



WHO Collaborating Centre
for Injury Prevention
and Safety Promotion



โรงพยาบาลขอนแก่น
KHON KAEN HOSPITAL



International Online Training
“ Capacity Building on Trauma Administrative
Management for
Trauma Medical Directors and Trauma Nurse
Coordinators in Southeast Asia Region ”



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TMD and TNC role in Injury prevention

Dr.Wiwat Seetamanotch,MD.

(WHO-RTG Country Collaboration Strategy on Road Safety's program manager)



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Two minutes experience sharing

Please share the RTI situation in your country.

Please share your experience in RTI prevention.

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What is Preventive Medicine?

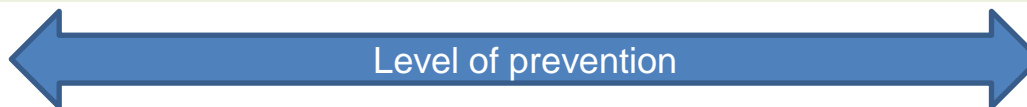
Preventive medicine is the practice of promoting preventive health care to improve patient well-being. The goal is to ultimately prevent disease, disability, and death.*

*(The American College of Preventive Medicine (ACPM))

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Concepts in 4 level of diseases prevention



Primordial Prevention



Prevented the penetration of risk factors into the population by intervening to stop the appearance of the risk factors.

Increasing taxes on cigarettes;
Decreasing advertisement of tobacco, access to stores with healthy food options

Primary prevention



Prevent a disease from ever occurring

Immunizations
Tobacco Cessation Programs,
Needle Exchange Programs,
Micro-Nutrient
Supplementation Programs.

Secondary prevention



Early disease detection,
reduces severity of diseases.

Pap smear, Mammography,
Colonoscopies,
Blood Pressure Screening

Tertiary prevention



Reduce the severity of the disease as well as of any associated sequelae.

Occupational and physical therapy in burn patients.
Cardiac rehab in post-myocardial infarction patients.
Diabetic foot care.



Concepts in 4 level of traffic injury prevention

Level of prevention

Primordial Prevention



Urban planning,
safe sidewalks,
Public transportation
etc.

Primary prevention



Traffic speed
reduction, reducing
alcohol consumption
etc.

Secondary prevention



Child seats, helmets,
seat belt, crash
worthiness, guard rail
etc.

Tertiary prevention



Effective first aid,
EMS, appropriate
hospital care,
rehabilitation etc.

