

The Injury Free Connection

The Newsletter of the Injury Free Coalition for Kids®

Issue 5 • Winter 2007



Allstate Foundation Relationship Expands to include Teen Driving Project

The Allstate Foundation and the Injury Free Coalition for Kids have joined forces to increase safety among teen drivers. Two Injury Free sites, the Injury Free Coalition for Kids of Little Rock and Hartford each received a \$50,000 Allstate Foundation grant to pilot programs. In true Injury Free fashion, each program is as individualistic as the city in which it is being developed.

Little Rock proposed methods of encouraging safer teen driving include: increasing safety messages and physician counseling to parents and teens during doctors' office visits; promoting more effective use of parent and teen driving agreements; and developing a coalition to help educate Arkansans on the importance of strong, teen driving restrictions. Results from the pilot project will be shared on a state and national basis.

"More can be done in health clinics to educate families about motor vehicle safety," said Mary Aitken, MD, MPH, principal investigator for Injury Free Little Rock, director of the Arkansas Pediatric Prevention Center at Arkansas Children's Hospital and professor

of Pediatrics at the University of Arkansas for Medical Sciences College of Medicine. "By getting physicians more involved in the issue, helping parents and teens address the subject and developing a coalition to help build awareness throughout the state, we can make a meaningful difference in protecting teens whether they are behind the wheel or are passengers."

Injury Free Hartford is also working to get physicians more involved in the effort. Parents whose teen children died in automobile crashes, medical professionals and the state Department of Motor Vehicles, are calling on medical professionals to educate parents and teens about state driving laws and risky teen driving attitudes and behaviors.



Leonard Banco, MD, announces partnership to address teen driving intervention.

They have formed a coalition called the Connecticut Teen Driver Safety Partnership and the Coalition has sent surveys to pediatricians around the state to inquire about current teen driving educational methods. Based on survey results, other forms of educational and intervention activities were designed and distributed.

Urban Sprawl Author Speaks to Injury Free

Richard Joseph Jackson, MD, Adjunct Professor of Environmental Health and of City and Regional Planning at the University of California, Berkeley will deliver the keynote address



at the Injury Free Coalition for Kids annual conference this year. For nine years he was Director of the Centers for Disease Control and Prevention National Center for Environmental Health in Atlanta. In 2005 he was recognized with the highest civilian award for US government service, the Presidential Distinguished Executive Award.

Dr. Jackson co-authored *Urban Sprawl and Public Health*, a 2004 book from Island Press. In the book he argues that the way cities and neighborhoods are built is the source of many chronic diseases. He provides the statistics, charts and tables to prove what planners, most notably the New Urbanists, have been saying for decades. In his book and in lectures he explains how sprawl is at least partially responsible for a full range of American diseases, from asthma to diabetes and from hypertension to depression.

Injury Free Adds New Site

The Injury Free Coalition for Kids of Charleston is the newest addition to the growing number of Injury Free Coalition for Kids sites. The Children's Hospital of the Medical University in Charleston, South Carolina became the 44th Injury Free site! Dr. Dominic Losek, Jr. is the Principal Investigator. He is a pediatric trauma surgeon.

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- Cross Site research begins on child passenger safety
- Dates to Remember

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Dear Injury Free,

The Injury Free Coalition for Kids continues to grow. We now number 44 sites. As you read the newsletter you will see the excellent progress being made by our colleagues across the country in improving community health and preventing injuries.

The supplement to the *Journal of Trauma* published in September, which contains abstracts and full length papers from last year's meeting, has been a welcome addition to the literature.

We have received many complements for this publication. The proceedings from the 2007 conference will be published in the *Journal of Trauma* again next year with selected full length papers.

For the first time this year the Injury Free Conference will provide CME credits under the auspices of Columbia University. The certificates will be provided on line after completion of the on line evaluation. We value your comments and suggestions which we will use in the planning of the next year's conference.

The National Program Office staff has enjoyed hearing about your awards, grants and program successes. Continue to keep us up to date. The visits for playground builds and dedications have energized us and we are now planning for another year of playground builds with support from our partner, The Allstate Foundation.

The new Allstate Foundation initiative on teen driving, has been started in two sites, Hartford and Little Rock - we look forward to their successful programs. Many sites have an interest in this initiative so we are hoping to expand this program in the future.

Scholarships will be available for the Johns Hopkins Summer Institute again this year. Instructions for proposals will be placed on the web site.

Your work for vulnerable children and their families has been inspiring - the National Program Office will support your efforts for the coming year.

Barbara Barlow, MD
Executive Director
Injury Free Coalition for Kids

Efforts to Help the Kids of Katrina Move into New Orleans

Children whose lives were devastated by Katrina are enjoying three new playgrounds. This year with the help of The Allstate Foundation the children of the City of Ocean Springs, Mississippi became the most recent benefactors of a safe place to play. On a record breaking, 100 plus degree day, the toddler playground was built on a city lot next to Pecan Park Elementary School. Oceans Springs' firemen, city workers, boy scouts, and teachers helped make the most recent Little Hands playground a reality. The Mayor was there to cheer everyone on.

