

# Chapter 2

# Accidents

This page is designed to be blank



## 2 Accidents

### ***Index - Chapter2***

#### **Mortality Indicators**

- 2.1 Directly standardised mortality rates, all ages (Our Healthier Nation indicator)
- 2.2 Indirectly standardised mortality ratios, all ages
- 2.3 Average age-specific death rates
- 2.4 Number of deaths
- 2.5 Distribution of deaths by type of accident
- 2.6 Mortality due to road traffic accidents

#### **Morbidity Indicators**

- 2.7 Directly standardised hospital admission rates, hospital admissions due to serious accidental injury (Our Healthier Nation indicator)
- 2.8 Road traffic accidents, minor casualty rates

#### **Local interventions aimed at reducing the incidence of accidents**

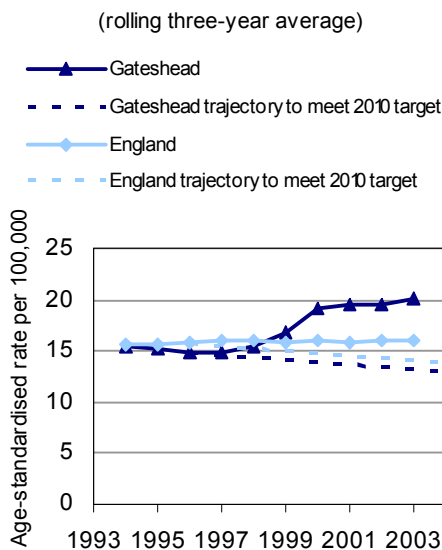
- 2.9 Whoops! Child Safety Project
- 2.10 Initiatives to reduce road traffic accidents – Gateshead Council
- 2.11 Healthy Communities Collaborative

## 2 Accidents

### Introduction

Deaths due to accidents account for only 2% of all deaths both in Gateshead and across England. However, this cause of mortality was highlighted by the Government in its report “Saving Lives: Our Healthier Nation” (OHN) as one of four key areas where reductions in the mortality rate could be achieved. The three other areas were circulatory disease (CHD), cancer and suicide. Accidents were included as they are seen as an ‘avoidable’ cause of death. The report set a target of a 20% reduction in the mortality rate due to accidents between 1996 and 2010, and a parallel target of a 10% reduction in the rate of hospital admissions due to serious accidental injury.

**Fig 1: Trends in mortality from accidents among people, all ages**



The mortality rate due to accidents is the only one of the four OHN indicators for which the rate in Gateshead has increased since 1996 (Fig 1). To put this into perspective, the comparable rate for England as a whole has remained at the same level over this period. The recent increase in the Gateshead rate has largely been due to high rates of mortality among males in the 16-64 years and 75 years and over age bands. In the 16-64 years age band, deaths due to accidental poisoning represent a greater proportion of all deaths due to accidents in Gateshead (40%) than in England (17%). It would be useful to look at the causes of local deaths within this category in more detail. However, it should be remembered that the total number of deaths each year in Gateshead due to accidents is small at around 50 and

so will vary quite considerably from year to year due to random fluctuations.

Within the broad category of accidents, one area where the local mortality rate has fallen dramatically in recent years is road traffic accidents. The Department for Transport set a target of a 50% reduction in the number of people killed and seriously injured due to road traffic accidents between 1996 and 2010, and this reduction has already been realised in Gateshead. Sections 2.6 and 2.8 show the figures. Section 2.10 sets out some of the local initiatives in place to reduce the number of road traffic accidents.

(cont.)...

Other articles at the end of the chapter outline local initiatives to reduce accidents among the young and old. The Whoops! Child Safety Project delivers child safety interventions to parents/carers, children and health professionals in Gateshead. The Healthy Communities Collaborative project works to prevent falls among older people, while at the same time reducing health inequalities, building social capital and developing professional networks.

For further information contact:

Public Health Analyst, Gateshead PCT, Team View, 5<sup>th</sup> Avenue Business Park,  
Gateshead, NE11 0NB Tel: 0191 491 5713


### **Acknowledgements**

This chapter of the Gateshead Compendium of Health Related Statistics contains data from a range of partner agencies. Sources of data are detailed at the foot of each individual item. Thanks are extended to the following organisations for providing and allowing use of their information:

National Centre for Health Outcomes Development, London School of  
Hygiene and Tropical Medicine  
Office for National Statistics  
Tyne & Wear Traffic Accident Data Unit, Gateshead Council

Thanks must also go to the following teams for providing an outline of their work:

Gateshead Council Transport and Highways Service  
Healthy Communities Collaborative, Gateshead Primary Care Trust  
Whoops! Child Safety Project



## 2.1 Mortality from accidents, directly age-standardised mortality rates, people of all ages

***Our Healthier Nation target: To reduce deaths from accidents among persons of all ages by at least 20% by the year 2010***

