

# The Injury Free Connection

The Newsletter of the Injury Free Coalition for Kids®

Issue 7 • Winter 2009



## CDC Funds Injury Free Cross Site Research

### CDC Funds Translational Research Project With 7 Injury Free Sites

The Injury Prevention Center at Rhode Island Hospital and Injury Free Providence received a Centers for Disease Control and Prevention grant to carry out a three-year translational research project studying alcohol screening and brief intervention services for injured adolescent patients.

Under the direction of Principal Investigator Michael Mello, MD, MPH, the project will examine the adoption, implementation and maintenance of alcohol screening and brief intervention and referral to treatment (SBIRT), a comprehensive approach to providing early intervention and treatment to those with risky alcohol use through universal alcohol screening.

Literature supports SBIRT within trauma centers; however, limited research has been conducted on the dissemination of SBIRT, especially within pediatric trauma centers.

Seven pediatric level 1 trauma centers across the country, all of which are Injury Free Coalition for Kids sites, are serving as the survey sites. These sites include: Rady's Children's Hospital and Health Center in San Diego; Cincinnati Children's Hospital; Children's Hospital of Wisconsin in Milwaukee; Children's Hospital of Michigan in Detroit; Children's Hospital of Pittsburgh; Connecticut Children's Medical Center in Hartford; Riley Hospital for Children in Indianapolis.

Each of these sites has designated a project site leader who will help their trauma center develop, integrate and maintain adolescent alcohol screening and brief intervention services by participating in various technical assistance components over a 22 month period.

"We expect that this research project will provide us with valuable information that will help all pediatric trauma centers better integrate alcohol screening and brief intervention into practice," Mello explained.



David Hemenway, PhD

Author, Economist, and Harvard School of Public Health Professor, David Hemenway, Ph.D., will provide insight into

some of the heroes in injury prevention this year when he delivers the keynote address at Forging New Frontiers, the Road to Best Practices in Injury Prevention, the 14th annual Injury Free conference. Dr. Hemenway is the author of [While You Were Sleeping: Success Stories in Injury Prevention and Violence Prevention](#). The book describes more than sixty successes, and over thirty heroes who have made the world safer.

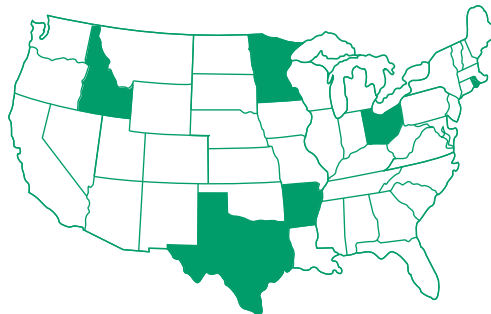
Hemenway is Director of the Harvard Injury Control Research Center and the Youth Violence Prevention Center. He was President of the Society for the Advancement of Violence and Injury Research and in 2007 received the Excellence in Science award from the injury section of the American Public Health Association.

For more conference information go to page 7.

## Changes in Laws Help Injury Prevention Efforts of 6 States

Advocacy, education, enforcement and environmental changes are the cornerstones to successful public health injury prevention efforts, and this year lawmakers played a key role when it comes to making a difference.

The development of new laws and strengthening of laws currently on the books in six states this year began providing better tools for Injury Free sites, and it seems that in at least one city changes can already be seen.

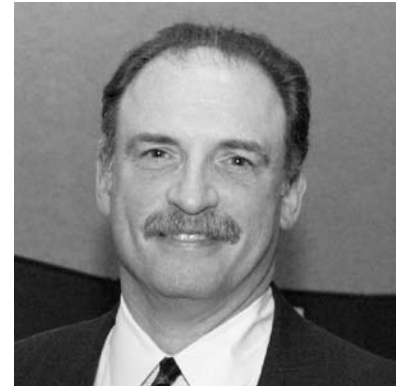


After seven years of introducing traffic safety bills to the legislature, Minnesota claimed a victory this spring with the passage of both primary seat

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## Injury Free Helps Texas Hospital Get Level I Trauma Accreditation

Dell Children's Medical Center this year received designation as a Level I Pediatric Trauma Center from the American College of Surgeons. Dell Children's is the first to achieve this honor without an affiliation with an academic medical school. The Research and Prevention programs, both supported by Injury Free Austin, were cited as program strengths and lauded by the review panel.



Greetings,

I hope this newsletter will serve as an update of our organization's activities to advance our mission to reduce preventable injuries to the children of America. Across the country Injury Free Sites are using innovative methods to determine how to best address the injuries that are taking place within the communities they serve, and they are evaluating their programs, projects and methodology to ensure that they are being effective. It is the tried and true process established by our founder and now Executive Director Dr. Barbara Barlow, who helped to reduce the rate of Injury by 65 percent during a 14 year period. I can not be more proud of how we are continuing the legacy she has built.

As you read through the newsletter pay special attention to the cross site research being done, the new laws being passed and the current laws being reinforced with the help of sites educating the public and legislators, and don't miss research being done to evaluate new programs. Be sure to note the people, organizations, and corporations who support our efforts and take pride in all that we do.

This year for the first time we are operating under the direction of a newly incorporated a Board of Directors, and I've had the honor of serving as president. You'll have a chance to meet the board through the pages of this newsletter, and you can learn more about them by visiting our website at [www.injuryfree.org](http://www.injuryfree.org). The board has been phenomenal as it has taken the reigns and continued to push the organization forward. We are actively seeking partnerships with other national organizations who share our mission. We are also seeking corporate sponsorships to support us and make our work possible, and we are looking at ways to get our message out to people who need to hear it most. We feel we have a dynamic, vibrant group of dedicated trauma/ injury prevention specialists with much to offer the kids of America, and we are actively soliciting new members to expand our numbers.

Together we are helping to mentor children's hospitals and trauma centers to be part of the paradigm shift for wellness promotion by eliminating preventable injury. We are helping to promote community wellness by fulfilling the need for more community disaster preparedness. With the expertise, passion and vision of the people on the following pages we are serving the children across the country.

I hope this newsletter will serve as a tool to inspire and encourage.

Sincerely,

Michael P. Hirsh, MD, MPH  
Professor of Surgery and Pediatrics, University of Massachusetts Medical School  
Chief, Division of Pediatric Surgery and Trauma, Associate Director,  
Pediatric Intensive Care Unit and Surgeon-in-Chief,  
UMASS Memorial Children's Medical Center of UMASS Memorial Health Care System  
Co-PI, Injury Free Coalition for Kids, Worcester, MA  
Board President, Injury Free Coalition for Kids



Hello everyone,

As I read this newsletter, I can not tell you the thrill it gives me to see how our new board of directors is taking over the reigns of leadership and that you are continuing to work hard to help the most vulnerable members of our population. I am extremely proud of the work everyone is doing. While I know each of you does the work of injury prevention because you care about children and know the burden injury poses to our society both in years of life lost and financially, it is wonderful to see how you are being rewarded.

Laws are changing making the roads safer and our teens better drivers. Children are traveling more safely on bikes, in cars and by foot because of the work that you are doing. Parents are sleeping at night knowing that their children have been put to bed appropriately. The list goes on. I appreciate all that you have done, and the work that you are now doing. It comes at a time when we need it most.

Because of the current economic situation and the tightening of funds at corporations across the country, it is important that we continue to stretch our dollars as we have always done to make a difference for our children. When I started this program more than a decade ago, I knew what we were doing was important and I know now that it is more important than ever.

Continue the work that you are doing. Our children both deserve and need to be injury free.

