

“Road Safety is No Accident”

(WHO 2004)



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Aim – to examine the research and evidence base underpinning national policy around unintentional harm to children as a result of Road Traffic Collisions (RTC)

- Outline both the Global and National perspective on RTC
- Identify the impact of RTC on children
- Point out how and why RTC happen
- Highlight the connection with RTC between inequalities of socio-economic and disadvantaged groups
- Identify the National Policy context for children's public health practice and staying safe
- Point out progress so far
- Identify areas for development for the future

“Road Safety is No Accident”

WHO (2004)

- The WHO 2004 identify Public Health playing an essential part in the prevention of unintentional injuries sustained by RTC
- 3000 people die every day
- 140,000 people are injured of which
- 15,000 are permanently disabled
- In Millennium year 2000, 1.26 million people were killed
- Including 180,000 children
(WHO 2004)

Child pedestrian deaths in England remain the higher than any other European country (DFCSF 2007)

- Each year six million episodes of care as a result of RTC, 720,000 admitted to hospital with non-fatal injuries
- Two million children involved in RTC every year, 120,000 admitted to hospital
- In the United Kingdom, **100 people die** every day
- 3,508 die every year
- 33,707 are seriously injured (BMA 2001)

Unintentional injury remains the biggest killer of children (DCSF 2007)



- 63% of children killed or seriously injured are between 11 and 16 years
- 10% of accidents happen on the way home from school
- Seasonal trends – worse months are October and November
- 3 times as many boys than girls are seriously injured
- Twice as many boys die from their injuries
- Leading cause of death, ill health and disability

(Towner and Dowsell 2004)

Connection between widening inequalities of socio-economic groups

- Children of parents that have never worked or in long term unemployment are 20 times more likely to be killed or seriously injured (Edwards et. al 2006)
- High unemployment and low income increase likelihood of driving illegally without a license
- Unlicensed drivers have increased crash risk up to 9 times greater (Knox et.al 2003)
- Lower socio-economic groups have older cars
- Lower socio-economic groups fail to use appropriate restraints decreasing chances of survival (Towner et.al 2004)
- Children in 10% deprived areas are 3times more likely to be hit by a car than children in the 10% least deprived (DCSF 2007)

Young road users most vulnerable and at risk from RTC (WHO 2004)



- Due to small size of children
- Cognitive stage of development
- Inadequate road user knowledge
- Risk taking behaviour
- Peer pressure
- Excessive speed
- Careless, thoughtless or reckless driving
- Alcohol or substance misuse
- Volume of traffic
- Speed
- technology

National Policy Context



- Cross government strategies running concurrently
- Saving lives: Our Healthier Nation (DH 1999)
- Tomorrow's Roads: Safer for Everyone (DfT 2000)
- Every Child Matters: Change for children (DFES 2004)

- All identify the importance of accident prevention
- Effect of deprivation on unintentional harm
- Health promotion and preventative strategies created at local level

Saving Lives: Our Healthier Nation (DH 1999)

- Decrease death rate for all age groups by 1/5 by 2010
- Serious injury by 1/10 by 2010

Tomorrow's Roads: Safer for everyone (DFT 2000)

3 targets for reduction of death and serious injury by 2010

- 40% reduction in number killed of serious injury
- Specifically aimed at children, reduction by 50% killed or seriously injured
- 10% reduction in minor injuries

Children's National Service Framework 2004 (DH 2004)

- ❖ Standards 1 and 4, importance of partnership in the prevention of unintentional harm

Making Healthier Choices Easier (DH 2004)

- ❖ identifies the broader significance of road safety to health and wellbeing of communities
- ❖ plans for healthier and safer travel to and from school

Strong and Prosperous Communities (DfCLG 2006)

- ❖ Roads will be safer for all
- ❖ Comprehensive education, training and publicity programme
- ❖ Car safety measures
- ❖ Appropriate enforcement measures

Progress to date



- A collective responsibility for children's safety and welfare, keeping children safe on the roads (DCSF 2007)
- 52% reduction in number of children killed or seriously injured since mid 1990's
- Boys continue to be in the majority involved in RTC
- Age 12 to 16 years remains same
- Children 1 to 11 years RTA have halved

The way forward: actions for the future

- Culture of learning will be embedded in all services
- Actions chosen should be proportionate to the needs of the child and the risks faced by children and the impact they have
- Work in partnership to address concerns, efforts to be co-ordinate across government and local services including private and voluntary
- New and better communication campaign to encourage parents

Lots more to do !! Target areas where there has been less progress !



- 12 –15 years olds
- Boys
- Pedestrians over 60% fatalities
- Disadvantaged areas – achieve greater casualty reduction
- Consider children's different social and ethnic group, urban and rural areas
- Car drivers

And more to do !!



- Promoting kerb craft
- Good practice in road safety for younger children
- Involve children and parents, listen to what they say
- 20MPH zones
- Communication campaign encouraging parents to let children play outside in safer environments
- Take part in positive activities safely



Conclusion this presentation has ...

- Explored the national and global perspective of RTC
- Identified some of the major causes of RTC
- Explored the connection between inequalities of the lower socio-economic and disadvantaged groups
- Presented to underpinning National Policy in Children's Public Health Practice in unintentional harm reduction
- Outlined ideas for further work to reduce RTC







Thank You