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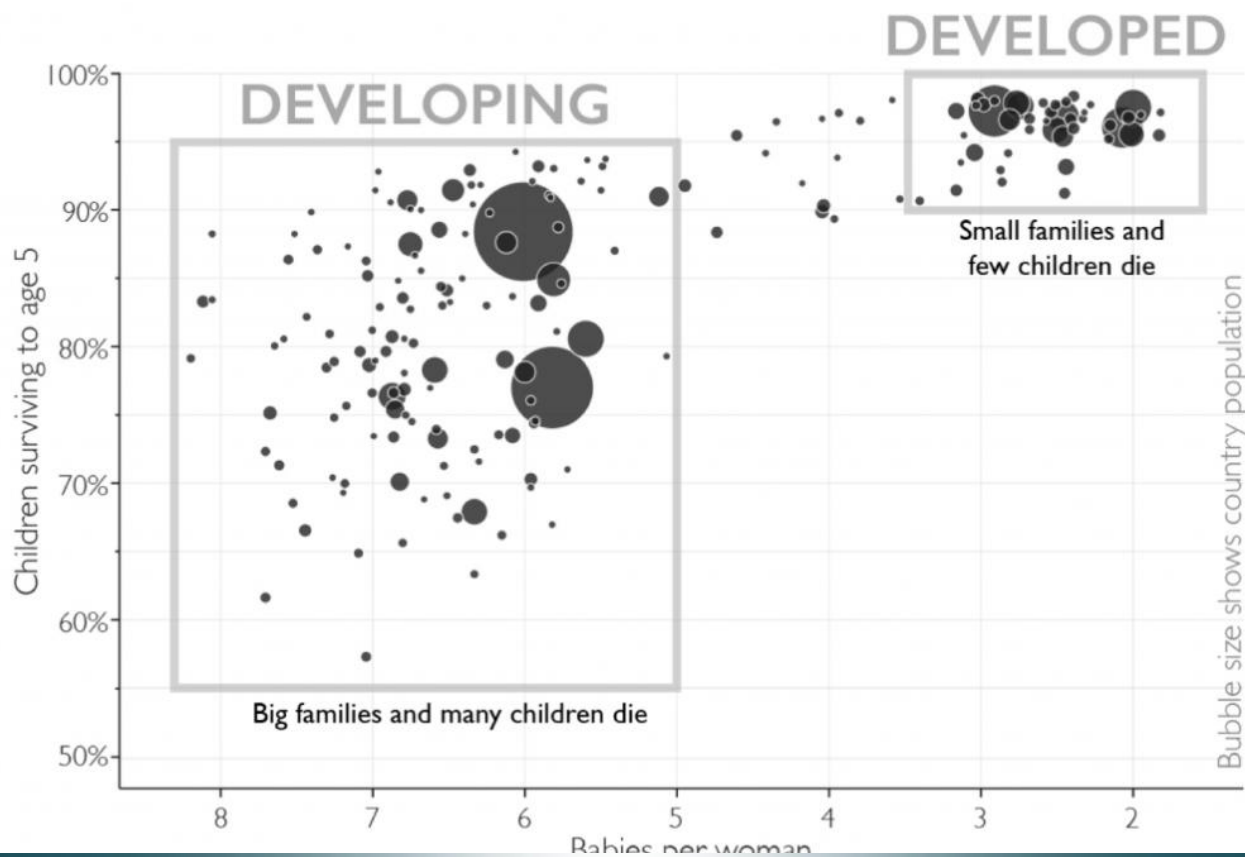
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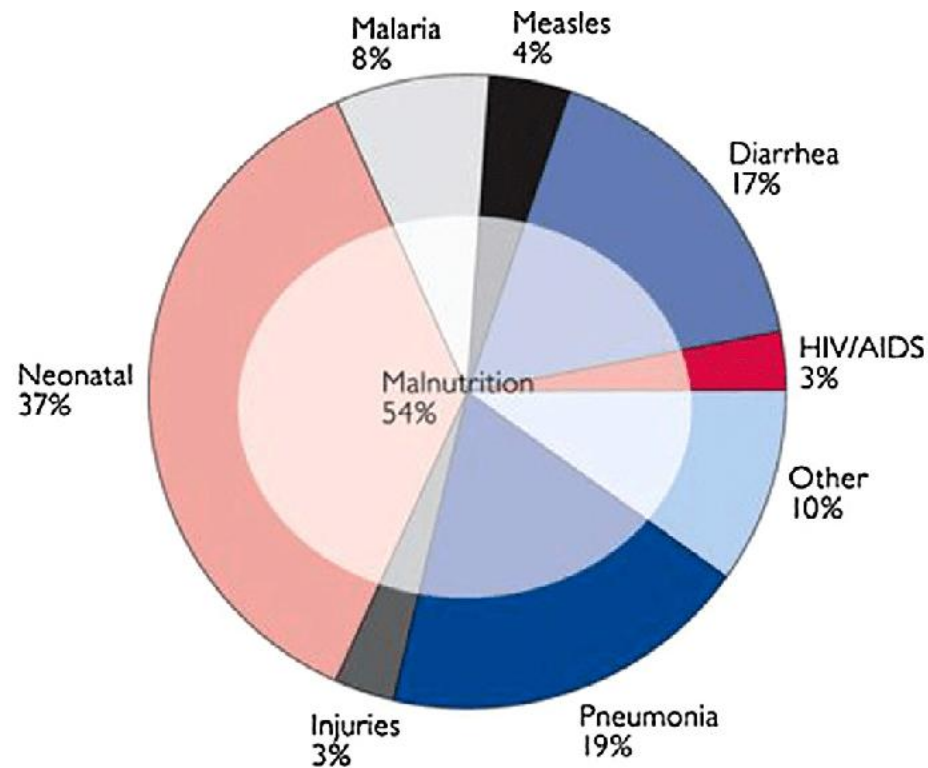


Children surviving to age 5: 1965





Major causes of death in children under five in developing countries and the contribution of malnutrition. Source: Adapted from Bryce et al. (2005).





