Choosing Your Approach to Injury Prevention Partnership

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Ask yourself . . .

• What is the purpose? To reduce/eliminate preventable injuries
• Approach? Education: to increase understanding and promote a culture of safety

• What will that take, from the education standpoint?
  • Various interventions at all age levels
  • Repeated messaging
  • Role modeling
  • Injury prevention professionals who are the committed champions for injury prevention- promoting the importance of programs and providing them to as many people as possible
Selecting Programs-- Evidence-Based

Do studies show change in knowledge, attitudes and behaviors?

Are programs modeling evidence-based practices?

Are there tools available for you to test the program yourself?
Theory-based

Social-Ecological Model
- Interplay between individual, relationship, community and societal factors—and the need to act across multiple levels

Health Belief Model
- When a person realizes something serious could indeed happen to them
- . . . and sees there is something relatively easy they can do to protect themselves

Behavior Change
One Intervention Is Not Enough!

• Provide prevention programs for each age group
• Provide follow-up activities for teachers to implement
• Use multiple means of messaging—
  • Presentations
  • Classroom posters
  • Media: TV, radio
  • Social media: Twitter, Facebook
  • Handouts that are kept and seen over time: wristbands, bookmarks, pencils, etc.
Types of Programs

• **Primary Prevention**: Community Education
  - Classroom/Assembly presentations
    - At schools, hospitals, community requests, sports groups, businesses
  - Patient education (new parents, for example)
  - Events
    - Helmet fitting/distribution
    - Car seat checks/installation/distribution
    - Health fairs and Community Events

• **Secondary Prevention**: Patient Education
  - Post-injury
Approach

• **Multiple Programs vs Over-all Programs**

**How do injuries occur?**

**How do they affect you?**

**What can you do to stay injury-free?**

Promote safe choices with all activities

- Distracted Driving
- Drunk/Drugged Driving
- Motorcycle Safety
- Bicycle Safety
- Water Safety
- Pedestrian Safety
- Violence Prevention
- Sports Safety
- Falls Prevention
Common to all ThinkFirst programs—education about the brain and spinal cord—teaching the science (not scare tactics---reality)

- What the brain and spinal cord do for you
- How they can be injured—MVC, Falls, Violence Sports/recreation
- No cure for TBI/SCI—how does this affect you and your family
- Importance of protecting your body by making safe choices

Then provide methods for preventing injury—seatbelts, helmets, no distractions when driving, etc.
ThinkFirst

- Primary prevention: school and community presentations
- Required training
- Once trained, injury prevention professional has access to programs.

Each program includes:
  - PowerPoint presentation, which can be modified with your hospital logo/picture/etc.
  - Suggested presentation script for you to personalize
  - Video
  - Pre- and posttest evaluation tools
  - Multiple languages for most
  - Curriculum with some programs; VIP (survivor) training with some programs
  - Handouts/resources for support items
Programs

• ThinkFirst For Kids
• ThinkFirst For Youth
• ThinkFirst For Teens
• ThinkFirst About Concussion
• ThinkFirst to Prevent Falls
• ThinkFirst For Baby (2017)
ThinkFirst For Kids

• Grades 1-3
• Assembly presentation with script, video, posters, coloring books, bookmarks
• Curriculum for teachers to use in the classroom as desired
• Many chapters partner with local service organizations to provide a helmet fitting and distribution to schools who have had a ThinkFirst assembly (education must precede freebie, and fitting instructions/safety messaging goes home with helmet)
Six Injury Prevention Topics Covered

- Brain and spinal cord: Jell-O brain
- Vehicle safety
- Bicycle safety
- Playground safety
- Water safety
- Violence prevention
ThinkFirst For Teens, ThinkFirst For Youth

- Presentation for middle school and high school students (also college, young adults groups)
- Presented in Health, Driver Education, Science or other classroom settings
- Classroom or assembly format
- Curriculum for grades 4-8 for teacher use as desired
Program Content

