

**Getting policies changed by using
cost and evidence in the argument
... and ...
by lots of persistence and some
good luck**

Johan Lund, PhD
Norwegian Safety Forum
EUPHA Section on injury Prevention and
Safety Promotion

Charles Bukowski:

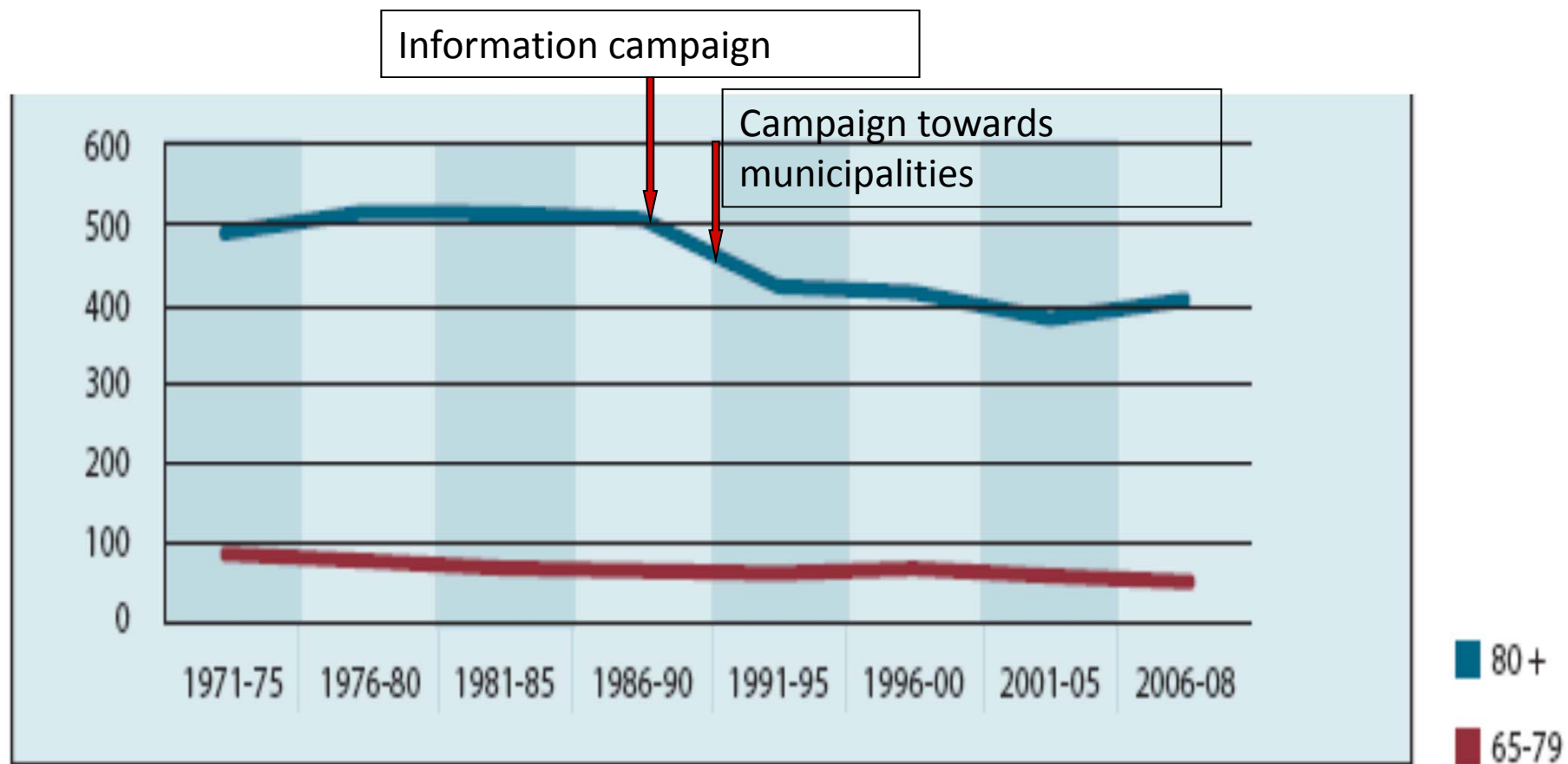
(Pulp 1994, p. 113)

- «I got thinking about solutions in life. People who solved things usually had lots of persistence and some good luck. If you persisted long enough, the good luck usually came. Most people couldn't wait on the luck, though, so they quit.»

