

Welcome!

**Office for State, Tribal, Local and Territorial Support
presents...**

***CDC Vital Signs :* Child Injury**

April 17, 2012

2:00 pm–3:00 pm (EDT)



Centers for Disease Control and Prevention
Office for State, Tribal, Local and Territorial Support

Agenda

2:00 pm	Welcome & Introduction	Gregory S. Holzman, MD, MPH Deputy Director, OSTLTS, CDC
2:02 pm	Speaker Introductions	Amanda D. Miller, MA Health Communication Specialist McKing Consulting for OSTLTS, CDC
2:04 pm	<i>Vital Signs</i> Overview	Julie Gilchrist, MD Medical Epidemiologist, Division of Unintentional Injury Prevention, National Center for Injury Prevention and Control, CDC
2:10 pm	Presentations	Kate Carr President and CEO, Safe Kids Worldwide Lindsey Myers, MPH Injury and Violence Prevention Unit Manager, Colorado Department of Public Health and Environment
2:30 pm	Q&A and Discussion	Amanda D. Miller
2:55 pm	Wrap-up	Gregory S. Holzman
3:00 pm	End of Call	



CDC
Vitalsigns™ Teleconference
to support STLT efforts and build
momentum around the monthly
release of CDC *Vital Signs*





Trends in Child Injury Deaths United States, 2000–2009

Julie Gilchrist, MD

Medical Epidemiologist,
Division of Unintentional Injury Prevention

CDC *Vital Signs* Town Hall

April 17, 2012

National Center for Injury Prevention and Control

Division of Unintentional Injury Prevention



Burden

For every **1** child that dies there are...

25

hospitalizations



925

treated in ER



Many

more treated in
doctors offices



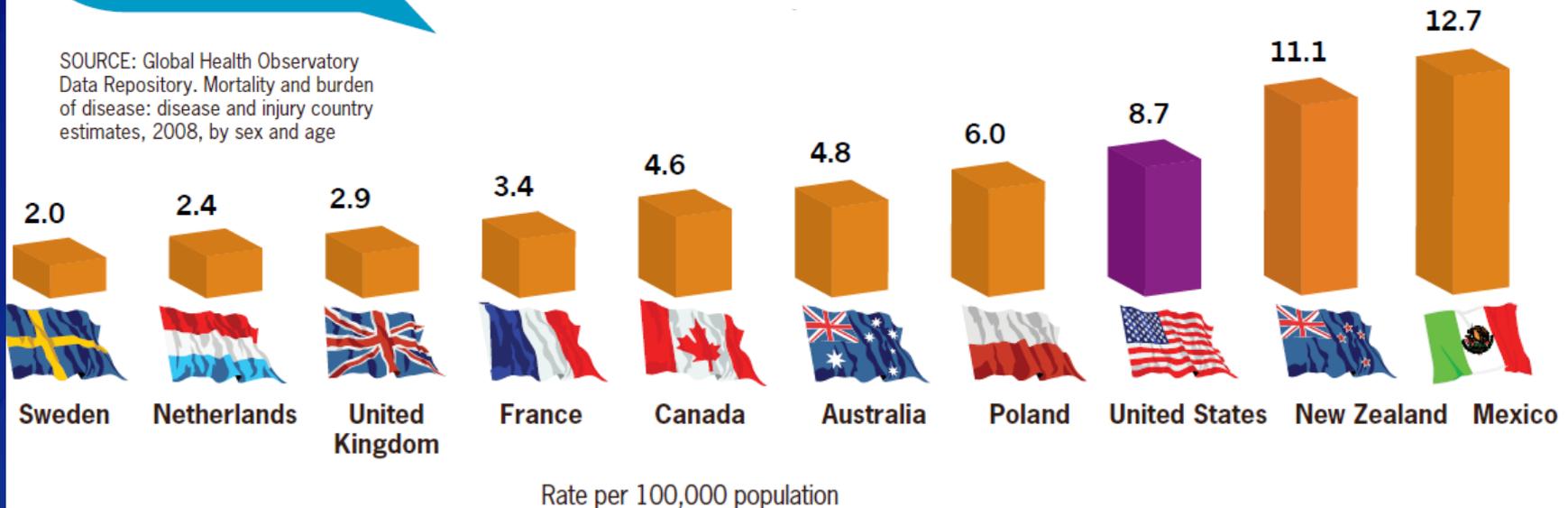
In 2005, injuries that resulted in death, hospitalization or an ED visit cost nearly \$11.5 billion in lifetime medical expenses.

SOURCE: Web-based Injury Statistics Query and Reporting System (WISQARS), CDC, 2009
National Health Interview Survey 2009 data release.
CDC, National Center for Health Statistics

Unintentional Injury Death Rate among Children 0-14 — Selected Countries

The US child injury death rate ranks among the worst of all high-income countries – 4 times that of countries with the lowest rates.

SOURCE: Global Health Observatory Data Repository. Mortality and burden of disease: disease and injury country estimates, 2008, by sex and age



Key Findings

- ❑ **>9,000 children 0–19 years died from unintentional injuries in the United States in 2009**
- ❑ **Death rate — almost 30% decrease 2000–2009**
- ❑ **Injury is still the #1 cause of death among children**

