

Description of Project

A road death overview panel had been created by Dorset Police to include local stakeholders in Public Health, Fire, Ambulance, Road Safety & Local Authority.

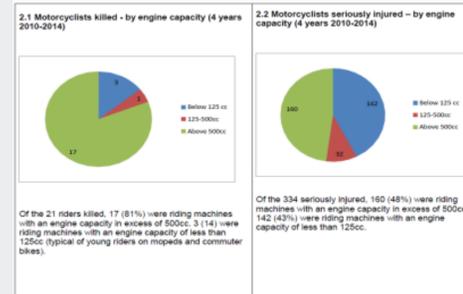
The intention of this group was to use a collaborative, multi-agency approach to identify those at greatest risk of deaths & serious injuries on Dorset roads, identify common themes within those at greatest risk and take action to save life.

Police 'STATS-19' data, considers a broken bone as a serious injury. As a broken finger therefore puts the patient into this category, it is not very specific for identifying injuries of a certain magnitude, with which to direct injury prevention measures.

By combining highly specific TARN with police STATS-19 data we were able to identify groups of motorcyclists who were most at risk of death or serious injury. This data was then used by the Road Death Overview Panel to direct its multi-agency efforts for reducing future accidents within the county, greatly increasing the effectiveness of their time and resources.

Whilst motorcyclists account for 1% of the road users, they were shown to account for nearly 25% of ISS>15 injuries or deaths in Dorset. Subset analysis was undertaken as below.

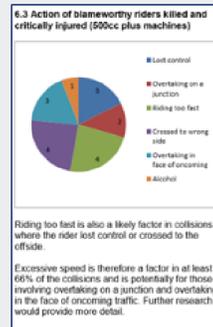
This is the first time that we are aware of TARN data being combined with police STATS-19 data to properly identify those individuals at risk of serious injury (ISS>15) with which to focus limited public resources in a multi-agency injury prevention strategy.



Police data for these groups was then interrogated by the Roads Policing Inspector to further identify risk taking behaviours, types of motorcyclists and common themes to target our injury prevention measures.

Particular risks identified included:

- Males between the age of 30-60yrs
- High powered motorcycles
- Riding in convoy
- Rural roads
- Riding too fast
- Crossing to the other side of the road
- Overtaking in the face of oncoming traffic



Impact on Patient Care

Having identified those motorcyclists at greatest risk of ISS>15 injury or death, we have specifically targeted those individuals by:

- Introducing the DocBike project within Dorset (www.DocBike.org)

Dr Ian Mew is a consultant in anaesthetics & intensive care and a doctor on the Dorset & Somerset Air Ambulance. Risk taking motorcyclists do not want to engage with police officers talking about 'road safety', but put an air ambulance doctor on a blue-light motorcycle and people want to chat.

'Poole Bike Night' sees up to 3,000 motorcyclists gathering at Poole Quay every Tuesday night throughout the summer. The DocBike allows Dr Mew to engage with motorcyclists that would not normally speak to police or road safety campaigners and introduce them to the idea of further rider training.



We have seen a 23% increase in attendance across the Force in the last year on motorcycle safety courses due, we believe to the increase in engagement with high risk users, identified through using the TARN data.

- Local road safety charities have become more engaged with a previously little-tackled' group of road users.

- By having a high-profile, data driven campaign, better public awareness in the Dorset county now exists to encourage safer motorcycling.

- Because of the increased awareness generated from the TARN / STATS-19 data, Dorset Police have authorised the DocBike to patrol the roads with a police motorcyclist, promoting safer riding and being able to respond to deliver roadside critical care where people have been injured.

Accident hot-spots have been identified along which the pair patrol, but they also visit popular 'biker' haunts to promote a more responsible riding attitude amongst the high-risk riders and encourage them to attend bike safety courses.



Rather than using sensitive but relatively non-specific police information, TARN has allowed a multi-agency approach to be better utilised and achieve greater results.

Innovation

As far as we are aware this is the first time that TARN data has been combined with police STATS-19 data to identify common themes leading to serious injury or death, at which multi-agency partners working together in injury prevention could focus their efforts.

As a result of the data, we have also thought hard about how we can achieve our goal, which included the birth of the DocBike – another 1st for the UK

We're also not aware of any other air ambulance doctors showing TARN data to motorcyclists on motorcycle safety courses!

Implementation of Results

- Dr Mew teaches on the Dorset BikeSafe course at weekends, not only teaching motorcyclists how to keep their friend alive until an ambulance arrives, but also helping bikers to appreciate who is at risk of having an accident and what risk taking behaviour is most commonly associated with serious injury.

Being able to show riders actual data gathered from the roads that they ride on a daily basis is invaluable in helping them to accept that there are consequences to unsafe riding. It's not always the car driver's fault!



- TARN data has been used to inform senior officers within Dorset Police of the need to target this group of the population who account for a disproportionate amount of ISS>15 injuries and deaths. This allowed a decommissioned police motorcycle to be re-badged and funded to participate in motorcycle injury prevention.



- Local road safety charities have reviewed the TARN/STATS-19 data and understanding the need for a reduction in motorcycle casualties within Dorset, agreed to participate & support ongoing injury prevention strategies. A local road safety charity, (LV-SafeWise) has appreciated the need (thanks to the TARN data) and taken the DocBike under its wing, administering its fundraising.

- A lot of public support has been shown for this initiative, so the TARN data was spot on in predicting where these injury prevention measures were necessary.

Communication

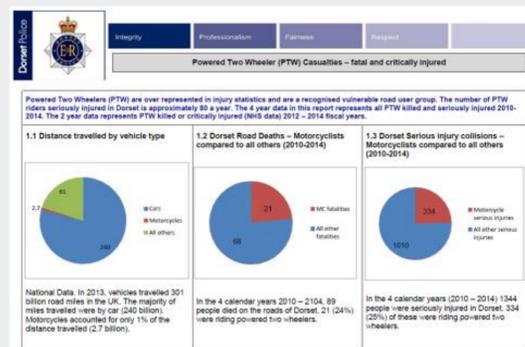
- Dr Mew will be speaking at the Trauma Care conference in Telford this year to share with delegates, not only our successes in motorcycle injury prevention, but also how we were able to use the TARN data to identify a group of the population that most needed injury prevention measures implementing.



- Social Media – Dr Mew & PC Chris Smith have nearly 4,000 followers on Twitter between them, mainly from a motorcycle background, allowing them to subtly change riders' attitudes to risk-taking behaviour. We publish the TARN/STATS-19 data in graphical form to highlight local risks to riders.



- Liaison with other motorcycle injury prevention groups across the country and at the National BikeSafe event at Castle Coombe (attended by around 100 police motorcyclists from across the UK and over 10,000 members of the motorcycle public)



Use of TARN Data

Police Stats-19 data was combined with TARN data for motorcycle accidents in Dorset over a 4 year period and quantified according to death or ISS.

Selecting a cohort of motorcycle accidents which resulted in death or ISS >15 injuries, common themes were identified with which to focus injury prevention strategies.



Dorset Police have just secured a contact with the BBC Transport team who will be following us throughout the summer as we raise awareness of risk taking behavior with motorcyclists (using TARN data) and respond to incidents, on the road, as they happen.