

ROSPA

*The Royal Society for the
Prevention of Accidents*

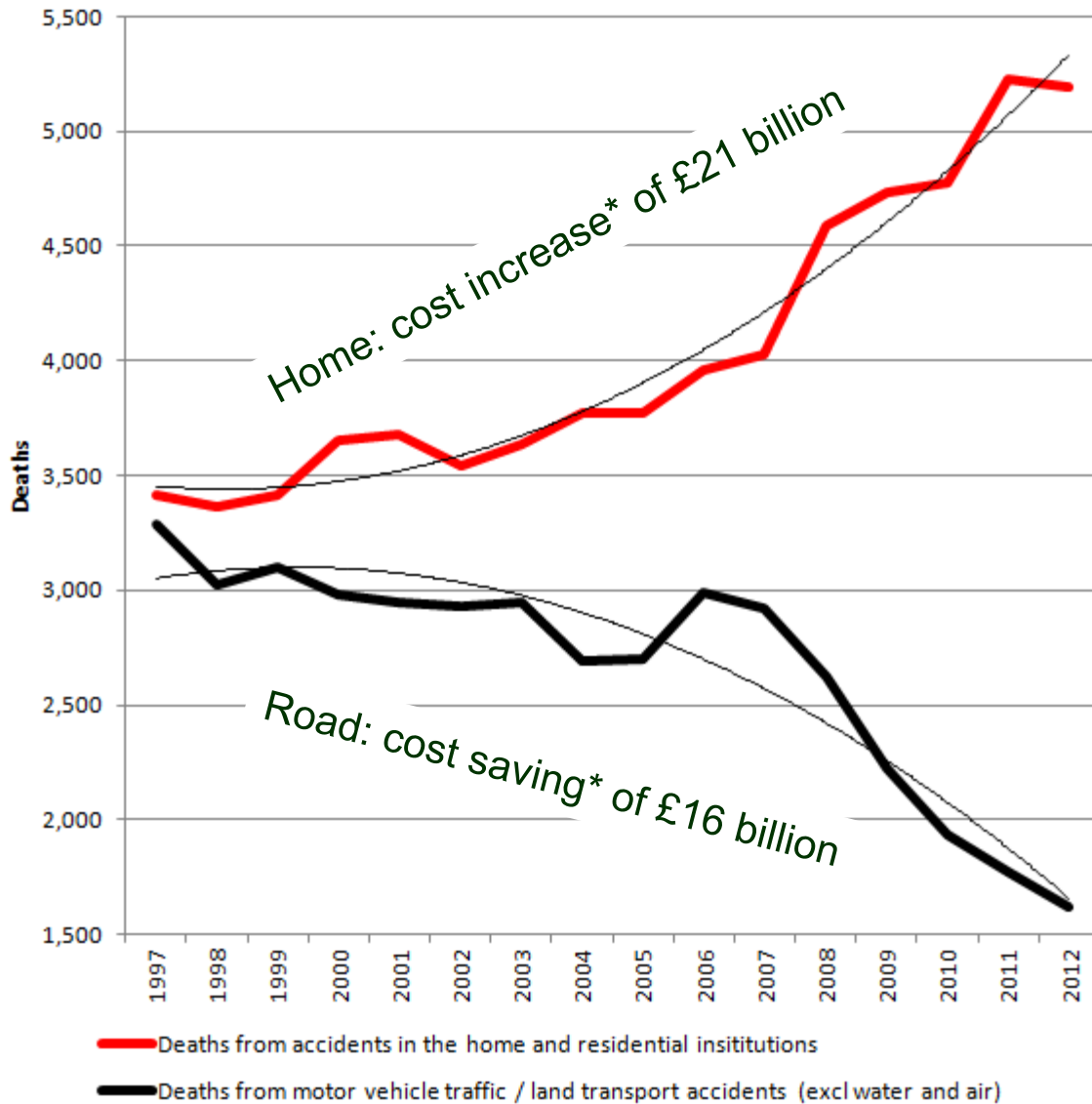
***Balancing the benefits and emerging risks
associated with consumer products
and user behaviour***

Presented by:

Errol Taylor

Deputy Chief Executive

Deaths from accidents in the home and on the road - 16 years of ONS data for England and Wales



*16 year cumulative change in cost to Society using TRL PPR483





Accidental Injury UK (2012/13 data)

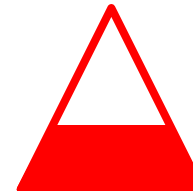
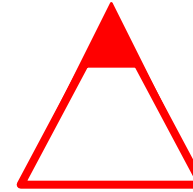


	Workplace	Transport (mainly Road)	Leisure	Home
Scale				
Deaths	167	1,909	5,300	6,100
Admissions*	60,000	55,000	180,000	300,000
Attendances	600,000	1.1 million	1.9 million	3.1 million

* Hospital admissions for England only

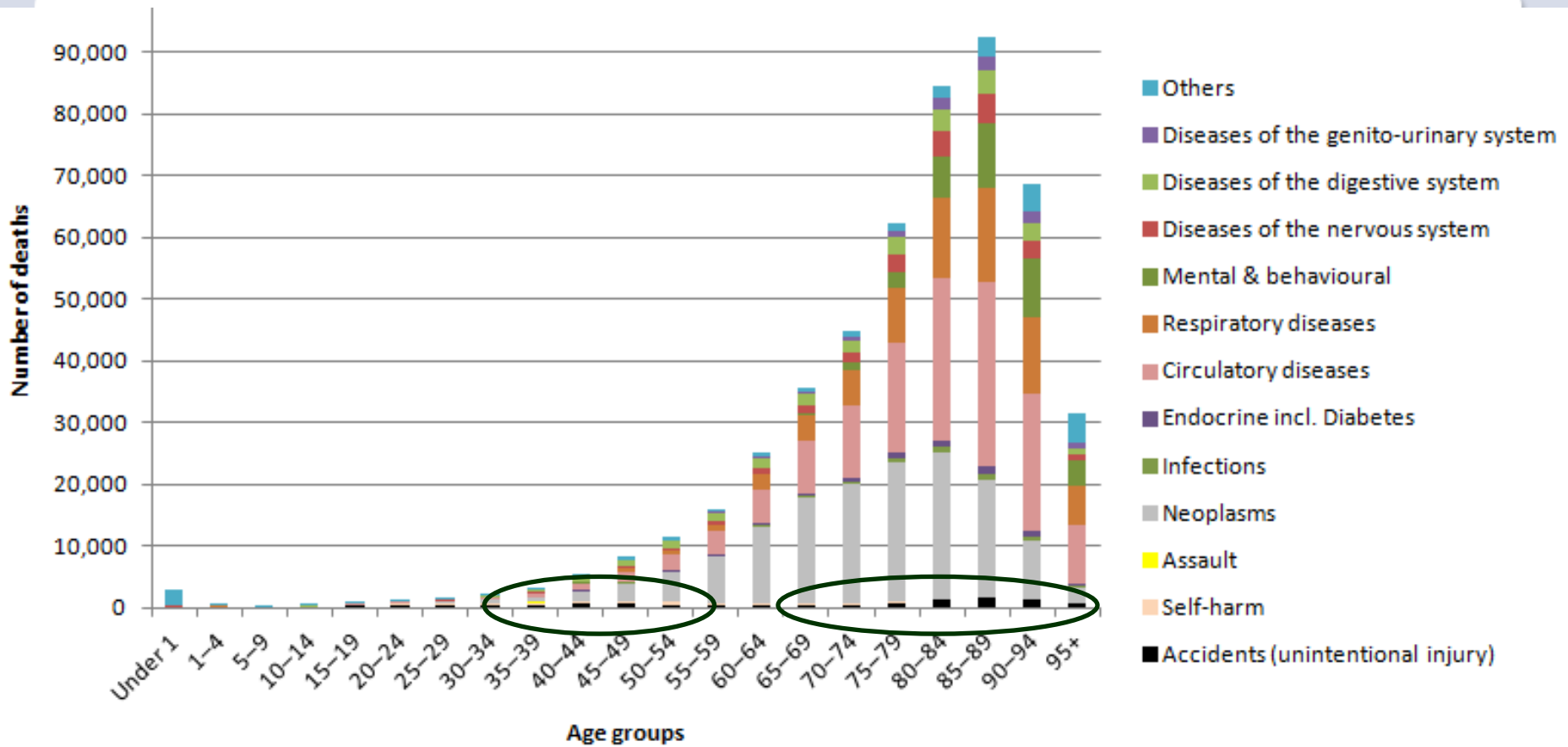
Pyramids

- **Deaths**
- **Serious injuries leading to hospital admissions**
- **Injuries leading to hospital Emergency Department (A&E) attendances**



