
Trauma Care: Public's Knowledge and Perception of Importance 2004

Conducted for:
Coalition for American Trauma Care

December 13, 2004





Background and Objectives

- The Coalition for American Trauma Care commissioned Harris Interactive to conduct the “Trauma Care: Public’s Knowledge and Perception of Importance” Survey.
- This survey of the American public was designed to examine public opinion of the importance of trauma care and knowledge of the availability of trauma care.
- Topics include:
 - Knowledge of leading causes of death and personal safety precautions
 - Value and knowledge of trauma centers and trauma systems
 - Value and knowledge of disaster preparedness through trauma centers and systems



Methodology

- Interviews were conducted by telephone using CATI (Computer-Assisted Telephone Interviewing) methodology.
- Random-digit dialing (RDD) technique was implemented, ensuring that individuals with unlisted as well as listed numbers were contacted.
- Interviews were conducted between November 3-14, 2004. A total of 1,000 interviews were conducted.
- Final data were weighted by age, education, gender, income, and region using 2003 current population survey data to represent the national population of adults (18 or older).
- With 1,000 respondents, the sampling error is +/- 3%.

Executive Summary





Knowledge of the leading causes of death

Most Americans do not recognize injury as the leading cause of death.

- Though injury is the leading cause of death for all Americans under the age of 34, most Americans incorrectly cite another cause.
 - For children under age 10, six in ten Americans (61%) cite a cause of death other than injury.
 - For adolescents age 10 to 18 more than half of Americans (56%) cite a cause of death other than injury.
 - For young adults between age 19 and 34, two thirds of Americans (67%) cite a cause other than injury.
- Eight in ten Americans (80%) correctly identify car accidents as the leading cause of injury-related death.
- Two thirds of Americans (66%) are extremely or very confident that they would receive the best medical care if they had a serious or life threatening injury.



Personal safety precautions

The large majority of Americans take steps to protect their young children and homes. Fewer always take precautions for themselves or their older children.

- Protecting children from injury:
 - Almost all parents of infants age 1-3 (95%) indicate their child *always* rides in a car seat.
 - More than one in ten parents of children age 9-16 (13%) reveal their children do *not* always wear a seatbelt.
 - Half of parents of children age 5-16 (50%) indicate their children do *not* always wear a helmet when riding a bicycle, scooter, or skateboard.
- Protecting selves from injury:
 - The majority of Americans (80%) indicate they always wear a seatbelt.
 - Almost half of Americans (47%) who ride a bicycle admit they *never* wear a helmet.
- Protecting homes from fire:
 - Almost all Americans (95%) have a working smoke detector in their home.



Value of trauma centers

Americans see the unique value of trauma centers and appreciate the importance of having one within easy reach.

- Almost all Americans (94%) feel it is extremely or very important to be treated at a trauma center in the event of a life-threatening injury.
- Nearly nine in ten Americans (87%) think it is extremely or very important for an ambulance to take them to a trauma center in the event of a life-threatening injury, even if it is not the closest hospital.
- Six in ten Americans (62%) would be very or extremely concerned if they found out there was no trauma center within easy reach of where they live.
- The majority of Americans feel having a trauma center nearby is equally as important as or more important than having a:
 - Library (89%)
 - Public health clinic (89%)
 - Fire department (83%)
 - Police department (83%)
- Three-fourths of Americans (74%) would be extremely or very concerned if they learned trauma centers in their state were closing or reducing services.



Knowledge of trauma centers

There is some confusion about the availability and use of trauma centers in America.

- The large majority of Americans (83%) believe there is a trauma center in their state. Based on the HRSA report, 14 states are currently without the authority or process in place to designate trauma centers.*
- Based on MacKenzie et al.'s *National Inventory of Hospital Trauma Centers*, less than 450 of the nation's 6,000 hospitals (8%) are trauma centers.** More than half of Americans (56%) believe there is a trauma center located near where they live and one in three Americans (35%) believes that the closest hospital to them is a trauma center.
- A large majority of Americans (79%) feel it is extremely or very important for people in rural areas to have the same access to trauma care as people in urban or suburban areas. However, MacKenzie et al. report that 90% of Level I and II centers are located in metropolitan areas.**

* HRSA. *A 2002 Assessment of State Trauma System Development, Emergency Medical Services Resources, and Disaster Readiness for Mass Casualty Events*.

**MacKenzie, E.J. et al. JAMA, March 3, 2003. *National Inventory of Hospital Trauma Centers*. Volume 289:12, 1515-1522.



Value of trauma systems

Americans recognize the value of trauma systems.

- Nine in ten Americans (90%) indicate it is extremely or very important for their state to have a trauma system.
- Majorities of Americans feel that having a trauma system in place is equally as important as or more important than having:
 - HAZMAT teams (89%)
 - State police (85%)
 - Public health clinics (89%)
- Approximately two in three Americans (69%) would be extremely or very concerned if they learned the trauma system in their state did not meet recognized standards of care. HRSA reports that only eight states have systems in place that conform to the seven criteria for the most developed trauma systems.*

* HRSA. *A 2002 Assessment of State Trauma System Development, Emergency Medical Services Resources, and Disaster Readiness for Mass Casualty Events.*



Knowledge of trauma systems

Most Americans believe there is a trauma system in place in their state.

- Three fourths of Americans (75%) believe their state has a trauma system in place.
- Two thirds of Americans (67%) believe it would take less than 30 minutes to get them to the hospital best equipped to handle their specific life-threatening injury. Based on the American Trauma Society (ATS) Tool Kit, trauma systems are designed around the golden hour rule, which focuses on getting the patient to the best suited trauma center in under sixty minutes.*

* American Trauma Society (ATS) Tool Kit.



Financial support of trauma centers and systems

Americans are willing to spend money to have trauma centers and systems in place in their states.

- Nearly eight in ten Americans (78%) would be willing to spend a dime or more and more than half (55%) think state trauma centers and systems are important enough that they would be willing to spend \$25 or more per year to have them in place.



Disaster Preparedness and Trauma Systems

Generally, Americans have high expectations of their states' trauma centers and systems when it comes to handling natural disasters or terrorist attacks.

