Miles Traveled, Lives Saved
2012 - 2013 Activities Report

Injury Prevention Center
archildrens.org
During 2012 and 2013, the Injury Prevention Center (IPC) at Arkansas Children’s Hospital continued to promote and educate the public on injury prevention. Highlights include:

- International awards at the World Safety conference in New Zealand for two advertisements - Faith’s Ad (promoting teen seat belt use) and Chicks Dig It (promoting proper ATV attire and gear).
- The Statewide Injury Prevention Program (SIPP) conducted 20 classes and educated 240 Arkansans through the IP101 course where local representatives are trained on implementing health and safety programs in their respective communities.
- The annual Informed Choices=Injury Prevention event was attended by 155 school based professionals who were educated on current trends such as bullying, synthetic cannabinoids, playground safety, teen driving and drug abuse.
- Other events attended by IPC staff were Safe Kids Day, Tour de Rock, the Minority Health Fair, Public Safety Fair at Lake Catherine, North Little Rock Linking the Community Fair and the Hall High Health Fair for Pregnant Teens.

The Infant and Child Death Review (ICDR) Program continued to grow during this time and by the end of 2013, five teams were reviewing infant and child death cases. The teams are: **Faulkner County ICDR Team** (Conway, Faulkner, Perry, Pope and Van Buren Counties), **Sebastian County ICDR Team** (Crawford, Franklin, Johnson, Logan, Sebastian, Scott and Yell Counties), **Pulaski County ICDR Team, Craighead County ICDR Team** (Randolph, Clay, Lawrence, Greene, Craighead, Mississippi and Poinsett Counties) and the **Washington County ICDR Team** (Benton and Washington Counties).

The IPC focuses on four main areas of injury prevention: Recreational Safety, Motor Vehicle Safety, Home Safety and Intentional Injury. The following pages include highlights in each of those areas over the period of 2012 – 2013.
The Home Safety Program promoted safe environments of new parents and newborns by hosting Safety Baby Showers and initiating Training of the Trainer education courses for those wanting to host showers in their own communities. In 2012, alerted by trauma clinical personnel from ACH about a rise in injuries from unsafe sleep environments, the IPC initiated a pilot program that educated employees and clients of shelters in the Little Rock area on the topic of safe sleep. Those who participated also received a free portable crib to help promote safe sleep practices. Through the summer, six shelters received the safe sleep education and eleven portable cribs were distributed. In 2013, the program was initiated statewide. A total of 20 portable cribs were distributed to 6 shelters in 5 different cities across the state.

Also in 2012, the IPC partnered with the Jacksonville Fire Department and created a battery replacement program to supplement the existing smoke detector installation program. Funding for the program was received from Safe Kids Worldwide and IPC personnel went door to door with the fire department to help install detectors or, if needed, replace the batteries to existing smoke detectors.

Little Rock Mayor Mark Stodola signed a proclamation declaring February Teen Dating Violence Awareness Month. According to the Centers for Disease Control and Prevention, 14.1% of Arkansas teens experience dating violence, which is one of the highest rates in the nation.

The IPC initiated Applied Suicide Intervention Skills (ASIST) trainings, where attendees are educated on the warning signs and symptoms of individuals at risk for suicide. During this period, 7 workshops were held where 107 attendees participated from across the state.
Motor Vehicle Safety

Over the past two years, 332 parents and teens attended the parent/teen education classes, Set the Rules. Enforce the Privilege. Forty-three schools participated in the peer-led Arkansas Drive Smart Challenge in which students commit to promoting teen driver safety. IPC evaluation data suggests that, on average, seat belt use increases 10% for participating schools.

The IPC hosted two Teen Driving Roadeos where 261 teens and their parents attended interactive booths featuring a variety of safety topics.

In 2012, the IPC participated in a press conference reporting the success of the Graduated Driver Licensing (GDL) Law, passed in 2009. According for the Arkansas Center for Health Improvement (ACHI), a comparison of the year before the passing of the GDL and the year after showed a 59% reduction in fatalities involving a teen driver and a 22% reduction of crashes for 16 year olds. According to ACHI, an estimated 32 teen lives were saved in this time period. Ongoing monitoring of teen driving crash rates is planned.

