



Injury Prevention Center
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It only takes a moment.

The Injury **Prevention** Center 2008 - 2009 Annual Report

SERVICE EDUCATION
INNOVATIVE RESEARCH
ADVOCACY



The Injury **Prevention** Center 2008-2009 Annual Report

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LEADERSHIP

Dear Friends,

Only a year ago, the Injury Prevention Center (IPC) at Arkansas Children's Hospital was a newly formed entity with a big list of tasks and an unclear path. After a year of hard work, the IPC is an emerging leader in injury prevention for the state and well-recognized as an active provider of services, education, and research. A process of strategic planning has helped identify priorities and develop much-needed capacity for the IPC.

Through the work of a dynamic and dedicated staff, IPC programs are reaching children and families in schools, clinics, and public events throughout Arkansas, and in partnership with other organizations the future reach of the IPC will be even broader. I could not be prouder of the IPC team that works tirelessly to make sure that the message of prevention is heard across the state. This brief report highlights some of the many achievements of this busy year. I am confident that these efforts, combined with the impressive progress made during the 2009 Arkansas General Assembly in the adoption of evidence-based prevention policies, will move Arkansas from being among the states with the highest injury rates to one where children are safer and healthier.

This progress would not be possible without the support of Arkansas Children's Hospital, the University of Arkansas for Medical Sciences, and many others. In particular, the IPC owes a great debt to the many volunteers and partners across the state who have joined in the efforts to make injury prevention a reality for our children. We look forward to continuing to build the center and to evaluating the impact of prevention in improving the quality of life for the children of Arkansas. Please contact the IPC to hear more about our goals, activities, and opportunities to get involved.

Sincerely,



Mary E. Aitken, MD MPH
Director, Injury Prevention Center at Arkansas Children's Hospital
Professor of Pediatrics, UAMS College of Medicine

MISSION

The mission of the Injury Prevention Center at Arkansas Children's Hospital is to reduce child injury, death, and disability through service, education, innovative research, and advocacy.

VISION

The Injury Prevention Center at Arkansas Children's Hospital envisions children leading safe and healthy lives.

INJURY PREVENTION CENTER

ARKANSAS
CHILDREN'S
HOSPITAL

Injuries are needlessly hurting, disabling, and killing children in Arkansas. Unintentional injury is the leading cause of death for children ages one to nineteen in Arkansas.

Unintentional injury to children can result from a variety of causes including: motor vehicle crashes, unsafe teen driving, drowning, playground injuries, all-terrain vehicle crashes, choking, burns, poisoning, falls, and fires. Violence—both suicide and homicide—is another major injury category that affects Arkansas children. Injury, whether unintentional or intentional, results in a lasting impact on the child's family and society.

Arkansas is a state in desperate need of a coordinated focus on injury prevention. Arkansas has one of the highest child injury rates in the United States. In Arkansas, children ages 0-19 years demonstrate overall injury death rates 61% higher than in the nation and unintentional injury rates are 75% higher. (1999-2005, WISQARS, CDC)

Arkansas Children's Hospital (ACH) and the University of Arkansas for Medical Sciences (UAMS) have a decade-long history of promoting injury prevention through ACH's Department of Community Outreach and the UAMS Department of Pediatrics' Center for Applied Research and Evaluation (CARE). Despite these efforts, it is clear that a more proactive and focused approach is needed to reach families, children, and decision-makers to reduce the tremendous impact of this problem in the state.

The Injury Prevention Center (IPC) at Arkansas Children's Hospital was created to deliver a coordinated system of evidence-based injury prevention education, interventions, and research programs. The IPC seeks to make injury prevention resources accessible in all geographic regions of the state, targeting the children who are most vulnerable to serious injury. Careful evaluation of the outcomes of IPC activities will measure successes and continual surveillance will demonstrate long-term impact on injury-related hospitalization, disability, and death rates of children. The efforts of the IPC, in concert with those of other stakeholders, will result in a measurable reduction in injury-related mortality and morbidity for the children of Arkansas within a 5-10 year period.

