

# Investing in Injury Prevention

Susan Hardman, Director  
Bureau of Injury Prevention  
New York State Department of Health  
*Safe States Alliance*

NCSL Legislative Summit  
July 26, 2010

## State Health Department Injury and Violence Prevention Programs (IVPP)

1. Each state health department IVPP is unique.
2. The IVPP may or may not be funded.
3. IVPPs may be funded through a variety of sources such as: CDC, Maternal and Child Health Block grant, Preventive Health and Health Services Block grant, National Highway Traffic Safety Administration, private foundations, and state funds.

## **Mission of Injury and Violence Prevention Programs**

Identify and monitor where and why injuries occur across your state and assist in the development of evidence-based prevention programs.

*Injuries are predictable and preventable!*

## **Injury and Violence Prevention Programs are Cost Effective!**

According to a June 2000 study of 84 injury prevention measures (Miller, Ted R. PhD and Levy, David T. PhD) more than half yielded a net societal cost savings. Twelve measures had costs that exceeded benefits.

## Interventions with the Highest Benefit–Cost Ratios

- ▶ Juvenile delinquent therapy programs
- ▶ Low-ignition cigarettes
- ▶ Federal road and traffic safety program funding– *Transportation Bill Authorization*
- ▶ Lane markers painted on roads
- ▶ Post-mounted reflectors on hazardous curves
- ▶ Safety belts in front seats

## Interventions Cont'd.

- ▶ Safety belt laws with primary enforcement
- ▶ Child safety seats
- ▶ Child bicycle helmets
- ▶ Enforcement of laws against serving alcohol to the intoxicated
- ▶ Substance abuse treatment
- ▶ Brief medical interventions with heavy drinkers
- ▶ Comprehensive safe communities programs in a low-income neighborhoods

## Are there Other Cost Saving Injury Prevention Strategies?

- ▶ Studies of cost-saving measures do not exist for several injury types.
- ▶ Injury prevention can frequently reduce medical costs and save lives if proven measures are implemented in communities.
- ▶ State health department injury and violence programs coordinate local activities to assure program fidelity.

## Examples of Evidence-based Injury and Violence Prevention Strategies

- ▶ Smoke alarm installation programs
- ▶ Primary enforcement of child restraint laws
- ▶ *Tai Chi: Moving for Better Balance* and *Stepping On* exercise programs for seniors to reduce the risk of falls
- ▶ Shaken Baby Syndrome hospital-based education prevention programs
- ▶ Wearing a bicycle helmet
- ▶ Home visitation program (Triple “P”– Positive Parenting Program)

## Where Can You Find More Information?

- ▶ Visit the CDC's National Center for Injury Prevention and Control (NCIPC) website.

<http://www.cdc.gov/injury/index.html>

NCIPC's mission is to prevent injuries and violence, and reduce their consequences. **We strive to help every American live his or her life to its fullest potential.**

## CDC's NCIPC Priorities

- ▶ Child Maltreatment
- ▶ Motor Vehicle Injuries
- ▶ Falls Among Older Adults
  
- ▶ Motor vehicle injuries among CDC Director Dr. Frieden's six "Priority Winnable Battles".

## NCIPC Resources

### Examples:

- ▶ WISQARS– web–based interactive data query and reporting system

<http://www.cdc.gov/injury/wisqars/index.html>

- ▶ Graduated Driver Licensing Toolkit

<http://www.healthystates.csg.org/NR/rdonlyres/72C6F412-47D3-4433-BA2A-3F72C0B4C885/0/gdltoolkit.pdf>

## NCIPC Resources Cont'd

- ▶ Violence Education Toolkit Online (VETO Violence)

<http://www.vetoviolenace.org/>

- ▶ Choose Respect Campaign– Help teens develop healthy relationships to prevent dating violence before it starts.

<http://www.cdc.gov/chooserespect/>

## NCIPC Resources Cont'd

- ▶ Transportation Policy Recommendations  
<http://www.cdc.gov/transportation/docs/FINAL%20CDC%20Transportation%20Recommendations-4-28-2010.pdf>
- ▶ NCSL/CDC Legisbrief- Preventable Injuries Burden State Budgets  
<http://www.ncsl.org/LinkClick.aspx?fileticket=Nypoc9QPwrw%3d&tabid=13887>

## NCIPC Resources Cont'd

- ▶ CDC staff are available to provide expert witness or written testimony.
- ▶ CDC staff can direct you to other partner resources in your state such as Safe Kids USA and the Safe States Alliance.
- ▶ CDC staff can assist you in identifying evidence-based strategies to reduce the risk of injury and violence in your state.

## ASTHO Presidential Challenge

Commissioners and Directors from 27 states and one territory have committed their state health departments to support one injury prevention strategy to reduce the burden of preventable injury in their state.

Find out more information about your state's involvement in the Presidential Challenge.

## How Can You Support Injury and Violence Prevention in Your State?

- ▶ Identify your state health department injury and violence prevention program manager.
- ▶ Contact the Safe States Alliance at (770) 690-9000 or email [info@safestates.org](mailto:info@safestates.org) for the name and contact information of your state health department injury and violence prevention program representative.



## **Injury Prevention Works!**

One example–

- ▶ **New York State Department of Health Bicycle Helmet Safety Project**

## **Bicycle Helmets Work!**

- ▶ Research suggests that wearing an approved bicycle helmet when riding a bicycle reduces the risk of brain injury by 88%.

## NYS Bicycle Helmet Project

- ▶ In 1990 the New York State Department of Health embarked on a statewide Bicycle Helmet Safety Campaign including:
  - distributing helmets through 71 coalitions,
  - a mass media TV and print campaign, and
  - mailing of educational materials to all NYS pediatricians and family practice physicians.
- ▶ In 1994 NYS law enacted requiring children between 1-13 years to wear a helmet when bicycling.

## What Happened?

- ▶ Self-reported helmet use increased.
- ▶ Observational studies documented an increase in helmet use by children between 1-13 years.
- ▶ Bicycle-related serious injury and death decreased statewide.
- ▶ Local health departments partnered with new stakeholders to sustain local bicycle safety programs.

## You Can Make a Change in Your State!

- ▶ Support your state health department injury and violence prevention program by learning about their initiatives, including the ASTHO Presidential Challenge.
- ▶ Promote your state's injury and violence prevention activities.
- ▶ Sponsor events to raise awareness of the problem of injury and violence in your state.

## Questions?

Contact Information–

Susan Hardman

[sbh01@health.state.ny.us](mailto:sbh01@health.state.ny.us)

518.473.1143