Last year two playgrounds were built in Biloxi, Mississippi, one at Gorenflo Elementary School and one at the Popp's Ferry Recreation Center. Plans are now underway to build a Little Hands playground in New Orleans this January. The build is scheduled for the first week in January with a dedication the weekend after the Sugar Bowl. The City of New Orleans has 130 playgrounds of which 85 percent were under water. The New Orleans Recreation Department says a large number of them should be replaced.



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New Little Hands playground brings smiles to Indianapolis young people.

2007 ALLSTATE LITTLE HANDS PLAYGROUNDS

Children in 31 communities have safer places to play because of the efforts made possible by The Injury Free Coalition for Kids and Allstate Foundation "Little Hands" playground partnership. This year five sites had the opportunity to work with their community and Allstate representatives to design, plan and build a playground. The \$60,000 grants went to the cities of Indianapolis, IN; Kansas City, MO; Little Rock, AR; Rochester, NY and Seattle, WA. The playgrounds are an example of the Injury Free Coalition for Kids injury prevention model at work changing the social and physical environment where children and their families live. In addition to the main grant provided by the Allstate Foundation, each playground comes with an addition \$10,000 from their regional Allstate representative for maintenance of the equipment.

The Call For Proposals for the 2008 Allstate Little Hands Playground Project will be released in January. If your site is interested in competing for a grant, contact DiLenny Roca-Dominguez for more information at dr146@columbia.edu or by telephone at 212-342-0514.

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
 Denver, CO
 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 York, NY (Children's)
 New York, NY (Harlem)
 Peoria, IL
 Phoenix, AZ
 Philadelphia, PA (CHOP)
 Philadelphia, PA (St. Christopher's)
 Pittsburgh, PA (Children's)
 Pittsburgh, PA (Mercy)
 Portland, OR
 Providence, RI
 Rochester, NY
 Salt Lake City, UT
 San Antonio, TX
 San Diego, CA
 Seattle, WA
 St. Louis, MO
 Washington, D.C.
 Worcester, MA

Birmingham

Injury Prevention Education Efforts Expand

The injury prevention sector of the Pediatric Residency program in Birmingham is growing. This year the program will begin providing a four hour introduction to injury prevention and child advocacy for all interns (both pediatric and med-peds). This new introductory course is provided by the Principal Investigators of Injury Free Birmingham, Kathy Monroe, MD and Michele Nichols, MD. In the past, Injury Free Birmingham has offered a two to four week elective program for residents and fellows. The most recent residents to spend a month in the elective created a noon conference and a research project on pediatric drowning in the state. They also put together an injury prevention game for resident education.

Michael and Helen Metrock Foundation Sponsors Health Fair

The Michael and Helen Metrock Foundation is helping to pave the way for Injury Free Birmingham to work with the community and address the issues of childhood safety. This year the Foundation sponsored the Injury Free Fair where over 300 community people learned about the need for injury prevention.



Health Fair attendees get information on injury prevention.

Survey of Sites

More than 100 bike helmets, 44 booster seats, various injury prevention devices and educational materials were distributed. "Thanks to the Metrock Foundation it was our best yet," explained Kathy Monroe, MD. "The Foundation covered the cost of the helmets, booster seats and food."

The Metrocks' son, Jim, was very influential lobbying the first child passenger bill through the Alabama Legislature in the seventies. His interest in children has grown to not only prevent the adverse effects of physical injury but the adverse impact of media on children: the commercialism, the content and ratings of all forms of media and the problems associated with it when children connect to the wrong site on the internet. Metrock now runs a website for advocates with similar interests.

"It was truly a team effort," Monroe said. "A local Birmingham group which coordinates rebuilding houses in neighborhoods in need provided fun items along with Safe Kids, Red Cross, University of Alabama Early Head Start, University of Alabama Head Start programs, and Chris McNair Health Department provided reading books from their reach out and read program. There were 10 medical students who volunteered along with a few residents and fellows." It was the best year yet, she concluded.

Cincinnati Residents Walk to Help Support Injury Free

Nearly 7,500 walkers came together for the second annual Cincinnati Walks for Kids this year, at Coney Island. The incredible support of walkers from the community, the event volunteers and the staff made the walk an astounding success!

Each walker was asked to raise \$25 to participate and they could designate their funds raised to support a program or department within the hospital.



Walkers support Injury Free Cincinnati

Injury Free Cincinnati Program Coordinator Talicia McNealy says her team raised funds to support the Coalition! They had 15 adults and four children in the walk, eight of which were staff and parents from Rockdale Academy, one of Injury Free Cincinnati's partnering elementary schools. In all the Injury Free team raised over \$1300 to be used to benefit the Coalition and its programs.

