

The Injury Free Connection



The Newsletter of the Injury Free Coalition for Kids®

Issue 8 • Winter 2010

Injury Free Members Help Chart Country's Prevention Course

Injury Free Coalition for Kids members are well represented in the injury prevention specialists who are assisting the Centers for Disease Control and Prevention in the development of a national action plan for childhood injury prevention.

The CDC effort is an expansion of the world report on childhood injury prevention by the World Health Organization and UNICEF, and the CDC's childhood injury report. It aims to raise awareness, highlight prevention opportunities, create recommendations for action, as well as develop and mobilize a plan with a goal of giving more focus to the nation's current child injury prevention activities and a platform for future activities.

Six work groups were formed during a meeting in Atlanta this year. They

are addressing a number of topics including data and surveillance, media and communications, health systems and health care, research, law, policy and advocacy, and education and training.

Half of the groups are Chaired by Injury Free Coalition for Kids Principal Investigators including Doctors Flaura Winston, of Philadelphia, Andrea Gielen, of Baltimore, and Kyran Quinlan, of Chicago.

Injury Free members serving in other capacities are Garry Lapidus, of Hartford, Medical Doctors Mary Aitken, of Little Rock, Barbara Barlow, of the National Program Office, Michael Mello, of Providence, Susan Pollack, of Lexington, Linda Quan, of Seattle, Gary Smith, of Columbus, Ohio, and Doctorate of Philosophy Joyce Pressley, of the National Program Office.

"See Me Safe" Goes to Three Injury Free Sites

Three Injury Free Coalition for Kids sites are taking part in the "See Me Safe" passenger safety program, a unique collaboration between Ford Motor Company Fund and Meharry Medical College. This program combines community outreach and education for parents/caregivers with health care provider education. It is aimed at increasing community capacity and the core team of Child Passenger Safety stakeholders by establishing a supportive network of physicians, nurses, medical interns and pediatric trauma response teams.

The newest component of this initiative is KidsBoost for Safety, an outreach and education program to reach booster age children

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2010 Conference Makes Unprecedented Moves

The doors of Forging New Frontiers: The Annual Conference of the Injury Free Coalition for Kids are being opened to non-members for the first time in the history of the organization. The meeting will be held in Chicago; and, in addition to abstracts from sites across the country addressing best practices and ground breaking research, it will focus on both Disaster and Violence Prevention. Keynote speakers address each of the topics.



Carden Johnston, MD

Carden Johnston, MD the American Academy of Pediatrics Violence Prevention Sub-committee Chair will speak on violence prevention.

He is a past president of the American academy of Pediatrics and a Professor Emeritus of Pediatrics at the University of Alabama at Birmingham.

TOYS R US & Injury Free Team Up

The Injury Free Coalition for Kids and Toys"R"Us this year joined forces to help reduce injuries among children of families in need. The Toys"R"Us Children's fund provided the National Program Office a \$10,000 donation which was used to assist ten sites in unintentional injury. The core mission of the Toys"R"Us Children's Fund is to keep children safe and help them in times of need. Information about how the sites used the funds can be found on pages 6 and 7.



Sandro Galea, MD, MPH, DrPH

Sandro Galea, MD, MPH, DrPH will speak on disaster preparedness. Dr. Galea is the author of Mental Health and Disasters.

He is the Gelman Professor and Chair of the Department of Epidemiology at the Mailman School of Public Health in Columbia University of New York. During the Saturday night banquet participants will hear from Gary Slutkin, MD the founder and executive director of Ceasefire. A partnership with Cincinnati Children's Medical Center will make 12 CME credit hours available.



Greetings,

I hope that you will take the time to read through this edition of the Injury Free Connection. It will give you a sense of the great wealth this organization brings to the field of Injury Prevention, and the invaluable work being done to make this a safer place for children.

Serving as the first president of a newly developed board has given me a new perspective and a great appreciation of all of the work it has taken for Injury Free to grow into the organization as it exists today. I've had the honor leading the Coalition during one of this country's most challenging economic times, and I have seen us rise to meet many challenges that have presented themselves before us. I've developed a great appreciation for the dedication with which everyone works together. I am truly grateful for the overwhelming support I received from our Board Members, our Principal Investigators and Program Coordinators, and from the National Program Office in trying to fulfill my duties. It truly shows our true commitment to each of our individual sites, the organization and our mission - to reduce injuries to children.

As I step into the position of Past President, I do so knowing that we remain strong in our convictions and that we are welcoming a new president who will continue to lead us into a bright future. Barbara Gaines, MD, will serve this organization well in her new position as president of the board. Please help me as I work to provide her the support that she needs. Our nation's children depend on us.

Sincerely,



Michael P. Hirsh, MD
UMASS Memorial Children's Medical Center Surgeon-in-Chief
Injury Free Coalition for Kids Board President
Professor of Surgery and Pediatrics UMASS Medical School
Chief, Division of Pediatric Surgery and Trauma (UMMCMC)
UMASS Memorial Health Care System
Injury Free Coalition for Kids of Worcester Co-Principal Investigator



Hello everyone,

It is with pleasure that I write this letter inviting you to read the pages of the Injury Free Connection to learn more about the state of Injury Free, its sites across the country and our commitment to reducing injuries to children.

I am proud of how we have worked together to weather the storm of hard economic times. Because of our shared commitment to the health and safety of children, we have remained strong, and committed to our mission and to each other. We have found solace in each other and we have continued to push forward.

I thank Michael Hirsh, MD, for his leadership during the introduction of an Injury Free Board. Under his direction the Board has proven to be a valued addition to the Injury Free Coalition for Kids. It has meant a variety of perspectives, a wealth of experience and endless energy. It was helpful in moving the Coalition's annual meeting to a new location and opening its doors to non members for the first time. In addition it has led the way in making sure that we continue to publish a supplement to the Journal of Trauma. However, most importantly, it has made sure that our sites continue to carry out the important programming, research and evaluation necessary to make a difference in the lives of children. I look forward to our continued growth as Barbara Gaines, MD, takes over the role of Board President. Please take the time to read about the nationwide work being done by Coalition members and join us as we continue on our mission to reduce injuries to children.

Sincerely,

A handwritten signature in cursive script that reads "Barbara Barlow".

Barbara Barlow, MD
Professor Emerita of Surgery in Epidemiology
at the Columbia University School of Public Health
Injury Free Coalition for Kids Founder & Executive Director

Board Business

Micheal Hirsh, MD, will step into the role of Past President and Barbara Gaines, MD, will become the new Injury Free Board President.



President Elect
Barbara A. Gaines, MD
Associate Prof.
of Surgery; Dir.
of Trauma and
Injury Prevention;
PI, Injury Free
Pittsburgh

Barbara A. Gaines, MD, is a pediatric surgeon and associate professor at University of Pittsburgh School of Medicine. She has a Bachelor of Arts from Brown University and a medical degree from University of Virginia, Charlottesville, VA. Dr. Gaines serves as Director of the Benedum Trauma Program at Children's Hospital of Pittsburgh. In addition to her administrative responsibilities at Children's Hospital of Pittsburgh, she teaches medical students, pediatric surgery residents and pediatric surgery fellows in the outpatient and inpatient settings. Dr. Gaines academic and community outreach interests include children injury prevention.

Michael Hirsh, MD, Injury Free Board President this year appointed Mariann Manno, MD, of Worcester as the Chairperson of the Coalition's Nominating Committee. She will have her work cut out for her. This year three members will rotate off the board. Two-year terms will end for Beverly Miller, MEd, Doctors Kathy Monroe and Jonathan Groner.

Dr. Barbara Barlow Enters New Phase in Career

Dr. Barbara Barlow, the founder and executive Director of the Injury Free Coalition for Kids is moving into a new phase of her professional career. This year she will assume the role of Professor Emerita of Surgery in Epidemiology at the School of Public Health. "I've always loved my job as Professor of Surgery and Director of Surgery," Dr. Barlow said. "It was my intention to do it as long as I could." Barlow went on to say,

"These career changes will now allow me to put more energy toward Injury Free and making this a safer better world for children."

