



The Moment

A Newsletter for Supporters of the Injury Prevention Center

IT ONLY TAKES A MOMENT...

On April 9, the Injury Prevention Center (IPC) celebrated it's one year anniversary. In a special ceremony, the IPC honored it's 2008-2009 Partners in Prevention for dedication in the areas of advocacy, education, research, and service. These individuals included:

- Governor Mike Beebe
- Joseph W. Thompson, MD, MPH
- Representative Robbie Wills
- Senator Tracy Steele
- Representative Gregg Reep
- Senator Jimmy Jeffress
- Representative Gene Shelby
- Senator Henry "Hank" Wilkins, IV
- Representative Fred Allen
- Senator Sharon Trusty
- Representative George Overbey
- Rosi Smith
- Bridget White
- Lt. Mark Shoemaker
- The Hackett Family
- Darrion Coleman
- Gary Stephenson
- Lynda Englehart
- Jetta and Erica Roberg
- Joanne McLendon
- James Graham, MD
- Patti Brady
- Rebecca Patterson, DSN, PNP, APRN, BC
- Tammy Chandler and Pam Huggins
- Denice Eaves
- Alex Aitken
- Suellen Simpson
- Jeremy Harper
- Misty Pascal
- Gayle Graves and Phillip Hood, Allstate
- Mike Klumpp, 4H
- Joe Huggins, Arkansas Game and Fish



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Partners in Prevention

On January 8, 2009, the IPC partnered with **Aimee Berry**, Executive Director of the American Academy of Pediatrics Arkansas Chapter, in a "Connecting the Dots" education session at **Jefferson Elementary**. Dr. Mary Aitken dicussed with parents on the importance of motor vehicle safety for children and teens. While their parents were learning about motor vehicle safety, the children attended their own session taught by IPC staff. The session stressed the importance of being a "Back Seat V.I.P." with an emphasis on booster seats. It was a successful event and families were able to have their children checked to see if they were in need of a booster seat. A home safety Jeopardy game was played with families over dinner with home safety bags offered as prizes.

The IPC applauds Jefferson Elementary and Aimee Berry for their hard work and a job well done.



In January 2009, Arkansas was the only state in the nation without a single designated trauma center and one of only a handful of states without a trauma system. Due to its secondary enforcement seat belt law, absence of a graduated driver licensing law, and other deficiencies, the state was also ranked last in the nation for highway safety laws in the 2008 Emergency Nurses Association's National Scorecard on State Roadway Laws.

Improving the health of Arkansans was top on the Arkansas Governor's priorities this session. In his weekly column and radio address on January 23, 2009, Arkansas Governor Mike Beebe stated, "It's a choice between a past where Arkansas has languished near the bottom of nearly every national survey of major health indicators, and a future in which we lift ourselves out of the bottom tier, raise our quality of life, focus on prevention and wellness, and create a healthier Arkansas."

The Injury Prevention Center (IPC) worked diligently to support injury prevention measures through Arkansas Children's Hospital, which made safety a priority in its advocacy. Members of the Building Consensus for Safer Teen Driving Coalition led grass root efforts to support a graduated driver's license law.

The IPC is pleased to announce the following injury prevention successes in this year's Arkansas General Assembly:

February 2009

- Act 180** increase in tobacco tax to fund trauma system
- Act 181** prohibit text messaging for all drivers
- Act 197 & Act 247** to prohibit cell phone use for young drivers



Baby Safety Showers in Phillips County

The IPC is pleased to announce a new project made possible by funding from the Helena Health Foundation. The IPC will be partnering with the Delta Area Health Education Center, the Phillips County Health Unit, and local Pediatricians and Obstetricians to reach high risk moms in Phillips County. Moms will be referred to a Baby Safety Shower where they will receive education about motor vehicle safety and home safety. They will receive car seats for their newborn child and for other children in the home, as well as a home safety kit.



