

Injury Prevention: Best Practices and Beyond

CA Area Best Practices Conference
May 20, 2014

California Area Indian Health Service
Injury Prevention Program

IHS **Injury Prevention**
Advocacy, Outreach and Results



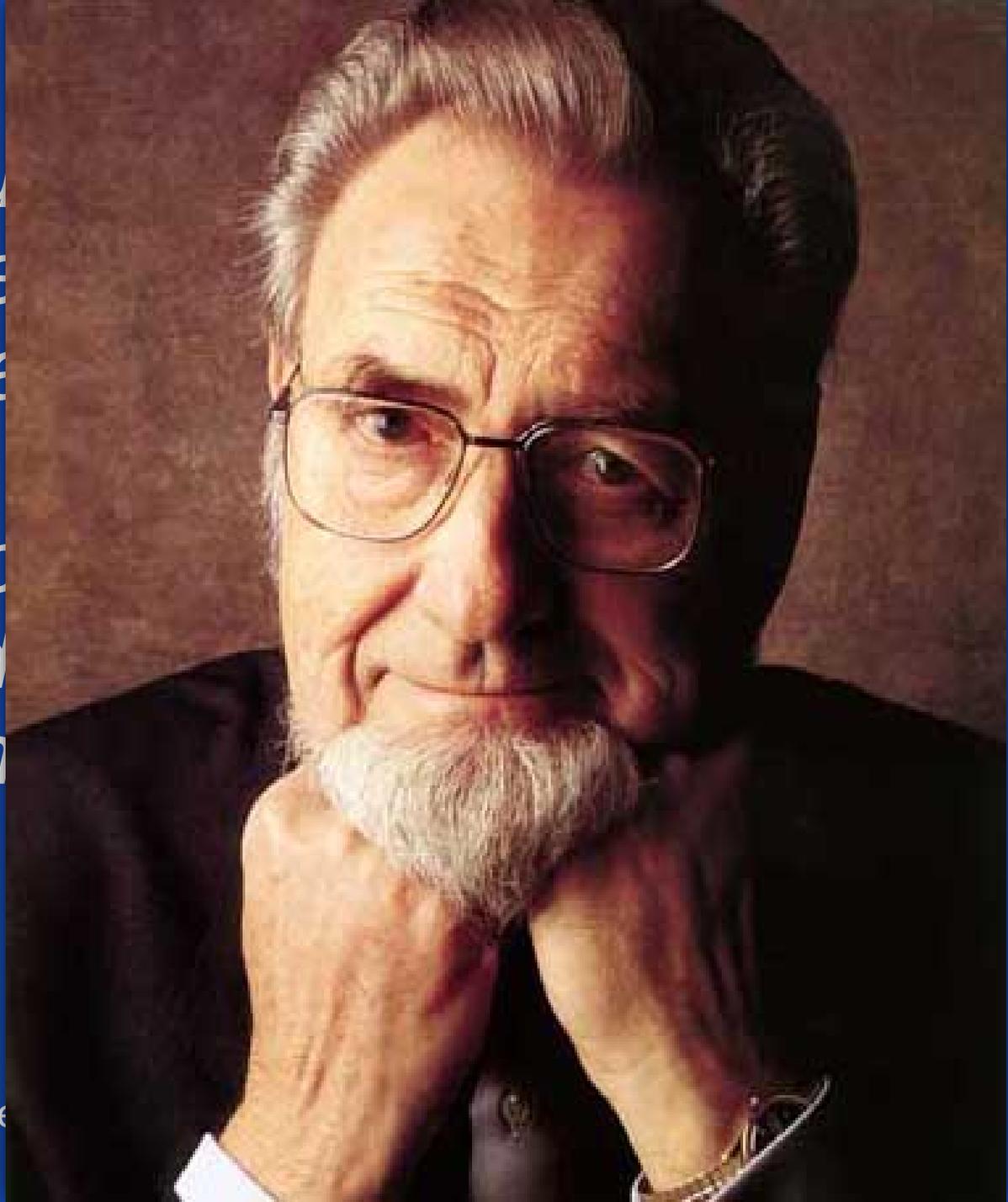
Objectives

- Overview of Injuries as a Public Health Problem
- Review of the injury issues in the CA Area
- Discuss the future of injury prevention in the CA Area
- Identify leadership roles in injury prevention for Tribal Health Programs