Making this a better place for children is something Dr. Barlow has done most of her professional career. It was more than 20 years ago that she set out to address the large number of children she saw coming into the Harlem Hospital with severe injuries. Since then, major injury admissions of community children in Harlem have decreased by more than 60% since the program started in 1988.

The Program and Dr. Barlow have received awards from the American Hospital Association, the American Academy of Pediatrics, the U.S. Department of Transportation, the National Highway Traffic Safety Association, the National Safety Council, the American Trauma Society, the National Association of Public Hospitals, Society of Public Health Educators of the American Public Health Association, Johnson and Johnson Foundation, Allstate Foundation, the Hospital Association of New York, the American Association of Medical Colleges' David E. Rogers Award, the Renaissance Woman Award from the Foundation for Women in Medicine, the Distinguished Career Award from the American Public Health



Dr. Barlow reflects on another milestone in helping children

Association Section on Injury Control and Emergency Health Services, and the Sloan Public Service Award from the Fund for the City of New York.

Dr. Barlow's research has focused on traumatic injury to children and on injury prevention for the past thirty-five years. She is a former member of the American College of Surgeons Committee on Trauma and the American Academy of Pediatrics Committee on Pediatric Emergency Medicine.

Dr. Barlow received a BA from Vassar College, an MA in Psychology from Columbia University and an MD from Albert Einstein College of Medicine where she was elected to Alpha Omega Alpha. Her general surgical training was completed at Bronx Municipal Hospital followed by a Fellowship in Pediatric Surgery at Babies Hospital, Columbia Presbyterian Medical Center.

NPO Operations

Katrina Devastated Playground Restored

Five years after being devastated by Hurricane Katrina the children of the historic 7th Ward of New Orleans have a new playground. The 5th of six playgrounds to be built by the Injury Free Coalition for Kids and the Allstate Foundation with funding from Foundation, the Carrol Janis Family, Friends of NORD and the New Orleans Recreation Department was dedicated on October second.



Cutting through the tragedy of Katrina

In true Injury Free community build fashion close to 100 residents, community leaders, and students came together to build the playground the week before. The effort was lead by two University of New Orleans Urban Planning students Kendric Perkins and Michael Prats. Both students are well aware of what the community built playground meant.

“We’ve not only built a playground here,” Prats said. “We’ve also helped rebuild a community.”



New Orleans’s 7th Ward community shows appreciation

“The two of them have made a lasting difference in the lives of children in their community,” Dr. Barlow said . “A safe playground not only helps to develop a sense of community pride, it also develops a safety net because people are more apt to protect and care about children they know.” New Orleans City Council Member Cynthia Hedge-Morrell served as the mistress of ceremonies for Saturday’s dedication. The event was highlight by a command performance of the St. Augustine Marching 100, a legendary high school marching band.



St. Augustine High School marched in to celebrate the new playground

“See Me Safe” continued from page 1 in elementary school. The complexities and evolving technology of child passenger safety can be overwhelming and difficult for many parents who often must rely only on written information about the proper use of safety restraint systems. One of the ways that “See Me Safe” aims to address this challenge in CPS education is by connecting parents and caregivers to CPS certified technicians and by engaging them in the education process.

This year the “See Me Safe” program will build on its success by partnering with three additional organizations to promote child passenger safety. Injury Free Atlanta, San Diego and Miami are taking part. Two hundred (200) child passenger safety seats and booster seats will be distributed in each city - 100 of which are booster seats.

Contact Us

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www.injuryfree.org

Birmingham



Showered with safety

Shower Provides Safety Equipment

Birmingham mothers experienced a baby shower of a different kind because of the Toys“R”Us donation. Seven mothers who attended the “injury prevention baby shower” Injury Free Birmingham received 10 booster seats, 8 bike helmets and 2 smoke detectors. A variety of medical professionals assisted in the shower. Two Emergency Medical Physicians, one ED nurse, two pediatric residents and one medical student. A second preschool shower was held where an area was provided for children to learn about safety in a separate setting while the parents learned about injury prevention.

Injury Free Birmingham representatives say they believe their events were a success because average pre test scores of 57% and average post test scores of 96% indicated an immediate increase in knowledge about safety. All of the participants reported the shower was helpful, they felt they could provide a safer home and they learned something new. All participants who answered the question reported that they would recommend this shower to other mothers.

Boston

ED Steps in to Make Children Safer at Home

Boston Children’s Hospital Emergency Department (ED) nurses are better equipped to do home safety injury prevention screening and intervention because of the Toys“R”Us donation. The donation helped Injury Free Boston

to set up and test a home safety program.

The objective of the Emergency Department Home Safety Program was for nurses to educate families with children less than 5 years old about home safety and to provide them supplies. The donation helped to supply 38 home safety bags for distribution to families with limited resources. Seventy percent of children had governmental (federal or Massachusetts) aid based health insurance. The average age of patients was 19 months (range 0.5-44 months). Parents reported they were “very satisfied” with the program 92% of the time, and reported “satisfied” 8% of the time. We supplied electrical outlet covers, cabinet door latches, bathtub water temperature tester, and door knob covers in a reusable bag.



ED home safety Injury Prevention bag

When asked “how likely are you to use the equipment we are giving you today, all families selected “definitely will use.” The survey also asked “Do you think it is useful to have a program like this in the Emergency Department?” and 100% responded “yes.” For the question, “Do you think it takes too much time to do this program in the Emergency Department?” 99% responded “no” and only one person (1%) responded “yes.” In addition, many families commented they were pleased with the hospital providing these types of supplies for patients and families.

Charleston

Drool Sergeants Drill Dads

Injury Free Charleston worked to help educate new fathers with its Toys“R”Us donation. That site provided safety tool kits to the Drool Sergeants of the Medical University of South Carolina’s Daddy Boot Camp. The kits were one part of the educational process which included trained Drool Sergeants teaching infant home safety, a slide presentation, brochures and the safety kit complete with baby bottles that contained home safety tips and a bag with other home safety devices. The first class consisted of eleven fathers, 34 others are expected to be trained.

Minneapolis

Children of New Immigrants Get a Boost

Injury Free Minneapolis partnered with the Minnesota Council of Churches Refugee Program to provide booster seats to new immigrant families from Somalia and Bhutan with the Toys“R”Us donation. The Council of Churches social workers screened the families to be sure they needed the booster seats and also provided interpreters.

Two educational sessions were conducted by Injury Free Program Coordinator, Julie Philbrook. They were held in both Minneapolis and St. Paul. A total of 38 backless booster seats were distributed to 25 families.

New Haven

Stopping Falls

The Injury Free Coalition for Kids of New Haven and Yale-New Haven Children’s Hospital have joined forces to help reduce the number of children under the age of two injured in their homes due to falls. The Toys“R”Us Children’s Fund donation will go toward studying the cause of falls and providing window guards, safety gates and educational materials to families with children under the age of four. The families receiving help have been recruited by the nursing and

medical staff in the Pediatric Primary Care Center (PCC). The PCC serves a majority of families that do not have healthcare insurance and who are of low-income and would otherwise not have the means or knowledge to purchase such safety equipment.

Phoenix



Talking about Prevention in a Nutshell

Parents get Headstart into Reducing Injuries

Injury Free Phoenix used the Toys“R”Us donation to enhance its “Injury Prevention in a Nutshell” program, a program that consists of workshops where 13 different preventable injury topics are discussed with parents/ caregivers of 0 - 5 year olds. Injury Free Phoenix reached out to 14 Head Start and Early Head Start locations and found 80 to 100 people who expressed an interest in taking part. During workshops participants received information about the preventable injuries, descriptions and examples of various types of products available to aid in preventing the injuries, and they were able to choose one safety product to take home.

