



Know · Learn · Connect



BACKGROUND

With a vision for safer people and places, Injury Matters works to prevent and reduce the impact of injury and support those affected through education, support and advocacy. Through the Know Injury program, Injury Matters provides knowledge, training, resources, and networking opportunities for health professionals, local government, not-for-profit and community organisations to prevent injuries.

As part of the Know Injury program this toolkit provides information, resources and guidance to support Local Governments, health and community professionals to prevent injuries among youth in their local area.

Why is preventing injury among youth important?

Injury is the leading cause of hospitalisations and fatalities among Western Australian (WA) youth (15 - 24 years of age).^(1,2) In WA in 2017, 74 Western Australians aged 15-24 died as a result of an injury, making it the leading cause of fatality among that age group.⁽¹⁾ Whilst in WA from 2011 to 2015, 44,195 residents aged 15-24 were hospitalised due to injury.⁽²⁾

Western Australian key statistics among youth:



In 2017, intentional self-harm (n=30), transport (n=39) crashes (n=30), and accidental poisonings (n=5) made up the top causes of fatality in WA.⁽¹⁾



Between 2011 to 2015, the leading causes of hospitalisations were transport crashes (n=7544), falls (n=5126), assault (n=4552), and self-harm (n=4277).⁽²⁾



Why are youth at risk of injury?

Young adults experience physical, social and mental developments, which prompt new situations, such as driving, having a job, consuming alcohol and gaining independence from their parents or guardians. These new opportunities, in conjunction with a developing brain, thrill seeking tendencies and peer influence, can increase the likelihood of conducting risky behaviours and experiencing an injury.⁽³⁾

Young adults experience risk factors due to physical, social and mental development. For instance, factors that influence self-harm within youth include poor mental health, bullying, domestic violence, poor family relationships and stressful life events.⁽⁴⁾ Additional research into the causal nature of transport crashes among young drivers has indicated that youth are at a greater risk of a road crash due to a lack of driving experience, developmental immaturity, limited judgement and deliberately conducting risk-taking behaviours such as speeding, drink driving and failure to wear a seat belt.⁽⁵⁾

PREVENTING INJURY AMONG YOUTH

A range of organisations in WA deliver programs and services, which aim to reduce the incidence of injury among youth, including:



The Act-Belong-Commit Youth Connectors program engages young people between the ages of 16 and 25 in the Act-Belong-Commit principles for good mental health. Whilst the Mentally Healthy Schools Program provides a framework to embed the Act-Belong-Commit Campaign within the classroom, school environment and the whole school community.



The Alcohol. Think Again 'I need you to say no' campaign is a collaborative initiative between the Mental Health Commission and the Public Health Advocacy Institute of WA Alcohol Programs Team. The campaign primarily targets parents of young people aged 12 to 17 years of age with the key message that no one should give alcohol to individuals aged under 18 years old.



The Royal Life Saving Society of WA's Youth Water Safety program, Don't Drink and Drown, aims to reduce drowning amongst young people aged 15-24 years in WA with a special focus on alcohol-related drowning.



The Department of Education's School Drug Education and Road Aware (SDERA) Program equips educators and parents with the information, professional learning and resources needed to help young people make safer choices on the road and in alcohol and other drug related situations.

YOUR ROLE

What role do Local Governments have in preventing injury among youth?

Local Governments play a direct role in reducing the risk of injury occurring within their local area by ensuring public spaces are free from potential injury risks, regulating the distribution of alcohol at council venues, and maintaining local government roads.

In addition to this, Local Governments have the ability to increase their resident's awareness of what actions to reduce the risk of youth sustaining an injury by promoting injury prevention messages and activities delivered by other organisations.

Get involved in preventing youth injury

Located within this Toolkit are a range of media templates and suggestions of activities Local Governments can conduct to generate awareness of the incidence of injury among youth.

