

The Injury Free Connection

The Newsletter of the Injury Free Coalition for Kids®

Issue 6 • Winter 2008



Injury Free Sites Build on Allstate Foundation Smart Teen Driving Program

Injury Free sites from across the country are taking efforts to produce Smart Teen Drivers to a new level. They are discussing ways to maximize their work as individual sites and examining how they can collaboratively establish best practices. The work began when they came together in Little Rock, Arkansas, last summer for a two-day Teen Driving Summit sponsored by the Allstate Foundation.

“This is a critical problem that needs immediate action,” said Mary Aitken, MD, MPH, medical director of the Injury Prevention Center at Arkansas Children’s Hospital and Professor of Pediatrics at the University of Arkansas for Medical Sciences College of Medicine. “Every effort we make to educate teen drivers, their passengers and their parents - is a day we could potentially save a life, or more.”

Representatives from hospitals in Arkansas, Connecticut, Indiana, Massachusetts and Minnesota took part. The main issues discussed included, the most successful elements of each site’s teen driving programs, potential solutions for the weaknesses in their efforts, and increased pediatrician involvement in teen driving interventions. Members of Injury Free Coalition for Kids® programs, parents of crash victims and teens who have a record of dangerous driving were also present to contribute toward strategies for collaborative research.

To see outcomes of the Allstate Smart Teen Driving Pilot Programs go to page three. In our Survey of Sites, you can also read about what other Injury Free sites are doing to reduce the number of teens killed and injured on the road.

Allstate Foundation Support Continues for Hartford Program

The Allstate Foundation is continuing its support of safe teen driving by funding four simulators to be placed in six high schools across the state of Connecticut in the 2008-2009 school year. This pilot project will allow students to learn and practice safe driving in a controlled environment while exposing schools to this new and improving technology.



Injury Free Hartford Director Kevin Borrup and Motor Vehicle Division Commissioner Robert Ward watch a student practice with a driving simulator.

Coalition Accepts New Site

The National Program Office of the Injury Free Coalition for Kids welcomes its 45th Injury Free site - Injury Free of New Haven at Yale- New Haven Hospital under the leadership of Co-Principal Investigators, Felix Lui, MD, FACS and Giuseppina (Pina) Violano, MSPH, RN-BC.

Securing Funding in Hard Times

Finding funds amid some of the roughest times this country has faced can be done, and during the 13th Annual Injury Free Coalition for Kids Conference, Forging New Frontiers Michael Seltzer, PhD, will talk about how it can be done. Seltzer, the author of *How to Secure Your Organization’s Future* will present “100 Fundraising Ideas in Hard Times.” He is well known as a pioneer in the field of nonprofit management and philanthropy.



Michael Seltzer, PhD

This conference was made possible by the Robert Wood Johnson Foundation, Allstate Foundation, Little Tikes, and SofSurfaces.

Injury Free Gets New Advisory Board

A new advisory board has been appointed to guide the Injury Free Coalition for Kids as the organization moves through a transitional phase. The Coalition will explore more venues as it independently builds on the program and development established during the 20 years of assistance from The Robert Wood Johnson Foundation.

Mike Hirsh, MD, was appointed as Interim Advisory Board Chairperson. Also on the board are: Judy Schaechter, MD, Kevin Borrup, JD MPA, Karen Sheehan, MD, MPH, Mike Gittelman, MD, Beverly Miller, MEd, Michael Mello, MD, MPH, Terri McFadden, MD, Barbara Barlow, MD, Barbara Gaines, MD, Cheri Fidler, MEd, Erik Cliette, MEd, Joseph Tepas, MD, Joseph O’Neil, MD, Joyce Pressley, PhD, MPH.

Contact any board member with questions.



www.injuryfree.org

Contact Us

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Dear Injury Free,

The year of 2008 was productive for our Coalition. Injury Free Columbus became a newly funded Injury Prevention Research Center of the Center for Disease Control and Injury Prevention. Allstate Foundation began a “Smart Teen Driving” project with a cross site collaborative effort to address the number one killer of teens. The NPO and the Allstate Foundation are expanding the Katrina recovery playground project to five more Little Hands playgrounds in New Orleans, Louisiana, and five Little Hands playground projects were completed by our sites this year.

After 20 years of program and developmental support from The Robert Wood Johnson Foundation, we started charting a new, more independent future for the Coalition. An advisory board headed by Michael Hirsh, MD, was appointed to develop bylaws and begin the process which will sustain our work going forward. In 2009 we will continue the transition, continue to grow the programs, and continue to identify new partners. Our passion for preventing injuries has never been stronger and the commitment of Injury Free staff has never been greater.

As you work in your communities please share your challenges, successes, and failures in the Injury Free Connection newsletter which reports your accomplishments and awards during the year. Please keep the information coming to Lenita Johnson. We hope you will use this newsletter to distribute to your coalition and to those that fund your programs. The National Program Office staff want to support your efforts in any way that we can.



Barbara Barlow MD
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Executive Director, Injury Free Coalition for Kids®

Smart Teen Driving

Injury Free Little Rock, Hartford, and Rochester's efforts to address the number of Smart Teen Drivers on the road appear to have merit. With the help of the Allstate Foundation and the Injury Free Coalition for Kids® sites in those three cities each developed a venue that could lead to more "Smart Teen Drivers" who do not: use cell phones to call or text while driving, drive after drinking, speed and/or employ other unsafe driving techniques.

Hartford

Injury Free Hartford's effort shows giving Connecticut physicians who provide primary care to adolescents, an easy way to use a teen driver safety package increases discussion of the topic with their patients. The objective of a one year campaign by Injury Free Hartford was to encourage anticipatory guidance on teen driver safety. The campaign was promoted through the American Academy of Pediatrics and The American Academy of Family Physician Connecticut chapter newsletters, teleconferences, and meetings.

