

virus. In terms of adopted protective behaviours, only the frequent use of repellent sprays and creams was found to be positively associated with a reduced probability of contamination. In sum, factors such as socioeconomic conditions, place of residence, belief systems and behaviours were all closely interdependent, forming socio-cultural models that were more or less favourable to contamination. So the prevalence of Chikungunya outbreak appears to be structured primarily by the mental representations of individuals and by environmental factors. These findings suggest that subjective perceptions of infectious diseases should be more systematically investigated and taken into account to improve effectiveness of public health policies.

SY4-02

Emergency Air Medical Service in Interhospital Transport and Disaster Evacuation

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Objective: The special geographic location makes people in Taiwan under the threat of various disasters, for example typhoons. Typhoon Morakot first hit Taiwan on August 6th, causing worst floods since 1959. Emergency evacuation of badly damaged remote villages and wooded mountains mostly relied on emergency air medical service (EAMS). This study is to review the role of EAMS by analyzing disaster response in typhoon disaster.

Methods: We analyzed disaster response in Typhoon Morakot, including death toll, number of resident in low-lying areas who were evacuated by ground transfer and EAMS dated Aug 6th to Aug 20th. The results were also compared with that in interhospital transport by EAMS.

Results: 141 people were confirmed dead; 440 were reported missing and 45 were reported wounded. A total of 8910 people were evacuated by air. This is much higher than that in interhospital transfer. This is mainly because ground transport was hampered by drenching rain and mudslided roads. The military was blamed for the delay and not sending in rescue helicopters and personnel properly equipped to save and evacuate the flood-besieged people.

Conclusion: Although the government faced criticism for not having arranged an evacuation as soon as it heard the typhoon was coming, this study demonstrates EAMS plays a even more important role in both interhospital

transport and disaster evacuation. Effective use of EAMS can cope with onslaught of disaster on Taiwan.

SY4-03

Injury Prevention: Global Perspectives

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(More detail will be presented during the talk)

SY4-04

From Injury Prevention to Safety Promotion--Work at Different Levels

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Injuries have always been major threats to the public's health and well-being. But not until late 20th century, injuries began to be viewed as an important public health problem and injury prevention as one of the priority of public health practice. The concept of "injury" has been strongly recommended as an alternative to the term "accident" that injury is a broader concept, consisting of "intentional" and "unintentional" categories. Moreover, the term "accident" has the connotation of unpredictable, uncontrollable or not preventable that can be used as an excuse for not acting to prevent. However, injury is a health outcome. It is not the injury outcome that is intentional or unintentional, but rather the act leading to injury. An accident is an event that results or could result in an injury (WHO 1989). What we should prevent one from is not only the injury but also the event that could, but does not always, lead to injury. Just like disease prevention, public health approach for injury prevention also has three levels of temporal sequence running from primary, through secondary to tertiary prevention. Primary prevention focuses on the factors involved in increase of risk, secondary prevention focuses on minimizing the extent of injury when a potentially harmful event takes place, and tertiary prevention focuses on reducing the impact of an already established injury. Based on the "energy" theory, one of the best known contributors in this field, William Haddon Jr. proposed ten alternative strategies to hinder harmful energy from coming into contact with individuals (1980). These strategies cover the whole spectrum of the three levels of prevention. However, probably because of putting too much emphasis on "injury", most of the prevention measures focus on secondary and tertiary prevention. Primary prevention to avoid the creation of the hazard in the first place puts emphasis on "safety" promotion. Nowadays, injury prevention and safety promotion are often linked together. Even the title of the world conference has been changed from "World Conference on Injury Prevention and Control" to "World Conference on Injury Prevention and Safety Promotion".