- Eight in ten Americans (79%) believe it is extremely or very important that hospitals in their state are prepared to handle large numbers of patients after a natural disaster or terrorist attack
- Nine in ten Americans (89%) feel It is extremely or very important for emergency and health care systems to be prepared to respond in a coordinated way to a natural disaster or terrorist attack.
- More than half of Americans (54%) believe trauma centers/hospitals in their state are prepared to handle a large number of patients in the event of a natural disaster or terrorist attack.
- According to the HRSA report, few states have systems set up to link information about hospital capacity and supplies levels between facilities (8 states) or to coordinate transfers from saturated facilities (11 states). Only half of states (24) have plans to prepare for instances when the number of patients exceeded local transport systems.*

** HRSA. A 2002 Assessment of State Trauma System Development, Emergency Medical Services Resources, and Disaster Readiness for Mass Casualty Events. Note: Survey results from 2002, post 9-11. It is expected that states will have made tremendous progress in improving their readiness for mass casualty events since this time.*

Detailed Findings

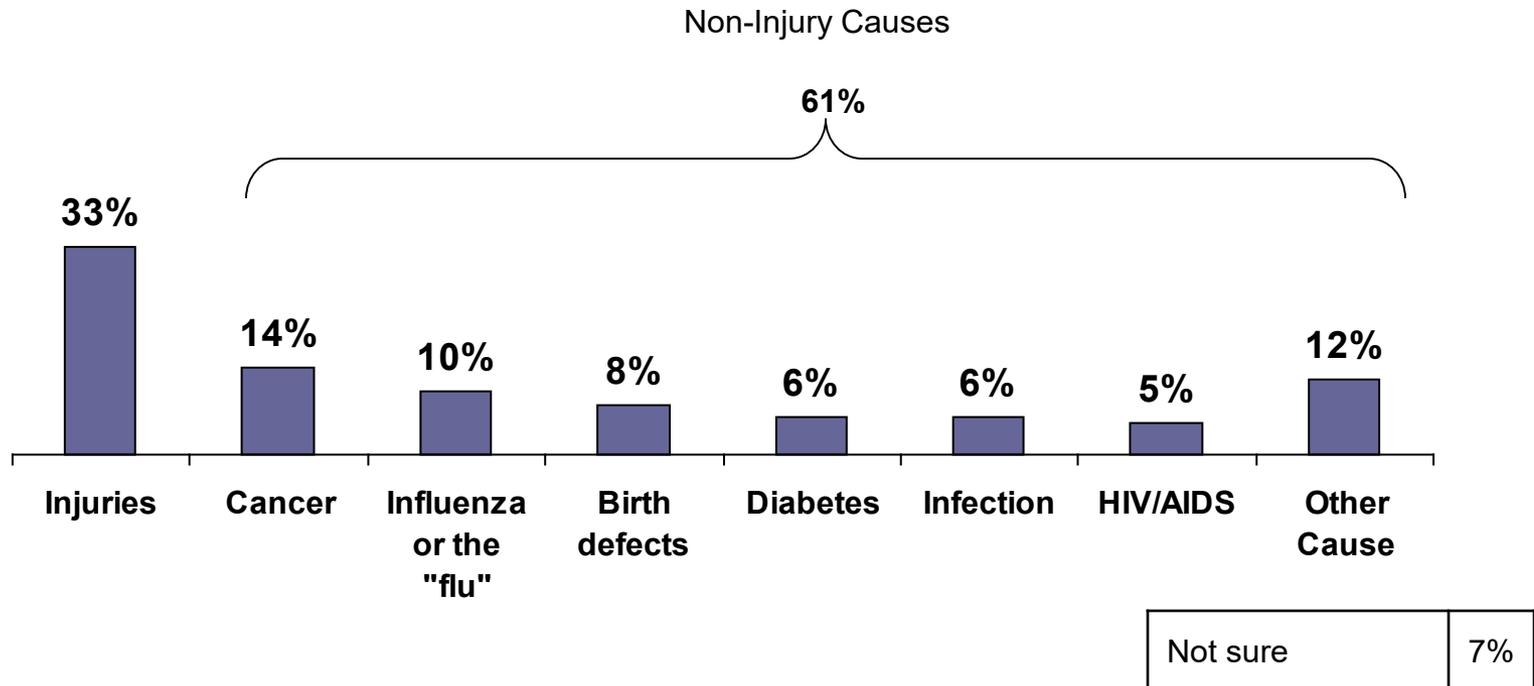


Knowledge about Leading Causes of Death



Six in ten Americans (61%) fail to identify injury as the leading cause of death for American children under age ten.

% indicating the leading cause of death for children in America under age 10 is...:



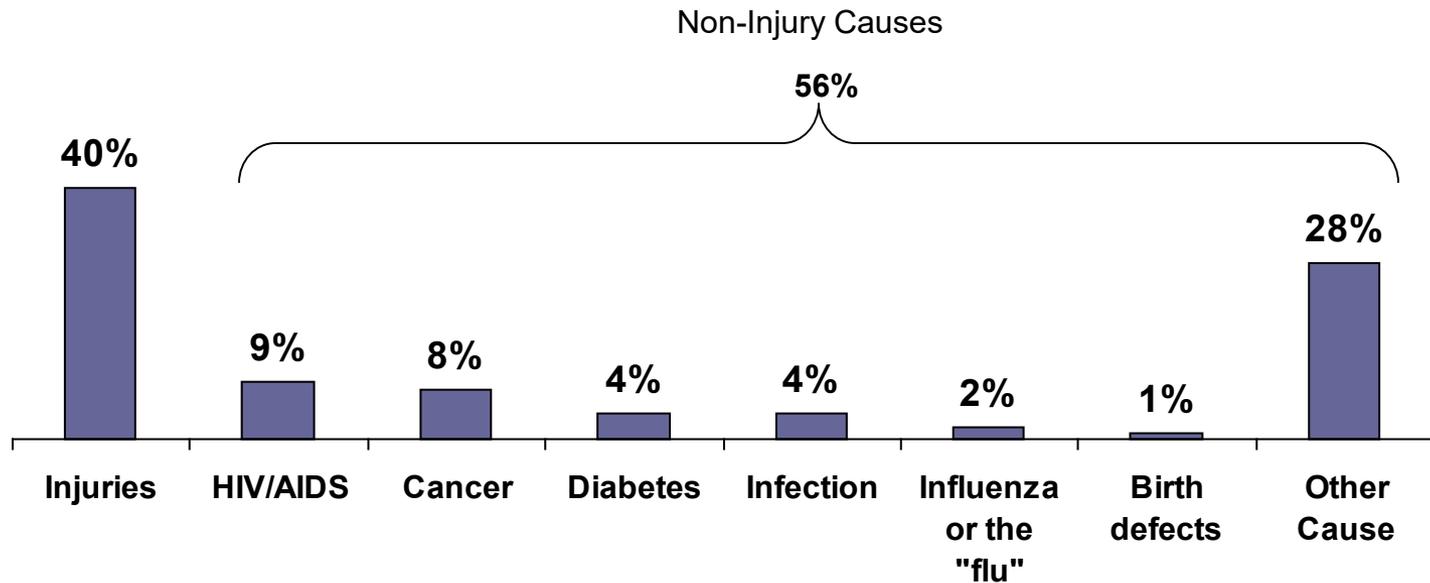
Q520 Which of the following do you think is the leading cause of death for children in America under age 10?

