

The Injury Free Connection

The Newsletter of the Injury Free Coalition for Kids®

Issue 9 • Winter 2011



Injury Free Heroine Becomes CDC Hero

The CDC Foundation honored Barbara Barlow, MD, the founder and executive director of the Injury Free Coalition for Kids® with the 2011 CDC Foundation Hero Award. Dr. Barlow was recognized for her instrumental role in improving the safety of children across the country by founding the Injury Free Coalition for Kids and its unique approach to injury prevention, which encourages doctors and health experts to work directly with community members to design and implement programs to help keep kids safe.



Barbara Barlow, MD, and Charles Stokes, CDC Foundation President & CEO

“Dr. Barlow has worked tirelessly to decrease injuries in children across the nation, and has been a leader in integrating multiple strategies to reduce injuries,” says Linda Degutis, DrPh, MSN, director of CDC’s National Center for Injury Prevention and Control.

First presented in 2005, the CDC Foundation Hero Award recognizes individuals who have made a significant contribution to improving the public’s health through exemplary work in advancing the CDC’s mission of promoting health and quality of life by preventing and controlling disease, injury and disability. Dr. Barlow is the first female to receive the award.



Three Powerhouse Speakers Keynote Injury Free Conference



Carolyn Fowler, PhD, MPH



Linda C Degutis, DrPH, MSN



Lanny Breuer, JD

Three highly respected champions of injury prevention will serve as keynote speakers during Forging New Frontiers: Creating Safe Communities for Children and Their Families, the 2011 Annual conference of the Injury Free Coalition for Kids.

Friday afternoon **Carolyn Fowler, PhD, MPH** opens the conference with a presentation that zeros in on ways to reframe and sell the critical importance of creating safe communities for children. She serves as the Faculty Director of the Johns Hopkins Principles and Practice of Injury Prevention, and the Assistant Professor & Evaluation Coordinator at the Johns Hopkins University School of Nursing. She holds a joint appointment at the Johns Hopkins Bloomberg School of Public Health and is core faculty of the Mid Atlantic Public Health Training Center, where she is Associate Director for Core Public Health Skills Training.

Since 1993, she has been on the faculty of the Johns Hopkins Center for Injury Research and Policy.

Saturday **Linda C Degutis, DrPH, MSN**, the Director of the National Center for Injury Prevention and Control Centers for Disease Control and Prevention focuses on the burden of injuries in children, approaches to preventing injuries, and opportunities for partner and stakeholder engagement through childhood injury prevention activities.

In addition to her service as the Director of the Center for Injury Prevention, DR Degutis will draw on her experience as Associate Professor of Emergency Medicine and Public Health at Yale University, the Research Director for the Department of Emergency Medicine there, and her position as the Director of the Yale Center for Public Health Preparedness.

continued on page 5

Anonymous Donor Vows to Help Fund Injury Free!

The National Program Office of The Injury Free Coalition for Kids is getting help in its battle to reduce injuries among children. A family who wishes to remain anonymous has offered to match up to \$50,000 in contributions made between now and December 31, 2012.

“We are thrilled to know that people genuinely value and respect the work we are doing with our sites across the country and here in New York at the

School of Public Health in Columbia University,” said Dr. Barbara Barlow the Founder and Executive Director of the organization. “It is a wonderful opportunity for people to leverage their gifts and make a difference in the lives of children.”

Donations are tax deductible and can be made on line by going to www.injuryfree.org. Columbia University and the Injury Free Coalition for Kids will acknowledge all contributions.



Greetings,

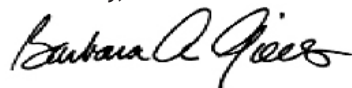
The Injury Free Coalition for Kids is alive and well despite difficult economic times. The vast majority of our sites have chosen to pay the Institutional membership fee, and remain committed to the organization and its mission. This year, the criteria for new sites to become members of Injury Free have been updated, and we are pleased to report that the University of Mississippi is now a member. In addition, there are other level one trauma centers that have expressed an interest. Recognizing that some sites may not be able to make this commitment, and that there are others not directly affiliated with a site that would like to participate in Injury Free, the Board has revised the membership criteria to include individual members.

Other work of the Board during the year includes exploration of the issues related to becoming an independent nonprofit organization, and our continued investigation of funding resources. When it comes to programming, the National Program Office, with the support of the Allstate Foundation completed playgrounds in New Orleans and most recently, one in Tucson. The latter was done in honor of Christina Taylor-Green whose life was taken in the January shooting that injured Representative Gabrielle Giffords.

This was a stellar year when it comes to recognition of Injury Free leadership. Dr. Barbara Barlow was among those recognized for her work. We were pleased to see her become the first woman to receive the CDC Hero award.

I am certain that there will be many recognitions and accomplishments in the coming year. I know that there is much work to be done and that we will continue to forge forward with strength as we work to reduce injury to children across the country.

Sincerely,



Barbara Gaines, MD
Director of Trauma and Injury Prevention
Program Director, Pediatric Surgery Residency
Children's Hospital of Pittsburgh of UPMC
Associate Professor of Surgery
University of Pittsburgh School of Medicine



Hello everyone,

This is a wonderful time in the history of the Injury Free Coalition for Kids. The 2011 conference promises to be the best in the history of the organization. The keynote speakers were paramount and the abstracts phenomenal. They both challenged and supported our efforts to address issues plaguing our young people. Equally impressive is the work done by our sites across the country this year, the resources they have acquired knowing that money matters, and the awards that have recognized their efforts.

It was an honor to receive the CDC Hero award this year, but I know it was really an acknowledgement of the work we have done as a Coalition. I thank you for aggressively pursuing our mission to reduce injury to children, and I thank the board for the leadership it has provided. We must continue to step up our efforts.

Keeping injury prevention at the forefront of the nation's agenda is crucial. The nation's commitment to do so are waning as federal budget cuts, a floundering economy and massive layoffs captivate the country and divert attention away from injury, our children's number one cause of death and hospitalization.

I know that together we can answer the challenge.

Carry on!



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

Board Business

Michael Hirsh, MD, will continue the role of Past President and Barbara Gaines, MD, will remain president of the Injury Free Board.



President
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 injury prevention for children.

This year the Coalition is slated to select a number of new board members. Be sure to attend the business meeting at the annual conference so that you can provide input.

The Allstate Foundation & Injury Free Honor & Renew



Christina

Sounds of laughter and screams of joy rang out this year with the cutting of a ribbon to mark the opening of the Christina-Taylor Green Little Hands playground at Mesa Verde School in Tucson, Arizona.

It was built as a tribute to the spirit of giving, dedication to humanity, and love demonstrated by the nine-year-old third grade student who attended the school.

"Christina always looked after her classmates and the people she loved," said Roxanna Green, Christina's mother. "The playground provides a fun and safe place for Mesa Verde students and residents to play for years to come - something Christina would have loved." Her classmates picked out the equipment.



*Christina-Taylor Green playground
dedicated September 24, 2011.*

The Allstate Foundation provided \$140,000 to build the playground. Local companies contributed everything from cement to food, and everyone provided labor. The Injury Free Coalition for Kids, Allstate representatives, area residents, Emergency Medical Service representatives, parents and the staff of Mesa Verde Elementary School came together to turn the screws and tighten the nuts.

