



The Moment

A Newsletter for Supporters of the Injury Prevention Center

It only takes a moment...

2008 proved to be an exciting year for the Injury Prevention Center. Here are just a few of 2008's moment makers:

- The Injury Prevention Center announced its presence and purpose in the state of Arkansas with an unforgettable Press Conference on April 16.
- 943 of Arkansas's children are riding safer in cars due to the distribution of child safety seats through our Child Passenger Safety Education and Strike Out Child Passenger Injury programs.
- A partnership was formed with KATV's Good Morning Arkansas to provide monthly educational segments on injury prevention.
- A Teen Driving Summit, sponsored by the Injury Free Coalition for Kids and funded by Allstate was held at ACH in June.
- The IPC saw tremendous growth welcoming 4 new team members.
- The Moment, the IPC quarterly newsletter, went into circulation.
- The IPC hosted over 40 school and pediatric nurses and health educators at the Inaugural "Informed Choices = Injury Prevention" conference.

Leave injury behind in 2009. This is the theme for the Injury Prevention Center as we embark on another year providing evidence-based education to Arkansans. We have an exciting year planned and hope that you stay tuned in to all that we will be doing.

Generous Donations



Dr. James Graham has been a key partner of the IPC through its ATV research and trauma research efforts. He also serves as the Grand Master of the Masons of Arkansas who have raised over \$75,000 to support the Injury Prevention Center. The check presentation will take place at the Masonic Convention in Little Rock on February 5, 2009.

IN EVERY ISSUE

It only takes a moment...
Partners in Prevention
In the Media
Upcoming events
IPC Awards and Recognitions

IN THIS ISSUE

Trauma Dashboard Goes Live November 2008
Ford's MyKey™
Informed Choices = Injury Prevention
Injury Free Coalition for Kids Conference

Partners in Prevention



The staff at London Elementary School worked diligently preparing to launch their Safe Routes to School program. Both the principle, **Tammy Chandler**, and the PE teacher, **Pam Huggins**, have taken the necessary steps to become Road 1

certified, meaning they have learned bicycling safety skills and passed a written test as well as an on-road bicycle driving test. The school also purchased curriculum to incorporate bicycle and pedestrian safety into classroom lessons, and they have launched a fantastic promotional campaign to encourage students to actively commute.

On October 8th, 2008, all of their hard work paid off when students of London Elementary were encouraged to walk to school to celebrate International Walk to School Day. Approximately 120 students, about 40% of the student body, walked to school that morning. They continued their stride for excellence this past fall with four more "Walking Wednesdays" and will begin their bicycle safety courses this spring.

We applaud London Elementary School for their hard work and a job well done!

TRAUMA DASHBOARD GOES LIVE NOVEMBER 2008

Arkansas leaders, recognizing the negative impact of failed coordination and organization of its trauma services, began a systematic effort to improve existing services and build the framework for future development of a fully functioning trauma system in 2008. After a series of key informant interviews at hospitals across the state, it became clear that a major impediment to successful trauma care was the lack of awareness regarding available capacity and the inability to quickly assess likely receiving hospitals for critically injured patients.

Based upon local development by the Metropolitan Emergency Medical Systems (greater Little Rock EMS service), the Governor allocated a limited amount of his state emergency funds to the project and the Arkansas Department of Health expanded the MEMS program statewide. Available as of November is an internet-based statewide "hospital dashboard" that can provide every ER with up-to-the minute status, by region, of transfer capacity and capability for trauma patients. Hospitals self-declare their capacity (infrastructure) and capability (staffing) at any given time by notifying central dispatch. While not a fully functional "call-center", this measure serves as an information source and is today providing an inexpensive yet highly valued coordination and transfer of information serving critically ill time-sensitive patients.