Base: All respondents (N=1000)



More than half (56%) also fail to identify injury as the leading cause of death for adolescents age 10-18.

% indicating the leading cause of death for adolescents in America between the ages 10 and 18 is...:



Not sure	4%
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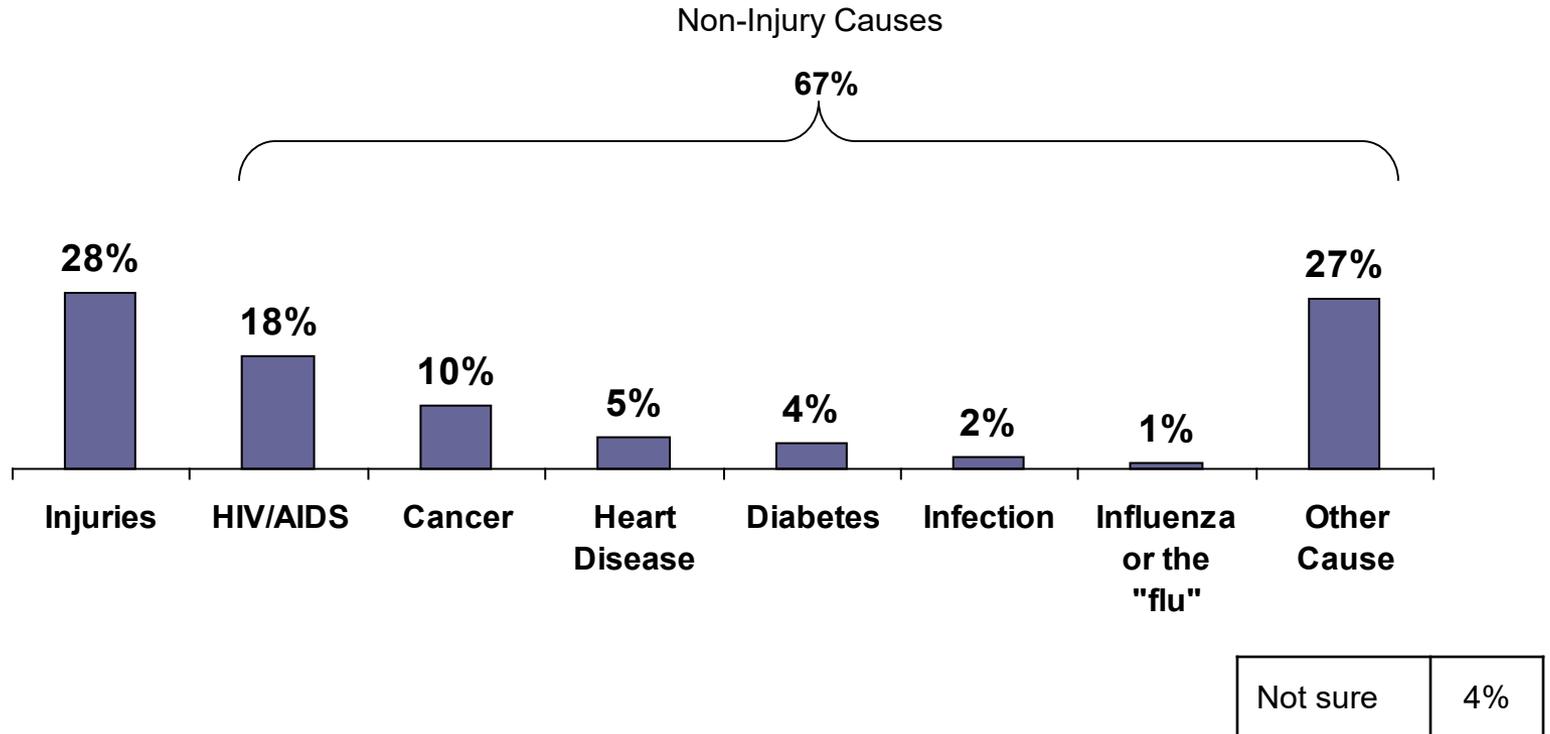
Q525 Which of the following do you think is the leading cause of death for adolescents in America between ages 10 and 18?

Base: All respondents (N=1000)



Two in three Americans (67%) fail to recognize injury as the leading case of death for young adults.

% indicating the leading cause of death for adults in America between the ages 19 and 34 is...:



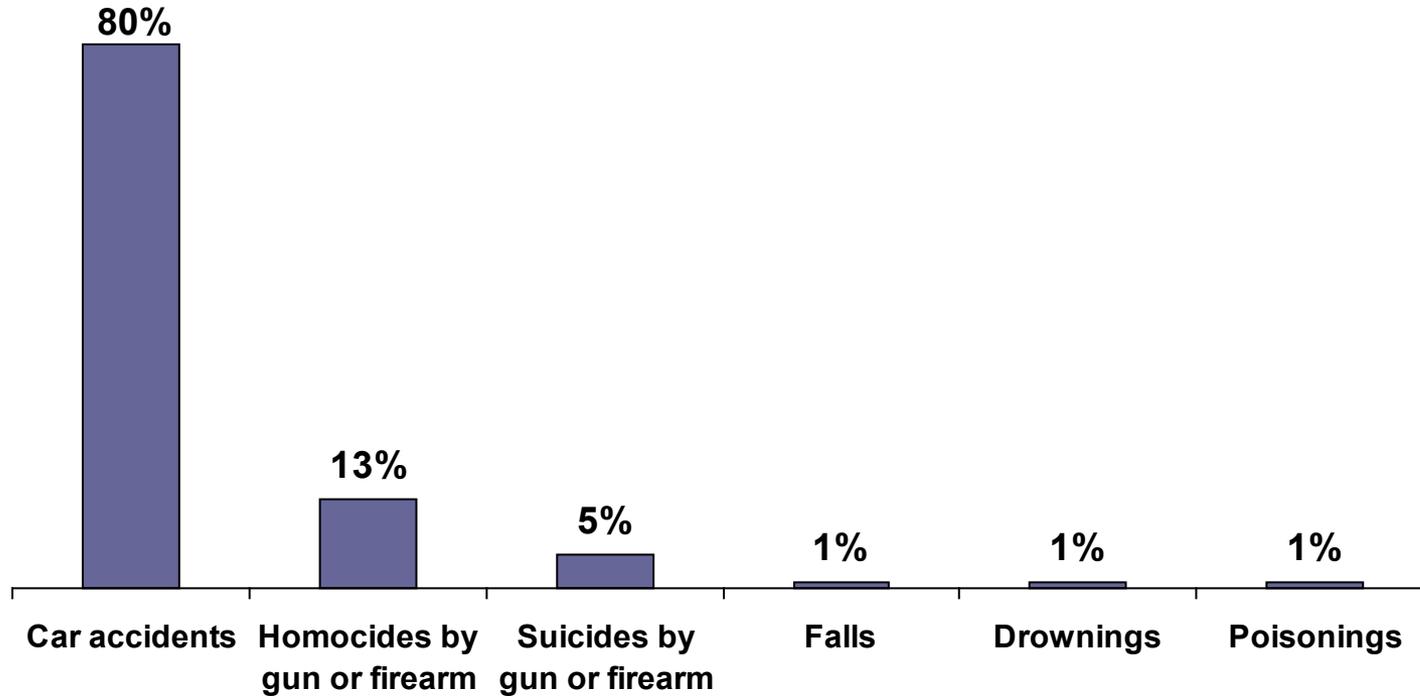
Q530 Which of the following do you think is the leading cause of death for adults in America between ages 19 and 34?

