Dear AIPN members,

Welcome to the first edition of *Injury Incidence* for 2013. It is my absolute privilege to write to you in the capacity as President of the AIPN. To say that I am honoured to represent you, the AIPN members, is an understatement. A quick look at the list of past AIPN Presidents is a blatant reminder that I have extremely large shoes to fill. *(Please note: this is not in any way a comment regarding the shoe sizes of my esteemed colleagues!)* A review of what we have achieved as an organisation inspires even more emotion. I would like to formally express my thanks to Rebecca Ivers, the extremely capable and enthusiastic immediate past President. Like Rebecca, I take this position very seriously, and I can only hope that with the support of the Executive Committee, and the wider AIPN membership, I can represent you as you deserve.

This year is set to be exciting! Already, things have moved very quickly. By now you should have received the call for abstracts (due 10th May) for our upcoming conference (11-13th November). The conference is being hosted by Kidsafe WA and ICCWA. This is my favourite conference – I always feel so energised and inspired when we come together as a group, so I’m personally very much looking forward to seeing you all in Fremantle.

You may have noticed that our constitution has been updated, and is available on our website. Several position papers have been available on the website for some time for comment by members. We are finalising these position papers and they will be formally adopted in the coming weeks.

*(continued…)*
As in 2012, this year will be a year for continued advocacy by AIPN. This is especially important given that this is an election year. This is a prime opportunity for us to advocate for injury prevention and ensure it is on the agenda. The publication of articles related to the *Global Burden of Disease* report in *The Lancet* December provided the AIPN with an opportunity to raise awareness of the substantial burden of disease from injury. Comments by Professor Rod McClure (captured in an article that appeared in *The Age*, and also in the 7.30 report on the ABC) were particularly resonating. These comments are pertinent in 2013. We are approaching the end of the timeframe covered by the *National Injury Prevention and Safety Promotion Plan 2004-2014*. The time is right to harness our collective energy to develop a plan for beyond 2014.

Based on feedback we received from you, our members, we are aiming to increase our visibility and raise our profile. Consequently, we will be sending out e-bulletins every month. In addition, our recently formed Aboriginal and Torres Strait Islander Injury Prevention Sub-Committee are holding a one day workshop in July on Indigenous injury issues. Keep an eye on the website and on your email for further details. We are again aiming to run workshops and seminars throughout the year across Australia, so if you have any visiting experts, who would be happy to address an AIPN gathering, please let us know.

It is difficult to comprehend that it has already been 5 months since many of us attended the World Injury Prevention conference in Wellington, New Zealand. It was wonderful to see Australia so well-represented. The AIPN executive would like to extend our congratulations to the organising and scientific committees of that conference. In Wellington, we held our annual AIPN AGM. At that meeting we welcomed a new member to the Executive (Dr Kirsten McKenzie), as well as a new editor for our quarterly newsletter (Dr Bridie Scott-Parker). On behalf of the AIPN, I am looking forward to a productive and busy year. As always, feedback from members is welcome.

Best wishes for a safe and happy 2013,

Associate Professor Kerrianne Watt
President, AIPN

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**2013 AIPN Conference—Keep the Date!**

**11th National Conference on Injury Prevention and Safety Promotion**

11 - 13 November 2013
The Esplanade, Fremantle, Western Australia

Letter to the Coalition’s Hon Peter Dutton MP

On November 16 2012, Prof Rebecca Ivers and Assoc Prof Kerrianne Watt wrote to the Coalition’s Hon Peter Dutton MP, Shadow Minister for Health and Ageing. Here is their correspondence.

“The Australian Injury Prevention Network (AIPN) is the peak national body advocating for injury prevention and safety promotion in Australia. Injury prevention and control has been a National Health Priority Area since 1986, and injuries are responsible for almost half of all deaths between the ages of 1-44 years with 10,000 injury related deaths in Australia in 2004-05. The health costs of injury are estimated at $2.6 billion per annum with the direct costs of treating falls in older people alone exceeding $498 million.

As the representative of our members, which includes over 70 research institutes, associations and individuals, I am writing to ask what policies the Coalition has with regard to Commonwealth policy and programs for injury prevention in Australia.

