Delivering Accident Prevention at local level in the new public health system

Delivering Accident Prevention Handbook Case Study

Case Study: Avoidable Injuries Strategy Nottingham City and Nottinghamshire

Reduced Risk of Injury
Delivering Accident Prevention Handbook Case Study

**CASE STUDY: Avoidable Injuries Strategy Nottingham City and Nottinghamshire**

**Introduction**

This programme was supported by the Safer Homes Programme, managed by The Royal Society for the Prevention of Accidents (RoSPA) for the Department of Health. Each participating area was given consultation, advice and training as well as the opportunity to carry out a local community initiative. Through the Safer Homes Programme, RoSPA provided advisory support to the strategic group involved in developing the strategy and provided some funding for a community initiative across Nottinghamshire. Since the end of the programme, RoSPA has continued to participate in the strategic and working groups overseeing the implementation of the strategy.

**Background**

Avoidable injuries in children and young people have been identified as a local priority for Nottinghamshire County and Nottingham City Public Health. They are a leading cause of death and hospital admissions for children in the United Kingdom. Injuries put more children in hospital than any other cause. The impact and consequences of avoidable injuries are major contributors to health inequalities with children from the most disadvantaged backgrounds at significantly increased risk.

A review of accident data for Nottingham City and Nottinghamshire revealed:

- Eight fatalities due to avoidable injuries in Nottingham City and Nottinghamshire County over a three year period from April 2010 - March 2013
- There were 5,700 admissions to hospital as a result of avoidable injuries from April 2010 – March 2013
- There were 44 admissions for burns and scalds - 88.5% of these where in the five and under age group, mostly one to two years
- There were 722 falls that resulted in admission in Nottingham and Nottinghamshire in 2012/13 - 45.5% of these occurred in the five and under age group
- There were 102,354 emergency department attendances, of which 4.2% (4,380) became inpatients during 2010 – 2013
- The five and under age group has the highest incidence of injury in both the City and County as a rate per 100,000 population
- There were 3,322 emergency department attendances due to burns and scalds in Nottingham and Nottinghamshire in 2012/13 - an average of 9.1 per day or 63.8 per week.

There is a clear association between injury and deprivation/disadvantage:

- In Nottingham City, children in the most deprived quintile are 1.23 times more likely to be admitted as inpatients and 1.11 times more likely to attend A&E than those in the least deprived quintile (National Indices of Multiple Deprivation IMD Quintiles).
- In Nottinghamshire County, the gap is more pronounced with people in the most deprived quintile being 1.77 times more likely to be an inpatient and 1.74 times more likely to attend A&E than the least deprived quintile.

If all the districts and boroughs in Nottinghamshire reduced the rate of accidents to that of the best performing borough/district in Nottinghamshire there would be 26,082 fewer A&E attendances and 1,321 fewer inpatient admissions over a four year period.

If all the wards in Nottingham City reduced the rate of accidents to that of the best performing ward, there would be 8,303 fewer A&E attendances and 709 fewer inpatient admissions over a four year period.

Savings for the NHS alone in Nottingham and Nottinghamshire would be approximately £6.63million (based on national
average tariffs 2011/12 for A&E attendance and non elective inpatients (21). This is a fraction of savings that could be realised as it only looks at point of care immediately after an injury and, does not include follow-up appointments, social care costs or ongoing care requirements.

## Developing the strategy

### Stakeholder day

Public Health Nottingham City and Nottinghamshire County hosted a stakeholder day in 2013 to galvanize stakeholder interest in preventing avoidable injuries in children and young people.

Over 60 delegates attended the event which used a World Café approach. Delegates were asked to provide information on:

- What initiatives/agencies were already in place to tackle avoidable injuries?
- What were the gaps?
- What was needed within Nottingham City and Nottinghamshire County with regards to taking the avoidable injuries agenda forward?

### Mapping exercise

Following the stakeholder day, an avoidable injuries intervention mapping exercise was undertaken (see Appendix 2). The intervention mapping exercise was sent to all the stakeholders who attended the event and other key agencies who were unable to attend the stakeholder day. The results of the mapping indicated:

- There are many avoidable injuries interventions focusing on children aged under five, however, many of the agencies who are delivering them are working in silos
- School-based interventions are the most popular type of interventions for those children aged five and upwards
- There is potential to utilise the statutory agencies more, for example, Nottinghamshire Fire and Rescue in the delivery of avoidable injuries interventions
- Nottingham University Hospital Trust follows up all avoidable injuries through their Health Visitor Liaison post
- Nottingham City Council and Nottinghamshire County Council have excellent road safety schemes in place for school-aged children
- The voluntary sector is an important contributor to tackling avoidable injuries within Nottinghamshire County.

### Consultation and engagement

Following this an Avoidable Injuries Steering Group was established and a draft strategy developed for consultation. The draft was put out to full public consultation and received 268 responses from individuals, organisations and groups. A detailed report is available. Public health team members also attended meetings of key strategic groups including the Health and Wellbeing Implementation Group (Nottinghamshire), the Children’s Trust Board, the Children’s Safeguarding Board, and the Commissioning Executive Group (City).

### Launching the strategy

The strategy was approved by the health and wellbeing boards of both City and County and launched in June 2014. A significant element of the strategy was the emphasis on collaborative working. The document begins with a pledge to work in partnership:

- To achieve the aims and objectives of the strategy
- To share and make best use of local resources
- To influence the agenda and ensure avoidable injuries are afforded the attention they require locally.

A wide range of organisations across the city and county signed up to the pledge including the city and county councils, the children’s safeguarding boards; Children’s Trust Board; Children’s Integrated Commissioning Hub; East Midlands Ambulance Service, Fire and Rescue Service, Home Start, the local CCGs, the police, Nottingham University Hospitals, Sure Start children’s centres, Nottingham City Care Partnership, Nottinghamshire Healthcare Trust and the University of Nottingham. The Royal Society for the Prevention of Accidents (ROSPA), and CAPT also pledged to support the strategy.

The strategy sets out the key accident data for children and young people in Nottingham City and Nottinghamshire, the links
to deprivation, the evidence base for what works and the key priorities for action. An action plan is included as an appendix.

**Key activities and successes**

This is a six-year strategy covering 2014 to 2020 which aims to ensure that there is a continuous programme of accident prevention over this period. However, significant activities have taken place during the first 18 months. They include:

- A home safety equipment scheme, which was being set up and piloted concurrently with the development of the strategy
- Injury prevention briefing training
- Poisoning audit and campaign launch (as part of RoSPA/UKCPI Take Action Today campaign
- Burns and poisoning leaflets for families and professionals

**Future plans**

- Clinical audit into falls out of windows
- Developing a partnership with the Safe Homes Team within Nottingham City Council
- Working with Nottinghamshire County CCGs to investigate the potential to develop home safety equipment schemes in areas of need.
- Secure funding to continue the home safety equipment scheme in Nottingham City

**Conclusion**

This case study provides an excellent example of the development of a multi-agency Avoidable Injuries Strategy across two local authority areas and the steps required to achieving it.

It was made possible by strong leadership from the Public Health team and the committed participation of a range of different agencies. The strategic and working groups continue to meet to oversee the implementation of the strategy and to develop new work programmes to support its delivery.

In these difficult times of severe financial restraint, there are no guarantees that the development of the strategy and the ongoing support of the partners will significantly increase the likelihood of successful implementation - and a corresponding reduction in avoidable injuries - in Nottingham City and Nottinghamshire.