Principal Foster Hepler said the school prides itself on the health and wellness of its students and a new playground was the school's long-time wish. "It's an opportunity for our school to honor the memory of our Christina, while providing an outlet for students to become physically and mentally fit," he said.



Renew, Honor, Play.

Barbara Barlow, MD says it can do that and much more. "When I started The Injury Free, I realized too many children were injured because they did not have a safe place to play," she said. "For the past 23 years, we have successfully reduced injury through education, construction of safe play areas and the development and support of safe supervised activities. We have also learned that playgrounds provide a sense of normalcy for children stressed by disaster. "

She went on to say this will help the community and the children in their effort to heal from the tragic shooting that took place during Gabby Giffords' meet and greet where 19 people were shot. Six people lost their lives that day. Christina was among them.

"Allstate wanted to honor Christina's memory and to help the Tucson community renew in the wake of the

NPO Operations

continued from page 1

The Newsletter of the Injury Free Coalition for Kids®

event that took Christina's life," said Denis Bailey, field senior vice president for Allstate Insurance Company in Arizona. "This will be a safe, happy place in a city where our customers, employees and friends live, work and play, so this project means a great deal to all of us."



Secrets released.

Christina's family released butterflies in recognition of an American Indian belief that says when a butterfly is told a secret and released toward heaven the wish will be granted. The Greens said seeing the joy the playground brought to others made this day one of the best days they have had in a long time.

New Orleans

Mesa Verde wasn't the only Little Hands playground built during 2011. Katrina recovery efforts continued in New Orleans with the building and dedication of Donnelly playground. Allstate Chairman, President & CEO Thomas Wilson discussed the importance of safe places for children prior to cutting the ribbon during that dedication. It was the 6th playground built in New Orleans with the help of the Allstate Foundation.



Thomas Wilson, Allstate Chairman, President & CEO

continued from page 1

In addition she will pull from her knowledge developed as the director of the Connecticut Center for Public Health Workforce Development.

Lanny A. Breuer, JD the Assistant Attorney General of the Criminal Division in the US Department of Justice speaks on Sunday. Breuer will address the Justice Department's efforts to help ensure communities are kept safe for children. He will pinpoint the Department's work to fight violent crime, enforce child exploitation statutes, and hold human traffickers to account.

He is a leading voice on policy issues related to criminal law enforcement, including the scope of prosecutors' discovery obligations in federal criminal cases and sentencing disparities between crack and powder cocaine offenses. The National Law Journal named him a "Visionary" in the Washington, D.C. legal community because of his work as Assistant Attorney General. He was recently ranked eighth on Ethisphere's list of the 100 Most Influential People in Business Ethics.

Mr. Breuer has also been recognized as a leading litigator by numerous publications, including American Lawyer ("45 Under 45"), Chambers USA, The Best Lawyers in America, and Washingtonian ("Big Guns").

The conference was made possible with help of the Allstate Foundation, Little Tikes, and SofSurfaces.



Contact Us

For more information about the Injury Free Coalition for Kids®, please contact the National Office at:

Injury Free Coalition for Kids
Columbia University School of
Public Health Department of
Epidemiology
722 W. 168th St., Room 912
New York, NY 10032
(212) 342-0514

National Staff

Barbara Barlow, MD

Professor Emerita of Surgery
in Epidemiology
Mailman School of Public Health
at Columbia University
Injury Free Coalition for Kids
Founder & Executive Director
bab1@columbia.edu
201-207-2752

E. Lenita Johnson, MA

Director of Marketing &
Communications
estelljohnson@sbcglobal.net
816-651-7777

Joyce Pressley, PhD, MPH

Assoc. Prof. of Clinical
Epidemiology,
and Health Policy & Management
jp376@columbia.edu
212-342-0421

DiLenny Roca-Dominguez, MPH

Administrator
dr146@columbia.edu
212-305-2637



www.injuryfree.org

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
 Jackson, MS
 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

Austin

Teen Parent Injury Prevention Program Enters 5th year

The program is now being delivered in a school field-trip design on-site at the pediatric hospital. Teen parents who are students at seven local high schools receive information about child safety in the form of presentations, discussion panels, and hands-on demonstrations. In addition to teaching about safety, research efforts are taking place. A new study is looking at the safety beliefs and behaviors of the mothers of teen parents. Previous research work points to the importance of caregivers in the lives and safety decisions of teen moms and their children.

Parents Fill Up On Prevention at Safety Station

In June 2010 the Dell Children's Medical Center Injury Prevention Program opened The Safety Station, an on-site safety store designed to help families keep their children safe. The Safety Station gives families convenient access to safety devices for purchase such as car seats and bike helmets right inside the hospital. The primary target population is patient families; however any community member can shop there. All products are priced below retail value to help remove financial barriers.

Mapping Makes a Difference

In partnership with Children's Optimal Health, an organization whose goal is to use visual images to inform policy and mobilize the community, Injury Free Austin is working to map child motor-vehicle and bicycle injuries. Injury data from the Dell Children's trauma registry has been mapped and reviewed with local transportation safety stakeholders. Data from this work elucidated "hot spots" of child transportation danger.

A group of students from the University of Texas, led by program coordinator Paula Yuma, went to each hot spot area for further investigation of the built environment and the dangers to child cyclists. Data found by students were reported to community leaders from the City of Austin, members of the Children's Optimal Health Technical Advisory Council, Safe Kids Austin, and other community stakeholders with an interest in child transportation safety.

Birmingham

Scrambling to Raise Money



Residents run to get prevention funding

Injury Free Birmingham collaborated with the residents in their "coat of arms" volunteer community outreach. Each year they sponsor a 5K race called the Spring Scramble to raise money for the Children's Hospital's Obesity Prevention Clinic.

Health Curriculum Changes

Injury Free Birmingham is partnering with local elementary schools to create a health curriculum. Residents and medical students go to the schools and teach topics such as pedestrian safety, healthy living, summer safety, bike safety and other topics.

Residency Research Reinforced

Children's Hospital of Alabama Pediatric Residency Program has instituted an official "residency research committee" to encourage residents to be involved in research projects. This committee consists of Injury Free Coalition for Kids Principal Investigators Michele Nichols, MD, Kathy Monroe, MD and a pediatric pulmonologist Bradley

Around the Country

The Newsletter of the Injury Free Coalition for Kids®

Troxler, MD. The committee assists with any project a resident is working on. It provides logistical support, IRB guidance, mentorship, writing and abstract review, how to, and help in finding an appropriate opportunity for presentation. The committee hopes to encourage residents to “try” research--- and to keep an open mind to see if they might be interested in research as part of their career.

Boston

Meeting the Child Passenger Safety Challenge

The Children’s Hospital Boston site collaborated with AAA of Southern New England, the Boston Public Health Commission, and Boston EMS to hold a car seat checkpoint this fall. Inpatient hospital child passenger safety assessments take place for all hospitalized patients. Children’s Hospital Boston has just implemented a computerized assessment for Emergency Department patients for nurses to complete with their initial nursing assessment.