A pre/post survey of physician practice behavior showed significant gains in the percent of physicians talking with teens about the state's Graduated Drivers Licensing laws, including passenger restrictions and a nighttime curfew. Injury Free Hartford Project Director Kevin Borrup led the statewide initiative.

Little Rock

Injury Free Little Rock is increasing support of gradual driving privileges for young drivers through physician advice, family contracts, and support for stronger state graduated drivers licensing laws. Started with support from the Allstate Foundation in 2007, these activities are continuing.

Injury Free Little Rock has also increased education directly to teens, working in partnership with the Pulaski County Youth Accident Prevention, this site goes into every health class in Little Rock schools.

Rochester

Injury Free Coalition for Kids of Rochester has teamed up with Strong's Regional Trauma center and the Office of Traffic Safety to provide "Rides for Life," a car show of sorts for teens and young adults. The program is designed to show off their cars and remind them of road safety. Proceeds from this event are donated to Injury Free Rochester.

This year with the help of an Allstate Smart Teen Driving grant Injury Free Rochester is providing additional interactive safety stations that help teach young drivers how to be smart drivers. The Smart Teen Driving Program is a community-wide program targeting teens, parents, physicians, and lawmakers to improve smart teen driving knowledge and behaviors.

Injury Free Rochester's Co-Principal Investigators Anne Brayer and Lynn Cimpello are adding to the Smart Teen Driving efforts. They participated in Public Health Grand Rounds on injury prevention, surgery, pediatric and emergency medicine to help talk about the need for smart teen driving.



Smart Teen Driver gets hands on experience.

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 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)
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

Kids Hurt by Katrina Get Help from the Allstate Foundation and Injury Free

The Injury Free Coalition for Kids and the Allstate Foundation this year expanded efforts to build Little Hands Playgrounds in the City of New Orleans. Vicky Dinges, the Assistant Vice President of Public Social Responsibility for Allstate Insurance Company said five more Little Hands Playgrounds would be built in the city of New Orleans. The announcement was made in January 2008 during the dedication of a Little Hands playground in Lyons Park, a playground in the Garden District of New Orleans.

Claude Chemtob, one of the world's foremost authorities on post traumatic stress disorders in children says it is extremely important for children to have safe places to play following disasters like Katrina. After the storm in August of 2005 there were few places for the children of New Orleans to develop social skills, unleash pent up energy and have fun. During the next two years the National Program Office (NPO) is working with the Allstate Foundation to try to change that. All Injury Free Sites are welcome to join in the effort.

A number of sites have participated in builds to help children along the Gulf Coast. Prior to the Lyon's Park Playground, Little Hands Playgrounds were built in Biloxi and Ocean Springs. Atlanta, Greenville, Lexington, and Little Rock took part in those builds. Little Rock also joined in the Lyon's Park build.



"Little Hands" Playgrounds

Injury Free Coalition for Kids and the Allstate Foundation again joined forces to create "Little Hands" Safe Places for children to play across the country. Three cities experienced the challenges of building and the joy of seeing children play on their new playgrounds for the first time. Two cities showed how strong the playgrounds are when they were moved from one location to another.

Birmingham

Birmingham playground is a moving experience.

Injury Free Birmingham has a new playground that was moved from Atlanta to Leeds, Alabama. The entire community came out to participate in the dedication of the playground in its new home. During the event forty booster seats were given to families by Injury Free Birmingham and Safe Kids. Local businesses donated a total of eighteen bicycles and Injury Free provided helmets.



Cyclists brightened the day at Birmingham Playground Dedication.

Charleston

It was simply a matter of being blown away at the Charleston dedication. In Charleston, South Carolina, the Little Hands playground featured life sized chess and checkers games. It has a stage and a newly established neighborhood gardening area. Murals were also hung to bring a festive look. The surrounding fence which will become a living barrier as flowers and plants to bloom and grow every year. The playground went from what city officials called a parking place for garbage trucks to what residents now refer to as "a beautiful addition to the neighborhood". The big change was acknowledged not with a ribbon cutting, but a bubble blowing ceremony complete with bubble blowers for children of all ages.



Park District, Allstate Foundation and Injury Free representatives officially blow open the Playground.



Playing it Safe

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Little Hands Playground helps people at Willie Ware community center climb to new heights.

Hartford

Willie Ware Playground Brings Call for Others

The community at the Willie Ware Center, in Hartford, Connecticut celebrated the grand opening of a new Little Hands playground built by volunteers through the support of the Allstate Foundation and Injury Free. Dr. Jim Parker, chair of the state's EMSC committee and an emergency room physician at Connecticut Children's Medical Center was on-hand and emphasized the need for more safe places to play in the city.

Pittsburgh (Children's Hospital)

Little Hands have a New Place to Play at Phillips Elementary School.

Close to 500 people helped to bring new life to a Little Hands playground that was given a second chance to bring joy into the lives of some Pittsburgh children. The playground was fenced in and locked behind the gates of Knoxville Elementary School when it was closed last year. Students could only think about "what if?" until Injury Free Pittsburgh at Children's Hospital found a way to answer their questions.

They proposed moving the playground three miles away to Phillips Elementary School where there was no playground. The move took place and the

"Little Hands" Playgrounds

playground was dedicated this fall with a festive ceremony which included a steel band made up of high school students, most of whom had attended Phillips elementary school. When they finished, the music continued on as a DJ played for the remainder of the party. Face-painters and a balloon artist were inside the school gym entertaining children while others were fitted for bicycle helmets. Allstate Reps admitted that they had been a little worried about whether "moving" the playground would work, but they said they were "very pleased" with the result!



Repeat Performance of Pittsburgh Playground meets expectations.

Salt Lake City

Little Hands Playground Plants New Sense of Pride in South Salt Lake City In the City of South Salt Lake more than 500 bulbs were planted in addition to hundreds of other flowers during the

build of that Little Hands playground. Close to 100 volunteers came out. The Mayor, Ms. South Salt Lake City and, a helicopter from Air Med were among those who made appearances at the build to help keep things exciting. When the day long event was over, children of all ages in South Salt Lake had a new place to play.



