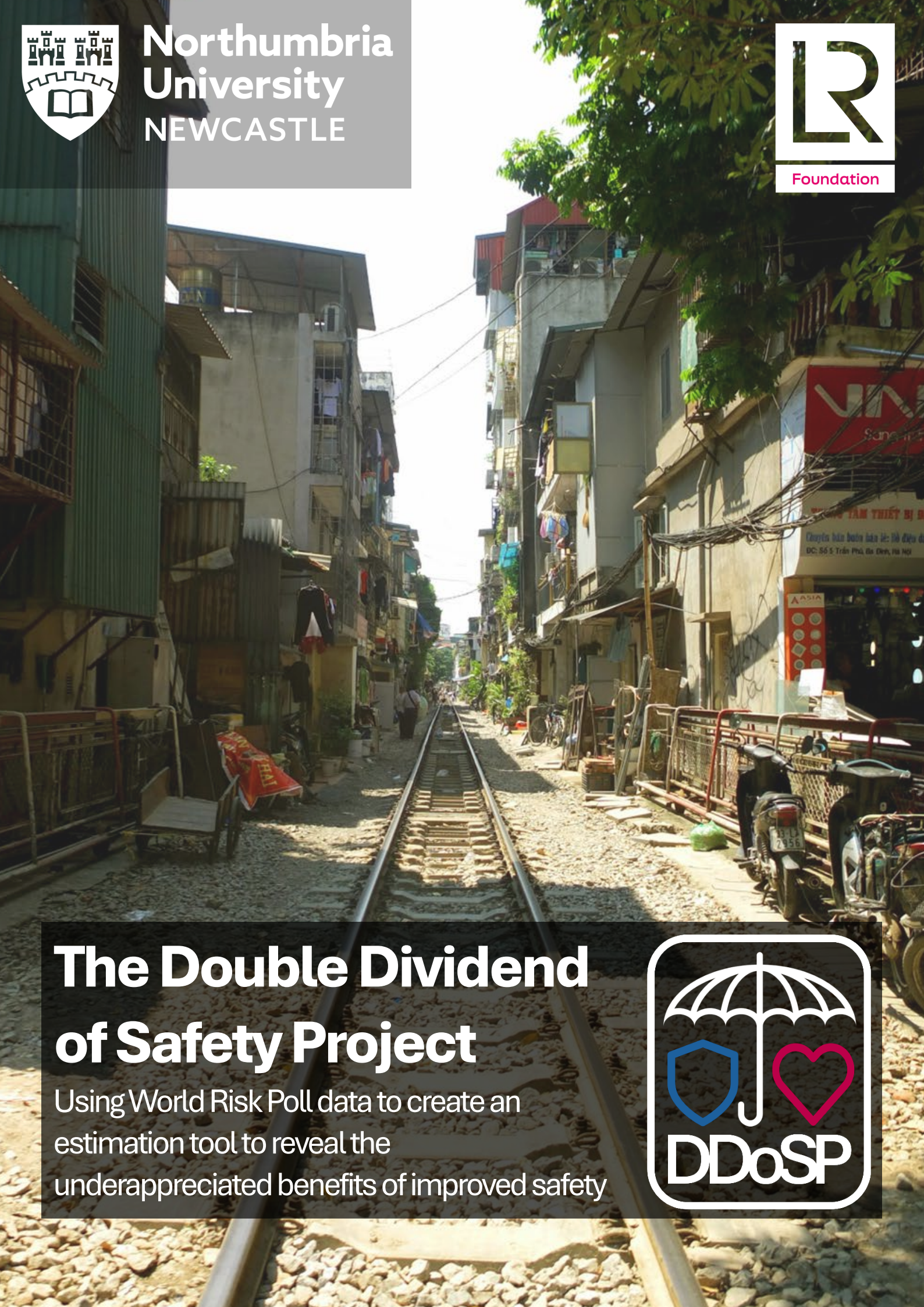

Northumbria University
NEWCASTLE

Foundation

The Double Dividend of Safety Project

Using World Risk Poll data to create an estimation tool to reveal the underappreciated benefits of improved safety

DDoSP

The Double Dividend of Safety Project

This document outlines the aims of the Double Dividend of Safety Project and summarises our approach.