Chicago

Handling the Heat

Injury Free Chicago and Children’s Memorial Hospital worked to prevent heat-related illnesses during some of Chicago’s hottest summer days by hosting a press conference that reached nearly 2 million television viewers. The conference addressed hyperthermia deaths from children left in cars, causes and symptoms of dehydration, and drowning prevention.

Painting a Playground Project

Playground safety efforts in Chicago continue to move forward. Injury Free Chicago built two new playgrounds through the Kohl’s Cares for Kids Safety Network. They also completed a new playground stenciling project at

Ezzard Charles School, where Injury Free and Kohl’s Cares for Kids had previously built a playground. The project included painting a tricycle track and hopscotch for the students to use outside. It was an exciting and economical way to add to the children’s play space.



Chicago stencils safe places for kids to play.

Tweet for Safety

Injury Free Chicago and Safe Kids have also worked to increase that sites online presence with the creation of a Facebook and Twitter page to inform parents about safety updates and product recalls. Additionally, a parent email database was created to communicate with families through a bi-weekly safety newsletter.

Cincinnati

A New Outreach Home for Injury Free

Injury Free Cincinnati moved its injury prevention programming into a new Cincinnati neighborhood. The community of Norwood has embraced the injury prevention outreach needed to protect children living and playing in their community. Injury data collected from various local resources identified Norwood as a high-risk community for childhood unintentional injuries. Injury Free will be looking to implement its home safety outreach and collaborating with Norwood community residence and agencies to build a playground.

Injury Free is part of a multi-year hospital initiative to show a 30% reduction of injury to children living in Hamilton County by 2015. Norwood is

the 3rd community with which Injury Free-Cincinnati has partnered.

Wear Your Helmet to School/Work Day

The AAP celebrated its first statewide helmet awareness campaign. “Wear Your Helmet to School/Work” day engaged Ohio schools, communities and state representatives to promote helmet use on September 21st. Incorporated in the awareness campaign was a message encouraging parents to set an example by wearing their helmets when participating in wheeled activities.

The Cincinnati community of Norwood partnered with Injury Free Cincinnati/CCIC to promote the helmet awareness campaign by encouraging students and teachers to wear their helmets to school on the 21st. Norwood also received bike helmets to distribute to students in need and to the members of the Norwood Council who passed a declaration for “Wear Your Helmet to School/Work” day.

Indianapolis

Pinpointing Pedestrian Injuries

Injury Free Indianapolis is working with the Indianapolis Public Schools (IPS) to decrease pedestrian related injuries. At the beginning of the school year, all bus stops for IPS were evaluated for lighting, crossing, gang, drug, and criminal activity as well as other public safety issues. IPS and Injury Free are now evaluating each school’s arrival and dismissal times for pedestrian, bus, and parent drop-off/pick-up issues with changes already implemented at 7 of the elementary schools.

Kansas City

KC Steps Up

Injury Free Kansas City has rejoined Injury Free in its mission to reduce

Around the Country

injuries to children. The Children's Mercy site was among the first to join the Coalition when Dr. Barlow expanded the Harlem Hospital Injury Prevention Program. It was under the direction of Dr. Jane Knapp who remains a part of the team today. Programming includes: Traffic Safety: CPS, Tween, Teen, Special Needs, Child Care, Safe Sleep, Home Safety, Bike/Ped.

Little Rock

Department of Health Drives Data

The Injury Prevention Center in Little Rock received funding from the Trauma Section of the Arkansas Department of Health for the Statewide Injury Prevention Program (SIPP). The purpose of the program is to build the capacity of hospitals, emergency service providers, and 75 county-level public health coalitions to conduct data driven, evidence-based injury prevention at the local level.

In addition to a coordinator and administrative assistant, the program has dedicated staff in the areas of motor vehicle, home, and recreational safety and intentional injury who will provide technical assistance in program development for trauma system partners. Resource binders, mini-grants, and training are available from SIPP.

A second program at Little Rock, funded by the Arkansas Department of Health, will create an Infant and Child Death Review for the state. Standard operating procedures have been drafted and two regional teams are being formed as pilot sites. The program is led by Dr. Pamela Tabor, a nurse practitioner with forensic nursing training.

Los Angeles

Injury Free LA Impacts Thousands of Children With Launch of La Street Smarts

The LA Street Smarts Project, developed at Children's Hospital Los Angeles, provides an interactive experience for children to learn pedestrian safety. The project targets children in 1st-3rd grades, and teaches child pedestrian safety from a hands-on learning experience.

Since its development in 2009, LA Street Smarts has been deployed to more than two dozen elementary schools and community events throughout Los Angeles County. Over 3,000 children have completed the set's 5 learning objectives. A child who completes the LA Street Smarts learns to: 1) Cross intersections at stop lights, 2) Avoid rescuing balls thrown into the street, 3) Signal a driver who is backing up, 4) Safely walk around motor vehicles, and 5) Identify whether a car is backing up or parked from its lights.



Teaching young people LA Street Smarts

Children's Hospital Los Angeles is working in partnership with the University of California San Francisco's Injury Prevention Center to utilize the LA Street Smarts project along with UCSF's Ace's Adventures video game in a research project in process.

Minneapolis

Kids Get Citations for Wearing Helmet

Injury Free Minneapolis teamed up with the local TV channel KSTC-45 and AAA to distribute 1,000 bike helmets and reward kids who wore their helmets during the summer months. Injury Free Minneapolis staff were on hand to fit and distribute the helmets during 20 events including farmer's markets and city sponsored festivals. The program was promoted through PSAs on Ch 45 TV and on their web site. In addition, the I Got Caught Campaign provided citations for local law enforcement EMS staff to give out when they "caught" kids wearing helmets.

The citation included coupons for a Dairy Queen ice cream cone. These events also provided a great place to debut Hennepin County Medical Center's new Mascot "Bernie" the Rescue dog. Bernie greeted the kids and gave them a high five when they were done getting their helmet fitted. This is the second year these groups have come together to make this program happen.

Peoria

Training the ATV Trainer

ATV Safety Train-the-Trainer Workshop Children's Hospital of Illinois Advocacy Center and Injury Free Peoria launched a new ATV Safety Train-the-Trainer program. This program included a competitive application process to select ten junior or high schools in Central Illinois to receive a ½ day workshop on ATV Safety, standardized evaluation tools, presentation materials, and an ATV safety gear bag valued at \$1000 for demonstration purposes.

Representatives from each school were trained by John Hafner, MD, MPH and a representative from Grayboy Motor Sports to present ATV safety education

Around the Country

The Newsletter of the Injury Free Coalition for Kids®

to their students. Schools are required to present the ATV safety training and administer pre-post evaluations to a minimum of 50 students per year over a three-year period. All evaluations are to be submitted back to Children's Hospital of Illinois for analysis and inclusion in on-going ATV Safety research to determine knowledge gain and retention of information. Results are still pending from evaluations.



ATV training classes look to gather information

Special Needs CPS Resource Satellite Site Established

The Children's Hospital of Illinois Advocacy Center expanded its statewide Special Needs Child Passenger Safety (CPS) Resource Center, housed in Peoria, Illinois, to include a satellite site in Chicago.