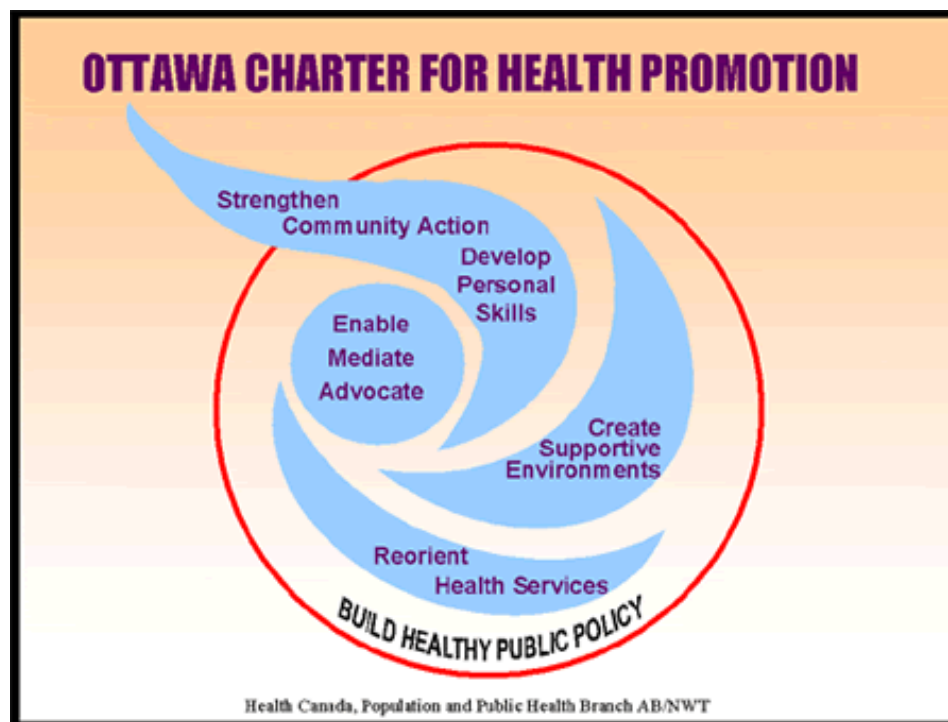
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The 1st International Conference on Health Promotion, Ottawa, 1986

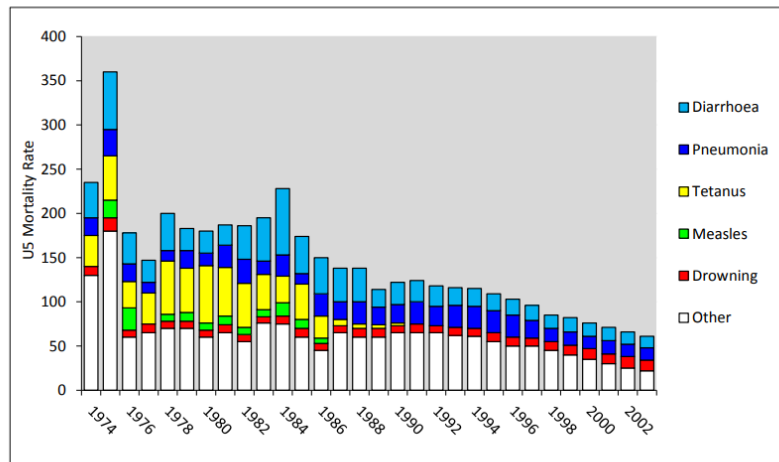


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Many successful but Drowning, RTI why?

