

National Injury Prevention Day 2021

On the 2nd National Injury Prevention Day, November 18, 2021, across the country when the sun went down a hue of green lights glowed in the horizon of more than 100 locations across the country. From the Sears Tower and John Hancock buildings in Chicago, to the Governor Mario M Cuomo Bridge in New York and Lumen Field the home of the Seattle Sea Hawks light switches were flipped, and green lights came on to show concerns about the rate of children and their families being killed and hospitalized by injuries and violence. Green lights in rural areas like Iowa City, Little Rock, Arkansas, Oklahoma City and Topeka, Kansas shined just as bright. Hospitals, municipal and state buildings, bridges and local diners and small businesses also showed their support. However, the effort was about more than green lights. The day was designed to raise awareness, educate, and empower people to address injury and violence -- the number one killers and cause of hospitalization and death of people ages 1 to 44. A tribute to and a charge from injury prevention pioneer Barbara Barlow, MD kicked the day off and initiated work in communities across the country. The efforts were led by eight of the country's most affective injury prevention organizations.

The Injury Free Coalition for Kids, an outreach arm of the Columbia Center for Injury Science and Prevention, nurses, and community outreach personnel of 40 Trauma Centers across the country joined Safe Kids Worldwide, Safe States Alliance, the American Trauma Society, the American Academy of Pediatrics, Be Smart – a division of Everytown for Gun Safety, The Society for Advancement of Violence and Injury Research, the Trauma Center Association of America and JPMA Cares. Six of the country's Injury Control Research Center's took part. Each group addressed Injury and Violence in their own way. Lives were touched in communities of 52 cities of 35 states.

Activities ranged from internal events with employees wearing green and giving away materials to raise awareness or provide safety tips to faculty, staff, students and patients to the hosting of information tables, safety fairs and baby safety showers. There were more extensive internal trainings like "Stop The Bleed" and Child Passenger Safety Trainings and Certification classes. Information was shared on electronic screens used in some hospitals and regional clinics. In one hospital contests using photos that 'spotlighted' practices that prevent injuries for staff, in another city an earthquake/disaster preparedness book reading took place every hour and a wheeled Injury Prevention resource cart went through its waiting room.

While activities took place in hospitals across the country there were many events that reached outside of hospital walls. An Anti-Gun Violence March and Rally took to the streets in one city. A trauma team educated young people from a local Soccer Club Team (FC Revolution) on the signs and symptoms of concussions in another. Child safety seat checks provided information and distributed equipment a number of cities. Stop the Bleed classes that were held inside some hospitals were also administered in communities of others. One Injury Free site offered CPS CEU's and OEMS credits during an all-day virtual conference that focused on a number of injuries. In another city, a university had an event where various Department Chairs and staff from injury prevention programs set up tables and discussed their prevention programs with staff and learners. In yet another city, there were town hall like meetings that provided opportunities for conversations about playground and recreational safety for children with disabilities.

Knowing the importance of addressing injury and violence, despite COVID more than 50 hospitals took part in National Injury Prevention Day.

Fueled by climbing murder rates, the message was taken to the streets of Philadelphia with a march and rally against gun violence lead by The West/Southwest Collaborative which includes the University of Pennsylvania CDC funded Injury Science Center, and the Penn Trauma Center. Injury Free Louisville used a candle lighting ceremony to recognize 104 children killed by guns there during the past year. It was among 19 cities that received and distributed gun locks donated by master lock and the gun people to assist with safer storage of guns. The effort brought together two seemingly opposing forces when Cease Fire and Elite Firearms found common ground.

Firearm Injury Prevention

- | | | |
|---------------|-----------------|------------------|
| 1. Austin | 8. Jacksonville | 15. New Haven |
| 2. Baltimore | 9. Kansas City | 16. Philadelphia |
| 3. Birmingham | 10. Louisville | 17. Pittsburgh |
| 4. Charleston | 11. Miami | 18. Portland |
| 5. Chicago | 12. Milwaukee | 19. Tampa |
| 6. Houston | 13. Minneapolis | |
| 7. Iowa City | 14. Nashville | |

Transportation Safety

Carseats/Boosters

Car seats and information about transportation safety went to families in 18 different cities. Hawaii held classes on how to transport children with special needs. In Milwaukee new employees were trained.

- | | | |
|-------------------------|-----------------|----------------------------|
| 1. Arkansas | 7. Hawaii | 13. New York, Presbyterian |
| 2. Austin | 8. Indianapolis | 14. Palo Alto |
| 3. Boston, Mass General | 9. Miami | 15. Peoria |
| 4. Chicago | 10. Milwaukee | 16. Phoenix |
| 5. El Paso | 11. Nashville | 17. Seattle |
| 6. Ft. Meyers | 12. New Jersey | 18. San Diego |

Helmets

1. Boston
2. Louisville
3. New York City
4. San Diego

Clinician Trainings

Stop the Bleed

1. Kansas City
2. New York, Bellevue
3. New York, Bronx
4. St. Louis

Safe at Home

Support from JPMA Cares provided tools to help families in 29 cities be more safe. Their efforts were among the home safety assistance provided in 18 cities, and safe sleep assistance in 9 cities.