Through additional funding from the Illinois Department of Transportation - Division of Traffic Safety, Yvette Whitehurst established a partnership with La Rabida Children's Hospital to serve as the satellite site, covering Cook, DuPage, Kane, Lake, McHenry, Will, Kendall, and Grundy counties.

The purpose of the satellite site is to maintain the proper functioning of statewide program services; to improve program exposure and delivery times; and to increase call volume and service usage in the northeastern, metropolitan region of Illinois. Since the expansion, the Special Needs CPS Resource Center has seen over a 150% increase in calls from the satellite service area.

Pittsburgh

Families Seeking Prevention Resources Increases

The Kohl's Safety Center at Children's Hospital of Pittsburgh of University of Pittsburgh Medical Center is growing and expanding! The center and has experienced consistent growth in the number of families served. In the past six months, it has averaged visits from 100 families per month. Follow-up calls to families have been very positive, including 48% of the families taking steps to ensure a safe environment at home above and beyond the resources they received on their visit. Injury Free Pittsburgh is currently in the process of building and implementing a smaller version of the center in the Children's Primary Care Center, located in another area of the city.

Providence

Safety is No Accident



Lieutenant Governor provides contest winners with awards

Injury Free Providence celebrated National Public Health Week by organizing the 2011 Safety is NO Accident poster/video contest for high school students in Rhode Island. The purpose of the contest was to raise awareness about important safety issues among Rhode Island youth. Dozens of high quality creative entries were submitted. Lieutenant Governor Elizabeth Roberts awarded prizes to the winners in a ceremony at the Rhode Island State House. The winning

poster/videos can be seen at www.ipc.rhodeislandhospital.org.

Webinars Expand Outreach

Injury Free Providence called attention to important sports injury prevention topics by airing two sports injury prevention webinars. The first webinar covered prevention and management of concussions and the second dealt with overuse injuries and hydration. Coaches and parents of student athletes viewed the webinars. They are still available for anyone to view by going to the Providence area of the Injury Free website.

Rochester

Stepping Up Safe Sleep Efforts

Injury Free Rochester is expanding its outreach. It is now part of Baby Safe Sleep Coalition. Since January 2007, 41 babies have died in Monroe County, NY, under circumstances where there have been elements of unsafe sleep. The Baby Safe Sleep Coalition is a group that works to make sure that babies do not die because of unsafe sleep practices. In addition to being a part of Baby Safe Sleep Coalition, it has joined forces with Play Best Team; This is a group that is part of the Healthy Kids Initiative's "Creating Healthy Places to Live, Work, and Play."

That group works towards making play accessible and safe for everyone. Injury prevention at FLHSA, the injury prevention group at the Finger Lakes Health System Agency is working towards making safety and injury prevention more visible.

Truth and Consequences

Through its Smart Teen Driving program, the Trauma program, and the Monroe County Office of Traffic Safety, Injury Free Rochester has taken the Truth and Consequences program to a new level. The program is now a part



of the Webster Central School Districts parking program and students who want to have a parking space need to participate. Truth and Consequences is a presentation that reviews what happens and why it happens in a crash and then what happens after the crash. This is the first school district to make it a requirement.

St. Louis

Mobile Safety Street Gets a Facelift

The Injury Free St. Louis 18-wheeler mobile neighborhood has a new setting for practicing pedestrian safety. The extension expands the mobile neighborhood setting for practicing pedestrian safety. The exhibit visits schools across the metropolitan area. The new project is made possible by a Kohl's department store \$138,322 grant. This year the project served 7,500 children.



Students look for safety problems in new Safety Street home setting

Safety Street Goes to Fifth Grade

St. Louis Children's Hospital expanded its Kohl's Safety Street curriculum to reach third through fifth grade students. Historically the program targeted kindergarten through second grade students and was only able to educate half of the student body when visiting an elementary school. By creating a new curriculum for third through fifth grade students, Injury

Free St. Louis is able to educate the entire student body when visiting a school.

Hospital emergency room, state, and national statistics were used to select injury topics for this age group and differentiate it from the kindergarten through second grade level curriculum. In an effort to be innovative and cost-efficient the existing set was used by creating new pieces which will be displayed on the back of the current exhibit.

Worcester

Injury Free Makes a Difference

Injury Free Worcester was key in the passage of site survey visits from the American College of Surgeons Trauma Committee for both Adult and Pediatric Trauma Programs. For the third straight cycle of verification visits, the program was cited as a strength.

Social Media to Drive Safety Street

Injury Free Worcester Prevention Coordinator Esther Borer put together a 2-week community clerkship in which seven of that site's 2nd year med students and a Graduate Nursing School student participated. It included a combination of speakers and hands-on experience. The goal of the program was to foster new thoughts on the use of social media in injury prevention and to apply them to that site's Mobile Safety Street program.

Driving Teen Safety Home

The teen driving simulation program will feature a trip from Worcester to Boston with stops at high schools along the way. Injury Free Worcester hopes to trace the vehicle's journey with both social media techniques and a video diary. The Allstate Foundation is working with Dr. Mariann Manno to make the TEEN DRIVE this spring.

Dates to Remember

REGIONAL CONFERENCES

Austin

Dell Children's Medical Center of Central Texas will be hosting the 2nd Annual Texas Injury & Violence Prevention Conference, June 20 - 22 in Austin, Texas. Mark your calendar for 3 days of nationally-known and local speakers on the topics of injury and violence prevention. For further information, please contact Karla Lawson, PhD at kalawson@seton.org

Minneapolis

The 4th Annual Teen Safety Driving Summit will be held February 2, 2012 in Rosemont, MN. In the past the Summit has attracted more than 100 participants from across the state. The audience includes driver's education instructors, law enforcement, public health professionals, educators, community leaders, as well as high school student leaders. This year's theme is "From Impact to Inspiration" and will feature a variety of topics for both our general sessions as well as break-out learning. For more information go to www.hcmc.org/traumaprevention.



2012 Calendar

The Newsletter of the Injury Free Coalition for Kids®

MARCH

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

March 18 - 24

National Poison Prevention Week
Poison Prevention Week Council
P.O. Box 1543
Washington, DC 20013
(703) 894-1858
www.poisonprevention.org/poison.htm
Contact: Holly Wells

March 21 - 25

National Youth Violence Prevention Week
National Association of SAVE
www.nationalsave.org

APRIL

National Youth Sports Safety Month
National Youth Sports Safety Foundation, Inc.
www.nyssf.org

National Child Abuse Prevention Month
Prevent Child Abuse America
www.preventchildabuse.org

April 2 - 8

National Public Health Week
www.APHA.org

April 23-27

Playground Safety Week
www.playgroundsafety.org

MAY

Motorcycle Safety Month
National Highway Traffic Safety
Administration
www.nhtsa.dot.gov

National Youth Traffic Safety Month
National Organization for Youth Safety
www.noys.org

May 19-25

National Safe Boating Week
National Safe Boating Council
www.safeboatingcouncil.org

