Research to action: 
Translating evidence in Injury control

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“Inexperienced with the driving task, risk taking, alcohol and powerful cars make a potentially lethal cocktail”

Langley & Kypri, 2006
1. Characteristics of underlying issue

- 3rd 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

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 Aotearoa 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 harnessed to produce new drugs, devices, treatment and intervention options

- *Translational* enterprise
  - Ensuring new interventions (treatments) and new knowledge actually reach the patients or populations for whom they are intended (issues of policy and implementation)

- Roadblocks can occur at one or both phases

Institute of Medicine 2003; Woolf 2008
Meaning...

- Health services context:
  - Improving quality by improving access, re-organising 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