



Assembling the Injury Prevention "Quilt"

SALLY FOGERTY
DIRECTOR, CHILDREN'S SAFETY NETWORK
OCTOBER, 2010

Eliminate the Danger



What Have We Done



From 1975 – 2008 mandatory child care seat use prevented approximately 8,000 deaths and injuries (NHTSA, 2009)



Motorcycle helmet laws in six states since 1989 reduced motorcycle fatalities average of 27% in first year.



More than 50% increase in fatalities in first year in states who weakened laws to cover only those under specific age since 1997

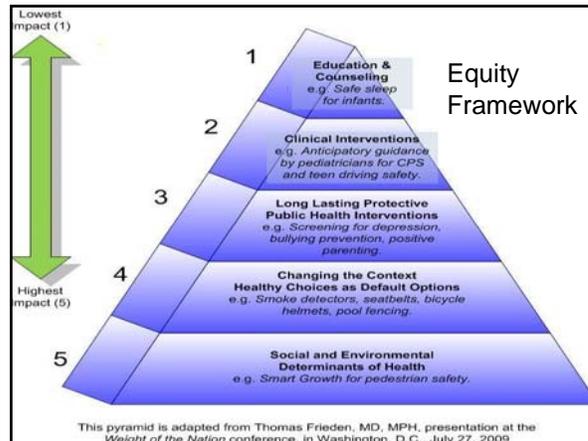
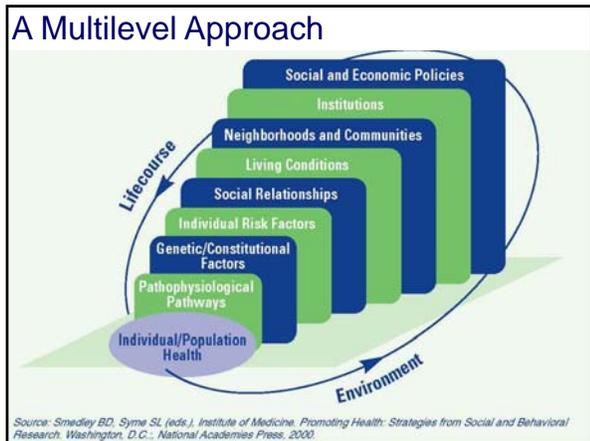
(NHTSA, 2008)

Education and changing individual behaviors not enough

Also need

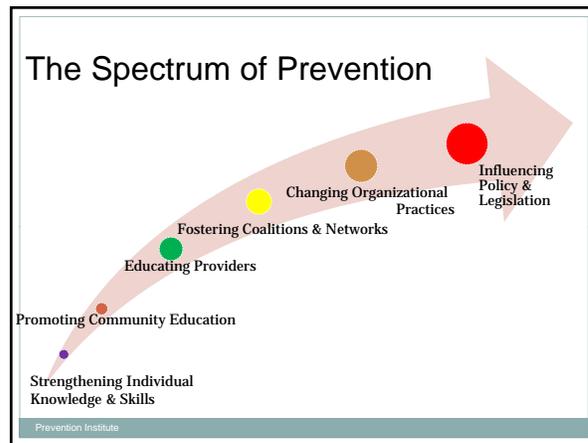
Changes at the Family, Community Social-cultural Level





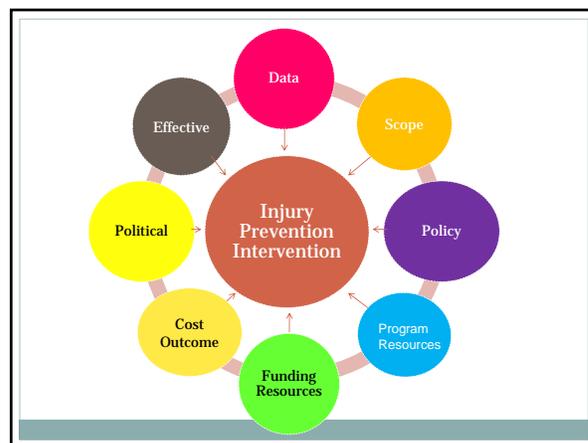
Social Determinates of Health

| | | |
|------------------------------|---|-----------------------------|
| Income | Housing quality & availability | Resource limitations |
| Wealth | Employment security | Legislation, policy |
| Racism | Food security | Working conditions |
| Stressful experiences | Social exclusion | Social capital |
| Education | Language barriers | |



Injury Prevention Framework

| | | | | |
|----------------------------|------------------------------|-----------------------------|--------|--------------|
| Developmental stage | Infants and children | Adolescent and young adults | Adults | Older Adults |
| Special populations | Rural and remote populations | | | |
| | Native Americans | | | |
| Environment | Individual | | | |
| | Family/Peer | | | |
| | Community | | | |
| | Social-cultural | | | |



