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ASSIGNMENT

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Chapter#12: Preventing Injuries

This chapter answers the following questions;

Q:What are Unintentional Injuries?

Q:What strategies are used for reducing unintentional injuries?

Q:What are intentional injuries?

Q:Which interventions can be used for the reduction of intentional injuries?

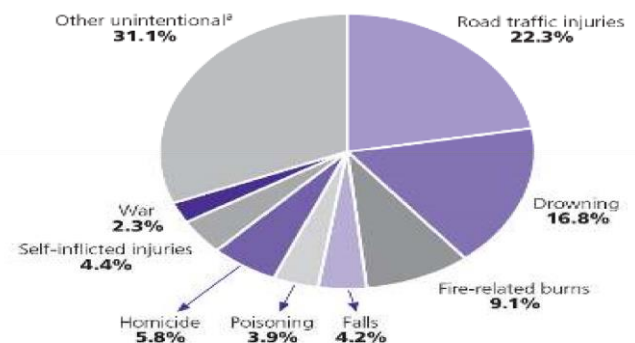
Unintentional Injuries

Unintentional injuries are the fourth leading cause of deaths in the U.S and the leading cause of death among young people.

Children

- About half of all fatal unintentional injuries are due to motor vehicle crashes.
- Children under the age 15 have the lowest death rates from unintentional injuries.
- Besides motor Vehicle crashes,,children die from drowning,fires,falls,suffocation,poisoning and bicycle injuries.

Distribution of global child injury deaths by cause, 0–17 years, World, 2004



^a "Other unintentional" includes categories such as smothering, asphyxiation, choking, animal and venomous bites, hypothermia and hyperthermia as well as natural disasters.

Source: WHO (2008), Global Burden of Disease: 2004 update.

Youth

- For young adults, motor vehicle crashes account more than four out of five unintentional deaths.
- The other deaths are largely from falls,bicycle mishaps, drowninng and gunshot wounds.
- Alcohol is another major contributor to uninntentional injuries among adolescents and young adults.
- Sports is the most common source of unintentional injuries for young adults an adolescents, yet it has a very low mortality rate.

Adults

- Motor vehicle crashes account for a very high proportion of deaths from unintentional injuries.
- Older adults have the highest mortality rate from the unintentional injuries and tend to die from falls, motor vehicle crashes, fires and complications following medical procedures.
- African American adults have a high mortality rate from unintentional injuries than European American adults.

Strategies for Reducing Unintentional Injuries

1. Changing the Individual Behavior
2. Changing the Environment
3. Changing the Law

Changing the Individual's Behavior

Areas of focus where change in individual's behavior is needed are;

1. *Strategies to Prevent Home Injuries*
2. *Strategies to Prevent Workplace Injuries*
3. *Strategies to Prevent Motor Vehicle Injuries*
4. *Strategies to Prevent Bicycle-Related Injuries*

Strategies to Prevent Home Injuries

- Psychologist Lizette Peterson and her Colleagues contributed in reducing injuries to children.
- They trained both children and their mothers in setting rules of safe behavior.
- A study of older members of the Kaiser Permanente Health Maintenance Organization found a comprehensive program emphasizing; home safety, exercise and risky behavior.
- They reduced number of falls by only 7%.

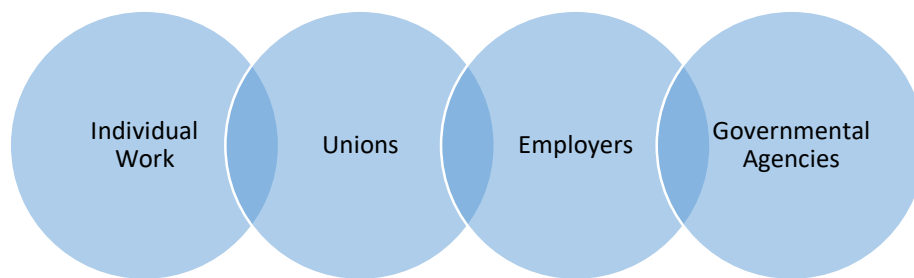
Conclusion;

These studies suggest that interventions aimed at changing behavior of individuals are not by themselves, sufficient to reduce unintentional injuries in the home

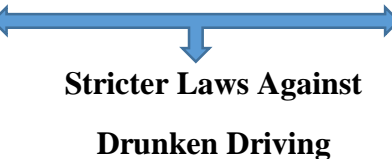
Strategies to Prevent Workplace Injuries

- During 20th Century death from workplace injuries declined by more than 90%.
- Building Safe workplace environment has been a collective endeavor

- EFFORTS of



Strategies to Prevent Motor Vehicle Injuries

- Decline in vehicle death is due to
- **Safer Cars**  **Better Roads**
 Stricter Laws Against
 Drunken Driving

Strategies to Prevent Bicycle-Related Injuries;

- In US 600,000 bicyclists a year being injured badly enough to require medical help.
- Medical personnel have identified a number of possible barriers to the widespread use of Helmets including;

- | | |
|----------------------|---|
| 1.High cost | 5.Parental lack of interest |
| 2.Inconvenience | 6.Micconception about the risk of cycling |
| 3. Lack of Knowledge | 7.Negative attitude of peers |
| 4.Poor fit | 8.Discomfort |

By overcoming these barriers bicycle-related injuries can be prevented.

