



RoSPA

*The Royal Society for the
Prevention of Accidents*

RoSPA Campaign Public Health

Presented by:

Tom Mullarkey MBE

Chief Executive

**North West Wales Health & Safety Group
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RoSPA's mission & vision

To save lives and reduce injuries

To lead the way on accident prevention

What is RoSPA?

- **Founded in 1917**
- **Patron: Her Majesty The Queen**
- **Registered Charity**
- **One of the world's leading safety training and consultancy organisations involved in safety management and training**
 - **In the home**
 - **In water and leisure**
 - **In safety education**
 - **At work**
 - **On the road**



RoSPA's mission is to save lives and reduce injuries

RoSPA milestones

1917



1945



1947



1961



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RoSPA milestones cont'd

1974



1981

1991



1992



2003

2004

2006



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..on the road, at home, play & work



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Why bother with accident prevention?

■ Chances of dying in an 'accident'?

»»»» 1 in 10

»»»» 1 in 100

»»»» 1 in 1,000

»»»» 1 in 10,000

»»»» 1 in 100,000

»»»» 1 in 1,000,000

So why do people.....?

- Think that an accident will never happen to them?
- Think that accidents happen to other people?
- Be happy to spend:
 - ▶▶▶▶ £1 on a lottery with a 1 in 14m chance of winning £1m?
- Not be happy to give a moment's thought to:
 - ▶▶▶▶ A lottery with a 1 in 40 chance of dying?
- Not realise that accidents are the principal cause of death U43?
- Think H&S is there to stop them living their lives?
- Never thank H&S for making their world safer?

UK accident data

Workplace

171+ 100 fatal
1 million injuries

Roads

1850 fatal
206,798 injuries

Home & Leisure

5110 fatal
5.9 million visits to A&E

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RoSPA Resources – 117 staff

Workplace
80

Road
30

Home
& Leisure
7

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Govt Resources on Safety - £m