Providence Special Needs Children Get Injury Prevention Help

The Toys“R”Us donation received by Injury Free Providence of The Injury Prevention Center (IPC) at Rhode Island Hospital was utilized to purchase safety items for distribution to families in need through a program at the Children’s Neurodevelopment Center (CNDC) at Hasbro Children’s Hospital.

Injury Free Providence partnered with the CNDC to develop a home safety program. CNDC clinicians, who already provide a home visit for families with special needs children, were trained by IPC staff to include a home safety assessment. As a part of this assessment, the CNDC provides these families with needed safety equipment and education. The home safety supplies (including oven latches, outlet plugs, stairway gates, spout covers) are being distributed to families as needs are identified.

Rochester Parents getting “Safe at Home” in the Clinic

Injury Free Rochester is working closely with the Pediatric Practice at Strong to provide home safety education and devices to its families. With the help of a social worker, that site was able to set up a home safety display with a variety of devices that can be used to help keep children safe in the home. Parents are approached in the waiting area of the clinic and surveyed about devices they currently own and those which they find useful. Once completing the survey they are offered 2 safety devices of their choosing. Items available include a small parts tester, spout cover, temperature gauge, cabinet locks, outlet covers and a finger pinch guard. The equipment was made possible by the Toys“R”Us donation.

Salt Lake City



Dr. Pruitt takes time to educate during “Be Well Utah”

Prevention Practice at “Be Well Utah”

Injury Free Salt Lake City took part in Be Well Utah Health Week hosted by the University of Utah. The event gave that site an opportunity to use its Toys“R”Us funding to educate parents and children about Motor Vehicle Safety, Bicycle & Helmet Safety, and the dangers of leaving children unattended in cars. Among the activities that enabled them to get kids excited about learning safe and healthy practices were a Spot the Tot demonstration illustrating how far behind a vehicle a small child can be hidden in a car’s blind spot before a parent can see them and water coloring activities that featured safe practices.

Worcester Teen Moms Learn how Children Ride Right

Injury Free Worcester reached out to teen mom’s (ages 15 to 20 years old) to teach them motor vehicle safety with their Toys“R”Us donation. That site recruited participants from its partnership with School Aged Moms Program (SAMS). The first part of the program consisted of a power point presentation addressing driving distractions, seat belt use, leaving children in locked vehicles, the three types of collisions that occur during a crash and child passenger safety in and around motor vehicles.

Due to the large class size, three follow up hands-on sessions were scheduled giving participants an opportunity to work with three certified child passenger safety technicians who demonstrated the correct installation of car seats in motor vehicles. In addition to gaining knowledge they got supplies. Car seats were purchased with donated funds and issued to teen mom’s who were in need.

Around the Country

Injury Free Sites

Ann Arbor, MI
 Atlanta, GA
 Austin, TX
 Baltimore, MD
 Birmingham, AL
 Boston, MA
 Charleston, SC
 Chicago, IL (Children's)
 Chicago, IL (U. Chicago)
 Cincinnati, OH
 Columbus, OH
 Des Moines, IA
 Detroit, MI
 Greenville, NC
 Hartford, CT
 Indianapolis, IN
 Jacksonville, FL
 Kansas City, MO
 Lexington, KY
 Little Rock, AR
 Los Angeles, CA (Harbor UCLA)
 Los Angeles, CA (Children's)
 Miami, FL
 Milwaukee, WI
 Minneapolis, MN
 New Haven, CT
 New York, NY (Children's)
 New York, NY (Harlem)
 Peoria, IL
 Phoenix, AZ
 Philadelphia, PA (CHOP)
 Philadelphia, PA (St. Christopher's)
 Pittsburgh, PA (Children's)
 Providence, RI
 Rochester, NY
 Salt Lake City, UT
 San Antonio, TX
 San Diego, CA
 Seattle, WA
 St. Louis, MO
 Washington, D.C.
 Worcester, MA

Survey of Sites

Baltimore

Fire Safety at the beach

Injury Free Baltimore in partnership with the Baltimore City Fire Department, co-sponsored the Summer Fire Safety Camp at Sandy Point State Park & Beach for Juvenile Fire Setters that takes place every July. Over 900 young people have participated in the weeklong program and are exposed to and taught life saving information on fire prevention. In addition to the fire department training, members of our Injury Free's Parent Safety Leadership Group graduates provide their community and classroom experiences on fire prevention to the young people who attended the camps.



Extinguishing fire hazards on the beach

The beach provides the ideal outdoor environment and a unique opportunity for children of Baltimore City to learn valuable fire & life safety education skills, burn prevention, and the dangers of misusing fire, and to have a better appreciation for fire prevention and safety. The Baltimore City Annual Fire Safety Camp also allows children to make new friends through programs that are challenging, educational, and fun, and it provides the opportunity to interact with fire service personnel for those who might want to enter a career in that field.

This is the third year Injury Free Baltimore has partnered to hold the camp. This year parents, care givers and teachers were asked to refer individuals between 2 and 17 years of age who have exhibited unsafe fire behaviors.

Birmingham



Residents take class to another level

Injury Prevention Resonates with Residents

During Alabama's American Academy of Pediatrics meeting this year, the residents of the Children's Hospital of Alabama hosted an advocacy booth highlighting the activities they did during injury prevention/child advocacy week. As part of their week, they spent time at car seat checks, local school presentations, ThinkFirst presentations, didactic educational sessions including a session with Former AAP Director Carden Johnston, MD, a mock media interview and an introduction to the legislative process.

In addition, each intern is required to complete a "personal project." The projects have ranged from education modules; tools for use in primary care screening, and packets for school presentations to videos for community outreach campaigns. The chief residents organized a group of residents to host the booth at the state AAP meeting to share the variety of projects they have completed.

This year, Injury Free Birmingham also hosted the 2nd Annual Teen Driving "Crash Course" Summit. Guest speakers included Alabama State Legislator Paul DeMarco, State Trooper Corporal Steve Smith and Dale Spencer (National ThinkFirst speaker). Collaborating agencies included: SafeKids, ThinkFirst, Alabama Department of Traffic Safety, Alabama Public Health Department, Alabama Child Death Review Team,

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Pediatric Residency Program, Salteens (Alabama Highway Engineers) and the Children's Hospital Emergency Department and Media Department. Close to 1300 student surveys about teen driving practices helped to guide the content for the event. Last year's event included 100 students. This year 10 students from each of Jefferson County's 13 high schools were invited to attend and to create a public service announcement. Like last year, the winners of the contest can be found on the Children's Hospital web page.

Boston



All hands can be on deck when it comes to child passenger safety

Child Passenger Safety Covered on All Fronts

The Children's Hospital Boston Inpatient Car Seat program went hospital wide this fall. Nurses now assess all inpatients 8 years of age and under. If a need is determined the Car Seat program is notified for a consult. The program has clinic hours three days a week from 9:00 to 11:00am. After hours nurses can contact a Certified Child Passenger Safety (CPS) technician to set up an installation. Recently, Children's Hospital Boston offered a four day CPS Technician course in partnership with Safe Kids where nine staff from the hospital became certified CPS Technicians.

Jamaica Plain Program Expands

Injury Free Boston is stepping up its efforts in Jamaica Plain, a neighborhood being served by that site. This year residents will join forces with the Coalition, and Massachusetts Department of Conservation &

Recreation. In addition to getting a safe place to play, children of Jamaica Plain will also be able to travel more safely.

The Children's Hospital Boston Injury Prevention Program held two car seat check events in Jamaica Plain. At the events, families brought their vehicle and car seat to have a certified CPS technician check to make sure the seat was installed correctly. Families were also educated about child passenger safety. At the events the program distributed 48 car seats to families whose seat was either recalled or damaged and installed 77 car seats in 62 cars. The technicians came from Children's Hospital Boston, Martha Eliot Health Center, Boston Public Health Commission, police and fire departments and car seat manufacturing companies.