You may be aware there are three national plans currently guiding injury prevention activities in Australia:

• The National Aboriginal and Torres Strait Islander Safety Promotion Strategy,
• The National Falls Prevention in Older People Plan: 2004 Onwards

These were approved by the Australian Health Ministers’ Conference on 28 July 2005 and since that time have been the responsibility of the Australian Population Health Development Principal Committee (APHDPC). The National Injury Prevention Working Group (NIPWG) was a time limited group which was formed to develop strategies for implementation of each national plan and report to APHDPC on progress.

NIPWG never received funding, but made modest progress through inter-jurisdictional collaboration, and strategic alliance with the Australian Commission for Safety and Quality in Health Care (around falls during care) and key NHMRC funded research. This year AHMAC undertook a review of committees and as a result the NIPWG no longer exists. As a result of this decision there is no clear governance and leadership for this national health priority in Australia. We believe that national coordination of injury prevention in Australia is urgently needed.

Whilst we acknowledge that the Australian Government is investing in some injury prevention activities, for example in falls prevention, transport injury and the important activities of the National Injury Surveillance Unit, there is a clear lack of coordination of these initiatives. Despite injury being the leading cause of death in young people in Australia, it is not included as a priority for the Australian National Preventive Health Agency.

The Australian Government investment in injury prevention coordination has dwindled over time, and there is now no national coordinating body for injury prevention. (continued...
Given the extraordinary burden of mortality and morbidity from a preventable cause, this is essential if we are to have a strategic and effective national injury prevention program.

We would welcome an opportunity to meet with you to discuss the Australian Injury Prevention Network’s concerns regarding the state of injury prevention in Australia further.

A response came from the Hon Mark Butler MP, Minister for Mental Health and Ageing, Minister for Social Inclusions, Minister Assisting the Prime Minister on Mental Health Reform, on 21 December 2012. Here is the excerpt:

Thank you for your letter of 22 October 2012 regarding Australian Government policy and programs for injury. I would like to take this opportunity to acknowledge the role and contribution made by the Australian Injury Prevention Network (AIPN) to the injury prevention and safety promotion in Australia.

As you are aware injury prevention is a shared responsibility between the Australian Government and the states and territories. As such the Australian Government has been part of the development of the National Injury Prevention and Safety Promotion Plan 2004-2014, the National Aboriginal and Torres Strait Islander Safety Promotion Strategy and the National Falls Prevention for Older People Plan: 2004 Onwards. These plans identify priority areas for national action and provide high level strategic frameworks to guide collective and individual action by all jurisdictions.

While the National Injury Prevention Working Group was disbanded by the Australian Health Ministers Advisory Committee (AHMAC), the structures to support ongoing work in injury prevention and coordination still exists under AHMAC and will still be utilised. The strategic national issues identified in the injury prevention plans along with ongoing injury prevention work will continue to be addressed by jurisdictions and specific working groups under the AHMAC that have the expertise to undertake the work.

Additionally, to inform the future policy direction of injury prevention work, the Australian Government will continue to monitor injury trends through the collection of data and reports from the National Injury Surveillance Unit and the Australian Institute of Health and Welfare. These reports are made available to the public as they are finalised and can be used by all interested parties to help guide policy response in this area.

The Government values the reliable research and advice from academic researchers and collaborative national bodies such as the AIPN.

The AIPN will leave it up to readers of Injury Incidence to decide whether “the above information is of use”, as stated in the signature of the letter.
Global Burden of Disease

In December 2012, The Lancet released the Global Burden of Disease report. Globally, injuries cost around 300 million years of healthy life every year, leading to 11% of disability-adjusted life years (DALYs) worldwide. Road-traffic crashes were the number one killer of young people and accounted for nearly a third of the world injury burden—a total of 76 million DALYs in 2010, up from 57 million in 1990. To reduce the human and economic effect of injury, better prevention, effective and affordable treatments, and the tenacity to ensure universal access is fundamental. More information regarding the report can be found at http://www.thelancet.com/themed/global-burden-of-disease.