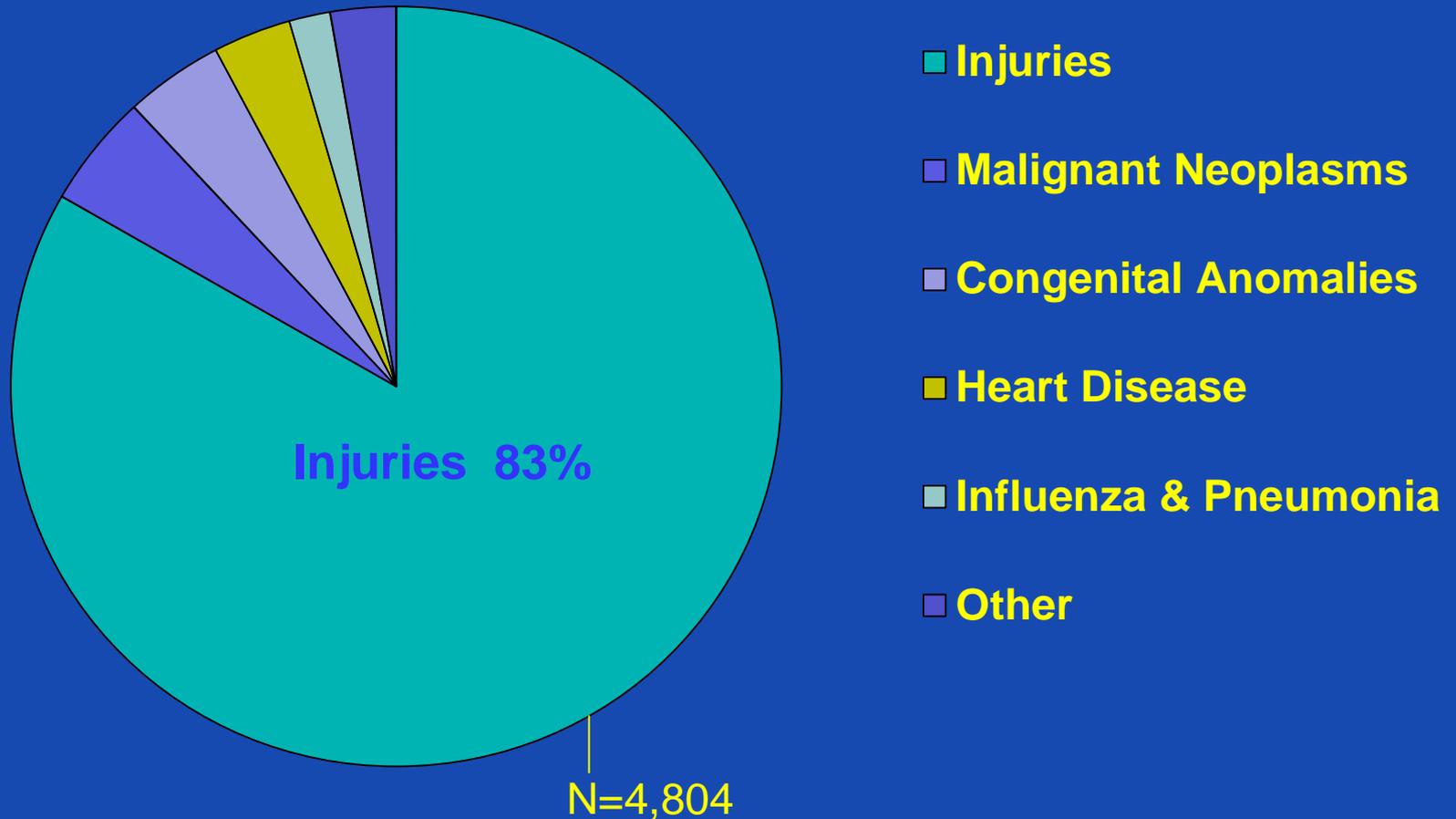
"If a disease were killing our children in the proportions that injuries are, people would be outraged and demand that the killer be stopped."

C. Everett Koop, MD
Former Surgeon General



Leading Causes of Death – US, 1999-2010

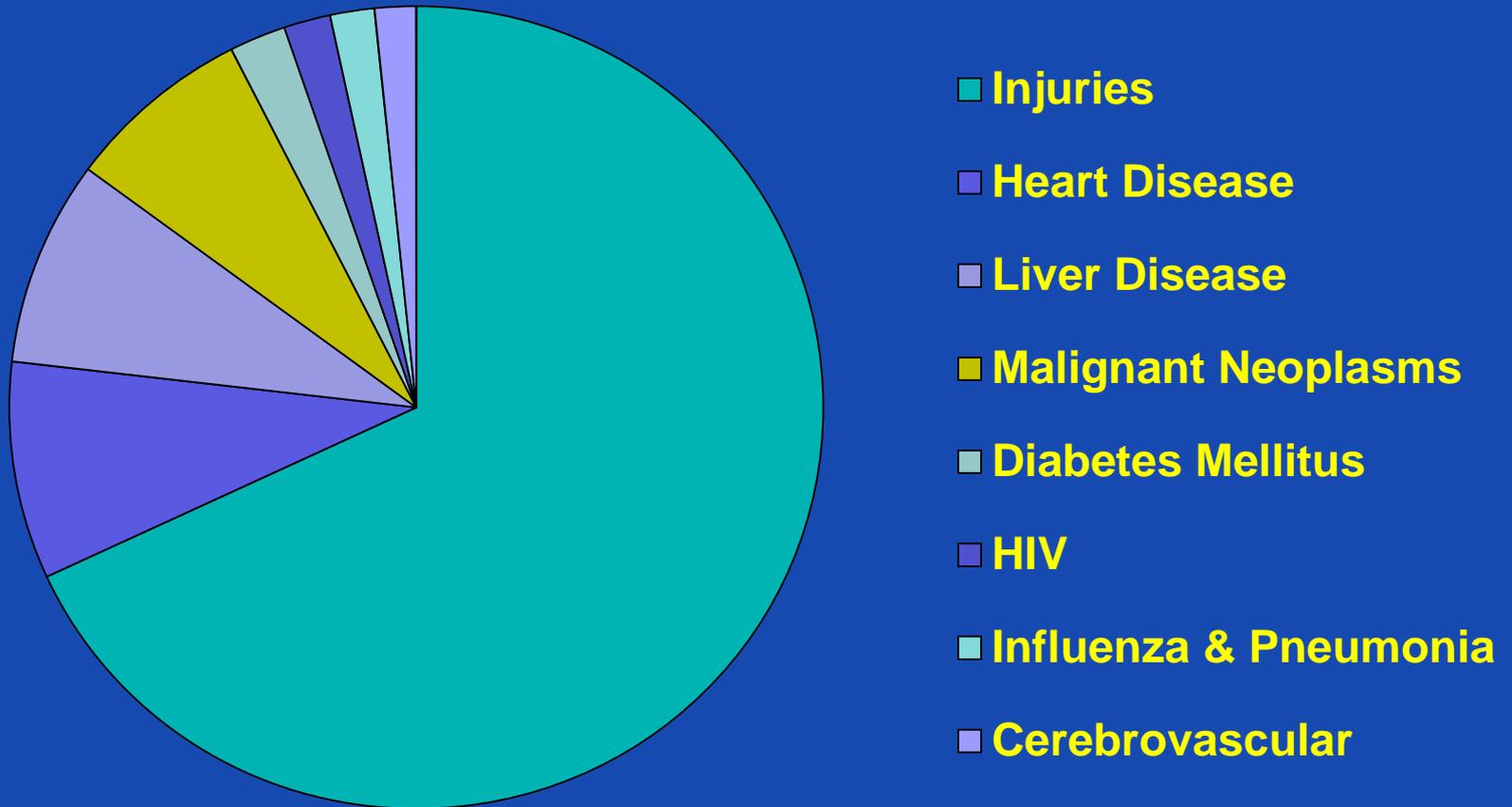
AI/AN Children (1-19 yrs)



