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Public Health MADISON & DANE COUNTY

Healthy people and places

Injury Prevention is a Collaborative Effort

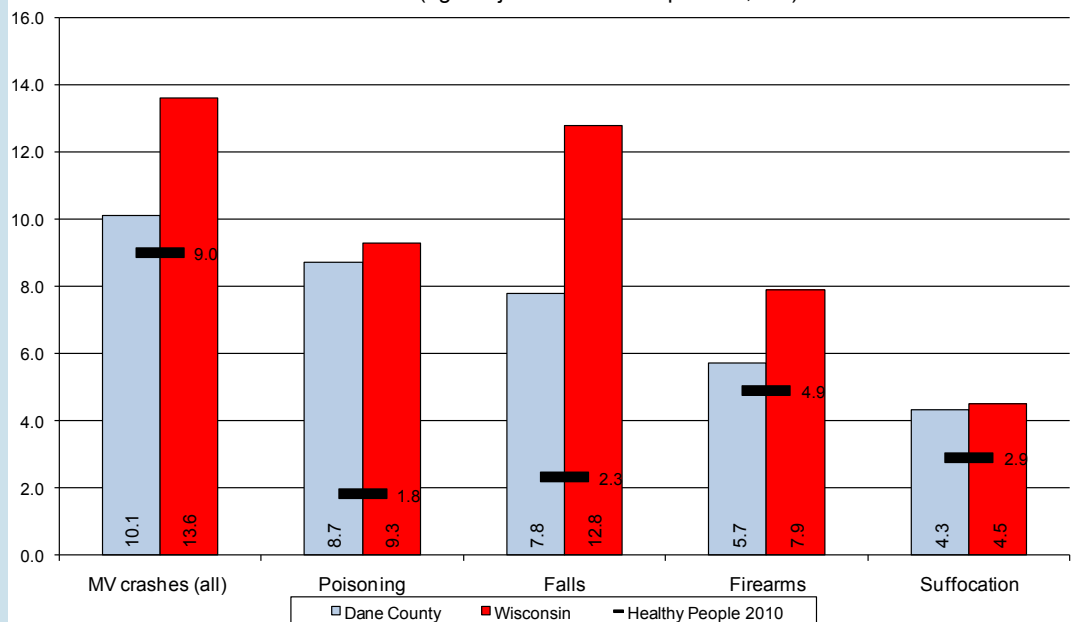
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Unintentional injuries are the 4th leading cause of death in Dane County for the years 2002-2006, behind cancer, heart diseases and cerebrovascular diseases. The five leading causes of injury death in Dane County are motor vehicle crashes, poisoning, falls, firearms, and suffocation, exceeding Healthy People 2010 goals for all five particularly for poisoning and falls.

Injuries, like disease, can be prevented and we all have a role. Injury prevention education happens in our everyday interactions with PHMDC families. PHMDC also takes a community-wide collaborative approach in it's injury prevention efforts through partnerships with organizations such as Safe Communities, the Madison Area Safe Kids Coalition, and the Kohl's Safety Center of American Family Children's Hospital.

Injury Deaths by Underlying Cause in Dane County & Wisconsin (2002-2006)
(age-adjusted death rate per 100,000)



The issue:

Motor vehicle crashes are the leading cause of injury death in Dane County and the number one cause of death for 15-24 year olds. Speed, alcohol and failure to wear safety belts are preventable factors leading to motor vehicle deaths.

Prevention Strategies

PHMDC, represented by Lisa Bullard Cawthorne and Amy Vieth, work collaboratively with Safe Kids, Safe Communities and Dane County law enforcement agencies on traffic safety and passenger safety issues. Activities include:

- Slow Down Yard Sign campaign (Safe Communities)
- Pedestrian Flag campaign to alert drivers to yield to pedestrians in crosswalks (Safe Communities)
- Stop on Red Campaign (Safe Communities)

All three traffic safety campaigns have been found to be effective at getting drivers to slow down, yield to pedestrians and stop for red lights, according to evaluations conducted by Public Health.

- Walk Our Children to School Week/Safe Routes To School Initiatives
- Development of school traffic safety plans and parent education campaigns to promote safe drop-off behavior in school zones. (See side bar))

Collaboration is the Key to Improving Traffic Safety Around

Over the last decade there has been a decrease in the number of children that walk to school. This has not only had an impact on increasing obesity rates in children, but also on the congestion of traffic around schools and the impact on pedestrian safety for school children. To address these traffic safety concerns and encourage walking to school, partnerships have been formed, including Public Health, Traffic Engineering or Public Works, law enforcement agencies, school administration and staff, parents and students, Safe Kids Coalition, Safe Communities, and the local neighborhood or community.

