



Injury Prevention Center

October 2008

The Moment

A Newsletter for Supporters of the Injury Prevention Center

It only takes
a moment...

Arkansas teens have rates of motor vehicle death that are nearly double the United States national average. (CDC)

Teens in Arkansas account for about 8 percent of the population and 12 percent of motor vehicle crash deaths. (WISQARS)

In 2006, Arkansas teens ages 14 to 18 years were involved in crashes that resulted in the death of 61 people; over two-thirds of those killed were drivers. (FARS 2006, Arkansas State Police)

National Teen Driving Week is October 19—25. The theme this year is *Ride Like a Friend*, which focuses on the importance of being a good passenger. Just one passenger increases the risk of crash by 40%, two passengers double that risk, and three quadruple the risk.

The Injury Prevention Center will be taking this safety message directly to the students. We have plans with local high schools to distribute materials throughout the week on the importance of being a safe passenger and a safe driver. We will also have a booth set up at the North Little Rock/Central game on Friday, October 24th to share our message with parents and answer questions about teen driving. If you would like to be involved or learn more, please contact Mary Porter at 501-364-3396.

October is also **Fire Prevention Month**. Remember to check your smoke detector batteries once a month and replace them every six months. A helpful reminder is to change your batteries when you change your clocks. Daylight Savings Time ends November 2.

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PARTNERS IN PREVENTION



After the loss of her daughter Hannah in 2006 to a motor vehicle crash, **Peggy Hackett** has committed herself to reducing the number of teen motor vehicle crash fatalities in Arkansas.

Since the center opening in April of this year, Peggy has played an critical role in the message the IPC spreads to teens and their parents. At the 2008 Southwest Christian Academy open house, Peggy expanded her initiative to include Child Passenger Safety. She was the lead organizer for a seat check-up event which distributed 20 seats to families in need. Because of her dedication 34 children in central Arkansas are now at a reduced risk of injury in case of a crash.

Peggy, the Injury Prevention Center thanks you for all your hard work and continued support.

In the Media

KATV



All-Terrain Vehicle (ATV) Safety Research Coordinator, John Nixon, appeared on KATV, Good Morning Arkansas on September 29. He was interviewed by newcomer to the show Anne Presley. The interview went great! John was able to get an ATV Safety message out to parents and children concerning passengers, size of the ATV, and the proper clothing to be worn while riding. With deer hunting season just right around the corner John also talked

about the increased injury risks associated with the time of year and reminded riders of all ages to always...

**PLAN YOUR
T.R.I.P.S.S.!**



For more information log on to www.archildrens.org/injury_prevention

Reynolds Media

Reynolds Media recently invited



the **Child Passenger Safety Education (CPSE) Program Coordinator, Virginia Lancaster**, and CPSE Outreach Coordinator, **Chelle McCarroll** to do a segment on their talk show, 726. Reynolds Media is a family-owned cable operation that focuses on education and faith-based issues. Their coverage area reaches southern Missouri and north central Arkansas.

The IPC will now be a regular on 726. Injury topics will be featured quarterly. In January IPC Associate Director, **Heather Williamson** will do a segment on general injury prevention and how we can

**Leave Injury
Behind in
2009!**



Walk this way!

Stephannie Baker, with our Safe Routes to School program, will be travelling to London, AR at the beginning of October to participate in the Walk to School Rally being held at London Elementary School. October 8th is National Walk to School Day. For more information on how to get your school involved contact Stephannie at 501-364-4954 or visit the national site online:

www.walktoschool.org. More information about Safe Routes to School programming can be found online at www.arsaferoutes.org.



Dear Injury Prevention Center Team,

Thank you, so much for the car seat it is a true blessing. My son totally loved it. First thing he thought of was Spider Man. It is perfect... Like all mothers, I feel like I'm in left field when it comes to certain things. I am glad your organization is here to answer. It is comforting to know that there are organizations out there concerned with not only their safety but also the safety for all. Please keep up the wonderful job you are doing.

—Judi, Harrison, AR



Strike Out!