Base: All respondents (N=1000)



Car accidents are overwhelmingly identified as the leading cause of injury-related death.

% indicating the leading cause of injury related death is...:



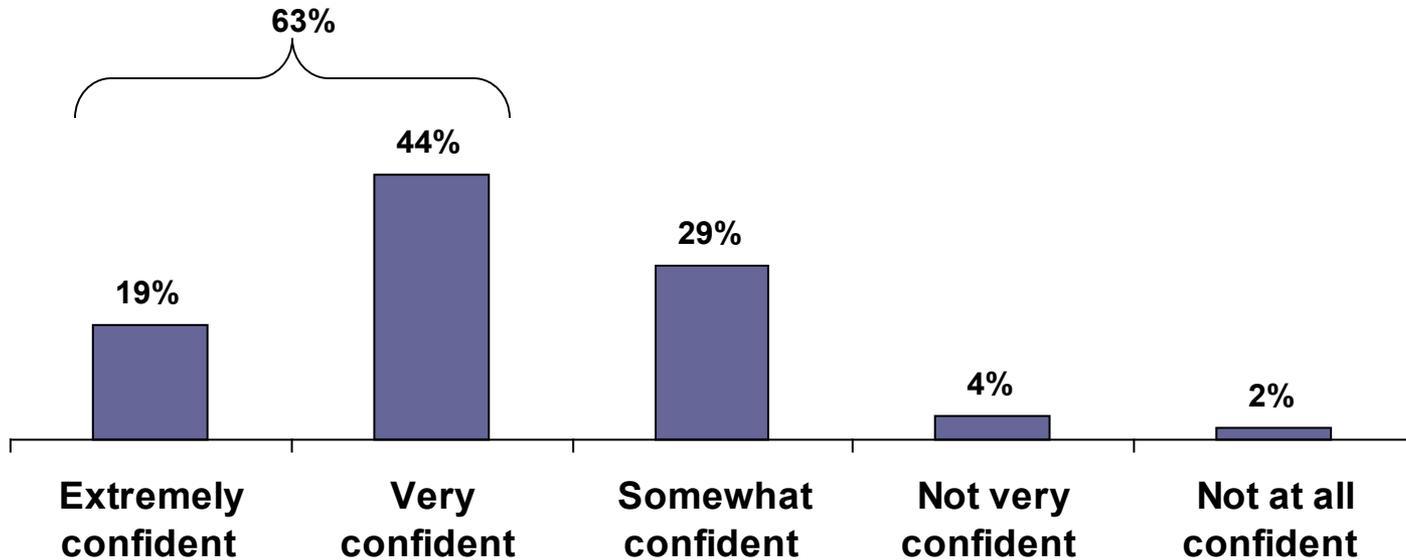
Q535 Which of the following do you think is the leading cause of injury related death?

Base: All respondents (N=1000)



About two thirds of Americans (63%) are extremely or very confident that they would receive the best medical care if they had a serious or life threatening injury.

% indicating how confident they are that they would receive the best medical care for their particular injury if they had a serious or life-threatening injury:



Q720 *If you had a serious or life-threatening injury, how confident are you that you would receive the best medical care for your particular injury? Would you be...*

Base: All respondents (N=1000)