**10 Leading Causes of Death, United States
2003 - 2007, All Races, Both Sexes**

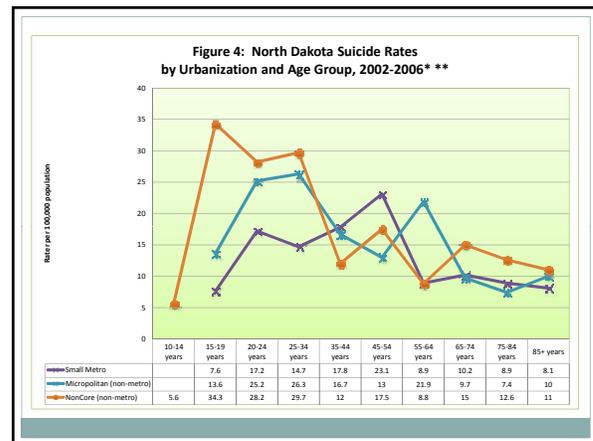
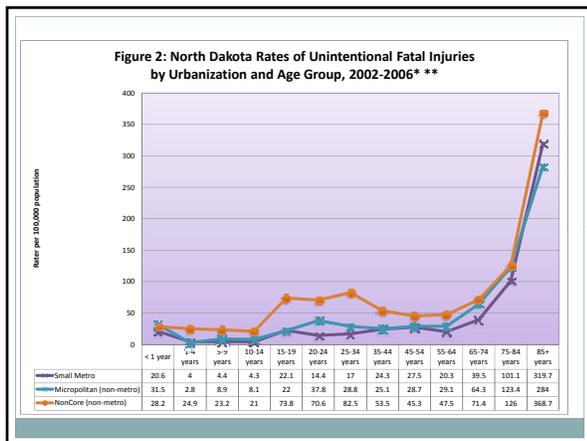
| Rank | Age Groups | | | | | | | | | | | All Ages |
|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | <1 | 1-4 | 5-9 | 10-14 | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | |
| 1 | Congestive Heart Failure | Heart Disease |
| 2 | Stroke | Congestive Heart Failure | Malignant Neoplasms | Malignant Neoplasms | Heart Disease |
| 3 | ISD | Malignant Neoplasms | Congestive Heart Failure | Heart Disease |
| 4 | Malignant Neoplasms | Heart Disease |
| 5 | Prostate Cancer | Heart Disease |
| 6 | Influenza |
| 7 | Respiratory Disease |
| 8 | Bacterial Infection |
| 9 | Accidental Injuries |
| 10 | Congestive Heart Failure |

WISQARS™ Produced by Office of Statistics and Programming, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention. Data Source: National Center for Health Statistics (NCHS), National Vital Statistics System.

**10 Leading Causes of Death, North Dakota
2003 - 2007, All Races, Both Sexes**

| Rank | Age Groups | | | | | | | | | | | All Ages |
|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | <1 | 1-4 | 5-9 | 10-14 | 15-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | |
| 1 | Congestive Heart Failure | Heart Disease |
| 2 | Stroke | Congestive Heart Failure | Malignant Neoplasms | Malignant Neoplasms | Heart Disease |
| 3 | ISD | Malignant Neoplasms | Congestive Heart Failure | Heart Disease |
| 4 | Malignant Neoplasms | Heart Disease |
| 5 | Prostate Cancer | Heart Disease |
| 6 | Influenza |
| 7 | Respiratory Disease |
| 8 | Bacterial Infection |
| 9 | Accidental Injuries |
| 10 | Congestive Heart Failure |

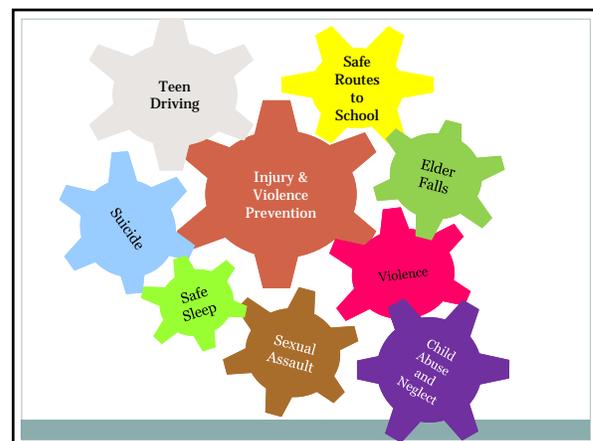
WISQARS™ Produced by Office of Statistics and Programming, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention. Data Source: National Center for Health Statistics (NCHS), National Vital Statistics System.