Slaying the dragon was a favorite task in Salt Lake City's new Little Hands playground.



Join us in New Orleans to build an Allstate Foundation "Little Hands" Playground December 20, 2008.

Around the Country

Birmingham

ATV Injury Prevention Revs Up!

Injury Free Birmingham is working together with the Children's Hospital Media Department and the state's American Academy of Pediatrics office to produced ATV education posters. These posters show the increasing numbers of ATV related injuries in the state and outline the Academy's guidelines on ATV use. Pediatric office managers have received one for display in their offices across the state. Copies were also given to school nurses across the state. The Rave Motion Pictures produced an animated version of the poster which was displayed in Birmingham area theaters before the movies during a sixteen week period last summer. In addition to the poster efforts, Injury Free Birmingham, the Alabama Department of Public Health, Voices, Safe Kids and the American Academy of Pediatrics kicked off a media awareness campaign.

Boston

Inpatient Car Seat Program Begins

Injury Free Boston this year piloted a new inpatient car seat program with the goal of having every child leave Children's Hospital Boston safely. The program is being done on two surgical floors and one medical floor of the hospital. Prior to it beginning, in January 2009, nurses on the floors will receive education on child passenger safety and car seat installation.

Young Families Get Paid to Learn Home Safety

Injury Free Boston, the Young Parents Program and the Children's Hospital Primary Care Center are using a new strategy to help make sure young families get home safety tips and supplies. They are now compensating families for their time during home visits. They hope the compensation will eliminate challenges of scheduling the initial home visits, and difficulty in maintaining contact with families to

Survey of Sites

schedule follow up visits. Eligibility for the program is based on the child's age and zip code of the family's residence.

Chicago at Children's Memorial Hospital



The Stop the Falls Ad Campaign is on the road.

Window Falls Drop in Chicago

The percentage of window falls is down in Chicago and Injury Free Chicago at Children's Memorial Hospital believes the Coalition's Safe at Home Program Stop the Falls Coalition is part of the reason why.

"The Coalition has implemented a number of important interventions that have contributed to a 40-50% reduction in window falls in Chicago since the late 1990's," explained Dr. Karen Sheehan, Principal Investigator of Injury Free. She went on to say that before the Coalition's work, in an average summer there were close to 30 young children falling from windows. Since the Stop the Falls campaign began, that number has been cut in half. "One of the most prominent interventions is our annual summer campaign on Chicago's trains and buses," she said. This year, we featured our Stop the Falls message

on Chicago's "bus tails" giving it visibility beyond public transit riders. Dr. Karen Sheehan was also featured on Chicago's most popular morning news show.

Chicago Public Parks are Rated

Injury Free Chicago at Children's Memorial is moving closer to making sure Chicago's children substantially increases the number of safe places for children to play. For the last four summers, that site has partnered with Friends of the Parks to do safety surveys of all the 450 Chicago Park District playgrounds. Summer interns spent the summer doing physical site and safety surveys of all the playgrounds. During the first three years, 70 percent of the Chicago Park District playgrounds did not meet basic playground safety standards. The two groups plan to geo-code their results and share their findings with interested Chicagoans.

In addition to working to rate playgrounds, The Safe at Play program of Injury Free Chicago has worked to develop new play spaces for children. This year, they built two playgrounds at local HeadStart facilities bringing their playground builds total to nine. With its most recent builds, Injury Free Chicago has been able to bring together hundreds of Kohl's and community volunteers to build safe play spaces for Chicago's children.

Cincinnati

New Intervention Area Gets Third Playground

Nearly 140 volunteers from across the Greater Cincinnati area came together to build a new playground in the Mayfield Park of East Price Hill. It was the ninth playground build organized by Injury Free Cincinnati at Cincinnati Children's Hospital Medical Center and the first with the Cincinnati Parks Department.

The one-day community project was a family event that featured food,

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clowns, face painting, arts & crafts, music and fun for all involved. The project allowed Price Hill residents, city and hospital employees, nearly 40 Kohl's associates and volunteers from the Avondale Youth Council, Quebec Heights School and University of Cincinnati to help build a community asset that will benefit children for years to come. The Mayfield playground is a part of Injury Free Cincinnati's injury prevention efforts and its plans to help develop a safer place for children to live and play in Price Hill. The build day was made possible with assistance of sponsors including The BonBonerie, Kroger, LaRosa's, Inc., Starbucks, and United Dairy Farmers. The major funder of the project was Kohl's Department Stores, and the Kohl's Cares for Kids Program.

Home Safety Initiative Helps Children

In an effort to protect children in their homes, 162 Price Hill families with children ages 4-18 months were recruited to participate in a Home Safety Initiative. The primary goal of this initiative is to focus on the barriers of cost and accessibility to low income families. All participating families will receive home safety equipment with some families also receiving in-home installation. Price Hill community members will be recruited to educate and provide in-home installation to those selected participating families allowing the neighborhood to play a major role in home safety intervention.

The remaining participating families will receive home safety equipment, education and direction from a trusted community organization and be asked to self-install the equipment in the home. The follow-up to this Home Safety Initiative will provide data on the best practices for providing families with home safety equipment and the probability of families to use and maintain the equipment in their home. Supplying the community the tools to educate and provide its neighbors with the necessary direction

and equipment is a great way to create a forum for neighborhood agencies to gain a capacity for building positive relationships with its community while protecting children from home injuries.



Mentoring messages are passed on the court.

Midnight Hoops with a Lesson

Injury Free Cincinnati partnered with seven community organizations to teach teens ages 13-17 that "Basketball is a Game, Life is Serious." For six weeks, more than 60 children participated in the basketball program that took place every Friday night from 9 pm to midnight in the Price Hill Recreation Center. The young people played basketball and attended sessions that focused on career/college preparation, personal vision, goal and dream setting and healthy living. Activities held during the evening focused on conflict resolution and social competency.