Centers for Disease Control and Prevention

MMWR

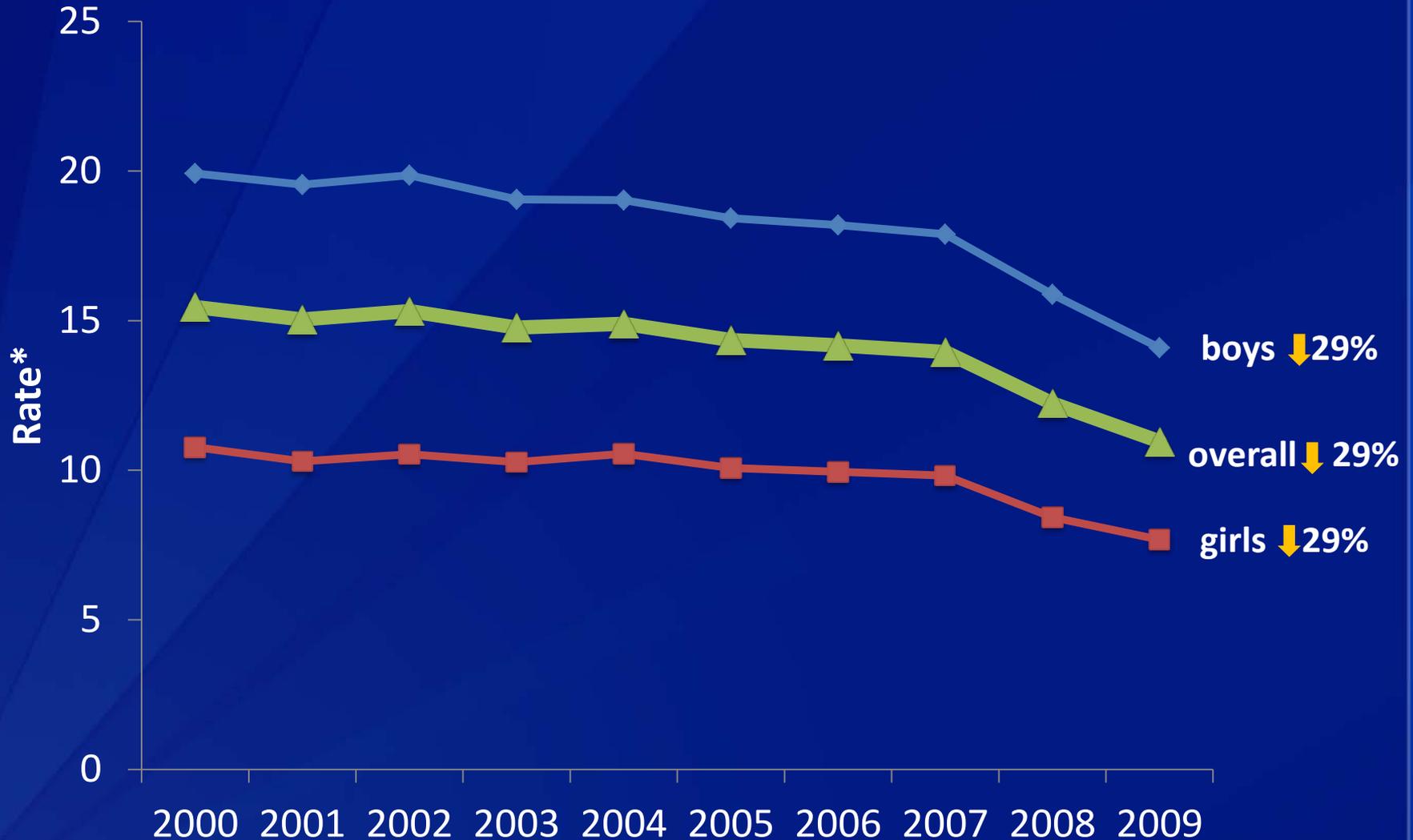
Morbidity and Mortality Weekly Report

Early Release / Vol. 61

April 16, 2012

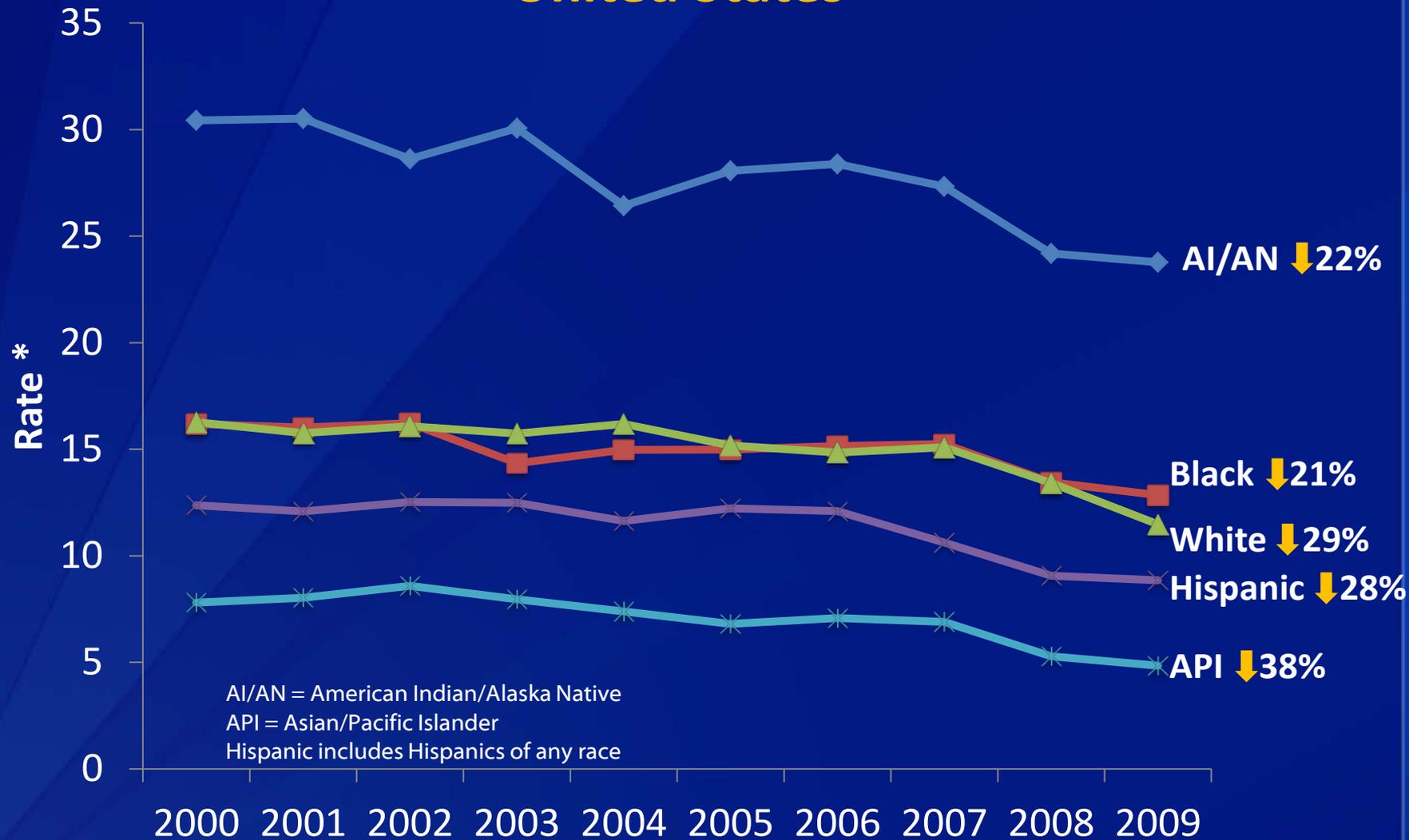
**Vital Signs: Unintentional Injury Deaths Among Persons Aged 0–19 Years —
United States, 2000–2009**