Chicago: Children's Memorial Injury Free Chicago Show Commitment to Play in Big Way

The Children of Grand Crossing Park on Chicago's South Side have a new place to play, and it is the largest playground built by that site. With a contribution of \$228,000, Kohl's Cares for Kids provided the largest donation to fund the 6,000 square foot project. The new Little Tikes playground replaced an aging wooden playground that was built in the early 1980's. It was Injury Free Chicago's first community playground build at a Chicago Park District playground since 2005. Injury Free Chicago has done 12 community built playgrounds.

Cincinnati

West Price Hill Gets New Place to Play Nearly 60 volunteers from the Greater Cincinnati gathered this year to build the 11th playground organized by the Injury Free Coalition for Kids of Cincinnati Children's Hospital Medical Center. This community event provided

new, safe, playground equipment, safety surfacing and play space beautification for the children in the West Price Hill community.



Price Hill swings into safe play spaces

The one-day project also included food, music, crafts and clowns! Thanks to funding from Kohl's Department Stores Injury Prevention and Education Programs, the new playground will support the Injury Free Cincinnati vision of developing safer places for children to live and play. It also supports the Comprehensive Children's Injury Center (CCIC) mission of reducing the burden of unintentional injury on the health and well-being of children and adolescents.

Detroit



Class is in session at Safe Baby University

Hospital Program Branches Out

The Safe Baby University (SBU) program done by Injury Free Detroit is now held throughout the Metropolitan Detroit area every month. Word of mouth helped that site to teach more than 300 expectant parents in 2010. Injury



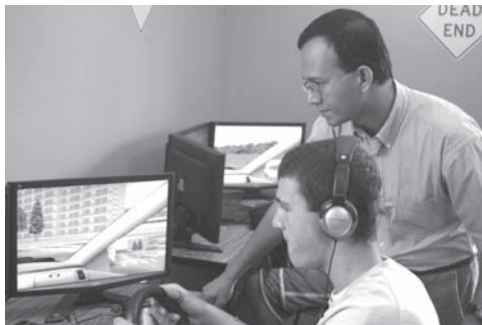
Injury Free Detroit is partnering with other hospitals and institutions to take the program to other locations. All parents/caregivers who attend SBU have hands on experience with car seats and must practice seat installation on a demonstration seat during the class. The parents are then encouraged to have their seat checked prior to delivery at a car seat check or the permanent fitting station at the hospital. All parents are given a list of upcoming car seat checks to attend at their convenience.

To date 998 car seats have been checked at the hospital or at one of nine community carseat checks.

Injury Prevention Conference Grows

The Kohl's Trauma Related Injury Prevention program at Children's Hospital of Michigan hosted the 2010 Michigan Injury Prevention Conference. More than 70 people from across the State gathered for the two day event which focused on both intentional and unintentional injuries.

Hartford



Simulating safety among teens

New Center Creates Driving Experience

The Injury Free Coalition for Kids of Hartford this fall held the grand opening of the Connecticut Children's Teen Driving Simulator Center. The center was made possible with a \$50,000 grant from The Allstate Foundation. The Department of Motor

Vehicles' Center for Teen Safe Driving is also partnering with Connecticut Children's in sponsoring and promoting the driving simulator center. It includes eight computer-based virtual driving simulators that allow teen drivers to experience a 12-lesson program that can help improve driving skills by creating realistic scenarios that challenge inexperienced drivers. Injury Free Coordinator Kevin Borrup oversees the day-to-day operations of the simulator center and said his staff will work closely with Rocky Hill High School and two local driving schools while making the center available for local teens at no cost after school and on weekends.

For more information on Connecticut Children's new Teen Driving Simulator Center, please visit www.connecticutchildrens.org/drivingsimcenter.

Los Angeles Childrens Hospital Taking Pedestrian Safety to the Streets

The Los Angeles Street Smarts program has been deployed at multiple sites to teach elementary school children about the auto versus pedestrian hazards. The 2000 square foot interactive set designed to resemble a city block, provides several scenarios that children face on a daily basis that impact pedestrian safety. It includes things like cars backing out, intersection crossing lights, looking both directions for traffic, and avoiding chasing a ball into the street. In partnership with the University of California, San Francisco, the set is paired with a video game version, Ace's Adventure, in order to study differences in children's learning and retention of information.

The set is housed in a 26 foot box truck that is graphically wrapped with photos that depict the different scenarios and is provided to the community on an ability to pay basis. The set was

provided through a Los Angeles County Emergency Medical Services grant for pediatric trauma. The Los Angeles business community is making ongoing education available through donations.



LA Children develop street smarts

Milwaukee

Real Winners Wear Helmets

The Injury Free Coalition for Kids of Milwaukee partnered with Safe Kids Southeast Wisconsin to hold the eighth annual Winners Wear Helmets event. Both organizations are lead by Children's Health Education Center, a member of the Children's Hospital and Health System.

The goal of Winners Wear Helmets is to reach at-risk youth with an educational message about the importance of using bicycle helmets, and to fit and distribute a free helmet to each participating child. Since 2002, more than 4500 third graders from the Milwaukee Public School System have been reached. Students first receive a 30-minute educational presentation on bicycle safety and helmet use and participate in a pretest. They then attend an event where they are fitted for a free new bike helmet and participate in a bike rodeo. Students also have the opportunity to talk with, and learn from, various injury prevention experts from the community. They complete a post-test a few weeks after the event.

The 2010 results showed that more than 80% of the children who participated reported using their bike, skateboard, scooter or went rollerblading either everyday or almost every day last

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summer. Students reported an 11% increase in using their helmets in the above activities from pre to post-test. They showed a 15% increase from pre to post-test in reporting that they wear a helmet because it protects them.

Students also learned the importance of following the rules of bicycle safety. Results showed an 8% increase in students reporting that they always get off their bike and walk it across the street. There was a 10% increase in students reporting that they cross the street at the corner.

Minneapolis



Caught in the Act of Being Safe

Program Rewards Safe Behavior

Partnering with a local TV station, Injury Free Minneapolis conducted an “I Got Caught” Campaign to increase bike helmet use. Law enforcement agencies and EMS services handed out “citations” to kids that “Got Caught” wearing their helmets throughout the summer. The citation included a coupon for a free ice cream cone at Dairy Queen. In addition to the efforts to catch young people, PSAs were aired on KSTV-45 and Injury Free staff attended several public safety events and fitted young people with free helmets.

New Haven

Teen Driving Concerns Move Forward

Injury Free New Haven this year established a formal partnership

with the Connecticut Department of Motor Vehicles to emphasize safe teen driving public awareness in southern Connecticut and to provide opportunities for research on teen driving habits in Connecticut.

The new collaboration will focus on three areas: traffic safety education and public awareness of teen traffic safety for teens, their parents, and health care providers in the Southern part of Connecticut; traffic safety in diverse and vulnerable populations; community-based participatory injury prevention.

The Lieutenant Governor Michael Fedele was joined at the State Capitol by representatives of the Department of Motor Vehicles, the State Police, Yale University School of Medicine doctors and a bereaved parent whose son died in a teen driving car crash. They joined forces to discuss safe driving during prom and graduation time. They emphasized that the teen driving laws are designed to keep teens safe and acknowledge that parents and school administrators need to spread the safety message. A special video public service announcement on PROMises by teens to drive safely during proms and graduation parties can be found at: www.ct.gov/teendriving.

Pittsburgh

Teen Driving Safety Goes on the Road

Injury Free Pittsburgh of Children’s Hospital at University of Pittsburgh Medical Center is beginning its second year of the “FOCUS - Action Against Distraction” initiative for teen drivers. Year one ended with a celebration of that site’s teen partners and recognition of their work in creating anti-distraction messages and venues to get the messages out to their peers.

