Northumbria University NEWCASTLE

LR Foundation

Applying the Double Dividend of Safety

How organisations can apply the tools and materials of the Double Dividend of Safety Project in their work

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Applying the Double Dividend of Safety

This document outlines the relevance of the double dividend of safety for organisations, explains how they can benefit from the materials developed by the Double Dividend of Safety Project, and encourages organisations to engage with the project.

The Double Dividend of Safety

If you felt your life could be cut short at any moment by violence, accidents, or natural disasters, would you worry much about exercising regularly or eating healthily?

Research shows that there is a connection between exposure to risk and health behaviour. When people are exposed to health and safety risks beyond their personal control, it reduces their chances of living to see old age, no matter what they do. Many of the benefits of a healthy lifestyle (or, indeed, the negative effects of an unhealthy one) are not experienced until later life. Therefore, people who are exposed to more uncontrollable risk now may, understandably, do less to avoid the later-life ill health they may never live to experience. Evidence shows that if we make people safer, they will be more motivated to take care of their health.

We call this the '**double dividend of safety**':

- First, there is the safety improvement itself (like reduced rates of violent crime or improved traffic safety) and,
- Second, the benefits of improved health behaviours (such as healthier eating and increased exercise).

For an explanation of the origins of the double dividend of safety concept, and a more detailed summary of the aims and approach of this project, please refer to our related documents 'Theory and Evidence' and 'Project Summary' available at doubledividendofsafety.org.

Is the Double Dividend of Safety Relevant to You?

Do you work as part of a group or organisation that promotes, funds, or campaigns for improved safety or reduced risks? Or does your work involve improving public health behaviours?

If you answered "yes" to either question, the double dividend of safety is relevant to you.

The double dividend of safety suggests that improvements to health behaviours could be produced by improved safety conditions across a range of different risk and hazard domains, such as violent crime, pollution, road safety, employment conditions, or natural disasters.

What might perceived risk of natural disaster or violence have to do with the motivation to eat healthily or quit smoking?

The double dividend of safety goes beyond the direct relationships between specific sources of risk and the health behaviours most clearly linked to those risks. When people feel more at risk from things beyond their control, they tend to put less effort into looking after their health. For example, if someone becomes more fearful of violence, their overall sense of risk may increase,

leading them to put less effort into maintaining their health, which could result in a less healthy diet. Similarly, eating a healthier diet may not seem like an obvious outcome of improved road safety in one's environment. However, an improved diet may occur because of increased health motivation resulting from a reduction in overall perceived risk. Such a reduction might be achieved by targeting key areas of risk, such as road safety.

Practical Applications of the Double Dividend of Safety

The Double Dividend of Safety Project will work with organisations to raise awareness of the double dividend of safety and to help them apply it in their work. Using data from the Lloyd's Register Foundation World Risk Poll (the first and only global study of people's perceptions and experiences of risks to their safety), we will develop a data dashboard to help estimate the impact that improving different types of safety could have in different countries. This unique tool can be used by organisations to quantify the potential double dividend of safety which might be gained by tackling key hazards in their regions of interest.

We anticipate that the data dashboard and user-friendly toolkits will be used by organisations in the following ways:

1. Strengthening a Safety Policy Campaign

Organisations who work to improve safety will be able to use the dashboard and materials to measure and articulate the additional, underappreciated benefits of their work (the double dividend of safety).

2. Strengthening the Case for Funding a Safety Campaign

Safety campaigning organisations will also be able to use these arguments to reinforce their bids for funding by quantifying some of the additional benefits of their proposed campaigns.

3. Advocating for Safety Interventions as Health Interventions

The dashboard and materials will support those working in public health to advocate for safety interventions as health interventions, empowering organisations to articulate the concept of the double dividend of safety, so that improving safety is considered a viable route to health behaviour change.

4. Assessing Where to Focus Funding and Activities

The dashboard will enable users to assess where best to focus funding and activities by identifying those people who could benefit most from being made safer (in terms of both safety and health behaviour improvements). The dashboard will help to target countries and domains of risk most likely to produce double dividends.

The following are example use cases for the Double Dividend of Safety Project materials and the proposed data dashboard. We anticipate that working closely with key collaborators to co-design user-friendly toolkits will also reveal further use cases for the data dashboard, which we will then communicate with the wider network of organisations interested in engaging with the project.

Example Use Case 1: Strengthening a Safety Policy Campaign

Organisational need: A road safety advocacy group is concerned about proposed changes to the traffic laws in one of the countries in which they operate. They believe that the proposed changes could weaken protections for vulnerable road users such as cyclists and pedestrians. Their campaign highlights that this country already has a road traffic fatality rate nearly double that of its neighbouring nations. They also point to recent statistics showing rising fatalities and injuries among cyclists, underscoring the urgent need for stronger road safety measures.