Heat Safety Awareness Day

National Oceanic and Atmospheric
Administration National Weather Service
Office of Climate, Water, and Weather Services
1325 East West Highway, Room 13160
Silver Spring, MD 20910
(301) 713-1867 x135
www.weather.gov/om/heat/index.shtml
Contact: Jannie G. Ferrell

JUNE

Home Safety Month
Home Safety Council
1250 I Street NW, Suite 1000
Washington, DC 20005
(202) 330-4900
info@homesafetycouncil.org

JULY

July 1 - July 4

Fireworks Safety Month
Prevent Blindness America
211 West Wacker Drive, Suite 1700
Chicago, IL 60606
(800) 331-2020
www.preventblindness.org

SEPTEMBER

September 1 - 7

National Childhood Injury Prevention Week
The American Academy of Pediatrics
www.aap.org/healthtopics/safety.cfm
Safe Kids Worldwide
www.pcaaw.com

September 16-22

National Child Passenger Safety Week
National Highway Traffic Safety
Administration
www.nhtsa.dot.gov

OCTOBER

October 7 - 13

National Fire Prevention Week
National Fire Protection Association
www.nfpa.org

October 21-27

National Health Education Week
Society for Public Health Education
www.sophe.org

NOVEMBER

November 22 - January 1

Tie One On For Safety Campaign
Mothers Against Drunk Driving (MADD)
www.madd.org

DECEMBER

**National Drunk and Drugged Driving
Prevention (3D) Month**
National Highway Traffic Safety
Administration
www.stopimpaireddriving.org

NATIONAL CONFERENCES

June 14-16, 2012
30th National Lifesavers Conference
Orlando, FL

October 20-23, 2012
AAP National Conference & Exhibition
New Orleans, Ernest N. Morial
Convention Center

October 27-31, 2012
American Public Health Association
Conference
140th Meeting and Expo, Prevention
and Wellness Across the Lifespan
San Francisco, CA

Presentations

Cincinnati

Three scientific abstracts were presented at the 2011 American Academy of Pediatrics in Boston, Mass. Injury Prevention Coordinator, Dawne Gardner-Davis presented two abstracts on the results and findings of the Injury Free Home Safety Initiative. “Use and Maintenance of Home Safety Equipment in Low Income Families after Installation” and “An Effective Way to Utilize Daycare Organizations to Distribute Home Safety Equipment” provided conference members with original research data on outreach efforts to increase home safety practices.

Casey Gittelman, daughter of Injury Free Board of Directors member, Dr. Mike Gittelman, who presented “Candy or Medicine: Can Children Tell The Difference?”.

The research abstract was the result of Casey’s 7th grade science project. As the youngest presenter at the AAP conference, Casey’s research has gained national attention and created an increased awareness to the importance of properly storing medicines. Injury Free Cincinnati

Both Dr. Wendy Pomerantz and Dr. Mike Gittelman served as Principle Investigators of the presented research studies.

Greenville

Injury Free Greenville Program Coordinator Ellen Walston presented at the National Safe Routes to School Conference in Minneapolis, Minnesota. She spoke about What’s in your toolbox? Creating Community Collaboration for a successful SRTS program.

Since 1996, the Eastern Carolina Injury Prevention Program (ECIPP) has been recognized as one of the leading hospital - based injury prevention programs in the nation. Pedestrian safety is an important priority for ECIPP. The pedestrian safety program has accrued over 1 million dollars to fund projects in 4 towns and 12 schools.

Los Angeles

The Injury Prevention Alliance of Los Angeles County, (IPALAC), is convened by Children’s Hospital Los Angeles and the Injury Free Coalition. IPALAC hosted the inaugural Injury Prevention Symposium in Los Angeles, CA in October 2011. More than fifty injury prevention coordinators, trauma coordinators, and health education professionals assembled to participate in the two-day training. The Injury Prevention 101 Training (Day 1) included workshops on child passenger safety, pedestrian/bicycle safety, falls prevention, health-related illness prevention, youth violence prevention/ bullying, child abuse and neglect, intimate partners violence prevention.

The Technical Conference for Injury Prevention Professionals (Day 2) included high level training on data collection, evaluation methods, research, funding, best practice and resource sharing. The Injury Prevention Symposium was in response to the need for training for injury prevention coordinators and professionals and was a huge success.

Minneapolis

Injury Free Minneapolis Principal Investigator Andrew Kiragu, MD, Program Coordinator, Julie Philbrook, and Hennepin County Medical Center Pediatric Trauma Coordinator Sherrie Murphy presented several traffic crash related case studies during the annual Minnesota Towards Zero Death Traffic Safety Conference. The case

studies explored how better reporting of crash information by EMS and Law enforcement can aid in both the diagnosis and treatment of children and how these details can also aid with prevention and legislative efforts.

Peoria

AAP Poster Presentation: John Hafner, MD, MPH and Marte Depperman, MD presented a poster entitled “Child Restraint System Misuse Rates in a Midwestern Population” at the national American Academy of Pediatrics (AAP) conference in San Francisco on October 2010. It highlighted a retrospective analysis of 2,637 community car seat checks conducted over a 5-year period by Children’s Hospital of Illinois Advocacy Center and Safe Kids Peoria Area.

Results showed that misuse decreased as the child’s age & weight increased as well as seeing a 75% misuse rate, which is consistent with current national estimates but lower than estimates in 2001.

The Peoria Special Needs CPS Resource Center statewide loan program was highlighted during a break-out session at the National KIDZ IN MOTION conference in August 2011. Erin Durbin, from Children’s Hospital of Illinois Advocacy Center, presented on the structure of the Resource Center’s loan program

San Diego

The Sports Medicine Department and Injury Prevention Program of Rady Children’s Hospital and Health Center are working together with Injury Free San Diego to provide Sports Injury Prevention Seminars to parents, coaches, primary care physicians and athletic trainers.

In addition, the Sports Medicine Department has collaborated with the American Academy of Sports Medicine Physicians to provide a STOP Sports

Injury Seminar as part of the annual AAOSM meeting in San Diego in July.

Injury Free San Diego's Safe Routes to School Program provided presentations at both the state and nation level. Dane Lotspeich, Safe Routes to School Coordinator, presented "Engaging Law Enforcement in SRTS Programs" at the California Office of Transportation Conference in Sacramento, CA,, and "SRTS-The Middle School Transition" at the National Safe Routes to School Conference in Minneapolis.

Boston



Barbara DiGirolamo, MEd, CPST, joined Boston Children's Hospital as an Injury Prevention Specialist

Chicago

Rebecca Levin, MPH joins the Injury Prevention and Research Center (IPRC) at Children's Memorial Hospital as the Strategic Director at the IPRC. In her role at the center, she will be looking for opportunities to enhance the center's current activities particularly as they relate to community based violence prevention in Chicago. She has worked in injury and violence prevention for 10 years, serving as Senior Manager of Injury, Violence, and Poison Prevention Initiatives at the American Academy of Pediatrics.

In that role she has overseen a number of programs that help pediatricians and families keep children and adolescents safe. Ms. Levin helped create the AAP violence prevention and parenting program Connected Kids: Safe, Strong, Secure and led several projects to promote its implementation.