March 2009

- Act 393** establish a statewide trauma system
- Act 308** create a primary seat belt law
- Act 329** prohibit sales of novelty lighters
- Act 394** create a graduated drivers license for teens limiting nighttime driving, cell phone use, and passengers
- Act 693** increase minimum age to operate a personal water craft from 14 to 16

April 2009

- Act 807** ensure graduated drivers license for teens with hardship licenses
- Act 778** establish rules for licensing of child care providers transporting children

AWARDS AND RECOGNITIONS

Arkansas Children's Hospital Wins Addy Award



Arkansas Children's Hospital was honored at the February 2009 Arkansas Advertising Federation's Annual Addy Awards presentation. A 30-second Public Service Announcement produced for the Spring 2008 launch of the Injury Prevention Center at Arkansas Children's hospital won two awards. The PSA reinforced the use of seat belts for teen drivers. It received a Gold Addy Award and the Broadcast-Special Judge's Merit Award (the only Special Judge's Merit Award given in the entire broadcast category).



Strike Out Child Passenger Injury A CDC Sponsored Study

Demonstrates Positive Preliminary Results

Premature graduation from booster seats to seatbelts places children 4 to 7 years of age at risk for injury. This model targets families with booster seat-aged children through baseball programs in small, rural communities. The study aims include increasing the proportion of participants who are optimally restrained, increasing parental knowledge of best practice recommendations for booster seat/safety belt use, and

increasing parental knowledge of state restraint laws. Under leadership from the IPC, the Injury Free Coalition for Kids at pediatric hospitals in Birmingham, AL, and Peoria, IL took first swings at hitting this problem out of the ballpark. Indianapolis, IN will begin batting this year.

The non-randomized, controlled study uses observational and parental response surveys to measure knowledge and behavior change. Selected sites have similar low to moderate socio-economic demographics and little previous child passenger safety (CPS) exposure.

The pre-ball season period is used to generate interest in CPS technician training and conduct community education. Strategies during baseball season include: a brochure on child restraint with a baseball theme, endorsement by coaches, a series of tailored newspaper articles with local spokespersons endorsing child restraint use, and car seat safety checks conducted at the baseball field during games and practices.

More than 1,600 observational surveys were obtained during the 2008 baseball season, and preliminary results are very encouraging. In each state, the intervention resulted in significant increases in recommended child restraint use with no change in restraint use observed in control communities. Interim study findings were presented at the Society for Advancement of Violence and Injury Research meeting in Atlanta, Georgia in March, and the study will continue during the 2009 spring baseball season.

Upcoming Events

May National Water Safety Month, www.apsp.org

May National Youth Traffic Safety Month, www.noys.org

May 16-22, 2009 National Safe Boating Week, www.safeboatingcampaign.com

June Fireworks Safety Month, <http://www.fireworksafety.com/>

June Home Safety Month, <http://www.homesafetycouncil.org/homesafetymonth/homesafetymonth.aspx>

Every Wednesday- Child Passenger Safety Fitting Station, CALL 501.364.3400 or (866) 611.3445

May

- 9 Car Seat Checkup,
Heber Springs Wal-Mart
- 12-15 Child Passenger Safety Certification Class,
NLR Police and Fire Training Facility
- 16 State Farm Safety Day Car Seat Checkup,
McCain Mall
- 21 Car Seat Checkup at Early Head Start
in Hot Springs
- 28 Child Passenger Safety CEU Workshop
- 30 Car Seat Checkup,
Booneville Elementary School

June

- 18 Child Passenger Safety CEU Workshop

Coming Soon!

The IPC will have the following items available soon, fact sheets on Personal Water Craft Safety, Water Safety, and Personal Flotation Devices. We will also have fact sheets about new laws including graduated drivers license and primary seatbelt law. and our 2009 Annual Report. Check out our website for updates:

www.archildren.org/injury_prevention



Injury Prevention Center
archildrens.org

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