

9 August 2016

Injury Prevention Awareness Campaign Briefing

Following the coordination and execution of Community Safety Month in October 2014, the Injury Control Council of WA (ICCWA) took the opportunity to reflect on how ICCWA's involvement in Community Safety Month could be transformed or modified to add greater value to the injury prevention sector. As part of this process, ICCWA undertook a review process to assist us to set specific goals moving forward. Some of the key factors which emerged from that process were:

- effective campaigns going forward need to have a clearly defined target audience (not broad);
- campaigns should be accompanied by a practical 'call to action' rather than slogans, and
- aim to produce specific behaviour change outcomes to be effective.

Additional formative research was conducted in association with Local Governments via survey and key informant interviews. These emphasized that key Local Government staff are more willing to engage in campaigns on **specific injury topics**, particularly road safety and suicide prevention.

Following the results and recommendations that have come out of the feedback from key Local Government staff members, ICCWA has made the decision to revise its approach to raising awareness of injury prevention and safety promotion. As such, as communicated at the September 2015 Local Government Safety Network meeting, ICCWA has decided it will no longer coordinate Community Safety Month in its previous format but instead will focus more specifically on key topic areas under the injury prevention umbrella. Local Governments may continue to use the Community Safety Month logo.

ICCWA's new approach will instead focus on enhancing pre-existing individual injury topic campaigns, such as suicide prevention and road safety, with a focus on engaging Local Government participation in such campaigns. This was done so effectively in May this year when the Know Injury team supported its first existing campaign by collaborating with key state and national road safety organisations such as SARAH (Safer Roads and Highways), the Road Safety Commission and Road Trauma Support WA and Victoria to expand the Shine A Light On Road Safety campaign into the Local Government arena.

The next seasonal campaign ICCWA will promote will be focused on suicide prevention during a nationally branded campaign during Mental Health Week in October 2016. Suicide prevention was identified as a topic of interest for Local Governments during the evaluation process. The Know Injury team hopes to build the capacity of Local Government staff during this campaign to raise awareness of suicide prevention through the supply and coordination of information, resources and activities.

While ICCWA will no longer be coordinating Community Safety Month in its previous format, we hope that by refining our focus and enhancing existing injury topic campaigns, we will increase Local Government engagement and delivery of injury prevention activities in Western Australia.



We look forward to your support and participation in ICCWA's injury prevention campaigns in the future. Further information about how you can participate in Mental Health week will be circulated in the coming weeks.

To provide feedback on how ICCWA can support your Local Government injury prevention activities or for further information and enquiries please contact:

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