Prof Rod McClure, Director of the Monash Injury Research Institute, also commented on the burden of injury and the lack of a high-profile focus for the promotion of evidence-based solutions in Australia. The article in the Sydney Morning Herald can be found at http://www.smh.com.au/opinion/politics/big-killers-overshadow-a-simple-one--injury-20130101-2c40c.html.

Commenting on the pervasive focus of politicians and policy-makers on fatal injury – frequently at the cost of other injury which can have lifelong, debilitating consequences – Prof McClure advised that researchers and practitioners could focus on making injury a broader community issue, rather than simply a political-advocacy issue. “We need to convince the constituency of the issue. How we do that is a real challenge.”

“If our message is not being heard, shouting louder is not going to work. We need to change our message so it is expressed in terms our audience understands”, said Prof McClure.

One of the key stumbling blocks to ameliorating the burden of all injuries in Australia identified by Prof McClure is that the newly-formed Australian Preventive Health Agency does not recognise the enormity of the problem that is injury.

The community, those who bear the unbearable cost of injury in all its manifestations, are the constituents who empower the politicians. Politicians give credence to the suggested practices of the policy-makers and introduce new agencies such as the APHA. ”When injury becomes a problem recognised by the community, it becomes a problem politicians have a mandate to solve."

Convincing the community of the seriousness of the issue, and just how preventable many injuries indeed are, may be the first step to real progress in injury prevention in Australia.
Investing in a Healthy Future: National Close the Gap Day Thursday 21 March 2013

Aboriginal and Torres Strait Islander People still die at an age 10-17 years younger than other Australians. Closing this health gap cannot be done overnight, and the Close the Gap campaign, started in 2006, is making real steps. In 2012 alone, more than 130,000 Australians joined National Close the Gap Day to show their support, to talk about, to spread the word, and to take action to improve, Indigenous health. National Close the Gap Day provides an excellent opportunity to express your organisation’s commitment to this important issue to achieve equity in health outcomes for indigenous Australians. To register your support, or to simply find out more about the campaign, visit https://www.oxfam.org.au/act/events/national-close-the-gap-day/.

AIPN Survey

Did you have your say?

In September 2012, the AIPN sought feedback from its members and the wider injury prevention sector to help shape future directions and activity. The AIPN would like to thank all those who completed the online survey. Responses are currently being collated and a summary of the findings will be on the website in the near future. Your feedback is important to us and will help the AIPN Executive to serve its members in 2013 and beyond.
Mandatory Safety Standards for Baby Walkers

Injuries sustained from baby walkers predominantly involve the head, with 135 injury cases reported by Victorian public hospital emergency departments between 2000 and 2008. From 1 April 2014, only baby walkers which meet the standards set out in the 2012 version of ASTM F977 will be compliant, however retailers can still sell baby walkers compliant with the 2000 or 2012 version of the standard until 31 March 2014. For more information, visit [http://www.comlaw.gov.au/Details/F2013L00190](http://www.comlaw.gov.au/Details/F2013L00190).

Bicycle Helmets Remain in the Spotlight

Mandatory Helmet Legislation for cyclists in New South Wales (NSW)

Recently a team of researchers at the University of NSW responded to criticisms which questioned the validity of their study on the impact of mandatory helmet legislation (MHL) for cyclists in New South Wales (Accident Analysis and Prevention, 2012, 45: 107–109). Extensions of their analyses confirmed the original conclusions that MHL had a beneficial effect on head injury rates over and above background trends and changes in cycling participation. The ongoing debate around MHL draws attention away from important ways in which both safety and participation can be improved through investment in well-connected cycling infrastructure, fostering consideration between road users, and adequate legal protection for vulnerable road users. These are the essential elements for providing a cycling environment that encourages participation, with all its health, economic and environmental benefits, while maximising safety. See the rejoinder at [http://www.sciencedirect.com/science/article/pii/S0001457512004198](http://www.sciencedirect.com/science/article/pii/S0001457512004198).

AIPN Position Papers

Alcohol and Injury, Interpersonal Violence, Cycle Helmet, Quad Bike, Mobility Scooters

Position papers on the key injury issues of Alcohol and Injury and Interpersonal Violence are available on the AIPN website. [www.aipn.com.au/newsletter.html](http://www.aipn.com.au/newsletter.html). Position papers on Cycle Helmet, Quad Bike, and Mobility Scooters were available on the website for member comment till 31 January 2013. Feedback is being considered, and final position papers will soon appear on the AIPN website.
MENTOR-VIP Applications Open!

