Promoting healthy and sustainable environments: opportunities for injury prevention

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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

- Reduction in injuries and deaths on the roads

Environmental Sustainability

- Increase use of sustainable travel modes
- More sustainable driving

Reduce Obesity

- Increase walking and cycling
- Increase levels of play

Shared agenda = reduce traffic speeds

Increase use of sustainable travel modes

More sustainable driving
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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