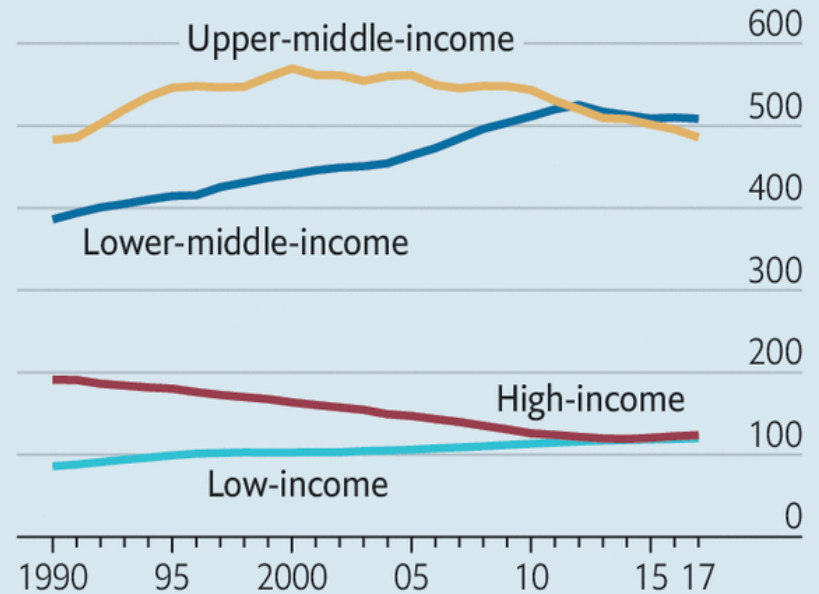
Figure 4: Under-5 mortality rate by cause of death, Matlab, Bangladesh, 1974-2003



Source: International Centre for Diarrhoeal Disease Research, Dhaka, 2003.

Killer cars

Global, road deaths, '000
By country income level



Source: IHME



SAFE SYSTEM PRINCIPLE: BEGINNING IN HIGH INCOME COUNTRIES

SAFE SYSTEM PRINCIPLES



Death/Serious Injury is Unacceptable

While no crashes are desirable, the Safe System approach prioritizes crashes that result in death and serious injuries, since no one should experience either when using the transportation system.



Humans Make Mistakes

People will inevitably make mistakes that can lead to crashes, but the transportation system can be designed and operated to accommodate human mistakes and injury tolerances and avoid death and serious injuries.



Humans Are Vulnerable

People have limits for tolerating crash forces before death and serious injury occurs; therefore, it is critical to design and operate a transportation system that is human-centric and accommodates human vulnerabilities.



Responsibility is Shared

All stakeholders (transportation system users and managers, vehicle manufacturers, etc.) must ensure that crashes don't lead to fatal or serious injuries.



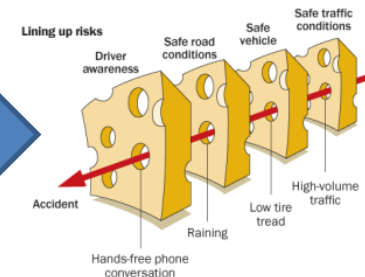
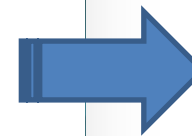
Safety is Proactive

Proactive tools should be used to identify and mitigate latent risks in the transportation system, rather than waiting for crashes to occur and reacting afterwards.



Redundancy is Crucial

Reducing risks requires that all parts of the transportation system are strengthened, so that if one part fails, the other parts still protect people.





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GLOBAL PLAN

DECADE OF ACTION FOR ROAD SAFETY
2021-2030

UN General Assembly Resolution 74/299 declared a
Decade of Action for Road Safety 2021-2030,
with the target to reduce road traffic deaths & injuries

BY AT LEAST 50% during that period

The **Global Plan** describes what is needed to
achieve that target, and calls on governments
& partners to implement an integrated

**SAFE SYSTEM
APPROACH**



For further information, visit:
DECADE OF ACTION FOR ROAD SAFETY 2021-2030



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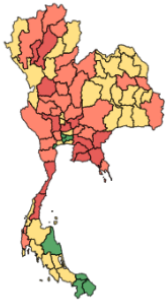


Example of good practice in Thailand

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IDCC
INJURY DATA COLLABORATION CENTER
DIVISION OF INJURY PREVENTION



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จำนวนผู้เสียชีวิตสะสม ปี พ.ศ. 2554 - 2565 (ปีใด - ปีใด)