Causes of death by age group

England & Wales, 2012 (ONS data)

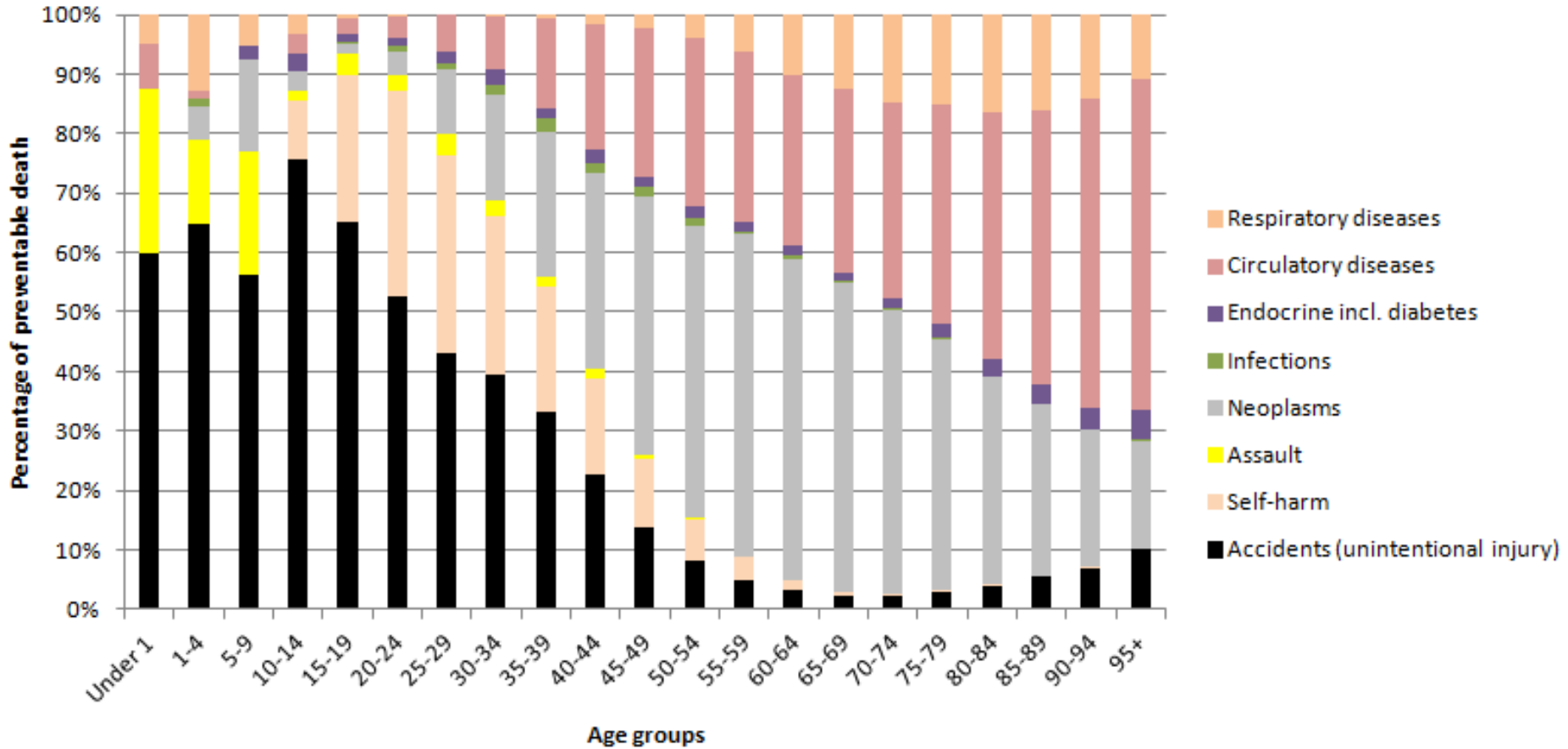


Fatal accidents (2% of deaths):

England	10,729
Wales	655
England & Wales	11,384

Preventable causes of death as a % by age group

England & Wales 2012 (ONS data)