Injury Death Rates by Sex, 0–19 Years — United States



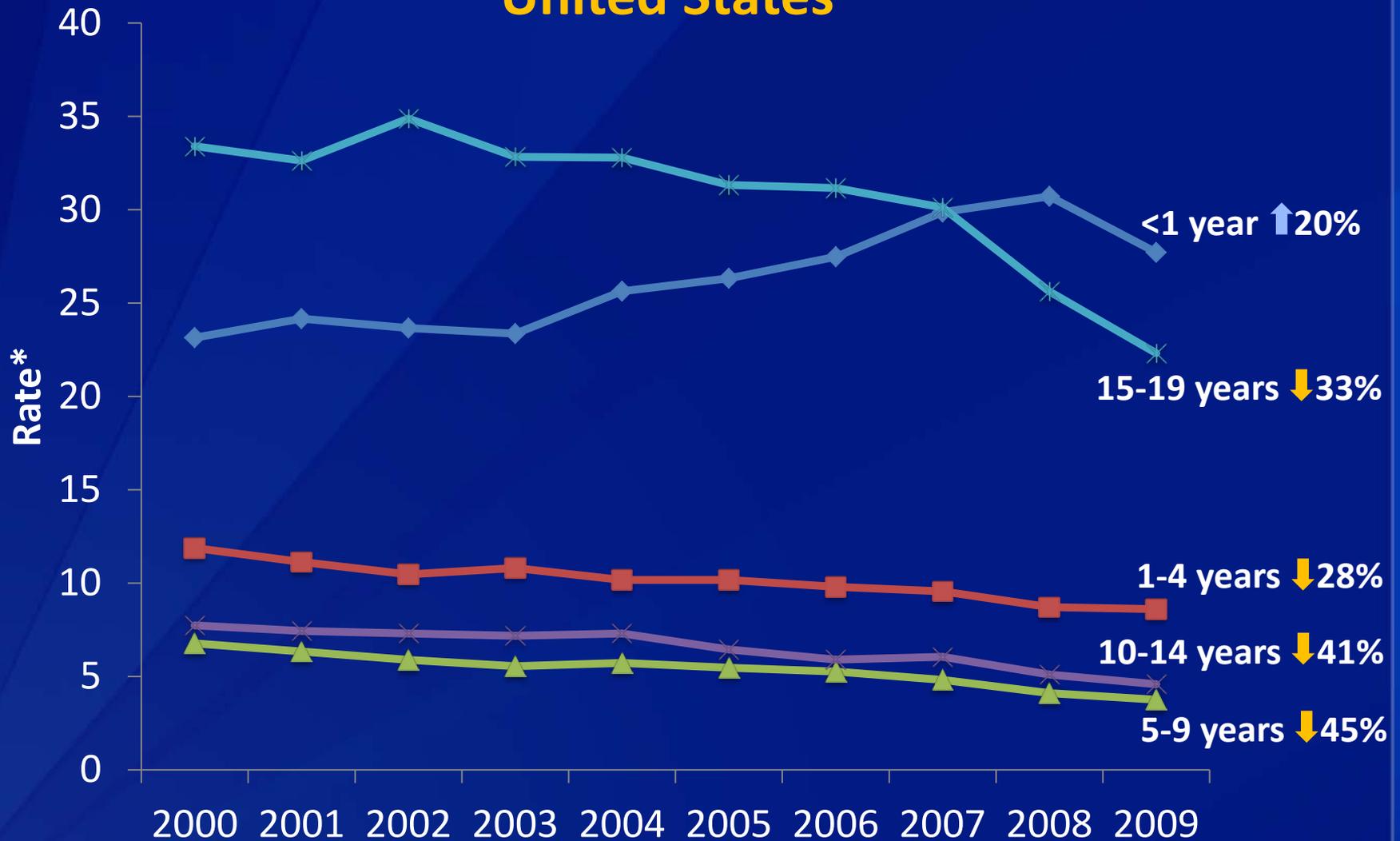
*per 100,000 population

Injury Death Rates by Race/Ethnicity, 0–19 Years — United States



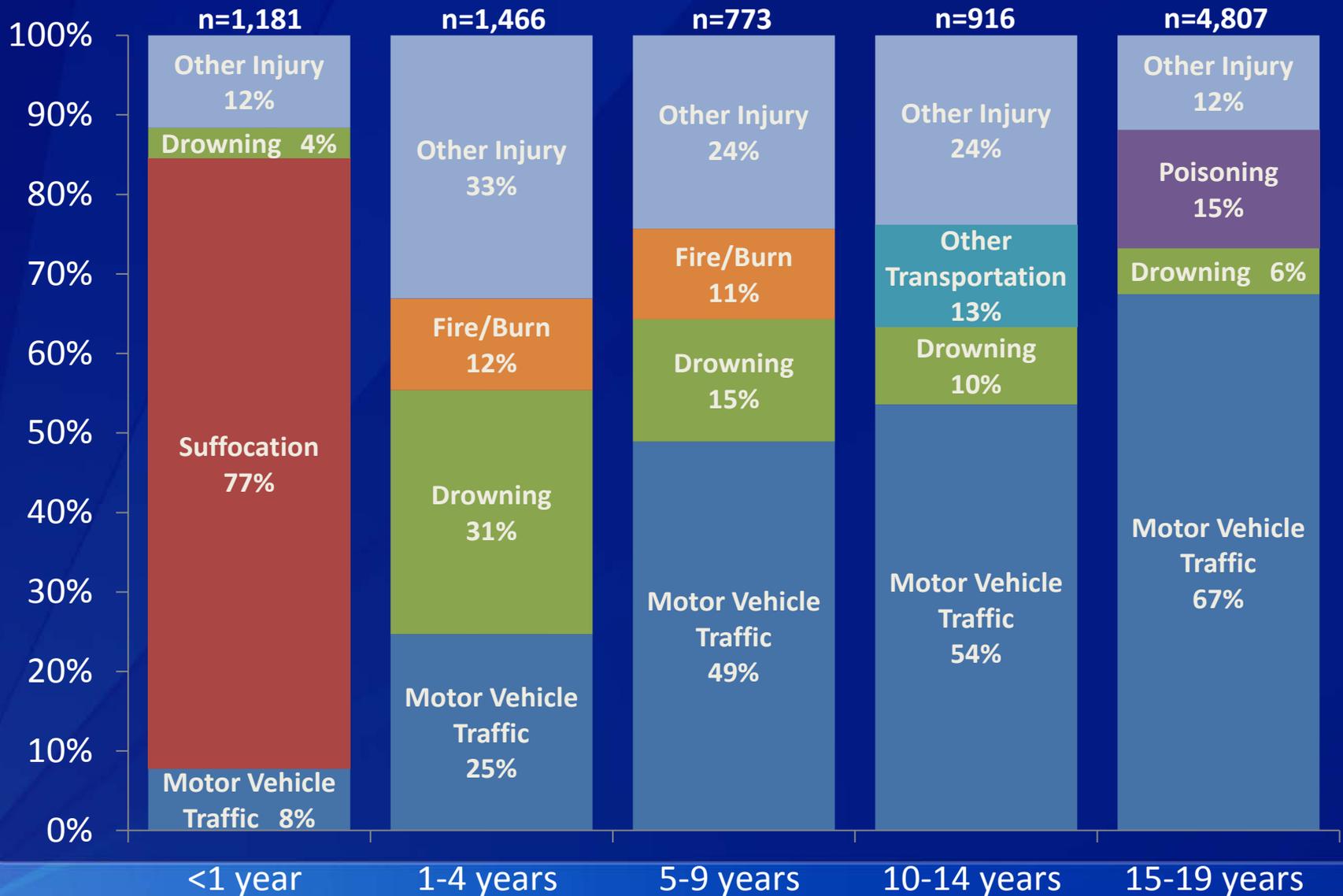
*per 100,000 population

Injury Death Rates by Age Group, 0–19 Years — United States

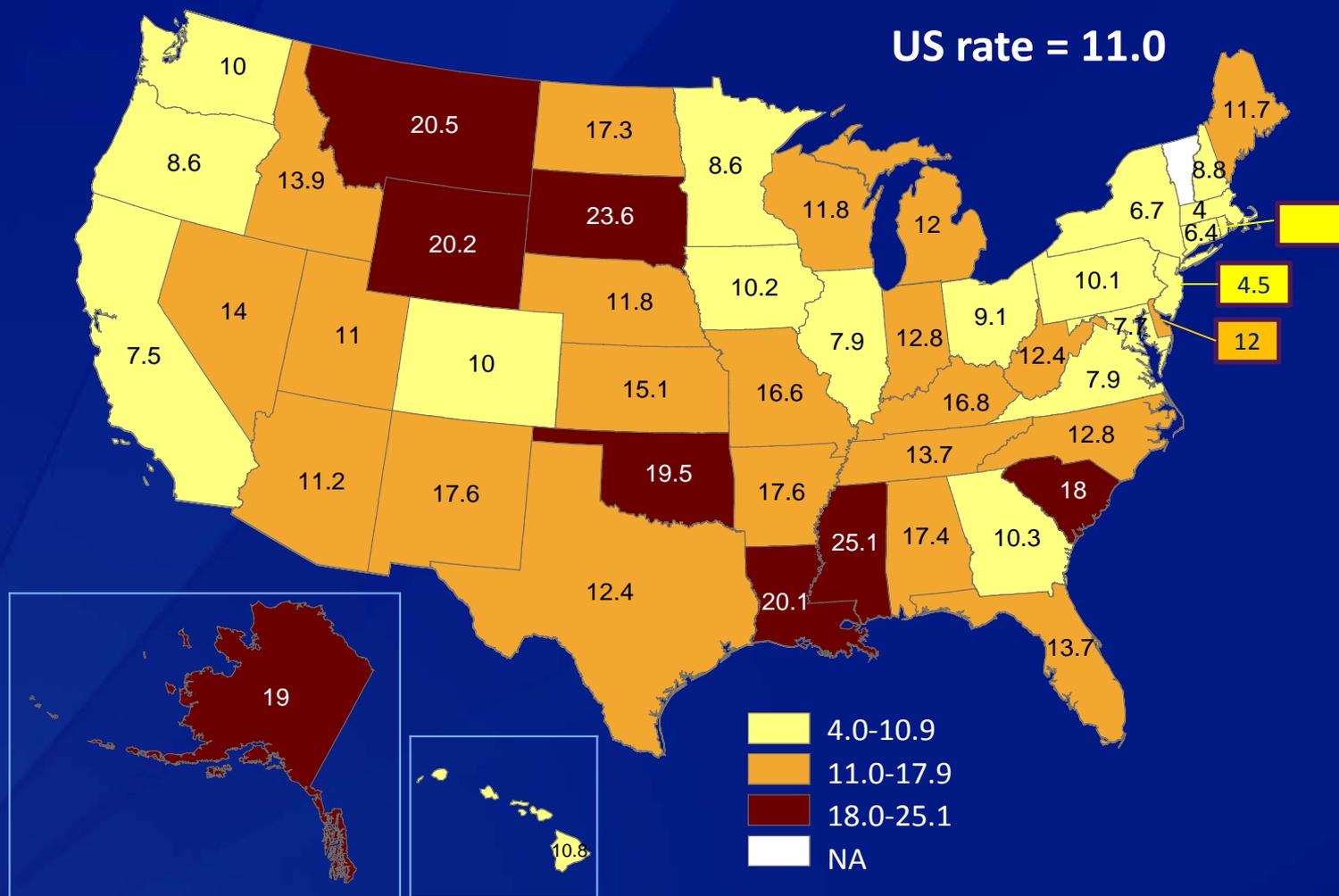


*per 100,000 population

Top Causes of Injury Death by Age Group — United States, 2009



Child Injury Death Rates* by State—U.S., 2009



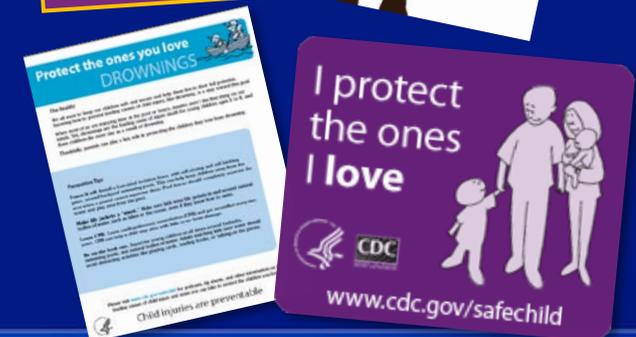
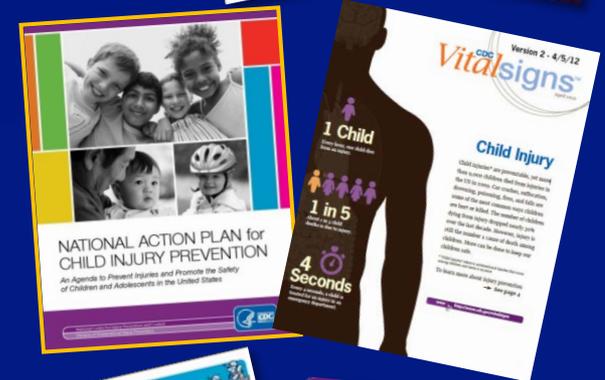
Per 100,000 population

States and Communities Can Play a Critical Role in Protecting Children

- ❑ Align efforts with CDC's National Action Plan for Child Injury Prevention.**
