



ORIGINAL RESEARCH PAPER

Public Health

A SURVEY EVALUATING A CREATIVE PHOTOGRAPHIC INITIATIVE OF ROCK JUMPING WITH POTENTIAL HAZARDS INCLUDING A YOUTUBE CREATION FOR GLOBAL REACH.

KEY WORDS: Spinal Cord Injury, Drowning, Near Drowning, Accidental Falls.

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ABSTRACT

Background Hilton has previously published manuscripts on falls and drowning prevention, incorporating these into an international safety media award print finalist design [2022]. This project is an adolescent jumping into a rock pool at Blairgowrie, Victoria. Hilton's speech bubbles with words on each image create interest related to adventure and hazards. **Methods** Fifty people were randomly invited in a convenience sampling approach to answer several questions, after providing consent for inclusion of their anonymous answers in the aggregate analysis. 1. Age 2. Gender. 3. Would you do this? [ie jump]. 4. Do you think this image with text has meaning, impact and/or influence? 5. Do you consider that this image with text could result in a person reconsidering? 6. Do you consider that this image with text could result in a person not jumping? 7. What do you consider could be the main injuries as a result of jumping like this? **Results** Q1. Mean age was 38.7 years [range 16–68 years]. Q2. Gender - male-37%, female-63%. Q3. Yes-50%, No-47%, Uncertain-3%. Q4. Yes-83%, No-7%, Uncertain-10%. Q5. Yes-80%, No-10%, Uncertain-10%. Q6. Yes-37%, No-23%, Uncertain-40%. Q7. Answers included broken bones, paraplegia, quadriplegia, head injuries, hitting rocks, bruising, grazes, drowning and/or death. **Discussion and Conclusions** The majority of respondents considered that the image with text had meaning, impact and/or influence. 80% said the design may result in a person reconsidering with more uncertainty over whether it would stop a person jumping. Most respondent's answers about potential injuries aligned with injury document evidence reports.

Succint Key Message

The survey assessing six photographs of an adolescent rock jumping at Blairgowrie, Victoria including Hilton's speech bubbles with words related to adventure and hazards found that the majority of respondents considered the image with text had meaning, impact and/or influence.

Key Messages.

Peden and colleagues analyze unintentional fatal drowning rates/100,000 population over 16 years (2004/05–2019/20) and overall rates decreased by 28.2%; all locations and jurisdictions recorded reductions, aside from rocks which recorded an increase (+46.3%). Given this finding, this current report is necessary research and is of an adolescent jumping into a rock pool at Blairgowrie, Victoria. Hilton's speech bubbles with words on each image create interest related to adventure and hazards.

Fifty people were randomly invited in a convenience sampling approach to answer questions about whether you would do this? whether the image with text had meaning, impact and/or influence? or would it make a person reconsider? or whether it would stop a person jumping? and what injuries could result from jumping like this? The majority of respondents considered that the image with text had meaning, impact and/or influence, with 80% stating the design may result in a person reconsidering with more uncertainty over whether it would stop a person jumping. Most respondent's answers about potential injuries aligned with injury document evidence reports.

INTRODUCTION

Hilton has previously published manuscripts on falls and drowning prevention, incorporating these into an international safety media award print finalist design in 2022 [know about injury risks] ^{1, 2, 3, 4}. Hilton has previously incorporated Mr Stephen Hilton's photographs in specific publications on climate change, laughter therapy,

motorcyclist road traffic safety and a drowning prevention initiative ^{2, 3, 5, 6, 7}. This project aims to survey person's opinions regarding Mr Stephen Hilton creative photograph taken at Blairgowrie. The Man of Many Lifestyle Blog lists the top 7 rock jumping locations in Australia ⁸. Interestingly, Blairgowrie, Victoria is listed as the first top number one location.