232,169 ราย

จำนวนผู้เสียชีวิต ปี พ.ศ. 2565

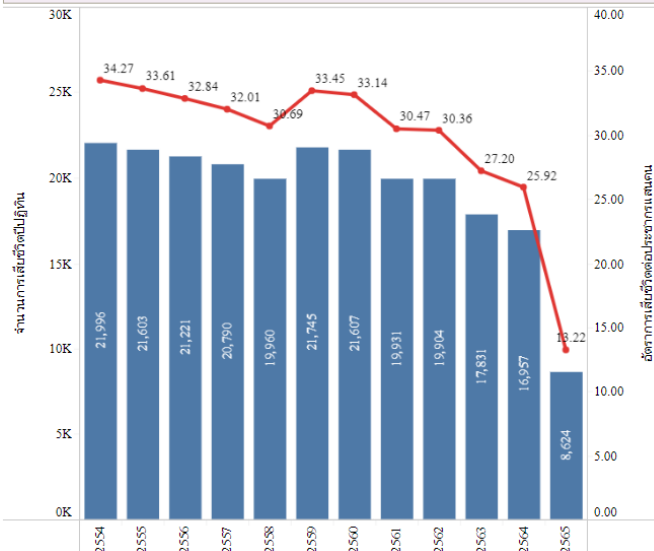
8,624 ราย

จำนวนผู้เสียชีวิต ปีงบประมาณ 2565

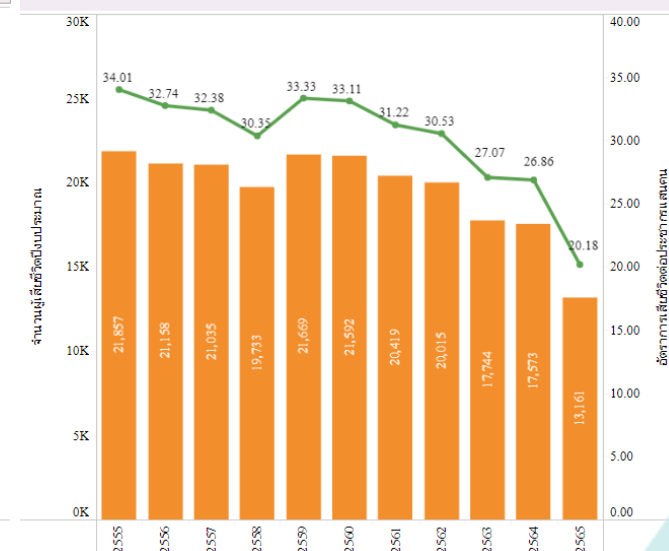
ไตรมาส 3 : 13,161 ราย

ชาย	หญิง	ไม่ระบุ
76.41%	20.76%	2.83%
177,406 ราย	48,201 ราย	6,562 ราย

จำนวนและอัตราการเสียชีวิตจากอุบัติเหตุทางถนน
ปีปฏิทิน 2554 - 2565



จำนวนและอัตราการเสียชีวิตจากอุบัติเหตุทางถนน
ปีงบประมาณ 2555 - 2565



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Nakhon Si Thammarat

Advocate: Governor → Police → Local community

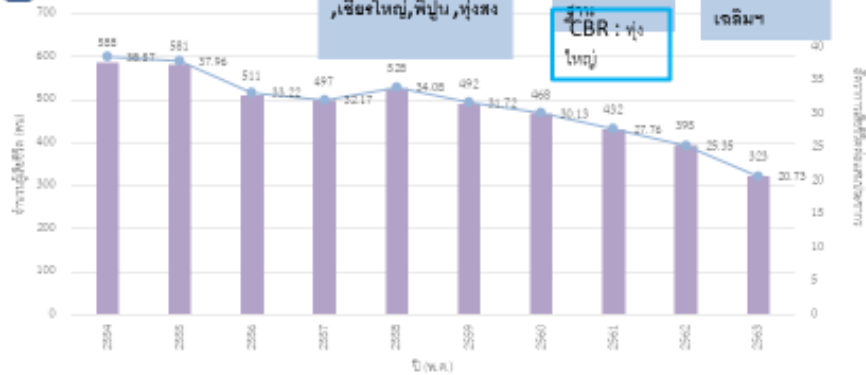


1. หมวกกันน็อก ปลอดภัยด้วยหมวก 24 ชม. บัตรปลอดภัย ปรับจริง จักรจริง 24 ชม. บัตรปลอดภัย ทุกวัน ทุกวัย สวมหมวกนิรภัย 100% มาตราขององค์กร