- ❑ Strengthen data collection on child injury to identify problems and track progress.**
- ❑ Use strategies shown to reduce injuries, such as graduated driver licenses, learn-to-swim programs, and prescription drug monitoring programs.**
- ❑ Improve access to poison control centers, trauma center care, and preventive services (such as CPR/first aid training).**

State Resources

- WHO Report on Child Injury Prevention
 - www.who.int/violence_injury_prevention/child/injury/world_report/en/
- CDC Childhood Injury Report
 - www.cdc.gov/safechild/Child_Injury_Data.html
- New Materials (April 16, 2012):
 - *MMWR*
 - *Vital Signs*
 - www.cdc.gov/vitalsigns/
 - National Action Plan for Child Injury Prevention
 - www.cdc.gov/safechild
- Materials for parents:
 - Protect the Ones You Love
 - www.cdc.gov/safechild/



“Never doubt that a small group of thoughtful,
committed citizens can change the world.
Indeed, it is the only thing that ever has.”
-- *Margaret Mead*

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333

Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

E-mail: cdcinfo@cdc.gov Web: www.cdc.gov/injury

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



PREVENTING CHILDHOOD INJURY
CDC *Vital Signs* Town Hall
April 17, 2012

Kate Carr
President and CEO
Safe Kids Worldwide

OUR MISSION

Safe Kids Worldwide is a global network of organizations with a mission of preventing unintentional childhood injury, a leading cause of death and disability for children.