Home Safety

- | | | |
|----------------------|-----------------|-----------------|
| 1. Baltimore | 8. Indianapolis | 15. Providence |
| 2. Birmingham | 9. Jacksonville | 16. Minneapolis |
| 3. Boston Children's | 10. Kansas City | 17. Rochester |
| 4. Chicago | 11. Milwaukee | 18. San Diego |
| 5. Hartford | 12. Palo Alto | 19. Seattle |
| 6. Hawaii | 13. Phoenix | 20. Worcester |
| 7. Houston | 14. Pittsburgh | |

Safe Sleep

1. Arkansas
2. Birmingham
3. Baltimore
4. Chicago
5. Houston
6. Indianapolis
7. Louisville
8. Milwaukee
9. New York Presbyterian
10. Palo Alto
11. Phoenix
12. Seattle

Poisonings

Poisonings and drug abuse and overdose concerns were addressed with information, safe storage supplies, and a digital tool kit developed by the Harborview Injury Prevention Research Center.

1. Ft. Meyers
2. Harborview Medical Center
3. Nashville
4. Peoria

Proclamations

The Day's efforts garnered proclamations from more than 14 Mayors, 5 Governors, a Township Supervisor and a Burrough President.

1. Arkansas Governor Asa Hutchinson
2. Kansas Governor Laura Kelly
3. Missouri Governor Michael L. Parson
4. Tennessee Governor Bill Lee
5. Texas Governor Greg Abbott
6. Baltimore Mayor Brandon M. Scott
7. Charleston Mayor John J. Tacklenburg
8. Chicago Mayor Lori E. Lightfoot
9. Coralville Mayor John A. Lundell
10. Denver City and County Mayor Michael B. Hancock
11. Glenn Ridge Borough Mayor Stuart K. Patrick
12. Houston Mayor Sylvester Turner
13. Pittsburgh Mayor, Bill Peduto
14. Millburn Township Mayor Tara B. Prupis
15. Minneapolis Mayor Jacob Frey
16. St. Louis Mayor Tishaura O. Jones
17. St. Paul Mayor Melvin Carter
18. Township of Verona Mayor Alex Roman
19. Worcester Mayor Joseph M. Petty
20. San Diego County Board of Supervisor Jim Desmond
21. Staten Island Borough President James S. Oddo

Media

Twitter Chat

Using the tracker #BelInjuryFree, people across the country took part in a twitter chat starting at 1:00 pm Eastern. Keyhole, an independent social media tracking platform found that during the one-hour twitter chat there were 1,033 users that made 4,806 posts which were engaged or interacted with 5,944 times. According to Keyhole the efforts reached or were seen by were seen by 6,359,708 and they were viewed 25,771,929 times.

Facebook

Ft. Meyers: LeeHealth.org

Charleston: Facebook video interview of doctor with BeSMART local area lead discussing firearm safety

Fresno: Hosted a Facebook live panel discussion, social media post and created a event on Facebook

Arkansas: Facebook posts leading up to and on the 18th (Car Seats of Arkansas)

Milwaukee: Five days leading up to NIPD safety tips were shared on SafeKids WI Facebook
Burlington, VT: promoted the day on Facebook through the UVMMC Facebook page and Safe Kids VT Facebook page
Madera, CA: Facebook Live events
Saint Louis: Facebook: SSM Health Saint Louis University Hospital.
Grand Junction: St. Mary's Facebook
Wheat Ridge: www.facebook.com/lutheranmedctr
San Diego: <https://www.facebook.com/radychildrens/photos/pb.101243982603.-2207520000..10159507653332604/?type=3&theater>
Indianapolis: <https://www.facebook.com/191610900891586/posts/4894033157315980/>
Austin: <https://www.facebook.com/DellChildrensMedicalCenter/photos/pb.181748291988501.-2207520000..2090587571104554/?type=3&theater>

Twitter

Arkansas: Social media posts leading up to and on the 18th, including for Twitter (@archchildrensIPC)
Wheat Ridge, CO: Social Media Posts
Iowa City: created web page, Podcast and blog posts on rural child injuries
Hollywood, FL: (Q/A) video with a Pediatric Trauma Surgeon was tweeted
Milwaukee: Five days leading up to NIPD safety tips twitter
Atlanta: Injury Prevention messages were shared leading up to the event

Instagram

Hollywood, FL: Live Instagram video (Q/A) with one of Pediatric Trauma Surgeons
Grand Junction: St. Mary's <https://www.instagram.com/p/CWa7-NGrmRQ/?>
Miami: https://www.instagram.com/p/CWCDWBCMZVE/?utm_medium=copy_link