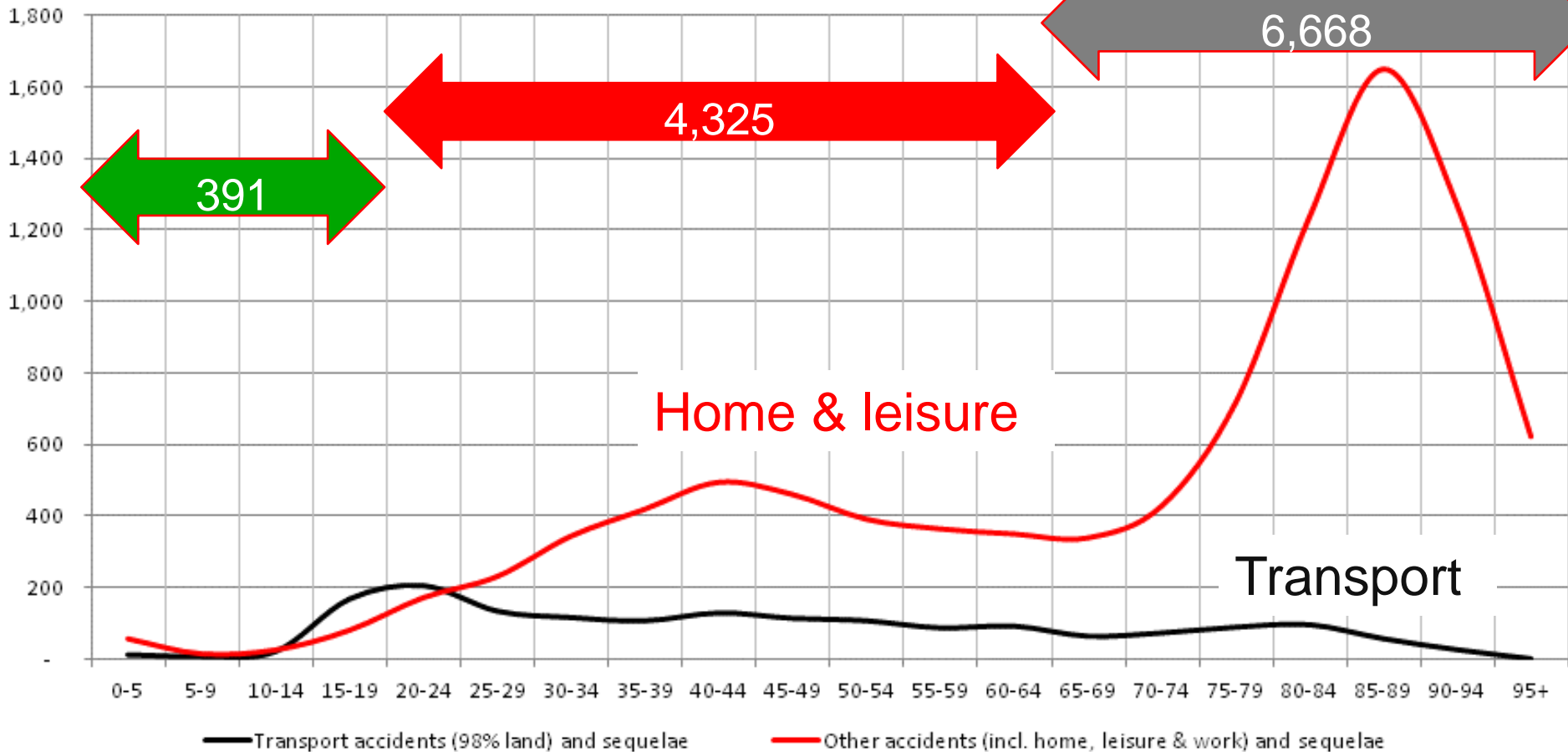


Impact of fatal accidents on families



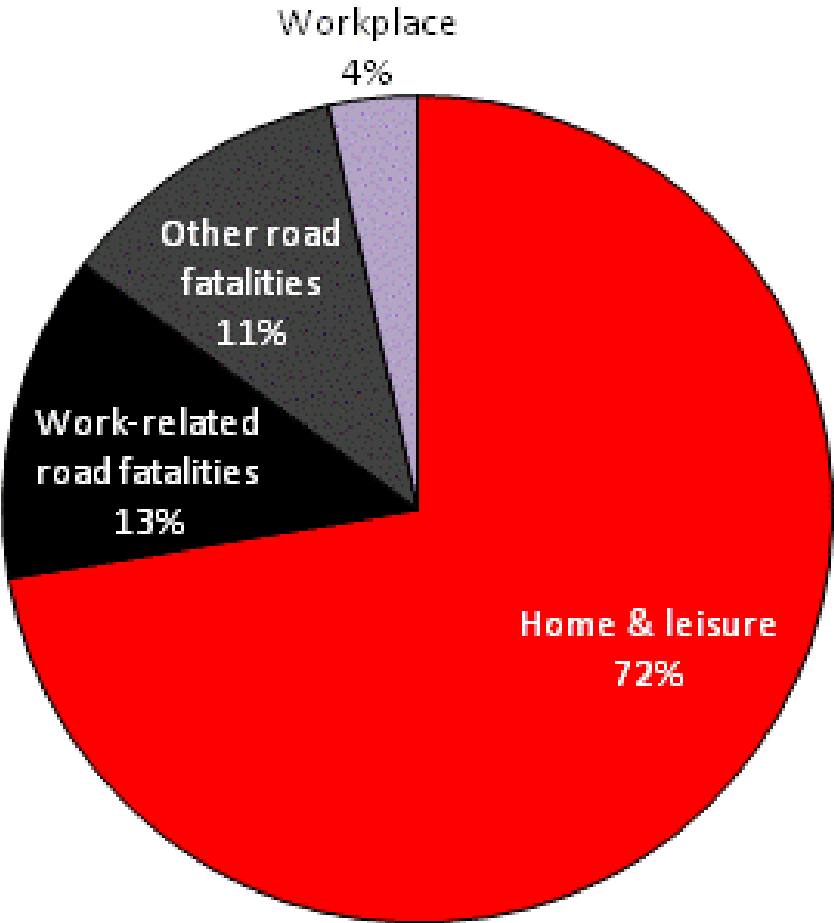
Fatal accidents by age and location

ONS data for 2012, England & Wales



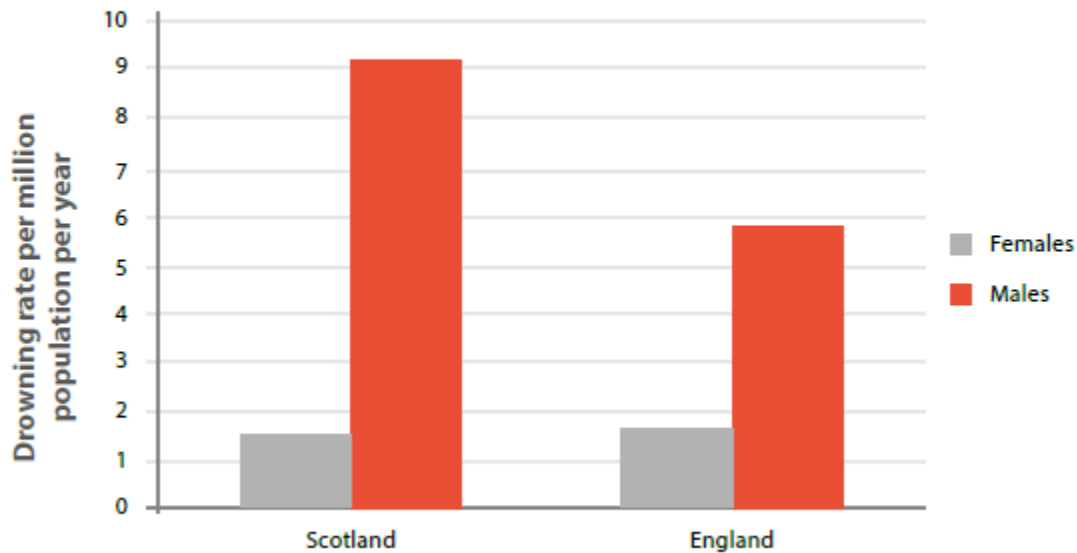
Location of fatal accidents, 20-64 year olds, England & Wales, 2012

(Sources: RoSPA, ONS, DfT, HSE)