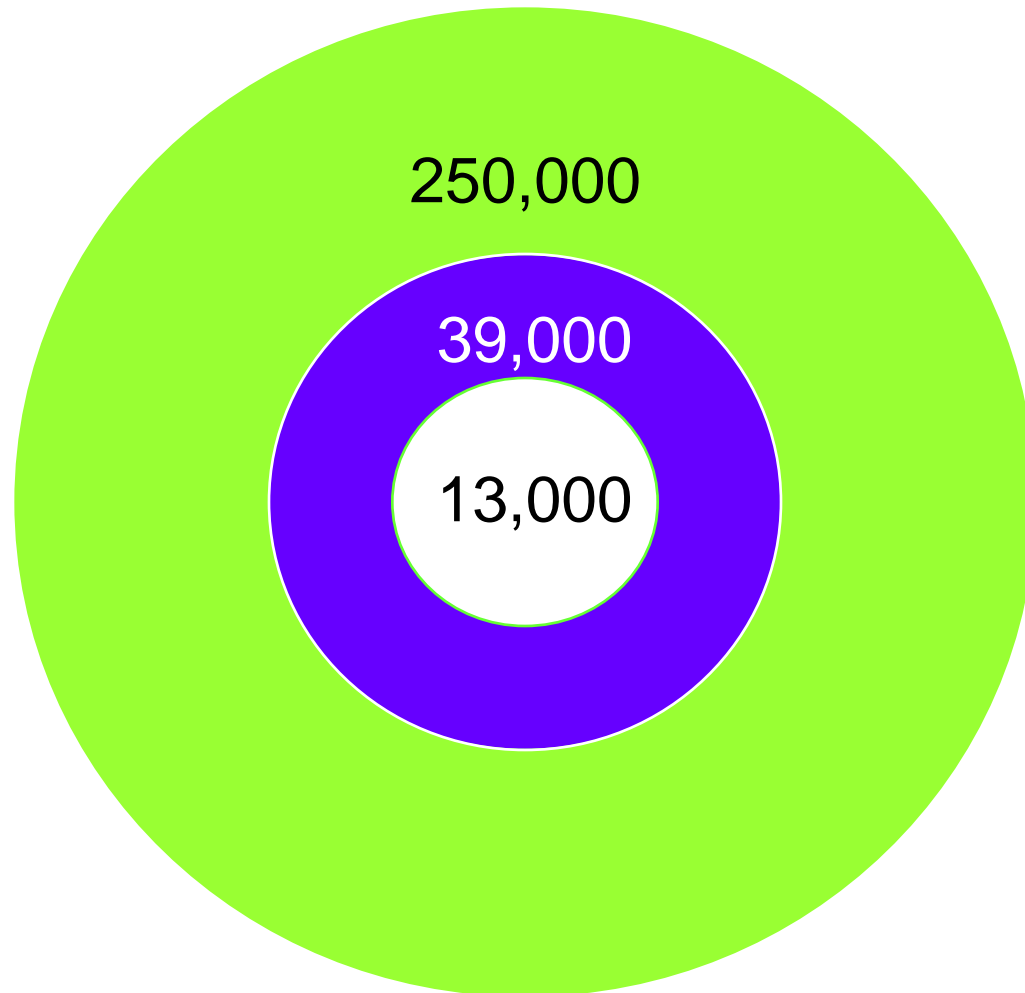
Workplace
275

Road
350

Home
& Leisure
0.09

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Impact of accidents



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The RoSPA approach



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Main Weaknesses

■ Joined up Government

- Leadership – including Cabinet