Sincerely,



Barbara Barlow, MD  
Professor of Surgery, College of Physicians and Surgeons, Columbia University  
Professor of Surgery in Epidemiology, Mailman School of Public Health, Columbia University  
Founder & Executive Director, Injury Free Coalition for Kids®

## Meet the Board



### Board President

**Micheal Hirsh, MD, MPH**  
Prof. of Surgery and Pediatrics, UMASS Medical School; Chief, Div. of Pediatric Surgery and Trauma, Assoc. Dir., Pediatric Intensive Care

Unit and Surgeon-in-Chief, UMASS Memorial Children's Medical Center of UMASS Memorial Health Care System; Co-PI Injury Free Worcester

I would like to say that being part of Injury Free makes me feel like the Trauma Program I run is not merely a "patch-em-up, send them back out" MASH unit, but instead a center instep with the paradigm shift to wellness promotion.



### President Elect

**Barbara A. Gaines, MD**  
Assist. Prof. of Surgery; Dir. of Trauma and Injury Prevention; PI, Injury Free Pittsburgh

It's great to be a part of Injury Free because it's one of the few organizations that embraces professional diversity with pediatricians and surgeons, social workers and nurses, PhDs and community activists. Together we bring the safety message to kids and parents with our unique perspectives while formally evaluating our efforts.

## Injury Free Changes Leadership Structure

The Injury Free mission remains the same, to prevent injuries to children, but for the first time in the 14 year history of the organizations, oversight of the Injury Free Coalition for Kids became the responsibility of a governing board elected last year by the organization's members at large.

In accordance to the newly elected by-laws the board consists of 10 physicians who serve as Principal Investigators of Injury Free Coalition for Kids sites and four who serve as program coordinators.

Each of the board members come to the board and the organization with their own reasons for taking part. Michael Hirsh, MD, MPH was unanimously elected as the first president to serve over the organization and Barbara Gaines, MD is serving as the President Elect.

The Board is charged with supervising and directing the affairs of the Coalition, determining its policies and defining the by-laws by which it operates, actively promoting its purposes, and overseeing the disbursement of its funds.

In addition each member agrees to support the Coalition by being committed to coordinating its activities, providing services to sites and nurturing the relationships they build with professional associations.

In the following columns, each of the board members share their reasons for taking part in the coalition.



**Mike Gittelman, MD**  
Assoc. Prof. of Clinical Pediatrics at the University Of Cincinnati School Of Medicine, Co-PI, Injury Free Cincinnati, OH

An organization, like Injury Free, that is committed to analyzing data in order to target problems, work with communities to assess their needs, and partner to develop interventions that reduce injuries to youth is essential; making this organization one I want to be a part of and see become successful.



### Kathy Monroe, MD

Prof. of Pediatrics, Children's Hospital of Alabama at University of Alabama, Birmingham Co-PI, Injury Free Birmingham, AL

My primary research interest is preventing injuries to children, Injury Free has provided me support in those efforts and I love the guidance it has given. Injury Free has provided access to a nationwide panel of experts and ideas and the annual meeting is an excellent forum for feedback and injury prevention education.



### Jonathan I. Groner, MD

Trauma Medical Director, Nationwide Children's Hospital, Co-PI, Injury Free Coalition for Kids of Columbus, OH

Nationwide Children's Hospital has been a proud member of the Injury Free Coalition for Kids since 2003. As anyone who is familiar with the field of injury knows, prevention is key; no other national organization is more dedicated to research-based injury prevention than Injury Free.

# Meet the Board

The Newsletter of the Injury Free Coalition for Kids®



**Melanie Stroud, RN**  
MUSC Children's Hospital  
Pediatric Trauma  
Coordinator, PC, Injury  
Free Charleston

I am a part of Injury Free because it is a distinguished multidisciplinary group of individuals from Children's Hospital Level I Trauma Centers with a proven method to reduce injuries. In my 30 year career as a nurse I have seen many children whose injuries could have been prevented.



**Charles Pruitt, MD**  
Assoc. Prof. of  
Pediatrics, University of  
Utah, PI, Injury Free Salt  
Lake City

Injury Free has been a great help professionally. Since I joined 5 years ago as an Emergency Physician with a research focus of injury prevention, it has helped me build a playground and take on the new position of Medical Advisor for Child Advocacy in my effort to better protect children from senseless injuries.



**Karen Knauf**  
PC, Injury Free Rochester

Injury Free Rochester brings together resourceful people and organizations around one common goal: protecting children from preventable injuries. Together, we empower parents and children by teaching them how to be aware and prepared for whatever might come their way. This is why I am part of Injury Free.



**Jeffrey Upperman, MD**  
Childrens Hospital Los  
Angeles Dir. of Trauma  
and Attending Pediatric  
Surgeon; Assoc. Prof.  
of Surgery Univ. of  
Southern CA, PI, Injury  
Free LA

As the leader of the Childrens Hospital Los Angeles Trauma and Injury Prevention Program, I charge our leadership and community partners with preventing childhood injury through culturally competent communication, innovative community-based programming and evidence-based injury prevention interventions throughout Los Angeles County.



**Kyran Quinlan, MD, MPH**  
Assoc. Prof. of  
Pediatrics, University of  
Chicago Comer Children's  
Hospital; PI, Injury  
Free Chicago at Univ. of  
Chicago

I am committed to protect children from the leading threat to their health in the United States. Working under the Injury Free umbrella allows us to learn from each other, see what works, and better serve the children in our communities.



**Andrea Winthrop, MD**  
Assoc. Prof. of Surgery  
Children's Hospital of  
Wisconsin; Co-PI Injury  
Free Milwaukee

As a Pediatric Surgeon who cares for children with injuries, I have identified that being part of Injury Free provides me with a way to make a lasting contribution to my community. I find it most rewarding to work in collaboration with a group committed to reducing the incidence of childhood injuries, the most significant health care problem facing children and their families.



**Beverly Miller, MEd**  
Assoc. Dir. of Research  
at the Injury Prevention  
Center at Arkansas  
Children's Hospital; PC  
Injury Free Little Rock

Injury Free provides a network of injury prevention colleagues not found in any other organization. My participation on the board is a way in which I can return the investment that Injury Free made into our injury prevention programs and my professional growth.



**Sue A. Cox, RN, MS**  
Director of Trauma  
Services Rady Children's  
Hospital; PC, Injury Free  
San Diego

I am committed to Injury Free to help decrease childhood injuries in our region and to save the life of even one child.



**Joseph O'Neil, MD, MPH**  
Assoc. Prof. of Clinical  
Pediatrics Riley Hospital  
for Children; Co-Medical  
Dir. of ASP & IVPP;  
Co- PI, Injury Free  
Indianapolis

I am a member of Injury Free because this group allows me to work with like-minded colleagues across the US to combine the benefits of academic medicine and community outreach using translational research and evidence based programs to reduce the frequency of intentional and unintentional injury among children in Central Indiana.

## Law Changes In States...

*continued from page 1*

belt and booster seat laws. The new legislation will increase the age requirement for child restraints from four to eight. It also removes an exemption that allowed people over the age of 11 to ride in the back seat unrestrained, that along with the primary seat belt law means everyone should be restrained. The changes are being credited with increasing seat belt use from 87 to 90 percent.

### **Law makers in the five other sites are looking to make changes in their areas.**

#### **Arkansas**

Bills passed by the 2009 General Assembly and signed into law by Governor Beebe include a primary seat belt law, graduated driver's license law for teens, cell phone driving restrictions, banning of novelty lighters, and restricting unsupervised use of motorized personal watercraft by young children.

#### **Ohio**

In October a new booster seat law went into effect in Ohio. The law requires children between four and eight years of age (unless they are 4'9") to be in a belt positioning booster seat if they have outgrown their car seat. During the first six months after the law went into effect, violators were issued a warning; after that time, ticketing began.

The Child Passenger Safety Program at Cincinnati Children's Hospital Medical Center promoted the new law in a number of ways. In conjunction with physician reps, 100 life-sized booster seat posters and educational materials were provided to area pediatricians, outpatient clinics, and the main hospital. The CPS Program worked with Evenflo to provide a life-sized booster

seat poster for all 88 counties in Ohio. In addition, more than 400 booster seats were distributed to low income families.

