**Abstract:** Background: Preventing road traffic injuries (RTIs) in rural areas poses particular challenges. This study highlights potential countermeasures and barriers as identified by health workers (known as Behvarzes) responsible for local community health and safety matters.

Methods: The study enrolled the rural health workers of Twiserkan district (Iran), all of whom (n= nearly 100) were trained for the purpose of prospectively gathering data on any severe injury occurring in their catchment population over a six-month period, proposing preventive measures and identifying potential barriers. The data collection finished with a questionnaire session covering similar issues but addressed in more general terms.

Results: The health workers reported a total of 59 persons who were severely injured in 41 crashes during the 6 month follow-up. Of those, 14 (24%) died in or as a consequence of the crash. A total of 28 people were injured in a “one victim” crash, 18 in a “two victim” crash and 13 in a “three or more victims” crash. The health workers emphasized the adoption of safe behavior/practice as an important means for RTI prevention (90%), with a focus on the use of motorcycle helmet and compliance with traffic rules. Their suggestions covered the three “Es” – education, engineering and enforcement. They saw their own contribution as being health and safety educators and promoters. The barriers they identified dealt with both individual and environmental factors.

Conclusion: Health workers are in a good position to identify both a variety of context-relevant countermeasures for RTI control and prevention and potential barriers to their implementation and uptake. They can help to bridge the knowledge-practice gap in the field of safety promotion among rural community.

**Keywords:** countermeasures; social diagnosis; road infrastructure; Haddon matrix; Behvarz; motorcycle

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