Source: CDC WISQARS

Leading Causes of Death – US, 1999-2010

AI/AN 1-44 Years of Age

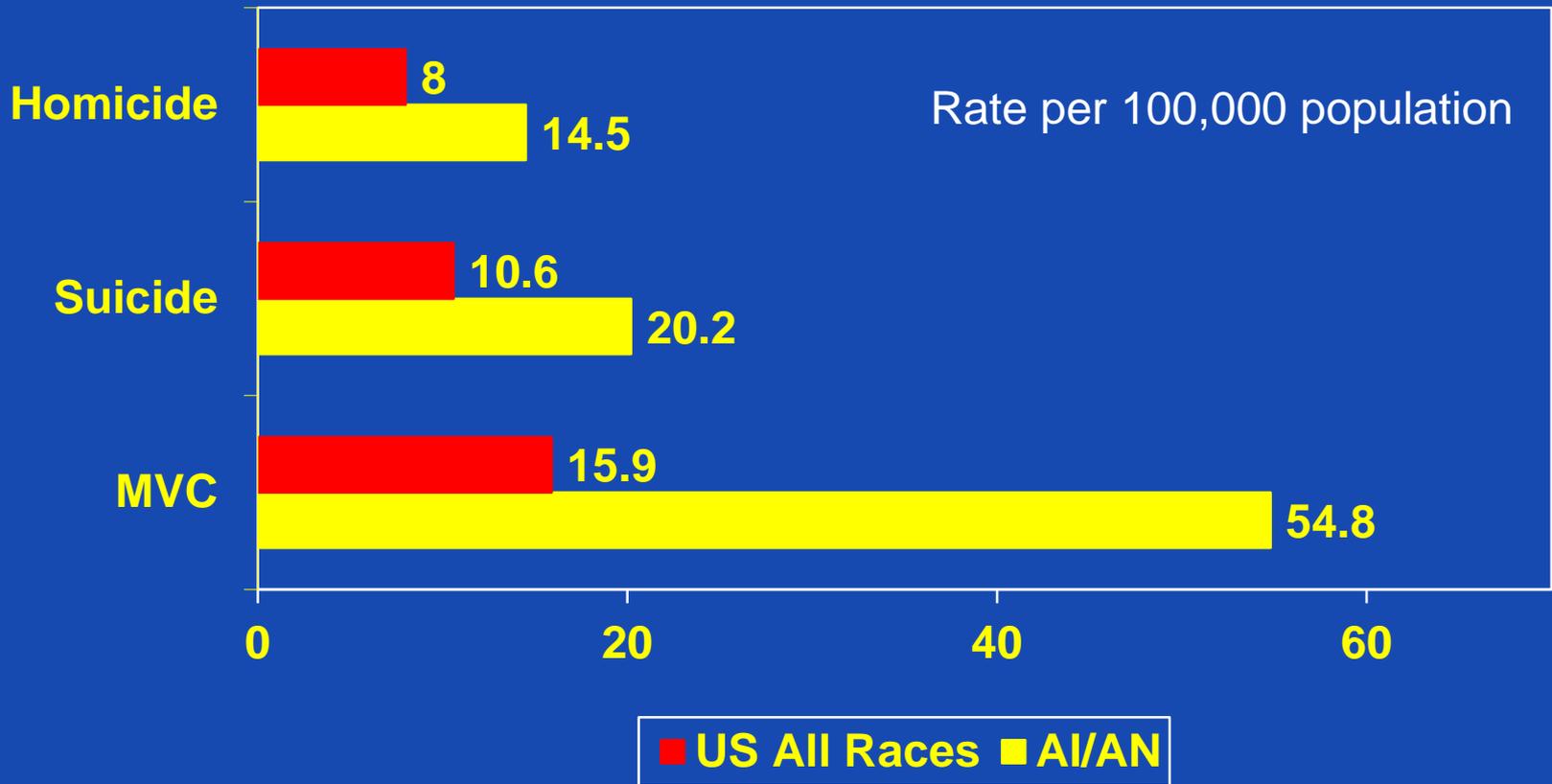


N= 25,624

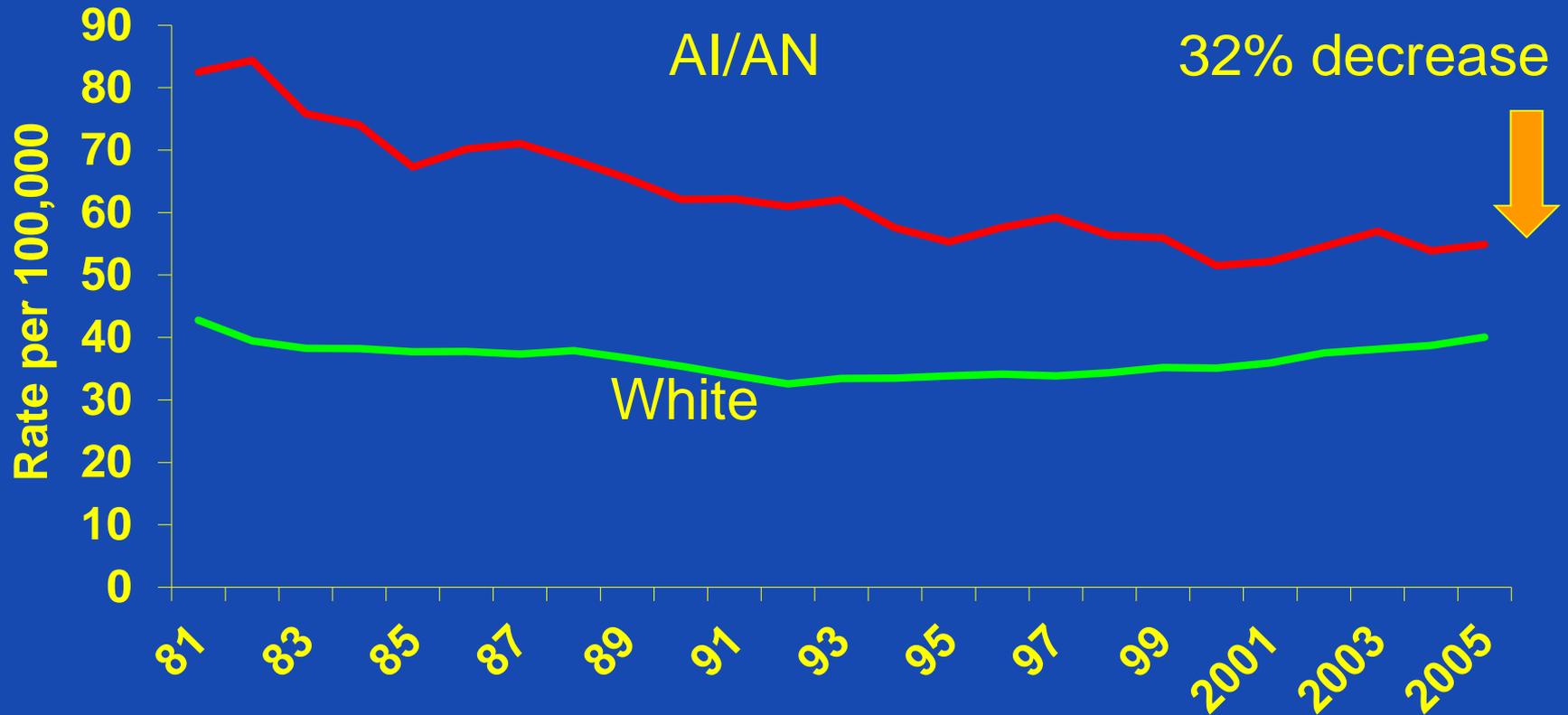