- DH, DWP, DBIS, DfT, DfE, DCLG

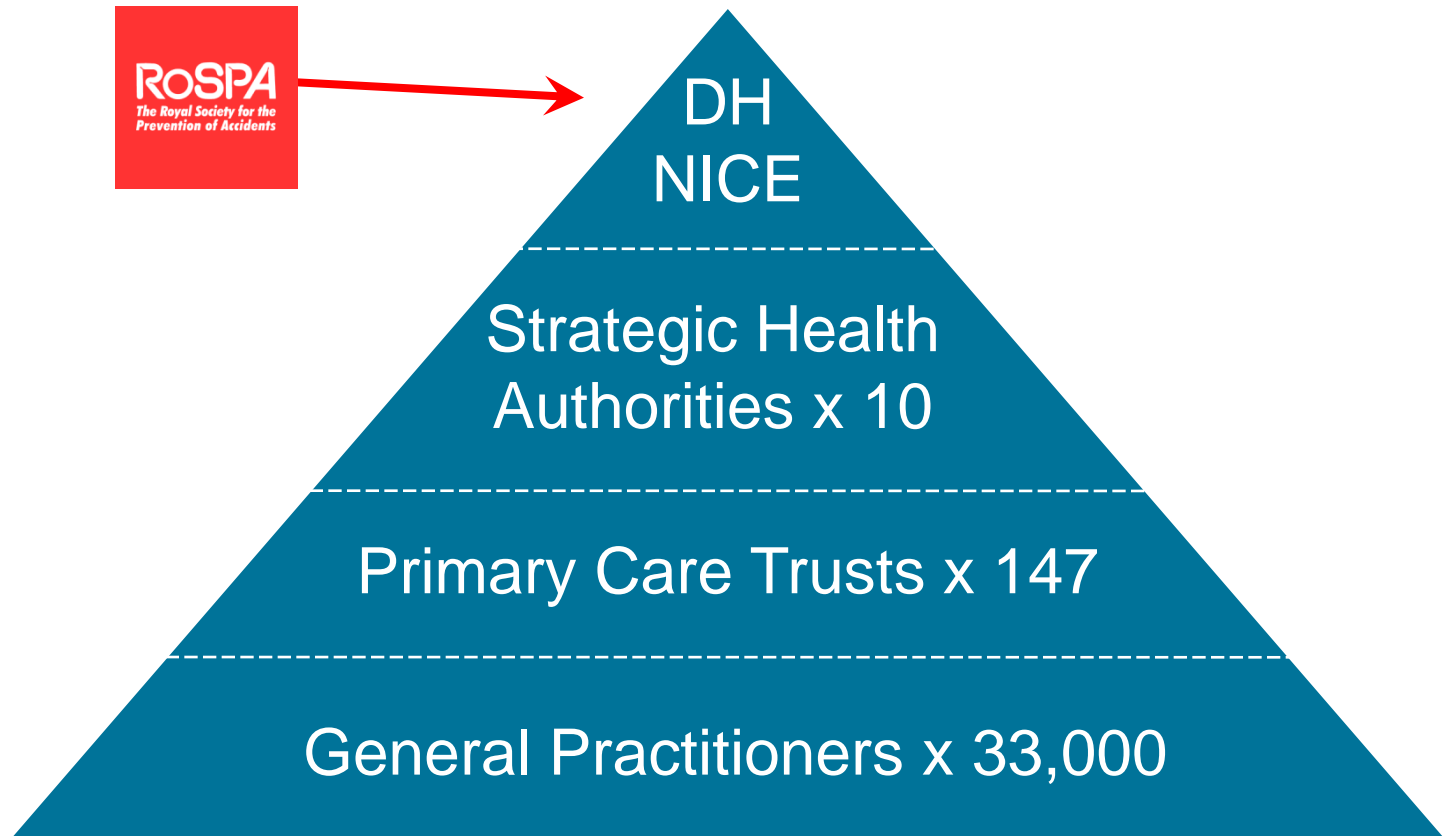
■ Data

- HASS/LASS stopped in 2001/2

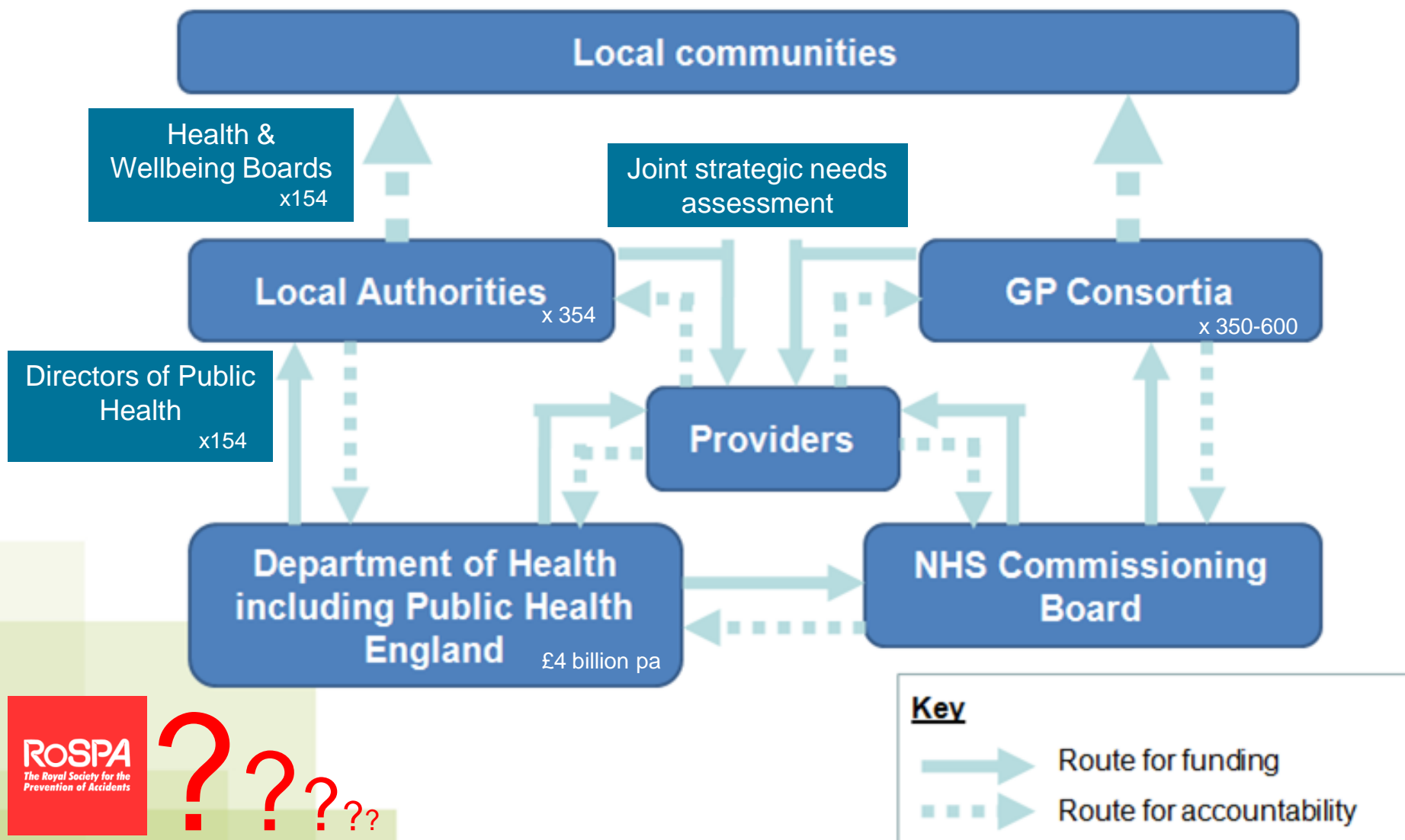
■ New NHS/Public health Structure

- PH separate with £4bn budget
- Commissioners and NHS budget holders to be divorced from PH
- Many more stakeholders, with political leadership
- No feedback loop