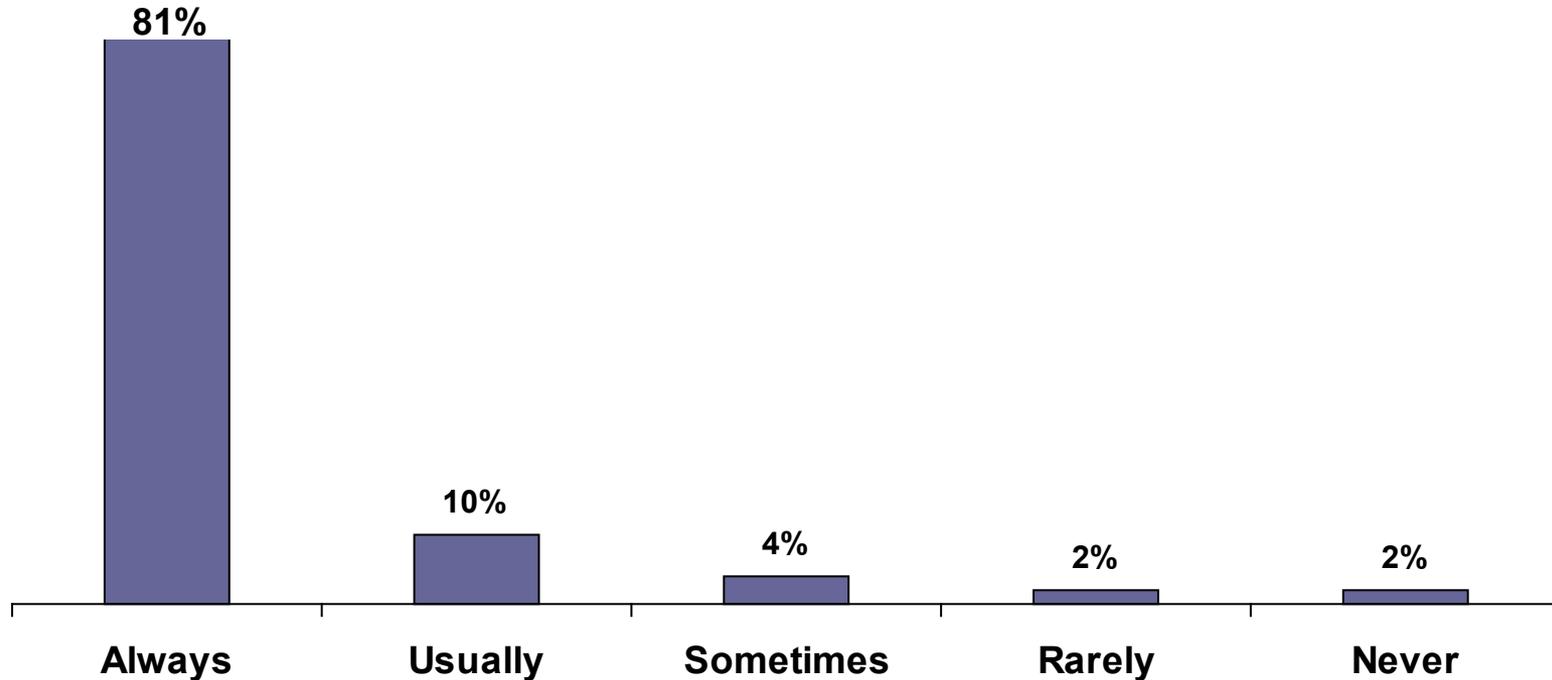
Personal Safety Precautions





Eight in ten Americans (81%) say they always wear a seatbelt when they are in a car as either a driver or passenger.

% indicating how often they wear their seatbelt as the driver or passenger:



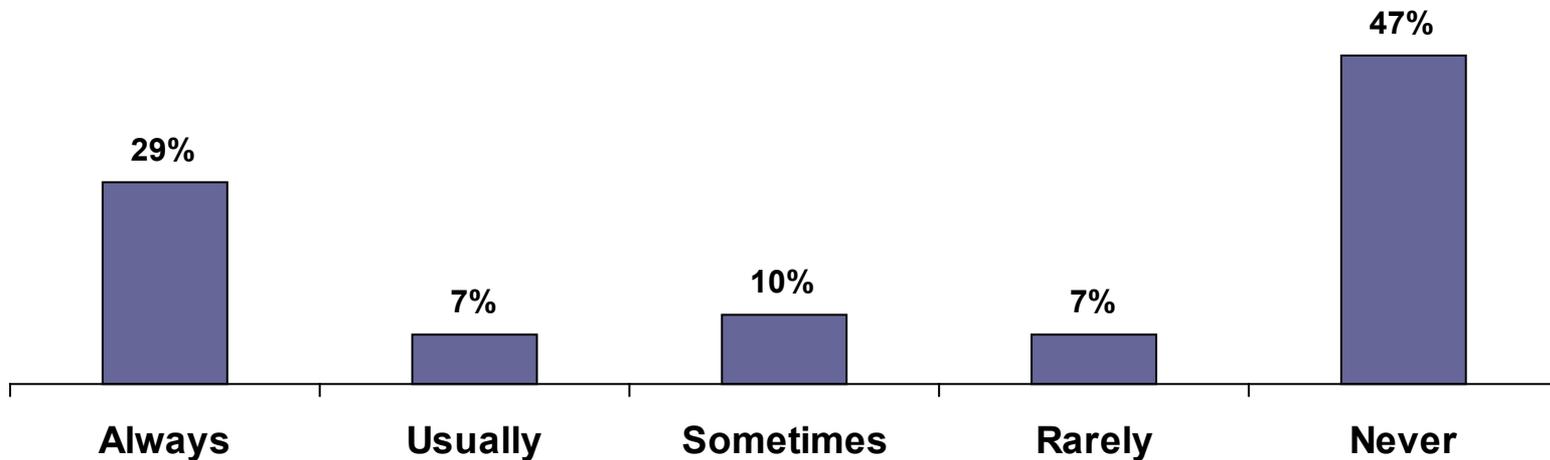
Q540 When you are in a car either as a driver or passenger, how often would you say that you wear your seatbelt?

Base: All respondents (N=1000)



Almost half of American adults who ride a bicycle (47%) never wear a bicycle helmet.

% bicycle riders indicating how often they wear a helmet:



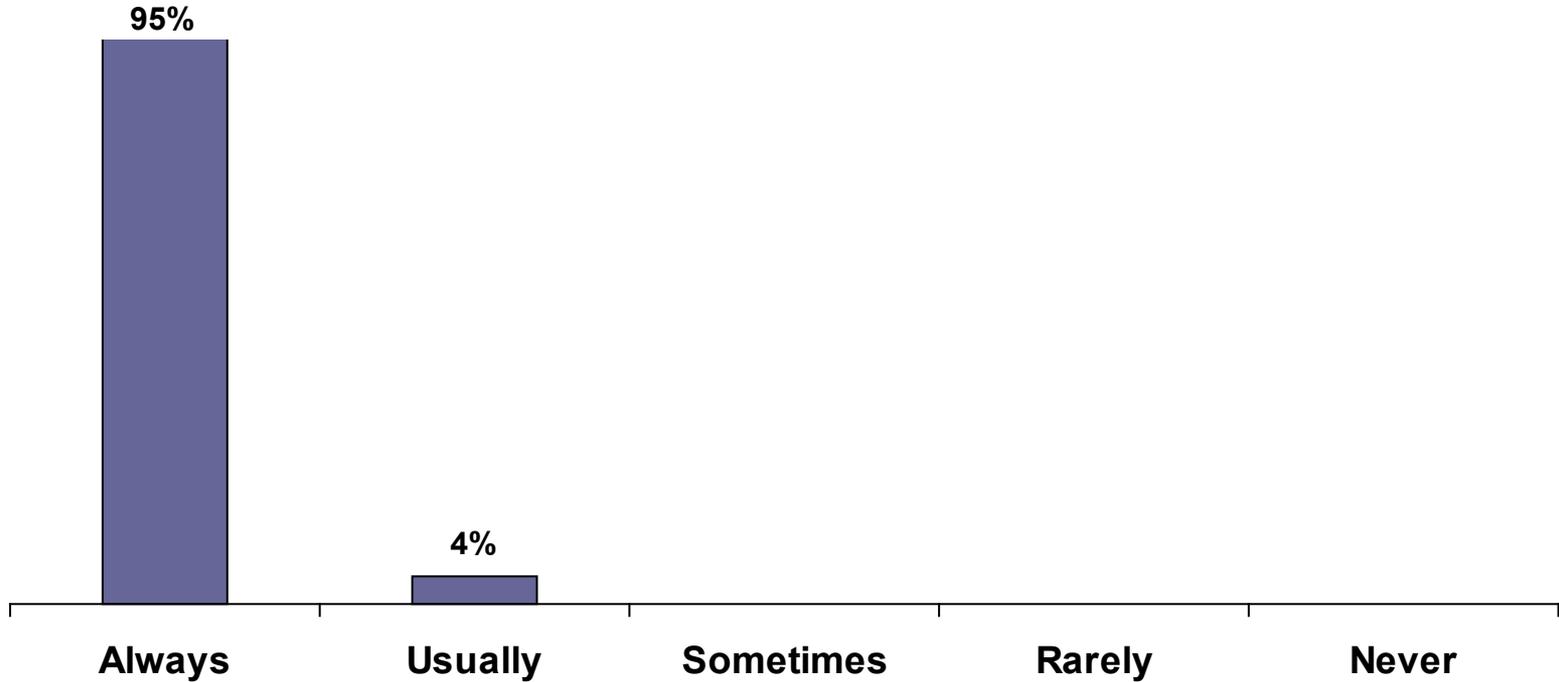
Q550 When you ride a bicycle, how often do you wear a bicycle helmet?