The Royal Life Saving Summer Drowning Report 2023/2024 reports on media reported summer drowning deaths [1/12/23 to 29/2/24] and compares trends from 2018-19 to 2022-3 ⁹. The report is also informed by the Victorian Coroners Prevention Unit through Life Saving Victoria and Surf Life Saving Australia incident reports. From 1/12/23-29/2/24, category activity [other] resulted in 18% of deaths, with jumped in inclusive. The location of rocks involved 1% of drownings. From 1/12/22-28/2/23, 16% of drownings were categorized as activity [other] including jumping in and 4% were at a rock location.

Peden and colleagues analyze unintentional fatal drowning rates per 100,000 population over 16 years (2004/05–2019/20) ¹⁰. The overall rate decreased by 28.2%, with all locations and jurisdictions recording reductions, aside from rocks which recorded an increase (+46.3%). Given this finding, this current report is necessary research.

The objective of this small survey is to assess knowledge, understanding and experience to find out who may or may not rock jump and respondents' thoughts surrounding this activity thus enhancing understanding of the concerns and whether they are aware of possible potential injuries should something unforeseen occur.

The Australian Institute of Health & Welfare [AIHW] Injury in Australia, Drowning & submersion report [6/7/23] states drowning and submersion injuries represent 0.1% of injury hospitalisations and 2.0% of injury deaths ^{11, 12}. These injuries

and deaths occur in natural water bodies, swimming pools, bathtubs and other unspecified locations. The AIHW report [2021–22], states there were 156 hospitalisations representing 30% of hospitalisations involving natural water including falling in, a rate of 0.6 / 100,000. Analysis of 2020–21, fatalities from drowning and submersion state they were most commonly reported at natural bodies of water including falls in, with 139 deaths, representing 51% of deaths, a rate of 0.5/100,000.

An AIHW report; Spinal cord injury, Australia 2017–18 states that among people ≥ 15 in 2017–18, there were 187 new cases of traumatic spinal cord injury, mostly land transport, followed by falls¹².

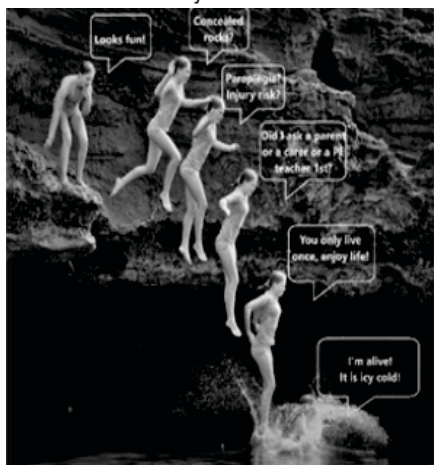
METHODS

The photograph taken by Mr Stephen Hilton is an adolescent jumping into a rock pool at Blairgowrie, Victoria [six successive images of the adolescent as she descends after the jump take off, with the final image of her submerged in the rock pool].



Photograph 1. Blairgowrie rock jumping photograph taken by Mr Stephen Hilton.

The water depth had been ascertained by several people including D. Hilton prior to the jump to ensure it was an adequately safe depth. Hilton's speech bubbles with words on each image create interest related to adventure and hazards. These hypothetical words were as follows; 1. Looks fun! 2. Concealed rocks? 3. Paraplegia? Injury risk? 4. Did I ask a parent or a carer or a PE teacher 1st? 5. You only live once, enjoy life! 6. I'm alive! It is icy cold!



Photograph 2. Blairgowrie rock jumping photograph taken by Mr Stephen Hilton with the inclusion of the hypothetical speech bubbles with text being fabricated phrases related to adventure and hazards created by author D. Hilton. These are not the words of the adolescent.

The six successive images combined with the hypothetical speech bubbles can also be viewed on Deborah Hilton's YouTube channel [<https://www.youtube.com/@deborahhilton5719>] and it is titled; Safe or senseless¹³. This survey and report does not focus on the voice overlay on the YouTube but purely the printed versions of the images with the hypothetical text.

Fifty people were randomly invited in a convenience sampling approach to answer several questions, after providing consent for their anonymous answers to be included in the aggregate analysis.