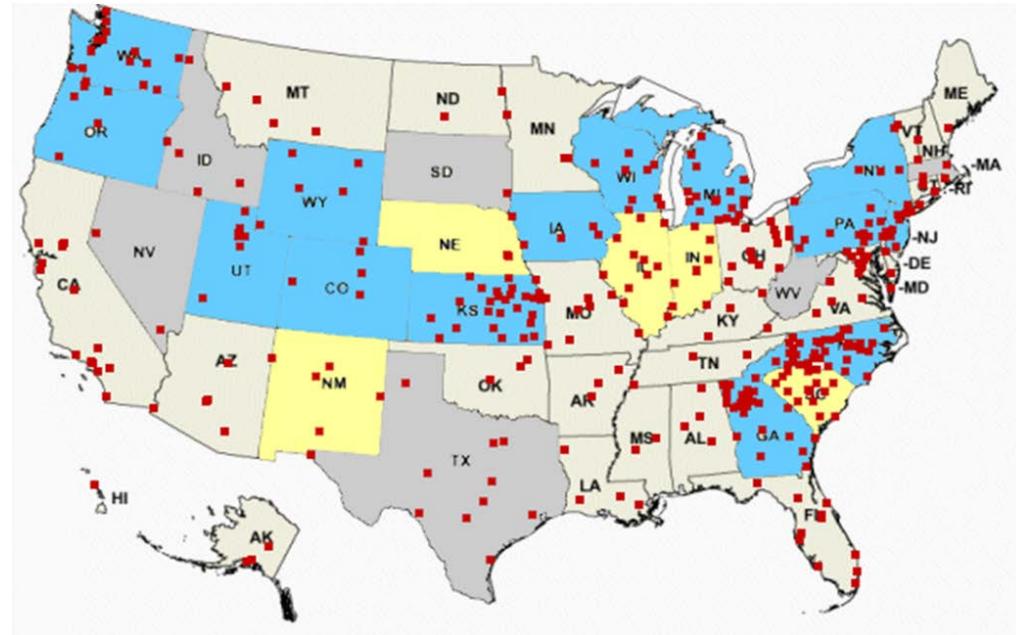


WHERE WE WORK

22 MEMBER COUNTRIES...AND GROWING

Australia	Malaysia
Austria	Mexico
Brazil	New Zealand
Canada	Philippines
China	South Africa
Germany	Thailand
India	Uganda
Israel	United Arab Emirates
Italy	United States
Jordan	Uruguay
Korea	Vietnam

600 STATE AND LOCAL SAFE KIDS
COALITIONS AND CHAPTERS IN THE UNITED STATES





OUR GOAL

**PREVENT CHILDHOOD INJURY
WORLDWIDE**

REACHING PARENTS AND CAREGIVERS, CHANGING BEHAVIORS AND CHANGING OUTCOMES

RESEARCH

PROGRAMS

UNITED STATES
INTERNATIONAL

ADVOCACY

AWARENESS

RESOURCE MOBILIZATION



RISK AREAS ADDRESSED

MOTOR VEHICLES

Buckle-Up/Child Passenger Safety
Certification of Car Seat Technicians
Hyperthermia/Spot the Tot
Start Safe Travel
Countdown 2 Drive

PEDESTRIAN

Walk This Way

DROWNING, POOL AND SPA, BOATING

Boating and Open Water
Pool and Spa
Safe Kids Training Academy
Start Safe Water

FIRE & BURNS

Start Safe Fire
Safe Kids Training Academy
Smoke and CO Detectors
Cooking Safety

POISONING

Safe Medication Use

CHOKING, SUFFOCATION, SAFE SLEEP & TOY

Button Battery Campaign

RECREATION SPORTS SAFETY

Bicycle Safety
Playground Safety
Youth Sports Safety

OUR WORK

RECENT RESEARCH

September 2011

A Look Inside American Family Vehicles Report

October 2011

Halloween Research Report

March 2012

Safe Storage, Safe Dosing, Safe Kids: A Report to the Nation on Safe Medication

April 2012

Coaching Our Kids to Fewer Injuries: A Report on Youth Sports Safety

ACTIVITIES

- More than 1,000 grants to be awarded in 2012 to our U.S. coalitions
- 8,000 Buckle-Up events in 2011
- 1.9 million unique visitors to our website in 2011
- 75,527 Facebook followers
- 18,238 Twitter followers





MOST RECENT CAMPAIGNS

SAFE STORAGE, SAFE DOSING, SAFE KIDS: A REPORT TO THE NATION ON SAFE MEDICATION

- 25 million media impressions during the campaign's first week
- Report released in a call for a multifaceted strategy:
 - Parents and caregivers
 - Industry professionals
 - Healthcare community
 - Government



COMING UP IN 2012

April

Hyperthermia
Youth Sports Safety

May

Bike to School Day

May-August

Water Safety

September

Back to School
Child Passenger Safety

October

International Walk to School
Day
Fire Safety



CDC NATIONAL ACTION PLAN

Safe Kids Worldwide's Role:

- Advocate for passage, strengthening, and enforcement of child safety laws
- Share the plan with our 600 coalitions and chapters nationwide
- Conduct social media outreach about the plan
- Serve on the CDC Steering Committee to promote implementation