2. จักรนำเพื่อประโยชน์ คาย 328 (IS) ขี่มอเตอร์ไซด์ สปก.เก่า ส่ง หุ่นง ทำศาลา ขยายพื้นที่ทำห้อง 8 ห้องใหญ่, 8 ห้องเล็ก, ทำศาลา, ห่วงโซ่, เชื้อไฟใหญ่, พิษุบ, หุ่นง การป้องกันอุบัติเหตุทางถนนโดยใช้ชุมชนเป็นฐาน CBR : หุ่นงใหญ่ ชุมชนนักปฏิบัติ จอ. พระพรหม พรหมศิริ เจริญมา

76% ใช้ MC 60% HI 80% ตามจาก HI อัตราการสวมหมวกนิรภัยในกลุ่มผู้บาดเจ็บ ศาเจ็บ 7% ศาเจ็อน 0%

2551-2553



3. การจัดการข้อมูล (ตามฐานทุกระดับ, สอนสวน, feed backloop

ที่มา : ข้อมูลสาธารณสุขจังหวัดนครศรีธรรมราช



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Udon Thani

Advocate: Local authority → Police/Private → Local community





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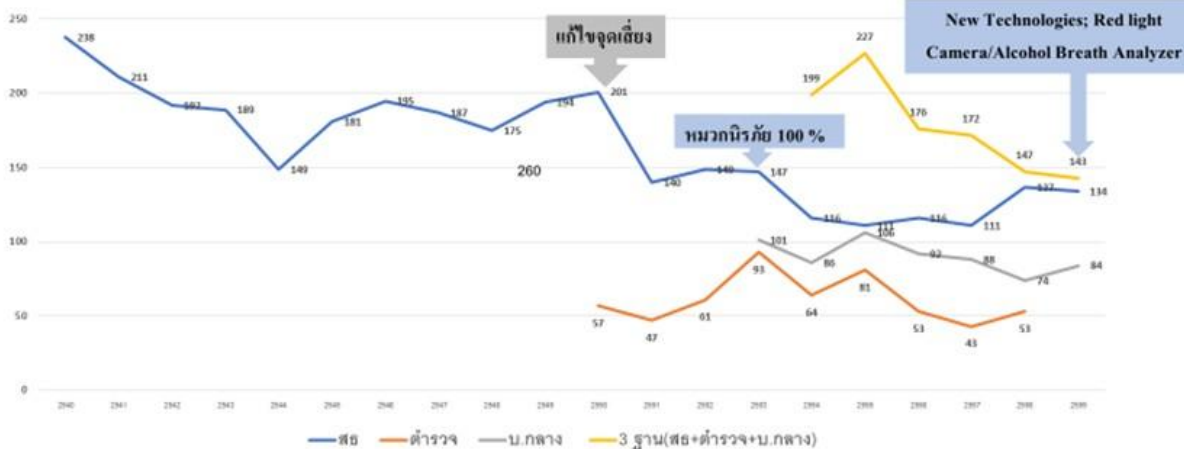
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Phuket

Advocate: Multisector → Police → Private → Local community

สถิติการเสียชีวิตจากอุบัติเหตุจราจรจังหวัดภูเก็ต จากข้อมูล 3 แหล่ง



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What is advocacy?

Process to:

Influence policy and decision makers, fight for social change, transform public perceptions and attitudes, modify behaviors, or mobilize resources.(GAVI)

Advocacy is an activity by an individual or group that aims to influence decisions within political, economic, and social institutions.(wikipedia)

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Golden rules



Get to know the key players



Get to know the policy-maker



Get to know the key committees and how they work.



Learn the art of good timing.



Create a political issue



Prepare properly



Use the media strategically.