The story of falls prevention in Norway, persistence and some good luck

- 1988-92, two national campaigns,
 1. an information campaign,
 2. a targeted campaign towards municipalities:
technical departments and home visitors

Injury mortality per. 100 000 in agegroups 65-79 og 80+ in Norway 1971-2008

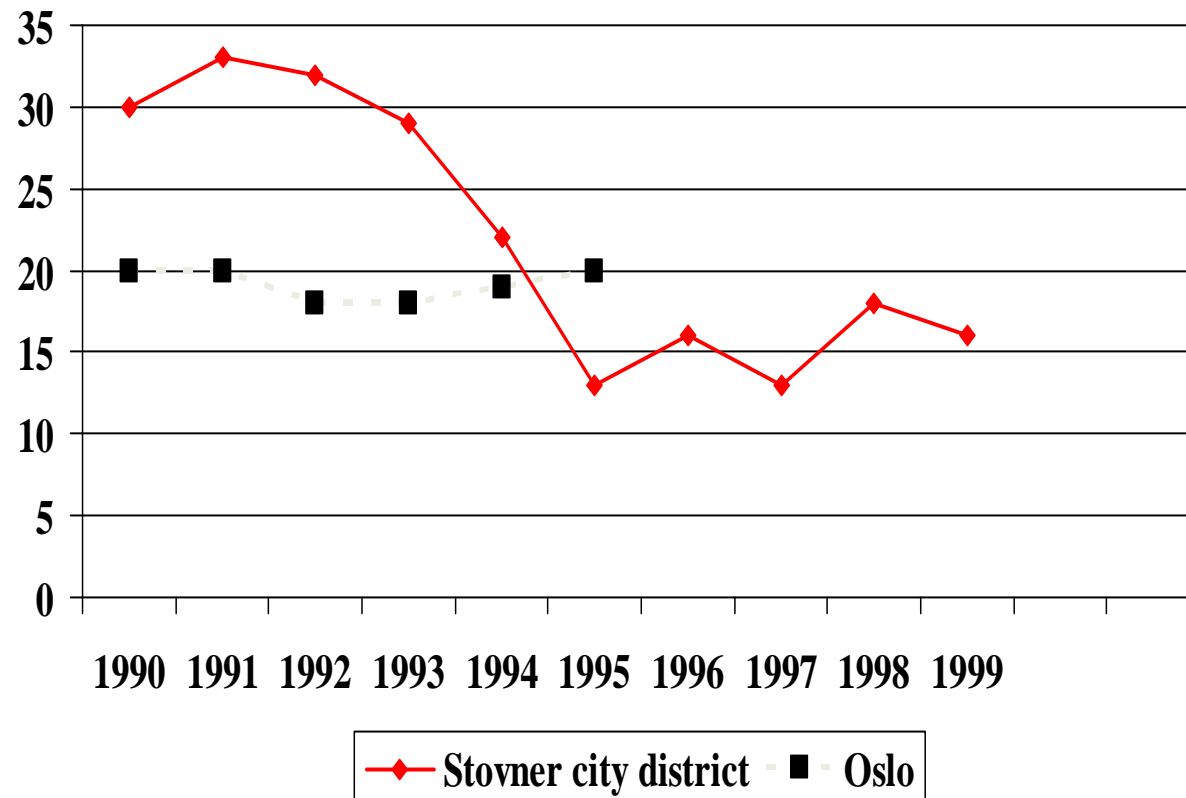


The story of falls prevention in Norway, persistence and some good luck

- 1988-92, two national campaigns:
 1. an information campaign,
 2. a targeted campaign towards municipalities:
technical departments and home visitors
- 1988 – 93, a project in the municipality of Harstad reduced hip fractures by 10 % by targeted prevention means. (Ytterstad B. The Harstad injury prevention study: The characteristics and distribution of fractures amongst elders – an eight year study. Intern J of Circumpolar Health 1999;58:84-95)

1990-95: Stovner city district in Oslo and hip fractures per 1000 inhabitants above 66 years of age

Steihaug S, Nafstad P, Vikse R, Beier RM, Tangen T. Forebygging av lårhalsbrudd i Oslo. Tidsskr Nor Lægerforen. 1998;118:37-9



In Stovner city district hip fractures were reduced by 50% in 4-5 y.

Investment of 1 NOK gave a profit of 100 NOK.

2000 – 08, Norwegian Safety Forum (NSF) took a lead

- 2000: NSF launched a comprehensive report with evidence-based prevention means, proposed a national program, 700 000 Euro per year in five years
- 2004-8: NSF gathered 50 000 Euro per year, established fall prevention program in 15 municipalities, one national coordinator.
- Evaluation showed significance decrease in hip fractures in women in the municipalities