Participants were provided with healthy food and activities, a safe place during high-peak crime hours and caring relationships, mentoring and positive role models with non-parent adults. The youth were required to stay the entire program time and were provided with transportation home by the recreation center after it ended.

Dawne Gardner, Injury Free Cincinnati Program Coordinator said, "After the first week I could tell the youth felt they were in a safe environment and

were interested in the information they were receiving during the program. That feeling of being safe and gaining useful information kept them voluntarily coming back week after week, truly showing their commitment to the program and all it had to offer."

Columbus

Injury Free Columbus Celebrates Five Years as Neighborhood Pride Partner

Injury Free Columbus this year celebrated its fifth anniversary as a Neighborhood Pride partner, distributing free bicycle helmets and providing injury prevention education to children in economically challenged areas of the city. 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. Through the generous support of the Columbus Blue Jackets Foundation, Injury Free Columbus was able to provide 1,800 helmets to local children through the Neighborhood Pride program in 2008, raising the 5-year total to more than 6,300 helmets.

Columbus Passes Bicycle Helmet Ordinance

Injury Free Columbus helped to put into place a new ordinance that will help make people who participate in wheeled sports do so more safely. Injury Free Columbus Principal Investigator Gary Smith, MD, DrPH, and Program Coordinator Nichole Hodges, MPH, this year organized the Columbus Bicycle Safety Coalition to promote safer bicycling in the city of Columbus. Smith and Hodges worked closely with Columbus City Council Member Charleta Tavares and representatives from throughout the community to advocate for the passage of a helmet ordinance requiring Columbus children between 1 and 18 years of age to wear a helmet when they ride bicycles, non-motorized

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scooters, skateboards, roller skates and in-line skates. The new law was passed this summer.



The Ft Lupton Fitting station is hard at work.

Denver Dramatic Increase in Trained Car Seat Technicians

Injury Free Denver is stepping up its efforts in a car seat fitting station that serves the immigrant population from the Fort Lupton Fire Department. It increased the number of trained technicians from four to fourteen last year and has a goal to have every fireman on staff trained and certified, in child passenger safety.

Detroit Children with Special Needs Get Safety Center

Injury Free Detroit has a new Safety Center that offers low cost safety tools and equipment to the families of patients and residents in the community. The Safety Center is funded by a National Association of Childrens Hospitals and Related Institutions and Federal Emergency Management Agency Grant. It will focus on injury prevention for children with special health care needs. The Center will also provide education for nursing students, medical students, residents, nurses and physicians.

Mothers-to-Be Get Safety Classes

Injury Free Detroit is now teaching Expectant Parent Safety Classes in the community. The hour long class covers five of the top causes of injury and death in children under the age of one. The topics include child passenger safety, fires & burns, nutrition, safe sleep and stress, and coping with a crying baby. The State of Michigan is scheduled to be a part of the campaign.

Greenville Grimesland Gets Walking Trail and Playground

The town of Grimesland and the Eastern Carolina Injury Prevention Program (ECIPP) of University Health Systems dedicated the Grimesland Community Park.

The \$75,000 playground and walking trail were funded by the Injury Free Coalition for Kids, the James and Mamie Richardson Perkins Trust, the North Carolina Parks and Recreation Trust Fund, Pitt County Community Schools and Recreation, and the town of Grimesland.

Indianapolis Partnering for Kindergarten Readiness

Injury Free Indianapolis and the United Way have partnered with Central Indiana to help challenged children get ready for school. Everything is being done in support of the United Way's "Kindergarten Readiness" pilot program. The project focuses on early childhood education as it prepares children to enter school in neighborhoods with high poverty levels and low educational levels.

Injury Free focuses on health and safety aspects of early childhood development in the two pilot neighborhoods by providing free CPR and First Aid training for daycare providers, consulting on playgrounds, and providing other injury prevention services/education for parents, daycare providers, and

churches. Injury Free was approached by the United Way to do this program because of the work it was doing in one of the pilot neighborhoods.



Jacksonville gets Brain Injury Prevention support.

Jacksonville Students Develop Safe Walk to School Messages

Injury Free Jacksonville worked with middle school adolescents to help them address pedestrian safety by giving them a venue to design and implement safe walking campaigns for their schools. Each school developed posters displaying powerful Safe Walk to School messages.

Teens Compete to Address Brain Injuries

Injury Free Jacksonville and Mother's Against Brain Injuries (MABI) came together to raise awareness about brain injuries and the importance of preventing them. Their efforts got a shot in the arm when the Allstate Foundation provided \$85,000 to fund a Public Service Announcement (PSA) Contest. The PSAs featured messages for teens by teens. The winning PSA was aired on local stations.

Home Safety Goes on the Road in Jacksonville

A "mini home" traveled to schools, daycare centers, and health fairs in Jacksonville to educate children and their parents about reducing home hazards. Topics included tips for cooking safely, poison prevention, gun locks, helmet fittings, safe water temperatures, and car seat/seat belt safety.

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Kansas City

Safe Transportation of Head Start Students Gets a Boost

Injury Free Kansas City is working with the Missouri Injury and Violence Prevention Advisory Council to develop the state's strategic injury prevention plan. The goal is to make this a working plan with templates for local injury assessment and prevention.

Partnerships Boost the Safety of Kansas Head Start Students

Injury Free Kansas City is making strides in its efforts to make sure Mid America Head Start children travel safely. That site is collaborating with Mid America Regional Council (MARC), Mid America Head Start and the Kansas City Missouri Police Department to provide a basic National Child Passenger Safety Training Course. Before the program is done, at least 60 Kansas City Missouri Police Officers and 40 Mid America Head Start staff will have undergone the training. Their newly learned skills will be used to serve nearly 3000 children enrolled in Jackson County Head Start Programs. The Head Start staff will also be trained to conduct basic occupant protection usage observations of children and families arriving at the centers.

