Falls Prevention and Rehabilitation Team	
	Respond to local need of those at high risk of falling	We will have completed the 'Integrated Strategic Needs Assessment for Falls' and have responded to recommendations made	All Partners	
Objective 2: Co-ordination of local activities to reduce accidents to people aged 65+ in the home		There will be strengthened collaborative working between all commissioners of services which reduce the risk of falls, including new services where gaps in provision are identified through needs assessment	CCG, Adult Social Care, Public Health	
	Strengthen the existing networks of local services within Blackburn with Darwen who provide services to older people which reduce the risk of accidental injury	The multi-agency 'Falls Collaborative' for Blackburn with Darwen will have been re-instated and developed	Public Health	
		Local people, their families and carers have the knowledge and ability to access relevant and useful information about services available for older people in Blackburn with Darwen which may reduce the risk of accidental injury	Public Health	
		Engagement with older people will be ongoing to understand the impact and prevalence of injuries other than falls on their quality and quantity of life	Public Health	
	Social isolation and loneliness for older people	'Mutual help networks' will have been developed and implemented to improve community cohesion, reduce social isolation and loneliness and reduce accidental injuries for older people	Age UK Public Health	
	Alcohol consumption by older people and its relationship to accidental injury	The Blackburn with Darwen Alcohol Strategy will be applied to older people	Public Health	
		All agencies will conduct routine enquiry regarding alcohol consumption and its relationship to accidental injury at all contacts with older people	All Partners	

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## References

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