This year they are adding distracted and impaired driving simulators to

the program and will be taking it on the road to area schools. An event at the hospital during National Safe Teen Drivers Week invited students from area high school partners and teen patients in the hospital to be the first to drive the simulators. In addition the opportunity was used to unveil the contest winning posters and distribute 3,000 to schools in six counties.



Focus on Injury Prevention

Another component of “FOCUS” is providing information and education to physicians and residents at the hospital and in the surrounding communities about teen drivers for anticipatory guidance during office visits. A curriculum was developed online and presented to groups of physicians during their core curriculum week in May. A pre/post evaluation was completed and the program was deemed a big success for all.

Safety Center Opens



The opening event

The Kohl’s Safety Center at Children’s Hospital of Pittsburgh of University of Pittsburgh Medical Center held a grand opening event on this year with over 100 patients, families, physicians and staff in attendance. The safety fair portion of the day was held in the hospital atrium with a break in the activities for a keynote speaker and the Kohl’s check presentation.

The speaker was the father of a young boy who at the age of three was found at home hanging from a blind cord. Mom provided CPR and the child was transported in critical condition to the hospital - after a lengthy recovery period he returned home to his family. His father spoke about the need for home safety resources for families as his little boy played at his feet.



A life saving story

Rochester Outpatient Clinic Distributes Car Seats

Injury Free Rochester has a new program that distributes booster seats through its outpatient pediatric clinic. The program uses a “Dial-a-Belt” to show each participant how to properly use a booster seat. They then receive a booster seat after being educated on its proper use. During the first 7 weeks of the program 35 seats were handed out during the weekly 3 hour clinic sessions. In addition a great deal of general child passenger safety information is being distributed.

Salt Lake City Settling into Injury Prevention

The Injury Free Coalition for Kids of Salt Lake City this year took part in

the Days of '47 Rodeo and Children's Parade, a fair that celebrates the first pioneer settlers in Salt Lake City. Several thousand people attended the events. Taking part allowed Injury Free Salt Lake City to get a number of injury prevention messages out to the general public.

San Diego Putting Prevention to Work

San Diego's county wide Putting Prevention to Work initiative, funded by the CDC will provide a network of services to communities. Cheri Fidler, director of the Center for Healthier Communities, will be assuming a leadership role in forming and maintaining a task force for pedestrian safety and Safe Routes to School Program, a program that is a part of the initiative.



Driving to make teens safe

Injury Free San Diego joined forces with TREF (Trauma Resource and Education Foundation) a coalition of all 6-Level 1 trauma centers in San Diego County, to combine efforts and leverage resources to address a number of issues that affect pediatric and adolescent populations.

The first major effort was a Safe Teen Driving Event done in collaboration with the Auto Club of Southern California, Ford Motor Company “Driving Skills for Life”, California Highway Patrol, Drivecam, MADD and San Diego Unified School Police. This event provides hands on educational opportunities for teens, a “Drive Fit” for new drivers, and it gives teens and their parents

resources to encourage safe driving behaviors.

Sports Injury Prevention and Management Program

Injury Free San Diego has partnered with the Children's Primary Medical Group, the Rady Children's Practice Foundation and the Rehabilitation team to provide a Sports Injury Prevention Program. The program provides primary prevention in the form of outreach and education teaching coaches about concussion identification and early management, hyperthermia and overuse injuries. It provides secondary prevention through a continuing education program on the management of these injuries and tertiary prevention with the development of a rehabilitation program to return athletes to sports and minimize long term effects and loss of function.

Washington DC Child Passenger Safety Message Delivered

As part of National Child Passenger Safety Week, this year Sylvia Perkins-Swain, a child passenger safety technician from Injury Free DC, provided instruction and demonstrated child passenger safety techniques to the US Secretary of Transportation, Secretary Ray LaHood, and the Chairman and Administrator of National Highway Traffic Safety Administration (NHTSA).



Around the Country

The Newsletter of the Injury Free Coalition for Kids®

Worcester



The art of violence prevention

Old Guns Get New Use

A permanent, 21 foot tall, public sculpture which will incorporate ruined buyback weapons from Pennsylvania, Connecticut, Rhode Island and Massachusetts is currently under construction. It is scheduled to be completed by the Fall of 2011 in a Public Park in Worcester, MA.

It will be dedicated to retiring Director of Public Health Dr. Leonard J. Morse. The artists are working in tandem with various Departments of the City of Worcester including the Police Department, the Department of Education and the Parks Commission. The project will be constructed by students from the Worcester Vocational Technical High School. An important prong of this project will be educational outreach to other schools throughout the district.

Safe Ride/Safe Drive Program

This year the University of Massachusetts Injury Prevention Program sponsored a year-long service learning project called Save Drive/ Safe Ride for South High School 9th graders. The project uses modules in science, math, history and English to teach the importance of making safe choices as a vehicle passenger and a prelude to becoming a safe driver. The students presented their findings at a statewide community service learning conference. The project will continue

in the upcoming school year. South High School students were behind the wheel to learn from another driving experience. Allstate Insurance Company and SWERVE Driving School ran their Action Against Distraction Teen Driving Challenge at South High School in Worcester. The challenge had students drive through a course while instructors provided different distractions.

Slopes Get More Safe With New Gear



Injury Prevention Coordinator Allison Rook Makes Ski Helmets Bearable

People in Massachusetts are skiing more safely. Helmets are being distributed in Wachusett Mountain ski area. Skiers, both youth and adult, were offered an opportunity to win a free ski helmet this year and learn about ski helmet safety. Bikers are also getting new head gear. Bike helmets are being distributed in the Worcester through an in-kind award of 175 bike helmets from the Highway Safety Division of the Massachusetts Executive Office of Public Safety and Security.

Working in the War Against Weapons



Recycling for safety

The gun buyback program collected 241 firearms this year with a grand total of 1,861 firearms collected since 2002. Another buyback is scheduled for December and Injury Free Worcester is working on expanding the program to include a new component, Guns for Art.

Discerning the Tragedy of Distractions



Driven to make a difference

Teen D.R.I.V.E. (Distracted Reality an Interactive Virtual Education) Some Worcester students will get the opportunity to participate in a program called "One Simple Decision." It uses a vehicle that houses two driving simulators to focus on the perils of distracted driving like the use of cell phones, playing around with the radio and driving under the influence. Teen D.R.I.V.E. will also focus on peer to peer learning by getting the students who have gone through other teen driving programs to help lead and promote this program among their fellow students. This program is made possible by funding from the Allstate Foundation.

The vision of the Injury Free Coalition for Kids is that children and families will live in safe communities supported by Injury Free Coalition for Kids centers that have developed hospital-community partnerships working to prevent injury.

2010 Dates to Remember

January

National Mentoring Month
The National Mentoring Partnership
www.mentoring.org

February

Burn Awareness Week,
February 6-12, 2011
American Burn Association
www.ameriburn.org

National Conference on Bullying,
Orlando, FL
February 14-16, 2011
Students Against Violence Everywhere
www.nationalsave.org/main/nationalbullyingconference.php

March

National Brain Injury Awareness
Month
Brain Injury Association of America
www.biausa.org

National Poison Prevention Week,
March 20-26, 2011
www.poisonprevention.org

Youth Violence Prevention Week,
March 21-25, 2011
www.nyvpw.org

Lifesavers
National Conference on Highway
Safety Priorities
Phoenix, AZ
March 27-29, 2011
www.lifesaversconference.org