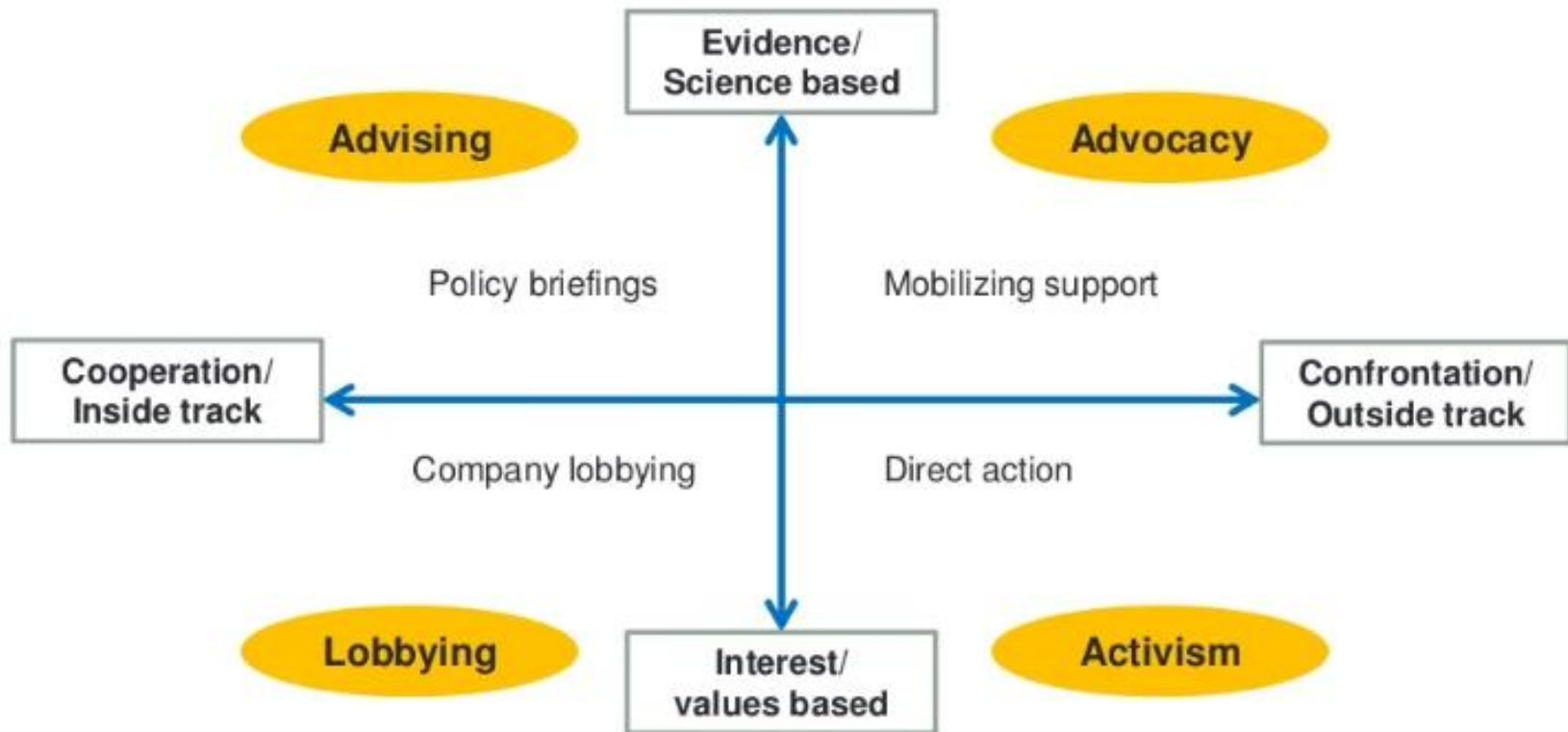
Develop your expertise

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Advising, advocacy, lobbying and activism