She has held leadership roles in various national injury prevention initiatives, including chair of the State and Community Engagement workgroup of the STRYVE (Striving To Reduce Youth Violence Everywhere) Action Council and co-chair of the Health Care and Health Systems workgroup for development of the CDC's National Action Plan for Child Injury Prevention.

Cincinnati

A New Addition to the CCIC Creates Additional Support for InjuryFree

The Comprehensive Children's Injury Center (CCIC) at Cincinnati Children's Hospital hired a new Program Manager. Max Warner will soon begin overseeing all the injury prevention programming, including Injury Free outreach, for the CCIC. Mr. Warner's role as Program Manager creates leadership for all CCIC injury prevention efforts and provides additional support to Injury Free by helping to leverage resources.

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.

New Faces

Austin

Injury free Austin has three new members to introduce. Dr. Nilda Garcia, MD, Trauma Medical Director at Dell Children's Medical Center, has taken on the role of primary investigator for the site. Dr. Karla Lawson, PhD, Research Scientist and Research Manager, and Juliette Brown, Injury Prevention Coordinator, will act as coordinators for the Injury Free site.

Charleston



Maudra Rogers, MPH, CHES

Maudra Rogers comes from Columbia, SC where she graduated from the College of Charleston School of Education Health and Human Performance. Her Masters of Public Health is in International Health and Development. She received it from Tulane University School of Public Health and Tropical Medicine and is a nationally certified Health Education Specialist.

Maudra has experience working with children in the Charleston County Parks and Recreation Commission as a community education specialist and worked as a Student Support Specialist with communities in schools program encouraging social and emotional growth of upper level elementary students.

Kansas City

As Kansas City steps back into the Injury Free spotlight, it is doing so full force.

The staff includes:

Denise Dowd, MD, MPH
Jane Knapp, MD Chair of Graduate Medical Education
David Juang MD Dir. - Trauma & Burns
Phyllis Larimore BSN, MPH, CPSTI
Center for Childhood Safety, Program Coordinator

Trauma Services Staff:

Noreen Felich BSN, Dir.
Christi Cassidy, LPN - Burn Prevention
Community Outreach
David Seastrom, BSN - Injury Prevention, Outreach and Education Coordinator
Jan Miller, RN - Trauma Registrar
Karen Hawley RN - Outreach Educator & Trauma Registrar

Milwaukee

Injury Free Milwaukee has a new Principal Investigator. Andrea Winthrop moved to Canada, and David Gourlay, MD, will now head that site's injury prevention efforts. Dr. Gourlay is a pediatric surgeon and medical director of trauma.

Pittsburgh

Jordan Hinds has joined the injury prevention team at Children's Hospital of Pittsburgh of University of Pittsburgh Medical Center as a Community Program Specialist. In his new role he is the coordinator for Safe Kids of Allegheny County, a certified Child Passenger Safety Technician, and facilitator on the FOCUS - Action Against Distraction high school initiative. His skills and experience are valuable assets to the team.

St. Louis



Laura Dunn- Program Specialist



Nicole Kozma, MPH -Manager, Advocacy and Outreach



Monica DuBois- Program Specialist

Worcester

Two new surgeons, Heena Santry, an adult trauma Surgeon and Pradeep Nazarey a pediatric trauma surgeon have joined the Injury Prevention Faculty. Nazarey has had a long association with Injury Free during his training with Dr. Hirsh. While two new people joined Injury Free Worcester, several others have left. Injury Prevention Educator Allison Rook Burr moved to New Jersey. Longtime administrative assistant Carol Carpenter retired, and Amanda Yano-Litwin left to pursue a master's degree at Boston University.

Upward Bound

Rochester

Dr. Anne Brayer was promoted to Director of the Pediatric Emergency Medicine Fellowship.

Little Rock

Holly Jones Choate has assumed many of the duties of Heather Williamson under her new title of Operations Manager. Heather left Injury Free Little Rock in June to pursue her doctoral degree in her home state of Florida.



Esther Borer

Worcester

Injury Free Worcester Injury prevention coordinator, Esther Borer, has become a CPS technician.

Awards

Columbus

Gary Smith, MD, DrPH

Gary Smith received the American Academy of Pediatrics Outstanding Achievement Award, from the Section on Epidemiology and the Council on Community Pediatrics. The award "Recognizes pediatricians who have made outstanding contributions toward advocating for children and child health in the community through effective use of epidemiologic information."

Miami

Dade County received an Achievement Award from the National Association of Counties for its collaborative injury

prevention program: Buckle Up for Life!

Buckle Up for Life was a team effort between the hospital, the University of Miami, the County Mayor's Office, local law enforcement and childcare centers. They worked together to increase restraint use, as well as increase professional and provider knowledge and skills regarding appropriate restraint use.



Injury Free Miami PI Judy Schaechter is on hand to receive the award

New Haven

Giuseppina (Pina) Violano

The National Child Passenger Safety Board Named Giuseppina (Pina) Violano, Yale-New Haven Hospital's Injury Prevention Coordinator, Child Passenger Safety Technician of the Year. She was recognized for creating and maintaining a model child passenger safety program for the hospital, and demonstrating outstanding commitment to educating the minority groups in the area.



Pina Violano

The New Haven area has a large Latino community, and Violano appreciates the cultural differences regarding safety and seatbelt use that contribute to low usage rates among this group. Having Spanish as her third language,

she has made great strides in reaching out to the Ecuadorian Consulate to better educate this immigrant group on the proper use of child safety seats and child passenger laws. She has also partnered with "Healthy Neighbors", a local coalition that assists low-income families with healthcare needs.

A grant from Yale-New Haven Hospital Auxiliary, has enabled her to work with Dorel and Evenflo to purchase seats at cost to provide free car and booster seats to caregivers who would not have been able to afford to purchase a new seat. Since becoming a certified technician in 2008, Pina has distributed over 350 seats during the past three years.

She worked as an ICU nurse for 12 years, Clinical Nurse Educator for 14 years, and with the assistance of tuition reimbursement she earned her Master's in Public Health from Southern Connecticut State University.

Pittsburgh

Barbara A. Gaines, MD

Pittsburgh Magazine named Injury Free Board President Barbara Gaines, MD as a recipient of the Top Doctors Award in Pediatric Surgery for the second year in a row. She was voted one of the top 159 doctors in 49 specialties in the region.

Rochester

Karen Knauf

Golisano Children's Hospital at Strong Karen Knauf received the 2011 Dr. David Satcher Community Health Improvement Award. Community Health Improvement awards are given to individuals who have made significant contributions to community health in the greater Rochester region. They recognize efforts in research, education, clinical services and outreach. The award reflect University of Rochester Medical Center's mission to continue to develop and expand university-community partnerships that support participatory research

and interventions that reduce health disparities and improve the community's health.

