Preventing Child Injuries through Policy

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Cause of Death by Injury Status and Intent* among Children 1 to 19 Years, United States, 2000-2005†

- Non-Injury (n = 57,373) 38%
- Unintentional Injury (n = 67,169) 44%
- Intentional Injury (n = 27,222) 18%

* Analysis Excluded Unknown Intent and Legal Intervention / Operations of War = 1,668 Deaths
† Infants less than 1 year of age were not included in this analysis

Data Source: NCHS Data 2000 - 2005
• Everyday 33 children die in the U.S. from an unintentional injury
• Motor vehicle & traffic related injuries are the leading cause of injury death for 0-19
• Everyday 25,000 children visit an emergency dept with a non-fatal unintentional injury
• Injuries among 0-14 account for $51B
• Globally 2,000 children die everyday as a result of an unintentional injury.
World Report on Child Injury Prevention

- Burns and scalds
- Drowning
- Falls
- Poisoning
- Road traffic injuries
CDC Childhood Injury Report:
Patterns of Unintentional Injuries among 0-19 Year Olds in the United States, 2000-2006

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WON'T IT BE EASIER TO START PREVENTATIVE CHECK-UPS?
World Report: Key Approaches to Addressing Child Injuries

- Legislation and enforcement
- Product modification
- Environmental modification
- Supportive home visits
- Safety devices
- Education, skills and behavior change
- Emergency medical care
# Summary of Effective Interventions

<table>
<thead>
<tr>
<th>Traffic</th>
<th>Drowning</th>
<th>Burns</th>
<th>Falls</th>
<th>Poisoning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speed limits; comprehensive</td>
<td>Four-sided pool fencing</td>
<td>Hot water tap temperature</td>
<td>Playground equipment</td>
<td>Manufacture, storage and distribution of</td>
</tr>
<tr>
<td>drink-driving laws; child</td>
<td></td>
<td>legislation; smoke alarms</td>
<td>standards</td>
<td>harmful substances requiring safe packaging</td>
</tr>
<tr>
<td>restraints</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vehicle-front modification;</td>
<td>Personal flotation</td>
<td>Non-tip lanterns and</td>
<td>Baby walker</td>
<td>Medication packaging; child resistant</td>
</tr>
<tr>
<td>child restraint systems</td>
<td>devices</td>
<td>candle holders</td>
<td>modification;</td>
<td>closures</td>
</tr>
<tr>
<td>Child friendly infrastructure;</td>
<td>Barriers – such as</td>
<td>Separation of cooking</td>
<td>Window guards on tall</td>
<td>Safe storage of potentially harmful</td>
</tr>
<tr>
<td>safer routes to school; safer</td>
<td>well coverings and</td>
<td>area from living area</td>
<td>buildings; roof railings;</td>
<td>substances</td>
</tr>
<tr>
<td>play spaces</td>
<td>fencing</td>
<td></td>
<td>non-climbable banisters</td>
<td></td>
</tr>
<tr>
<td>Helmet wearing; using child</td>
<td>Swimming training and</td>
<td>First aid – “cool the</td>
<td>Supportive home</td>
<td>Immediate first aid</td>
</tr>
<tr>
<td>restraints</td>
<td>supervision</td>
<td>burn”</td>
<td>visitation to identify</td>
<td></td>
</tr>
<tr>
<td>Child-sized equipment; child</td>
<td>Immediate resuscitation</td>
<td>Burns centres</td>
<td>fall hazards</td>
<td></td>
</tr>
<tr>
<td>friendly environment</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

U.S. Successes

• Unintentional childhood injury fatality rate decreased by 29 percent from 1990-2004.

• Significant achievements include: child-resistant packaging of prescription medications, graduated drivers licensing, seat belt and child restraint laws, bicycle helmet laws, and drowning prevention.

• Despite the many successes, still the number one killer of children ages 1 – 19 in the U.S.