Thirty provided answers, which is a participation rate of 60%. The questions included 1. Age 2. Gender. 3. Would you do this? [ie jump]. 4. Do you think this image with text has meaning, impact and/or influence? 5. Do you consider that this image with text could result in a person reconsidering? 6. Do you consider that this image with text could result in a person not jumping? 7. What do you consider could be the main injuries as a result of jumping like this?

Please note that ethics approval was not required as this is not interventional clinical research study.

RESULTS

Thirty people provided answers, which is a participation rate of 60%.

Q1. Mean age was 38.7 years [range 16–68 years].

Q2. Gender - male-37%, female-63%.

Figure 1 below describes the answer to the question 3; would you do this? Results were 50% yes, 47% no and 3% uncertain.

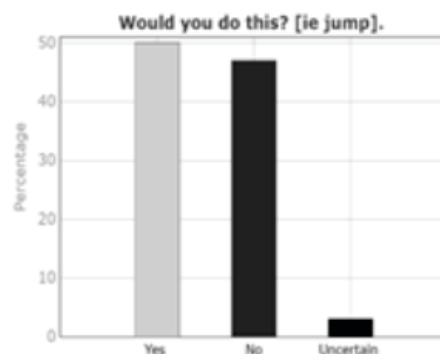


Figure 1. Would you do this?

Figure 2 below describes the answers to the question 4; Do you think this image with text has meaning, impact and/or influence? Answers were as follows; yes-83%, no-7%, uncertain-10%.

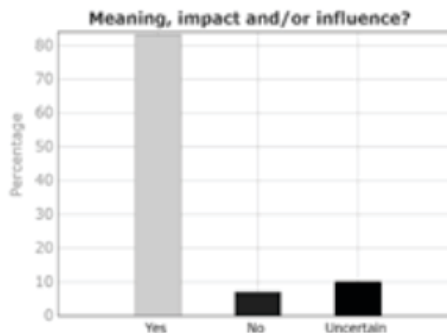


Figure 2. Meaning, impact and/or influence?

Figure 3 below describes the results to question 5; Do you consider that this image with text could result in a person reconsidering? The answers were yes-80%, no-10%, uncertain-10%.

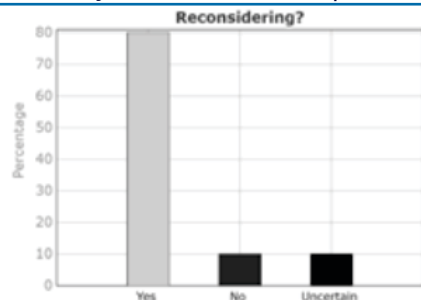


Figure 3. Reconsidering?

Figure 4 below gives the results to question 6, which was; do you consider that this image with text could result in a person not jumping? The answers were yes-37%, no-23%, uncertain-40%.

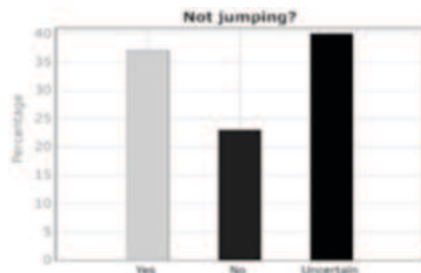


Figure 4. Not jumping?

The answers to question 7 included; broken bones, paraplegia, quadriplegia, head injuries, hitting rocks, bruising, grazes, drowning and/or death.

Most respondent's answers about potential injuries aligned with injury document evidence reports for example; Australian Institute of Health & Welfare [AIHW] Injury in Australia, Drowning & submersion report & Spinal Injuries in Australia ^{11,12}.

DISCUSSION

An Australian Institute of Health and Welfare report; Spinal cord injury, Australia 2017–18 states that among people ≥ 15 in 2017–18, there were 187 new cases of traumatic spinal cord injury due to external causes ¹². These are categorised as previously mentioned with two of the categories being fall and water related. Peden and colleagues state that related to the social media phenomena, including the taking of Instagram photographs at hazardous locations, there is a worrying related finding being falls ¹⁰. Should the hypothetical scenario being that a person falls, then passes as a result of a water related incident, then the dilemma of the coder is whether to classify it as a fall or a water related incident or both. Jain and Mavani discuss selfie related fatalities in their publication being a comprehensive study of worldwide selfie-related accidental mortality ¹⁴. The Oxford Dictionary now list 'selfie' and from 2014 to mid-2016, 75 people have passed worldwide in this way. The top three modes of death are fall from height, drowning and rail accidents. The difficulty with any of these classifications becomes whether it is as a result of being distracted while taking a selfie, knocked by another person, or is there intent to take one's life, and/or just accidental drowning as cause.

