

# BRITISH COLUMBIA INJURY RESEARCH & PREVENTION UNIT (BCIRPU)

## An Example of a Provincial Injury Initiative

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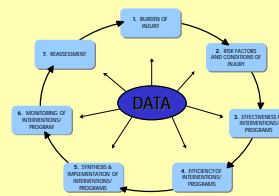
### WHY FOCUS ON INJURY?

- Injuries are increasingly being recognized as an important health problem in British Columbia.
- Injury is the leading cause of death and hospitalizations for children, youth, and adults (to age 44) in BC.
- For seniors (65 years of age and older), approximately 40% of all deaths are due to unintentional injuries.
- The cost of injuries in Canada totals more than \$14.3 billion. In BC alone, the cost is about \$1 billion.
- Injuries are the 3<sup>rd</sup> largest contributor to the cost of illness, behind only cardiovascular and musculo-skeletal disease, and a greater public burden than cancer.
- Most injuries can be prevented!

### GAPS IN INJURY PREVENTION EFFORTS

- Need for quality and comprehensive injury data
- Need for high quality injury prevention research
- Need to coordinate injury prevention efforts

### THE INJURY PREVENTION AND EVALUATION CYCLE



### MISSION STATEMENT OF BCIRPU

Make BC a safe place by coordinating efforts that will prevent and significantly reduce injuries and their consequences, thereby reducing the unacceptable costs to individuals and society.

### PURPOSE OF THE UNIT

Reduce unintentional injuries in BC, through the research, evaluation and support of effective prevention measures, and the establishment of ongoing injury surveillance across the province.

### GOALS

- Establish ongoing injury surveillance across the province.
- Reduce unintentional injuries in BC by supporting and evaluating prevention measures.
- Be an information centre dedicated to enhancing knowledge and stimulating further research initiatives.
- Integrate and coordinate injury efforts in the province.

## SURVEILLANCE

### MAIN GOAL

Establish an ongoing collection, analysis, interpretation, and timely dissemination of local injury data for all age groups throughout BC.

Surveillance is the ongoing collection, analysis, interpretation, and timely dissemination of local injury data. It is critical to create a comprehensive and standardized surveillance system that will record all unintentional injuries in BC. In order to cover all injuries, surveillance needs to include data which is already being collected - mortality and hospitalization and work to expand surveillance to collect data from all areas where injuries are treated. These include hospital emergency departments, physicians offices, walk-in clinics, and injuries not treated in the formal health system.

### THE INJURY PYRAMID



BCIRPU is working with health boards, physicians, other hospital and public health staff across the province to build a comprehensive population-based surveillance system. Such a system will help communities to assess:

- the magnitude, severity, and external causes of injury
- which populations are at risk
- plan appropriate injury prevention programs and strategies

These efforts will assist BCIRPU to:

- focus research
- evaluate existing programs throughout the province

Surveillance activities of BCIRPU can be categorized as either active data collection from newly established databases or data analysis and reporting from existing data bases. The surveillance initiatives are as follows:

#### I. Active Data Collection

- Emergency Department (ED) Surveillance.

#### II. Data analysis and reporting

- Mortality and Hospitalization reporting.
- CHIRPP (Canadian Hospital Injury Reporting and Prevention Program).

## RESEARCH

### MAIN GOAL

Conduct, disseminate, evaluate, and apply injury epidemiological and prevention research. Provide support and consultation to other researchers and community groups.

BCIRPU research activities focus specifically on **Home, Sports and Recreation, and General Injury** trends and patterns. The research is aimed to ensure that the prevention strategies used in BC communities have evidence of success for reducing injury.

BCIRPU has established three main objectives that outline the types of research performed:

- Objective 1.** Conduct population-based studies on the determinants of injury. Including all social and demographic contributors to injury.
- Objective 2.** Review literature on the effectiveness of injury prevention interventions.
- Objective 3.** Evaluate the effectiveness of injury reduction strategies.

### KEY TARGET GROUPS

Main groups that the BCIRPU works with to identify research needs and disseminate the information to include:

- Local, National, and International Academic community.
- Community-based practitioners planning injury prevention efforts (e.g., coaches, teachers, sports associations).
- Health Service Providers (Public Health Nurses, Emergency, Family Physicians).
- Injury Prevention Programs.
- Policy Makers.
- Public - parents and children.

### DISSEMINATION STRATEGY

BCIRPU disseminates research results in a format that meets the needs of target groups. Spin-off products are developed, summarizing findings in a user friendly manner (i.e., awareness building information pieces for distribution to general public). Findings are distributed using the following dissemination tools:

- Academic Journals
- Non-Academic publications
- Website
- Direct Mail Outs
- Presentations at conferences
- Teleconferences

## EDUCATION

### MAIN GOAL

Serve as an information resource dedicated to enhancing knowledge and stimulating further research initiatives.

BCIRPU provides support and resources to community initiatives aimed at preventing injuries. This enables local groups to mobilize and take action to address injuries that affect members in their communities. The BCIRPU also provides academic training to future leaders in injury prevention and other health practitioners.

### Examples of BCIRPU Accomplishments:

- Education Fact Sheets
- Community Presentations
- Reference Library
- Academic Journal Publications
- Professional Training

### KEY TARGET GROUPS

Main groups that the BCIRPU works with to identify education needs, develop programs and disseminate information include:

- Medical community
- Public Health Nurses
- All Injury professionals and stakeholders in BC

### DISSEMINATION STRATEGY

The following dissemination strategies are used to provide access to the various education initiatives:

- Community Presentations - present lectures across the province on a variety of topics when requested
- Workshops
- Academic papers published in refereed journals
- Website
- Direct mail
- Indirect mail-out through distribution of public information pieces through Public Health Nurses, Emergency departments, and other injury prevention programs/professionals

## DISSEMINATION

### MAIN GOAL

Facilitate collaboration on various provincial injury prevention efforts. Distribute current injury prevention knowledge to a large geographical network of partners throughout BC.

BCIRPU coordinates various prevention efforts and ensures the distribution of recent findings to a wide network of partners throughout British Columbia. Several forms of innovative technology and strategies are used to get the most current information in the hands of key injury stakeholders in the most efficient manner.

In addition to distributing information, BCIRPU serves as a central information source for injury prevention information. The Unit's information databases are easily accessible using a variety of tools - anything from an answer on the telephone to the Internet.

BCIRPU is positioned to receive information about a variety of injury prevention initiatives throughout the province. BCIRPU uses this information to be proactive and facilitates networking and information sharing amongst persons/programs working on similar injury prevention initiatives, thus, maximizing limited resources and avoiding redundancy.

BCIRPU continues to build and strengthen networks and partnerships of individuals/programs who work on preventing injuries. This key leadership role is fundamental in expanding knowledge and encouraging the further development of prevention initiatives and research throughout BC.

### Key Networking and Information Sharing Strategies:

- Website
- Website Open Forum
- Direct Mail
- Teleconference
- BC Injury Prevention Conference
- Canadian Conference on Injury Prevention and Control 2000