The IPC reminds the families of Arkansas that ***It Only Takes a Moment***-it only takes a moment to lose your life or health to an injury, but it also only takes a moment to practice safety and prevention.

SERVICE SERVICE



Injury Prevention Resources and News

In October 2008, the IPC began distribution of a quarterly newsletter entitled *The Moment*. This publication brings together injury prevention news happening within Arkansas Children's Hospital and throughout the state through IPC partnerships. *The Moment* is distributed externally and internally, and is available for download from the IPC website. This newsletter and the IPC website (www.archildrens.org/injury_prevention) provide timely resources designed to inform the public and IPC partners about injury prevention opportunities statewide.

Volunteer Efforts

Volunteers are critical to the success of IPC. This year, the IPC worked with ACH Volunteer Services to teach students about injury prevention efforts through service learning. Alternative Break students from Northwestern University completed a walkability assessment of Martin Luther King Junior Elementary. A walkability assessment allows the school to identify any safety concerns for children to walk to school safely. AmeriCorps volunteers assisted with community educational events and also completed a playground clean up day at the Centennial Park playground built by the Injury Free Coalition for Kids.



AmeriCorps volunteers clean up the Centennial Park Injury Free Coalition for Kids playground.

EDUCATION

At the core of the IPC are education efforts to both the general public and professionals. The results of research outcomes are utilized to guide the educational strategies with the goal of changing behaviors to keep Arkansans safer. The public is reached through media and coordinated public events. Professionals who receive injury prevention education include those in the medical, education, and public health fields.



Students at Cato Elementary in Gravel Ridge listen closely as they are taught about pedestrian and bike safety.

Motor Vehicle Safety

It has been a busy year for the IPC's Safer Teen Driving Program. In April 2008, the IPC hosted a town hall meeting at McCain Mall in North Little Rock, titled "Town Hall at the Mall." In partnership with the Family Service Agency and the Brain Injury Association of Arkansas, information was distributed on risky teen driving behaviors, alcohol and substance abuse, and living with a motor vehicle crash induced brain injury.

During the 2008-2009 school year, Mary Porter, Safer Teen Driving Program Coordinator, took the message of safer teen driving into the schools. A teen driving presentation is being provided to all high school health education classes in Pulaski County via the Youth Accident Prevention Program (YAPP), reaching approximately 3,500 teens. Parents and teens located in other Arkansas counties are now requesting copies of this educational presentation and taking the initiative to their own home towns.

In October 2008, during National Teen Driver Safety Week, safe teen driving education materials were distributed at four high schools reaching over 5,000 teens. The message of the week was "Don't Gamble with Your Life: Ride Like a Friend." At the week's conclusion, an event was held at the Little Rock Central High School vs. North Little Rock High School football game.



Safer Teen Driving Coordinator, Mary Porter, talks with a Brinkley High School student about the risks associated with teen driving.

EDUCATION

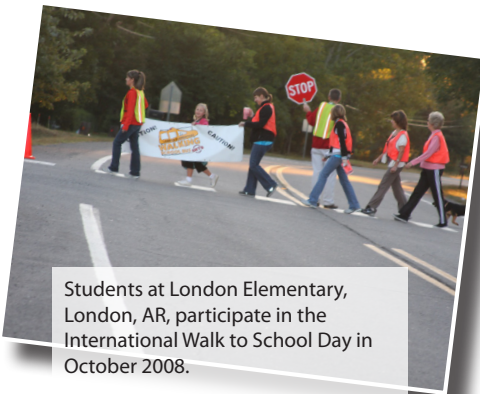
IPC staff talked about the importance of motor vehicle safety for children and teens at other local schools. At Southwest Christian Academy's Parent Open House, a car seat check up event was held after the education session to ensure parents and teachers were transporting their children safely. In addition, several parents received parent teen driving contracts for use at home.

The IPC partnered with the American Academy of Pediatrics "Connecting the Dots-Community, School, and Family Health" program at Little Rock's Jefferson Elementary. Parents received guidance on motor vehicle safety while their children learned about the importance of booster seats and seat belts.