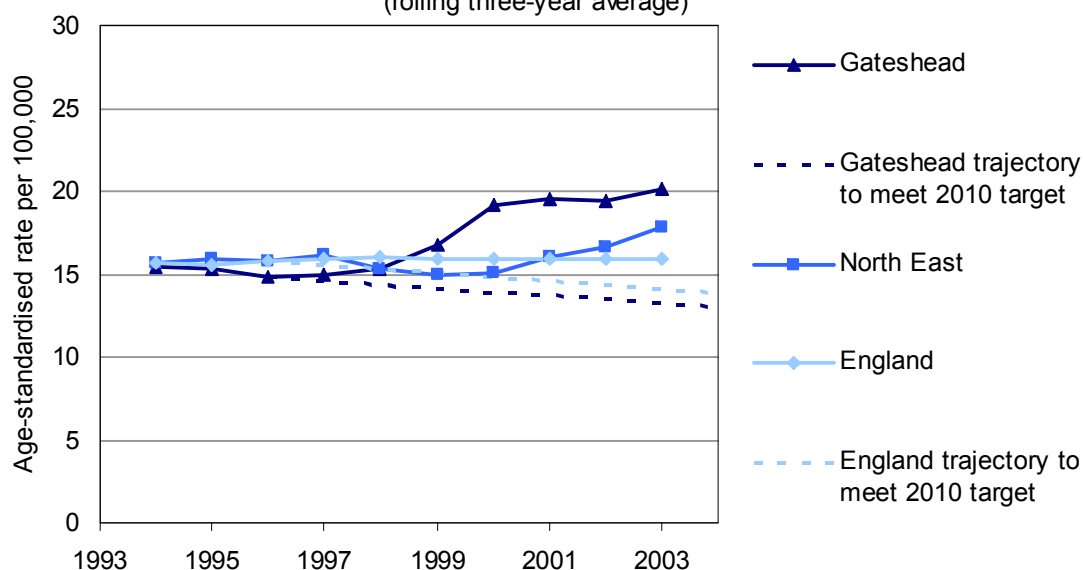
*“Saving Lives: Our Healthier Nation”, Department of Health, 1998*

Directly age-standardised mortality rate due to accidents (ICD9 E800-E928 excl. E870-E879, ICD10 V01-X59) per 100,000 population.

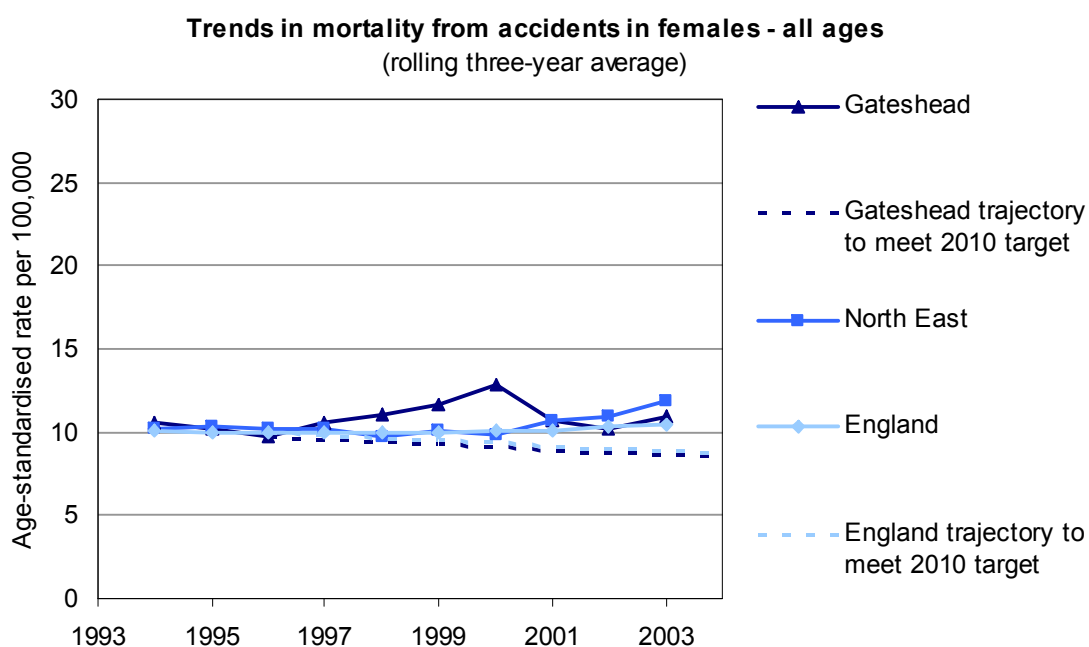
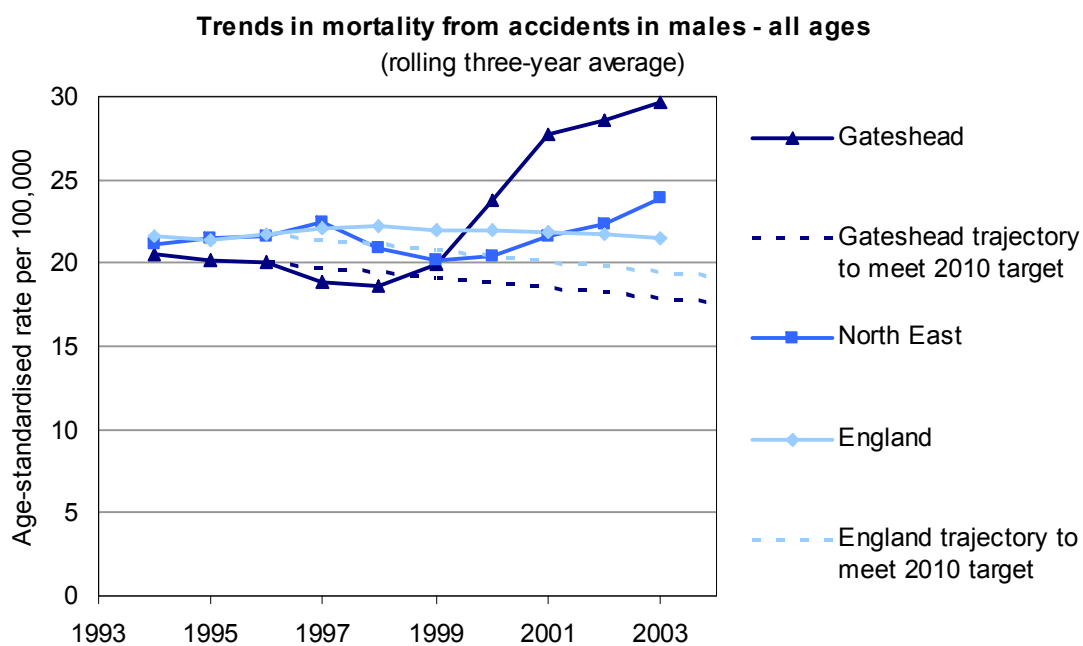
		Baseline Rate 1995-97		Rate 2002-04 (Pooled)				% Reduction	Target 2010 Rate
		No. of deaths	Rate	No. of deaths	Rate	Lower confidence interval	Upper confidence interval		
Gateshead	Males	61	20.1	88	29.7	23.3	36.1	-	16.0
	Females	51	9.7	52	10.9	7.5	14.3	-	7.7
	Persons	112	14.8	140	20.2	16.6	23.7	-	11.9
North East	Males	835	21.7	946	23.9	22.3	25.4	-	17.3
	Females	633	10.2	770	11.9	11.0	12.8	-	8.2
	Persons	1468	15.8	1716	17.8	16.9	18.7	-	12.7
England	Males	17340	22.1	18319	21.7	21.4	22.0	1.6	17.6
	Females	12661	10.2	14613	10.5	10.3	10.7	-	8.1
	Persons	30001	16.0	32932	16.1	15.9	16.3	-	12.8

