### Research to action: Translating evidence in Injury control

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"Inexperience with the driving task, risk taking, alcohol and powerful cars make a potentially lethal cocktail"

Langley & Kypri, 2006

# 1. Characteristics of underlying issue

 3<sup>rd</sup> highest rate for RTI fatalities among 15-24 year olds in Road Traffic & Accident Database (30 countries in 2003)

	Alcohol-related fatal crashes:	1980	2005
	All ages	36%	29%
	Adolescents	31%	33%

National youth health survey (2001)

Secondary school students aged 13-18 years
Self-reported drink driving in previous month: 17.3% of drivers

Tin Tin, Ameratunga, et al, 2008

### 2. Political context in which situation is sited

- Varying interests and misinformation
- Vested and conflicts of interests
- Exploiting "policy windows"
  - Conferences
  - Bills before parliament
  - Regional strategies: transport
  - Related issues: Climate change, obesity

# 3. Individuals and organisational actors

- Strength of leadership, coalitions and advocacy groups
  - NZ Injury Prevention Strategy
  - RACS Trauma Committee
  - IP Network of Aoteaora NZ (IPNANZ)
  - Community IP programs
  - And others.....
- Ability for relevant communities to coalesce around key messages & ideas

### 4. Power of ideas

- Framing ideas in ways that appeal to internal and external audiences
- A strong internal frame unifies "policy community"
- External frames package ideas in a way that is accessible and credible to decision makers

### Implications for Injury Control

- Undertake policy-relevant research that takes into account all relevant 'basic sciences'
  - biomedical and clinical research, epidemiology, economics...
  - AND Communication, social marketing, political science....
  - Disseminate results widely to all relevant audiences
- Build strong coalitions & empowered advocates
- Develop shared understanding; establish common ground
- Exploit all opportunities to recruit, retain & build capacity
- Reframe issues within contemporary policy opportunities
- Be ready to critique, question and debate policy
- No primum nocere; apply the precautionary principle

### What is the point of Translational knowledge?

- Bench-to-bedside enterprise
  - Basic sciences knowledge harnassed to produce new drugs, devices, treatment and intervention options
- Translational enterprise
  - Ensuring new interventions (treatments) and new knowledge actually reach the <u>patients or</u> <u>populations</u> for whom they are intended (issues of policy and implementation)
- Roadblocks can occur at one or both phases

### Meaning...

#### Health services context:

 Improving quality by improving access, reorganising and coordinating systems of care, assisting with behaviour change and making informed choices, point-of-care decision support

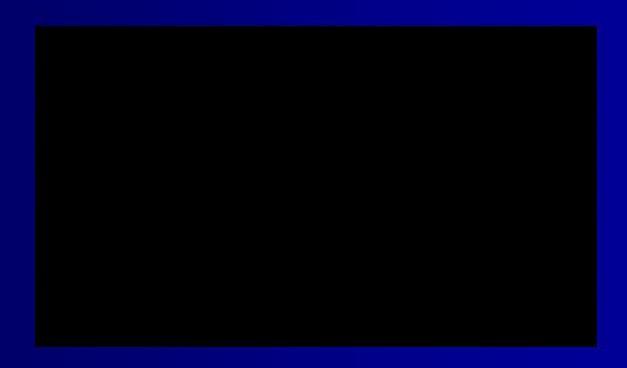
#### Population health context:

Population health strategies, community based
 IP strategies, healthy public policy & legislation

"Bringing a drug to market without knowing how to bring it to patients undermines its larger purpose and can only diminish its profitability for investors"

Woolf, 2008

## Are we missing the big picture in Injury Control?



Why do some initiatives succeed while others languish despite equally compelling claims for attention?

Shiffman & Smith 2007 (maternal deaths)
B Johnson 2008 (injury control)

# Generating political priority: a framework

- Characteristics of the underlying issue
- Nature of the political context
- Individuals and organisational actors involved
- Power of ideas used to portray the issue

# Case study: Alcohol, road crashes & youth

- Young people learn to drive and initiate drinking at a developmental stage characterised by:
  - Increasing levels of personal autonomy
  - Independence from parental supervision
  - Potentially hazardous risk taking behaviours

### **New Zealand context**

#### Research

- Delaying age of driving without supervision reduced RTI risk
- Lowering the purchase age of alcohol increases harm
- "High performance" cars – evidence gap

#### Current policy

- Can drive without supervision by 15½ years
- 1999: purchase age reduced to 18
- Relaxation of excise duties