"The success of the walk is a testament to the passion and commitment to helping Cincinnati Children's change the outcome for children," Talicia said.

Cincinnati builds second playground in new intervention area

Nearly 140 volunteers from across Greater Cincinnati gathered to build a new playground at the Dunham Recreation Center. It was the eighth playground build organized by the Injury Free Cincinnati at Cincinnati Children's Hospital Medical Center and the Cincinnati Recreation Commission (CRC). Kohl's Department Stores, Kohl's Cares for Kids Program was the major funder for the event.

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The one-day community playground build project was truly a family event that featured food, fun and music for all involved. The project was an opportunity for Price Hill residents, CRC and hospital employees, nearly 50 Kohl's associates and a host of others to help build a community asset that will benefit children for years to come.

The playground is located behind the Recreation Center facility in the West Price Hill community of Greater Cincinnati. Children enrolled in the center's summer camp, kinder-prep and preschool programs will use the new playground the most. The equipment will be very useful during summer camp, when the staff has to keep children busy as they rotate the 170 campers through lunch shifts.

The Dunham playground is just a part of Injury Free's expansion efforts in Price Hill and plan to help develop a safer place for children to live and play in this area.

Columbus Booster Seat Boot Camp Makes a Difference

In the first 6 months of the program, Booster Seat Boot Camp provided education to 82 parents and caregivers and distributed 100 booster seats. Evaluation data showed improvement in both knowledge about the importance of booster seats and use of the often-overlooked safety devices.

Based on a pilot study conducted in early 2006, Booster Seat Boot Camp was launched later in the year, as a way to provide Child Passenger Safety education and booster seats to low-income families in urban Columbus. The one-hour class is held at Head Start facilities and daycares and is for parents and caregivers of children 4-8 years old. Each participant completes a 14 question pre-test prior to the class to gauge participant knowledge, attitudes and beliefs regarding booster

seats. After a review of crash dynamics and child passenger safety, the class explains how booster seats work, who needs a booster seat, and how to choose a booster seat.

Each parent who completes the course, including the pre-test and evaluation, receives a free booster seat for their child. Post-tests to monitor changes in booster seat knowledge and use after the class are mailed to participants as a follow-up to the workshop.



Columbus Mayor and Injury Free reps beam with pride

Neighborhood Pride Brings Bike Helmets to Communities in Need

This year Injury Free Columbus partnered with the Neighborhood Pride program to distribute bicycle helmets to children from low-income households throughout Columbus. The Neighborhood Pride program, an initiative of Columbus Mayor Michael B. Coleman, brings together city departments, community groups, businesses, schools and other organizations to make area neighborhoods safer and cleaner. Injury Free Columbus distributed nearly 1,600 helmets through the Neighborhood Pride program in 2007, bringing the total number of helmets distributed through this program to over 4,500. This is the fourth year Injury Free Columbus has taken part in the program.

Greenville Playground is a Done Deal

The Injury Free Greenville dedicated its first playground this year. The dedication of the Grimesland Park area and the walking trail that surrounds it was a long time in coming, but people there say the three year long effort was worth every minute. Before the trail was finished the community was walking on places that had been completed. "Many people told us they are so happy to have a safe place walk and for their children to play," explained Community Coordinator Meg Langston.

Little Rock Arkansas Children's Hospital Forms Injury Prevention Center

Arkansas Children's Hospital has made a three-year commitment to establish the Arkansas Pediatric Injury Prevention (PIP) Center. In addition to educational activities for injury prevention and control, the program will lead a multi-year strategic planning process to strengthen coordination, communication, evaluation, and visibility among the hospital's injury control activities. Mary Aitken, MD MPH, is the director of the PIP Center.

Video on ATV Safety Now a Part of Hunting Classes

Collaborating with the Emergency Department at Arkansas Children's Hospital, Little Rock has produced a video on all terrain-vehicle safety. It will be shown in hunter safety education classes through the Arkansas Game and Fish Commission. The video was produced with support from an emergency fellow project at the hospital and the Emergency Medical Services for Children (EMSC) program of the Health Resources and Services Administration (HRSA).



Injury Free sites come together to address child passenger safety.

Injury Free Sites Strike Out Together

Injury Free Little Rock is bringing together Injury Free sites in Alabama, Arkansas, Illinois, and Indiana to study Child Passenger Safety. Little Rock received \$692,700 from the Centers for Disease Control and Prevention to conduct an evaluation of Strike Out Child Passenger Injury, a model to educate parents and rural communities on the importance of booster seat use through instructional baseball programs. It will be a three year study. The sites got together this fall for their initial meeting.

“Without a doubt, collaboration among four Injury Free sites was considered a strength in our application for Strike Out Child Passenger Injury.”