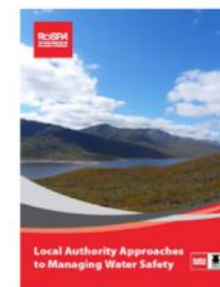


Gender and drownings

Figure 7 – Rate of drownings by water and gender, inland waters

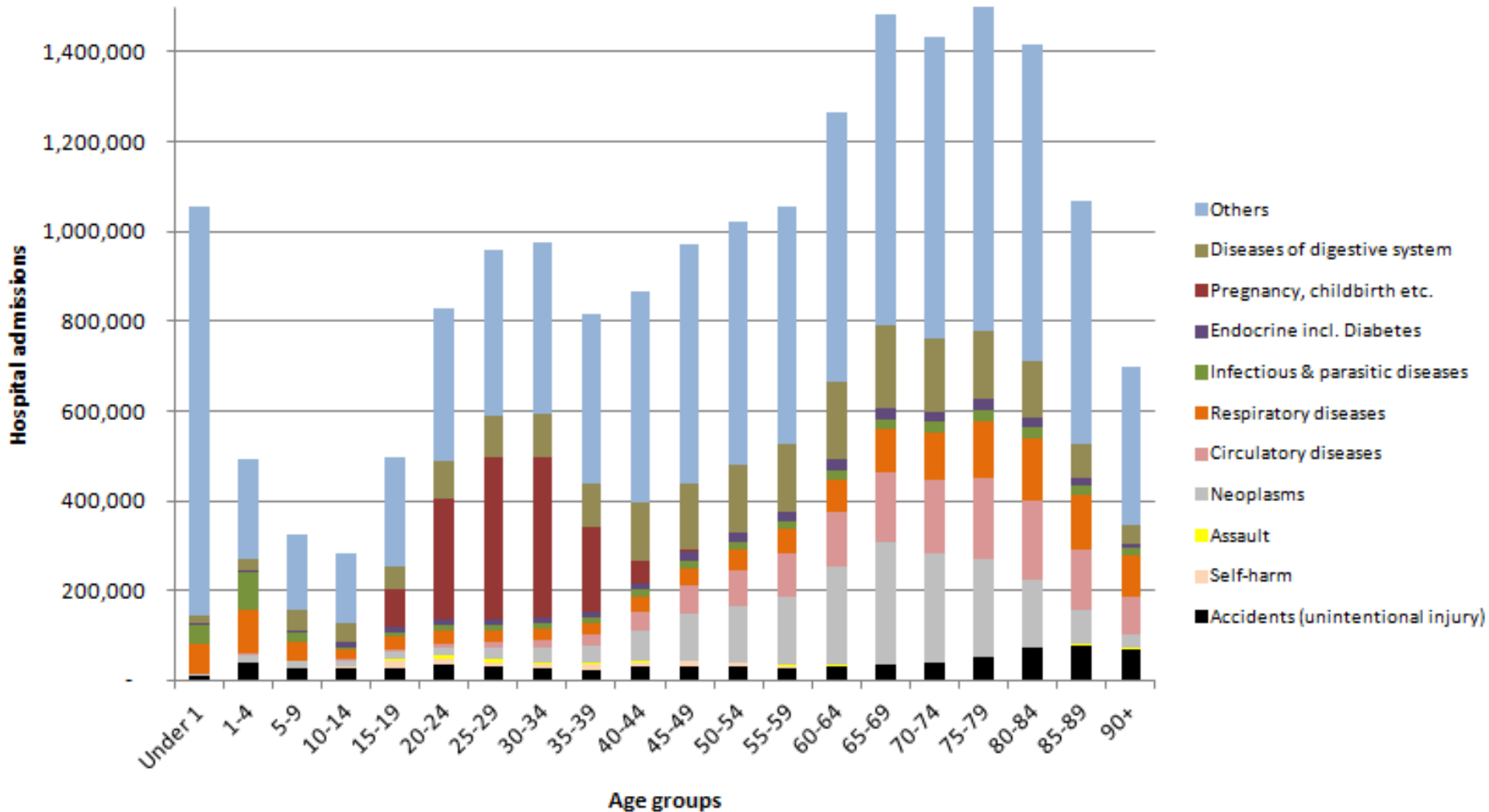


Source: WAID 2009-2012



Causes of hospital admissions, by age group

England 2012/13 (HSCIC data)

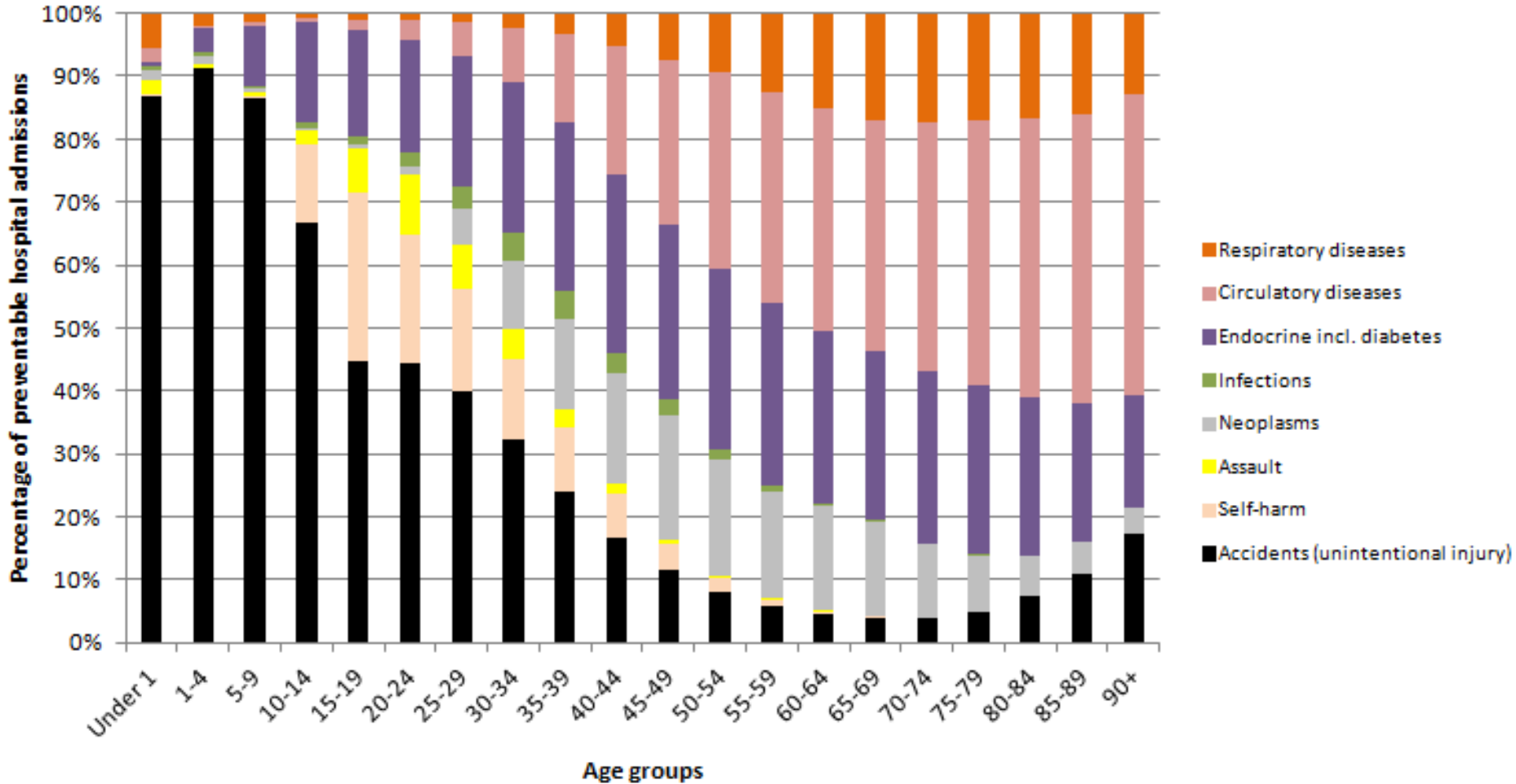


683,631 hospital admissions due to serious accidents (4.5% of all admissions)

RoSPA's mission is to save lives and reduce injuries

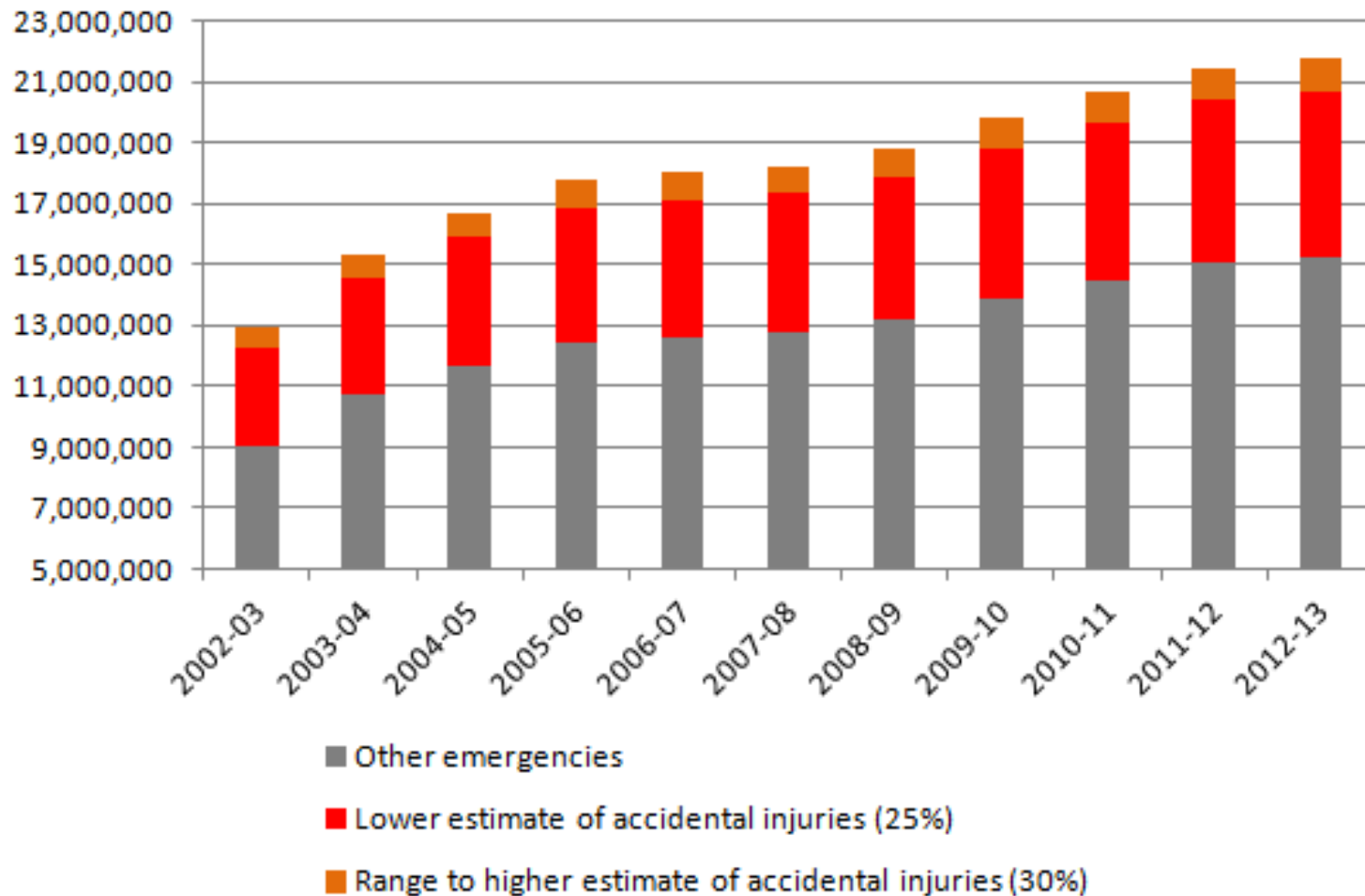
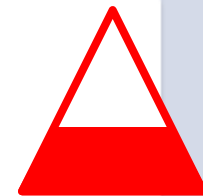
Preventable causes of hospital admissions as a % by age

