



CA UNINTENTIONAL INJURY PREVENTION STRATEGIC PLAN PROJECT

OVERVIEW

FOR CA DEPARTMENT OF PUBLIC HEALTH
SAFE AND ACTIVE COMMUNITIES BRANCH
LOCAL CHILDHOOD UNINTENTIONAL INJURY PREVENTION COALITIONS

By
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Welcome and Webinar Overview

- Vision and Goals
- **Why Unintentional Injury focused on children and youth**
- How the project is organized
- **Who are the project stakeholders**
- Eight leading Unintentional Injury Issue areas of focus
- **Project objectives:**
 - **Traffic, Non-Traffic, Drowning, Suffocation, Poisoning, Falls, Burns and Sports**
- Outcome measurable metrics and data sources
- **Accomplishments**
- Next Steps
- **Contact information**

California is a leader in reducing hospitalizations and death due to unintentional injury involving our children and youth.

Goals of the Project

- Save kids lives and protect them from harm
- End unintentional injuries long reign as leading cause of death and hospitalization for CA's children and youth
- Elevate unintentional injury back onto the table of important issues for our policymakers, foundations, media, community leaders and parents
- Create **sustainable collaboration** between not only unintentional injury prevention groups and leaders, but also with organizations working on other important health and well-being efforts on behalf of California's children and youth

5 Why Unintentional Injury is Focused on Children and Youth

Incident numbers

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According to Center for Disease Control Injury Prevention and California's Dept of Public Health EPICenter

- Unintentional injuries are the leading cause of death and hospitalizations for children and youth ages 1-19 and leading cause of injury-related death for infants under the age of 1.
- Between 2003-2013 unintentional injuries caused the death of nearly 10,000 CA children and youth – at a pace of around 1,000 child deaths per year
- The annual death rate is equivalent to the death of every child in three averaged sized elementary schools each year
- Every ten years in CA more than 240,000 children and youth are hospitalized, and another 4+ million are sent to the emergency room
- The annual hospitalization rate is equivalent to sending every child from 65 elementary schools to the hospital every year.

All of this is Preventable

6 Why Unintentional Injury Project is Focused on Children and Youth Cost

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- Unintentional injuries are a preventable expense to our state's health care system
 - According to California's Dept of Public Health EPICenter data child and youth unintentional injuries costs our state's healthcare system more than \$1.6 billion in initial hospital costs 2003-2013
- Brain injuries is the leading severe type of injury
 - A child with a brain injury costs around \$5 million in initial hospital costs
- On-going major costs
 - Example: The CA Dept of Developmental Services has more than 770 near-drowning clients, representing one of the leading sources for being a client of DDS
 - Example: One month's institutional care for a child with brain damage due to near drowning is in the \$30,000 per month range.
- Unintentional injury annual medical and wage loss cost is \$3.4 billion dollars
 - With wage loss associated with parents taking time off work caring for an injured child or to plan a funeral

- Working subcommittees are organized around eight leading causes of Unintentional Injury
- Subcommittee rosters made up of 44 experienced national, state and local safety experts
- Project housed under 501c3 CA Coalition for Children's Safety and Health (CCCSH)
- Admin and staffing through CCCSH

8 How the Project is Organized – Stakeholder Capabilities c

- Linked to national and state data sources
- Linked to national and state policy experts – private and public sectors
- Linked to local and regional front line programs – working directly at the community level
- Linked to state level legislative and policy expertise and experience
- Linked to experts in coalition building, collaboration, and partnership development

9 Who is Involved, Who are the Project Stakeholders

Project was designed by more than 70 initial stakeholders - Example & partial list of stakeholders:

- Injury prevention and safety groups including by not limited to: Safe Kids International & CA, CA Coalition for Children's Safety and Health, Drowning Prevention Foundation, Children's Safety Network, Safety Belt Safe USA, KidAndCars.org, Impact Teen Drivers, National Safety Council, Advocates for Highway and Auto Safety, etc.
- Children's Hospitals: Los Angeles, Oakland, L. Packard, Central CA, LA, Shriners
- Insurance associations: Assoc CA Life Health Ins Co (ACLHIC), CA Assoc Health Plans, Personal Insurance Federation of CA, CA Health Plan Association
- State agencies: Emergency Med Services Authority, CA Department Public Health Safe and Active Communities, Office of Traffic Safety
- Federal agency: Consumer Product Safety Commission
- Healthcare: American Academy of Pediatricians – CA
- Public Health: Health Officers Association of CA