Source: Clinical and Health Outcomes Knowledge Base at [www.nchod.nhs.uk](http://www.nchod.nhs.uk)

**Trends in mortality from accidents in people - all ages**  
(rolling three-year average)



## 2.1 Mortality from accidents, directly age-standardised mortality rates, people of all ages (cont.)



### Local neighbours at a glance

Directly standardised mortality rate per 100,000 population among people all ages due to accidents, 2002-2004

### PCT

North Tyneside  
South Tyneside  
**Gateshead**  
Northumberland  
Newcastle  
Sunderland

### Rate

23.4  
21.6  
**20.2**  
18.5  
15.7  
15.1

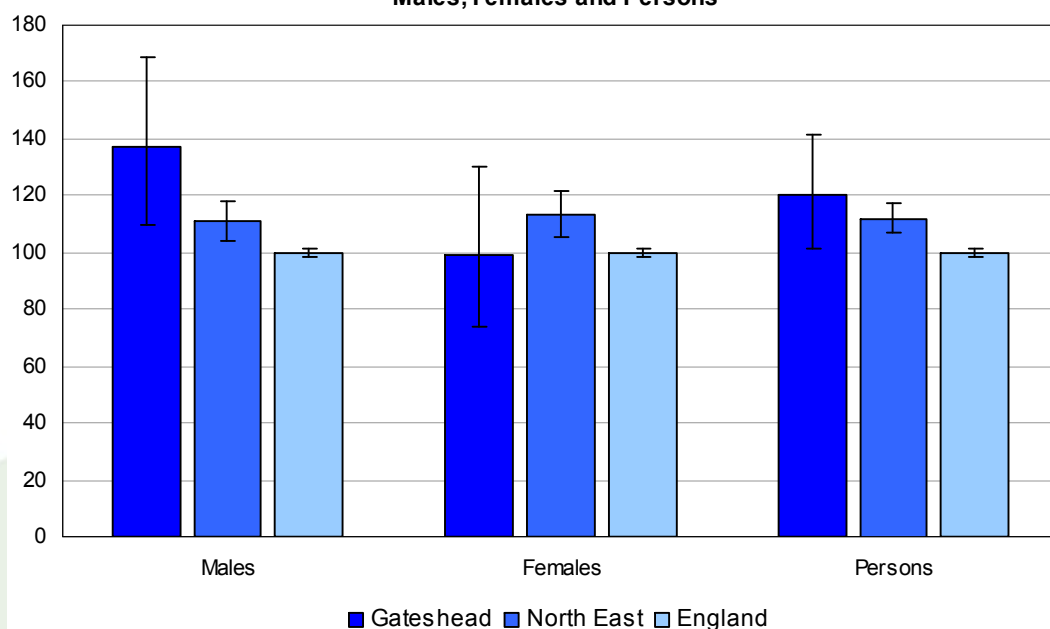
## 2.2 Mortality from accidents, indirectly age-standardised mortality ratios, people of all ages

Indirectly age-standardised mortality ratios<sup>1</sup> (SMR) due to accidents (ICD10 V01-X59), three year pooled.

		2002-04 (Pooled)			
		No. of deaths	SMR	Lower Confidence Interval	Upper Confidence Interval
Gateshead	Males	88	137	110	169
	Females	52	99	74	130
	Persons	140	120	101	142
North East	Males	946	111	104	118
	Females	770	113	105	121
	Persons	1,716	112	107	117
England	Males	17,118	100	99	102
	Females	13,653	100	98	102
	Persons	30,771	100	99	101

Source: Clinical and Health Outcomes Knowledge Base at [www.nchod.nhs.uk](http://www.nchod.nhs.uk)

**Mortality from accidents (ICD10 V01-X59) 2002-04 (Pooled)**  
**Indirectly standardised ratios (SMR) with 95% confidence intervals**  
**Males, Females and Persons**



<sup>1</sup> Standardised mortality ratios (SMRs) are a comparison of mortality in England (the reference population) with mortality in the study population, here Gateshead or the NE. A ratio of 100 indicates that the level of mortality in Gateshead is the same as that across England. Mortality is standardised to the age structure of the study population. As Gateshead and the NE have different population structures the SMRs for each area are not comparable.