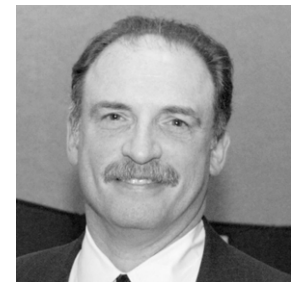


Joseph Wright, MD, MPH

Washington, DC

Joseph Wright, MD, MPH

AAP Fellow Joseph Wright, MD, MPH, Senior Vice President of the Child Health Advocacy Institute at Children's National Medical Center received the 2011 Fellow Achievement Award in honor of his contribution to the issues of bullying and bullying prevention. He has been selected as a participant in the Federal Partnership on Bullying Prevention efforts and serves as a programming advisor to the Sesame Street Workshop's Child Resilience Initiative. A full professor of Pediatrics, Emergency Medicine and Health Policy at the George Washington University, Dr. Wright is also an inductee to Delta Omega, the nation's public health honor society.



Michael Hirsh, MD

Worcester

Michael Hirsh, MD

The Institute on Medicine as a Profession (IMAP) this year selected Michael Hirsh, MD to receive the Physician Advocacy Merit Award. The committee found his advocacy work

exemplary among what they called especially intense competition. “We received many strong applications from physicians across the nation, all dedicated to promoting social justice for underserved populations and communities,” said sponsors of the award.

The Physician Advocacy Merit Award Ceremony takes place during the annual meeting of former and present Physician Advocacy Fellows. Michael Hirsh, MD is a Co-Principal Investigator of Injury Free Worcester and he served as the first Injury Free Board President. He is the Surgeon-in-Chief at UMASS Memorial Children’s Medical Center. Dr. Hirsh is Professor of Surgery and Pediatrics UMASS Medical School, and the Chief of the Division of Pediatric Surgery and Trauma President in the Worcester District Medical Society.

The Institute of Medicine, Advocacy Prize, has been awarded to other Injury Free members including Michael Gittelmen, MD (Cincinnati). Kyran Quinlan, MD (Chicago), received the Advocacy Fellowship award.

Dr. Hirsh’s work in injury prevention also lead him to receive the UMASS Department of Surgery Cataldo Humanism in Medicine Annual Award. In addition, and he and his staff received a 2011 Injury Prevention Team Award called the Champions of Excellence.

Children’s Hospital Boston is part of the Belts Ensure a Safer Tomorrow (BEST) coalition, a multi-disciplinary organization working to pass a primary seat belt bill in Massachusetts.

- Report to a parent as soon as possible
- Recover completely before returning athlete to play

Injury Free Ann Arbor hopes the training will help educate communities across the country and assist in keeping concussions on the sidelines.

Resources

Injury Free Little Rock is making the following products which the site has developed available at no cost from:

- A Trip Unplanned, an ATV Safety toolkit
- Strike Out Child Passenger Safety Implementation Guide
- Drive by the Rules. Keep the Privilege. Implementation Guide
- Arkansas Drive Smart Challenge, an adaptation from a similar program from Injury Free Minneapolis.

Ann Arbor

In response to increase in laws and educational requirements sweeping the nation, Michigan NeuroSport, in partnership with Pediatric Trauma at Mott Children’s Hospital, began to explore ways to provide up-to-date, audience specific education, at no-cost.

In a curriculum called SCORE (Sports Concussion Online Resources and Education) is being produced and distributed. A Youth Coach Edition and a High School Coach Edition are the first two in a series Injury Free Ann Arbor expects develop. A Parent Edition is scheduled to be released in the fall.

The 20-minute course include a number of resource materials and a quiz that leads to a certificate of completion. The training can be completed/viewed at: www.neurosport.med.umich.edu.

The new online training is designed to help coaches follow a specific action plan:

- Recognize the injury
- Remove the athlete from play

Connecticut

Injury Free Connecticut produced a new bike helmet PSA that is now online at www.connecticutchildrens.org/supersafecomics. In addition, it is appearing locally in theaters during the pre-show and on some cable channels. For more information contact Kevin Borrup at (860) 545-9984.

Minneapolis

In order to fund a helmet give-away program for children treated at the Hennepin County Medical Center Pediatric clinic, Injury Free Minneapolis sold Bell bike helmets to hospital staff and used the proceeds to purchase 100 helmets for the clinic to fit and distribute.

Phoenix

A new smartphone app -- “Car Seat Helper” -- is available from Phoenix Children’s Hospital to help parents and caregivers select the right car seat for children in their care.

This long-awaited and often-talked-about tool is free and available for both iPhone and Android users.

Search for “Car Seat Helper” in Apple’s App Store and the Android market.

Worcester

The Goods for Guns Program of Worcester celebrates its 10th anniversary in December. This year the Buyback will be a coordinated effort with similar efforts in Boston, and Springfield, MA, as well as Hartford and New Haven Connecticut. Other Injury

Legislative Issues

Boston

After the successful passage of an ATV law, prohibiting children less than 14 years old from riding ATVs on public land, Injury Free Boston is now focusing on legislative advocacy to pass a primary seat belt bill in Massachusetts.

News You Can Use

The Newsletter of the Injury Free Coalition for Kids®

Free partners who have expressed an interest include Charleston, Pittsburgh, Phoenix, Chicago, Atlanta, Baltimore, Minneapolis, Rochester, Washington, D.C. and Seattle. The UMass Med School Communications Department produced a “how-to” develop a Gun Buyback video which can be downloaded from the following site: www.youtube.com/watch?v=j_n2nRZ-9Mk



Kids and guns do not mix.



Austin

Injury Free Austin received \$125,000 from Kohl’s Cares For Kids Foundation to support the its “Booster Buddies” campaign, a booster seat educational program targeted at children ages 4 to 8 years of age and their caregivers. The program involves community and classroom education, booster seat distributions, a mass media campaign, and program evaluation.



Young people learn about the need for booster seats along with their peers.

Through collaboration with community partners, area school districts, and Kohl’s Department stores, the Kohl’s Booster Buddies Program provided education and access to free booster seats to 1410 children. Currently the program is anticipating a second round of funding that will allow the program to expand its reach.

Boston

Injury Free Boston has raised more than \$250,000 to build its first playground in the community of Jamaica Plain in Boston, MA. Children’s Hospital Boston will partner with the Massachusetts Department of Conservation and Recreation to make it happen.

Lexington

The Injury Center in Lexington recently received 5 years of funding. The award will provide a small amount of salary support. A pediatric motor vehicle policy grant attached to the Core was also funded, providing Injury Free Lexington with additional support for staff. Also, Meharry Medical School brought its Ford-sponsored Booster seat program to Injury Free Lexington.

The Center has served as the home for the CDC State Core Violence and Injury Prevention Planning Grant.

Little Rock

During the spring of 2011, EF4 tornados devastated two rural communities in Arkansas. Well-intentioned people donated used car seats to recovery efforts without realizing that the seats may have been damaged or recalled. Funding from State Farm through its Good Neighbor Citizenship program provided replacement seats.

Staff and volunteer CPS technicians conducted car seat checkups for approximately 50 families in Franklin and Faulkner Counties. CPS technicians in the two communities plan follow-up activities as families continue recovery from the disasters.