April

National Youth Sports Safety Month
www.nyssf.org/campaign

National Window Safety Week
April 3-9, 2011
www.nsc.org

National Public Health Week
April 3-9, 2011
www.apha.org

National Playground Safety Week
April 24-30, 2011
www.playgroundsafety.org

May

Motorcycle Safety Month
www.nhtsa.gov/planners/sharetheroad2009/index.cfm

EMS Week
May 15-21, 2011
www.acep.org

National Safe Boating Week
May 21 - 27, 2011
www.safeboatingcouncil.org

June

National Safety Month
www.nsc.org

Home Safety Month
www.homesafetycouncil.org

July

National Recreation and Parks Month
www.nrpa.org

August

National Preparedness Month
www.ready.gov

September

Baby Safety Month
www.jpma.org

Child Passenger Safety Week
September 18-24, 2011
www.nhtsa.gov

October

National Teen Driver Safety Week
October 16-22, 2011
www.teendriverssource.org

America's Safe Schools Week
October 16-22, 2011
www.nationalsave.org

National School Bus Safety Week
October 17-21, 2011
www.napt.org

American Academy of Pediatrics
National Conference
Boston, MA
October 15 - 18, 2011
www.aapexperience.org

American College of Surgeons
October 23-27, 2011
www.facs.org

November

American Public Health Association
139th Annual Conference,
Washington, DC
October 29-November 2, 2011
www.apha.org/meetings/pastfuture

December

National Drunk & Drugged Driving
Prevention Month
www.stopimpaireddriving.org



Presentations

Minneapolis

Injury Free Minneapolis Principal Investigator Dr. Andrew Kiragu, MD addressed healthcare disparities as they relate to childhood safety when he served as the keynote speaker at the 2nd Annual Minnesota Childhood Injury Prevention Summit. The Summit is a gathering of prevention professionals from a variety of disciplines who are working to chart a course for collaboration for childhood injury prevention in Minnesota.

New Haven

Pina Violano, MSPH, RN-BC, CCRN, PhD presented “Research Designs and Methods” as a speaker at this year’s Eastern Association for the Surgery of Trauma (EAST) Research Design/Prevention Intervention Workshop designed to assist in the formation of a training program for individuals who want to become an injury prevention coordinator.

Participants in the workshop were asked to bring ideas that could be turned into research protocols. Violano, Dr. Bob Barraco, (Chair, Injury Control and Violence Prevention Committee for EAST) Dr. Bryan Kane, (ED Physician at Leigh High Valley Hospital) Dr. Ron Gross (Bay State Medical) each taught a didactic section and then assisted folks in small groups as they developed their ideas. Violano’s didactic section was about designing research projects and choosing the right methods to implement the project.

Worcester

Teen Reality Intensive Drivers Education (Teen R.I.D.E.)

This fall Dr. Mariann Manno, Judge

Carol Erskine and Ms. Francyne Lefemine, Chief Probation Officer presented the Teen R.I.D.E. program at a state-wide judicial conference. Teen R.I.D.E. is a day long program for teens who have been arrested for illegal and dangerous driving. It allows teens to attend lectures on the seriousness of injuries, see a re-enactment of what happens when an ambulance arrives at the trauma center with a trauma patient and meet with a trauma victim survivor. In short, it enables them to interact with medical professionals and learn about the impact of injuries that can result from motor vehicle crashes. The program is held at the University of Massachusetts Campus in collaboration with the Worcester Juvenile Court. Since its start in March 2006, Teen R.I.D.E. has had 350 participants.

Upward Bound

Pittsburgh

Barbara Gaines, MD has been named the Chairperson of the newly formed American Association for the Surgery of Trauma (AAST) Ad Hoc Pediatric Trauma Committee. The formation of this committee was the first recognition that there was a need for such a subgroup of AAST, and the beginning of making childhood injury prevention a priority.

Salt Lake City



Charles Pruitt, MD

Charles Pruitt, MD now leads the Advocacy Section of the Utah Chapter of the American Academy of Pediatrics.

Legislative Issues

Boston



Changes in ATV laws signed into action

A new law in the state of Massachusetts means children younger than 14 years old will not be permitted to ride ATVs in that state. The legislation was a result of efforts from the Children’s Hospital government relations staff, Dr. Lois Lee in partnership with Dr. Peter Masiakos from Massachusetts General Hospital and the Kearney family, whose son died from ATV related brain injury.

The group will be monitoring ATV related injuries to children in the 14-16 years of age to determine whether the age stipulation should be increased.

Salt Lake City

Charles Pruitt, MD helped to successfully defeat a state bill that would have repealed Utah’s booster seat law.



New Faces

Atlanta



The Injury Free Atlanta family has a new member. Sydney Cristina DeVanugh Sky Morton was born September 30, 2010 at 7:07pm. She weighed in at 7 lbs 6oz. This is the first daughter for Ana Everett and her husband.

Boston

Kathleen Kiley, RN, has joined the emergency department injury prevention team in Boston. She is a certified child passenger safety inspector and is one of the leaders in Injury Free Boston's home safety program.

NPO



Brianna DiLenny Dominguez is the newest addition to the Injury Free family. She was born at noon on March 15th, She weighed in at 7.125 lbs.

Providence

Dina Morrissey, MD, MPH is the new program coordinator for community activities at the Injury Prevention Center. She coordinates the Injury Free Coalition for Kids in Providence program, the SafeKids RI program,

Kohl's Cares for Kids on the Go program, and the Center's Home Safety programs. Dr. Morrissey earned her MD degree at the University of Massachusetts Medical School and completed a residency in pediatrics at Yale-New Haven Hospital. Dr. Morrissey has practiced as a primary care pediatrician and recently earned an MPH from the University of Massachusetts Medical School.

Salt Lake City



Heather Sanders



Pamela Carpenter

Salt Lake City has three new additions to the Injury Free staff. Heather Sanders is that site's new Program Coordinator. Pamela Carpenter, a graphic artist who is a long-time contributor to the site has now officially joined the team. Jen Plumb, a third year fellow in the Pediatric Emergency Medicine program at the University of Utah, School of Medicine, also joined the organization.

San Diego



Dane Lotspeich

Injury Free San Diego Welcomes a Safe Routes to School Coordinator- Dane Lotspeich to coordinate a 3 year- federally funded Safe Routes to

School Program in the southeastern communities of San Diego. Dane joins the pedestrian safety team with several years experience in physical activity measurement research and program management at University of California San Diego.

There are other new faces in the area of prevention in San Diego. The safety store at Rady Children's Hospital continues to expand with the addition of 2 new part time staff- Sharon Fischer and Shirley Varela. Both have transferred into their new roles from other positions within the hospital, both are child passenger safety technicians and bring a breadth of experience in both health education and retail management to their roles.

Worcester



Esther Borer

Esther Borer joined Injury Free Worcester this year as an Injury Prevention Coordinator. She will take part in that site's Mobile Safety Street, Teen D.R.I.V.E. and Teen R.I.D.E as well as be responsible for the development of new initiatives which will include programs for older adults. Borer is involved with several State committees including MASS-PINN (Massachusetts Prevent Injuries Now Network). That program brings together key stakeholders in the public and the private sector to present a strong united force for injury prevention. Prior to joining Worcester's injury prevention team she was part of Trauma Service at UMass. She says that gave her an "up close and personal" understanding of how injury prevention and trauma intersect.



Amanda Yano-Litwin

Amanda Yano-Litwin joined the Injury Free Worcester injury prevention staff this year as a recent graduate of the University of Toronto. She works with Mobile Safety Street and she helped developed that site's newest program, Teen D.R.I.V.E. - Distracted Reality an Interactive Virtual Education. Teen D.R.I.V.E. consists of driving simulators which support a peer-to-peer education component within local Worcester High Schools. It is designed to raise awareness about distracted driving behaviors.

Awards

Cincinnati



Michael Gittelman, MD

Michael Gittelman, MD, was selected to receive the 2010 Physician Advocacy Merit Award from the Institute on Medicine as a Profession. The committee noted his advocacy work was exemplary and stated that he stood out from strong applications submitted by physicians across the nation, all dedicated to promoting social justice for underserved populations and communities.

New Haven

"Bicycle Commuter Injury Prevention: It's Time to Focus on the Environment," a paper presented to the Eastern Association of the Surgery of Trauma (EAST) won the John Templeton, JR, MD Injury Prevention Paper Competition of the EAST Foundation. It was presented by Community Coordinator Pina Violano.