10 Project is Focused on Eight leading Unintentional Injury Issues Involving Children and Youth Up Through Age 19

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- Traffic related – teen driver safety, safety seats, pedestrian and bicycle
- Non-Traffic vehicle related – kids left in cars, driveway/parking lot backovers & frontovers
- Poisoning – primarily inappropriate use of prescription meds
- Suffocation – primarily sleep suffocation infants and babies & ingestion small objects
- Drowning – residential pools and open bodies of water
- Burns – primarily home and kitchen fires
- Falls – primarily window fall prevention
- Sports related – concussion, cardiac arrest, heat stroke and spinal injury

Current Project Objectives

What the Project is focused on and Is not focused on

The CA Unintentional Injury Prevention Strategic Plan Project is focused on supporting:

- Creation and growth of collaboration and cooperation between organizations, proactive in civic engagement, and advocating for the development of evidence based best practice policies, laws, programs and funding that support unintentional injury prevention statewide
- Institutionalize evidence based best practices that are proven, effective and can be replicated
- Passage of new and updating existing unintentional injury focused laws based on best practices
- Increase resources to help sustain and grow the capacity of local and regional “hands on” safety programs, organizations and projects
- The CA Unintentional Injury Prevention Strategic Plan Project was not created to provide hands on local safety and prevention services, unless working with Project stakeholders to support pilot program(s) to test a hypothesis toward advancing unintentional injury prevention.

- Teen driver safety – Implement national recommendation GDL age change from 18 y/o to 21 y/o – cover 18, 19, and 20 year old new drivers with Graduated Driver Licensing program
- Safety Seat Technicians – Create statewide safety seat technician goals and strategic plan, increase number of sustainable certification training courses and number of local safety seat technicians
- Revamp CA's bicycle helmet law citation back to original \$25 ticket (currently average is \$197), and make bicycle helmet violations a “fix-it-ticket,” with a requirement the ticket can be waived if the child completes a bicycle safety course, if available and/or when parent or guardian shows the child has and will wear helmet
- Amend CA Vehicle Code to allow school districts to use school bus stop arm camera technology to help enforce school bus stop violations
- Increase sustainable support for local and regional school and community-based hands-on bicycle and pedestrian safety programs
- Increase collaboration, cooperation and communications between local and state agencies responsible for road and intersection design, maintenance and revamp, with focus on “hotspots” where multiple vehicle, bicycle and pedestrian crashes occur

13 Current Project Objectives

Non-Traffic – Kids left in cars, backovers and frontovers

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- Increase support in underserved communities around non-traffic issues and prevention actions that need to be taken by parents, caregivers, children and community leaders, regarding kids left in cars, driveway and parking lot backovers and frontovers
- Support development of technologies to help prevent infants and children being left in vehicles (Ex: Congressional bill “Hot Car NHTSA Regulations”)
- Increase public awareness regarding backovers and access to affordable rearview vehicle cameras
- Reform incident reporting of kids left in cars, backovers and frontovers, to increase accurate picture of these issues in CA

Current Project Objectives

Drowning prevention

- Implementation of legislation updating CA's 1996 Pool Safety Act law – SB 442 (Newman)/Chapter 670 of 2017 – Requiring two safety barriers to increase prevention of young children accessing residential pools without active adult supervision
- Ensure water safety (safer3) drowning prevention concepts are included in school, hospital discharge, parent training, swimming lessons and Pediatrician safety lessons and curriculums

Core concepts are: all water comes with risk and understanding water risks; maintain safety barriers on residential pools and spas; **active adult supervision** of children around water; trained in CPR; and having a strategic safety plan in place before accessing water

15 Current Project Objectives

Suffocation Prevention

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- Suffocation prevention is primarily focused on sleep suffocation, which is by far and away the leading cause of suffocation-injury and death to infants and babies in CA
 - Support the development of, refining and defining of the attributes associated with evidence based best practice local sleep suffocation prevention programs
 - Increase sustainable support to underpin ongoing access to local evidence based best practice sleep suffocation prevention programs
 - Institutionalize sleep suffocation prevention policies and protocols at all California hospitals regarding parent and caregiver sleep suffocation prevention knowledge and support upon the discharge of a baby or infant from the hospital
- Institutionalize suffocation education for parents, caregivers and families about preventing babies, infants and young children from ingesting small objects – working with hospital leadership, child care councils, EMSA primary health and safety training course curriculum review for licensed child care providers

Current Project Objectives

Poisoning Prevention

- Support the sustainability of Poison Control Centers in the CA state and federal budgets
- Institutionalize evidence based best practices prescription medication drop off policies and protocols for all pharmacies, to prevent children and youth access to unused prescription medication

Current Project Objectives

Falls Prevention

The main child fall focus is currently on institutionalizing evidence based best practice window fall prevention, with a primary focus on multistory residential buildings. Institutionalize the New York evidence based window fall ordinance onto the California's laws. New York was able to nearly eradicate its child window fall public health problem, reducing fall incidents there by more than 90%.