Source: CDC WISQARS



Injury Death Rates for AI/AN



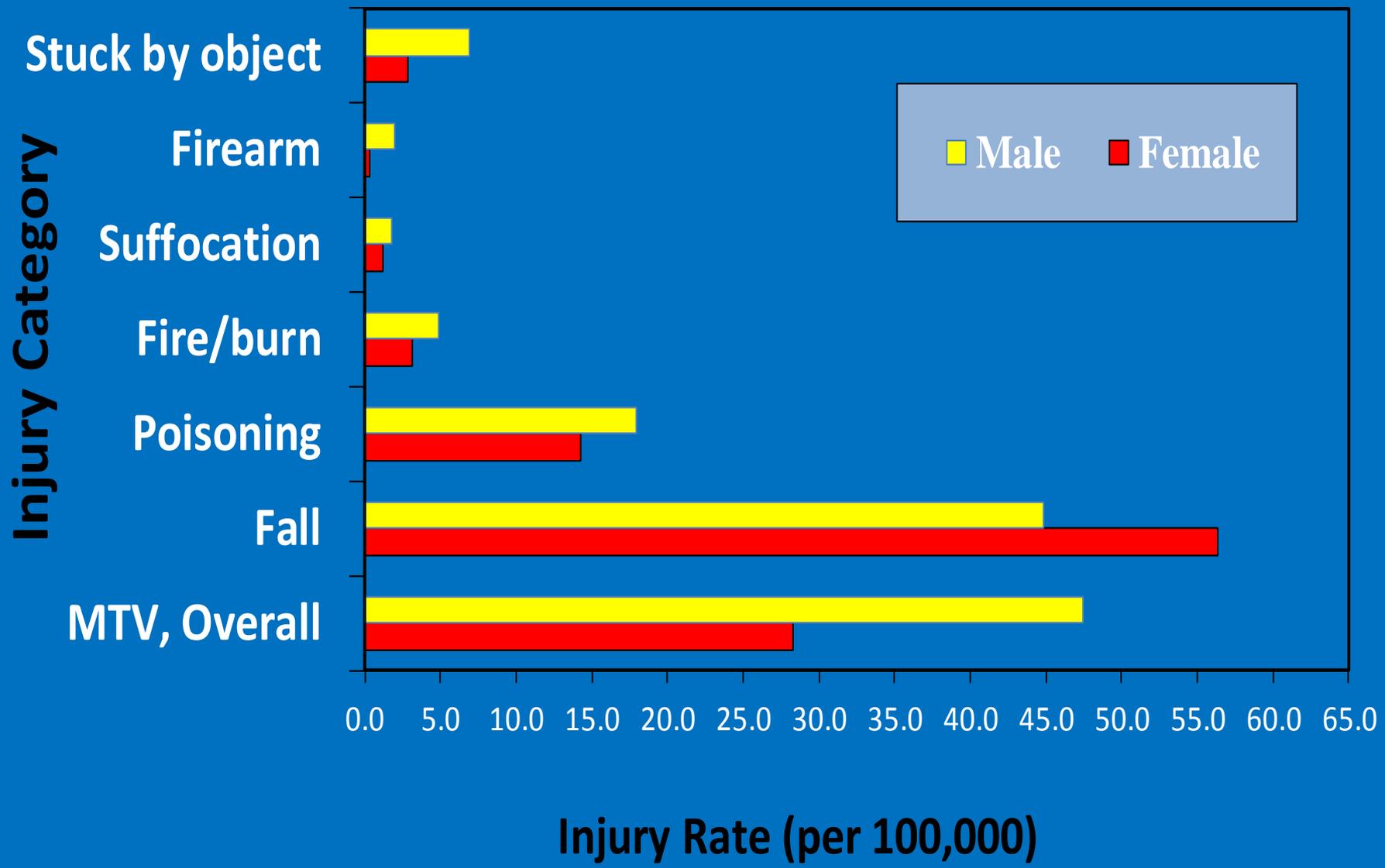
Unintentional Injury Death Rates by Race 1981-2005