The Columbus City Council passed a youth bicycle helmet ordinance to promote safe bicycling among local children. The law, which went into effect in July, requires children and teens younger than 18 to wear a helmet while riding bicycles, scooters, skateboards or skates. As a staunch supporter of the ordinance, the Injury Free Coalition for Kids of Columbus located in the Center for Injury Research and Policy (CIRP) at Nationwide Children's Hospital took an active role in pushing for passage of the new law.



#### **Rhode Island**

The Injury Free Coalition for Kids of Providence at the Injury Prevention Center in Hasbro Children's Hospital led the charge this year in a statewide media campaign to raise awareness about a new booster set law that went into affect in that state. The effort included online advertising, statewide newspaper ads, radio ads, interstate billboard ads, and bus panel ads.

The ads raised awareness about the need for child passenger safety checks while radio and newsprint ads directed people to safety checks that were held during Child Passenger Safety Week.

In addition to the media campaign, Injury Free Providence gave away a booster seat a day during the month of September. To be eligible families had to review information about the new law and child passenger safety best practices.

#### **Texas**

After 6 years of advocacy work, this year Texas passed a child passenger safety law requiring children to ride in an appropriate child safety seat until the age of 8, unless they are four feet nine inches tall. The new law went into effect September.

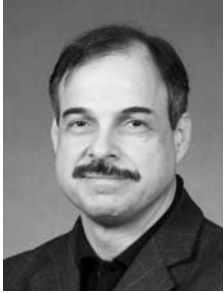
#### **Utah**

In Utah a new law passed changing that state's child restraint law to require children age eight and under to be in a child safety seat or booster seat. The penalty for breaking the law is a \$45 fine. The only exception is a child under eight who is at least 57 inches tall. They must then be secured in a lap belt. The law states failure to properly secure children is a primary offense so a driver may be pulled over if anyone in the vehicle under 19 years of age is not properly restrained.

Utah also has a new law that prohibits a person from using a wireless communication device for text messaging or electronic mail communication while operating a motor vehicle.

**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.**

## Child Passenger Safety Takes Front Seat at Annual Banquet



Alexander (Sandy) Sinclair

Child and family advocate Alexander (Sandy) Sinclair of the National Highway Transportation Safety Administration will be the keynote speaker during the Monday night dinner this year during the annual Injury Free Coalition for Kids conference.

Sinclair is active in child transportation safety outreach and programming at the U.S. Department of Transportation in Washington, D.C. He is heavily involved in the agency's efforts to protect the nation's child passengers, with a special emphasis on increasing the number of children who should be riding in booster seats. In this capacity, he coordinates activities with a diverse array of corporate, not-for-profit and public safety organizations to reduce crash-related injuries involving children and families.

After joining the agency in 1999, Sinclair oversaw the planning and implementation of an integrated social marketing campaign to expand NHTSA's Buckle Up America and aggressive driving prevention programs.

## Long Time Partners Honored

Both SofSurfaces and Little Tikes will be recognized for their long term partnership in the Coalition's effort to provide safe places for children to play. Both companies have worked with the Coalition for more than a decade to help build safe play spaces and they have helped to fund continuing education efforts.

## Partnership continues to benefit New Orleans Children

The Injury Free Coalition for Kids and the Allstate Foundation this year built and dedicated Harrell Park playground. It is the third of six Little Hands playgrounds to be built in New Orleans in the wake of Hurricane Katrina. The park is located in the Pigeon Town section of Carrollton in New Orleans. It was built and dedicated during National Playground Safety Week. More than 100 people took part in the build. Members of the Original Pigeon Town Steppers were on hand to lead the Second Line Dance and take part in the dedication.



The Original Pigeon Town Steppers lead the Second Line Dance at the third Little Hands Harrell Park playground dedication in New Orleans.

## Contact Us

For more information about the Injury Free Coalition for Kids®, please contact the National Office at:

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[www.injuryfree.org](http://www.injuryfree.org)



# Around the Country

## 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  
 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 (Childrens)  
 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)  
 Providence, RI  
 Rochester, NY  
 Salt Lake City, UT  
 San Antonio, TX  
 San Diego, CA  
 Seattle, WA  
 St. Louis, MO  
 Washington, D.C.  
 Worcester, MA

## Survey of Sites

### Atlanta

#### Showering with Knowledge and Seats



*Injury Free Atlanta "Cuidad los Niños: Keep the Children Safe" baby safety shower*

Injury Free Atlanta is giving away close to 600 child safety seats a year through its baby safety showers. Attendees are getting more than Child Passenger Safety information and supplies. They learn everything from pedestrian safety to water safety. Games like baby safety bingo and baby safety cross word puzzles also provide information on an array of safety topics.

The Showers are funded by the Georgia's Governors Office of Highway Safety and are held at the Emory School of Medicine building. An average of 25 child safety seats per shower are given to the 15 to 20 parents who attend. They come after receiving a Car Seat Prescription from a doctor, getting a referral from a social worker, or learning about it by word of mouth from someone who attended a previous party. The showers are held twice a month, one in Spanish and the other in English.

### Austin

#### Teen parents in Texas Get Help

Injury Free Austin is boosting its efforts to help teen parents. In each of the past three years the "Child Safety Basics" program run by Injury Free Austin has served more than 120 teen-led families by addressing the leading injury-related causes of death

for infants in that city: suffocation, abusive head trauma, motor vehicle collisions and drowning. In addition to education measures, the program has conducted focus groups, surveys, and most recently, in-depth interviews on the child safety practices and beliefs of pregnant and parenting teens. Funding for this effort was provided by the Alcoa Foundation.

### Baltimore

#### Fire Prevention Program Spreads

Injury Free Baltimore's program to train East Baltimore parents and caregivers about the prevention of fire and burn related injuries is expanding. The Community Outreach and Fire Prevention Program is now focused on West Baltimore where more than 50 community residents were trained to become community fire safety advocates during several five week classes.

Partnered with the Baltimore City Fire Department, the newly trained advocates canvassed their communities to make sure that every home had working smoke detectors on every floor. Since the program began in 2005, more than 2500 homes have been serviced.



*Fire Prevention Program moves through the streets of Baltimore.*

The Injury Free Coalition for Kids Program has also partnered with the Baltimore City Fire Department to co-sponsor the Summer Fire Safety Camp for juvenile fire starters. Last year Injury Free Baltimore provided



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fire safety education and information to over 300 kids from Baltimore City at the camp. This year, Mayor Sheila Dixon issued a press release to announce a significant decline in fire related deaths and attributed it to community fire safety prevention efforts.

Program Coordinator Mahseeyahu Ben Selassie MSW, MPH serves as the Fire Marshall at all Baltimore Gas and Electric's City Wide Energy



*Mahseeyahu Ben Selassie*

Assistance Expos and is a member of the Maryland Office of Home Energy Programs Steering Committee.

## Birmingham

**Teen Driving Crashes Lead to Summit**  
Injury Free Birmingham this year brought together 130 Jefferson County 14 to 17 year old students to take part in that site's first teen driving summit. The summit was designed to help teens learn to address difficult driving situations like rain, other drivers, and railroads. It looked at how to deal with impaired driving and distractions like cell phones, radios, and friends. Driving simulators assisted by providing hands on experiences.

The Summit helped to arm the students with information and techniques to share what they learned with their classmates. Injury Free Birmingham walked away with something as well. They were able to determine what the students already knew and didn't know. Birmingham ranks second in the nation's cities when it comes to teen crashes.

## Playgrounds Going Green

Injury Free Birmingham and The Allstate Foundation worked together to turn the Leeds playground into a new eco-friendly play area. The playground

was resurfaced with safety rubber tiles from recycled tires and the paint on the playground was refreshed using environmentally friendly materials. New benches and trash cans were also added. The playground was rededicated in the fall. The event included booster seat and bike helmet distributions, door prizes, and educational materials. The Leeds playground was built with equipment rescued from an Atlanta playground abandoned when Grady Homes Housing Authority was demolished.