England 2012/13 (RoSPA/HSCIC)



Emergency Department first attendances

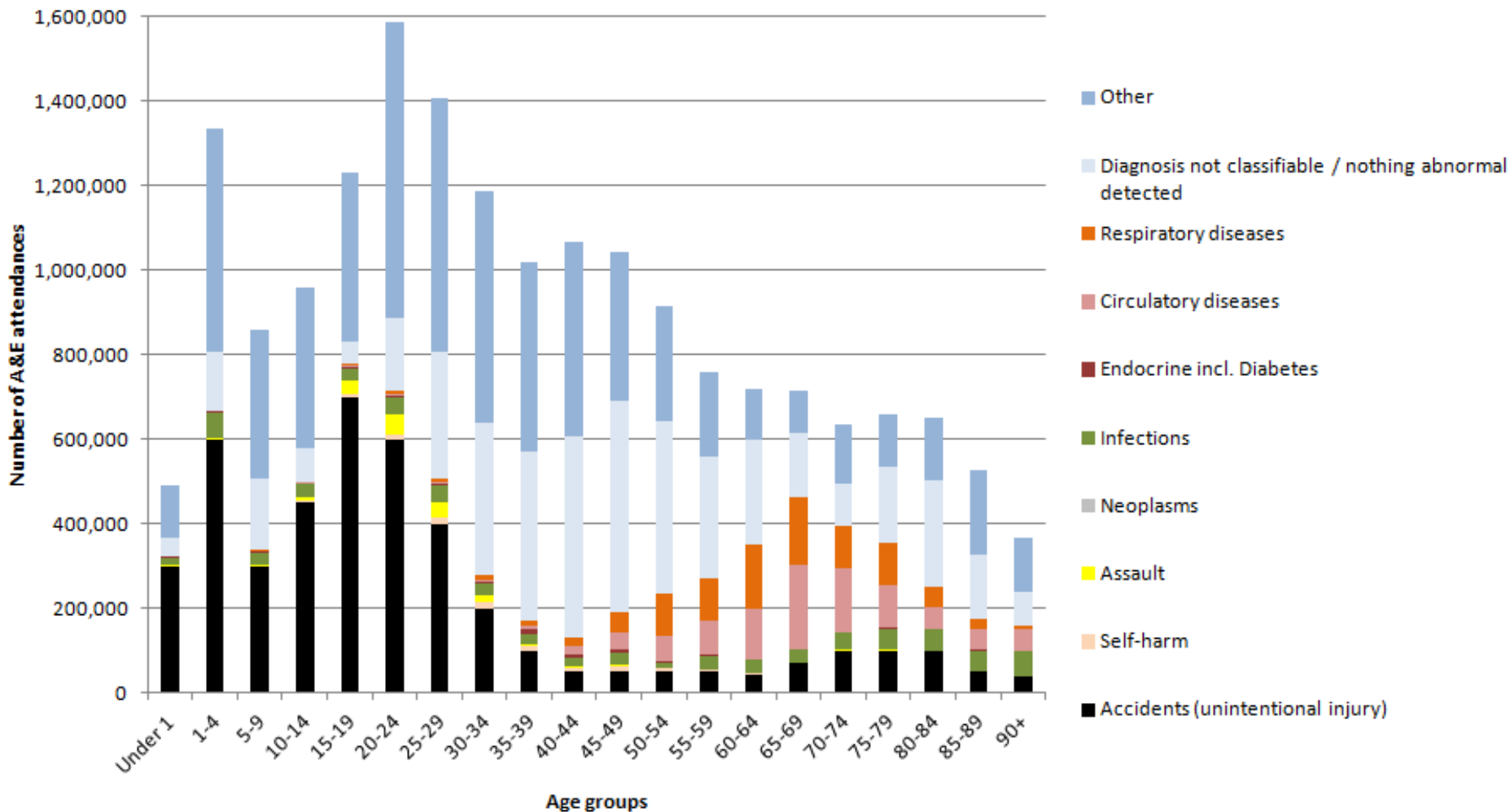
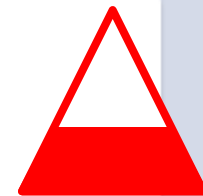
England 1987-2012 (NHS HSCIC sitreps data)





Estimated causes of A&E attendances by age group

England 2012/13, RoSPA estimates using valid HSCIC records



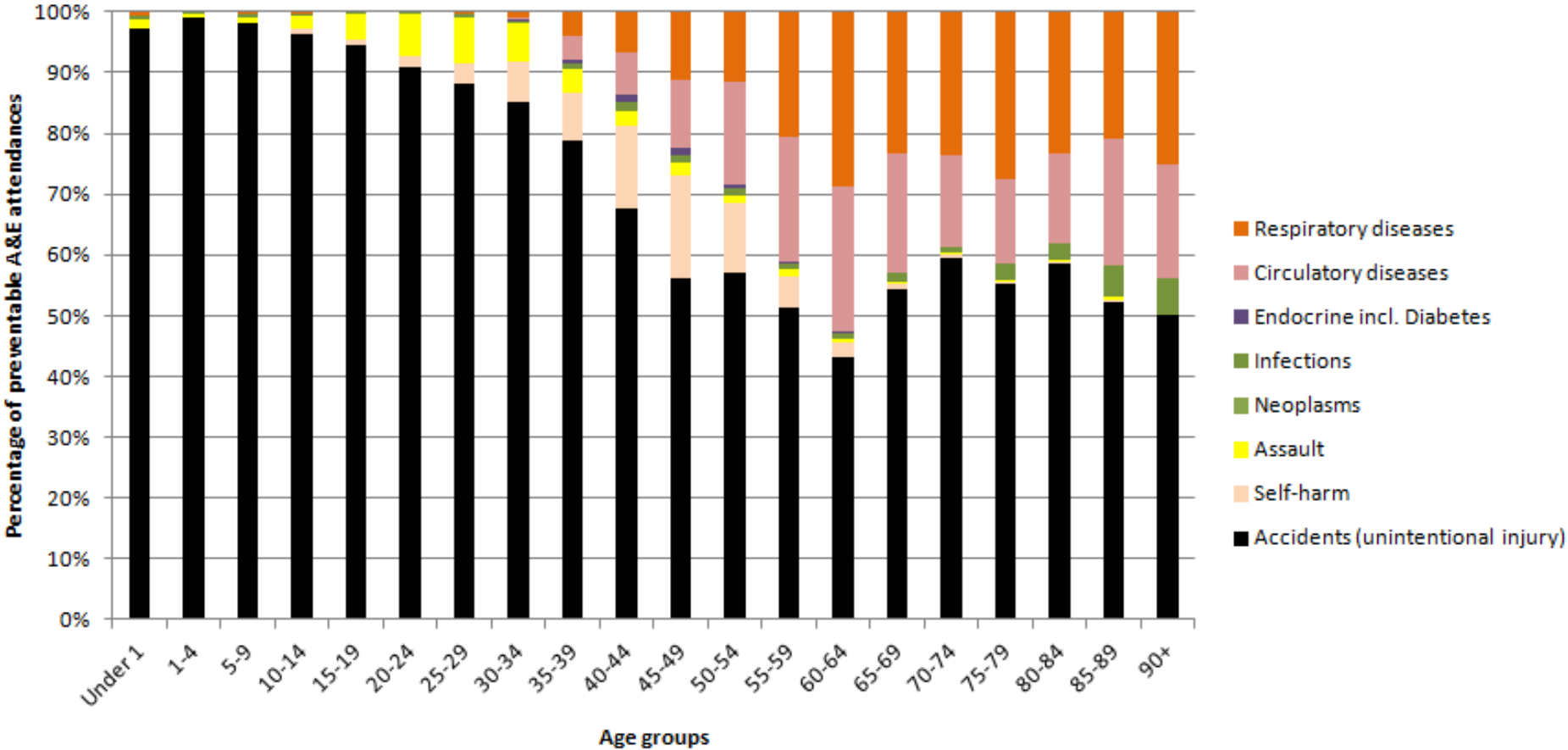
6.5million A&E attendances due to accidents (30% of attendances)