Ohio

Columbus PI Gary Smith, MD, DrPH, received the Best Friend Award from Kids in Danger, an organization dedicated to protecting children by improving children's product safety. Dr Smith received the recognition for his work in the field of childhood injury prevention.

Pittsburgh

Pittsburgh Magazine recognized Pediatric Surgeon Barbara Gaines, MD with a Top Doctors Award. She was voted one of the region's top 159 doctors in 49 Specialties.

Chris Vitale MSN, RN received the 2010 Cameos of Caring Advanced Practice Award from the University of Pittsburgh. The award is designed to recognize nursing excellence.



Anne Brayer, MD

Injury Free Principal Investigator Anne Brayer, MD, this year received the University of Rochester award for excellence in clinical teaching of emergency medicine residents. She was selected to receive the recognition by the Emergency Medicine residents of 2009-10.

Worcester

David Wright was one of 22 finalists in the New England Patriots Community MVP awards. He has volunteered in pediatrics for 15 years. This year much of his work centered around the Children's Medical Center Teen RIDE Program. In recognition of his efforts he received \$2500.



Mariann Manno, MD

Mariann Manno, MD, Chief of Pediatric Emergency Medicine, received the Girls Inc. 2010 Advocate for Girls Award. Dr. Manno was honored at the 10th Annual Girls Celebration. She was recognized for her support of the organization and its mission to inspire girls to be strong, smart and bold.

Michael Hirsh, MD, surgeon-in-chief at UMass Memorial Children's Medical Center and Mariann Manno, MD, received the 2010 Rx for Excellence award for advancing safety, quality and risk management for patients. The acknowledgements came because of extra steps they took to promote safety and quality in health care. The award was presented at the Massachusetts Medical Law Report meeting in Boston, MA.



Research

Chicago: Children's Memorial

The Injury Free Coalition for Kids of Chicago at Children's Memorial Hospital is working on its fifth annual survey of the Chicago Park District's 500 playgrounds. Surveyors visit each playground site, complete a short assessment of the playground's safety and score the playground accordingly. This year, playground surveyors have been entering all the playground data in to "smart phones" cutting the data entry time significantly.

Detroit

Injury Free Coalition for Kids of Detroit has a new research/outreach program called Safe Baby Checks (SBC). The program calls for a home visit within days of the birth a baby. The baby's sleep environment and the entire home is assessed for safety. Smoke alarms and carbon monoxide alarms are installed in the home, and there is an educational component which lasts about one hour. Families who take part receive either a pack 'n play or a car seat depending on their need.

Washington DC

The Injury Free Coalition for Kids of D.C. this year began a pilot study centered around fire and burn safety. The study utilizes a one-page survey to question emergency department patients at Children's National Medical Center about smoke detector availability and function in their homes. Following the survey Coalition members refer patients in need to a city/county program which offers free smoke detector installations and home inspections. In addition to this study, Dr. Leticia Ryan's NIH-funded study of forearm fracture risk in African American children continues.

Cross Site Research

Children's Hospital of LA/ Cincinnati Children's Hospital

Cincinnati Children's Hospital and Children's Hospital of LA have partnered to conduct an observational study of the Hispanic community. They will work within faith-based networks and churches to determine car seat usage. The work is made possible by a grant from Toyota Motors. The program is called "Abroche de la Vida", Buckle Up for Life. Los Angeles representatives say the partnership demonstrates the benefits of sharing and implementing best practice programs to address injury prevention in hard to reach populations.

Providence

This year Screening, Brief Intervention and Referral to Treatment (SBIRT), an evidence-based model to screen for risky alcohol use and provide a brief intervention to those screening positive is moving into its next phase. Under the director Providence Injury Free Principal Investigator Michael J. Mello, MD, MPH and Program Coordinator Julie Bromberg, MPH of the Injury Prevention Center at RI Hospital Department of Emergency Medicine and the Alpert School of Medicine of Brown University sites will begin to implement the policies and procedures developed last year during phase one of the cross site research project.

Next year the sites will focus on maintenance of their SBIRT policies in year three of the grant. Change in adoption, implementation and maintenance among sites will be measured by self report of project site leaders and other key informants as well as retrospective blinded medical chart review of adolescent trauma patients. This study will allow researchers to better understand best

practices for the dissemination and adoption of alcohol screening and brief intervention within pediatric trauma centers.

A recent addition to trauma center certification by the American College of Surgeons is the requirement for level 1 trauma centers to have the capacity to identify risky alcohol use and provide interventions to trauma patients.

Resources

Violence Prevention Program

The National Network of Hospital-based Violence Intervention Programs (NNHVIP) is a partnership of programs across the country that provides intervention services to individuals being treated for violent injuries. Since its inception in 2009, NNHVIP has worked to achieve sustainability of hospital-based violence intervention programs, develop and disseminate evidence-based resources, and inform public policies related to violent youth victimization. The philosophy of these programs is that violence is preventable and that trauma centers and emergency rooms have a golden moment of opportunity to engage with a victim and stop the cycle of violence. The Network's purpose is to strengthen existing programs and develop similar programs across the country.

To learn more about the National Network of Hospital-based Violence Intervention Programs, please visit: www.nnhvip.org.

Injury Prevention Videos

Resources: www.echominnesota.org
ECHO Minnesota produces multilingual public health/safety TV programs that can be watched on demand via the internet. Injury Free Minnesota produced one on childhood scald burn prevention. It can be accessed in seven languages. Other injury prevention

programs focus on kitchen fire safety, and child passenger safety. To receive a copy of the Scald burn prevention CD e-mail Julie Philbrook of Injury Free Minnesota at: julie.philbrook@hcmcd.org.

Bullying Interventions

Act Now! Bullying Stops With You, a program of Children's Health Education Center, the lead organization for Injury Free-Milwaukee, and also a member of Children's Hospital and Health system will launch initially in school districts throughout Wisconsin and has plans to extend its reach to a national audience.

It is a middle school e-learning bullying program that provides education and intervention strategies for sixth through eighth grade students. The curriculum addresses many types of bullying including physical, verbal, emotional, social, cyber-bullying and sexual harassment. It is a game-based program offered via the internet through a learning management system and is aligned with the national health education and technology standards.

Act Now! is an evidence-based program that was developed with input from current middle-school teachers, students, CHEC health educators, Children's Hospital and Health System subject matter experts and the Wisconsin Department of Public Instruction.

An important component of this program is the staff development and training guide which consists of a 20-minute online introduction for all staff, followed by 4 training sessions designed to create a plan for a bully free school/community.

For more information about this and other e-learning health education programs, please go to: www.HealthyKidsLearnMore.com.

Money Matters

Atlanta

English and Spanish classes

The Georgia Governors Office of Highway Safety (GOHS) provided Injury Free Coalition for Kids of Atlanta \$122,800 to continue Cuidad Los Ninos, Keeping Your Children Safe, a program designed to distribute and offer appropriate car seats and car seat instructions to Spanish and English speaking parents, and caregivers who have been referred by any hospital affiliated resource of the Grady Health System.

The programs will run through September 2011. Classes for distribution are held twice a month. The Governor's office has been funding this program since 2005.



Bilingual child passenger safety class

Chicago: Children's Memorial Projecting Prevention Messages

The Outdoor Advertising Association of Illinois provided Injury Free Chicago at Children's Memorial Hospital an in-kind donation of nineteen billboards in prominent locations on Chicago area interstate highways. The signage is being used to expand that site's Stop the Falls (window falls prevention), Buckle Buddy, car seat and seat belt campaigns.

Cincinnati



Resources for safety

Helping Families to Be Safe at Home

Injury Free Cincinnati received \$25,000 from the Manuel D. & Rhoda Mayerson Foundation to supply products for the Injury Free Safety Resource Center (SRC) and purchase home safety equipment for an additional 300 Price Hill families. The award supports the expansion of the Price Hill Home Safety Study which has already provided 162 families with home safety equipment and installation.