Base: Respondents who ride a bicycle (N=313)



The vast majority of parents of infants and toddlers (age 1-3) indicate their child always rides in a car seat.

% with children age 1-3 indicating how often these children are in an infant or child seat when riding in a car:



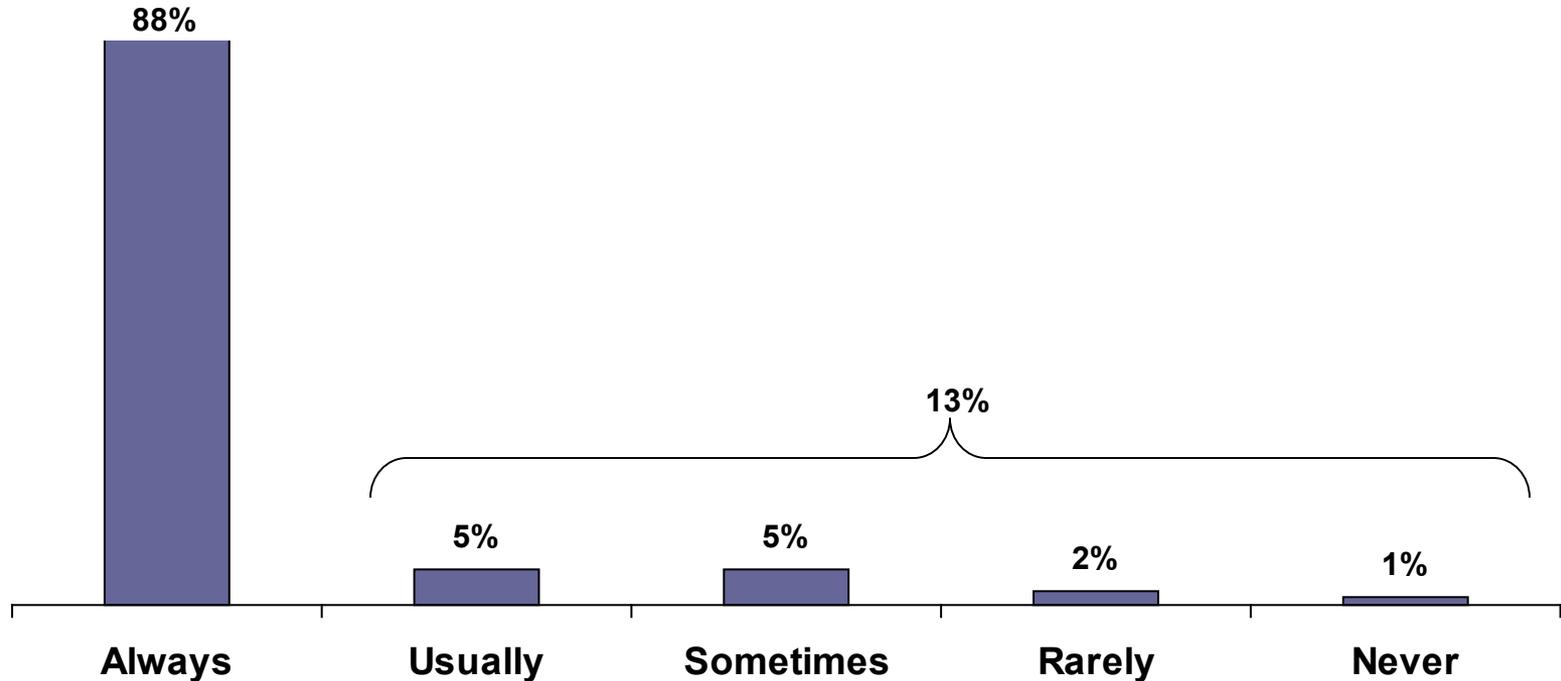
Q575 When riding in a car, how often is your child(ren) age 3 or younger in an infant or child seat?

Base: Respondents who have children age 1-3 (N=98)



More than one in ten parents of older children (age 9-16) indicate that their child does not always wear his/her seat belt.

% with children age 9-16 indicating how often these children wear a seatbelt when riding in a car:



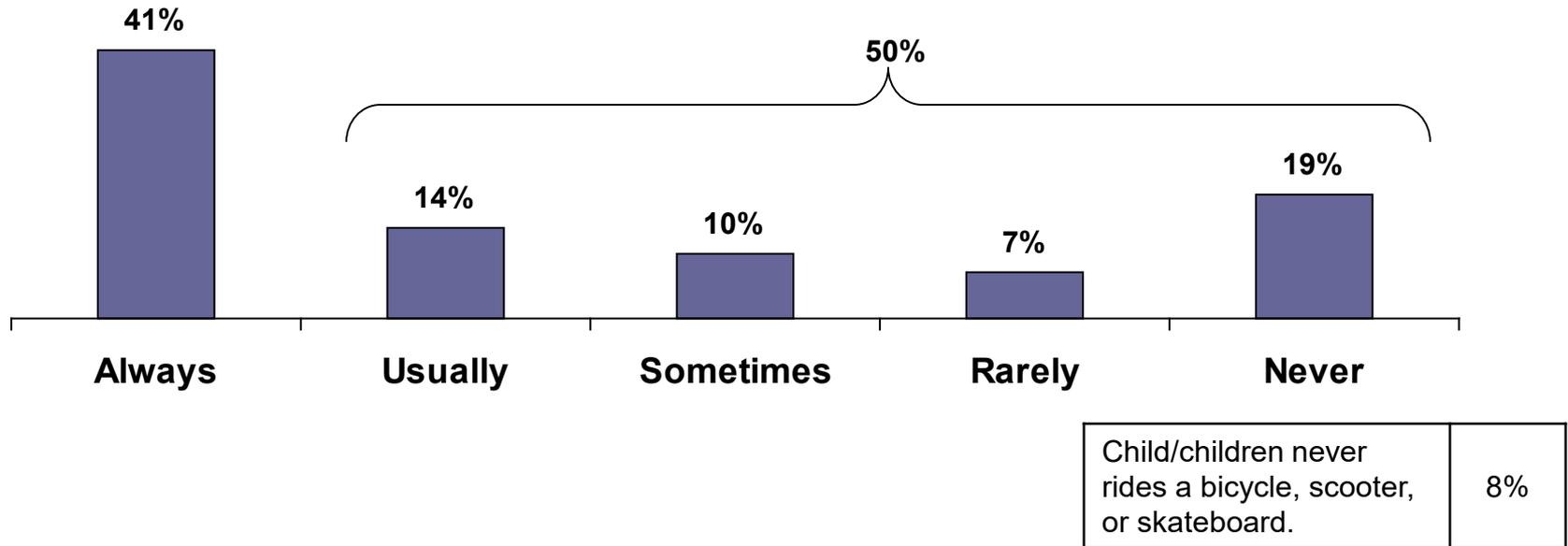
Q585 When riding in a car, how often dose your child(ren) age 9 through 16 wear a seatbelt?

Base: Respondents who have children age 9-16 (N=205)



Half of respondents with children (age 5-16) (50%) indicate that their child does not always wear a helmet when riding a bicycle, scooter, or skateboard.

% with children age 5-16 indicating how often these children wear a helmet when they ride a bicycle, scooter, or skateboard:



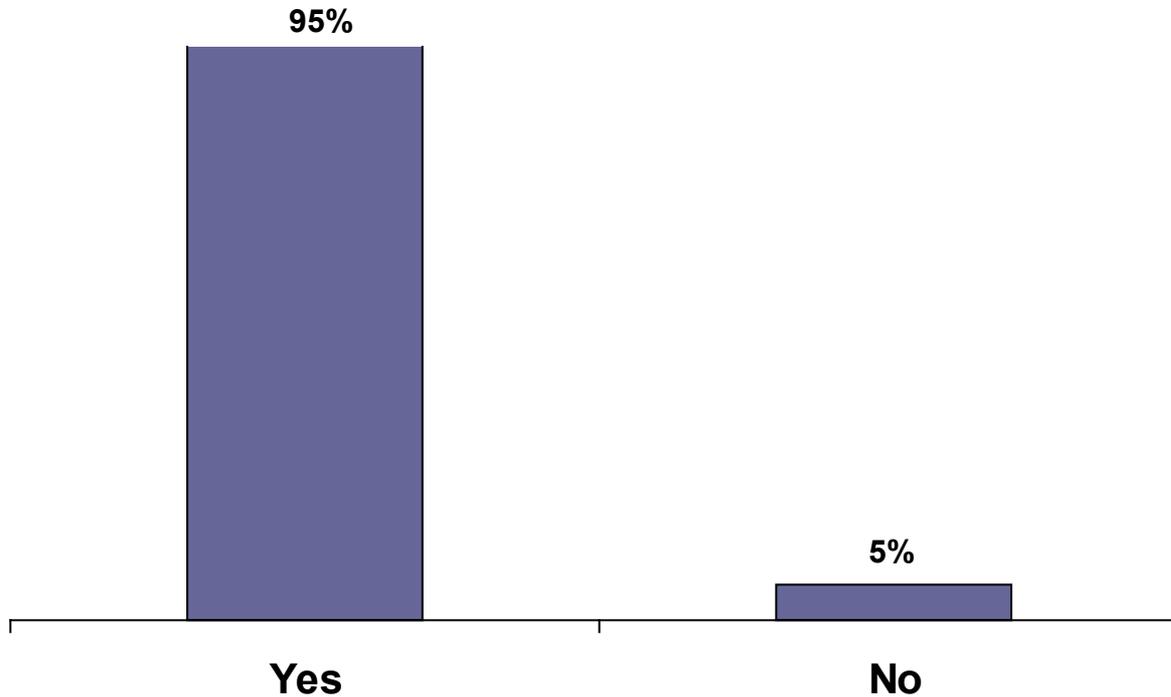
Q590 When your child(ren) ride(s) a bicycle, scooter, or skateboard, how often do they wear a helmet?
Base: Respondents who have children age 5-16 (N=265)





Almost all Americans (95%) have a working smoke detector in their home.

% indicating they have a working smoke detector in their home:



Q545 Do you currently have a working smoke detector or alarm in your home?

Base: All respondents (N=1000)