RoSPA's mission is to save lives and reduce injuries



Estimated preventable causes of A&E attendances as a % by age group

England 2012/13, RoSPA estimates using valid HSCIC records



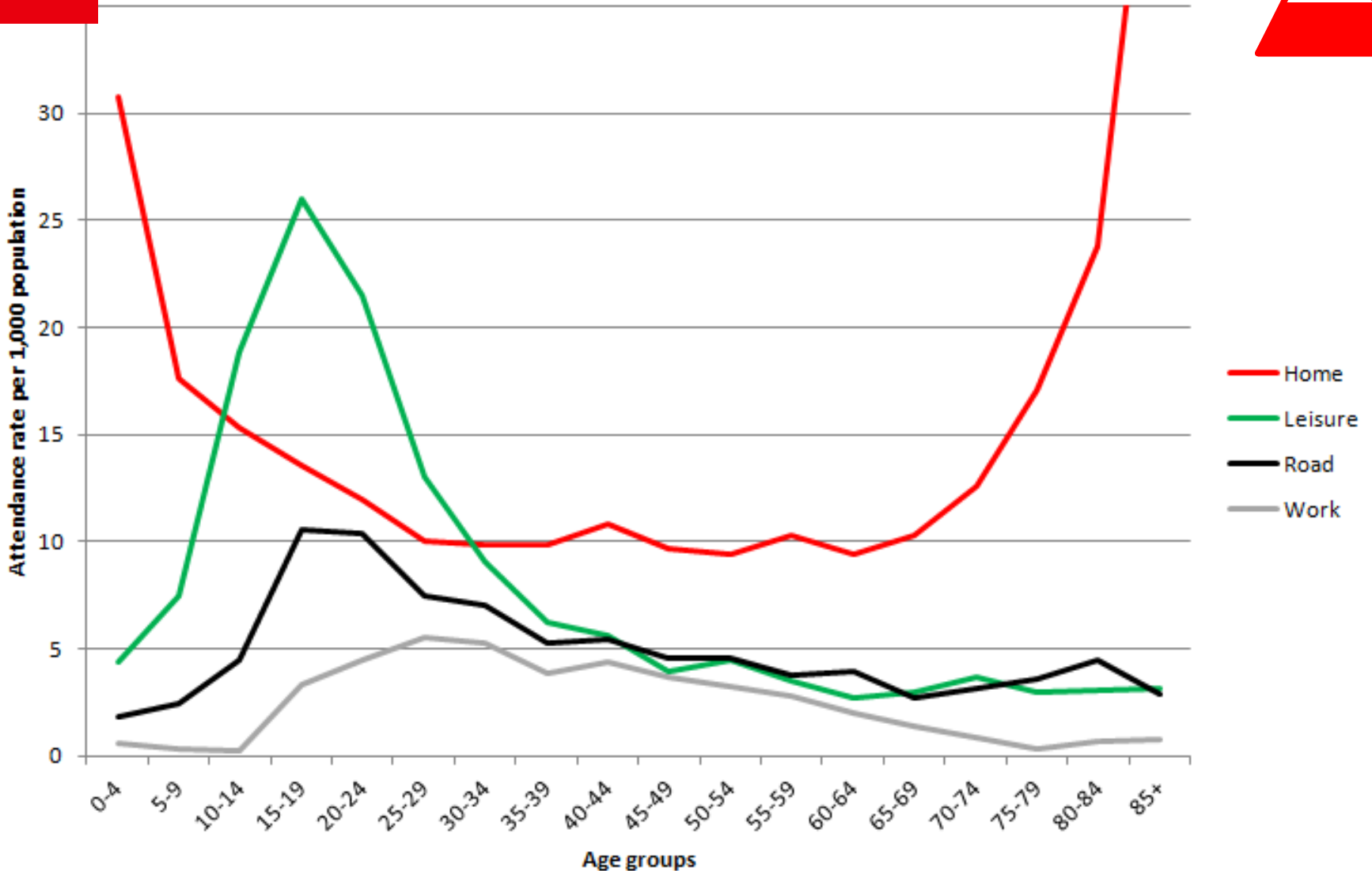


The new Oxfordshire A&E data set



- **Fruit of the Alliance: RoSPA & RCEM**
 - **63,877 patient records relating to injuries**
 - **1st Jan 2012 to 30th Mar 2014**
 - **Royal College of Emergency Medicine's Minimum Dataset**
 - **Oxford University Hospitals Trust A&E departments:**
 - John Radcliffe, Oxford
 - Horton General, Banbury
 - **Data recorded by A&E receptionists**
 - **Data analysed by the *Global Health, Policy and Innovation* research group at Queen Mary, University of London**
 - **Factors recorded**
 - Age
 - Gender (55% M, 45% F)
 - Injury & injury mechanism
 - **Severity**
 - **Location of accident**
 - **Activity**
- } ***NEW: Not otherwise routinely recorded by NHS A&E departments***

Unintentional injury rates from Oxford University Hospitals NHS Trust Emergency Departments ('A&E') John Radcliffe and Horton General, 1st Jan 2012 to 31st Dec 2012



RoSPA's mission is to save lives and reduce injuries

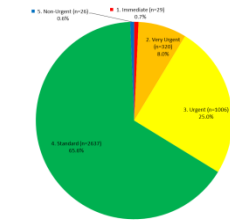


A&E attendances: severity & numbers by location

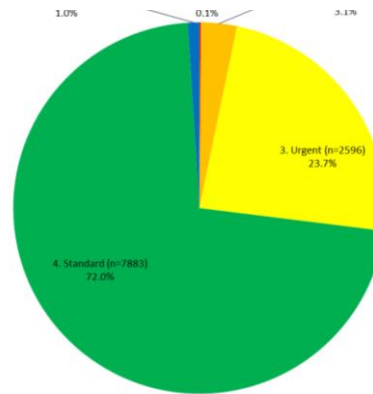


26,310 injuries 1st January 2012 to 13th August 2013

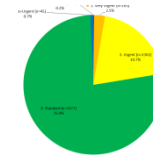
■ **Road** n=4,020



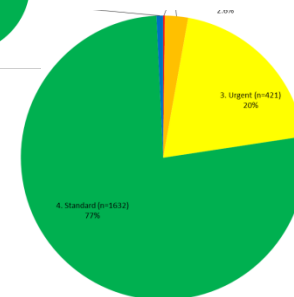
■ **Home** n =10,949



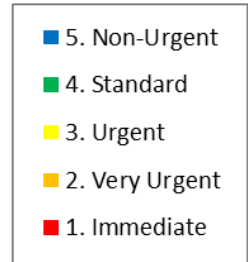
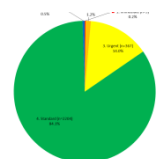
■ **Work** n=2,119