## 2.3 Mortality from accidents, average age-specific death rates

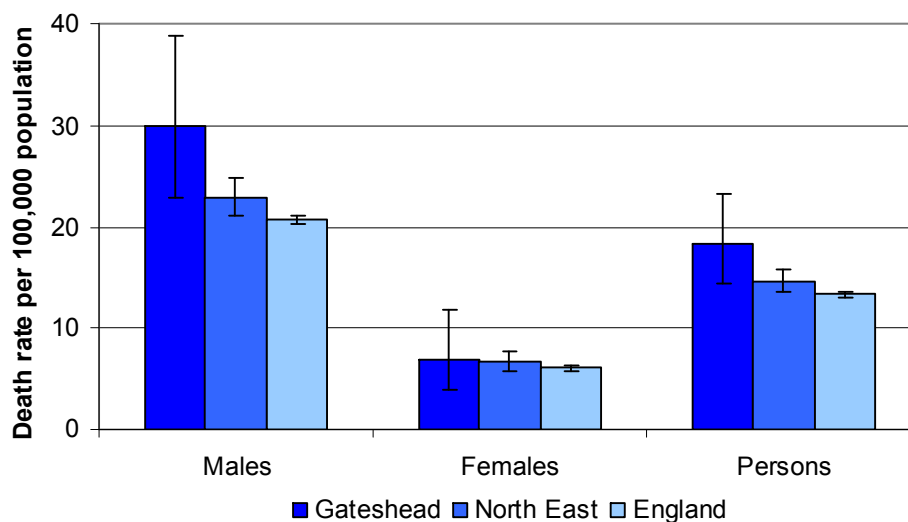
Average age-specific death rates per 100,000 population due to accidents, (ICD10 V01-X59), three year pooled.

		2002-2004 pooled					
		15-64 years		65-74 years		75+ years	
		Deaths	Rate	Deaths	Rate	Deaths	Rate
Gateshead	Males	55	29.9	**	**	25	151.2
	Females	13	6.9	*	*	35	124.2
	Persons	68	18.3	9	16.1	60	134.2
North East	Males	566	22.9	89	27.3	266	124.2
	Females	173	6.6	59	15.9	516	141.6
	Persons	739	14.6	148	21.2	782	135.1
England	Males	10107	20.6	1536	26.1	4987	116.8
	Females	2967	6.0	1058	16.1	9330	131.4
	Persons	13074	13.3	2594	20.8	14317	125.9

\* Numbers of deaths and rates suppressed due to small numbers of deaths (less than five)

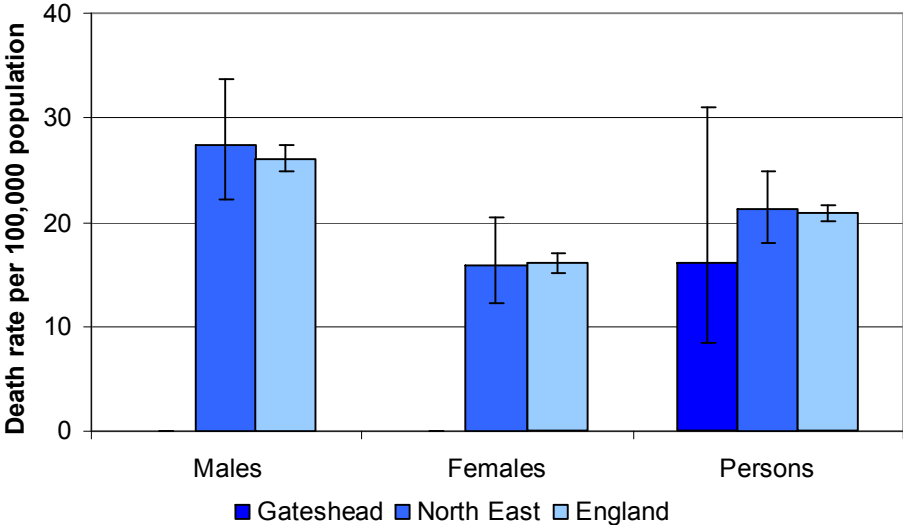
\*\* Numbers of deaths not less than five but numbers and rates suppressed to avoid disclosure by subtraction

**Age-specific death rates due to accidental injury, 15-64 years, 2002-2004, with 95% confidence limits**



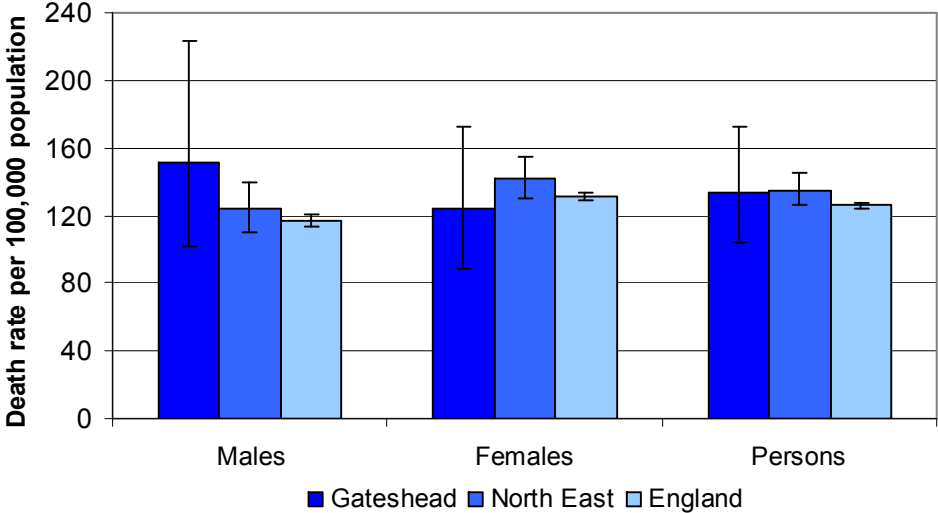
**2.3 Mortality from accidents, average age-specific death rates (cont.)**

**Age-specific death rates due to accidental injury, 65-74 years, 2002-2004, with 95% confidence limits**



Figures for Gateshead females not shown due to small numbers of deaths.  
Rates for Gateshead males not shown to avoid disclosure.