Mary Aitken, MD, MPH

Los Angeles

Kids Run for Safety in LA

The Annual Kids on the Run Event, sponsored by Children’s Hospital of Los Angeles and Costco, features a 5K/10K race and health fair. The hospital’s 3rd Annual Event will be held at the Rose Bowl in Pasadena, CA February 17, 2008. It is designed to promote healthy living and safe behaviors for children of all ages. The event also features a fun, non-competitive race for kids 12 and under.



Injury Free Comes to LA Safety Run

Last year, the hospital hosted a free Child Health and Fitness fair with 32 booths featuring organizations providing health, fitness, and safety information. Nearly 3,000 health fair participants and 1300 recreational racers participated in the event. Injury Free Los Angeles distributed over 100 bike helmets to children throughout the day. The Coalition intends to expand its injury prevention initiatives through this and other events as part of its expanded Injury Free Los Angeles activities.

Phoenix

Injury Free Phoenix Works to Change Arizona’s Rank in Terms of Fatalities in the Home

In an effort to raise awareness about home safety issues and in-home fatalities being the third leading place of fatalities in Arizona, Injury

Free Phoenix partnered with the Phoenix Police Department and Arizona Childproofers in a home safety makeover initiative. Four families were selected to demonstrate special home safety issues. Each family received an in home assessment for safety issues, education regarding identified hazards, installation of home safety devices, assistance with developing a fire escape plan, and the installation of new smoke detectors with lithium batteries.

Erick Castro who lost his leg in Iraq, thanked the coalition members and told stories about how his toddler had “adjusted” to the new equipment - even reminding visitors not to forget to lock the toilet!

Injury Prevention Program Hits the Airwaves to Teach Safety

Pam Goslar, Program Co-Director recently participated in the development and recording of the “Safety Dance” radio program for seniors on Sun Sounds of Arizona. Sun Sounds is a radio reading and audio information access service for people who find it difficult or impossible to read print because of a disability or medical condition.

The community outreach service organization with more than 500 volunteers developed and recorded the thirteen 30-minute programs to help listeners learn how to avoid common injuries. Topics included prevention of drowning, falls, poisonings, fire, burns, elder abuse and domestic violence; as well as tips on improving stairwells, bathrooms, furniture placement, and lighting. Of special interest were the programs on keeping safe from intruders, ATM theft, crowds, sensory overload and sensory isolation.

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Rochester

Rochester Pediatric Residents Expand Injury Prevention Knowledge Base

A successful injury prevention workshop for pediatric residents last fall, has led Injury Free Rochester to provide another one. Surveys of the residents indicated that they found the information extremely helpful and had not received it anywhere else. Topics covered included child passenger safety, poison prevention, home safety, outdoor safety and fire safety. The program will expand this year to include the emergency medicine residents in the spring of 2008.

San Diego

Safety Store Opens in San Diego

Injury Free San Diego is working to meet the needs of its community with a new **Safety Store in the City Heights Wellness Center**. The Center serves **WIC families, Children's Hospital patients, program participants and other residents in the community**. The new store allows the center's constituents access to safety education and products in a place where parents can meet with a **safety health educator to assess their child's risk for injury**, receive one-on-one education, hands-on interactive teaching, product demonstration, and products for purchase at low cost. A second Safety Store at **Rady Children's Hospital is slated to open by the end of the year**. It will serve patients and employees throughout the county.

"The store is an answer to one of the **Coalition's biggest challenges**, ongoing requests for safety products to support health education efforts," **program director Cheri Fidler says**. "The new store helps families make the environmental and behavioral changes they are learning about." She says on occasions when the **Coalition has donated products**, families are eager to put them to use. "This region has an extremely

dense population with many serious health and economic issues and high **rates of childhood injury**," Cheri said. "They have no retail stores where child safety products are available, and many of the families within this community either do not drive or do not own vehicles."



Dates to Remember in 2008

National Poison Prevention Week

March 16 - 22, 2008
U.S. Consumer Product Safety Commission
301-504-7908

Lifesavers National Conference on Highway Safety Priorities

March 25 - 27, 2008
Hilton Chicago
Chicago, Illinois

National Playground Safety Week

April 20 - 26, 2008
Donna Mckricky
1-800-554-7529

Safe Boating Week

May 17 - 23, 2008
National Safe Boating Council
703-361-4294
www.safeboatingcouncil.org

17th Annual Summer Institute: Principles and Practice

June 8 - 14, 2008
Johns Hopkins Bloomberg School of Public Health
410-955-7980

Playground Safety School

August 4 - 7, 2008
playgroundsafety.org for information on online training
1-800-554-7529

National Farm Safety and Health Week

September 14 - 20, 2008
National Safety Council
630-775-2023

National Child Passenger Safety Week

September 21 - 27, 2008
National Highway Traffic Safety Administration (NHTSA)
202-366-9550
Moniqua Roberts
www.nhtsa.gov

National Fire Prevention Week

October 7-13, 2008
National Fire Protection Association
1-800-334-3555
www.nfpa.org

National School Bus Safety Week

October 19 - 25, 2008
National Association for Pupil Transportation
800-989-6278

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.