Meetings

Boston: Day long Conference addressing various Injury Mechanisms
<https://injuryfree.org/resources/Injury%20Prevention%20Day%20Conference.pdf>
Scotch Plains NJ: Community Safety Conversations event
Albuquerque, NM: Theresa Cruz, PhD, discussed What are our children and how we can help bring attention to this crisis and Department Chairs, staff from the University of New Mexico Injury Prevention Programs set up tables and discussed their prevention programs with staff and learners
Portland: Scheduled workshop to work with Safe Storage for education for Home Visitors

Webinars/Podcasts/Blogs

Scotch Plains NJ: webinar discussing safety with community recreation providers
Baltimore: <https://www.maryland-traumanet.com/national-injury-prevention-day-2021/>
Phoenix: <https://phoenixchildrens.org/blog/2021/11/national-child-injury-prevention-day-shine-a-green-light-playdate-safety>
Seattle Harborview: <https://newsroom.uw.edu/postscript/teen-opioid-use-local-focus-injury-prevention-day>
Miami: <https://news.umihealth.org/en/national-injury-prevention-day-is-here/>
Kansas City: <https://qc4parentsateachers.weebly.com/blog/2021-national-injury-prevention-day-at-charlies-house>

Videos

Savannah Georgia: Shine green lights and media interviews

Nashville: Channel 5 news also interviewed Jeffrey Upperman, MD about the importance of the day

Dallas, TX: Radio Interview on KRLD Radio looking at the Human Side of Healthcare. They promoted the day and talked about its importance.

Philadelphia: Newspaper and television interviews

Kansas City: KCTV News Interview, KU Morning Show

Milwaukee: Live at Noon TV Program https://www.youtube.com/watch?v=UcG_Mwarchg

St. Louis: KMOV Channel 4 news.

St. Louis: <https://www.youtube.com/watch?v=l4pxX-bejtk>

Chicago: CBS Channel 2 <https://www.youtube.com/watch?v=VOc7AfcG0jI>

Nashville: Channel 5 CBS <https://www.youtube.com/watch?v=IM0INtc8BD0>

Dallas: KRLD Radio <https://www.youtube.com/watch?v=v3VHL1mCwOs>

Baltimore: WMAR Channel 2 ABC <https://www.maryland-traumanet.com/national-injury-prevention-day-on-midday-maryland/>

Houston: KHOU <https://www.khou.com/article/entertainment/television/programs/great-day-houston/trauma-among-kids-and-how-to-avoid-accidents/285-85e43af0-1ff1-4200-94d3-55d8029c8c86>

Austin: KVUE <https://www.youtube.com/watch?v=emgWZR4LVrg>

Kansas City: <https://www.youtube.com/watch?v=4UUogqQq5Z8&t=55s>

Newsletters/Electronic Messaging

Seattle Children's Hospital: Internal newsletters/announcements were used for promotion along with electronic screens that were populated with Injury Prevention information throughout the hospital and regional clinics

Atlanta: Injury Prevention messages were shared in Inside Grady Weekly

Milwaukee: Newsbreak

Albuquerque, NM: <https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:856f84f2-b4f0-4a06-a404-df0858c20f64>

Albuquerque, NM: <https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:ecd382be-33b3-466f-bcee-f86fc400c998>

Nashville: <https://news.vumc.org/2021/11/18/national-injury-prevention-day-highlights-need-for-awareness/>

Seattle Harborview: <https://publichealthinsider.com/2021/11/17/national-injury-prevention-day/> ;

Miami: <https://www.injuryfreemiami.org/national-injury-prevention-day-is-here/>

Kansas City: <https://news.childrensmercy.org/top-injury-and-violence-prevention-advocates-across-the-country-join-forces/>

Topeka: <https://www.wibw.com/2021/11/18/popular-topeka-sites-light-up-green-thursday-night-injury-prevention-day/>

Houston: Hello Woodlands <https://hellowoodlands.com/memorial-hermann-national-injury-prevention-day/>

CDC Centers Involved:

1. University of Iowa Injury Prevention Research Center (UI IPRC)
2. University of Washington: Harborview Injury Prevention & Research Center (HIPRC)
3. Columbia University: Columbia Center for Injury Science and Prevention (CCISP)
4. University of Pennsylvania: Penn Injury Science Center (PISC)
5. Nationwide Children's Hospital: Center for Injury Research and Policy (CIRP)
6. Johns Hopkins University: Center for Injury Research and Policy (JHCIRP)

Many of the sites involved say they were able to strengthen internal and external relationships and plan to take part next year for the third annual National Injury Prevention Day.

Safe Roads Now and Prevent Child Injury have placed it on their calendars of annual events.