*Former Phoenix Sun player Charles Barkley, helps celebrate Birmingham playground*

## Boston

### CPS Takes Front Seat In Injury Prevention Efforts

Injury Free Boston is using three Child Passenger Safety Programs in an effort to ensure all children leaving Children's Hospital Boston are safely restrained.

The site has a new "Car Seat Fitting Station" it's evaluating. The new onsite fitting station was opened so that patients could get car seats installed by certified Child Passenger Safety Technicians. Both Injury Prevention Community Liaisons in Boston are certified car seat technicians with special needs training.

Boston also has an Inpatient Car Seat Program which assesses car seat needs of all children 8 years of age and younger on two inpatient floors. The program distributes regular and special needs car seats including car beds, E-Z ON safety vests, and the Snug Seat HIPPO. When families cannot pay the

full amount, a Social Worker conducts a financial assessment and car seats are provided on a sliding scale fee. The program distributed close to 60 car seats during the first 6 months of the year.

A third Injury Free Boston effort to help young people travel safely is the Head Start Car Seat Program. It is designed to educate families about car seat safety. Parents are recruited through Head Start. They sign up for a one hour car seat workshop where they learn updated car seat information and provide their child's height, weight and age.

At the workshop they also make an appointment to get their car seat installed later that week. In 2009 Injury Free Boston conducted three car seat workshops and installations sessions. About 25 families were educated and 38 car seats distributed and installed. All car seats were provided at no cost. The funding for the program came from a Community Benefits grant.

A community car seat check event providing education, installation and if necessary a new car seat to low-income families took place in the parking lot of a Stop and Shop in Jamaica Plain, MA. Various organizations came to help including the Boston EMS, Boston Public Health Commission, Martha Eliot Health Center and Jamaica Plain Head Start.

During the event 33 vehicles were checked, 47 car seats installed, and 40 car seats distributed. Injury Free Boston plans to hold other car seat checks in the same location.

[www.injuryfree.org](http://www.injuryfree.org)  
Chicago Children's Memorial



**Uses Surveys to Grade City Playgrounds**  
Injury Free at Children's Memorial Hospital is conducting its fourth annual survey of the Chicago Park District's 500 playgrounds. Surveyors visit each playground site, complete a short assessment of the playground's safety and score the playground accordingly.

Once finished, the survey results are posted on a local park advocacy web site. Chicago residents can visit the web site to determine if their neighborhood playground meets current safety standards. The survey results are also used to advocate for more playground maintenance and for equitable distribution of Chicago's new playground projects.

As an added project component this year, Injury Free Chicago is working to have all playground locations and surveys geo-coded so that the playgrounds can be mapped to determine whether there are geographic and/or socioeconomic patterns in the results.

## Cincinnati

### Playground 10 Goes Up

Injury Free Cincinnati built its 10th community playground this year at St. Lawrence School in Price Hill. Funding for the playground was provided by the Kohl's Department Stores, Kohl's Cares for Kids program.



*Kohls helps Community pull together to build another playground in Cincinnati.*

Close to 60 volunteers from the National Association of Women in Construction (NAWIC), Cincinnati Recreation Commission, Cincinnati Children's Hospital, St. Lawrence Parish, local businesses, and community members helped to provide the students of St. Lawrence School and children in the surrounding neighborhood a new and safe place to play.



*Spidermen emerge at playground dedication.*

A mini-carnival which included face painting, glitter tattoos, a juggler on stilts, carnival games and an inflatable slide helped to celebrate the occasion. The event was filled with music, food and family fun.

## Des Moines

### Helmets for Little Heads

Young people in three Des Moines elementary schools received a new properly-fitted bike helmet and age-appropriate education for each grade level because of the All Heads Covered program. Students in grades 3-6 also took part in a bike rodeo. All Heads Covered served 739 students during April and May. Gifts from Polk County (Iowa) Health Services meant the program could be offered free of charge.

### Fire Safety House Rolls Through City

The Fire Safety House, a mobile fire safety education program, has visited 38 communities and educated 3,084 children since April 2009. Thirty additional events are scheduled

through October. The House, similar in appearance to an RV, contains the three rooms where residential fires most often start. It uses non-toxic theatrical smoke, a heated door and working smoke alarms to simulate the conditions of an actual fire.

Children are taught to how to crawl low under smoke, feel doors with the back of their hand, and exit a burning house using a fire escape ladder. The Fire Safety House is available to any community in Iowa, free of charge. It is supported by multiple donors, including FEMA and State Farm

## Detroit

### Parents Learn in Baby University



*Safe sleep practices illustrated during Baby University*

Injury Free Detroit at the Children's Hospital of Michigan and has created Safe BABIE University, an expectant parent and caregiver class that covers ways to prevent the five leading causes of morbidity and mortality for infants including: safe sleep, child passenger safety, nutrition, fire/burn safety and what to do when your baby will not stop crying (preventing shaken baby).

Parents and caregivers are educated in a classroom setting with hands on learning opportunities. Participants learn safe sleep practices including placing an infant on their back in an empty crib, not smoking around the baby, pacifier use and other risk factors for unsafe sleep. Families also see how

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to assess their home for fire and burn hazards and they have an opportunity to sign up to have free smoke alarms installed. Motor vehicle safety is also discussed, including Michigan Laws and best practices.



Child safety seat installation demonstration at Baby University.

In addition, participants spend time discussing how to handle stress and what to do when their child continuously cries. Skill stations are set up for assembling a pack 'n play, installing car seats and properly mixing formula. At the end of the four hour class the participants receive either a free car seat or crib depending on need.

There is a more intense program offered called Safe BABIE Checks. It includes a comprehensive Safe BABIE curriculum that takes place in the home of new parents or caregivers. Injury Free Detroit assesses the baby's sleeping environment and provides free smoke alarms installed by the educator. Participants also receive a free crib or car seat at the end of the visit.

## Milwaukee Cruising

In partnership with the Wisconsin Department of Transportation, Ford Driving Skills for Life and the Wisconsin Department of Public Instruction, the Children's Health Education Center (CHEC) - a lead organization for Injury

Free Milwaukee is providing teen driving safety resources to communities throughout the state. It is part of a program called Cruise Control. Cruise Control addresses teen driving safety through a cooperative approach that includes teen drivers, parents, school administrators, law enforcement, medical professionals and community members. It began in 2007-2008 when high schools received mini-grants and were asked to create a media piece that would combine the skills presented in Ford's Driving Skills for Life program with some of the behavior aspects of crashes, to create a message that other teens would listen to. Eleven schools participated. Check out some of their final products at: <http://www.bluekids.org/cruisecontrol/resources.asp#contest0708>

## New Haven

### Being Road Wise with Street Smarts

Injury Free New Haven officially launched its STREET SMARTS campaign. The program started when the untimely deaths of a Yale medical student and an 11-year-old girl, brought together several municipal partners, city alderpersons, Yale University, Yale-New Haven Hospital and local coalitions. They created a coordinated education campaign to: sensitize drivers about the fact that pedestrians and bicyclists are legitimate road users and should always be expected on or near the roadway; educate pedestrians and bikers about minimizing risks to their safety; and, develop materials to educate pedestrians about crosswalks and pedestrian signals.



Local officials and Injury Free New Haven visited various locations in the area, urging people to sign a pledge vowing that they would share the road, drive more calmly, obey all regulations and proudly display the STREET SMARTS magnetic decal on their car. It was

given to them upon completion of a form. Cars with decals represent unofficial "traffic-calming" vehicles as they promote mutual respect between drivers.

Smart drivers believe that when others see their decal, they shouldn't assume it's a vehicle going too slowly, but rather, someone who is taking extra steps to



Streets Smart decals

be safe. More than 1,500 smart drivers are currently displaying the decal and that number is expected to grow. Bike helmets and water bottles with the STREET SMARTS logo are also being distributed. There was a "Come paint the intersection" event to celebrate turning the area into a beautiful community space.