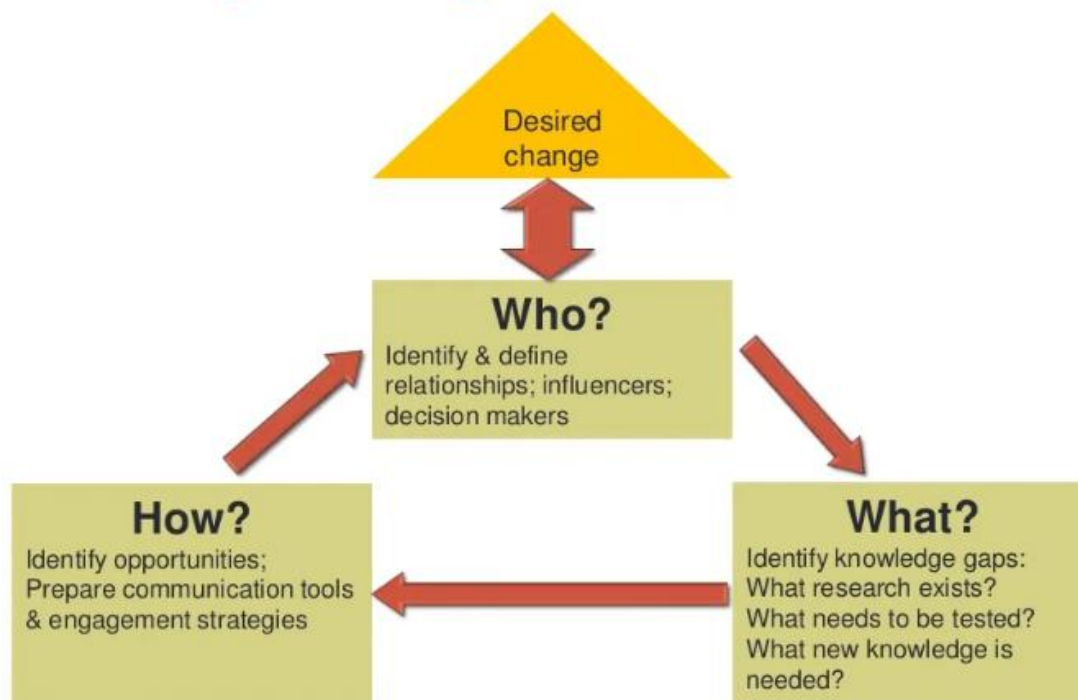


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Advocacy strategies





Multi-stakeholder processes



Equity: equal right to all to be at the table



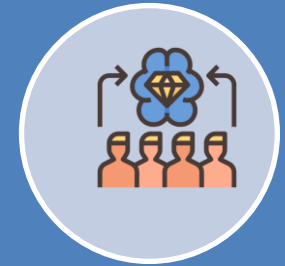
Transparency: openness and honesty in working relation.



Mutual benefit: everyone contributes, everyone benefits.



Dialogue, not debate: listening, learning, sharing approaches, experience and ideas.



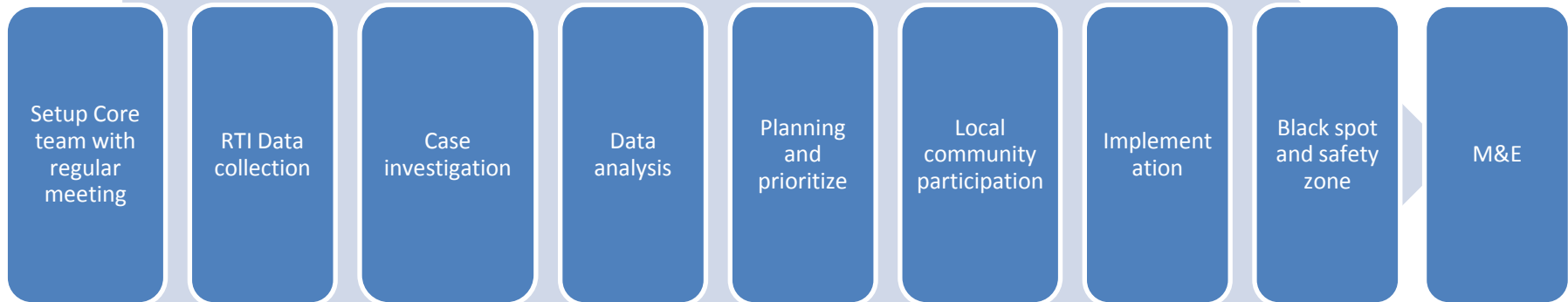
Agree action: not everything, but on what possible.





TMD and TNC role in Injury prevention, Thailand : MOPH developed District and city Road Traffic Injury Program since 2016:

Criteria's:





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“Never doubt that a small group
of thoughtful, committed citizens
can change the world. Indeed,
it’s the only thing that ever has.”

Margaret Mead

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THANK YOU