**Age-specific death rates due to accidental injury, 75+ years 2002-2004 with 95% confidence limits**



## 2.4 Numbers of deaths due to accidents, 1993-2004

		Age at death	
		All ages	75+
Gateshead	1993	56	27
	1994	38	25
	1995	36	11
	1996	46	14
	1997	45	28
	1998	35	18
	1999	52	28
	2000	53	32
	2001	47	20
	2002	41	14
	2003	50	28
	2004	49	18

Source: Clinical and Health Outcomes Knowledge Base at [www.nchod.nhs.uk](http://www.nchod.nhs.uk)

Although the coding of deaths changed in 2001, research<sup>2</sup> showed that the number of deaths due to accidents under the new method of coding was not significantly different from the number under the old method. Consequently numbers of deaths before and after 2001 are directly comparable.

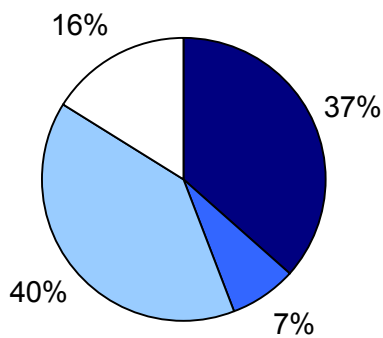
<sup>2</sup> "Compendium User Guide 2005 Annex 2 – Changes to ONS Mortality Data", 2005, National Centre for Health Outcomes Development

## 2.5 Distribution of deaths due to accidents by major cause

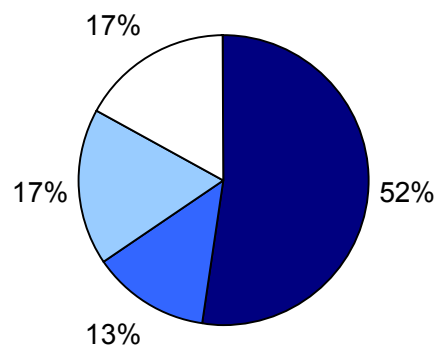
In Gateshead there are around 50 deaths per year due to accidents. On average, half of accidental deaths occur in the 15 to 64 years age band and half in the 65 years and over age band. The major causes of accidental death are different for each age group. Transport accidents are the most important cause of accidental death among adults 15-64 years but, among older people, falls are the most frequent cause. There are very few deaths due to accidents among children under 15.

### Ages 15-64 years

Gateshead 2002-2004  
(number of deaths = 68)

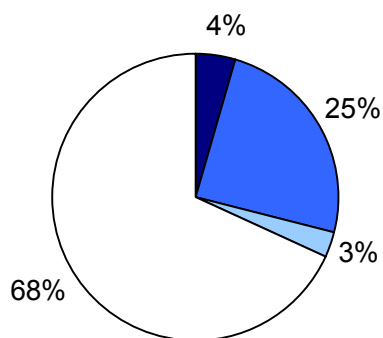


England 2002-2004  
(number of deaths = 13,854)

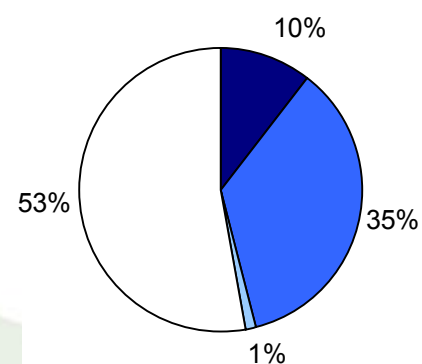


### Ages 65 years and over

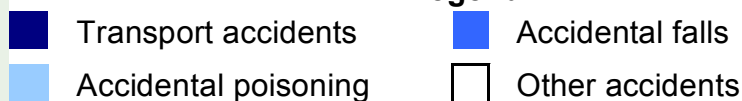
Gateshead 2002-2004  
(number of deaths = 69)



England 2002-2004  
(number of deaths = 17,809)



#### Legend



Source: Office for National Statistics VS3 annual summary of deaths by cause

## 2.6 Number of people killed or seriously injured due to road traffic accidents

**Target: By 2010, compared with the average for 1994-1998, to achieve a 40% reduction in the number of people killed or seriously injured in road accidents**

*Tomorrow's Roads: Safer For Everyone, Department for Transport, 2000*

	1994-98 average	2004	Percentage reduction achieved by 2004	Target reduction by 2010
Gateshead	134	80	40%	40%
Tyne & Wear	603	414	31%	40%
Great Britain	47,656	34,351	28%	40%

Data sources:

Gateshead and Tyne & Wear - "Road Accidents in Tyne & Wear 2004", Traffic Accident Data Unit  
Great Britain - "Road Casualties Great Britain 2004", Department for Transport

**Target: By 2010, compared with the average for 1994-1998, to achieve a 50% reduction in the number of children (ages under 16 years) killed or seriously injured in road accidents**

*Tomorrow's Roads: Safer For Everyone, Department for Transport, 2000*

	1994-98 average	2004	Percentage reduction achieved by 2004	Target reduction by 2010
Gateshead	27	17	37%	50%
Tyne & Wear	147	86	41%	50%
Great Britain	6,860	3,905	43%	50%

Data sources:

Gateshead and Tyne & Wear - "Road Accidents in Tyne & Wear 2004", Traffic Accident Data Unit  
Great Britain - "Road Casualties Great Britain 2004", Department for Transport

## 2.7 Directly standardised hospital admission rates, hospital admissions due to serious accidental injury, people of all ages (Our Healthier Nation indicator)