Motor vehicle safety for teens continues to grow at Little Rock. The site completed a two-year community demonstration project funded by NHTSA. “Drive by the Rules. Keep the Privilege,” encouraged parents to set and enforce safety rules for their teen drivers. The Highway Safety Office of the Arkansas State Police funded other activities of Little Rock’s teen driving safety program that began under Injury Free’s Allstate grant.



In addition to continuing in Central Arkansas, activities will be conducted in the south eastern corner of the state where motor vehicle fatality rates for teens are nearly three times the national rate. Additional support from Fed Ex Freight has expanded activities in several north central counties.

The Allstate Foundation also continued to support the Arkansas Drive Smart Challenge, a peer-led school-based strategy to increase seat belt use and decrease cell phone use for drivers. Visit Little Rock’s new teen driving safety website, www.saferteendrivingar.org.

Minneapolis

Injury Free Minneapolis received several mini grants through Safe Kids. The funding was used to address sports related concussions, never leaving a child alone in a hot car, and a train-the-trainer project for Head Start teachers and parents that addressed pedestrian and child passenger safety concerns.

Pittsburgh



Kohl's keeps Injury Free Pittsburgh programming coming

This year Kohl's Cares for Kids Foundation donated \$323,486. Over the last 9 years, the Foundation has contributed a total of \$1,545,515 to injury prevention programs at Children's Hospital of Pittsburgh in the University of Pittsburgh Medical Center over the last nine years. The funding went to support "Reality Education for Drivers," "Think First for Kids and Teens," Child Passenger Safety initiatives, "Hard Heads," ATV awareness campaigns, and the "Kohl's Safety Center."



The Allstate Foundation is a third year partner with the Children's Hospital of Pittsburgh in distracted teen driving "FOCUS" program. This year's \$35,000 grant will continue the One Simple Decision simulator program in the region's high schools and fund the annual "Allegheny County Safe Teen Driver Competition in 2012"

Providence

The Injury Free Coalition for Kids of Providence was awarded a Kohl's Cares for Kids grant for the seventh consecutive year. This year's grant will allow the site to expand its child passenger safety program. Last year Injury Free Providence was able to check over 1500 car seat installations as well as provide almost 700 car seats to qualifying low-income families.



A highlight of the child passenger safety program took place in August during an event held at Blackstone Valley Health Center in Pawtucket, RI. The event was part of the National Health Center week celebration. Qualifying families signed up ahead of time to receive car seats as well as child passenger safety education from CPS certified technicians. We were able to provide over 40 families with car seats during that event. The mayor of Pawtucket presented the Injury Prevention Center with a citation for helping to make the event possible.

Rochester

Injury Free Rochester received \$65,000 from Kohl's Cares for Kids to continue the Kohl's Pedal Patrol bike safety program.



Practicing with the pedal patrol

Kohl's Pedal Patrol is a bike safety program run by Injury Free Rochester. It provides bike safety outreach and education. Every year Injury Free Rochester works with a graphics class at the Eastern Monroe Career Center to create billboards and posters. In addition, the site provides bike rodeos to the children from the city's recreation program, and it has a bike rodeo kit that is lent to those running their own programs. Those in need are taught how to fit helmets and invited to participate in programs that focus on cycling.

This year there were two separate groups, one that held a triathlon and the other held a duathlon. Coordinators from the different YMCAs and Parks and Recreation created their own bike safety programs and rodeos. One of the trauma nurses did a bike safety presentation at an elementary school and Injury Free Rochester provided them with 100 helmets. In addition, helmets, giveaways, rodeo kits and education/mentoring were provided to anyone in our area.



Injury Free Rochester received \$47,000 from the Allstate Foundation to continue its Smart Teen Driving program.

The Smart Teen Driving program consists of several outreach opportunities. This year, Traffic Teens, Injury Free Rochester's teen advisory board, created a toolkit that was distributed to over 30 high schools. The kit was created to help students in each school start their own smart teen driving program. It included suggestions for newspaper articles, a chalkboard program, announcements, contests, etc.

They also created a billboard that was made into bumper stickers. As part of this initiative, Injury Free Rochester established a new program with 2 of the high schools. To be part of their parking space program, each student who wants a parking space must participate in a program that includes our teen driving safety program.

We did not have a Drive for Life this past year, but one of the smaller schools in our area will be bringing all the 10th-12th graders for this program in Spring of 2012.

San Diego

Injury Free San Diego received \$14,700 from Kiwanis Cal-Nev-Ha to provide educational forums along with appropriate product information to Home Visitation Public Health Nurses in San Diego County. The workshops will provide an overview of child development and inherent injury risk at each developmental stage as well as practical solutions for the home, car and outdoor areas.

This will enhance the anticipatory guidance provided at each visit and families access to safety devices. In addition, online resources and a webinar will be available for further dissemination through professional education. At the conclusion of the project, public health nurses will provide baseline and outcome analysis on frequency of emergency room visits due to unintentional injury.

St. Louis

The Click It Crew (CIC) injury prevention program received \$20,230 from the St. Louis Children's Hospital Foundation, \$5,000 of which came from State Farm Insurance. The Click It Crew travels to local schools and provides an interactive presentation that brings seat belt safety education to pre-teens and teens, reinforcing the importance of buckling up before driving or riding in a car.

Utilizing resource information from the Missouri State Highway Patrol and NHTSA (National Highway Transportation Safety Administration), video, visual effects, crash sounds, and real life scenarios, health educators give participants a first hand

experience of what it is like to be in a crash. They lead discussions about how it feels to lose someone in a crash, as well as how teen drivers are the most at risk for injury or death due to not wearing a seat belt.

Video testimonials are also shown from local families of teens injured or killed in crashes where seat belts were not worn.



Kohl's department stores awarded \$138,322 to Injury Free St. Louis for Kohl's Mobile Safety Street. It will be used to teach pedestrian safety.

That site's Mobile Safety street is used to teach home safety as well as safety and injury prevention in different neighborhoods. All of the different facades are transported throughout the city on an 18 wheeler.



at St. Louis Children's Hospital

The Safety Stop Safety Store at St. Louis Children's Hospital got a boost from that hospital's foundation. The program received a \$107,000 award to provide car seat safety, home safety and bike helmets. It started in 2006 with a mobile cart and opened as a store on March 1st of 2007. It is located in the Hospital and has satellite locations at Progress West HealthCare Center and The Magic House. Both children and their parents are served.

Research

Indianapolis

Dr. Dawn Daniels, PhD, RN and Jodi Hackworth, MPH have been working to improve e-coding in Indiana with support from a NHTSA 408 grant. In 2010, the percent of appropriate records with e-codes was only 60.5%. Indiana currently does not have a mandatory e-coding requirement for the hospital discharge database, although recent legislation will mandate e-coding beginning October 1, 2013.

A recent retrospective analysis of medical records (presented at APHA on November 2, 2011 by Daniels and Hackworth), revealed that inadequate documentation by the medical provider and lack of coding by medical records coders were the two primary reasons for lack of documentation. They are currently focusing on a quality improvement plan for Indiana as they work with medical record coders and medical providers.

Please send photos and information about programs and activities at your site throughout the year. They can be emailed to: estelljohnson@sbcglobal.net





Injury Free coalition
for Kids®

Issue 9 • Winter 2011



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