In observance of Alcohol Awareness Month, the IPC partnered with the Sherwood Police Department and Sylvan Hills High School to conduct a mock sobriety check point before school on April 23, 2012. Students were pulled over as if it were a real sobriety check point and given various impaired driving tests to show them what would happen if they chose to consume alcohol underage and get behind the wheel of a car. This event was followed by a school assembly where several guest speakers spoke about the dangers of impaired and distracted driving.

The Child Passenger Safety (CPS) Program hosted a Safe Kids Reunion CPS technician recertification class on April 27, 2012, which was sponsored by State Farm Insurance and coordinated by the IPC, ACH Community Outreach and UAMS. Over 40 CPS technicians attended and guest speaker Kim Hermann with Safe Kids Worldwide spoke about current trends with CPS. There are currently 598 CPS technicians across the state of Arkansas.
The Recreational Safety Analyst conducted concussion education for 108 coaches in order to meet the continuing education requirement set by the Arkansas Activities Association. Also, training was provided for 299 medical professionals using national evidence based programs concerning, concussion management, referral and return to play guidelines.

ATVs are popular in Arkansas but can be dangerous if not used properly, which is why the IPC partnered with the Southeast Arkansas Trauma Advisory Committee and Lumberjack Yamaha to host the first annual ATV and Farm Safety Fair in Grant County in May 2012 on the heels of All-terrain Vehicle Safety Month (April) recently proclaimed by Governor Mike Beebe.

The overall theme for 2013 was promoting use of appropriate sized ATVs, which was also the storyline of “Big World,” a PSA created through the IPC. “Big World” compares a child operating heavy equipment machinery with a child using an adult sized ATV. Overall, 793 ATV toolkits were distributed in Arkansas and across the nation.

The Safe Routes to School Program continued to promote healthy communities and children by participating in the National Walk to School Day and the first ever National Bike to School Day. During this time, 537 bicycle helmets were distributed and appropriately fitted to riders of all ages.


Landmarks in the development of injury prevention programs at UAMS and ACH

**Center for Health Promotion, 1997-2006**
- Highest annual operating budget: $250,000
- CPSE certification program established
- Passage of state booster seat law
- Established special needs car seat program at ACH and UAMS
- In-home nurse visitation program and family-support following trauma outreach activities conducted
- Co-authored state injury profile
- Developed data and surveillance core
- Replication site for Injury Free Coalition for Kids established

**Injury Prevention Programs under Center for Applied Research and Evaluation, 2006-2007**
- Highest annual budget operating: $600,000
- Established research program
- CDC funded multi-state translational motor vehicle safety study
- West Virginia University ICRC funded development of evaluation protocol for community education campaign in ATV safety
Injury Prevention Center, 2007-2010
- Highest annual operating budget: $1,000,000
- Arkansas Children’s Hospital support for dedicated center started
- Media and public outreach increased
- Injury control education added to medical curriculum
- HRSA EMSC Targeted Issues funding for ATV safety education
- NHTSA funded a community campaign for teen driving safety
- Began pedestrian and bicycle safety education
- Safety Baby Showers initiated
- Graduated Driver Licensing Law and Primary Seat Belt Law passed

Injury Prevention Center, 2011-Present
- Highest annual operating budget: $1,500,000
- Increased support from ACH
- Trauma System included injury prevention and expanded across age span
- Infant Child Death Review Program established
- NIH research funding for Clinical and applied injury prevention progress
- Safe Sleep initiatives expanded
- Increased donor support
- Decreased injury rates for Arkansas children noted
Injury Related Mortality, Ages 0-19
2000-2010

Rate per 100,000

Source: WISQARS, Centers for Disease Control and Injury Prevention, 2013
It is the MISSION of the Injury Prevention Center to reduce injury, death and disability in Arkansas through services, education, innovative research and advocacy.

The Injury Prevention Center’s VISION empowers communities and individuals to prevent disability and death due to injury.