## Phoenix

### Evaluating Senior Motor Vehicle Safety

Injury Free Phoenix is using its Older, Wiser Lifestyles (OWL) action team to help seniors evaluate how safe they are behind the wheel. Injury Free staff is assisting adults who are 65 years of age and older as they complete the AAA Roadwise Review.® The Review tests eight key areas for healthy driving - leg strength and general mobility; head/neck flexibility; high-contrast visual acuity; low-contrast visual acuity; working memory; visualizing missing information; visual information processing speed; and, visual search.

Following completion of the tests, feedback is provided on scores and recommendations for follow-up are given. Of the seniors who participated, about 1/2 signed up themselves and the rest were brought in by another family member. Almost all of the participants discovered one or more areas that they could improve.

In one case, a gentleman who had been driving at night on the freeways recognized that he probably shouldn't be driving at all.

Injury Free Phoenix is exploring ways to continue the program in the Senior Centers. It was originally planned and tested to be used in the privacy of the senior's home, but because the process requires a compatible computer, 10 feet of space around the computer, and a "buddy" to assist with some of the tests, many reported it was difficult for them to complete in their homes. It is currently a collaborative effort between that site, the Arizona Chapter of the American Automobile Association and the Foundation for Senior Living. The Foundation provided space and Injury Free staff acted as "buddies."

### Bullying Intervention for Young People

The Injury Free Phoenix "Bullying" action team lead by Cecelia Ralston, is evaluating a bullying presentation designed for children in Kindergarten through third grade. The group plans to expand the program and is currently trying to see how fourth through sixth graders and their teachers can adapt the presentation for older students.

### Checking CPS Checkers

Child Passenger Safety continues to be a strong component of Injury Free Phoenix. This Fall that site took part in the 4th annual "Bundle on Board" child passenger safety seat event in conjunction with the local ABC affiliate. St. Joseph's has also constructed an on-site, permanent fitting station for hospital patients and community members. In addition, the Child Passenger Safety Action Team is also planning trainings for non-technicians. They are teaching attendees how to appropriately complete the forms used to record information on parents, children, and car seat errors during child safety seat checks.

### Providence NFL Grassroots field opens in Providence



*Providence doctor celebrates new football field with New England Patriot*

The Injury Prevention Center this year joined Providence Mayor David Cicilline, New England Patriots Chairman and CEO Robert Kraft, Patriots Hall of Fame Patriots players Andre Tippett, Steve Grogan and Steve Nelson, Patriots cheerleaders and Pat the Patriot to open a new community athletic field in Providence. The newly refurbished field at Classical High School is made of a safe synthetic turf.

In addition to other community athletic activities, the field will be used for high schools sports including football, field hockey, lacrosse and soccer. Five new tennis courts are also being installed. "There's nothing more important than investing in the healthy development of our children," Mayor Cicilline said. "Through the power of community partnership we are providing our kids with the state-of-the-art athletic space that they deserve."



*Football field of dreams becomes a reality*

Funding for the \$1.3 million project came from local and national sources led by a grant from the NFL Grassroots Program, a partnership of the NFL Youth Football Fund and LISC, to the Injury Prevention Center at Rhode Island Hospital. Other funders included the City of Providence, the Champlin Foundation, Citizens Bank Foundation and the New England Patriots Charitable Foundation.

Injury Free Providence bilingual car safety classes and child passenger safety seat installations are keeping the Kohl's Cares Car Seat Program busy. In addition to its Friday classes, that site has also held several large events within communities across the state including some held at the Providence Children's Museum, Roger Williams Park Zoo, and Kohl's Department stores.

The Injury Free staff also provided child passenger safety training to staff at the Rhode Island Department of Child, Youth and Families. It also provided technical information in testimony on child passenger safety and adult seat belt use to the Rhode Island Legislature. Efforts are being made to assist with motor vehicle safety and teens as well. Surgeon General Rear Admiral Steven K. Galson, MD, MPH visited Rhode Island and the staff participated in a session with him at the statehouse to discuss underage alcohol use.

### San Diego Training the Trainer

Injury Free San Diego partnered with Ford Motor Company this year for two child passenger safety education and advocacy events, "See Me Safe" in collaboration with Meharry Medical College and "Corazon de mi Vida" in collaboration with the National Latino Children's Institute.

The primary focus of "See Me Safe" was to educate physicians on best practices of child passenger safety

# Around the Country

The Newsletter of the Injury Free Coalition for Kids®

and encourage dialogue with parents at each visit, the theory being that families are most likely to follow the advice of their doctor over other health providers. Meharry Medical College provided a one hour provider workshop with a pre and post test knowledge survey, this information is then collated into a data pool which will be used for research on the efficacy of educating providers.



*Program educates physicians about child passenger safety*

## Serving the Spanish Speaking

Corazon De Me Vida, translated as “you are the center of my life” is an event sponsored by Ford in collaboration with the National Latino Children’s Institute (NLCI). This event focused on improving service and education to Spanish speaking families with the aim of reducing the disparity of injury in Latino children involved in motor vehicle crashes. The NLCI partnered with Rady Children’s to recruit candidates and host the event which provided funding and training for 13 Spanish speaking Latino child passenger safety technicians.

Injury Free San Diego used the media to advocate with more than 24 segments specifically on injury prevention, and an estimated audience of over 400,000 viewers. The Injury Free coordinator recently organized a physician media training workshop to expand the pool of medical spokesmen and enhance their skills in effective messaging and appropriate use of statistics.

## Seattle

### Coalition maps services and challenges

Injury Free Seattle this year worked with its partners to conduct a community needs assessment that will be key in selecting priority program areas for the next five years. The project brought together local leaders and health advocates who gave brief updates on their injury prevention work. They then drew a matrix (map) of the injury prevention network and identified organizations working on specific issues (ex: water safety, youth violence, pedestrian safety, etc.). The effort laid the groundwork to better organize the injury prevention network and maximize resources. It also helped to identify gaps in injury prevention activities.



*Community partners assess the situation*

There were three different maps at the end of the process: a map that shows connections between organizations, a map that highlights specific issues and lists the organizations working on those issues, and a map that focuses on target populations and the organizations serving them. Once the maps are fully digitized, participants will learn more about the strength of their network, potential gaps in service, and opportunities for future partnerships.

## Worcester

### Goods for Guns

The 2008 gun buy back received a total of 126 firearms bringing the total to 1,619 guns taken off the street since the program began in 2002. This year’s

gun event was held at the Department of Public Health and the City of Worcester Police Headquarters.

## Medical Students Learn About Making Injury Prevention Part of Practice

The 2008 Community Health Clerkship Program this year produced 12 medical students who elected to participate in the two-week Injury Prevention Program. Some of the curriculum consisted of students performing traffic safety observations at five city high schools, measuring teen compliance with the Massachusetts Junior Driver Law; home safety education with elders and their family members, and distributing Senior Safe at Home kits. Students also shadowed pediatric and adult trauma physicians in the pediatric emergency department, operating room and in the adult trauma intensive care unit. In addition, they attended Trauma Resident Conferences and clerkship team meetings.



*Judge Carol Erskine and Community Health Clerkship students discuss the Saturday Teen Ride program at UMass Memorial Medical Center.*

## Teens Experience Crash Consequences

During the Fall of 2008 and Spring of 2009, five Teen Ride sessions were held at UMass Memorial Medical Center. More than of 65 students participated in the Juvenile Court mandated program. Since the inception of the program, over 300 students have taken in the program. It requires students to spend time in the hospital to learn what victims of motor vehicle crashes experience.