**Our Healthier Nation target: To reduce hospital admission rates due to serious accidents among persons of all ages by at least 10% by the year 2010**

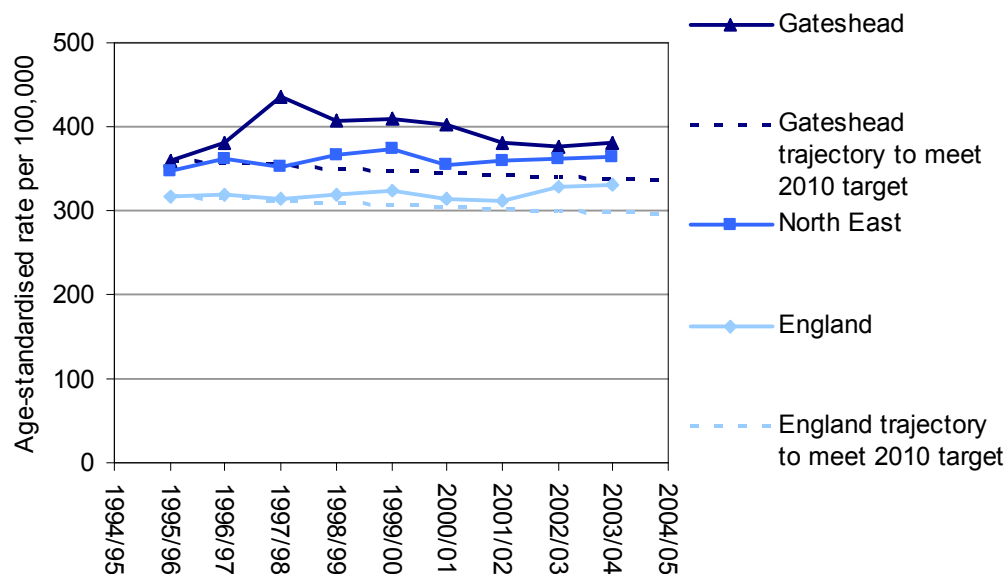
*“Saving Lives: Our Healthier Nation”, Department of Health, 1998*

Directly age-standardised hospital admission rate due to accidents (ICD10 V01-X59) per 100,000 population, length of stay greater than three days

		Baseline Rate 1995-97		Rate 2002-04 (Pooled)				% Reduction	Target 2010 Rate
		No. of adms.	Rate	No. of adms.	Rate	Lower confidence interval	Upper confidence interval		
Gateshead	Males	369	371	399	385	346	424	-	334
	Females	559	362	577	359	327	392	0.8	326
	Persons	929	380	976	382	356	407	-	342
North East	Males	4703	366	4979	369	359	380	-	329
	Females	6605	336	7153	343	335	352	-	302
	Persons	11321	362	12132	365	358	372	-	325
England	Males	78145	315	88000	328	326	330	-	283
	Females	115556	298	130371	314	312	316	-	268
	Persons	195799	319	218343	330	329	332	-	287

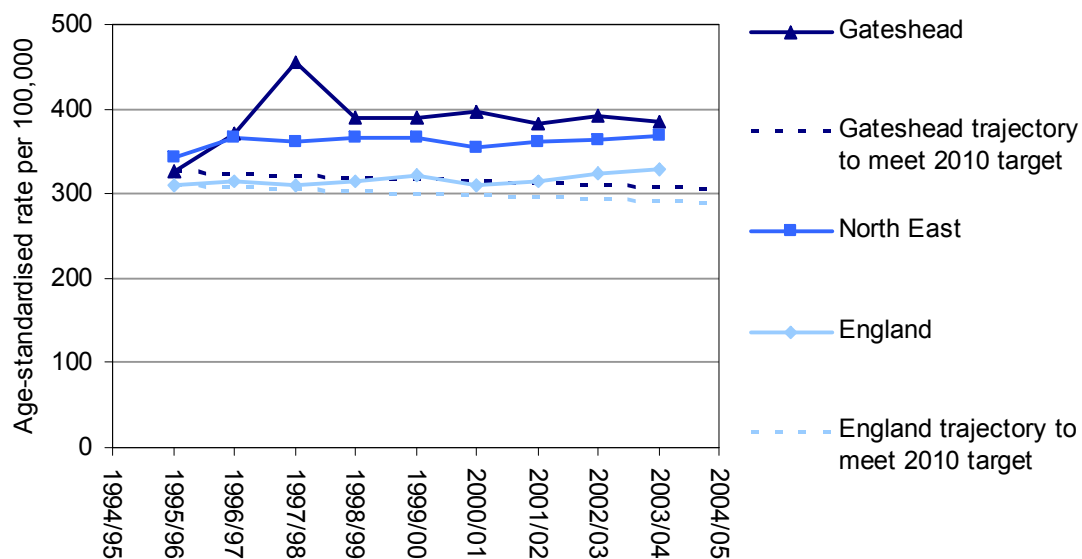
Source: Clinical and Health Outcomes Knowledge Base at [www.nchod.nhs.uk](http://www.nchod.nhs.uk)