Use case: World Risk Poll data show that, when asked about the greatest risk to safety in their daily lives, transportation accidents are the primary concern reported by people living in high-income countries. This enables the road safety advocacy group to highlight transport safety as a key concern in their lobbying efforts. In addition, they are able to use the double dividend of safety dashboard to show that reducing levels of worry about transport safety would reduce smoking, increase rates of physical activity, and improve diets. This increases the group's ability to persuade policy makers to support amendments to the proposed traffic law changes. Without the double dividend of safety dashboard, the group are only able to highlight levels of concern about road safety. With the proposed dashboard, and explainer materials, they're also able to highlight the potential health behaviour gains that can be made by tackling the issue.

Example Use Case 2: Strengthening the Case for Funding a Safety Campaign

Organisational need: The head of fundraising for a community safety organisation is applying for a grant to expand their work with young people. According to publicly available crime statistics, a substantial number of young people in the organisation's target country believe they are highly likely to fall victim to crime within the next year, reflecting a concerning trend in public perception that has worsened in recent years.

Use case: In addition to improving the public's overall sense of safety, using the double dividend of safety tool and related explainer materials would allow the head of fundraising to argue that reducing fear of crime by half could significantly impact key health behaviours, such as smoking and physical activity among younger people. As a result, the community safety organisation strengthens their case for receiving additional funding to support their work with young people.

Example Use Case 3: Advocating for Safety Interventions as Health Interventions

Organisational need: The lead behavioural scientist at a research institute for global policy is compiling evidence for innovative approaches aimed at improving public health with a focus on behaviour change in low-income countries. Their research identifies that multiple health outcomes of interest are related to experiences of occupational and environmental risks, which are often beyond individual control.

Use case: By using the double dividend of safety tool, the institute can quantify the impact that improving occupational and environmental safety would have on health behaviours most closely related to their health outcomes of interest. As a result, the research institute advocates internationally for a priority policy focus on safety improvements as a previously unexplored route to health behaviour change. This results in increased funding for occupational and environmental safety initiatives in numerous countries.

Example Use Case 4: Assessing Where to Focus Funding & Activities

Organisational need: A philanthropic foundation dedicated to improving safety wants to select countries to focus their efforts on, ensuring they target areas most likely to receive the greatest benefit from their activities. They are struggling to choose between the countries they've shortlisted, as some seem to demonstrate equal need, based on experiences and perceptions of risk captured by the World Risk Poll.

Use case: The foundation can use the double dividend of safety tool to quantify the hidden population health improvements that could be realised from increasing safety in each shortlisted country. The tool shows that the double dividend of safety will be much bigger in some of the candidate countries than others, which helps to make the case for prioritising those as focus areas for the foundation's activities. As a result, funding is directed to countries where safety improvements are likely to lead to greater additional health behaviour benefits. The foundation can then use the double dividend of safety tool and materials to ensure that projects effectively monitor these benefits.

Identifying and Measuring the Double Dividend of Safety

The Double Dividend of Safety Project will work with organisations to help identify areas of their work that may be creating the double dividend of safety. Interactive workshops with key organisations will help to co-design user-friendly toolkits that other organisations can use to identify potential areas in their work where enhanced safety may be leading to improvements in health behaviours.

The project will also work with organisations to uncover opportunities to measure the double dividend of safety in their work and offer advice for how to do this. The project will introduce and discuss appropriate measures that organisations can incorporate into their work to capture the underappreciated health benefits of their work.

The project will also develop the Double Dividend of Safety Data Dashboard. This unique tool will allow organisations to estimate changes in population-level health behaviours likely to result from changes in levels of perceived risk. For example, the tool could be used to communicate what changes in smoking rates we might expect to see if worry about traffic accidents were halved in selected countries. Or it could estimate how the same reduction in worry might be expected to affect diet, physical activity, or alcohol consumption within the same population.

Communicating the Double Dividend of Safety

Many people aren't aware of the double dividend of safety. It isn't immediately obvious that a person's perceived risk due to violence should affect their motivation to quit smoking or exercise – nor that reducing road traffic deaths might lead people to improve their diets. Because this isn't intuitively obvious, we want more policy makers, funders, campaigners, and organisations to be aware of the double dividends that could be produced by making people safer.

Our interactive workshops will create user-friendly toolkits that organisations can use to communicate the double dividend of safety, and how improved health behaviours are an additional benefit that is expected to be generated through their efforts to improve safety.

For more information, contact the Double Dividend of Safety Project

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THE DOUBLE DIVIDEND OF SAFETY PROJECT

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