RWJF Extends Funding for Two Injury Free Obesity Prevention Sites

The Robert Wood Johnson Foundation provided transition funding to two Injury Free Obesity Prevention sites. Cincinnati and Little Rock each received \$60,000 in extra funding which began November first.

The money is earmarked for helping the sites to continue their existing programs, help them evaluate what has been done so far, and to prepare their programs for sustainability and possible expansion.

The two primary goals of the transition grant in Little Rock are to: strengthen its program in its original school in a second group of 3rd and 4th graders, and to assess sustainability of the overall program as it moves into a second full year. They will also assess translatability of the program in a new group of 3rd and 4th graders in a second school.

Cincinnati will continue the program as it is currently being managed.

Chicago Chicago Finds New Way To Get Healthy Food Into The Hands Of Low Income Residents

With the help of the Robert Wood Johnson Foundation, Injury Free Chicago at Children's Memorial came together with the Howard Area Community Center to help clients in Rogers Park community get access to more fresh fruits, vegetables and healthy diets. They met their goals.

Families responded to a Community Center 'farmer's market' that incorporated Growing Power produce and offered bags that they filled for a

subsidized fee. In addition to getting the fresh fruits and vegetables, parents also learned how to cook them.

Injury Free also linked the Community Center to a registered dietitian from the University of Illinois extension service. She taught cooking classes for parents utilizing produce from the Growing Power bags, and she taught classes for teaching staff on feeding infants and young children. In addition to teaching, she reviewed and assisted appropriate food purchasing, and monthly menus and serving sizes with the Center's food prep staff. Through her consultations important changes were made and sustained in the Center's meal program.

"We feel that establishing this concrete, ongoing consulting relationship between the community center and the registered dietitian with population-specific expertise is the single most successful aspect of the grant," explained Program Coordinator Kathleen Monahan.

Policy changes were also put into place. One of the biggest is that all Center celebrations such as birthdays and staff events no longer include cakes and other unhealthy foods. Parades, crowns, and non-food parties now mark celebrations.

The two groups are in the process of collecting data to see what lasting differences the program made in quarterly BMI measurements on children over 2 years old. Pre and post surveys looking at changes in the families who took part in Growing Power classes are also being reviewed. Results from the data analysis will be available next year.

Little Rock SPORT Program Finds Increased Physical Activity Reduces Body Fat

Children participating in SPORT, School Partnership for Obesity Research and Prevention, had a significant decrease in their percentage of body fat, and there is a correlation between the total number of steps walked and body size (body fat and waist circumference). The fewer the steps reported, the larger the child. A significant correlation was also found for TV/video/computer time. The more time a child reported watching TV and playing video-computer games, the larger the child (based on body fat and waist circumference).

Teachers also contributed to the results. After Injury Free Little Rock trained teachers, that site found a 21% decrease in cakes and cookies, a 31% decrease chips and snacks, and a 21% decrease in sodas brought into the



Little Rock young people taste different kinds of milk.

Obesity Prevention

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classrooms. Non-food rewards increased 10-14%, depending on the type of reward. The rewards varied from pencils and stickers to toys.

New York

Injury Free New York Helps Morgan Stanley Children's Hospital to be Considered as One of Three State Centers for Best Practices in Childhood Obesity Prevention

Prestigious Five-Year \$1.3 Million Grant Will Fund Effort to Identify and Implement Community Programs to Serve as Statewide Model

The New York State Department of Health chose Morgan Stanley Children's Hospital of New York-Presbyterian as one of three state Centers for Best Practices in Childhood Obesity Prevention. A five-year \$1.3 million state grant will fund efforts to identify and implement effective ways to reduce the number of obese and overweight school-aged children in the northern Manhattan community and across the state.

The Center for Best Practices at Morgan Stanley Children's Hospital will involve close collaboration with local community organizations, building upon ongoing programs and developing new

In addition to working on programs that directly assist young people in their efforts to exercise and eat appropriately, each Injury Free obesity prevention effort is working to help communities create and institute policy changes that will help provide access to healthy foods.

interventions for children to serve as models across the state. One of the programs being reviewed is the obesity prevention program boosted by funding from Injury Free.

"Partnering with community groups, schools, pediatric providers, legislative leaders and others is essential to the success of this effort. Only by building a broad-based coalition can we hope to encourage the kind of enthusiasm and momentum to make the changes necessary for improving the health of our children," says Dr. Patricia Hametz, Principal Investigator of Injury Free New York at Morgan Stanley Children's Hospital and director and principal investigator of Morgan Stanley's Obesity Program.

Portland

Portland Program Makes Changes in Policy and Healthy Eating Habits

The "Scratch Kitchen" and Garden of Wonders Program at Abernethy School in Portland, Oregon is creating district-wide change. More Abernethy students are participating in school lunch and they are also eating more fruits and vegetables than students in a control school. The changes could be due to a number of components in Abernethy's programs designed to make more healthy foods available to students and to get them more interested in eating them.

