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Promoting healthy and sustainable environments: opportunities for injury prevention

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Safety 2010 World Conference, Friday 24th September 2010, Session J10, 11.30, Rutherford Room
Outline

• Promoting healthy and sustainable environments
• Advancing injury prevention through shared agendas: reducing traffic speeds
• Getting injury prevention on other people’s agendas
• Role of public health professionals
• Conclusions
Healthy and Sustainable Environments

“Improve the conditions of daily life – the circumstances in which people are born, grow, live, work, and age”

Reducing traffic speeds
Injury Prevention

Reduce Obesity

Environmental Sustainability

Shared agenda = reduce traffic speeds

Increase use of sustainable travel modes

More sustainable driving

Increase walking and cycling

Increase levels of play

Reduction in injuries and deaths on the roads

Increase use of sustainable travel modes

More sustainable driving

Reduction in injuries and deaths on the roads

Increase levels of play

Shared agenda = reduce traffic speeds

Increase use of sustainable travel modes

More sustainable driving

Reduction in injuries and deaths on the roads

Increase levels of play

Shared agenda = reduce traffic speeds

Increase use of sustainable travel modes

More sustainable driving

Reduction in injuries and deaths on the roads

Increase levels of play
Getting injury prevention onto other people’s agendas

- Increasing awareness and understanding of injury prevention
- More effective multi-disciplinary working
- Role of Health Impact Assessment
Role of public health professionals

• Responsible for the wider health of their population
• Facilitate shared agendas
• Engage with communities
• Frame issues appropriately
• Promote holistic evaluation
Conclusions

• Injury prevention needs to take advantage of the opportunities that shared policy agendas relating to healthy and sustainable communities present.
• Reducing traffic speeds is one example of advancing injury prevention aims through shared agendas.
• Public health professionals can ensure that common purpose leads to action.
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