Child Passenger Safety Laws

- Opposition
- Network, partnerships and real people
- Babes in Arms Amendment
- Governor attempts veto
- Child Passenger Protection Act, Tennessee, 1977
- 6 years later deaths (<4) on TN roads dropped 50%

Dr. Robert Sanders
aka Dr Seat Belt
Core II: Child Injury Policy

• Funds awarded to build capacity in states to conduct policy activities
• Current Grantees:
  – CA
  – CO
  – GA
  – NY
  – WA
Core Injury Program

- Future competitive Core FOA under development
  - One area of focus will be affecting public policy
  - The Core II Child Injury Policy Project will be used to inform the FOA
  - FOA expected to be posted Spring 2011, funded Summer 2011
Guide for State Health Department Injury and Violence Prevention Programs

- Guide is intended to assist state health department IVPP to:
  - use policy strategies to prevent injuries and violence
  - identify their role in the policy process
  - provide examples activities

- Expected to be available to all state health departments and other partners by the end of the summer

- Part of a series of documents and tools that are being developed by CDC and our partners
Child Injury Policy Clearinghouse

• Information and resources to prevent child injury through policy initiatives.
• Link to:
  – evidence-based and promising child injury policies
  – existing data and tools to assist with developing and implementing policies
  – success stories/challenges/lessons learned
  – partner websites/resources
• Roles of State health departments, Policymakers, Parents, Businesses, health care providers, law enforcement, etc.
Child Injury National Action Plan

• Roadmap for enhancing the effectiveness of child injury programs, initiatives, policies, research, and communications

• Sections:
  - Surveillance & Epi
  - Education
  - Research
  - Media & Communications
  - Health Systems & Health Care
  - Advocacy, Law & Policy

• Workgroups being formed

• Stakeholders Meeting: August 24th and 25th in Atlanta
Centers for Disease Control and Prevention

Protect the Ones You Love Initiative

- Website: www.cdc.gov/safechild
  - One-pagers (overview and topic-specific)
  - Posters
  - Flyers
  - Podcasts
  - E-cards
  - Media planning guide
  - Event planning guide
  - State-specific and national injury data
Teen Driving
Key Projects
Centers for Disease Control and Prevention

TBI

National Center for Injury Prevention and Control
Discussion/Questions

- What are the barriers to child injury policy implementation at the state level?
- How can CDC collaborate more with states for improved outcomes?
- Resources for Clearinghouse?

Email me: Jslee@cdc.gov
Working together, we can keep our children safe and help them live to their full potential.
• Reducing BAC 0.10 to 0.08 can save 500-700 lives.
• Motorcyclists have highest death rate per vehicle mile traveled of all modes.
• Bike helmets reduce head injury by 85%.
• 123 million episodes of drunk driving each year but only 1.4 million arrests.
• 1/3 of adult pedestrians killed have been drinking.
• Smoke alarms reduce fire death in half.
• Drug poisoning deaths have risen 218% and will soon surpass MV injuries as the leading cause of unintentional injury death.
## Injury Prevention Cost Savings

<table>
<thead>
<tr>
<th>Prevention Method</th>
<th>Cost</th>
<th>Benefit to Society</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booster Seats</td>
<td>$31</td>
<td>$2,200</td>
</tr>
<tr>
<td>Child Bicycle Helmet</td>
<td>$10</td>
<td>$570</td>
</tr>
<tr>
<td>Community-based Fall Prevention Program</td>
<td>$1,250 per person</td>
<td>$10,800</td>
</tr>
<tr>
<td>Residential Home Smoke Alarm</td>
<td>$33</td>
<td>$940</td>
</tr>
<tr>
<td>Teen Driving Safety Program</td>
<td>$74 per child</td>
<td>$600</td>
</tr>
</tbody>
</table>
The Public Health Approach to Prevention

Assess the Problem
What’s the problem?

Identify the Causes
Why did it happen?

Develop & Evaluate Programs & Policies
What works?

Implementation & Dissemination
How do you do it?
Injury Control Research Centers

- CDC funds 14 injury prevention research centers around the US.
- Most have research projects related to preventing childhood injury.
Teen Driving

• Close to 5,000 teens die each year in motor vehicle crashes in the U.S.

• Over 400,000 teens treated in emergency departments for motor vehicle related injuries

• Comprehensive GDL programs can reduce 16 year old drivers’ fatal crash involvement by over 20%

Fatalities among Teens 15-19 years, 2004

Motor Vehicle 37%

All Other Causes 63%