Source: CDC WISQARS



Unintentional Injury Rates Among AI/AN, by Gender California, 1991-2006



Source: CA Department of Public Health CDC WISQARS

Why Injury Prevention?

- 
- The injury rate within the AI/AN population is much higher than the US All Races rate
 - AI/AN's ages 1-44 are greatly affected
 - Injuries are very costly to treat

INJURY:

Harm or hurt; a wound or maim. Usually applies to damage inflicted to the body by an external force.

- Dorland's Illustrated Medical Dictionary 25th Ed.

Unintentional or intentional damage to the body resulting from acute exposure to thermal, mechanical, electrical, or chemical energy or from the absence of such essentials as heat or oxygen.

- Injury Prevention - Meeting the Challenge 1989

INJURY CATEGORIES:



Unintentional

Motor Vehicle Crashes

Drownings

Fire/Burns

Falls

Poisonings

Environmental

Mechanical

Intentional

Homicides

Suicides

Assaults

Child Abuse

Domestic Violence

Accident: an unforeseen or unplanned event; or an event occurring by chance

CRASHES

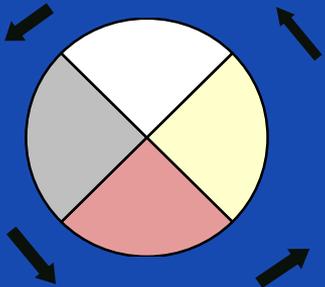
aren't

~~Accidents~~

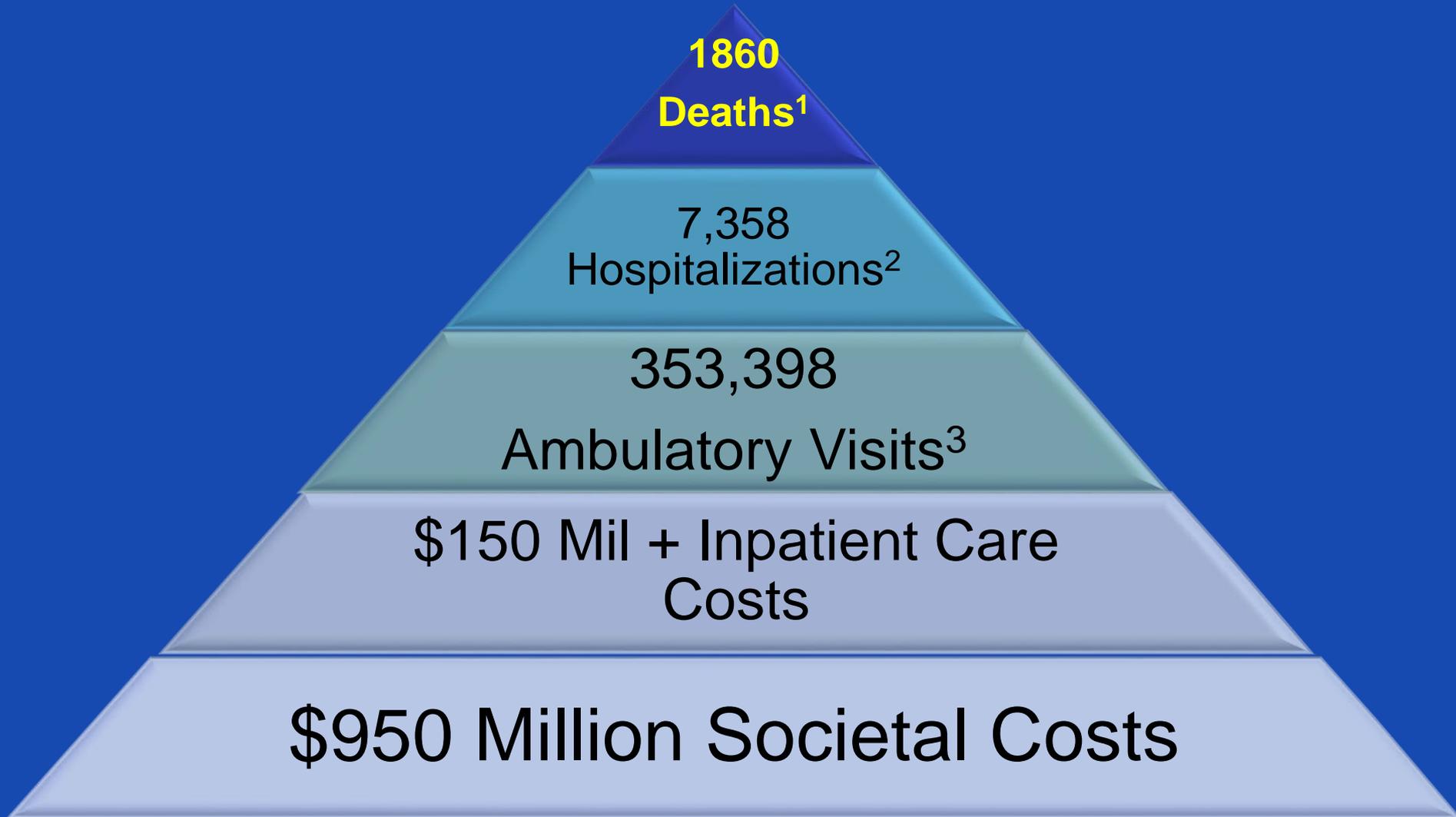


PUBLIC HEALTH APPROACH

Define the Problem



Annual IHS Injury Pyrmid



1. NCHS Vital Statistics System for numbers of deaths. Bureau of Census for population estimates

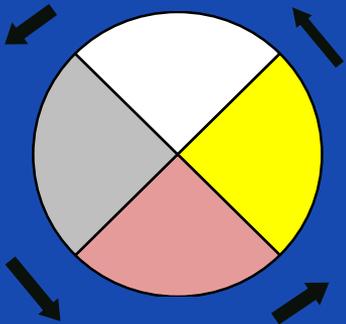
2/3. 1998-99 Trends in Indian Health

4. Inpatient Hospital Per Diem Rate, Federal Register: 1/24/01, Vol. 66, No. 16

Identify Risk Factors

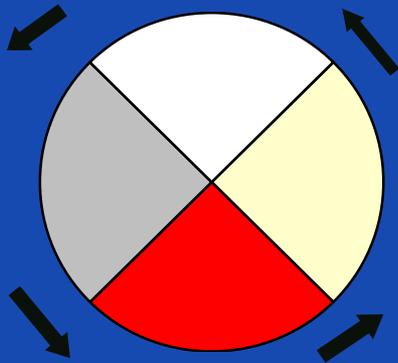


- Population at risk
 - age, gender, specific group
- Location(s) of events
- Environment
- Other factors



What prevents the problem?

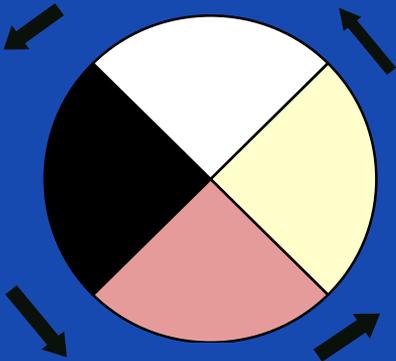
- Modify the environment
- Educate the public
- Enact and enforce safety legislation