The Head Start staff currently conduct baseline observations of seat belt and car seat use. They also invite families to register for a free car seat, coordinate a Buckle Up Event in collaboration with Injury Free Kansas City and the Kansas City, Missouri, Police Department Child Passenger Safety Technicians. Injury Free Kansas City will provide continued support to the Inspection Stations at the Police Stations. The Kansas City Health Foundation has provided the funding for this project with MARC as the lead agency

Miami

New Moms in Miami Get Safety Training

Close to 100 family coaches this year received comprehensive home safety training from Injury Free-Miami. They will use the training when they conduct home visits with new moms to provide them with information and support on a number of topics including breastfeeding, immunizations, and safety. The safety topics are discussed during the first, fourth and tenth month visits. During each of those visits the coaches do a walk through of the homes to assess and document risks and safety practices. An educator from Injury Free Miami accompanies the family coaches on at least one of the visits in each home to offer mentoring, assess quality control, and recommend further staff training if needed. About 15% of the family coaches also participate in the 32-hour Safe Kids Child Passenger Safety Course to better respond to the passenger safety needs of their families.

Miami Child Care Centers Get Safety Advice

Injury Free Miami has expanded its role in helping to make child day care centers safer. It is conducting safety assessments, providing safety resources and equipment, and conducting training on indoor and outdoor safety and safe transportation policies. A pilot of 12 centers received services this past year, that number will expand to 24 new centers in year two.

Injury Free Miami Shifts the Barometer In Child Passenger Safety

With the help of the County Police Training Bureau, the Buckle Up For Life Program has lead more than 4,000 law enforcement officers to be trained to properly install child safety seats.

Training law enforcement has resulted in increased traffic stops with tickets or warnings being issued for improperly installed seats. Officers have been given brochures in English, Spanish and Creole, which they distribute to parents

during traffic stops. As a result, Injury Free Miami has had phones ringing off the hook with requests for car seat checks which are now scheduled a month out from the request.

Another group of professionals that Buckle Up for Life trains is staff that transports children. These include social service agencies and child care centers. Dozens of agencies contacted Injury Free-Miami requesting to schedule the four-hour Buckle Up for Life training for professionals after a local judge mandated that all public Miami-Dade agencies that transport kids receive this training.



Miami Injury Free staff trains agency personnel in child passenger safety.

Minneapolis

TV Crosses Language Barrier to Prevent Injuries

In an effort to address the alarming number of scald burns in young children, Injury Free Minneapolis of Hennepin County Medical Center is working with the Emergency Community Health Outreach Program to produce a public television show that will provide home safety/burn prevention messages to families that speak a limited amount of English.

It is one of a number of programs the Emergency Community Health Outreach program produces to cover current health and safety issues every month. Topics range from child passenger safety to winter survival.

Each episode includes a pre-recorded story, as well as a question and answer period that has community leaders or topic experts who are fluent in the language in which the program is being produced. Each topic is recorded in Spanish, Khmer, Lao, Somali, Vietnamese, and Hmong. All shows are also open-captioned in English to help viewers improve English language skills.

The shows air on statewide public television stations and can also be viewed anytime on line at www.echominnesota.org. Watch for the Burn prevention program in April 2009. This Emergency Community Health Outreach television program is believed to be the first-of-its-kind television series in the United States.

Phoenix

Injury Free Phoenix Brings Safety to the State House

Injury Free Phoenix this year put together the Injury Prevention table during Arizona's "Trauma Day at the Legislature." Five Level I trauma centers took part. The Coalition's efforts focused on three areas where all of the centers are collaborating: child passenger safety, teen driving, and alcohol/drug education. For each area there was a section with surveillance and other data describing the problem in the state; a section with description and pictures of the activities in which they are involved; and a section showing the results of these activities.

The group of trauma centers is also putting together a list of policy changes that could make the most impact on Arizona residents and a summary of research on the cost-effectiveness of those changes. A balance scale is being used to illustrate the costs for prevention vs. the cost of treatment.

To illustrate another point, the group is using its "training seat" to challenge legislative staffers to correctly install a child safety seat.

Pittsburgh (Children's Hospital) Home Safety Program Expands

Injury Free Pittsburgh at Children's Hospital this year extended its Home Safety Events to two new groups, families headed by teen parents and Hispanic families. The Hispanic Home Safety event was attended by 100 family members of a local church. It was held immediately after Mass. The day included lunch, a video presentation and educational sessions that were topped off with the distribution of all of the resources needed to keep children safe in the home. Funding from Sunoco Chemical paid for the resources, including baby gates, cabinet latches, furniture straps and much more. It also paid for the translation of the site's Home Safety Handbook.

When it came to the families headed by teen parents, Injury Free Pittsburgh partnered with the Pittsburgh Public Schools Teen Parent program to provide the Home Safety Education and resources to all ten of the high schools in the city. Over 150 teen parents (moms and dads) took part and some grandparents even came. The teens were thrilled with the resources and they actually scored higher on the safety quiz than most adult parents!

Providence

Children with Special Needs Get Help

Families of children with special needs are getting a helping hand when it comes to making their children safe in Providence. Injury Free Providence this year received \$10,000 from Safety 1st to pilot a safety store for families of children with special needs. That site and the Children's Neurodevelopment Center at Hasbro Children's Hospital are partnering to conduct injury assessments via home based visits with

these families. They provide free, appropriate safety equipment. It is hoped that data from this pilot study will enable Injury Free Providence to further expand the its home safety efforts in the future.

The Injury Prevention Center at Rhode Island Hospital has become the host agency of Rhode Island Safe Kids. This designation brought child passenger safety instructor Andrea Richardson to the Injury Prevention Center. Together, Injury Free Providence and Rhode Island Safe Kids programming make the Injury Prevention Center the state's major resource for child passenger safety and the only free standing full time child passenger safety checkpoint.