**Trends in age-standardised hospital admission rates due to serious accidental injury - persons all ages**

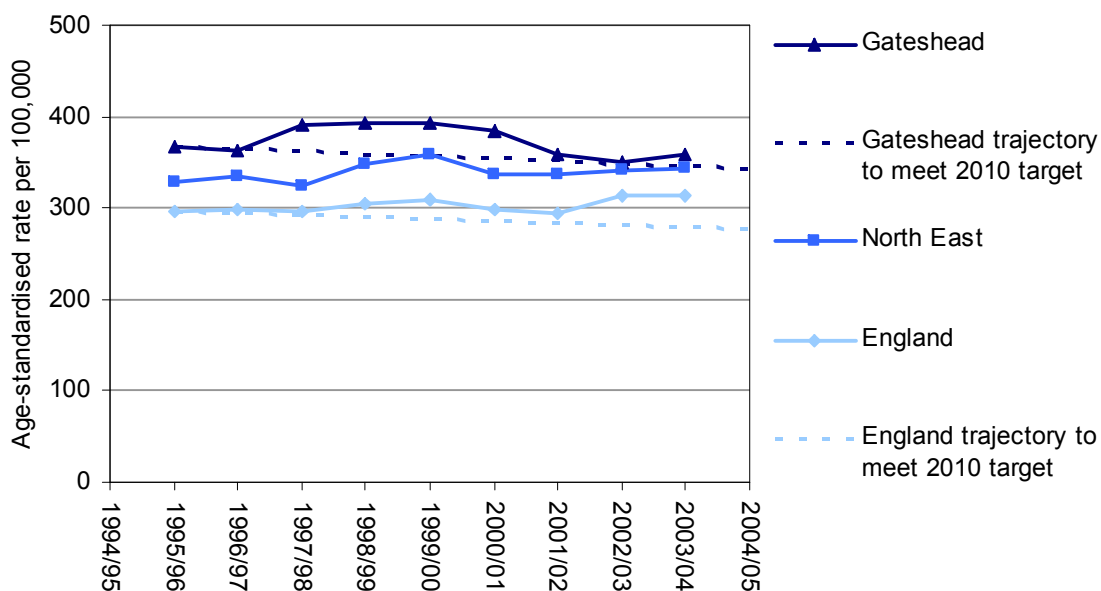


## 2.7 Directly standardised hospital admission rates, hospital admissions due to serious accidental injury, people all ages (cont.)

Trends in age-standardised hospital admission rates due to serious accidental injury - males all ages



Trends in age-standardised hospital admission rates due to serious accidental injury - females all ages



**2.7 Directly standardised hospital admission rates, hospital admissions due to serious accidental injury, people all ages (cont.)**

<b>Local neighbours at a glance</b>	<b>PCT</b>	<b>Rate</b>
Directly standardised hospital admission rate per 100,000 population among people all ages due to serious accidental injury, 2002-2004	Sunderland	426
	North Tyneside	404
	Newcastle	389
	<b>Gateshead</b>	<b>382</b>
	South Tyneside	377

*Data not available for Northumberland PCT area. Hospital admission rates were calculated for all Local Authority areas. Northumberland is the only PCT in the old Northumberland, Tyne & Wear Strategic Health Authority area whose boundaries are not coterminous with a Local Authority.*

## 2.8 Road traffic accidents, minor casualty rates

Target: By 2010, compared with the average for 1994-1998, to achieve a 10% reduction in the slight casualty rate

*Tomorrow's Roads: Safer For Everyone, Department for Transport, 2000*

The slight casualty rate is expressed as the number of people slightly injured per 100 million vehicle kilometres

### Number of slight casualties

	1994-98 average	2004
Gateshead	931	941
Tyne & Wear	4384	4671
Great Britain	272272	246489

### Number of vehicle kilometres (millions)

	1994-98 average	2004
Gateshead	1775	1927
Tyne & Wear	7077	7928
Great Britain	440240	498606

### Slight casualty rate per 100 million vehicle kilometres

	1994-98 average	2004	Percentage reduction achieved by 2004	Target reduction by 2010
Gateshead	52.5	48.8	7%	10%
Tyne & Wear	61.9	58.9	5%	10%
Great Britain	61.8	49.4	20%	10%

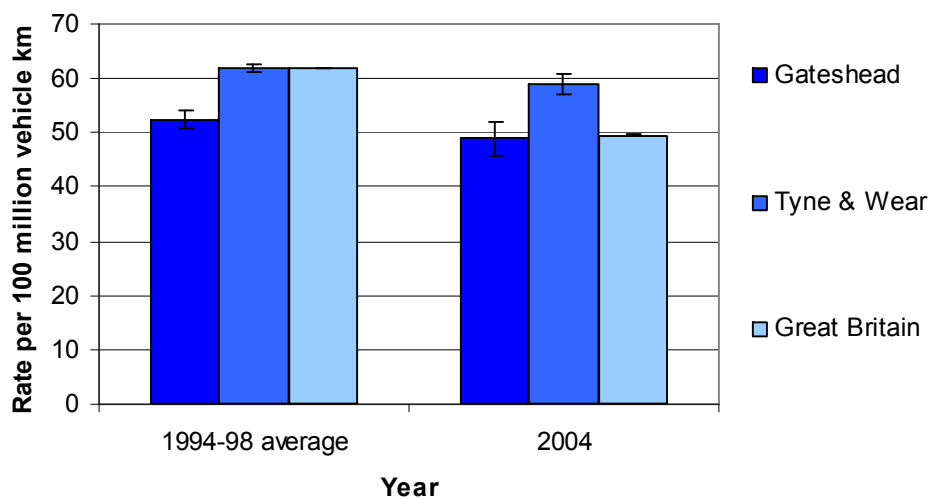
Data sources:

Casualties, Gateshead and Tyne & Wear - "Road Accidents in Tyne & Wear 2004", Traffic Accident Data Unit

Casualties, Great Britain - "Road Casualties Great Britain 2004", Department for Transport

Vehicle kilometres, Gateshead, Tyne & Wear, Great Britain - "Road traffic statistics for Local Authorities", Department for Transport

### Slight casualty rate per 100 million vehicle km



## 2.9 Whoops! Child Safety Project

The Whoops! Child Safety Project, part of the Children's Foundation – a leading children's health charity, has been running for 5 years, successfully delivering child safety initiatives to parents/carers, children and health professionals in the Gateshead community. It promotes awareness of unintentional injury and teaches the necessary skills to reduce such injury.