The World Health Organization’s MENTOR-VIP global mentoring program

Do you work in the injury and violence field and want to improve your skills? MENTOR-VIP is a global mentoring program for injury and violence prevention. It is designed to match mentees wishing to develop certain skills with mentors who have agreed to devote their time and effort to assist mentees develop those skills. Matching of individuals is made on the basis of the profiles of mentee and mentor and the overall principles and objectives of MENTOR-VIP. Once a mentorship is awarded the mentee and mentor jointly plan the activities that will be undertaken during the mentorship. A principle of the programme is that it provide a low cost model for mentoring. Accordingly, mentoring is expected to take place primarily through electronic and telephonic forms of communication and interaction.

Applications for mentees to be mentored during 2013-2014 are open on the website until May 2013. Decisions are notified in June, and 12 month-mentorships begin in September each year. More information can be found at http://www.who.int/violence_injury_prevention/capacitybuilding/mentor_vip/en/.

Buckle Up Safely

Buckle Up Safely 2012 launch

On December 6th 2012 The George Institute for Global Health and the Australasian College of Road Safety co-hosted the launch of the Buckle-Up Safely research study. The Buckle-Up Safely program demonstrates how comprehensive community-based interventions that target best-practice child-restraint barriers can work to enhance the effect of legislation.

The seminar was opened by Prof Rebecca Ivers, with presentations from The Honorable Duncan Gay Minister for Roads and Ports in the NSW Government, Dr Lisa Keay from the George Institute for Global Health, Prof Lynn Bilston from Neuroscience Research Australia, Mr Evan Walker from the Centre for Road Safety and Ms Maureen Fegan from the NSW Kids and Traffic Early Childhood Road Safety Education Program. The launch was attended by a range of stakeholders and community representatives.

The findings were published in the December 2012 issue of the American Journal of Public Health. For more information visit: http://www.ncbi.nlm.nih.gov/pubmed/23078492
International Award for Home Safety

Congratulations to the Raising Children Network!
The Royal Children's Hospital (RCH) Safety Centre has collaborated with the Raising Children Network to develop an international award-winning Home Safety Interactive Guide for parents and carers. The Raising Children Network, an Australia national parenting information website, was recently awarded the Bronze Prize in the New Media Category of the International Safety Media Awards, for the Home Safety Interactive Guide. The submission was selected from almost 100 entries from 23 countries and the award was presented at the Safety 2012 World Conference in New Zealand. The Home Safety Interactive Guide is an engaging virtual house on the Raising Children Network website in which parents can explore safety issues around the home, identifying potential safety risks, learning why it can be an issue, and then having the opportunity to watch a short video about that particular risk and how they might reduce the risk in their home. The tool is focused on creating a safe environment whilst encouraging learning and development.


Alcohol Advertising Review Board

The Alcohol Advertising Review Board was developed by health groups in response to the weaknesses of the current self-regulatory advertising system. The Alcohol Advertising Review Board accepts complaints from the Australian community about alcohol advertisements, providing independent review of all forms of alcohol advertising and promotion in Australia, and naming-and-shaming irresponsible alcohol advertisers. It is a world first initiative that aims to highlight the need for strong, independent regulation of alcohol advertising, and support the community to respond to inappropriate alcohol advertising. The Alcohol Advertising Review Board has received numerous complaints about promotions that associate alcohol with activities that require skill such as sport and the operation of vehicles.

If you see an alcohol ad that concerns you, submit a complaint to the Alcohol Advertising Review Board. For more information visit www.alcoholadreview.com.au, or email complaints@alcoholadreview.com.au.
Decade of Action for Road Safety: Update

International Decade of Action events

6-12 May 2013: Second UN Global Road Safety Week

Requested by the UN General Assembly, the Week will draw attention to the urgent need to better protect pedestrians worldwide, generate action on the measures needed to do so, and contribute to achieving the goal of the Decade of Action for Road Safety 2011-2020 to save 5 million lives. Find out more, and register your event, at http://www.who.int/roadsafety/week/2013/en/.