For Madison Schools, Public Health, represented by Lisa Bullard-Cawthorne, has been a lead partner with the Madison School Traffic Safety Committee (since 2000) to help 18 schools develop school traffic safety plans and educational strategies for parents and students. In Mount Horeb, Sun Prairie and Monona Grove school districts, Public Health has brought together diverse partners, including local municipal government, to advocate for traffic safety improvements around schools and develop school traffic safety plans.

SafeKids/WIC Collaboration Protects WIC Children from Motor Vehicle Injuries



An example of a very successful injury prevention collaborative effort is the SafeKids-WIC Child Passenger Safety Program (CPS). The mission of the program is to provide Dane County WIC families current best practice CPS education and a new appropriate CPS device (car seat), if needed.

The way the program works is WIC clients are informed about the CPS services provided by the Safe Kids program during regular WIC office visits. If the WIC client is interested, they call the Safe Kids CPS office and request a voucher and schedule an appointment for a car seat check, held at a local community fire station. CPS instruction and devices are provided to families by NHTSA certified car seat technicians. Staff includes bilingual CPS technicians.

Findings from the data show the success of the program:

- From June 2006-December of 2008, the program provided 2219 children of WIC families with appropriate CPS devices and education.
- Child passenger safety device misuse rates were alarmingly high at 95%.
- The program removed barriers for correct CPS use by providing CPS devices, interpreter services, ease of scheduling, and making a convenient, clean, and safe environment available for the delivery of child passenger safety services.

The Wisconsin Partnership Fund initially funded the program for 3 years. This funding will run out this fall. American Family Children's Hospital has generously agreed to continue the program. A Public Health MCH consolidated contract also provides some funding.

Our website (<http://www.publichealthmdc.com/family/safetyAndInjuryPrevention/SchoolTrafficSafety.cfm>) displays all of the school traffic plans that have been developed over the years.

The issue:

Falls are the leading cause of injury-related deaths for adults aged 65 and above and the number one cause of injury related hospitalizations and emergency department visits for all ages in Dane County. The falls hospitalization rate in Dane County is greater than the state average. Wisconsin has the one of highest death rates from unintentional falls in the nation.

Prevention Strategies

PHMDC, represented by Amy Vieth, is a member of the Falls Prevention Task Force of Safe Communities. The task force consists of health care providers, community groups that serve older adults and public safety agencies. The task force has:

- Created a Falls Prevention Helpline through United Way 2-1-1 as a referral and information source. Older adults, family members, clinicians are invited to call United Way 2-1-1 24 hours a day, seven days a week for help on reducing falls and remaining independent.
- Educated physicians, physical and occupational therapist and nurses about evidence-based evaluation and treatment of people at risk for falls.
- Expanded availability of community-based exercise classes shown to reduce falls risk.
- Enhanced coordination of services for patients at risk between health care organizations, community organizations and the aging network.