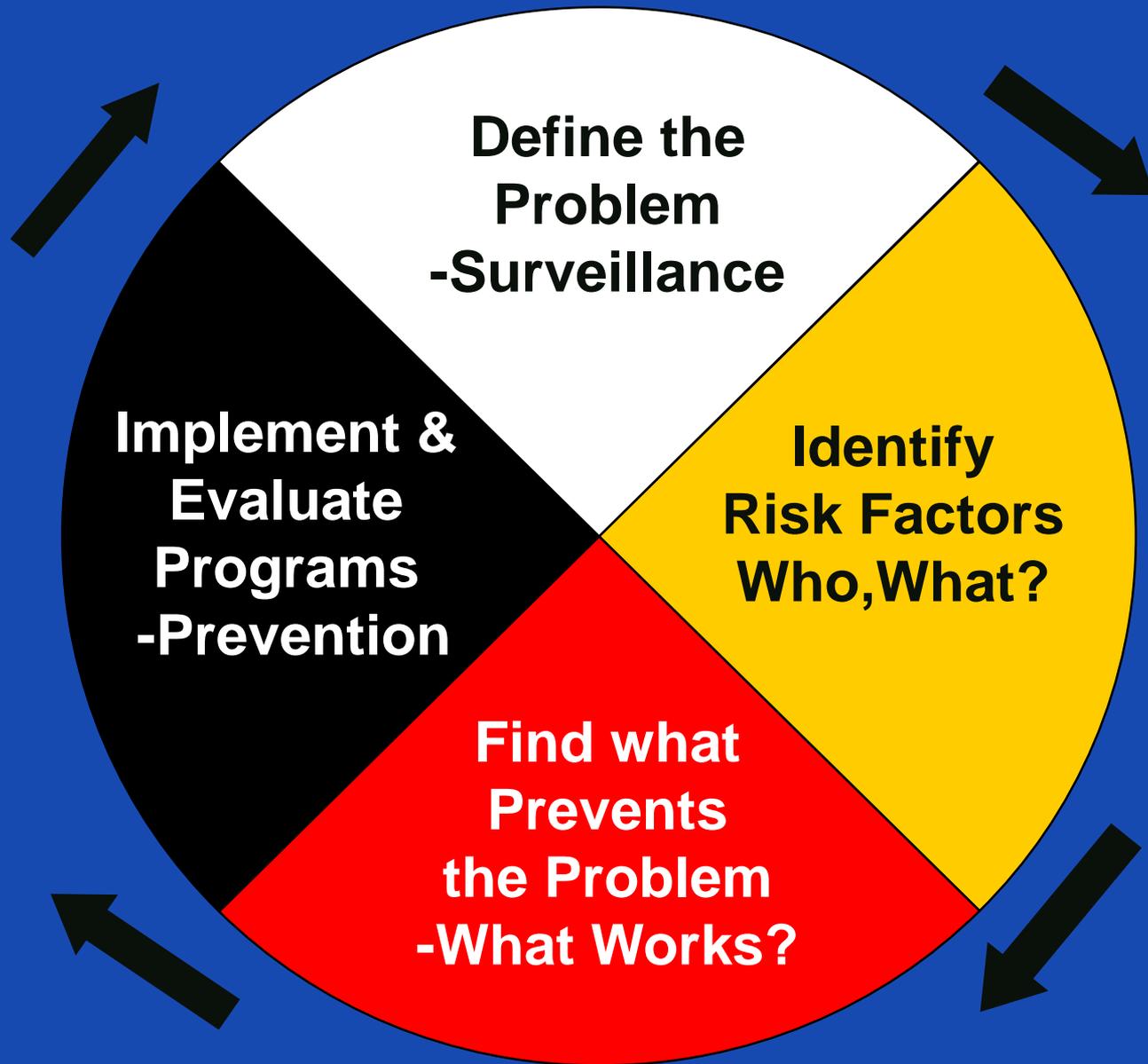


Implement and Evaluate Programs



- Implement prevention measures
 - interventions
 - evaluation
 - marketing
 - advocacy
- Analyze effectiveness of methods used
- Use evaluation to improve prevention measures