The YouTube extension of this project is a modern-day application that young folk may relate to. Zazzera in 2020 published a manuscript titled; Use of Social Media for Injury Prevention: An Integrative Review ¹⁵. The search yielded 583 studies from 2006 to 2018, with twelve studies meeting the inclusion criteria identified from CINAHL, PubMed, MEDLINE, and Applied Science & Technology Source databases. Online social media injury content is active yet

inaccurate or false messages maybe unregulated. The portal improves community understanding opportunities yet additional research should be forthcoming. Social media allows a pervasive opportunity to circulate reliable and accurate safety information to frequent social media users. McAdams and colleagues in particular discuss how social media maybe useful for conveying information to parents and how a thousand words can be said via the usage of a picture ¹⁶.

Social media has proved a feasible avenue for delivering public health messages focused on preventing paediatric burn injuries ¹⁷ and the prevention of scalds and improved burns first aid as a result of the SafeTea hot drink social media campaign ¹⁸.

Also, understanding sentiment regarding rugby posts related to welfare and mitigation of injury risk ¹⁹ or in terms of encouraging safety in National Parks around aquatic hazards ²⁰.

Accurate injury prevention information potentially can reach different target audiences including young folk or parents ¹⁶. It is an alternative avenue compared to beach signage viewed while walking past and social media allows viewing analytics. Safe or senseless from 9/10/23-19/03/25 recorded 0:42 seconds average view duration with 167 views.

Potentially this drowning prevention work could be extended to a more mass media communication campaign. Mass media coverage reaches many stakeholders in order to achieve goals, enforce compliance and implement strategies ²¹. The document titled; the global status report on drowning prevention states; drowning disproportionately affects low-income countries, hence the YouTube potentially could reach these high-risk population groups.

Various documents report on drowning rates in low-income countries and hence potentially the safe or senseless prevention work could be incorporated into overseas programs. Various examples of projects whereby this could occur which could involve either incorporation of the YouTube into current packages and/or extensions to differing age cohorts are mentioned as below.

The Barisal Drowning Reduction Project [BHASA], that was implemented in Bangladesh reduced fatal drowning of children aged 1-10 years by 45%. This was through implementing the project in community-based daycare centres, teaching elder children swimming, capacitating the community on first response and community awareness among the students, caregivers and community people ²².

A drowning prevention toolkit that was developed by an international organisation suggested to organise various awareness campaigns to engage stakeholders and rural communities on drowning prevention activities. The organisation suggested using a variety of leaflets, posters, photos and pictorials ²³.

In Lake Victoria [Africa], to raise awareness among adolescents, the fisherman community and students; photos, leaflets and practical skills were used by the local development organisations ²⁴.

Drowning is the leading death cause of children aged 1-17, with an estimated 14,500 children dying each year in Bangladesh due to drowning particularly in rural areas ²⁵. The child daycare intervention shows strong potential for producing net societal economic benefits by preventing child drownings at a reasonable program cost ²⁶. While this cost analysis is in a younger cohort it maybe that interventions in older cohorts also return investments.

There are evidence-based interventions that protect child drowning, over the last decades in Bangladesh. While there

are several interventions aimed at reducing the drowning risk in children for <5 years developed, there are though several gaps that were identified from the intervention that showed no mortality reduction²⁷. Limited supervision increases risks, as parents manage multiple responsibilities. Despite high fatalities, prevention efforts remain inadequate. The child daycare centre is effective for preventing childhood drowning in rural Bangladesh for children above age 1-year, and therefore, should be considered for further scale-up large-scale evaluation of interventions designed to reduce childhood drownings in rural Bangladesh²⁸.