■ **Leisure** n=6,602



■ **Education** n=2,620





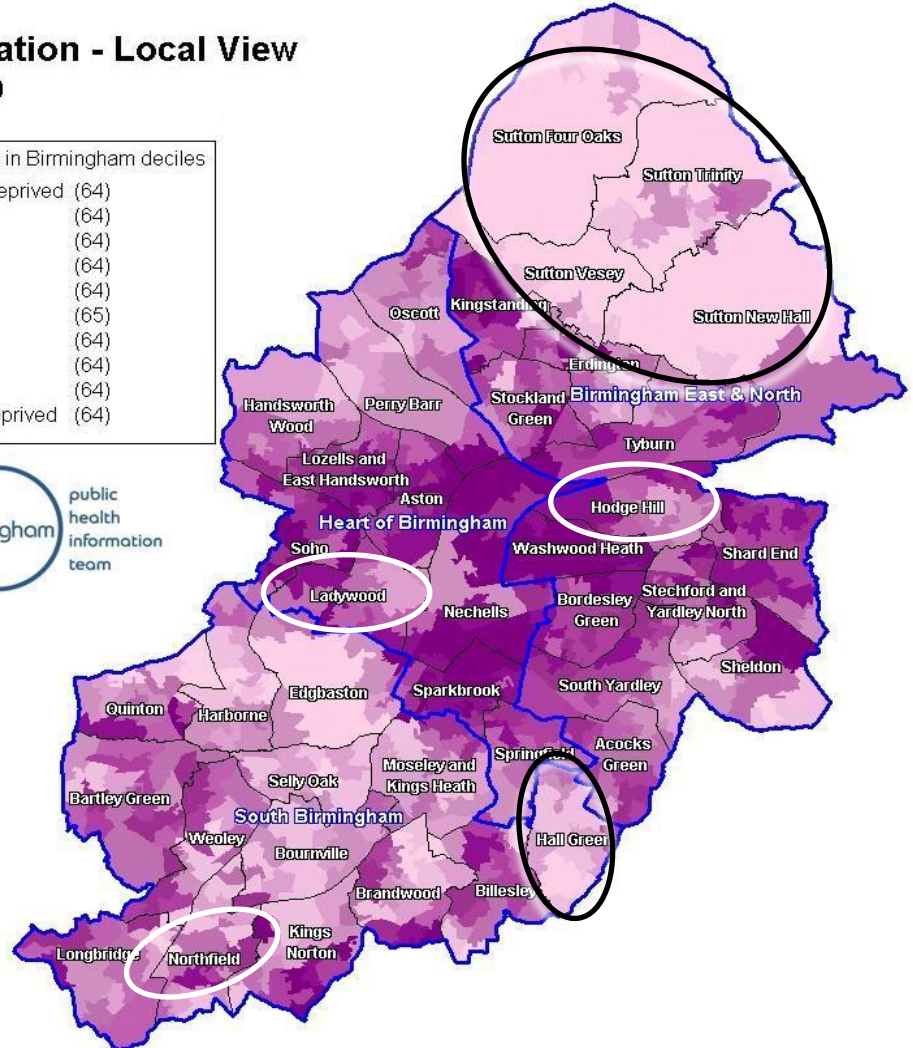
Targeting RoSPA's volunteer programme in Birmingham (LifeForce)



Deprivation - Local View IMD 2010

641 LSOAs in Birmingham deciles

Least Deprived	(64)
9	(64)
8	(64)
7	(64)
6	(64)
5	(65)
4	(64)
3	(64)
2	(64)
Most Deprived	(64)



Under 5 { Hodge Hill
Ladywood
Hall Green

Over 65s { Northfield
Sutton Coldfield

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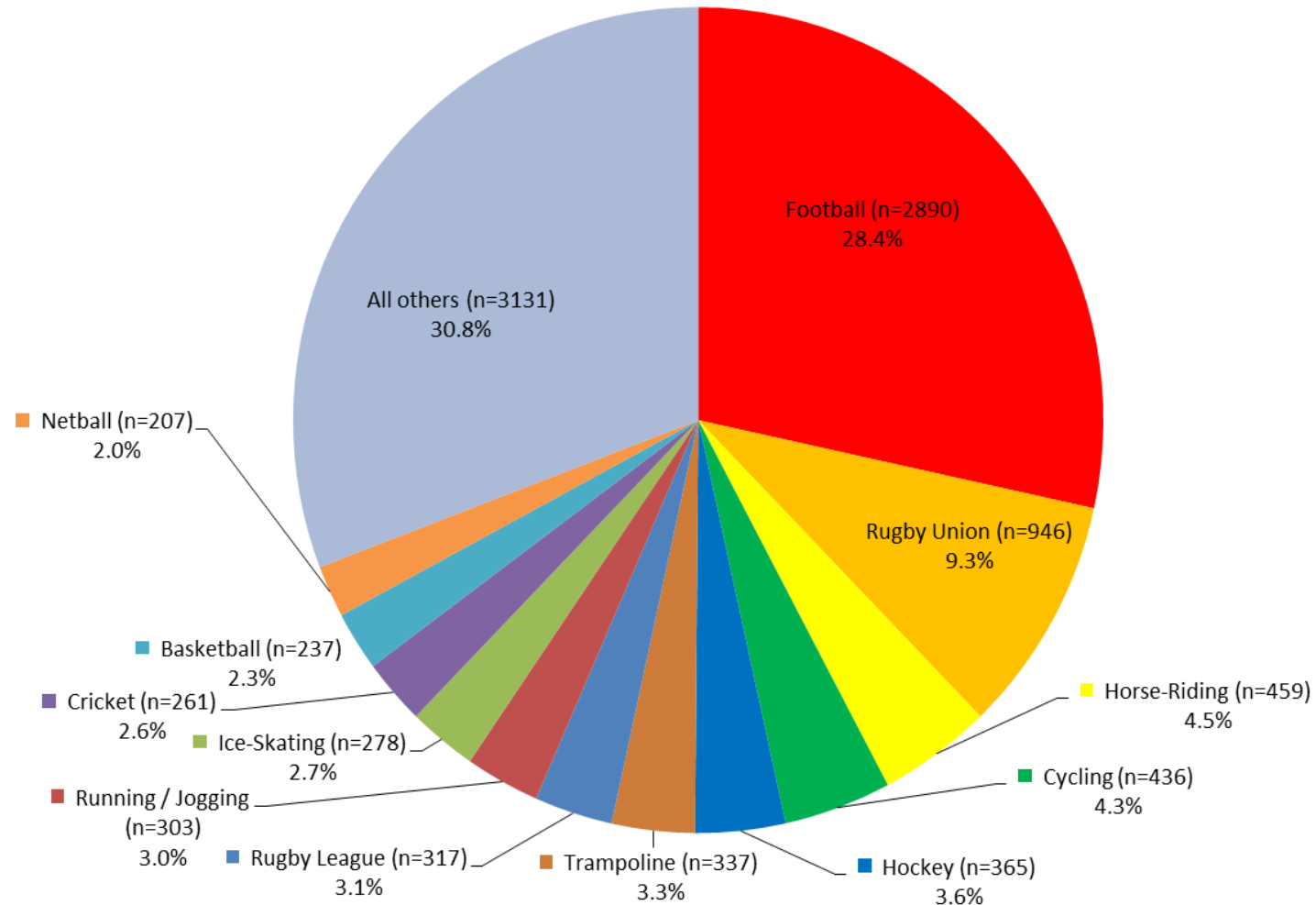


Most dangerous room in the home?