PUBLIC HEALTH APPROACH

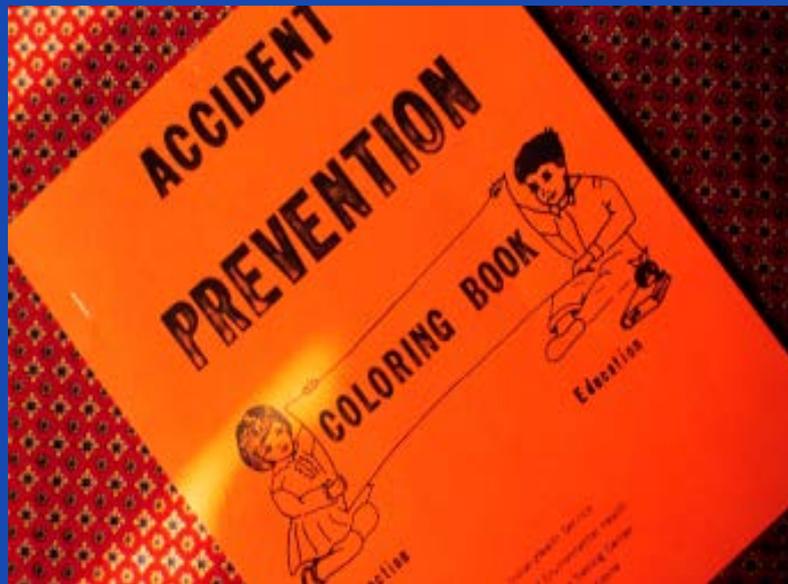
Lessons Learned: What Doesn't Work



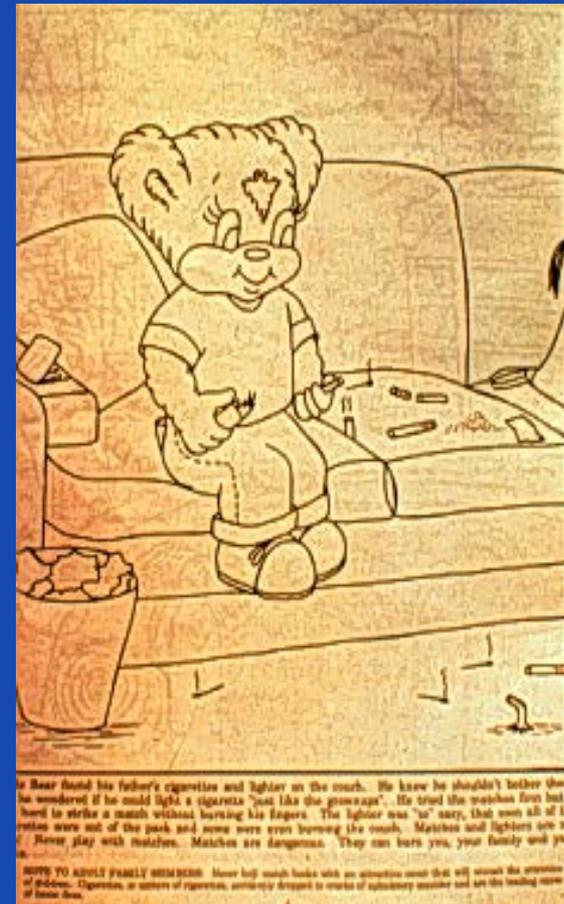
Crash Simulators



Lessons Learned: What Doesn't Work



Coloring Books

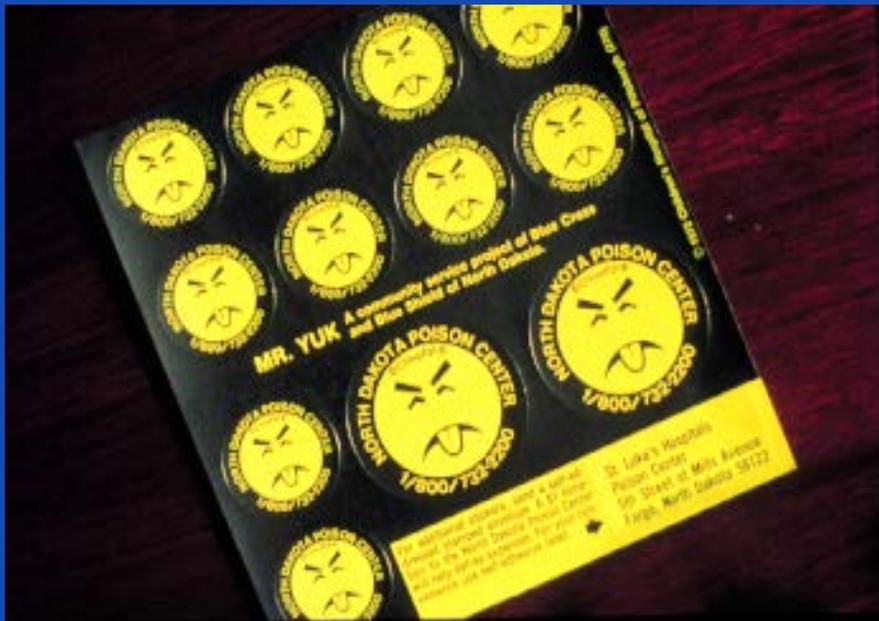


The Bear found his father's cigarettes and lighter on the couch. He knew he shouldn't bother them, but he wondered if he could light a cigarette "just like the grownups". He tried the matches first but found he couldn't strike a match without hurting his fingers. The lighter was "so" scary, that soon all of its rollers were out of the pack and were everywhere burning the couch. Matches and lighters are so dangerous. Never play with matches. Matches are dangerous. They can burn you, your family and your house.

NOTE TO ADULT FAMILY MEMBERS: Never buy match books with an attractive cover that will attract the attention of children. Cigarettes, or packs of cigarettes, are only to be used by adults and are the leading cause of cancer.



Lessons Learned: What Doesn't Work



**“Mr. Yuck”
Stickers**



Lessons Learned: What Doesn't Work



Health Fairs



Lessons Learned: What Doesn't Work



Driver's Ed



Public Health Approach and Injury Prevention

- 
- Treat the community, not the individual
 - Multiple causes/factors of injury
 - Interdisciplinary collaboration is needed



Reliable Data

- Surveillance
- Studies
- Observational Surveys
- Interviews/Focus Groups

Partnerships & Collaborations

- Community
- Regional
- National



Capacity Building

- Training

- Funding



Short Courses

- Introduction to Injury Prevention
- Intermediate Injury Prevention

Fellowship

- Epidemiology Fellowship
- Program Development

Specialized Courses

- Area Short Courses
- Indoor/Outdoor Environment
- Child Passenger Safety
- Customized



Capacity Building