Rochester

Pediatric Resident Training Grows

Injury Free Rochester has taken the workshop developed for pediatric residents last fall to a whole new level. This year they added a workshop for Emergency Medicine residents and Au Pairs. Topics covered include Child Passenger Safety, Poison Prevention, Home Safety, Outdoor Safety and Fire Safety.



Injury Free Rochester Bike safety is in motion.

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Injury Free Rochester Bike Safety Program Rolls into a New Era

Injury Free Rochester for the second year in a row received funds for the Kohl's Cares for Kids® bike safety program. The funds received in year one helped provide helmets to those in need and allowed for traveling bike rodeos held throughout the city. In the summer of 2009, Injury Free Rochester will expand the program, in collaboration with The City of Rochester and the Monroe County Office of Traffic Safety.

The new "Kohl's Pedal Patrol" program will educate children and teens on cycling safety through a blend of media techniques (billboards, public safety messages, etc.), information distributed at health fairs, and hands-on education which include helmet giveaways, helmet-fittings and safety contests. The summer bike rodeos will be held in one central location to allow for more children to participate.

San Diego

Disaster Preparedness Program Helps County Prepare for Fire Season

Injury Free San Diego provided disaster preparedness assessments and education for low income families. The program consisted of one on one counseling with families to assess their ability to recognize warning signs, quickly evacuate their home and community and to understand directions to evacuation sites. Each person was provided information about the emergency response system in their area, tools to develop an escape route and contact information and a checklist for preparing a disaster kit.

As a border city many county residents did not have resources to be informed of disasters or transportation out of their immediate area. Low income families reported that they do not have the resources to stock a disaster kit and were unprepared for the three-day period it takes before support services

are typically available. This county funded program helped to bridge this gap and provide the county with information for ongoing development of disaster preparation efforts.

San Diego Media Safety Campaign Gets Access to the Airwaves

Injury Free San Diego has partnered with the media department of Rady Children's Hospital to provide weekly segments on local morning news programs. The segments have featured timely news related incidents and national proclamations to raise awareness on issues like child passenger safety, drowning prevention, and unintentional poisonings.

Worcester

Gun Buy-back Program Reaches New Heights

The Worcester Goods for Guns program is going strong, taking weapons off the street and saving lives. This year 63 rifles, 80 handguns, and 77 semi automatic handguns were removed for a total of 217 during the two week period of the buy back. Volunteers of the Worcester Police Department, UMASS Memorial Health Care Departments of Surgery and Pediatrics, the Worcester District Attorney's office, Wal-Mart, and the Worcester District Medical Society joined Injury Free Worcester to help make the program a success.

Dr. Mike Hirsh began helping to boost efforts to get guns off the streets in memory of a colleague that was shot to death. He started programs in Pittsburgh and in Worcester. Some of the weapons collected have been placed in a piece of artwork on display in the city of Providence. The gun-buy-back is held in Worcester every December.



Educational Opportunity

Representatives of Injury Free Coalition for Kids sites from across the country participated in the 17th Annual Summer Institute on Injury Prevention and Control at Johns Hopkins Bloomberg School of Public Health, The Center for Injury Research and Policy in the Department of Health Policy and Management.

The course, Principles and Practice of Injury Prevention, provides participants with an intense introduction to the field of unintentional and intentional injury prevention. The comprehensive curriculum exposes participants to the core competencies needed to work in the field of injury and violence prevention. It is highly recommended for those new to the field and it can also invigorate experienced professionals while enhancing their skills.

This year, the National Program Office of the Injury Free Coalition for Kids, provided scholarships to representatives from nine Injury Free sites to take part in the program: April Blastenbrei (St. Louis), Andrea Garces (Chicago), Dawn Gardner (Cincinnati), Christy Jordan (Los Angeles), Tuere Miller (Hartford), Mary Beth Moran (San Diego), Kristin Rosenthal (Detroit), Kimberle Searce (DC) and Melanie Stroud (Charleston). All participants reported that their "expectations and objectives were exceeded."

The 18th Annual Summer Institute on the Principles and Practices of Injury Prevention will take place June 7th - 11th, 2009. For more information about the program visit www.jhsph.edu/injurycenter/training/summer_institute/.

New Faces

Cincinnati

Injury Free Cincinnati welcomed two new staff members in 2008: Dawne Gardner, Program Coordinator for Price Hill, that site's second intervention area and Nicole Herron, Research Coordinator for all Injury Free programs.



Safety Sue the Kangaroo

Miami

Injury Free Miami's newest and largest addition is mascot "Safety Sue the Kangaroo." Safety Sue made her debut on at The Children's Trust Family Expo, a one day event in Miami that attracts over 10,000 people. Safety Sue was an immediate crowd pleaser as she traversed her way through the masses. The Kangaroo logo has been associated with the Injury Free Mobile, Miami's mobile injury prevention center. Injury Free Miami will feature Safety Sue as a safety ambassador at family friendly events to help extend safety messages to parents while relating to children in a fun way.

San Diego

Injury Free San Diego at Rady Children's Medical Center has a new Program Coordinator. Mary Beth Moran joined Cheri Fidler and Sue Cox in continuing efforts to advance injury prevention programming, data analysis and research. Mary Beth has a clinical background as a physical therapist and looks forward to using her skills to prevent injuries after 20 years of treating them in rehabilitation.

Awards

National Program Office

Barbara Barlow, MD, this year received the 5th Annual Lewis and Jack Rudin New York Prize for Medicine and Health. The event is sponsored by The New York Academy of Medicine and the Greater New York Hospital Association. Along with the recognition came a \$50,000 award that Dr. Barlow donated to the Injury Free Coalition for Kids.