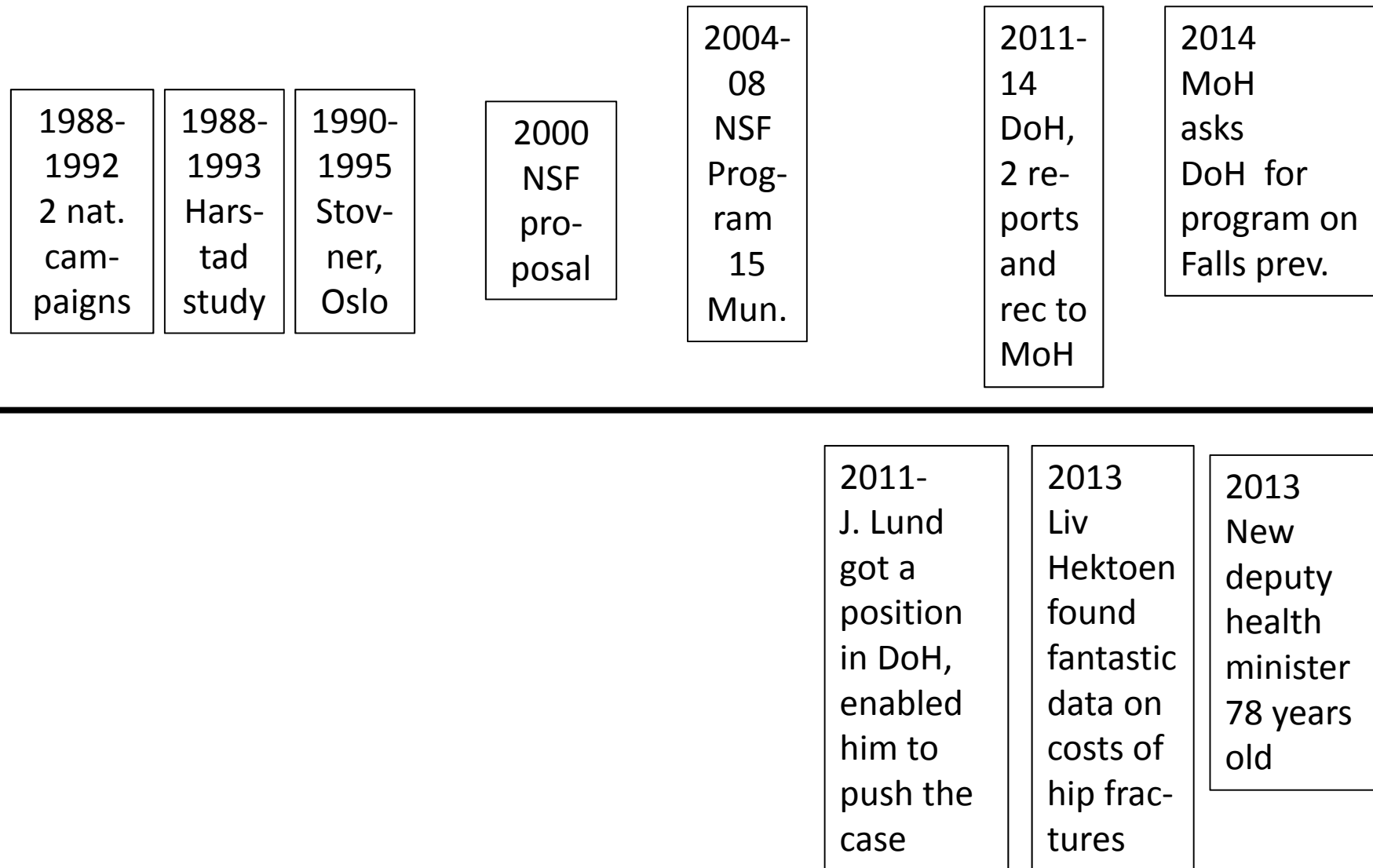
2011-14, Norwegian Directorate of Health (DoH) took a lead

- 2011-13, DoH summarized all experiences and evidences nationally and internationally in a report towards the municipalities. Also proposed to the MoH to establish a national programme, five years with 800 000 Euro/year
- 2013-14, DoH financed a report on «Cost of hip fractures» (Liv Hektoen, University College of Oslo).
- Result in report: Cost to repair and rehabilitate 1st year 60.000 Euro, 60 % covered by municipality, 38 % by state (hospitals) and 12 % shared.

The political window is now open?

- Aug 2014, MoH asked DoH to send them proposal on a national program on falls prevention.
- 1st Nov 2104, DoH sent proposal (12 pages with a summary) on a four year program in 25 municipalities to a cost of 6 million Euro per year. Information from those two reports was very important in this proposal
- DoH recommends that after evaluation, the program to be permanent with 12 million Euro per year, and to cover all municipalities in Norway.

25 years of persistence above the line, the good luck below the line



Warning

- The MoH has not yet made a decision on these recommendations toward national programs.
- However, we have during the last 25 years never been so close in Norway to get such a decision.

What can we learn from the Norwegian example?

- Collect and publish evidence based data on prevention continuously
- Summarize data, experiences and proposals in a language and in a form that bureaucrats and politicians manage to read and understand
- Promote the case. It is an advantage to have good relations with persons in the bureaucracy that are working on and deciding on the issue
- Be patient, if you persist long enough, the good luck usually comes – and the political window might open!