Public Health Influence: current



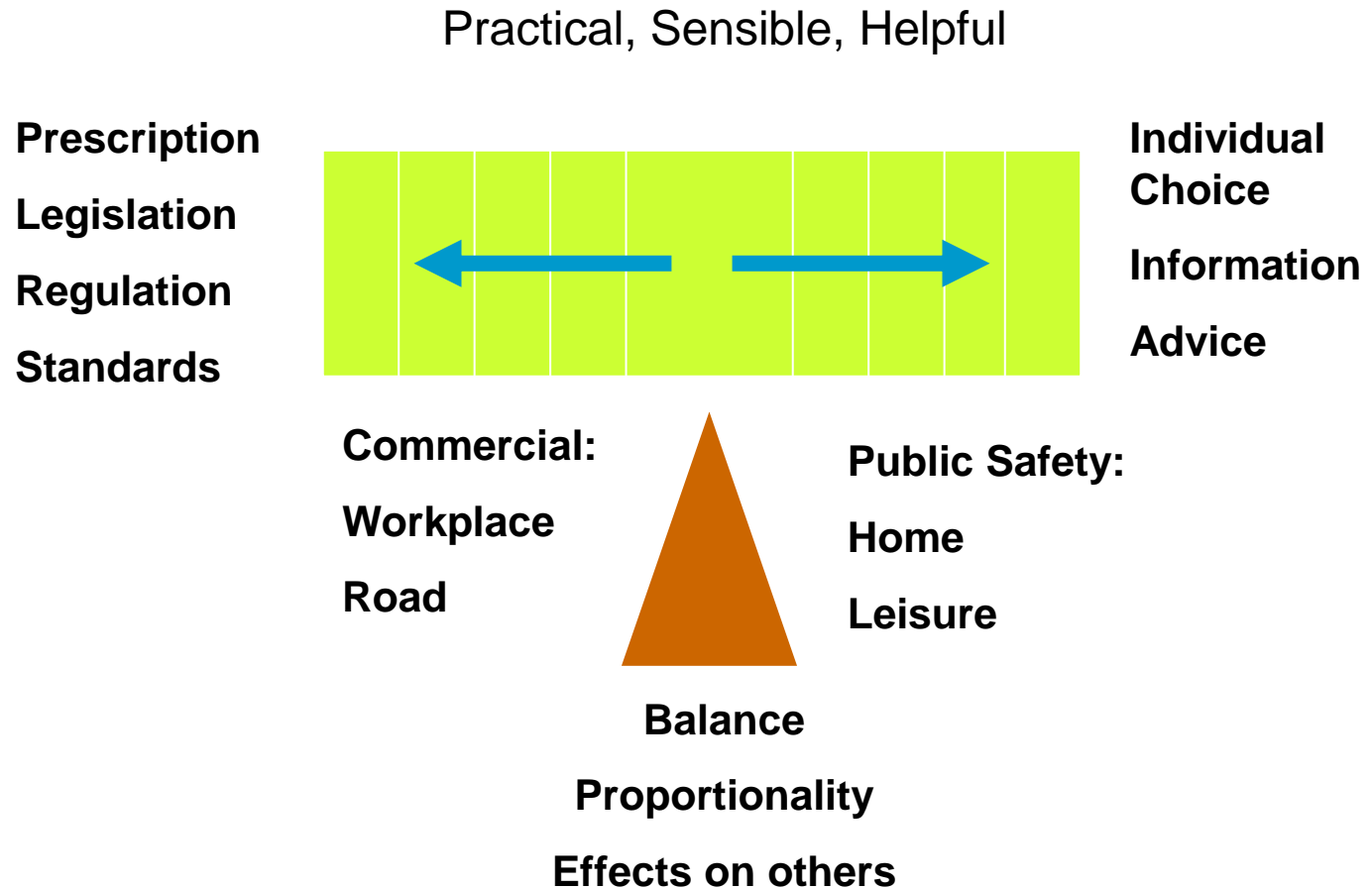
Public health funding and commissioning



'Tone of Voice'