Through the Plant of the Week Program, students are learning how plants grow, what foods are healthy, the cultural histories of food and how to prepare fruits and vegetables in healthy dishes. Due to the success of that program, Portland Public Schools Nutrition Services launched a Harvest of the Month Program for all other elementary schools in the District. Each month a fruit or vegetable grown on a local farm is prepared from scratch in the school kitchens.

Injury Free Portland has developed educational and promotional materials that accompany each Harvest of the Month. Teachers use them in class and they are provided to parents in school newsletters.

Inspired by the success of the Scratch Kitchen, Garden of Wonders and Harvest of the Month, two bills are being considered in Oregon: one to give an additional fifteen cents per school meal which would go directly to buy Oregon grown products which gives students healthy fresh food and creates a new market for Oregon farmers. The second bill funds school garden projects across the state.

San Diego

Injury Free San Diego Starts New Obesity Prevention Programs

San Diego has two new Obesity Prevention programs up and running. One is called "Key Steps", modeled after the Safety First project in the CalWORKs offices. It works with mothers who have children up to 4 years of age and conducts health assessments related to nutrition, feeding practices, physical activity, and screen time. It then helps to develop family plans. The other is as much a positive youth development program as it is an obesity prevention program - that site recruited high school students, trained them over the summer, and matched them with middle school students to mentor them about healthy nutrition, and physical activity.

March is National Nutrition Month. (the whole month). People can get information about activities and promotional ideas for it at the American Dietetic Association's website: eatright.org

Cincinnati

Home Safety comes to Price Hill

Injury Free Cincinnati was awarded \$90,000 from the Mayerson Foundation to fund a Program Coordinator for Price Hill over a two year period. Their primary project will be a home safety program in Lower Price Hill. Price Hill is the second community to be served by Injury Free Cincinnati. A playground was built there last year.

Providence

Injury Free Providence Receives NFL Grant

Injury Free Providence is the second Injury Free site to receive a \$250,000 NFL Grassroots grant to renovate a sports field. The Coalition worked with its community partners of LISC, Providence Parks Department, and the Mayor's office to put the proposal together. Additional support will be coming from the Kraft Foundation, Champlin Foundation, and others. Injury Free Providence began its work to provide safe areas for children to play with the building of two playgrounds and this sports field continues that mission.

Reducing Youth Dangerous Driving Program Receives NIH Grant

Ted Nirenberg, PhD, Principal Investigator and his colleagues at the Injury Prevention Center (Michael Mello, MD, MPH, Janette Baird, PhD, Dick Longabaugh, EdD and Lynne Palmisciano, MD) have received a National Institute on Alcohol Abuse and Alcoholism and a National Institute of Health grant in the amount of \$2 million over a 5 year period.

The money will go toward the "Reducing Youth Dangerous Driving Program" designed to reduce high risk driving behavior and injury for court mandated convicted young drivers. "Alcohol-related driving convictions are a frequent precursor of motor vehicle crashes, as well as a public health

Money Matters

problem," Nirenberg explained. He believes reduction in high risk driving convictions by adolescents who drink before driving would appreciably decrease the health risks for this population, as well as reduce the \$40 billion negative economic impact of motor vehicle crashes by young drivers. The aim of the study is to test whether two variations of adapted motivational interviewing will decrease alcohol-related convictions and high risk driving convictions more than will the combination of sanctions.



Child Passenger Safety efforts rewarded

Injury Free Coalition for Kids of Providence Receives Kohl's Grant

In July the Injury Prevention Center at Rhode Island Hospital and its Injury Free Providence program received a grant of \$108,000 from the Kohl's Cares program to support its child passenger safety program. This is the second consecutive year that the Injury Prevention Center has received this grant from the Kohl's Foundation. The Center's child passenger safety program now called the Kohl's Cares Car Seat Program provides appropriate

child passenger safety seats and child passenger education to the neediest families in Rhode Island.

The program offers child passenger safety classes by Center staff several times a month and followed by seat installation in the family's vehicle.

Little Rock

Little Rock Gets Help in Reducing Fire Injuries and Fatalities

The Arkansas Chapter of the American Academy of Pediatrics received \$20,000 from the Healthy People 2010 grant program to support fire safety activities by Injury Free Little Rock. Strategies include registration for smoke detector installation by the Little Rock Fire Department, working with City Year volunteers to put street addresses on houses, and a safety day with fire prevention activities on the campus of Arkansas Children's Hospital.

Safe Routes to School Comes to Arkansas

Injury Free Little Rock also received an award of \$178,000 from the first Safe Routes to School competitive funding in Arkansas. A state-specific tool kit will be developed and piloted to assist the Arkansas State Highway and Transportation Department in generating participation from local school districts in future years.