In addition to receiving that award, Dr. Barlow was a finalist for this year's Purpose Prize awards. Civic Ventures, the sponsors of the prize say the purpose prize is awarded to people over 60 who take on society's biggest challenges with the passion and experience necessary to discover new opportunities, create new programs, and make lasting change. Each year the strongest candidates from across the country are honored. This year Dr. Barlow stood among them. Her oral history was also recorded by The American Academy of Pediatrics (AAP) and The Foundation for Women in Medicine, based in Philadelphia, PA

Little Rock

The National Association of Children's Hospitals and Related Institutions (NACHRI) recognized Little Rock's Strike Out Child Passenger Injury program as a finalist in their spring 2008 Injury Prevention Cooperative Call for Resources. The program was added to the NACHRI Injury Prevention Cooperative Library and will be highlighted in an ad in the magazine, Children's Hospital Today, and at the 2009 NACHRI Creating Connections Conference.

Injury Prevention was Named Priority in Statewide Natural Wonders: The State of Children's Health in Arkansas Report Dr. Mary Aitken, MPH, Medical Director of Injury Free Little Rock, has been

invited to participate on the Natural Wonders Partnership Council (NWPC) lead by Arkansas Children's Hospital. The NWPC assesses and recommends ways to improve the quality of life for children in Arkansas. It is a collaborative effort between a number of agencies. They will produce a report to guide state wide efforts related to reducing childhood injury through prevention efforts, improving prenatal care to reduce infant mortality, improving childhood immunization rates, improving access to dental care, obesity prevention, tobacco prevention, and increasing access to mental health services.

Pittsburgh (Children's Hospital)

Chris Vitale MSN, RN, received the Tri-Boro Communities That Care Award for "Generous gifts of time, energy and talent in planning and providing opportunities for the youth of the Tri-Boro communities."

Children's Hospital of Pittsburgh of Unniversity of Pittsburg Medical Center Hard Head Patrol Program selected Vitale as an outstanding resource to be added to the National Association of Children's Hospitals and Related Institutions Injury Prevention Cooperative for Resources 2008.



Lynn Babcock Cimpello, MD

Rochester

Lynn Babcock Cimpello, MD is the 2008 recipient of the Best Young Investigator Award, from the Society of Academic Emergency Medicine. She is also the recipient of the 2008 Emergency Medicine Residency Teaching Award

from the University of Rochester Medical Center.

Seattle

After 12 years of trying, Harborview Medical Center this year received the Foster McGaw Prize. The award began in 1986, as a means of recognizing hospitals that have distinguished themselves through efforts to improve the health and well-being of everyone in their communities. This is the first year Injury Free of Seattle was highlighted among the five programs included in the Medical Center's application, and Injury Free Seattle believes that this is a part of the reason the application was successful this year.

Dr. Brian Johnston, the Principal Investigator of Injury Free Seattle says the recognition and inclusion of Injury Free really speaks to the value of the work being done by that site. "Our hospital's partnership with Children's Hospital, Public Health Seattle and King County, as was highlighted in the application is the element that made our program really stand out," he continued.

In 1986, the Foster G. McGaw Prize was created to recognize hospitals that have distinguished themselves through efforts to improve the health and well-being of everyone in their communities.

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.

2009 Dates to Remember

National Poison Prevention Week

March 15-21, 2009

Poison Prevention Week Council
202-974-2469
poisonprevention.org

Lifesavers

National Conference on Highway Safety Priorities

March 29 to April 1, 2009

Gaylord Opryland Resort and Convention Center, Nashville, TN
www.lifesaversconference.org

National Window Safety Week

April 5th-11th, 2009

Window Safety Task Force of the National Safety Council
www.nsc.org/news/window.aspx

National Playground Safety Week

April 20-26, 2009

www.uni.edu/playground/safetyweek

National Youth Traffic Safety Month

May 2009

National Organization for Youth Safety
www.noys.org

National Safe Boating Week

May 16-22, 2009

The National Safe Boating Council, Inc.
www.safeboatingcouncil.org

The 18th Annual Summer Institute on Injury Prevention and Control Principals and Practices of Injury Prevention

June 7 - 11, 2009

www.jhsph.edu/injurycenter/training/summer_institute

Playground Safety School

August 2009

University of Northern Iowa, Cedar Falls, IA

National Farm Safety & Health Week

September 20 - 26, 2009

www.nsc.org/necas

National Fire Prevention Week

October 4-10, 2009

National Fire Prevention Association
1 800 344-3555
www.nfpa.org

National School Bus Safety Week

October 19-23, 2009

National Association for Pupil Transportation
(800) 989-NAPT
www.napt.org

American Association of Pediatricians, National Conference and Exhibition

October 17-20, 2009

National Child Passenger Safety Week

September 20-26, 2009

www.nhtsa.gov

National Teen Driver Safety Week

October 18 - 24, 2009

Karen Holm, holmk@email.chop.edu

American Public Health Association 137th Annual Meeting & Expo

November 7-11, 2009

Philadelphia, PA

14th Annual Injury Free Coalition for Kids Conference

December 11-13, 2009

Fort Lauderdale, FL



Money Matters

Atlanta

Injury Free Atlanta received a two year grant of \$139,000 Office of Highway Safety grant from the Georgia Governor's Office. The funds will be used to provide carseats and carseat training to both Spanish and English speaking communities.

Detroit

Injury Free Detroit is helping families comply with a new state booster seat law. The State of Michigan contributed \$10,000 to support efforts to provide booster seats for Head Start children. In addition to supplying more than 1,000 booster seats Injury Free Detroit used the funds to provide the Head Start staff, parents and students with injury prevention education.

Hartford

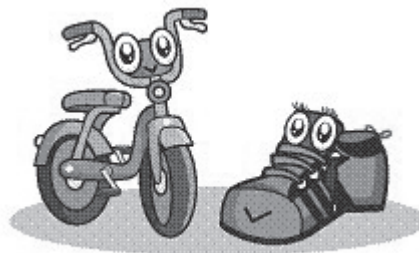
Injury Free Hartford receive a \$750,000 Health Resources and Services Administration/Emergency Medical Services Corporation grant to be used to investigate the efficacy of driving simulator training in 12 high schools in Connecticut. The funds will be distributed over a three year period.