Changing The Environment;

- Strategies to alter the environment are generally more successful than those that attempt change through individual interventions.
- Environmental changes include building safer cars and roads, making the home and neighbourhood safer and providing safer equipments for workers.
- **EXAMPLE: Safe Kids Healthy Neighbourhoods Injury Prevention Program;** conducted in Harlem
- A comprehensive approach targeted major hazzards of 5 to 16 years old children's environment,included such environmental interventions;

Interventions;

- Renovating playing grounds
- Involving children and adolescents in safe and supervised activities e.g dance, art, carpentry.
- Conducting injury and violence prevention classes
- Providing bicycle helmets and other safety equipments
- *The comparison between before and after applying interventions showed the decline of unintentional injuries to the half.*

Changing the Law;

- legal interventions that require safety have been more effective than either individual interventions or environmental manipulations.

- Example;

During the 1960-1970's many children suffocated from abandoned refrigerators because there was no way to open the door from the inside.

- **Refrigerator safety Act** was passed which banned products which can't be open from inside. Children deaths from asphyxiation have been nearly eliminated (Durlak,1997).
- **Poison Prevention Packaging Act of 1970;**

mandated that dangerous household substances such as aspirin, paint solvents, and prescription drugs be sold in special packaging.



- **National Safe Kids Campaign,1997;**

In U.S, all 50 states and territories have laws that mandate the protection of children in Motor vehicles.

- **Occupational Safety and Health Administration,1970;**

was founded to prevent injury and illness among U.S workers(OSHA,1998).

- **National Highway Traffic Safety Administration,1998;**

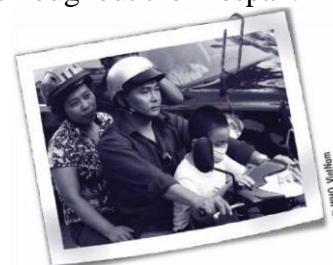
require use of seatbelts,has also lead to positive impact on the rate of injuries and deaths from automobile crashes.

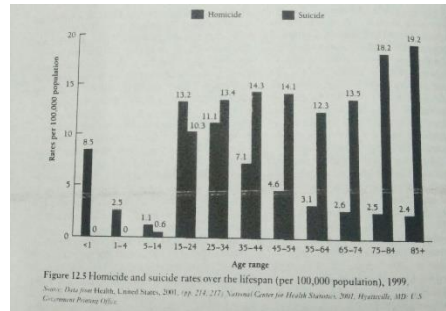
Intentional Injuries

- Intentional violence is a problem that affects people throughout the lifespan.

Children

- For children, homicide is one of the leading causes of death, and violence is a major source of injury. This violence can come from abuse from parents and from exposure to community violence.
- Abuse can not only causes injury but also can also prevent from accomplishing developmental tasks such as forming close relationships and learning problem solving skills.
- In addition to physical abuse, children are at risk of sexual abuse, with girls at higher risk than boys.





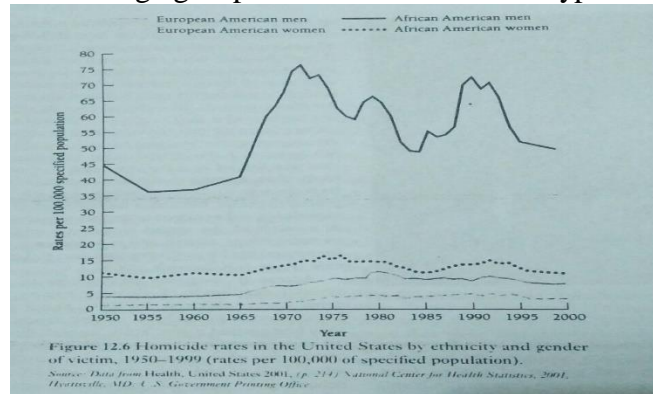
Youth;

- Young people are the perpetrators as well as the victims of violence.
- Several types of violence affect youth, including community violence, school violence, sexual assault, homicide and suicide.
- Young men are at higher risk than young women for all types of violence except sexual assault.
- In addition to gender, several risk factors combine to put young African American work places.
- Living in inner-city neighbourhoods at a sharply increased risk for assaults and homicides in both their communities and their schools
- Availability of firearms is one factor that relates to the deadliness of violence. Several well-publicized school shootings highlighted the easy availability of guns for youth, but school violence was a problem years before these incidents brought the problem to the public attention.
- Access to firearms also relates to suicide risk for youth.