Creating a System

- Interrelationships
- *Connect into patterns*
- Organize into a totality rather than fragmented, unrelated happenings
- *Requires multiple partners many who do not normally work together*

• Look at big picture & create unified effort through linkages & coordination of resources

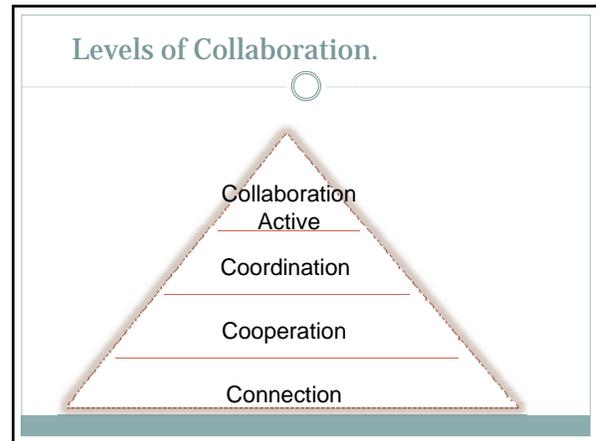




Collaboration is - - -

Action of working with one or more other people to produce or create something

- Work together in spectrum of ways, from informal networks to joint projects to formal MOU
- *Work together for a range of purposes.*
- May be for fixed period of time or on-going



Opportunities

- Strengthen and increase sustainability of statewide injury & violence prevention efforts
- *Assure uniformity of prevention messages*
- Reduce duplication in addressing the same risk factors
- *Facilitate improved surveillance, data sharing & achieving outcomes/performance measures*

Collaborative Partnerships

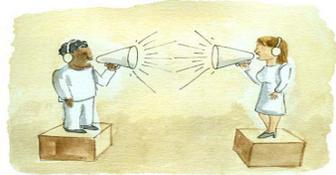
- Leverage new resources, expertise and capacity
- Identify Key Partners
- Clarify how will work together
- Describe structure and expectations

Challenges



- Lack of time
- Narrow focus
- Turf issues
- Limited resources
- Different perspectives and orientation
- Data linkage problems
- Attitude - "We know best"

Collaboration peril: resolving small differences - it's easiest to argue when you almost agree



©2 Harold Fisher 2004

Successes

- *Arkansas – Trauma Center and Primary Seat Belt Law*
- *North Carolina – State Plan with Public Health Lead for Child Maltreatment Prevention*
- *Washington – Open Water Drowning*
- *Massachusetts – ATV Law*
- *Colorado – Teen Driving*



Injuries Can Be Prevented By

- **Identifying their causes**
- ***Removing the causes***
- **Reducing exposure to them**

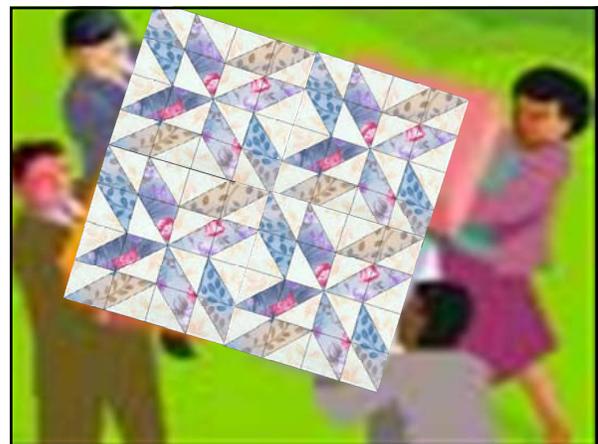
Environment Determines Injury Risks and Opportunities for Prevention

- **Physical**
- ***Socio-economic***
- **Socio-cultural**

We can be most effective when interventions are

- **Comprehensive** – addressing multiple behaviors and risk and protective factors
- ***Strategic and targeted*** – address priority problems identified through an assessment of local problems and assets
- **Multi-component** using multiple strategies
- ***Coordinated and synergistic*** ensuring efforts complement and reinforce one another
- **Collaborative** involving key stakeholders and disciplines

- 1 out of every 6 traffic fatalities of children, 1-14, 2008 were in vehicle with alcohol-impaired driver (CDC)
- Injury-hospitalization rates generally increase with increasing rurality with rates 27% higher in large rural counties and 35% higher in small rural counties. (Coben, Tiesman, et al. Rural-Urban Differences in Injury Hospitalizations in the U.S. 2004)
- 6,000 people, 2008, died in crashes involving distracted driver and 500,000 injured (CDC)
- 18% all pedestrian deaths, 2008, were to individuals 65 and older (CDC)



**Always remember the faces
behind the issue**



Contact Information

Sally Fogerty
Children's Safety Network
Education Development Center, Inc.
55 Chapel Street
Newton, MA 02458
www.ChildrensSafetyNetwork.org
1-617-618-2918