Hits Child Passenger Injury Out of the Park

Batter up!! Strike Out Child Passenger Injury has had another successful year. This year the program expanded to include Illinois and Alabama. "Collaboration amongst our hospital and researchers at Children's Hospital of Alabama, University of Alabama at Birmingham, Children's Hospital of Illinois, OSF Saint Francis Medical Center, and the University of Illinois College of Medicine (UICOMP) was very exciting," says **Byron Anderson**, Program Coordinator. "Seeing the program work across state lines, educating parents and empowering kids to buckle up in booster seats while having fun playing t-ball, I think that's a run on the bases that everyone wants to see." Byron and his teams held seat check-ups across the state of Arkansas in Monticello, Malvern, Heber Springs, and Bald Knob. There were a total of 146 child passenger seats given to families in these four areas. Of these, 89 were booster seats. Plans are already in the work for the 2009 season. "The 2009 season is an extremely promising one," Byron continues. "We aim to keep having the successes we are experiencing and the study will expand to include Indiana. We have already begun picking cities to conduct the study in. Since this is a research study we are always determining ways to make it more efficient, while ensuring that children, parents and the communities receive as much education about booster seat and child restraint as possible."

Strike Out Child Passenger Injury is a multi-state study to determine if an intervention through a popular community sporting event (t-ball) will increase use of child passenger restraints, specifically booster seats for children ages 4 to 7 in rural communities. The project is supported by the Centers for Disease Control.

The Injury Prevention Center recently received word that the **Strike Out Child Passenger Injury** program has been accepted as a poster in the Child Advocacy track for the NACHRI and N.A.C.H. 2009 Creating Connections Conference to be held in Nashville, TN in the Spring of 2009. Also receiving this honor is our **All-Terrain Vehicle (ATV) Safety Education for Rural Communities** program. Members from the IPC team will be attending this conference and representing the IPC.

Child Passenger Safety turns up the heat!



Despite heat indexes of 100° and higher, a group of 13 dedicated health care professionals gave their time to become child passenger safety seat technicians. A certification class like this one takes weeks of preparation. Lead instructor, **Virginia Lancaster** from UAMS, says it is a team effort. Virginia and her team of six child passenger safety instructors from UAMS and ACH led the participants in a four day intensive training class focusing on injury prevention and crash dynamics, appropriate seat selection and installation of child safety seats, seat belt systems in vehicles, child passenger safety in other vehicles and modes of transportation, and effective communication techniques. After passing a written examination and three hands-on skills examinations, the students are required to participate in a Child Seat Check-Up event that is normally held at the conclusion of the week long course. The check-up saw a 95% rate of misuse. A total of 20 seating positions were checked and 14 seats were distributed.

Virginia would like to thank ACH Community Outreach for securing the class location, the hands-on location in East Campus parking lot, and the check-up event at Martin Luther King Elementary. Breakfast for class participants was provided by the UAMS Nursery and lunch was provided by ACH Community Outreach. Replacement seats to families were provided by the UAMS CPSE Program.

Instructors Kristen Hewitt — ACH Community Outreach; Sharon Bilbrey, — ACH Community Outreach, S.T.O.P (Safe Transportation of Patients Program); Charles Maxwell — ACH Community Outreach; Betsey Mowery — UAMS Safe from the Start, Antenatal/Neonatal CPS Program; Mary Porter — ACH Injury Prevention Center, Teen Driving Coordinator; Valerie Beck — UAMS, Neonatal Intensive Care Unit **Assisting Technician** Byron Anderson, UAMS, Strike Out Child Passenger Injury Program.

Mark Your Calendar

October—Fire Prevention Month

- 4 Child Passenger Seat Check-Up
Hot Springs Wal-Mart, Albert Pike, 10:00a -1:00p
Sponsored by ACH Community Outreach and Circle of Friends
- 8 National Walk to School Day
- 18 Arkansas Early Childhood Association
Poster Presentation
- 19 - 25 National Teen Driving Week
- 30 Health Fair, Crystal Hill Elementary

November—Holiday and Toy Safety Month

- 8 Child Passenger Seat Check-Up
Heber Springs Wal-Mart , 10:00a - 2:00p
Sponsored by the Rotary Club of Cleburne County
- 13 - 14 Informed Choices = Injury Prevention
Health Educators Training
- 18 - 21 CPSE Certification Class (tentative)
Little Rock Air Force Base
For more info call Virginia Lancaster, (501) 364-2478

December—Leaving Injury Behind in 2009

- 13 Girl Scouts Leadership Conference
- 16 HIPPY Coordinator Conference

In the Media

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We have a monthly segment on KATV Channel 7's Good Morning Arkansas. Please tune in for injury prevention information:

October 16—Teen Driving

November 24—Holiday and Toy Safety

December 29—Leaving Injury Behind in 2009

Coming Soon!

All media segments will be available via the IPC website:
www.archildrens.org/injury_prevention

The Moment

The Moment is a quarterly publication for supporters of the Injury Prevention Center at Arkansas Children's Hospital.

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