### Safety Street Rolls in Worcester

After years of planning and fundraising Injury Free Worcester has launched Mobile Safety Street, and not a moment too soon. In the midst of hard economic times and schools being forced to reduce spending on fieldtrips and cut enriching programs, Mobile Safety Street is working to fill the void by bringing its lessons to students at no cost to the school systems. It promotes 80 safety behaviors in and around homes, schools, and parks, and its being used to visit neighborhood schools and summer events throughout Worcester County and neighboring Communities.



*Young people learn about safety in the streets.*

The project consists of a bright yellow mini-school bus that pulls a sixteen foot trailer, which upon setup, opens up like a giant storybook with 3-D urban and suburban landscapes on either side. Upon entering the rear of the trailer, visitors walk into an interactive model home which challenges them to identify examples of kitchen, bathroom, furniture, and staircase safety.

Mobile Safety Street will be visiting all Worcester public elementary school and Head Start Programs in the 2009-2010 academic years. Mobile Safety Street's weekends are just as busy as it is seen in a multitude of venues including the New England Patriots training camp visited by 150,000 fans last year.

The child passenger safety program has been actively partnering with community-based health and safety providers to educate families within Worcester County about the correct installation and usage of child safety seats. The program has distributed 284 car seats and booster seats last year. It received a \$5,000 equipment grant from the Massachusetts Executive Office of Public Safety and Security.

In addition, AAA of New England provided Injury Free Worcester with "Car Seats Save Lives" kits which are being distributed to physicians' practices within Worcester County. The kit consists of a DVD, brochures on using the right car seat, physician prescription pads with car seat suggestions and a poster for the physician's office. All items are in English and Spanish.

### Utah

#### Keys to Success in Cycling

Injury Free Salt Lake city is finding volunteers for its bicycle safety program by working with a program called Keys for Success. Keys for success provides incentives for students who volunteer in the state of Utah, and they can earn everything from cash to cars.

The volunteers use a bicycle rodeo trailer loaned by Utah Emergency Medical Services for Children and the Utah Department of Health. It equipped with 20 bicycles and razor scooters, helmets and liners (surgical caps) and a "safety town" mock city complete with miniature signs and "road hazards". They fit each child with a helmet, which is required to participate in the course.

While they teach young people general bicycle safety including the use of bicycle helmets, riding with traffic, obeying traffic signs, and using hand signals, they also take time to teach

the parents the importance of wearing helmets each time they ride.

To Learn more about Ken Garff Keys for Success, visit their web site for details: <http://www.kengarffkeys.com>

## The Physician's Corner

Five Injury Free PIs who are American Academy of Pediatric members worked with their chapter leadership on Healthy People 2010 Chapter grants to educate others about innovative programs that focused on eliminating health disparities when it comes to injury prevention. They shared information about low cost programs that could be done in most communities. Injury Free Arkansas PI Mary Aitken, MD used the opportunity to install smoke detectors and/or stove fire extinguishers in homes located in a low income neighborhoods.

Marlene Melzer-Lange, MD of Milwaukee developed a five day interactive curriculum that was implemented in five sixth grade classrooms to integrate an asset-based approach to violence prevention and systemic integration of violence prevention practices in schools. To reduce the incidence of drowning among Vietnamese children Linda Quan, MD of Injury Free Seattle created a curriculum for swimming lessons. Mariann Manno, MD of Worcester used the grant to collaborate with UMASS and Injury Free to work with residents to promote educational materials related to car seat safety, gun safety, bicycle safety, teen driver safety and safe at home tips.



## 2010 Dates to Remember



### JANUARY

National Radon Action Month, Environmental Protection Agency  
[www.epa.gov](http://www.epa.gov)

### FEBRUARY

February 7th - 13th  
National Burn Awareness Week  
Shriners International Headquarters  
[www.shrinershq.org/Shrine](http://www.shrinershq.org/Shrine)

### MARCH

National Nutrition Month  
American Diabetic Association  
[www.eatright.org](http://www.eatright.org)

### March 7th - 13th

National Patient Safety Awareness Week  
National Patient Safety Foundation  
[www.npsf.org](http://www.npsf.org)

### March 14th - 20th

National Poison Prevention Week  
Poison Prevention Week Council  
[www.poisonprevention.org](http://www.poisonprevention.org)

### APRIL

Injury Prevention Month  
American Academy of Orthopedic Surgeons  
[www.aaos.org](http://www.aaos.org)

National Youth Sports Safety Month  
National Youth Safety Foundation  
[www.nyssf.org](http://www.nyssf.org)

### April 7th

World Health Day  
World Health Organization  
[www.who.int/en](http://www.who.int/en)

### April 4th - 10th

National Window Safety Week  
National Safety Council  
[www.nsc.org](http://www.nsc.org)

### April 26th - 30th

National Playground Safety Week  
National Program for Playground Safety  
[www.uni.edu/playground](http://www.uni.edu/playground)

### MAY

May 1st  
Keep Kids Alive - Drive 25 Day  
[www.keepkidsalivedrive25.org](http://www.keepkidsalivedrive25.org)

### May 16th - 22nd

National Dog Bite Prevention Week  
Centers for Disease Control and Prevention  
[www.cdc.gov](http://www.cdc.gov)

### May 22nd - 28th

National Safe Boating Week  
National Safe Boating Council  
[www.safeboatingcouncil.org](http://www.safeboatingcouncil.org)

### JUNE

National Safety Month  
National Safety Council  
[www.nsc.org](http://www.nsc.org)

### June 1st - July 4th

National Fireworks Safety Month  
[www.fireworsafety.org](http://www.fireworsafety.org)

### JULY

June 1st - July 4th  
National Fireworks Safety Month  
[www.fireworsafety.org](http://www.fireworsafety.org)

### AUGUST

National Immunization Awareness Month  
Centers for Disease Control  
[www.cdc.gov](http://www.cdc.gov)

### August 2nd - 6th

Playground Safety University  
National Program for Playground Safety  
[www.uni.edu/playground](http://www.uni.edu/playground)

### SEPTEMBER

Sports & Home Eye Safety Month Prevent  
Blindness America  
[www.preventblindness.org](http://www.preventblindness.org)

### September 19th - 25th

National Farm Safety Week  
National Education Center  
for Agricultural Safety  
[www.necasag.org](http://www.necasag.org)

### September 20th

National Child Passenger Safety Week  
National Highway Safety Administration  
[www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)

### OCTOBER

Halloween Safety Month  
Prevent Blindness America  
[www.preventblindness.org](http://www.preventblindness.org)

National Crime Prevention Month  
National Crime Prevention Council  
[www.ncpc.org](http://www.ncpc.org)

### October 2nd - 5th

AAP National Conference & Exhibition  
San Francisco, CA,  
American Academy of Pediatric  
[www.aap.org](http://www.aap.org)

### October 3rd - 9th

National Fire Prevention Week  
National Fire Protection Association  
[www.nfpa.org](http://www.nfpa.org)

### October 17th - 23rd

National School Bus Safety Week  
National Association for Pupil Transportation  
[www.napt.org](http://www.napt.org)

### October 17th - 23rd

National Teen Driver Safety Week  
Young Driver Research Initiative  
[www.research.chop.edu/programs/youngdriver/index.php](http://www.research.chop.edu/programs/youngdriver/index.php)

### October 20th

Day of National Concern about Youth Safety  
& Gun Violence  
Student Pledge against Gun Violence  
[www.pledge.org](http://www.pledge.org)

### NOVEMBER

November 6th - 10th  
American Public Health Association 138th  
Meeting and Expo  
Social Justice: Public Health Imperative,  
Denver, CO  
[www.apha.org/meetings](http://www.apha.org/meetings)

### November 21st - 27th

National Teens Don't Text & Drive Week  
Etiquette & Leadership Institute  
[www.etiquetteleadership.com/](http://www.etiquetteleadership.com/)

### November 25th - January 1st, 2010

Tie One on For Safety  
Mothers Against Drunk Driving  
[www.madd.org](http://www.madd.org)

### DECEMBER

Safe Toys & Gift Month  
National Safe Kids Campaign  
[www.safekids.org/](http://www.safekids.org/)



## New Faces

### Hartford

Luis Rivera joined Injury Free Hartford this year as a program assistant responsible for implementing community-based programs. He came to Injury Free from MiCasa Family Services, an organization dedicated to serving children and families in Hartford, specifically its large Spanish-speaking community. Rivera is a native Spanish speaker and has extended Injury Free Hartford's programs to new audiences while maintaining and strengthening relationships with its current coalition partners. "Luis has a great relationship with children and he's a talented educator," Senior Program Manager Kevin Borrup says. "He drives home the message of safety in a way that they remember."