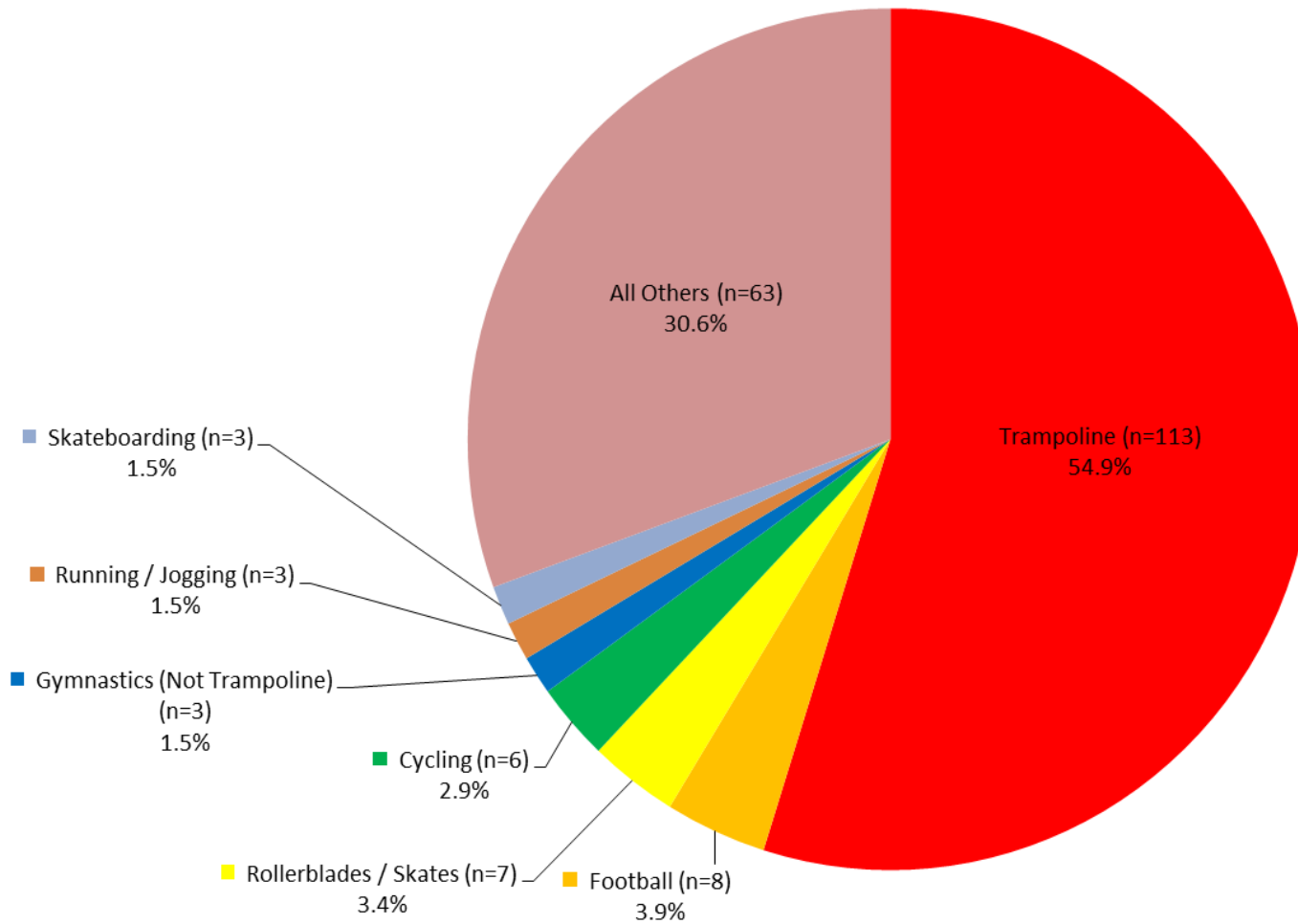


RoSPA's mission is to save lives and reduce injuries

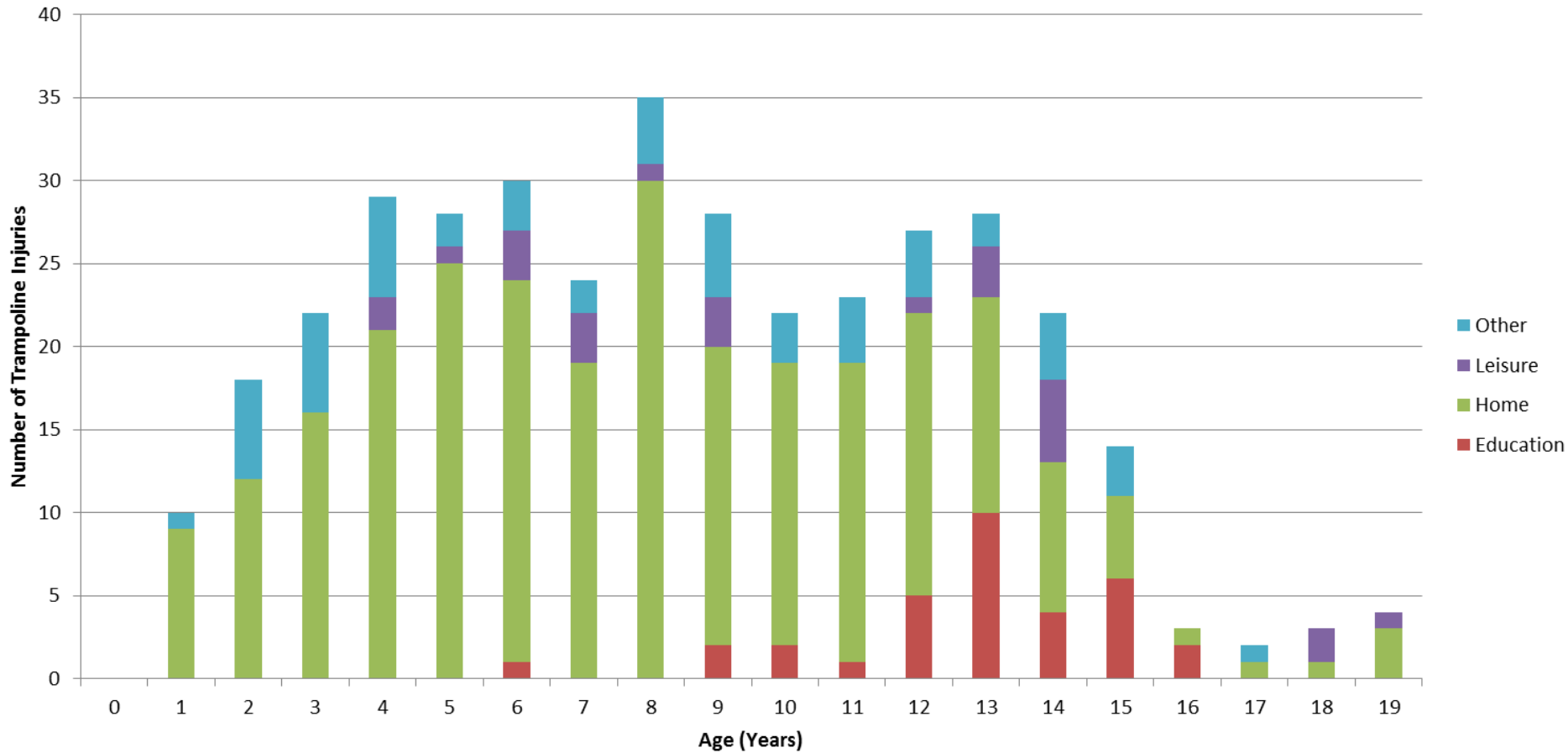
Emergency Department Unintentional Injuries Sport Involved Where Specified for All Age Groups Oxford University Hospitals NHS Trust (1 January 2012 to 30 March 2014)



**Emergency Department Unintentional Injuries
Sport Involved Where Specified at Location Home for Females Aged 0-14 Years
Oxford University Hospitals NHS Trust (1 January 2012 to 30 March 2014)**



Trampoline Injuries by Location for Ages 0-19 Years
N=372 (91.2%) of total for all ages = 408
Oxford University Hospitals NHS Trust Emergency Departments
1 January 2012 to 30 March 2014





Current campaigns & initiatives

- **Data**
- **Public Health**
- **Lighter evenings**
- **Family Safety Week**
- **Young drivers**
- **Product safety**
 - Driveway safety
 - Blind cords
 - Domestic poisonings
 - Garden trampolines
 - E-cigarettes
- **Carbon monoxide**
- **LifeForce volunteers**
- **UK drowning prevention strategy**
- **Safe Community**
- **New Vision in Health & Safety**



Thank you

