Injury Prevention Poster # 17

CREATING A WEB OF SUPPORT FOR INJURY PREVENTION OUTREACH
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**Background:** St. David’s Round Rock Medical Center (RRMC) is a Level II trauma center that received its designation almost five years ago. According to the American College of Surgeons (ACS), the Injury Prevention (IP) program must track partnerships with other community organizations, as well as document the number of community members reached for each program.

**Resources:** The primary resource for creating a web of support in the community is the initial support of the hospital to work with other organizations. This may require promoting partnerships and actively collaborating to design programs conducted together out in the community.

**Process:** In growing a successful IP program, it was deemed that a network of community partners was crucial to success. This network can be visualized as a spider web, with the trauma center in the middle, and various community organizations surrounding it. Each point on the web is a separate community organization, but they are all linked together to form a strong web of IP Outreach for the community. This web was slowly woven, initially by joining local professional trauma organizations, then by establishing contacts with the Outreach Coordinators from three local EMS services. School districts and local county health districts were contacted and partnerships were offered. The local county Wellness Alliance was joined and many contacts for other community organizations were found. With each contact and event, further potential partners were identified, and the web continued to grow and strengthen. Marketing of events allowed for the recognition of community partnerships, and the number of community members reached rapidly grew because of the number of partners involved. Although it is recognized as the IP program of St. David’s RRMC, the effect of the Outreach is large because of the web of support created with these partners.

**Effectiveness:** The network had grown substantially, so that within a year and a half, the program grew from a few small events every year to a large, well-established program with multiple successful programs around the community with various partners. For 2016, this included 58 events held, 16 expert articles published with both print and online sources, and 6 TV news interviews. Examples of community partners have included three EMS agencies, several school districts, the State of Texas, a local baby store, the county health department, three local city Police Departments, a local bicycle racing team, Safe Kids of Austin, a Children’s Hospital within the partnership, a grocery store, a senior center, the local minor league baseball team, and a municipal traffic court Judge.

**Lessons Learned:** The primary lesson learned is how valuable the web of support is to the program. There is only one IP Coordinator from the facility who couldn’t make such a large impact alone; the partnerships developed have been crucial to increasing the program and the number of community members reached.

Conclusions: Creating a web of support with partnering organizations increases the visibility of the facility and IP program in the community. It also allows the program to reach far more community members than if taken on alone.

**Benefit to Others:** There are more IP opportunities available, which may provide life-saving safety information for individuals. There are many partners available to share the tasks and costs. Smaller organizations may receive
reciprocal benefits from the partnership with a larger healthcare organization.

Implementation Process: Identify trauma experts in the community, join professional trauma and safety organizations, join any local wellness or health coalitions, and reach out to offer collaboration with various types of community partners. Networking at these various community meetings and events is key to building the web and finding community partners interested in helping an organization grow their Injury Prevention Program! When possible, have a designated Injury Prevention Coordinator whose sole job is to run the program.