### Providence

Courtney Tanguay is the new program coordinator for the Injury Free Providence and Safe Kids Rhode Island. She earned her Bachelor of Science degree in Mathematics from the University of Miami, with an emphasis on education and psychology. During her undergraduate studies, she had the opportunity to work as a student assistant with Injury Free Miami. Upon graduation, her passion for injury prevention and community-based work earned her a position with Injury Free in her hometown of Providence, RI. Courtney is committed to serving the community and she is eager to create a greater sense of awareness about injury prevention strategies and facts.



### Worcester



Allison Rook Burr, EdM

Allison Rook Burr is the injury prevention educator at UMASS Memorial Children's Medical Center and the Mobile Safety Street program coordinator. Mobile Safety Street is a hands-on educational experience designed to educate the children of the Worcester community on how to recognize and prevent common safety hazards that could lead to injuries. Ms Rook received her Masters in elementary education from University at Buffalo and secondary certification in Earth Science, Chemistry, and Special Education from the University of Rochester, Warner School of Education.

Allison Rook Burr is the injury prevention educator at UMASS Memorial Children's Medical Center and the Mobile Safety Street program coordinator.

for Utah Children, an affiliate of Voices for America's Children, and the only statewide, multi-issue child advocacy organization.

### Worcester

#### Board President Makes Strides

Michael P. Hirsh, MD, MPH now adds Surgeon and Chief to all of his other titles: Professor of Surgery and Pediatrics, University of Massachusetts Medical School; Chief, Division of Pediatric Surgery and Trauma, Associate Director; Pediatric Intensive Care Unit; UMASS Memorial Children's Medical Center of UMASS Memorial Health Care System Co-PI, Injury Free Coalition for Kids, Worcester, MA; Board President, Injury Free Coalition for Kids.

## Upward Bound

### Atlanta

**Injury Free PI's Staff CDC Center**  
Injury Free Atlanta PI's Dr. Terri McFadden, Dr. Barbara Pettitt, and Dr. Jana MacLeod are now affiliate members of the newly funded CDC Emory Center for Injury Control. The Centers for Disease Control and Prevention designated the site as a new Injury Control Research Center (ICRC). Washington University was also designated as a new ICRC. Centers at the University of North Carolina and Johns Hopkins were renewed for 5 years.

### Salt Lake City

**Salt Lake City PI Moves UP**  
Newly elected Injury Free Coalition for Kids Board member and Injury Free Salt Lake City PI, Charles W. Pruitt, MD was promoted to the position of Associate Professor of Pediatrics by the University of Utah. He was also invited to join the board of directors of Voices

## Awards

### Hartford

**Leading the Way in Connecticut**  
Injury Free Hartford PI, Brendan Campbell, MD is a recipient of the Connecticut Hospital Association's Healthcare Hero Award. He was one of ten recipients across the state. Dr. Campbell was recognized for his leadership in efforts to reduce adolescent injury by profiling the magnitude and cost of teen motor vehicle crashes and initiating driving simulator research for novice drivers.

Cambell was also recognized for his work on the Governor's Teen Safe Driving Task Force and for leadership of the Injury Free Coalition for Kids of Hartford. Dr. Campbell has received support from the Health Resources and Services Administration (HRSA) Emergency Medical Services for Children National Resource Center.





*Dr. James Graham (received award on behalf of Governor Mike Beebe), John Nixon (ATV Safety Coordinator), Dr. Mary Aitken (Director), Wayne Hackett, Peggy Hackett, Hope Mullins (Research Coordinator)*

Injury Free Little Rock PI, Mary Aitken, MD, MPH and the Building Consensus for Safer Teen Driving Coalition are recipients of the 2009 Arkansas Mothers Against Drunk Drivers (MADD) Community Champion Awards. MADD Community Champions are leaders and organizations from across Arkansas who work to ensure that public health and safety issues related to automobile crashes and underage drinking are addressed through policy and collaboration. Dr. Aitken was honored for her leadership in educating the public on the importance of injury prevention as a public health issue. The Building Consensus for Safer Teen Driving Coalition is a multi-disciplinary group formed in August 2007 with support from the Injury Free Coalition for Kids and the Allstate Foundation. The coalition led grass root awareness efforts to help achieve a graduated driver's license for teens in the 2009 Arkansas General Assembly.

Injury Free Arkansas is celebrating the fact that there were two Arkansas recipients of the Emergency Medical Services for Children National Heroes Awards.

Governor Mike Beebe was selected as the State EMSC Policy Leader of Distinction for his leadership in the development of a trauma system in Arkansas and injury prevention legislation. Bills passed by the 2009 General Assembly and signed into law by Governor Beebe include a primary seat belt law, graduated driver's

license law for teens, cell phone driving restrictions, banning of novelty lighters, and restricting unsupervised use of motorized personal watercraft by young children.

The second Arkansas Recipient is the Hackett Family. They received the EMSC Family Volunteer of the Year Award. In 2006, Hannah Hackett was killed in a motor vehicle crash. Since then her parents, Wayne and Peggy, and her brother, Matthew, have worked to keep other teen drivers and their passengers safer by educating parents, teens, and the Arkansas General Assembly on the importance of seat belts and graduated drivers licensing.

### Minnesota Family Rallies Community To Change Laws



*Injury Free Minneapolis PI Andrew Kiragu and Program Coordinator pose with Julie Philbrook pose with Brynn Duncan and her sisters.*

In an effort to help change laws to make it safer to travel by motor vehicle in the state of Minnesota, Injury Free Minnesota PI Andrew Kiragu, MD and Program Coordinator Julie Philbrook worked with the family of Brynn Duncan, a 7 year old girl who was paralyzed by her lap belt during a crash.

Brynn and her sisters used a letter writing campaign to legislators and rallied their northern Minnesota community. Her family also drove three

hours to the State Capital three times to talk about how a booster seat could have changed her outcome.

The Duncan family was honored by the Minnesota chapter of the America Academy of Pediatrics with their 2009 Child Advocacy Award.

### New Haven

**Street Smarts gets thumbs up**  
Injury Free New Haven at Yale-New Haven Children's Hospital received three Mercury Awards this year from the Public Relations Society of America for its Street Smarts Campaign. The campaign is one of three major city initiatives designed to improve traffic safety in New Haven through community outreach/education, physical improvements to roadways and cooperative enforcement efforts with the New Haven Police Department. It was acknowledged as the Gold in Category of the Strategic Campaigns in Community Relations Not-for-Profit, Gold in the category of Strategic Campaigns- Special Events & Observances: 1-7 Days titled and "Best in Show" Campaign Community Relations Not-For-Profit.

The Public Relations Society of America uses awards to recognize outstanding work in public relations, communications and marketing professions.



*Jim Travers, City of New Haven Transportation; Pina Violano, MSPH, RN-BC, CCRN, Injury Free New Haven PC; Fran Onofrio, Mason & Onofrio Public Relations; Gil Simmons Channel 8 WTNH Meteorologist*

## Presentations

### Ann Arbor

#### Coaching Prevention In Sports

Injury Free Ann Arbor presented a “Big Impact - Small Investment” Injury Prevention Cooperative during the 2009 National Association of Children’s Hospitals and Related Institutions. The workshop was developed for athletic coaches and first aid training classes.