YouTube are used for awareness activities involving real stories and well-known celebrities in countries like Bangladesh, one of the most drowning-prone countries in the world. These include YouTube such as;

- Bloomberg Philanthropies; Drowning in the Delta: Preventing Childhood Drowning in Bangladesh²⁹.
- Global Health Advocacy Incubator. Drowning Prevention in Bangladesh: The Community Daycare Center Model³⁰.
- Synergos. TV spot to raise awareness to end child drowning in Bangladesh³¹.
- Bournemouth University. Global Impact: Drowning prevention in rural Bangladesh³². This project has been launched in Bangladesh to identify and test methods for reducing drowning deaths among newly mobile children, particularly those under two years old.

Hence while the safe and senseless YouTube was created by an author from a high-income country, as evidenced by the project and YouTube work in low-and middle-income countries this safe or senseless YouTube could easily be included in the prevention work performed in low-and middle-income countries. In fact, it may be more important for these countries given various statistics.

According to the World Health Organisation [WHO] first ever report on drowning prevention almost 50% of drownings are in people under 29 years of age and a quarter occur among those under 5 years²¹. Lack of supervision is a key factor in these tragedies. The report also states that at the global level low- and middle-income countries account for 9 in 10 drowning deaths. Given these factors that include location, plus inadequate instruction, it may be that the incorporation of safe or senseless is worthy and justified. The report also found that just 22% of countries integrate water safety, swimming and aquatic training into their school curricula, hence I would envisage that incorporation of this into a school-based curricula may be suitable.

There are an endless if not a countless number of journal manuscripts in the Australian and New Zealand Journal of Public Health which when a word search for drowning is done it retrieves 108 results. Various of these are of interest to overseas readers^{33, 34, 35}. Complete details will not be elaborated on specifically here, but readers can find the necessary or pertinent articles if required.

Deborah as previously mentioned had along with other relatives that day checked the water for depth plus the presence of rocks. In performing this task she did slip on a rock, grazing her leg very slightly. This also raises the real question of while she was not performing a rescue, but rather ensuring water safety, there is the real risk that in the event of needing to become a rescuer that they end up a casualty. Had the adolescent jumped onto a rock and not surfaced, then should author Hilton or photographer Hilton have tried to step in to perform a rescue and then drown themselves, this hypothetical situation called "drowning for love" is also termed; aquatic victim-instead-of-rescuer syndrome as described by authors Franklin and Pearn³⁶.

This project is already featured on the international safety media award's website as a campaign <\$50,000 finalist for

2024 so has global reach currently³⁷. This campaign also shows Hilton checking the water prior. Bangladesh and other countries can easily direct those they are educating to this website or the authors own YouTube site to view this and hence incorporate it into their training regime and programs.

The usage and uptake by low-and middle-income countries will be closely monitored in coming years by viewing analytics by geographical region as generated on either the ISMA site and/or the YouTube site. Otherwise, individual organisations may also be capable of generating analytics of how many students are in classrooms in attendance at training days and hence how many people would have viewed this.

Safe or senseless – you decide. Should tragedy befall you if you jump, fall or get pushed, in these modern times there will be coronial investigations forthcoming. This did not occur to as great an extent historically decades ago or centuries in the past. Never the less persons succumbing to their fate in similar or tragic circumstances will not be forgotten and many families are affected as such.

Conclusion In Remembrance

"One death is a tragedy. A million deaths are a statistic." Josef Stalin. This simple statistical writing task is a tribute dedicated to D. Hilton's late Grandmother found drowned [Mary Elsie; passed away in 1964, 44 years old]. While circumstances maybe different or unknown, it remains a fact I never had the wonderful opportunity to meet my beautiful, lovely grandmother. An unexpected aquatic death creates unimaginable family tragedy & grief. If this article prevents even one drowning fatality, then the time spent writing is worthwhile and well justified.

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2. Mr S. Hilton for his expertise in taking and providing the photographs for usage.

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