The Double Dividend of Safety Project is funded by Lloyd's Register Foundation and led by researchers at Northumbria University in Newcastle. We will use data from the Lloyd's Register Foundation World Risk Poll (WRP; the first and only global study of people's perceptions and experiences of risks to their safety) to understand how improving people's safety can also lead to positive individual health behaviour changes – a concept known as the 'double dividend of safety'. We 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 WRP, we will develop a freely available data dashboard to help estimate the health behaviour impacts that improving different types of safety could have in different countries. This interactive tool can then 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.

What is 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.

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, those with the power to make change are not acting on it. If governments, employers, and other powerful organisations intervene to make greater reductions in exposure to risk, people would not only benefit from being safer, but they would also be more motivated to live healthier lives. We want policy makers to be aware of the double dividends they could produce by making people safer, and we want organisations to be empowered to measure, quantify and communicate the impact their work might be having on health behaviour.

For a more detailed explanation of the origins of the double dividend of safety concept, please refer to our related 'Theory and Evidence' document available at **doubledividendofsafety.org**.

Our Approach

The Double Dividend of Safety Project has two key elements. The first is working with organisations to raise awareness of the double dividend of safety and to help them apply it in their work. The second is using data from the WRP to build statistical models to estimate the impact that improving different types of safety could have in different countries. These models will be used to develop a data dashboard that organisations can use to quantify the potential double dividend of safety which might be gained by tackling key hazards in their regions of interest.

1. Working with Organisations

We are interested in working with a range of organisations, including charities, government agencies, NGOs, researchers, funders, policymakers, and advocacy groups. We are keen to engage with those that promote, fund, or campaign for improved safety or risk reduction, as well as those focused on improving public health behaviours.

We will introduce organisations to the concept of the double dividend of safety and identify its relevance to their work. Organisations will be supported through workshops and user-friendly toolkits to identify where their work might be creating the double dividend of safety and learn how to measure it to evaluate the impact of their work. This will help them articulate additional benefits of safety in lobbying and fundraising efforts.

Organisations that engage with the project will benefit from materials, workshops, and changemaker toolkits, in exchange for giving their feedback to help us further develop our project materials. These materials will include examples of how the double dividend of safety can be used in safety campaigns, grant applications, and interventions. This will include hints, tips, and examples of persuasive uses of the double dividend of safety to support organisations. Materials will be co-designed with key organisations, before sharing them for wider use.

2. The Double Dividend of Safety Data Dashboard (DDSDD)

The WRP provides valuable and comprehensive data on levels of perceived risk regarding a range of hazards in over 140 countries. This project will use WRP data to create a unique tool that employs statistical models to quantify the expected health behaviour improvements from safety interventions in the countries and risk domains represented in the WRP. This will allow us to estimate changes in population-level health behaviours likely to result from changes in levels of perceived risk.

Organisations will be able to use this tool to communicate the anticipated behavioural health benefits from the safety improvements they facilitate, advocate, and campaign for. For example, the DDSDD could be used to communicate what changes in smoking rates we might expect to see if worry about traffic accidents were halved in WRP countries. Or it could estimate how the same reduction in worry might be expected to affect diet, physical activity, or alcohol consumption within that population.

How Organisations Can Apply the Double Dividend of Safety in Their Work

We anticipate that the DDSDD 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 DDSDD 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 DDSDD 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 DDSDD 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 DDSDD will help to target countries and domains of risk most likely to produce double dividends.

For further details of how organisations can apply the double dividend of safety in their work, please refer to our related 'Practical Applications for Organisations' document available at **doubledividendofsafety.org**.

For more information, contact the Double Dividend of Safety Project

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doubledividendofsafety.org

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THE DOUBLE DIVIDEND OF SAFETY PROJECT

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