ATV Injury Reduction Gets Boost

Injury Free Little Rock received \$25,000 with the help of the West Virginia University Injury Center. The money will be used to develop measurement tools for the evaluation of its ATV community education campaign. Through the EMSC Targeted Issues program, HRSA committed \$593,300 for a three-year project to further develop and disseminate educational materials.

Rochester

Kohl's Helps Rochester Helmet Program

Injury Free Rochester and Kohl's kicked off a partnership to encourage bike safety this fall. The Kohl's award of almost \$48,000 to children safety, will help keep the Rochester program running.

Educational Opportunities

2007 SUMMER INSTITUTE

Injury Free Coalition for Kids representatives from around the country spent a part of their summer enhancing their injury prevention skills. The National Program Office of the Injury Free Coalition for Kids granted scholarships to six Program Coordinators to attend the 16th Annual Summer Institute on Injury Prevention and Control sponsored by the Department of Health Policy and Management through the Center for Injury Research and Policy at the Johns Hopkins Bloomberg School of Public Health

For the first time this year, The Summer Institute offered two courses: Principles and Practices of Injury Prevention and an advanced course, Making Change through Injury Policy and Programs: Translating and Disseminating Best Practices. Four Program Coordinators attended the Principles and Practices course: Angela Sim- Laramée of Injury Free Philadelphia at Children's Hospital of Philadelphia, Bethany McDowell of Injury Free Denver at Children's Hospital, Sarah "Meg" Langston of Injury Free Greenville at Pitt County Medical Hospital and Maria Calvo

Llovera of Injury Free Miami at Jackson Memorial Hospital/University of Miami. The advanced injury prevention course, Making Change through Injury Policy and Programs: Translating and Disseminating Best Practices was attended by Dawn Daniels of Injury Free Indianapolis at Riley Children's Hospital and Beverly Miller of Injury Free Little Rock at Arkansas Children's Hospital, each long time program coordinators for their respective sites.

A call for applications for the scholarships to the Johns Hopkins Summer Institute for Injury Prevention and Control will be made in April 2008. We look forward to receiving your application. For more information about the scholarships and the summer institute, please contact DiLenny Roca-Dominguez at: dr146@columbia.edu or go the summer institute website: http://www.jhsph.edu/injurycenter/summer_institute/index.html.



National Program Office provides opportunity for Program Coordinators to learn about injury prevention.



Join us in New Orleans to build an Allstate Foundation "Little Hands" Playground January 2, 2008.

You can meet our new partner The Brees Dream Foundation.



People



*Matthew Alexander Dominguez
Newest Addition and
Future Principal Investigator*

At 6:10 p.m. on Tuesday, September 11th a 6 pound baby boy named **Matthew Alexander Dominguez** became the first born of National Program Office Administrator DiLenny Roca Dominguez and her husband Fabricio.

Dr. Kathy Monroe has worked with the Alabama AAP to create an injury prevention committee. This committee has a very active list serve where members have regular discussions on a variety of injury topics. The committee consists of sixteen members (retired pediatricians, active ED physicians and fellows, active primary care pediatricians and two interested pediatric residents). The group is currently working with the Children's Hospital Media Department and the Alabama Child Death Review team to address public education regarding ATVs.

Dr. Joyce Pressley, Director of Injury Free Health Policy and Population Studies, has been elected Chair of the American Public Health Associations Injury and Emergency Health Services (ICEHS) Section. She took office on November 6th at the section's annual awards dinner in Washington, DC. The section, comprised of a

very diverse group of professionals, is committed to addressing issues related to unintentional injuries, violence, emergency preparedness and emergency services.

As part of that commitment, the section sponsors a scientific program each year at the annual meeting of the American Public Health Association. In addition to numerous scientific papers, poster sessions, and presentations on methodological issues of interest to injury researchers and practitioners, there are numerous networking and social opportunities to facilitate one's keeping abreast of developments in the injury field and getting to know and stay in touch with colleagues in the field.

Abstracts submissions from a diverse group of professionals are welcomed. The Call for Abstracts for the November 2008 Annual Meeting in San Diego will be released in December. Abstracts for individual presentations and for organized sessions will be due in February 2008. Check out ICEHS.ORG for more information.

The Section on Injury, Violence and Poison Prevention of the American Academy of Pediatrics elected **Michael Gittleman** as section chair. **Mary Aiken**, **Joseph O'Neil** and **Karen Sheehan** are on the Executive Committee of the section and **Wendy Pomerantz** is the Newsletter Editor for the section.

Presentations

Injury Free Columbus Program Coordinator **Nichole Hodges** was selected to present at the 2007 Kidz-in-Motion Child Passenger Safety Conference in Denver. The workshop provided an overview of "Booster Seat Boot Camp," an interactive educational program that she developed to provide CPS education and booster seats to low-income families in Central Ohio.