Trauma Transfer Capacity and Capability Status

The information provided below was generated on December 4, 2008 at 09:42

Utilization Survey	Available	Temporarily Not Available	Permanently Not Available	Metropolitan Region																	
	Burn Unit	Cardiac Thoracic Surgery	CT Scan M R I	Emergency Room	ENT Maxillo Surgery	General Surgery	Hand Surgery	I C U Beds	Neuro Surgery	OB GYN Surgery	Orthopedic Surgery	Spine Trauma									
Arkansas Childrens	Open	Open	Open	Open	Open	Open	Open	Open	Open	Not Avail	Open	Open									
Arkansas Heart	Not Avail	Open	Open	Open	Not Avail	Open	Not Avail	Open	Not Avail	Not Avail	Not Avail	Not Avail									
Baptist Health Med - LR	Not Avail	Open	Open	Open	Open	Open	Not Avail	Open	Open	Open	Open	Open									
Baptist Health Med - NLR	Not Avail	Open	Open	Open	Open	Open	Open	Open	Not Avail	Open	Open	Open									
Conway Regional	Not Avail	Open	Open	Open	Open	Open	Not Avail	Open	Not Avail	Open	Open	Not Avail									
North Metro Med Center	Not Avail	Not Avail	Open	Open	Not Avail	Open	Not Avail	Open	Not Avail	Not Avail	Open	Not Avail									
Saline Memorial	Not Avail	Not Avail	Not Avail	Open	Open	Open	Not Avail	Open	Not Avail	Open	Open	Not Avail									
St. Vincent Infirmary	Not Avail	Open	Open	Open	Open	Open	Open	Open	Not Avail	Open	Open	Open									

Screen shot of the Trauma Dashboard

Injury Free Coalition for Kids Annual Conference

Several of our staff members attended the Injury Free Conference held in Fort Lauderdale this past December. The theme for this year's conference was, *Forging New Frontiers, Securing the Future of Injury Prevention*. Dr. Mary Aitken led a panel discussion on "Smart Teen Driving" where Mary Porter, Teen Driving Safety Coordinator, presented on the IPC's "Building Consensus for Safer Teen Driving" program. As always, the conference sent our staff members away with new ideas for injury prevention education and research.

For more information on the Injury Free Coalition for Kids see their website:

www.injuryfree.org

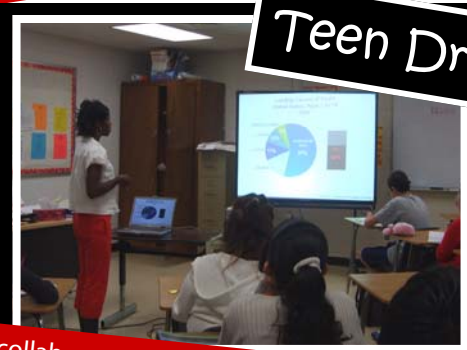


ATV



An ATV brainstorming meeting was held in October to discuss new ways of marketing ATV safety to children and youth. Dr. Jim Helmkamp, West Virginia University, and the Star City EAST Lab were our special guests.

Teen Driving



In collaboration with the Youth Accident Prevention Program, Mary Porter, Teen Driving Coordinator, began taking our teen driving safety messages to classrooms throughout central Arkansas this past fall.



The IPC is happy to announce the legislation for the 2009 session endorsed by the ACH Board of Directors:

- Statewide Trauma System
- Graduated Driver's Licensing
- Primary Seat Belt Law
- Fluoridation in Drinking Water



For more information, log on to www.archildrens.org or e-mail: governmentrelations@archildrens.org

Awards and Recognitions

Society for the Advancement of Violence and Injury Research (SAVIR) Poster Award

An abstract entitled "Disseminating booster seat evidence with community sports" detailing the **IPC Strike Out Passenger Injury** research study has been selected for an oral presentation in the Translational Research session at the SAVIR Conference in March 2009.