Through our Child Passenger Safety Education program and the Strike Out Child Passenger Injury research project over 900 child passenger safety seats were distributed and parents educated on proper use. Twenty-six general child passenger safety educational sessions were provided throughout the state reaching more than 650 people.



Child Passenger Safety Outreach Coordinator, Chelle McCarroll, teaches students at Jefferson Elementary what they can do to be "Backseat VIPs."



Students at London Elementary, London, AR, participate in the International Walk to School Day in October 2008.

Pedestrian and Bike Safety

Safe Routes to School (SRTS) is a program designed to encourage children to become more active by bicycling and walking to school safely. IPC staff members developed a SRTS website, www.arsaferoutes.org, which provides guidance for schools interested in applying to become a Safe Routes to School grant recipient.

In October 2008, the IPC celebrated International Walk to School Day with London Elementary in London, AR. Approximately 120 students, about 40 percent of the student population, walked to school that morning.

EDUCATION

All-terrain Vehicle Safety

An effort to evaluate and develop all-terrain vehicle safety educational materials is underway at the IPC. The ATV Safety Coordinator attended several events this past year giving talks on ATV safety. The IPC has partnered with the Cooperative Extension Service's 4-H program and the Arkansas Game and Fish Commission to promote ATV safety.



Professional Education

The IPC hosted the Informed Choices=Injury Prevention conference which targeted health and physical education teachers as well as school nurses. The conference was also open to nurses who work at Arkansas Children's Hospital. This conference will be offered annually. Next year's curriculum will have an additional focus on intentional injury.

Medical students receive injury prevention education throughout their UAMS training. First- and second-year medical students receive injury prevention lectures to understand the scope of the problem and what they can do to prevent injuries. In their junior year the students learn more in-depth anticipatory guidance on child passenger safety, recreational safety, and home safety. The students learn how to effectively complete a well child check-up visit incorporating injury prevention.



Attendees at the inaugural Informed Choices = Injury Prevention conference held in November 2008.

Pediatric and Family Medicine Residents are offered an injury prevention advocacy elective as well as hands-on experience with child passenger safety via the Continuity Clinic. Additional health professional education injury prevention efforts were provided this year with Nurse Practitioners Students, the University of Arkansas at Little Rock's RN-BSN program, and UAMS Summer Science students.

EDUCATION

The IPC welcomed many opportunities to present material at conferences throughout this past year. Staff made presentations on motor vehicle safety for children and teens at the Arkansas chapter of the American Academy of Pediatrics Conference held in Rogers. Dr. Mary E. Aitken has also presented at Pediatric Grand Rounds on safer teen driving and graduated driver's license laws. Visiting professors have also provided lectures and consultation for ACH staff and UAMS faculty.



All-terrain Vehicle Safety Coordinator, John Nixon, addresses attendees at the first Informed Choices = Injury Prevention Conference.

Media

With the help of the Public Relations team at Arkansas Children's Hospital, the IPC has partnered with media to reach Arkansans throughout the state.

In order to track the results of the media efforts the IPC has developed tracking databases. Since April 2008, there have been seven segments on KATV covering topic areas including motor vehicle transportation, home, and recreational safety. Each of these segments reaches approximately 500,000 homes across the state. The IPC has also worked with Dr. Bryan Burke and Today's THV on a regular segment titled "Today's Healthy Child" focusing on motor vehicle safety. Quarterly segments on injury prevention topics are in development with Reynolds Media in Mountain Home and Harrison.



Child Passenger Safety Outreach Coordinator, Chelle McCarroll, waits for an interview to begin at the Reynolds Media studio in Mountain Home, AR.

In addition, award winning public-service announcements on safer teen driving were created and aired at the peak of prom season reaching over 140,000 households. Print ads in Little Rock Family and Kid's Directory were produced reaching approximately 25,000 households. The IPC has also received coverage via events surrounding the Natural Wonders Partnership Council and graduated drivers license law for teens.

RESEARCH



All-terrain Vehicle Safety Research

This project evaluates and develops new educational materials for ATV safety.