Every year in the U.K. around 350 children die from unintentional injuries in the home and on our streets, roads, rivers and public places. Nearly 1 million more are seriously injured, disfigured and disabled. Research has shown that children living in disadvantaged areas, with poor housing and low incomes are five times more likely to have an accident than those children from more affluent backgrounds. This same group is also less likely to respond to traditional Health promotion messages.



*Gateshead Health Visitors attending a Whoops! "Baby Burns Prevention" training course*

Safety initiatives include:

- Home safety, baby burns prevention, baby & child lifesaving for parents and carers.
- Professional development training and accredited paediatric first aid for all healthcare and childcare staff.
- A seasonal calendar of safety initiatives to primary schools using art and drama as a way to leave memorable messages with children aged 5 – 11 years.
- Accredited training for "Home Safety Training for Volunteers" to build capacity within our team, with the aim of targeting harder to reach parents deep within the community.

**Contact: Carole Hewison, Project Manager, Whoops! Child Safety Project, 12 Gladstone Terrace, Gateshead NE8 4DY  
tel.: 0191 477 7366, e-mail: [carole@whoopschildsafety.co.uk](mailto:carole@whoopschildsafety.co.uk)**

## 2.10 Initiatives to reduce road traffic accidents – Gateshead Council



Gateshead Council leads or is involved in many initiatives and interventions intended to reduce the incidence and severity of road traffic accidents occurring on our roads.

### **Engineering Measures**

Programmes of engineering measures are developed and implemented, including schemes to improve safety at junctions and on roads where the level of accidents

is high. Traffic calming and management measures make a more general contribution to speed and accident reduction. There is also expenditure on measures for cyclists, improving safety and encouraging greater use of bicycles.

In partnership with schools measures are being introduced to create school safety zones and safer routes to school. The Council has also piloted the development of new build 'home zones'. The aim of a home zone is to create residential streets with priority for 'social activity'.

### **Education, Training and Publicity**

The Road Safety team within Gateshead Council fully supports Department for Transport (DfT) publicity campaigns and is involved in the organisation of local and regional campaigns. One recent campaign 'drug driving – you'd be off your head' won a prestigious Prince Michael Road Safety award.

A locally produced book 'Stepping Out Together – A Lesson For Life' is delivered into the homes of pre-school children to inform and educate both parent and child and once in playgroup, nursery and school the children receive regular visits to discuss basic road safety messages.

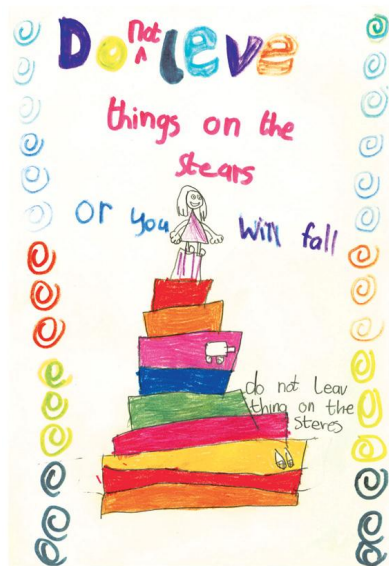
Currently 10 primary schools are involved in a pilot scheme of child pedestrian training, funded by DfT. It is hoped to extend the scheme into other schools in subsequent years. School Travel Plans are being developed in many Gateshead schools, complementing and enhancing the 'Safer routes to School' programme. Around 75% of our primary schools participate in cycling training each year.

The Road Safety team have strong partnerships with many organisations including Tyne and Wear Fire and Rescue service, Northumbria Police and the Slips, Trips and Falls Team at Queen Elizabeth Hospital.

**Contact: Ian Gibson, Traffic Planning and Engineering Manager,  
Gateshead Council, Civic Centre, Gateshead NE8 1HH  
tel.: 0191 433 3100, e-mail: [iangibson@gateshead.gov.uk](mailto:iangibson@gateshead.gov.uk)**

## 2.11 Healthy Communities Collaborative – reducing falls amongst older people

Gateshead has been a pilot site for the Healthy Communities Collaborative since July 2002. It is an initiative to reduce health inequalities, build social capital and develop professional networks and is one of many health improvement Collaboratives managed by the National Primary Care Development Team (NPDT).



*Healthy Communities Collaborative falls prevention leaflet*

Initially, the work focused on falls prevention in older people in three areas of Gateshead. This was judged a success and the project gained further funding to improve access to a healthy and affordable diet across all age groups. The Gateshead Collaborative is unique in that it engages local people and because of its community action focus. Teams comprise a mix of community members and local professionals.

The project has been positively evaluated by both the NPDT and the National Institute for Health and Clinical Excellence (NIHCE). A further eight sites have now been recruited to become a second wave for the falls work. The three initial sites have been funded for a further year with a focus on "Widening access to a healthy and affordable diet". In addition, the Healthy Communities Collaborative is mentioned as an example of good practice in Chapters 4 and 5 of the Wanless report<sup>1</sup>. Joe Montgomery, head of the Neighbourhood Renewal Unit of the Office of the Deputy Prime Minister, visited the Gateshead team, as he is keen to recommend this model of working as part of a national regeneration strategy.

**Contact: Maggie Woodward, Project Manager, Healthy Communities Collaborative, Gateshead Primary Care Trust, Team View, 5<sup>th</sup> Avenue Business Park, Gateshead NE11 0NB**  
**tel.: 0191 497 1540**  
**e-mail: [maggie.woodward@gatesheadpct.nhs.uk](mailto:maggie.woodward@gatesheadpct.nhs.uk)**

<sup>1</sup> Wanless D., "Securing our Future Health: Taking a Long-Term View", 2002, HM Treasury



