Promoting healthy and sustainable environments: opportunities for injury prevention

Dr Paul Pilkington, Senior Lecturer in Public Health, UWE Bristol

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Outline

- Promoting healthy and sustainable environments
- Advancing injury prevention through shared agendas: reducing traffic speeds
- Getting injury prevention on other people's agendas
- Role of public health professionals
- Conclusions

Healthy and Sustainable Environments

"Improve the conditions of daily life – the circumstances in which people are born, grow, live, work, and age"

WHO, 2008. Closing the Gap in a Generation

FIA Foundation

BBC News

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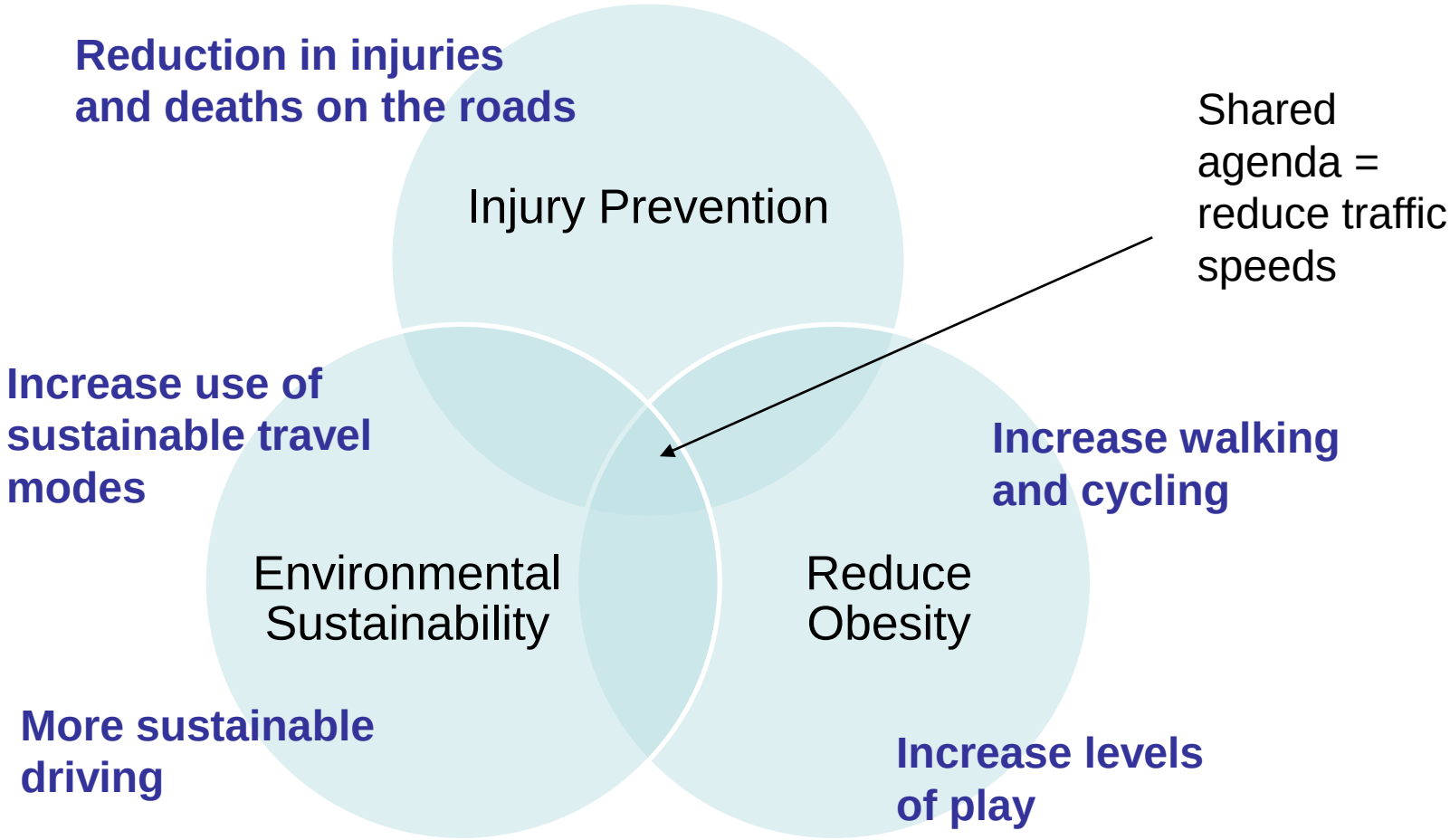
Reducing traffic speeds


Reduction in injuries and deaths on the roads
Injury Prevention
Shared agenda = reduce traffic speeds
Increase use of sustainable travel modes
Increase walking and cycling
Environmental Sustainability
Reduce Obesity
More sustainable driving
Increase levels of play

Getting injury prevention onto other people's agendas

- Increasing awareness and understanding of injury prevention
- More effective multi-disciplinary working
- Role of Health Impact Assessment

Role of public health professionals

- Responsible for the wider health of their population
- Facilitate shared agendas
- Engage with communities
- Frame issues appropriately
- Promote holistic evaluation

Conclusions

- Injury prevention needs to take advantage of the opportunities that shared policy agendas relating to healthy and sustainable communities present
- Reducing traffic speeds is one example of advancing injury prevention aims through shared agendas
- Public health professionals can ensure that common purpose leads to action

Contact Details

paul.pilkington@uwe.ac.uk

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www.uwe.ac.uk/ishe