- Encouraging and supporting
- Helping not hindering
- Not the 'Nanny State'
- 'As safe as necessary, not as safe as possible'
- Balance
 - ▶▶▶ Proportionality
 - ▶▶▶ Effect on others

RoSPA Communications Paradigm



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Our Case

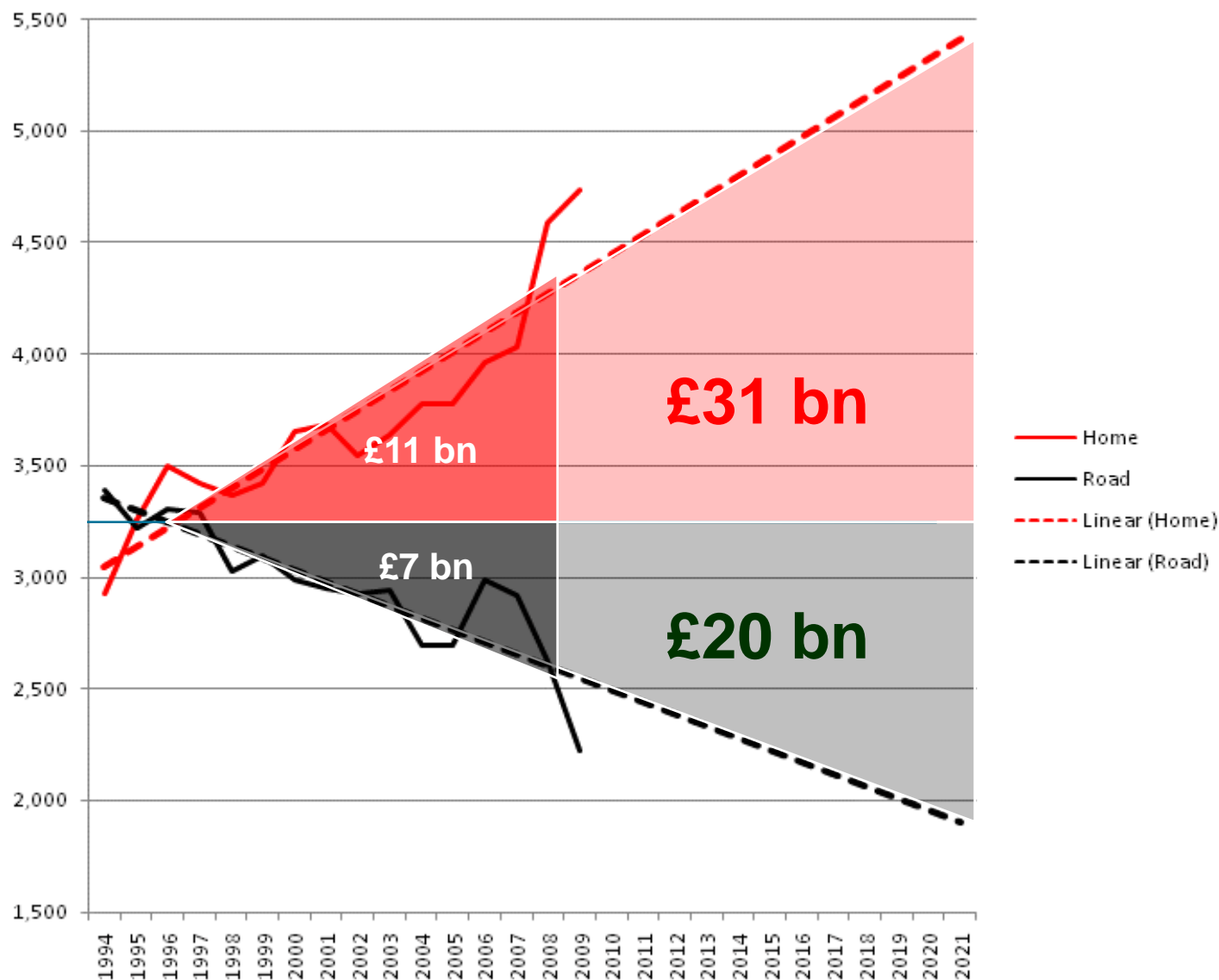
Cost to Society
of a fatality

in the home
£1.611m

on the road
£1.624m

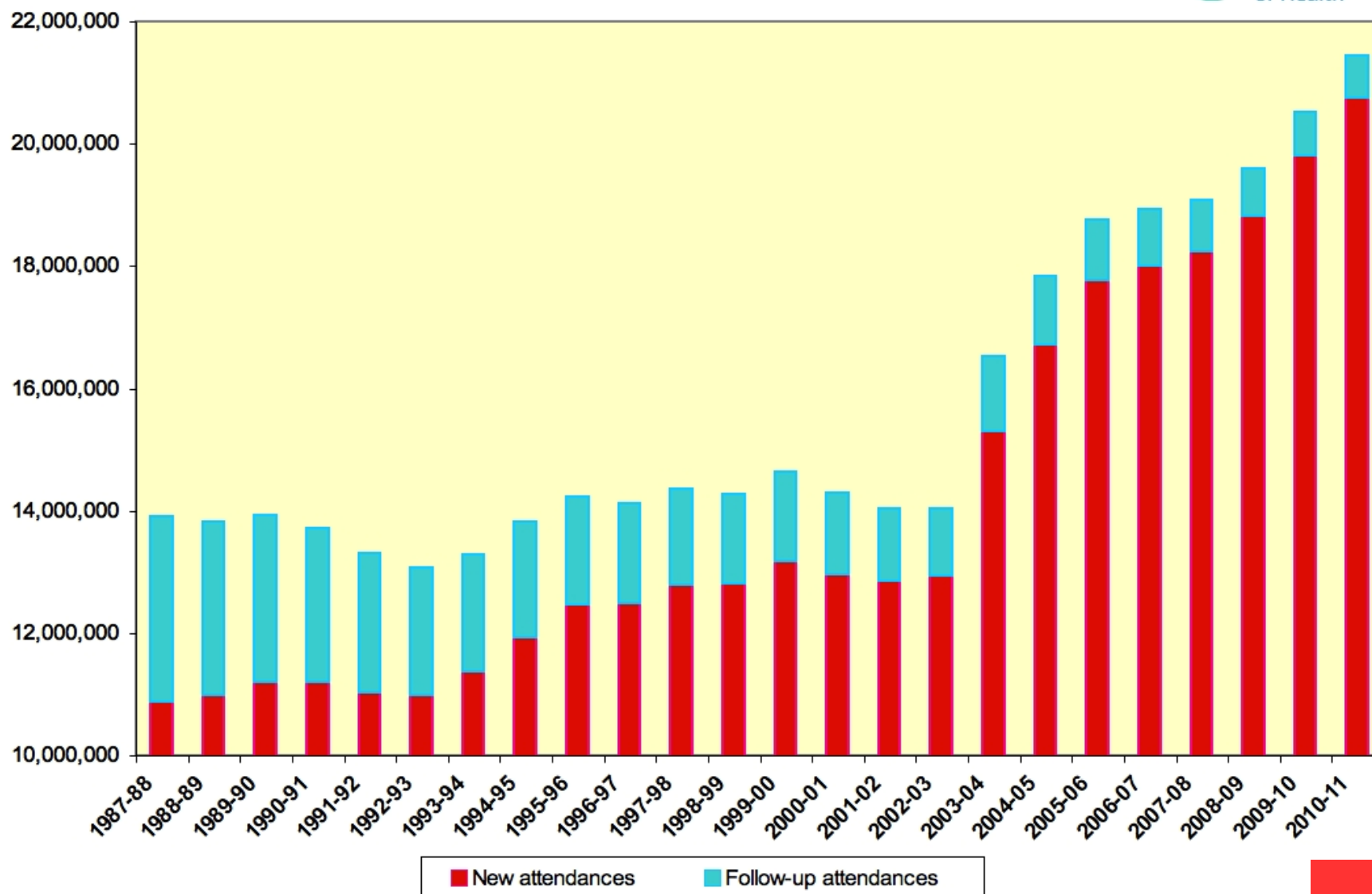
TRL PPR483

Extrapolation of deaths on the road and in the home : looking ahead 10 years, England & Wales