Accomplishments include:

- Focus group discussions held with adults and children to determine preferences in format and content of ATV safety messaging which will be applied in the development of new materials in 2009.
- A multi-disciplinary group which included members of the target audience, who met to discuss findings and to identify potential educational strategies to be developed.
- Evaluation of a video produced by UAMS, ACH, and Arkansas Game and Fish Commission entitled "A Trip Unplanned." Preliminary results show that viewing the video increases knowledge of safe riding behaviors.

This project was selected for a poster presentation at the National Association of Children's Hospitals and Related Institutions (NACHRI) Creating Connections Conference and the 9th Annual World Conference on Injury Prevention and Safety Promotion.

"Your Teen and the Open Road" Building Consensus for Safer Teen Driving

This project is a randomized, controlled trial of a family-based education intervention utilizing a parent-teen driving contract. Targeted risk factors addressed in the intervention include seatbelt use, night time driving, distractions, and passengers.



Teen driving safety advocates, Peggy and Matt Hackett.

RESEARCH RESEARCH

Accomplishments include:

- Development of a curriculum and facilitator guide.
- Recruitment of 64 families.
- Completion of follow-ups at 3 & 6 months.

Preliminary results show that families who participated in the intervention group had established more family guidelines around safe teen driving habits than did the control families. This project was presented at the Injury Free Coalition for Kids conference.

In June, the IPC hosted a Safer Teen Driving Summit with hospitals from Connecticut, Indiana, Massachusetts, Minnesota, and New York to collaborate on research efforts.

Strike Out Child Passenger Injury

This is a multi-state project designed to reach families with booster seat-aged children through baseball programs in small, rural communities. The project is being conducted in Alabama, Arkansas, Illinois, and Indiana.

Accomplishments include:

- A total of 12 sites in three states participated with half receiving intervention activities.
- A total of 1,614 observations of child passengers were made.

Preliminary results show that the project was effective in increasing appropriate restraint use for rural children.

This project was selected for a poster presentation at the NACHRI Creating Connections Conference and the 9th Annual World Conference on Injury Prevention and Safety Promotion. Preliminary results were also presented at a luncheon hosted by NACHRI at the Safe Kids Worldwide Conference. An abstract titled “Disseminating Booster Seat Evidence with Community Sports,” was selected for an oral presentation in the Translational Research session at the Society for Advancement of Violence and Injury Research Conference.



Information is collected by volunteers at a Strike Out Child Passenger Injury observational survey held in the Spring of 2008.

ADVOCACY



Making it official -- Governor Mike Beebe signs into law plans for a Trauma System and Graduated Driver's Licensing in March 2009.

Legislation

What a memorable year it has been for injury prevention and control legislation. In August 2008, Dr. Stephen Bowman released *An Assessment of Trauma Care in Arkansas*, a research paper that examined resources, capabilities and quality of trauma care administered to Arkansans. This research supported the efforts of Arkansas leaders as they continued a systematic effort to improve existing trauma services and build the framework for future development of a fully functioning trauma system. The dream of a trauma system in Arkansas became a reality when funding and enabling legislation were passed and signed into law by Governor Beebe.

Success in the legislation did not end there. Through organized efforts of Arkansas Children's Hospital, the IPC, Arkansas Center for Health Improvement, and members of the IPC's Building Consensus for Safer Teen Driving Coalition, a Graduated Driver's License law (GDL) was passed. Arkansas' GDL will restrict cell phone use, number of passengers, and nighttime driving for teens.

The 2009 legislative session also saw passage of primary seat belt law, prohibition of text messaging by all drivers, prohibition of selling dangerous products such as novelty lighters, and improvements in boating safety. Other states that have laws like these have seen dramatic decreases in injury and death. Arkansas looks to the future to see these trends for our state as well.



Press conference for motor vehicle safety held in February 2009 at Arkansas Center for Health Improvement.

FUNDING

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Institutional Support

- Arkansas Children's Hospital
- Arkansas Children's Hospital Foundation
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- University of Arkansas for Medical Sciences

Sponsored Research and Programs

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- National Highway Traffic Safety Administration via the Arkansas State Highway and Transportation Department
- Arkansas Commission on Child Abuse, Rape, and Domestic Violence
- Allstate Foundation, Southern Region

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