| | ACTIVITY |
|--------------------------|--|
| AWARENESS RAISING | Contact local radio stations or newspapers to promote youth safety messages. |
| | Communicate water safety messages and tips including alcohol safety by ordering free Don't Drink and Drown resources . |
| | Promote local opportunities for young people to Act Belong and Commit to strengthen mental health and wellbeing. |
| | Generate awareness of counselling and other services provided by your local Hearspace centre or Youth Focus . |
| | Access the Alcohol. Think Again 'I need you to say no' Community Resource Kit to access online and print resources that can be implemented locally. |
| COMMUNITY | Set up a stall or stand in your reception area, recreation centre, local shopping centre, local schools or at community events. |
| | Display posters and distribute educational resources. |
| | Ensure public spaces are safe and accessible. |
| | Conduct priority setting sessions to identify what interventions should be developed for the local area. |
| PARTNERSHIPS | Encourage local schools to implement road safety and alcohol and other drugs education programs developed by SDERA , including Smart Steps , Challenges and Choices , Keys for Life , CHAT and Drug Talk . |
| | Support local sporting clubs to participate in the Good Sports program . |
| | Work with local youth to develop injury prevention initiatives, which target local injury issues. Contact Injury Matters to access localised injury data. |
| | Promote injury prevention activities being conducted by other organisations. |

TEMPLATES

Digital media is a great tool to generate awareness within your community about the importance of conducting safe behaviours to prevent injury among youth.

Over the next two pages Injury Matters has provided social media templates and ideas for social media, blog posts and a media release for Local Governments and organisations. to use to generate this awareness.

SOCIAL MEDIA MESSAGES

Raise awareness of youth injury in WA

- In WA in 2017, the top causes of youth fatality were intentional self-harm, transport crashes, and accidental poisonings.

Encourage parents to attend a [Keys for Life parent workshop](#)

- Is your child a learner driver? Keys for Life parent workshops are held after-hours state-wide to help you and your child access free resources, about the licensing system, and how to make driving lessons safe. Find out more at SDERA's [website](#).

Promote the Don't Drink and Drown message

- Over the past 5 years, 12 young people aged 15-24 years drowned in WA waterways. Remember those lives, look after your mates and stay sober around the water this summer.

Share Alcohol Think Again campaign video

- Early consumption of alcohol is related to more frequent and a higher quantity of alcohol consumption. No one should give alcohol to under 18's - <https://www.youtube.com/watch?v=8Zb2STZ2p3U>

Share local ways to [Act Belong and Commit](#)

Encourage youth to reach out to their local Headspace or Youth Focus

- If you see a friend in need of a chat, encourage them to reach out to their local [Headspace](#) or [Youth Focus](#) center.

#YouthWeekWA

#InjuryPrevention

BLOG TOPICS

1. How to teach your children safe driving behaviours
2. Supporting your friend's mental health in high school
3. Tips for how to stay safe at parties
4. Tips on being the designated driver
5. Highlight local activities that youth can participate in to Act Belong Commit

MEDIA RELEASE

It's nearly Youth Week in Western Australia, and we are urging all members of our community to embrace the festivities in a safe, healthy way this April.

In 2017, intentional self-harm, transport crashes, and accidental poisonings made up the top causes of WA youth fatalities. These incidents are preventable.

Local Government Representative says, "Injury is the leading cause of hospitalisations and fatalities among our youth in WA, despite injuries being preventable.

"Young adults are getting out and learning to drive, getting their first jobs, consuming alcohol, and gaining their independence. These can be great steps into adulthood, however they can lead to harm."

Parents and guardians are encouraged to better understand the challenges faced by youth as they grow, and to inspire healthy habits in their children.

"Simple things like attending a Keys for Life workshop with your child can have a positive impact on their driving experience and open conversations about mental health in the home can enable your child to reach out when they need support.

"By utilising the work of organisations such as Act Belong Commit, Headspace, Youth Focus and more, we can all play our part in engaging our youth to prevent unnecessary injuries," *Representative says.*

Youth Week WA 2019 will run from 13 April to 20 April and it is the single largest celebration of young people on the Western Australian youth calendar. It's a time when issues important to young people can be discussed, solutions to youth challenges explored and the achievements of young people celebrated.



WHAT SUPPORT CAN INJURY MATTERS PROVIDE?

To assist you in communicating the prevalence of injury among youth in your local area, Injury Matters can provide you with data regarding the number of hospitalisations and deaths within your local government or health region due to injury.

Located on Know Injury's [Knowledge Hub](#) are a number of fact sheets, resource kits and information to support health professionals conduct injury prevention activities. These tools can assist local government workers who are developing initiatives which aim to reduce youth injury within their local area.

Finally, Injury Matters has relationships with a number of external organisations who lead the way in reducing the incidence of injuries in WA. If you are interested in partnering with other organisations to prevent injuries among youth, or simply wish to find out what other injury prevention work is being conducted for youth, please contact us so that we can assist you to locate this information.

Partner:



Department of Health



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CONNECT WITH US



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[@KnowInjury](https://twitter.com/KnowInjury)

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