• Compelling video, *Think About Your Choices*

• Injury prevention professional uses ppt and models to explain brain and spinal cord anatomy, injuries, strategies for prevention

• VIP speaker (Voices for Injury Prevention): explains the choices that lead to their injury, how his/her life has been affected, and how it might have been prevented
VIP Speakers: Voices for Injury Prevention

- Personal stories are the most powerful part of the program
- Students hear from someone who has actually sustained a brain or spinal cord injury
- Students learn how the speaker’s actions, or a perpetrator’s actions, led to a permanent disability
- Dialogue between students and speakers facilitates increased understanding
Question: How important do you feel it is for you to wear a helmet when riding a bicycle?
Question: How often do you (post-test: will you) wear a helmet when riding a bike?

How often do/will you wear a helmet when riding a bicycle?

- Always 4%
- Most of the time 14%
- Sometimes 16%
- Only if I have to 22%
- Never 65%
Question: What has influenced you the most about making safe choices?

What has influenced you the most in making safe choices?
Think First!
About Concussion

• Presentation for students, which may be easily adapted for other audiences
• Offered to health classes, as everyone should learn about concussions
• Offered to athletic groups
• PowerPoint, script
• Video
• VIP speaker
• Brochures and Fast Facts
ThinkFirst To Prevent Falls

- Educational class for older adults and others with risk for falls
- 2 ½ hour or 1 hour presentation formats
- Designed to be an introductory class on the basics of preventing falls
- Participants are given resources for more extensive classes, (such as Matter of Balance and Steadi that their hospital may also offer) exercise classes and other supporting programs to take advantage of in their community
<table>
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<th>Hour 1</th>
<th>Hour 2</th>
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<td>Talking with Your Physician</td>
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<td>Traumatic Brain Injuries and Falls</td>
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ThinkFirst For Your Baby

• Four hour class for new and expectant parents on preventing injuries to infants
• Includes a one-hour child safety seat class to be given by Child Passenger Safety Technician or Instructor
• Introduces tips for family safety
• Program to be released September 2017

Also In Development:
ThinkFirst For Teens: Traffic Safety (only)
First Impact: GDL information for parents (currently being piloted)
Other Partners, Resources

• CDC
  • Heads Up
  • STEADIL
  • Endless great information

• NHTSA
  • Traffic safety resources, Road To Zero, LifeSavers Conference

• National Safety Council
  • Workplace safety
  • Parent resources for teen drivers
  • Falls prevention, and other programs
Safe Kids

- Safety initiatives for children, parents of children
- Coalition members work together on health fairs and events
- Child Passenger Safety training and recertification
- Bicycle safety/helmets
- Safety handouts, messaging ideas through website and e-newsletters
- Compliments classroom programs- builds IP network
Health Department

- May have an injury prevention coalition
- May have a Safe Communities coalition
- Connect with their injury prevention professionals to learn about or suggest opportunities for consultation, collaboration
- Ask about their department priorities for injury prevention
State DOT/Traffic Safety Office

- Ask if your state has an injury prevention coalition you can join
- Ask about their current national and state injury prevention priorities
- Ask for information on their grant request process and timeline, key contact information, grant outline or event an example of a grant
- Submit for a grant– DOT grants can provide wage and benefits for additional staff, travel expenses, conference expenses, brochures, VIP honoraria, posters, etc.
Corporations

Schwinn/ThinkFirst 21-City Tour: Helmets on Heads

UPS Volunteer Participation
Partners Within Your Hospital

• **Public Relations**: Media coverage of your community work is a big benefit to your hospital. Share program times with PR for them to post

• **Marketing**: Assistance with creating program brochures for your programs, posters and other items— they understand the importance of community outreach and may support costs of these items

• **Community Education**: Are other programs in place, such as car seat classes for new parents, falls prevention programs, or even a full injury prevention program you may not be aware of? If they work closely with you to report tracking, this can be used in your reports and enable you to have a partner in injury prevention programming
Traumatic injury is an epidemic—help promote a culture of safety by building partnerships to reach people of all ages with prevention education.

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