Some interesting signage!

Did you know?

Interesting injury facts

With the recent wet weather lashing many areas in Australia, it is timely that we consider umbrella injuries!

Between 1 January 2006 and 31 December 2010 there were 99 umbrella-related injury emergency department presentations in Victoria, an average of 20 per year. Eight per cent of these cases were subsequently admitted to a hospital ward. Thankfully there were no recorded fatalities. Presentations included a case of assault (attacked by neighbour with umbrella) and self-injury (poked self in eye while playing with it; jumped off roof holding umbrella). Commercial umbrellas were also problematic (blowing over and striking head). http://www.monash.edu.au/imirerecherche/areas/home-sport-and-leisure-safety/visu/reports/umbrella.pdf.
Upcoming Events

Seminar Invitation: “The Culture of Speed”, Canberra, 14 March 2013
The seminar is supported by the NRMA-ACT Road Safety Trust and has as its guest speaker a leading road safety expert, Dr Soames Job. Other speakers include Dr James Warn of UNSW, and ACT government and policing officials. The topic 'A Culture of Speed' will be of interest to those with responsibility for road safety policy, professionals working in transport and members of the general public. There will be opportunity in the program to put your questions to the expert panel and have your say on practical measures and advocacy work that could be pursued. Registration is open till 6 March 2013. See http://acrs.org.au/wp-content/uploads/Seminar-Invitation-A-Culture-of-Speed-2013.pdf for more information.

Farewell to Friends

Pam Albany
The AIPN received a memorial card from Pam’s husband, Chris, regarding the difference Pam made in everyone she met. Chris kindly added a note to the back of the card that reads as follows:

Dear Rebecca and to all at the AIPN,
With thanks for your support and the wonderful messages of acknowledgement of Pam’s contribution to the Injury Prevention community Oz. You have been sustaining and comforting to us all.
To know that Pam was so highly esteemed has been a gift to us.
With best wishes, Chris.

Pam will be missed greatly by all those who knew her.

Bo Henricsen
On January 4 2013 Bo passed away after a series of strokes, leaving behind his wife Maggie, 4 children and 7 grandchildren. Throughout his work at the Karolinska Institute, Stockholm, his visits to Australia's Safe communities over the years, lecturing and coordinating safe communities in Europe, Eastern Mediterranean and Southern South America, Bo was also a Senior Advisor for the WHO Collaborating Centre on Community Safety Promotion. Most recently, he worked with the Japan Institution for Safe Communities.

The Safe Communities has lost one of its greatest champions.
### Upcoming Conferences

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<td><strong>Road Safety on Four Continents 16th International Conference</strong></td>
<td>15-17 May 2013</td>
<td>Beijing, China</td>
<td><a href="http://www.vti.se/RS4C">http://www.vti.se/RS4C</a></td>
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<tr>
<td>18th International Conference and Summit on Violence, Abuse and Trauma</td>
<td>8-11 September 2013</td>
<td>San Diego, California, USA</td>
<td><a href="http://www.ivatcenters.org/">http://www.ivatcenters.org/</a></td>
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<tr>
<td>10th World Conference on Brain Injury</td>
<td>19-23 March 2014</td>
<td>San Francisco, California, USA</td>
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The Australian Injury Prevention Network welcomes people from a wide range of backgrounds who have an interest in injury prevention and safety promotion.

The AIPN offers 5 membership types covering most individual and corporate needs.

To apply for or renew your membership, please go to the website to download a membership form or complete your application online.

www.aipn.com.au

JOIN AIPN

Do you have any articles, news, stories or information on injury prevention research, publications or activities?

For inclusion in the Winter edition of the newsletter, please submit any articles, news or stories to the Newsletter Editor Dr Bridie Scott-Parker at newsletter@aipn.com.au by 30 April 2013.

This edition of Injury Incidence has been edited by Bridie Scott-Parker with acknowledgment to Jan Shield and Kate Meyer

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*If unattended please leave a voice message so that the part-time Secretariat can respond to your enquiry, Thankyou.