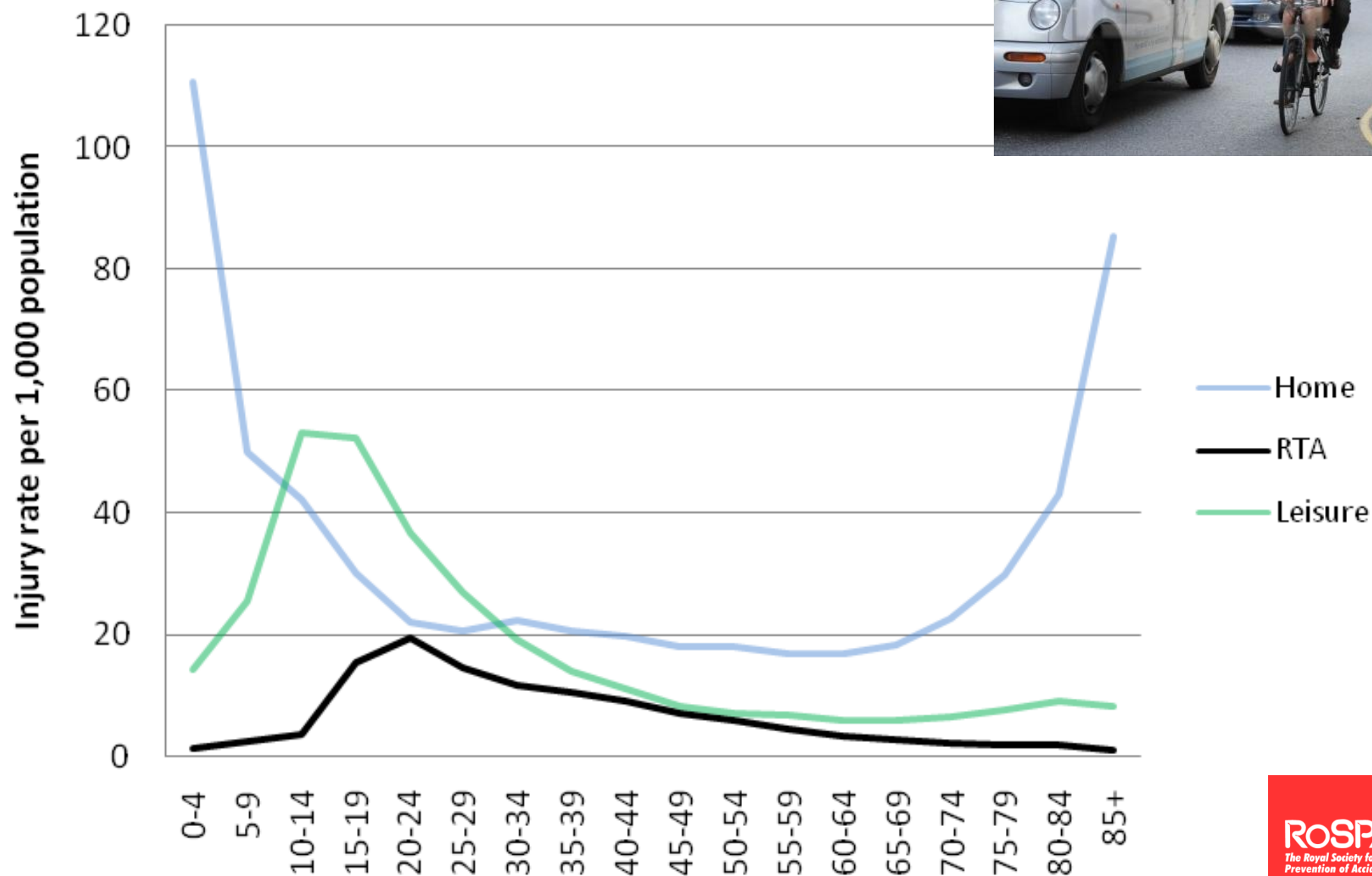


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Emergency Department Attendances - England 1987- 2011



Injuries by age and location



Three Point Plan for Public Health

- **Direction to DsPH (via Public Health England) to develop a Local Accident Prevention Plan (LAPP).**
- **Appointment of a LAPP coordinator to manage data and the feedback loop to deliver savings to the NHS.**
- **LAPP to include:**
 - Programmes of intervention based on local data e.g. Young children, the elderly.
 - Partnership-based working including the use of volunteers.
 - Measurement of impact at local A&E/GP levels.

Public Health – Logic Box

		Cost of Intervention	
		Lo	Hi
Efficacy	Lo	Smoking Cessation	Cancer Heart Disease Obesity Infectious disease Sex Education Drug Education
	Hi	Accident Prevention	Wellbeing Mental Health

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Thank you