Adults;

- Adults are also in jeopardy from violence. Two types of domestic violence-partner abuse and elder abuse-affect adults.
- In addition, adults experience violence in their communities and workplaces.
- People in intimate relationships behave violently with each other but women are the targets of the most severe attacks and suffer more injuries than men from partner abuse.
- The availability of firearms can turn partner abuse into homicides.
- Community violence rates are lower for adults than for adolescents, but suicide rates increase with increasing age.
- Elder abuse can occur in the form of physical, emotional, or financial abuse or neglect of older people.

- Thus all age groups are at risk for various types of intentional violence.



Strategies to Reduce Intentional Injuries;

(a) Domestic Violence

(i) Child Abuse Programs

(ii) Partner Abuse Interventions

(b) Creating Safer Workplace

(c) Reducing Community and School Violence

Cutting Suicide Rates

Domestic Violence;

- Violence prevention strategies can work through changing individual behavior, the environment, or the law.
- In addition, a societal change in the acceptability of violence is necessary to decrease violence on many levels.
- Domestic violence interventions, are aimed at decreasing child, partner and elder abuse through all three strategies.

(1) Child Abuse Programs;

- Reducing parental violence can have long term benefits for reducing societal violence because abused children grow up into people who do violence to others.
- Changes in the law have made reporting of child abuse mandatory for health care and educational professionals. The rationale is that, by requiring physicians, nurses, psychologists and teachers to report suspicious cases, children can be protected from escalating violence. (Gerbert, et al., 2000)

(2) Partner Abuse Interventions;

- The ideal strategy to prevent partner abuse would be to change social values so that violence is not an acceptable way to resolve conflicts and to allow women the power and resources to leave violent relationships (Jewkes, 2002)
- Strategies for reducing partner abuse focus on caring for victim and preventing additional incidents. These strategies fall into 2 groups: Social services and Legal interventions.

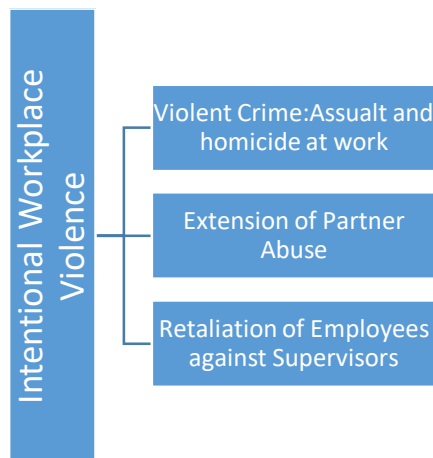
(3) Reducing Elder Abuse;

- Such programs are less common and less frequently evaluated.
- All states in U.S have some protective services oriented towards elder people. Such services investigate cases of suspected abuse or neglect combined with case management that include medical, educational and legal services.

Creating Safer Workplaces

- Three types of intentional workplace violence pose hazards;

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- Efforts to reduce workplace violence concentrates on robbery and other violent crimes perpetrated by those who come into a workplace.
- Bright external lighting, forbidding working alone at night and keeping doors locked can decrease workplace homicides from robbers.
- By identifying employees who may be violent in difficult can be helpful. Preemployment screenings can identify those with a history of harassing or violent behavior.

Reducing Community and School Violence

- Violence in the community and the school affect young people in two ways; as victims and as perpetrators.
- Changing the behaviour of large population seems to be an overwhelming task, still it decreased all four types of violence.
- American psychological Association teamed with Music Television in a program, brochure and website called, "Warning Signs" (APA, 1999). These messages are aimed at youth and help young people to analyze and deal with conflicts.
- Programs such as Big Brothers/Big Sisters provide children with adult mentors who form nurturing relationship with the children.

Cutting Suicide Rates

- In 1999, U.S. surgeon called for a development of a national strategy to prevent suicide, which resulted in a comprehensive plan that includes many levels of prevention (USDHHS, 2001). This strategy has taken the approach of suicide as a public health problem that needs to be controlled.
- The plan emphasizes identifying risk factors, then developing, implementing and evaluating interventions.
- Another suicide reduction strategy is limiting access to the means commit suicide, including drugs and firearms (Cohen, Spirito and Brown, 1996). Use of firearms to commit suicide has increased, and a majority of completed suicides involves firearms.