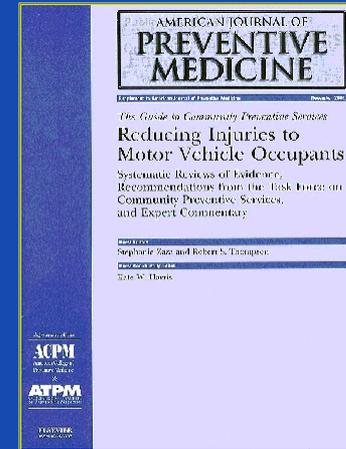
TIPCAP

- Training
- Funding
- Part I – 5 years, user pop 2,500
 - Part I-A: \$65,000 New Apps
 - Part I-B: \$80,000 Prev Apps
- Part II – 3 years, no pop req.
 - \$10,000
- Next Round of TIPCAP
March 2015



Community-Based Intervention Strategies

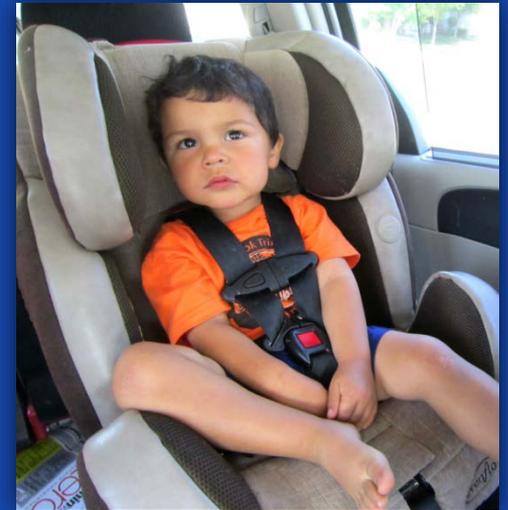
- Comprehensive Interventions
- Effective Strategies
- Culturally Appropriate



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

Strategies to Increase Child Safety Seat Use

- Laws
- Enforcement
- Incentive programs
- Education



Child Passenger Safety

- CA Area Mini Grants – Provide funding to Tribal Health Programs for Car Seats
- Policy Guide for Car Seat Programs
- New Car Seat Education Video
- NHTSA CPS Course Summer 2014

Strategies to Reduce Residential Fire Injuries and Bicycle Related Injuries

- Smoke Detectors
 - Photoelectric Alarms
 - Distribution w/ Education
- Bicycle
 - Helmet use
 - Laws with Education

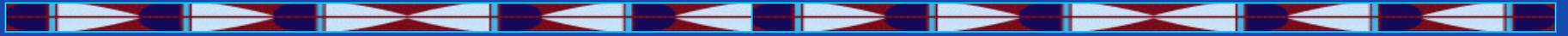


Strategies to Reduce Fall Injuries Among Older Adults

- **Exercise Programs (Tai Chi)**
- **Medication Management**
- **Medical/Vision Assessments**
- **Environmental Modification**
- **Education Programs**



Injury Prevention Program



Your Role:

- **Technical Expertise**
- **Advocate for Change**
- **Coalition Member**
- **Project Implementation**
- **Data Collection**
- **Grant Writing**
- **Attend Trainings**



Coming Soon

- Introduction to Injury Prevention (Level 1)
 - June 3-6, 2014
 - Reno, NV
- NHTSA CPS Technician Course
 - August 12-15, 2014
 - Santa Rosa, CA



Coming Soon

- CPS Education Video
- Tribal Injury Prevention Cooperative Agreement Program (TIPCAP)
 - March 2015
- Injury Prevention Portal
- CA Area Mini - Grants



Contact Information

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