Follow-up data for the 162 families is currently being evaluated to determine rate of proper use and maintenance of home safety equipment between families who receive safety equipment in convenient, trusted neighborhood locations and are asked to self-install the equipment in their homes and families who receive safety equipment and education in their homes with supervised one-on-one installation instruction provided by trained outside installers.

This initiative focuses on eliminating the identified barriers that prevent low-income families from obtaining and using home safety equipment, educating families about home safety and determining the best practices for protecting children of low-income families in the home.

Los Angeles

Kohl's Cares Commitment

The Children's Hospital Los Angeles injury prevention program received a Kohl's Cares for Kids grant that will be used to provide injury prevention education and outreach in the Los Angeles area. This grant will provide injury prevention education, car seats, helmets, and educational information. A portion of the grant will also be used to support the Los Angeles Street Smarts program as well as a number of health fairs.

Minneapolis

Sports Safety Seminar

Injury Free Minneapolis was awarded \$2,000 from Safe Kids to pilot a Youth Sports Safety Seminar. The topics of the seminar include how to identify and prevent dehydration, overuse injuries, sports related concussions, as well as the importance of pre-sports physicals. The first seminar was conducted with youth sports coaches and school nurses. The second was conducted with the Boys and Girls Clubs of Minneapolis. Following a family dinner 100 parents and young people heard the sports safety message, "When in Doubt Sit Them Out" from Program Coordinator Julie Philbrook.

New Haven

Perfecting Pedestrian Safety Practices

Injury Free New Haven this year received a \$20,000 grant from the American Trauma Society for a project titled "Utilizing the Health Belief Theory with an Established Pediatric Pedestrian Program in Order to Enhance Pedestrian Safety in the Community." It is a program that will be conducted in 3 elementary schools in New Haven, and it will be based on a well established pedestrian education program called, WalkSafe™.

The usefulness of WalkSafe™ has been evaluated and demonstrated it improved pedestrian safety knowledge of elementary school age children. It has had a significant impact on pedestrian safety in Florida, particularly in Miami-Dade County where the program originated.

Peoria

Riding Safely

Children's Hospital of Illinois received \$72,000 from Kohl's for the Kohl's Kids Ride Safe Program. The funds will be used to provide car seats for low income families during community car seat check events. It will also go toward the UNDERCOVER Bicycle Helmet Program which is being done in conjunction with local elementary schools and community bicycle rodeos.

Resource Center Expands

Children's Hospital of Illinois Advocacy Center also received additional funding from the Illinois Department of Transportation to expand its statewide Special Needs CPS Resource Center. The expansion includes a satellite site at La Rabida Children's Hospital in Chicago, which will serve eight counties in northeastern Illinois. Children's Hospital established the Resource Center in 2002 to serve all 102 Illinois counties. The new satellite site will allow for targeted exposure and services in Chicago and surrounding communities.



Satellite Safety check

Pittsburgh

Pittsburgh Prevention Program Provider



Helmet help

Injury Prevention Programs at the Children's Hospital of Pittsburgh and Injury Free are working with Kohls to make a difference when it comes to children in that city. This year Kohl's support totaled \$260,546 for a total of \$1,222,029 for injury prevention in the Pittsburgh region during the last eight years.

The partnership made available programs like Reality Education for Drivers (RED), Think First for Kids and Teens, Child Passenger Safety, Hard Head Helmet Programs, ATV Awareness Campaigns, and the newest addition and umbrella to all of that site's Kohl's programs, the Kohl's Safety Center. The Associates in Action at Kohl's also support the Hard Head program with 100 hours of service every year and 120 hours of service to a community event each year.

Focusing on Safe Teen Driving

The Allstate Foundation became one of Injury Free Pittsburgh's partners last year with a grant of \$30,000 to fund the FOCUS - Action Against Distraction initiative. The collaboration was extended in 2010 with a \$35,000 grant which will purchase three "One Simple Decision" distracted/impaired simulators for the teen driver programs and sponsor the Allegheny County Safe Teen Driver Competition in 2011.

Edgar Snyder and Associates is in the fifth year of support for the Road Radio USA underage drinking program with Children's Hospital of Pittsburgh of UPMC. The \$65,000 grant will provide this highly successful assembly to 27 schools in western Pennsylvania. In addition, Edgar Snyder and Associates is also the original sponsor of the injury prevention web site more than 10 years ago.

Rochester

Smart Teen Driving Takes Place in Rochester

Injury Free Rochester received a \$47,000 grant from the Allstate Foundation for that site's Smart Teen Driving program, a community-wide program that targets teens, parents, physicians, and lawmakers attempting to improve their knowledge and promote smart teen driving.

The grant will be used to reach each audience a number of ways. When it comes to teens it will go toward the development of a teen advisory board. The board will use current technology to devise an effective message for teens and disseminate it through a social awareness campaign. Teen outreach will also come in the form of a smart teen driving message that will be created and displayed on 10 billboards throughout Monroe County. In addition, teens will be reached through a "Drive for Life" workshop that will be held in the Trauma Center, a drive-in style "Rides for Life" event, and a safe driving curriculum that will be distributed to area high schools.

Educational workshops will be held for parents. Teens, parents, physicians, and lawmakers will be a part of the development, distribution and use of a state specific version of the Allstate Parent-Teen Driving Contract. It will include new Graduated Drivers License Laws for the state of New York and it

will be distributed through the Division of Motor Vehicles.

Injury Free Rochester also accepted a \$65,000 Kohl's Cares for Kids Pedal Patrol grant to help high school students at the Eastern Monroe Career Center create billboards, hold 7 health fairs/bike rodeos in that city's public market and participate in an additional 10 where 500 helmets were distributed. The funds were also used to participate in education days at Frontier Field by distributing bike safety information and bike safety posters to local schools and libraries. In addition to the Kohl's Cares for Kids Pedal Patrol, the bike safety program was assisted with a \$2500 grant from Ronald McDonald House Charities.



Kohls keeps Pedal Patrol moving

Governor's Office Gives CPS a Boost

The Governor's Traffic Safety Committee provided \$3500 for Injury Free Rochester to fit and distribute booster seats in the hospital's clinic. Because there are no car seat programs in the hospital, that site used the funds to not only provide seats but to also work with the outpatient clinic and test a program where services are provided in the clinic lobby several hours once per week. They educate parents/families on why their child should be in a booster seat and how to properly fit them, and if they meet the income requirements they are given a booster

seat. In addition, they are trying to make people aware of a change in the New York State laws which requires children to ride in a booster up until their 8th birthday.

San Diego

Kohl's Transportation Safety Center at Rady Children's Hospital

Kohl's Cares for Kids Foundation this year provided support for the child passenger safety program at Rady Children's Hospital. The funds allowed techs to partner with mobile clinical care units and develop a hospital based special needs seating clinic to meet the needs of that site's medically fragile and developmentally disabled kids in San Diego County.

Worcester

Teen R.I.D.E. in Drivers Education Program

The Teen R.I.D.E. in Drivers Education Program will be evaluated with help from the Allstate Foundation. Injury Free Worcester received \$40,000 from The Foundation to build the program and evaluate its effectiveness through parent focus groups. The grant will be used to create a parent focused DVD that will include the major themes of the program. The Teen R.I.D.E. in Drivers Education Program at South High School is a modified and condensed version of the original Teen R.I.D.E program.

Teen R.I.D.E. is a day long program for teens who have been arrested for illegal and dangerous driving. It allows teens to attend lectures on the seriousness of injuries, see a reenactment of what happens when an ambulance arrives at the trauma center with a trauma patient and meet with a trauma victim survivor.



The vision of the Injury Free Coalition for Kids is that children and families will live in safe communities supported by Injury Free Coalition for Kids centers that have developed hospital-community partnerships working to prevent injury.



www.injuryfree.org