Awards



*Injury Free Chicago at Children's
Memorial Elizabeth Powell, MD*

Kids In Danger presented the 2007 Best Friend Award to **Dr. Elizabeth Powell** of Injury Free at Children's Memorial Hospital. She received the award for her work on childhood injury prevention. Her research and advocacy has called attention to the problem of product and activity-related childhood injuries, especially among the very young children. Dr. Powell has encouraged other health care professionals to focus on the importance of preventing injury as a key component of public health.



*Injury Free Columbus
Gary A. Smith, MD, DrPH*

In recognition of his dedication and expertise in the field of injury prevention, Injury Free Columbus Principal Investigator **Gary A. Smith, MD, DrPH**, was honored with the Dimon R. McFerson Endowed Chair in Injury Research. Dr. Smith is the director of the Center for Injury Research

and Policy at Nationwide Children's Hospital, as well as a nationally recognized expert in injury prevention. This award acknowledges his prolific authorship, leadership, and service to the field. The Dimon R. McFerson Endowed Chair in Injury Research was made possible through funding from the Nationwide Foundation.

Flaura Koplín Winston, MD, PhD and Dennis R. Durbin, MD, MSCE of Injury Free Philadelphia at The Children's Hospital received the American Academy of Pediatrics Fellow Achievement Award from the Section on Injury, Violence and Poison Prevention. They were selected because of their contribution to injury prevention. Flaura was acknowledged as a board-certified pediatrician, biomechanical engineer and clinical researcher. She is an associate professor of pediatrics at The Children's Hospital of Philadelphia and the University of Pennsylvania School of Medicine. She has been recognized internationally for her work in pediatric trauma research and is founder of the Center for Injury Research and Prevention (formerly known as TraumaLink.) Dr. Durbin is a pediatric and clinical epidemiologist, an associate professor of pediatrics and epidemiology at The Children's Hospital of Philadelphia/University of Pennsylvania School of Medicine and attending physician in the emergency department at Children's Hospital.

Carol D. Berkowitz, MD received the Leonard Apt Lectureship award from the American Academy of Pediatrics Section of Ophthalmology. She is a past president of the Academy and serves as the executive vice chair in the pediatrics department at Harbor/UCLA Medical Center. She is also the acting chief of the Division of General and Emergency Pediatrics, Director of Behavioral Pediatrics and co-director of Behavioral Pediatrics and co-director of the Craniofacial Clinic. In addition to being recognized with the Leonard Apt Lectureship, Dr. Berkowitz received the

Abraham Jacobi Memorial Award from the American Academy of Pediatrics and the American Medical Association.

Barbara Barlow, MD will receive the 5th Annual Lewis and Jack Rudin New York Prize for Medicine and Health Award from the Greater New York Hospital Association and the New York Academy of Medicine. The Lewis and Jack Rudin New York Prize for Medicine and Health was established to provide a forum for a distinguished member of the medical community to receive recognition from the New York health care community and share his or her innovative research and strategies for addressing pressing health care issues with health care researchers and clinicians in metropolitan New York.

Injury Free Phoenix Receives HEMMY for Video Safety Message

Injury Free Phoenix sponsored a student contest to develop an injury prevention message in any media. Each participating school was provided local data related to injuries with the students working to select and research their "injury focus." The winning storyboard promoting helmet use in biking, snowboarding and skateboarding took awhile to produce since snow is hard to find in Arizona, but this April was awarded the 2nd place HEMMY Award in the professional category at the Arizona Public Health Association meeting. "We were especially proud of the award since it won in the professional category," explained Pam Goslar, Injury Free Phoenix Program Co-Director.

Drowning Prevention in the Vietnamese Community

Dr. Linda Quan of Seattle Children's Hospital and co-principal investigator of Injury Free Seattle received a \$20,000 American Academy of Pediatrics Healthy People 2010 Chapter Grant for Injury and Violence Prevention to develop a tailored drowning prevention program for Vietnamese families. Program objectives are to: increase

water safety awareness, increase recreational water skills, (swimming lessons, open water hazards), increase safe behaviors (use of lifeguarded sites, life jacket use).

Drowning is the second leading cause of injury death for Washington State children ages 1-17. Asian children (0-17 years) represent 18.4% of the drownings but comprise 6.9% of the population.



Culturally Diverse Water Safety Lessons

Focus groups identified key messages: swim in a lifeguarded area, learn to swim and wear a life jacket. Materials were developed with photos of Vietnamese families and content based on parent and teen beliefs about water safety and drowning. Tactics were devised in partnership with community organizations including: the Vietnamese Professionals Society, Refugee Women's Alliance, Vietnamese language schools, temples and churches, City of Seattle Aquatics and Public Health Seattle and King County. Vietnamese outreach workers were hired to help promote key messages and distribute information. One resource developed was an English/Vietnamese guide to life guarded beaches and pools with options for low or no cost swim lessons and life jackets.





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.



The Injury Free Coalition for Kids is a national program of The Robert Wood Johnson Foundation located at Columbia University's Mailman School of Public Health.