JOIN US

Get up to date information on our website

<http://www.safekids.org/worldwide/>



Like us on Facebook

<http://www.facebook.com/safekidsusa>

<http://www.facebook.com/safekidsworldwide>



Follow us on Twitter

<http://www.twitter.com/safekidsusa>

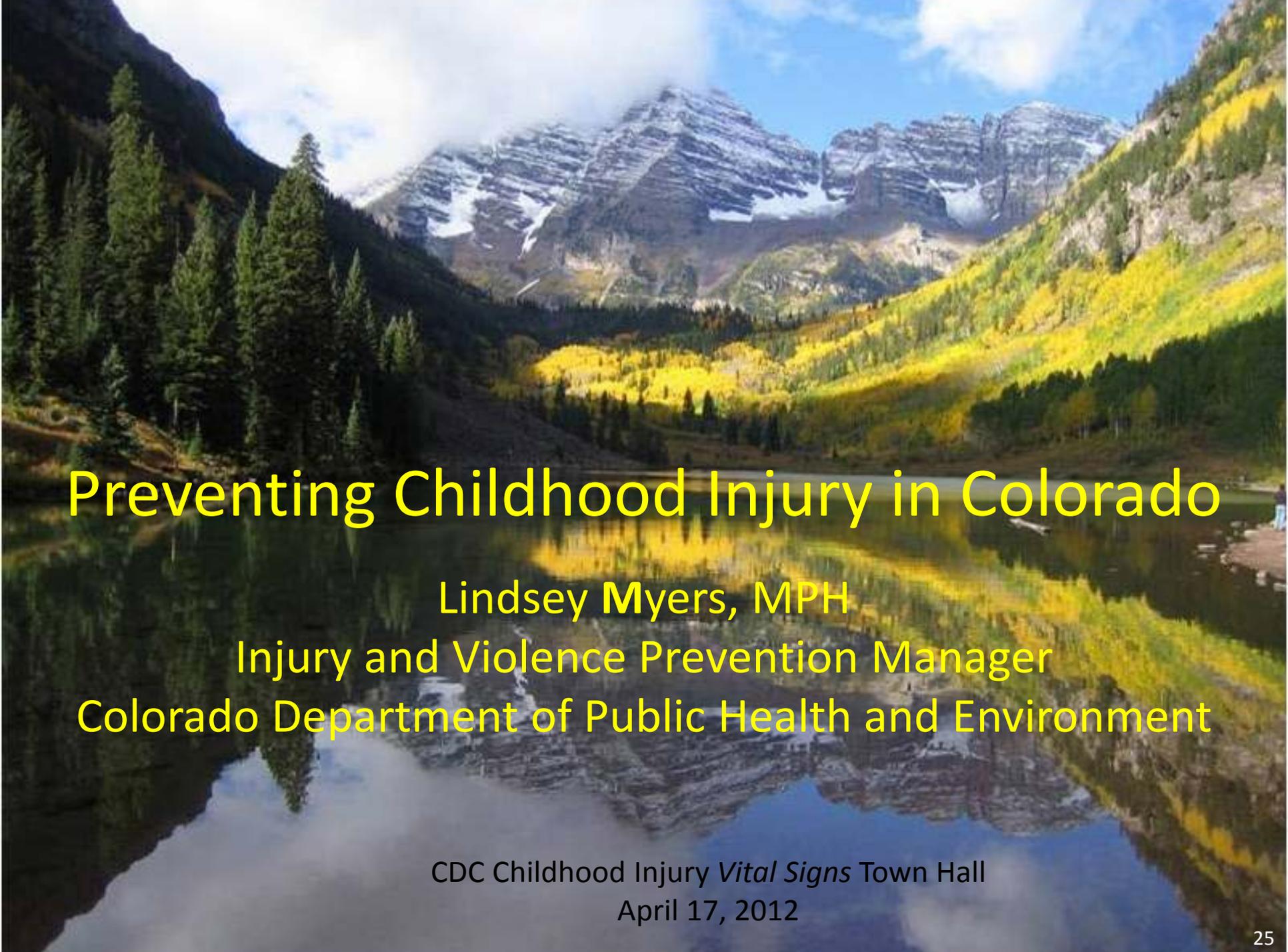
<http://www.twitter.com/safekidsworld>



Subscribe to our YouTube page

<http://www.youtube.com/user/safekidsusa>





Preventing Childhood Injury in Colorado

Lindsey Myers, MPH

Injury and Violence Prevention Manager

Colorado Department of Public Health and Environment

CDC Childhood Injury *Vital Signs* Town Hall

April 17, 2012



Leading Causes of Colorado Childhood Injury Death, 2008–2010

Ages <1

Leading causes

1. Suffocation
2. Child abuse
3. Motor vehicle

6.6%
of all
deaths

Ages 1–4

Leading causes

1. Child abuse
2. Motor vehicle
3. Drowning

38.4%
of all
deaths

Ages 5–9

Leading causes

1. Motor vehicle
2. Drowning
3. Child abuse

35.9%
of all
deaths

Ages 10–14

Leading causes

1. Suicide
2. Motor vehicle
3. Homicide

56.1%
of all
deaths

Ages 15–19

Leading causes

1. Motor vehicle
2. Suicide
3. Unintentional poisoning

75.0%
of all
deaths

CO Child Fatality Prevention System

- Reviewing child deaths since 1989, codified in 2005
- Review all deaths of children under age 18
- Understand the incidence and causes of child deaths
- Make recommendations for changes to laws, rules, and policies to prevent child deaths
- Informs prevention interventions and recommendations regarding child abuse, suicide, and motor vehicle safety

Child Fatality Review in Colorado:



A History 1989–2006

by Donna Andrea Rosenberg, M.D.