American Academy of Pediatrics: Future of Pediatrics

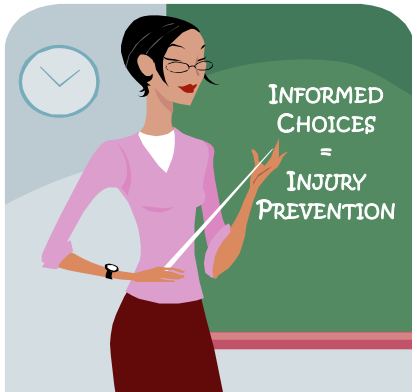
Arkansas Injury Prevention Center: Building Capacity to Reduce Injury Disparities in Rural, Low-Income Populations was accepted for a poster at the American Academy of Pediatrics Future of Pediatrics Conference in March 2009.

American Academy of Pediatrics

Dr. Mary Aitken received a Special Achievement Award from the American Academy of Pediatrics, Arkansas Chapter, for distinguished service and dedication to the mission and goals of the Academy for her research and advocacy in the area of injury prevention for children of Arkansas.



Dr. Mary E. Aitken with Dr. Betty Lowe



Informed Choices = Injury Prevention

The first annual Informed Choices = Injury Prevention conference was held on November 13-14th here at ACH. Health teachers, physical education teachers, and nurses attended the event which covered topics including: ATV safety, child passenger safety, drinking and driving, teenage drug abuse, integration of students with traumatic brain injuries into the classroom, management of concussions, burn prevention, trauma care in Arkansas, and teen driving. The event was a huge success. Look for the date of the next conference coming soon.



MyKey™

Ford Motor Company is introducing MyKey™, a standard new technology designed to allow parents to encourage teenagers to drive safer and more fuel efficiently, and increase safety-belt usage. A press conference held at ACH this past December introduced the new technology to Arkansans. Our special thanks to Dr. James Graham, for communicating the impact this could have on Arkansas's risky teen drivers. Ford's MyKey feature—which will launch on the Focus and be offered standard across many Ford, Lincoln, and Mercury models in 2009—allows owners to designate a key that can be used to reduce driving risk for teens by limiting common distractions and governing risky behaviors. Features include:

- Speed Control
- Volume Control
- Beltminder™—(seatbelt enforcement)
- Earlier low-fuel warning
- Speed alert chimes at 45,55, or 65mph
- Traction control system to prevent tire spinning

MARK YOUR CALENDAR

January—Leave Injury Behind in 2009

- 8 **Connecting the Dots—Jefferson Elementary**
Child Passenger and Home Safety Education
- 13 **Strike Out Child Passenger Injury Presentation**
Warren Rotary Club
CPS Workshop
Delta Health Education Center — Helena/West Helena 11:00am—1:00pm
- 15 **Child Passenger Seat Check-up—Little Rock**
Jefferson Elementary, Little Rock
- 20 **Strike Out Child Passenger Injury Presentation**
Morrlilton Rotary Club
- 26–30 **CPSE Certification Class — Little Rock**
For more information call Virginia Lancaster (501)364-2478
- 27 **Strike Out Child Passenger Injury Presentation**
Ashley County HHI

February—Protect the Ones You Love

- 17 **Strike Out Child Passenger Injury Presentation**
Stuttgart Rotary
- 23 - 24 **Hippy Coordinator Conference**

March—Strike Out Child Passenger Injury

- 3 - 7 **CPSE Certification Class—Hot Springs**
For more information call Virginia Lancaster (501)364-2478
- 7 **Child Passenger Seat Check-Up—Hot Springs**
Wal-mart on Albert Pike, 10:00am-1:00pm
- 15 - 21 **National Poison Prevention Week**

*Weekly Child Passenger Check-Ups occur every Wednesday by appointment only. Please call 501-364-3400 for more information.

IN THE MEDIA

The IPC will continue to be a monthly feature on KATV Channel 7. Please see our website for exact dates and times. Monthly topics will include:

January 26th —Graduated Driver's Licensing

February—Protecting the Ones You Love

March—Strike Out Child Passenger Injury

January 21st the IPC will head to Harrison and Mountain Home based **Reynolds Media** for a quarterly segment covering General Injury Prevention.
www.reynoldsmediainc.com

The Moment

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

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