



PANPACIFIC
Safe Communities Network

2017 Webinar Series Webinar 1 – [Injury Prevention as Social Change](#)

Tuesday 14 February 2016

11am Australian CST and 1.30pm NZ CST

Registration link - <https://attendee.gotowebinar.com/register/279398378533063170>

After registering, you will receive a confirmation email containing information about joining the webinar.

Injury Prevention as Social Change

Society is the system within which populations exist. Sustained change made at the societal level to reduce population-level indicators of injury morbidity and mortality involves systemic change. In this presentation, we consider a shift from the contemporary systematic approach to injury and violence prevention, to a systemic approach more consistent with the principles of ecological public health. We consider the extent to which the logic of the systematic model, and the related misconceptions about the role of uncertainty in science, limit local, national, and global efforts to minimize injury related harm. The shift from an individual to a population perspective has substantial implications for the way we perceive, direct, undertake, and evaluate injury prevention research and practice. The analogy of "the population as patient" provides a clear illustration of the foundational truths that underpin the preferred public health approach to the prevention of injury.

At the end of the presentation the audience will

1. Be aware the scope that still remains for reducing injury related harm
2. Understand the differences between the systematic and systemic approaches to injury prevention
3. Be able to use a range of qualitative tools for facilitating systems thinking
4. Recognize the value of quantitative tools that support a systemic approach
5. Have introductory knowledge about how to implement and evaluate systemic interventions for the prevention of childhood injury

Presenter: Dr Rod McClure



Dr. McClure is a public health physician and injury epidemiologist with 30 years of experience in injury control that covers the research and practice continuum.

Dr. Rod McClure is currently the Director of the Division of Analysis, Research and Practice Integration (DARPI) at the National Center for Injury Prevention and Control. In this role, he leads a diverse portfolio of work that includes surveillance, data and economic analysis, information technology, policy research, evaluation, and technical assistance to state health departments.

Before coming to CDC in 2014, Dr. McClure was the Director of the Monash Injury Research Institute at Monash University. Dr. McClure received his medical degree from the University of Sydney in 1983 and a Doctor of Philosophy in epidemiology from the Australian National University in 1994. He is a Fellow of the Australian Institute of Company Directors and a Fellow of the Australasian Faculty of Public Health Medicine and sits on the Editorial Boards of Injury Prevention and Accident Analysis and Prevention.