teen drivers

Keeping kids alive



Test offers hope

Suicide rate still needs attention

Taking Responsibility



Child Abuse Prevention

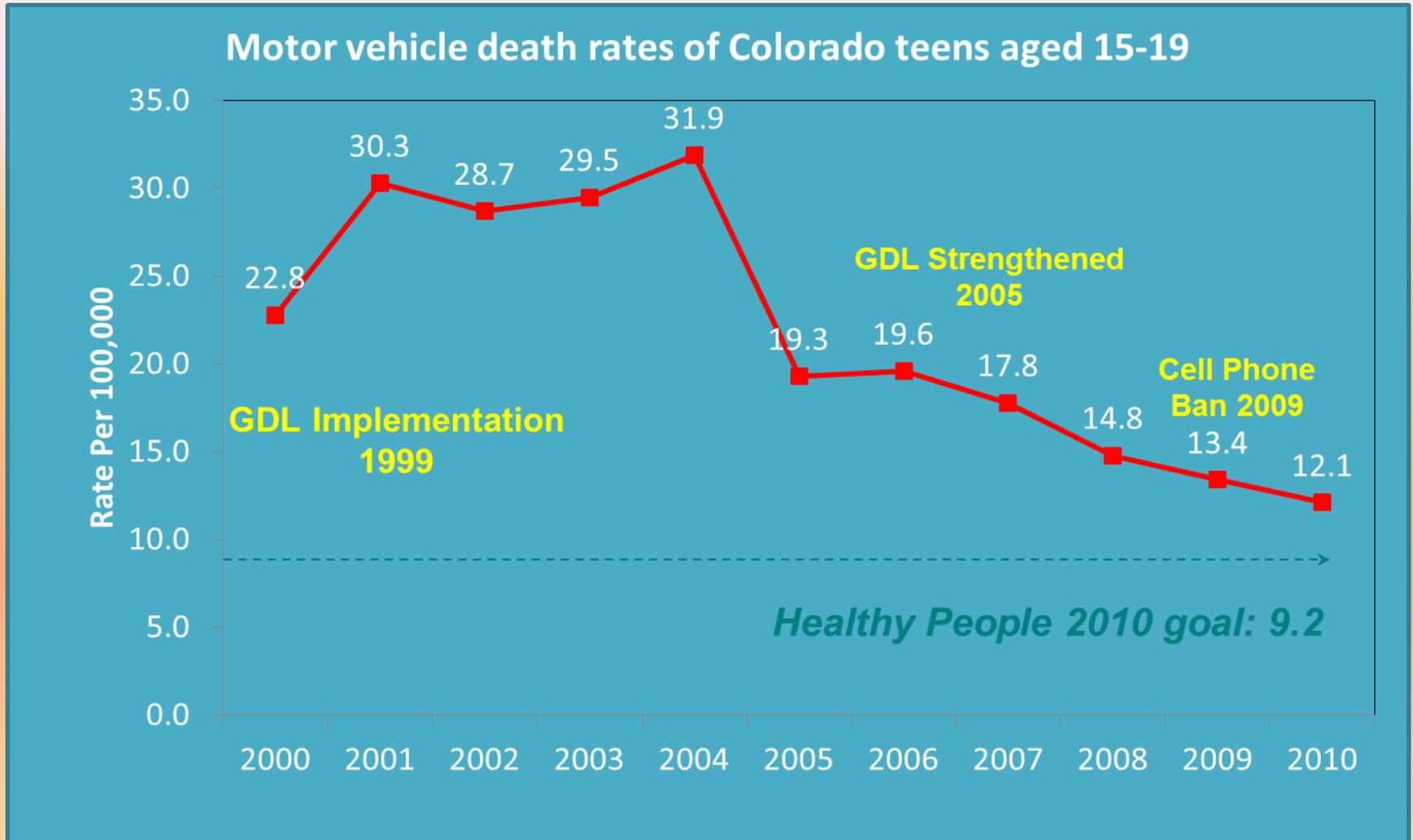
- ProDads pilot project
 - Collaboration between human services, public health, judicial, county probation, and program providers
 - Men in probation system must take caretaking classes as par of probation requirements
 - Initial evaluation data suggests participants have improved scores on Nurturing Parenting constructs
- New pilot sites will be funded through Colorado's Core Violence and Injury Prevention Program grant and the Colorado Children's Trust Fund



Youth Suicide Prevention

- Project Safety Net
 - Community grants program statewide to implement and evaluate suicide prevention and intervention efforts targeting high-risk youth
 - Gatekeeper training (ASIST and QPR) for adults who work with adolescent in the juvenile justice and child welfare systems, Hispanic/Latino youth, and LGBTQ youth
 - In 2009–2010, 478 Coloradans were trained to recognize and intervene with suicidal youth
 - Three- and six-month follow-up surveys revealed that 49 youth who showed signs of being suicidal were referred for mental health services

Teen Motor Vehicle Safety



*Rates are per 100,000 teens ages 15-19

Source: Vital Statistics, Colorado Department of Public Health and Environment



Colorado Contact Information

- Child Abuse Prevention (ProDads)
Scott Bates
303-691-2942
scott.bates@state.co.us
- Youth Suicide Prevention (Project Safety Net)
Jarrod Hindman
303-692-2539
jarrod.hindman@state.co.us
- Child Fatality Prevention System and Motor Vehicle Safety
Lindsey Myers
303-692-2589
lindsey.myers@state.co.us

CDC *Vital Signs* Electronic Media Resources

Become a fan on Facebook:

<http://www.facebook.com/cdc>

Follow us on Twitter:

<http://twitter.com/cdcgov/>

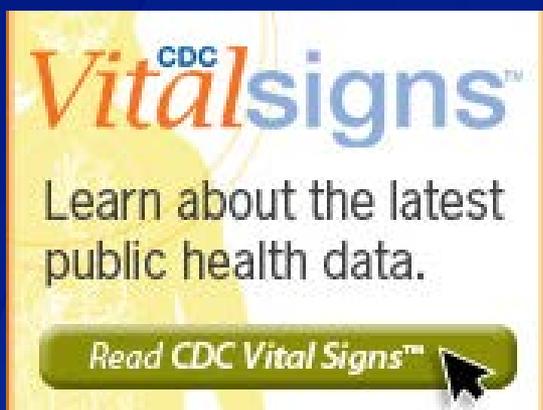
Syndicate *Vital Signs* on your website:

<http://tools.cdc.gov/register/cart.aspx>

***Vital Signs* interactive buttons and banners:**

<http://www.cdc.gov/vitalsigns/SocialMedia.html>

Provide feedback on this teleconference:
OSTLTSFeedback@cdc.gov



Please mark your calendars for the next
OSTLTS Town Hall Teleconference:
June 12, 2012
2:00 pm–3:00 pm (EDT)

For more information, please contact Centers for Disease Control and Prevention.

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