Indianapolis

Injury Free Indianapolis and the Central Indiana Pedestrian Taskforce, received a Public Health Traffic Safety Institute award from the American Public Health Association (APHA) to focus on pedestrian injuries. The taskforce, led by Injury Free program coordinator Dawn Daniels, PhD, is comprised of hospitals, city planners, the Marion County Health Department, neighborhood associations, law enforcement, and public school officials from the area. "Several of our

neighborhoods have pedestrian injury rates that are more than six times the national rates," Dr. Daniels said. "This grant provides us the opportunity to bring together concerned agencies and citizens with expertise from the National Highway Transportation Safety Administration and APHA."

Little Rock



Spokes and Lacie

Injury Free Little Rock received a \$155,000 Federal Funding award allowing that site to move into phase two of a project designed to develop a state-specific tool kit and website to assist the Arkansas State Highway and Transportation Department in its school district recruitment efforts. During year one, Spokes (bicycle) and Lacy (shoe) were developed as the mascots for the program and placed on all materials. An advisory board with representatives from local law enforcement, education, and health care reviewed the materials and provided feedback for dissemination.



Year two of the project will involve the dissemination of the Safe Routes To School materials and implementation of a workshop series. In addition a standardized evaluation plan of the materials and of currently funded Safe Routes To School programs will be put in place to identify barriers and improve adoption for sustainability.

Resources

Philadelphia

The Center for Injury Research and Prevention at The Children's Hospital of Philadelphia has developed and launched the After The Injury website (www.aftertheinjury.org) for parents of children who have experienced an injury. The website includes video clips and interactive tools with tips for parents on the injury recovery process and how to help their child cope.

Additionally, the site provides information for parents on post traumatic stress symptoms and guidance on when to seek further professional help for their child or themselves. Using the interactive features of the After The Injury website, parents can take a quiz to develop a personalized care plan for their child, identify specific emotional reactions and get recommendations for how to help. The Center is currently evaluating the website's effectiveness in increasing parent knowledge about child reactions to injury and about how to help their child cope.

Minneapolis

Injury Free Minneapolis at Hennepin County Medical Center has a new website for kids, adults, and schools. You can find it at www.savethisbrain.org. This interactive web site addresses brain injury awareness and prevention. People can go on-line and "build a brain" as they learn about the different functions of the brain. They can drag over pictures from a menu that represents what might be lost if that lobe of the brain was injured. Visitors can print the information out as well.

Research

Cincinnati

Safety Resource Center Update
In June 2005, Injury Free Cincinnati established the Safety Resource Center (SRC) in the Emergency Department (ED) waiting area at Cincinnati Children's Hospital Medical Center (CCHMC) to educate families about injury prevention and provide them with discounted safety products.

CCHMC ED receives approximately 85,000 patients annually, with 97% of patients under the age of 18 years old and 74% under the age of 13 years old. SRC staff sells products of proven efficacy (e.g. car seats, smoke alarms and bike helmets) and offers safety education materials to patients and families. Along with safety equipment sales, safety center personnel educate families about safety and provide car seat fitting free of charge. Follow-up phone calls are made to all families 3 weeks after they purchase a product. The SRC is available to all children and families within the hospital and local community.

The Cincinnati site evaluated the utilization of the SRC with regard to injury prevention (IP) counseling, sales and parental responses to the services. This two-year review suggests that a Safety Resource Center in a busy, level 1 trauma, pediatric emergency department is useful, well accepted, and provides a valuable service for ED patients and families. 786 families departed from the CCHMC ED safer after purchasing safety equipment and approximately 13,000 families were educated about better safety practices.

Overall, the majority of families were pleased with the location of the store and the service that was provided. At follow-up, 97% of families reported utilizing the device they purchased all the time and 28% claimed to change

their behavior based on the information they received. Since injuries are the number one cause of morbidity and mortality to US children, we believe that a SRC in a pediatric emergency department will likely reduce injuries at a cost that outweighs the expense of providing the service.

Washington, DC

Injury Free DC has developed a new committee on Injury Research. It consists of clinicians, researchers, and community members. The group will study new trends in injuries, participate in injury related research, and provide for a forum for members to discuss areas related to injury research. Injury Free will be a part of the committee.

Injury Free DC Principal Investigator Dr. Leticia Ryan, received two new grants related to injury research.

The "Analysis of Bone Health in African American Children with Forearm Fractures" received a \$753,975 K23 Mentored Patient Oriented Career Development Award from the National Institutes of Health National Center for Research Resources.

It will help with the comparison of bone health in urban African American children with forearm fractures. She wants to evaluate the hypothesis that African American children with forearm fractures are more likely to have deficient bone health than fracture-free controls.

The second award Dr. Ryan received is a \$22,555 Research Advisory Council Award from the Children's Research Institute at Children's National Medical Center.

It will assist with her study, "Bridging the Gap Between Clinical and Community Research: Assessing the Association between Fracture Rates in Children and Neighborhood Characteristics."

Philadelphia

A study released from The Children's Hospital of Philadelphia (CHOP) this year shows that distributing car safety seats among economically disadvantaged children could be as cost-effective as federal vaccination programs. The research was published in the Journal of Ambulatory Pediatrics. It provides a way for state and national lawmakers who set healthcare policy to focus on preventive care for children.

The Vaccines for Children (VFC) program proved to be a smart investment of public funds to prevent illness and disease, said Flaura Winston, MD, PhD, PI of Injury Free Philadelphia at The Children's Hospital of Philadelphia, an author on the paper and the co-scientific director of the Center for Injury Research and Prevention at The Children's Hospital of Philadelphia. She went on to say that with this study, they show that similar public commitment to reduce the incidence of motor vehicle crash injury - the leading cause of death and permanent disability among children - would also result in significant cost savings and health benefits to society and affected children.





Injury Free coalition
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Issue 6 • Winter 2008



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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.