The 30 minute program is provided to Ann Arbor Recreation & Education youth coaches and area athletic trainers during mandatory pre-season orientation. It is designed to improve the ability to recognize the signs of a concussion, coordinate & encourage a “culture of safety” among athletes & parents, enforce & create strict “return to play” guidelines and to recognize a concussion as a serious injury.

### Boston

#### Safe at Home

Injury Free Boston presented a poster discussing its Safer Homes Program at the 2009 American Public Health Association conference. The Safer Homes Program provided home safety visits and supplies to Primary Care patients.

The program included 49 baseline visits and 9 follow-up visits. During the visits a questionnaire and assessment was completed to determine supplies needed by the families. A wide range of supplies then were offered including window guards, baby gates, cabinet latches, toilet locks and outlet covers. The items were supplied at no cost.

Families who received the services were selected based on their child’s age and their zip code.

### Hartford

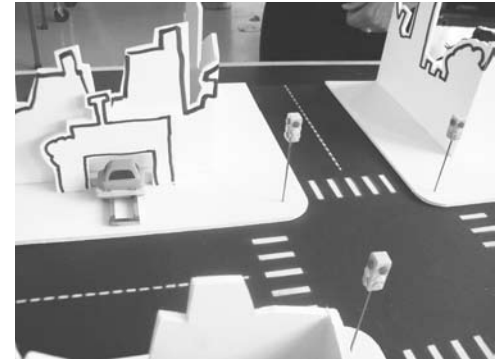
#### Making Streets Safe

Injury Free Hartford PI, Brennin Campbell, MD is the lead author of two articles published in the 2009 Journal of Safety Research and the Journal of Trauma (supplement). The articles detail work of his injury prevention research team and their efforts to increase physician counseling on teen driving issues at the 15, 16, and 17 year visits.

As follow-up, Dr. Campbell’s team will be working with the Educating Practices in the Community (EPIC) program at the Child Health and Development Institute of Connecticut (CHDI). The organizations are striving to have teen driving safety as a topic that practices can request for presentation during lunchtime at physician practices.

EPIC presentations include the entire office team, nurses, physicians, and office staff. Participating practices will receive free lunch plus teen driving safety posters for the waiting room, handouts on Connecticut’s driving laws, and a stack of parent-teen driving contracts.

Ace’s Adventures and Safety Streets compared to more traditional didactic teaching methods.



*Safety Streets model being studied to help children travel more safely*

Ace’s Adventures video game was developed by University of California at San Francisco through funding from the Centers for Disease Control and Prevention. Funding for Safety Streets was provided through Richie’s Funds (Los Angeles County Emergency Medical Services) in honor of LA City Councilmember Richard Alarcón’s three-year old son who was killed in a car crash in North Hollywood in 1987. For project information visit: [www.chlainjuryprevention.org](http://www.chlainjuryprevention.org).

## Research

### Los Angeles

#### Making Streets Safe

Injury Free LA PI Jeffery Upperman, MD and Dr. Peggy Knudson are collaborating as co-principal investigators on research to evaluate the effectiveness of the Ace’s Adventures video game and an interactive program called Safety Streets. The Safety Streets program is designed to mirror the Ace’s Adventures video game which teaches child pedestrian safety lessons through a series of obstacles encountered by a young boy (Ace) on his walking route from home to school. Upperman and Knudson are examining knowledge transfer and behavioral changes using

## Money Matters

### Atlanta

#### Making Streets Safe

Injury Free Atlanta “Cuidad los Nino’s: Keep the Children Safe - Occupant Safety Program” received a \$136,480.00 grant from the Georgia Governor’s Office of Highway Safety. The program provides child safety seats to parents and caregivers referred by any hospital affiliated the Grady Health system. They are distributed through classes that are held twice a month in English and Spanish and by appointment.

## Chicago

### Children's Memorial Hospital

Canadian National Railroad is supporting transportation safety initiatives at Children's Memorial Hospital in Chicago with a \$500,000 grant in support of transportation safety programs like CPS, pedestrian, train and bicycle safety at the Injury Prevention and Research Center. The company is working to expand its presence in Chicago.

## Columbus

The Center for Injury Research and Policy (CIRP) in The Research Institute at Nationwide Children's Hospital received a \$50,000 grant from the Columbus Blue Jackets Foundation this year for the purchase of bicycle helmets to be distributed to children in the community. In addition to providing the helmets for Injury Free Coalition for Kids of Columbus' sixth year of participation in Mayor Michael B. Coleman's Neighborhood Pride Bicycle Safety Festival Program, the funding also allowed CIRP to establish new partnerships with the Columbus Division of Fire and the Division of Police. This summer 12 local fire stations served as helmet distribution points; firefighters fitted helmets on children visiting the stations.

The response from the community was overwhelming. Fire stations distributed more than 2,200 helmets in less than a week. The funding also allowed CIRP to collaborate with Community Liaison Officers from the Division of Police. Officers distributed an additional 1,000 helmets to help local children comply with a new ordinance.

## Greenville

Injury Free Greenville received a grant of nearly \$7,000 from Kohl's Cares for Kids to focus on pedestrian safety, playground safety, and bicycle safety. Those funds will nearly double next year when child passenger safety, Halloween safety, summer safety, and

fire safety are added to the current programs.

## Hartford

The Allstate Foundation awarded \$50,000 to Injury Free Hartford to purchase driving simulators that will be used in the creation of a driving simulation center scheduled to open in the spring 2010. It will complement that site's existing simulators purchased with federal funding as a part of a study to determine the effectiveness of simulator training in reducing teen driving risks. Injury Free Coalition for Kids of Hartford now has 18 simulators to assist in working to keep kids alive and injury-free. Eight simulators will form the core of the simulation center and others will be used in various communities.

## Little Rock

Injury Free Coalition for Kids of Little Rock received \$25,000 from its regional Allstate Foundation office to hold seatbelt challenges in eight Pulaski County high schools this year. The program is based on the Hennepin County Drive Smart Challenge produced by Injury Free Minneapolis. The two sites shared information about the program during the 2008 Allstate Foundation Teen Driving Summit in Little Rock, AR.

The Injury Prevention Center (IPC) at Arkansas Children's Hospital received \$105,000 from the Grand Masonic Lodge of Arkansas. The funds will support professional and public education efforts of the Center, including a regular invited lecture series and the development of safety kiosks. Every year the Grand Masonic Lodge selects an entity and raises funds on its behalf.

## Rochester

The New York State Regional Allstate Foundation is now the driving force behind the Smart Teen Driving program in Rochester with a \$45,000 grant. Injury Free Rochester used the funds

to support a poster contest and a teen advisory group brought together to raise awareness about teen driving safety concerns. The advisory group created a window cling, a Facebook group and helped revise a parent-teen contract which is now available at the Division of Motor Vehicles. Rochester also continues to participate in Rides for Life, a drive-in-style car show with an educational outreach piece.

In addition to working in the community, programs in the hospital are being accelerated as well. Injury Free Coalition Rochester has created a trauma workshop called Drive for Life where teens spend two hours at University of Rochester Medical Center (URMC) following what happens to a crash victim. Pediatric and emergency medicine physicians at URMC are conducting grand rounds to raise awareness and are making presentations to parents.



*Kohls keeps kids pedalling safely.*

Injury Free Coalition for Kids of Rochester also received \$66,000 from Kohl's to continue its bike safety program. It is now known as the Kohl's Pedal Patrol. Bike rodeos for the patrol have been moved to a central location, Rochester's Public Market. However, you don't have to go to the market to learn about bike safety. Injury Free Rochester worked with Board of Cooperative Educational Services students to create billboards with bike safety messages. Two were selected and placed on six billboards around the city.

# Thanks to the Following Donors for Helping the National Program Office with Money Matters Through the Years 2001-2009



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Injury Free coalition  
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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.



[www.injuryfree.org](http://www.injuryfree.org)