Comment on senior falls: Falls create one of the largest numbers of unintentional injuries for children and seniors. For children common falls on the same surface are a less dangerous than for seniors. For seniors common falls can be deadly or a contributor to decline in health. The Project will - where appropriate - support information exchange about senior falls. A significant number of California's children, especially in underserved communities depend on grandparents/ grand uncles, aunts for care. Losing these guardians and caregivers due to preventable falls, impacts not only the health of our senior citizens, but also the stability of children's lives.

Current Project Objectives

Burns Prevention

- A lot has been accomplished over the years in California through building code requirements, technology, state of the art fire departments, and better building materials. There are still too many home and kitchen fires resulting in death and severe injury.
- Re-instate fire department community safety personnel positions in all areas of the state, with expertise in community engagement, safety, prevention and unintentional injury prevention education
- Ensure all local hands on burn prevention and safety programs have access to free long term (10 year battery) smoke alarms, to install as a priority in homes where children live or are cared for
- Institutionalize safety inspection support and remediation programs for all local housing where children live, especially in lower income neighborhoods or housing that has not been well maintained. Support programs that provide training and education to families how to spot and avoid fire dangers, including kitchen fire dangers.

Current Project Objectives

Sports Related

- Implementation of concussion safety protocols as recently legislated for school athletic programs, and more recently to cover all community-based sports leagues and programs, AB 2007 (McCarty) Chapter 516 of 2016.
- Institutionalize community-based sports program coaches training and parent and player education about sports related heat stroke, cardiac arrest and spinal injury prevention, and action steps when these unintentional injuries occur.

Examples of outcomes data that can be tracked

There are dozens of types of data that can be tracked with existing data systems. Here are a few examples:

Number and Rates of childhood

- Fatalities and types of injuries due to teenage driver involved crashes, and cause of the crash – especially distracted driving underlying causes
- Fatalities and injuries due to pedestrian crashes involving vehicles and bicycles
- Vehicle crashes resulting in death or injury involving children required to be in safety seats, including percentage of drunk drivers transporting children, and involved in fatal vehicle crashes
- Drowning incidents at residential pool and open body of water
- Deaths and injuries due to sleep suffocation
- Fatalities and head injuries associated with bicycle crashes
- Burn related deaths and injuries due to home and kitchen fires
- Poisonings due to misuse of Rx medications
- Sports related concussions, cardiac arrest, heat stroke and spinal injury
- Children harmed – fatal and non-fatal - due to being left in vehicles unintended or involved in driveway/parking lot vehicle backover or frontover incidents

Nationally unintentional injury data sources

- CDC WISQUR <http://www.cdc.gov/injury/wisqars/index.html> (Web-based Injury Statistics Query and Reporting System)
- Children's Safety Network <https://www.childrenssafetynetwork.org/>
- KidsSafe
- KidsAndCars.org
- Children's Hosp of Philadelphia Center for Injury Research and Prevention
- Consumer Product Safety Commission
- National Highway Traffic Safety Administration
- Insurance Institute

- State level settings that track detailed unintentional injury data collected from hospitals, first responders and public health community
- CA Dept of Public Health “EPICenter” <http://epicenter.cdph.ca.gov/>
- CA Highway Patrol
- County Health and Public Health Agencies
- CA Child Death Review Council aggregate report of local child death review data
- CA Emergency Medical Services Authority Trauma Data and CEMSIS

- Launch of the project with wide array of private and public stakeholders, creation of 8 active subcommittees
- **Support for CA DPH Kids Plate unintentional injury prevention grant programs**
- Support passage of AB 2007/Chapter 516 of 2016 extends concussion safety protocols to all community sports programs covering children and youth through age 19
- **Passage of national pool drowning prevention model law SB 442/Chapter 670 of 2017, updating CA's Pool Safety Act**
- Bipartisan passage, of AB 63 extending CA's GDL youth new driver safety law to age 21 – vetoed, but set state for 2019 legislation
- **Created a national model for moving unintentional injury issues forward at state level**
- Sponsoring Top Ten Issues guidelines including: teen driver safety, pool drowning prevention, bicycle helmet law update, window fall prevention, school bus safety, and updating Kids Plate Child Health and Safety Fund formula and focus

Next Steps

- Update Top Ten Priorities for 2018-2019
- Secure new partnerships and collaborations broadening the Project's stakeholder base
- Engage new Governor and Governor's Police Staff
- Increase sources and amounts of institutionalized funding supporting local community unintentional injury coalition development efforts, and state level support for the Project
- Update baseline data showing childhood unintentional injury prevention progress in CA

Questions?

CA Unintentional Injury Prevention Strategic Plan Project

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