Exercise classes reduce falls risk

Poisoning

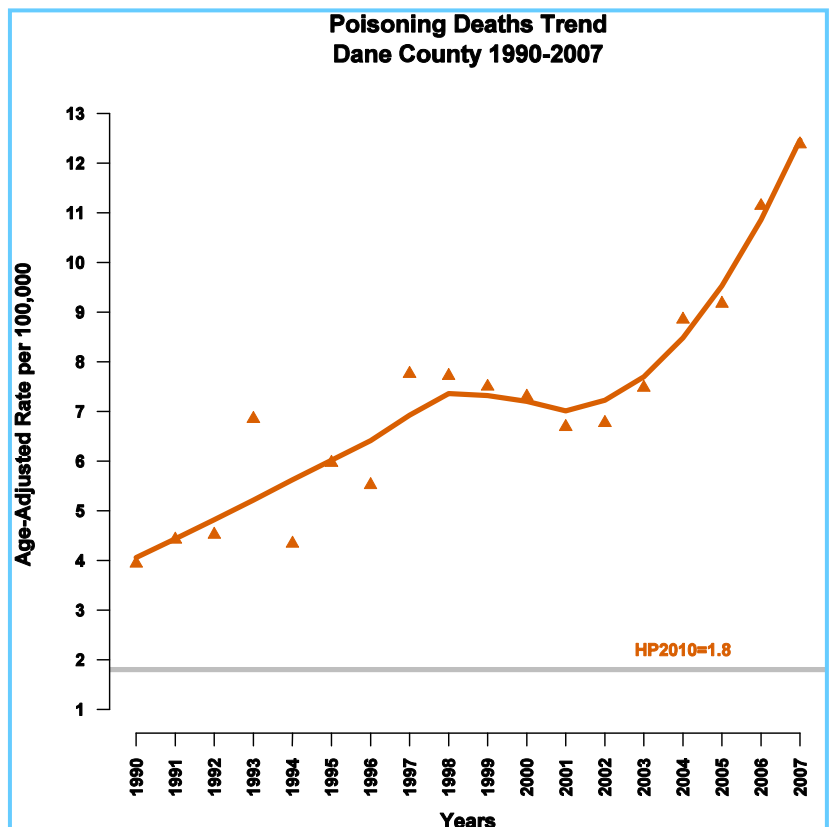
Issue

Poisoning, both unintentional and self-inflicted, is the second leading cause of injury death and hospitalization in Dane County. Poisoning is the leading cause of death for those 25-64 years old (highest for those 35-44). Poisoning rates have steadily increased over the past 20 years.

In 2006 and 2007, there were over 5,000 calls received from Dane County residents for poisoning assistance, with almost half of them pertaining to those under 6 years of age.

Prevention Strategies

- Public Health nurses provide information and safety devices for child proofing the home through home visits and through MCH nurses at WIC.
- Public Health provides education and testing to prevent lead poisoning.
- Public Health is a member of the newly formed Coalition to Reduce Alcohol Abuse.
- Public Health participates in the Dane County Suicide Prevention Task Force, which educates about monitoring medication to prevent suicide from poisoning.



90% of those who die from suicide have a treatable mental illness or substance abuse disorder.

The issue:

For the years 2002-2006, almost 1/3 of injury-related deaths in Dane County are a result of suicide.

- In Dane County, we lose 40-50 people each year to suicide.
- Firearms are the most common method used in suicide, followed by hanging and poisoning.
- Though all age groups are impacted by suicide, the highest rates of suicide deaths and self-inflicted hospitalizations were in the 35-44 year age group.

Prevention Strategies:

PHMDC, represented by Amy Vieth, is a member of the Dane County Suicide Prevention Task Force, led by Safe Communities in collaboration with HOPES (Helping Others Prevent and Educate about Suicide). The work of the task force has focused on

- Conducting QPR (Question, Persuade, Refer) trainings for community organizations, businesses and groups. This training teaches people how to recognize warning signs of suicidal crisis, and how to question, persuade and refer someone to help.
- Annual Dane County Suicide Prevention Summits
- Suicide Risk Assessment Training for clinicians
- Development of public awareness materials including a brochure on "Preventing Access to Methods of Suicide."



Safe Kids Safe Nursery Action Group



Safe Kids Safe Cribs Program

Suffocation

Issue

Suffocation is the leading cause of injury death for those under 4 years of age in Dane County. Suffocation includes choking, strangulation and smothering. In Dane County (1994-2002) almost ¾ (16 deaths) of unintentional suffocation deaths of children under age 2 occurred while sleeping with another person.

Prevention Strategies

Public Health staff members Lisa Bullard Cawthorne, Amy Vieth, Daniel Stattelmann-Scanlan, and former staff member, now retired, Mary Bradley, are members of the Safe Kids Safe Nursery Action Group, along with Department of Agriculture, Trade and Consumer Protection, and Dane County Coroner. The Safe Nursery Action Group has worked on preventing suffocation in a number of ways:

- Through a collaboration of PHMDC, Safe Kids, the Kohl's Safety Center and Unity Insurance, PHMDC perinatal clients are able to get a new crib through the "Safe Kids, Safe Cribs" program. Besides receiving a new safe crib, parents are educated about safe sleeping environments.
- Creating an awareness of the risks of co-sleeping with babies. A fact sheet was developed, and a press conference was held on the issue.
- Educational campaign on the dangers of furniture tip-over and what can be done to protect children.
- Development and dissemination of educational materials to help educate parents, daycare providers, churches, thrift stores, caregivers and health care professionals about dangerous products found in and around a nursery setting or home or at a garage sale.