Value and Knowledge of Trauma Centers





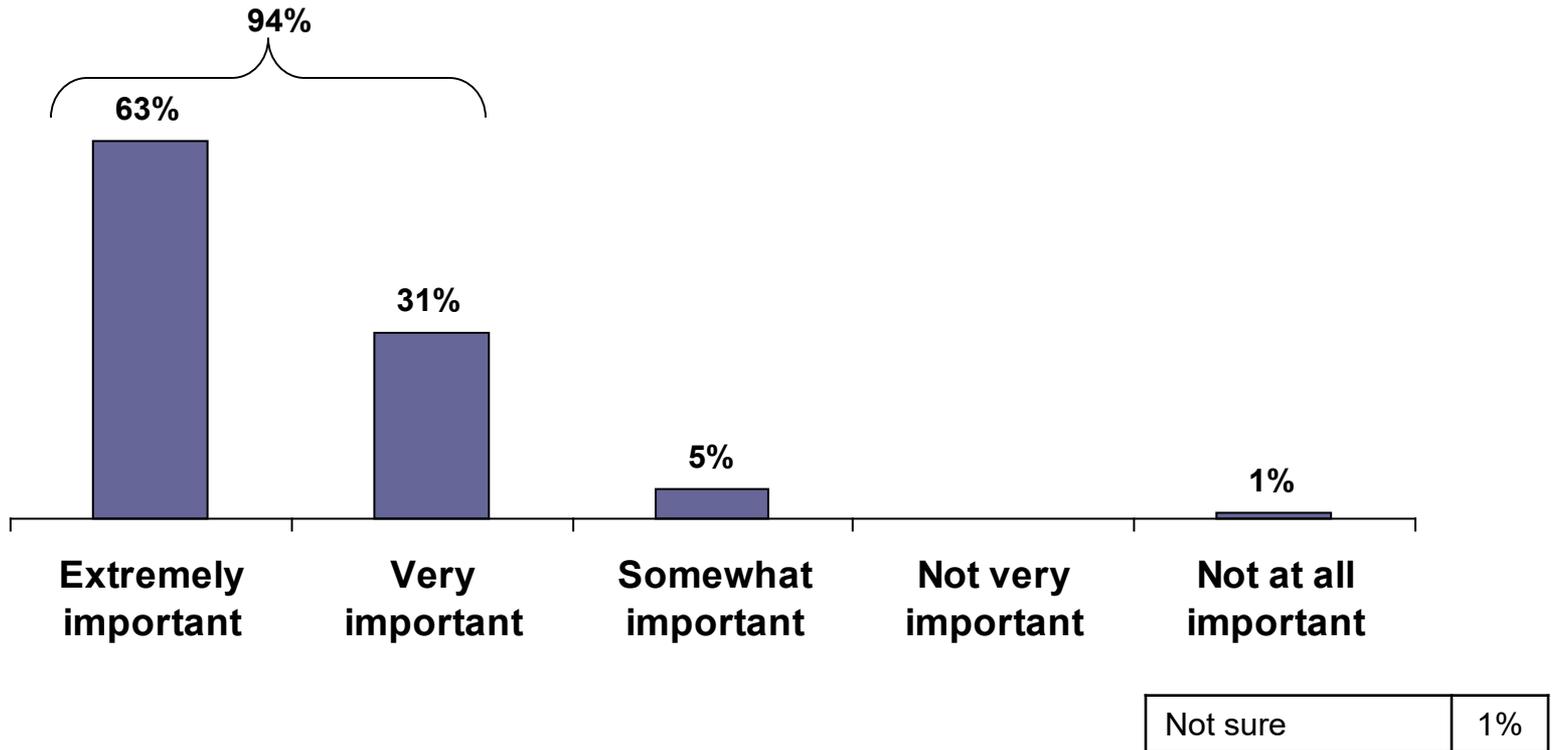
Trauma Centers Defined

- Trauma centers are selected hospitals that maintain the ability to provide a full range of care for severely injured patients 24 hours a day, seven days a week. This trauma care includes ready-to-go-teams that perform immediate surgery and other necessary procedures for people with serious or life-threatening injuries, for example, due to a car accident, burn, bad fall, or gunshot.



Almost all Americans (94%) feel it is extremely or very important to be treated at a trauma center in the event of a life-threatening injury.

% indicating how important it would be to be treated at a trauma center if they or a family member had a serious or life-threatening injury:



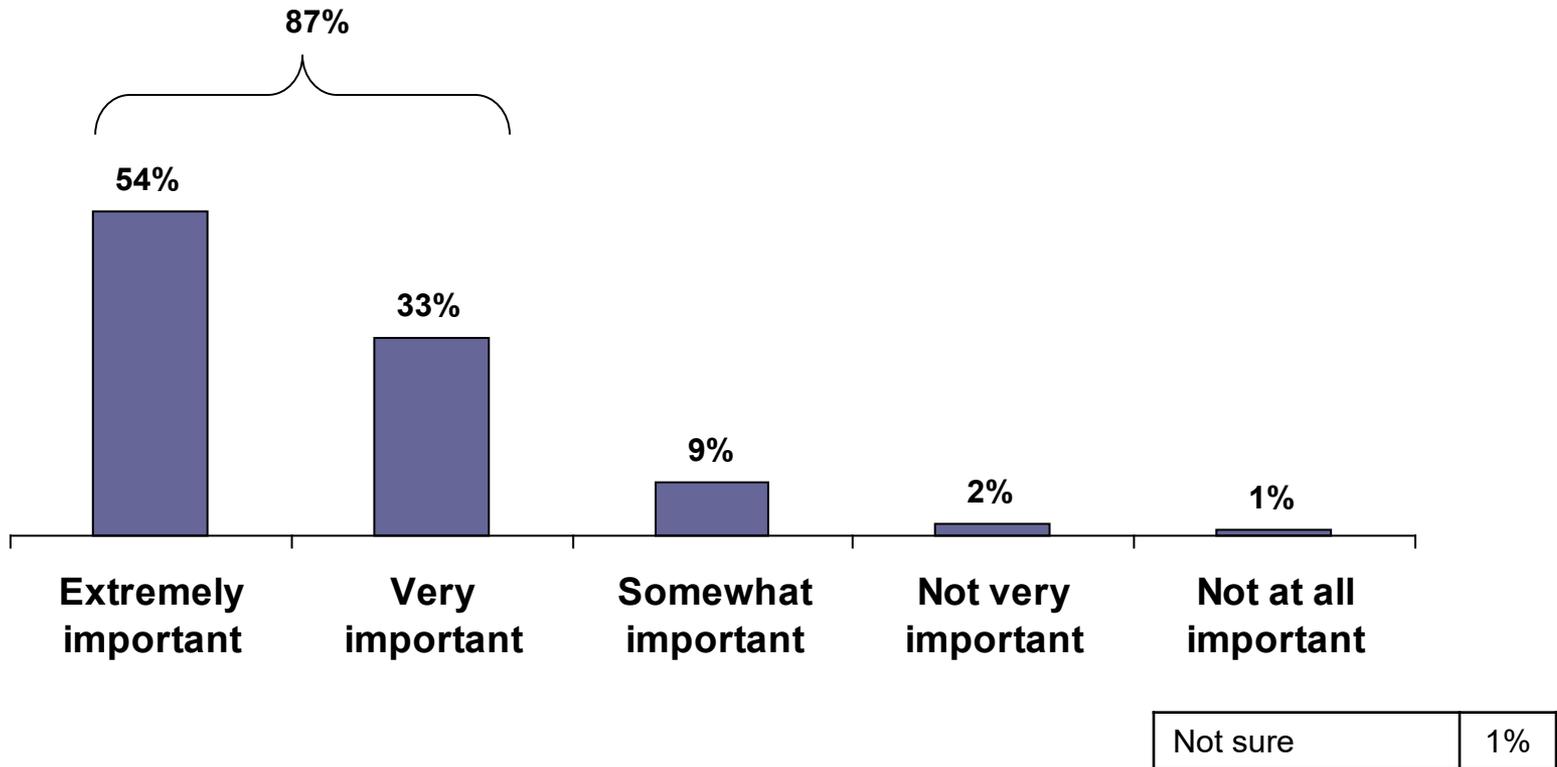
Q605 *If you or a family member had a serious or life-threatening injury, how important would it be to be treated in a trauma center?*
Base: All respondents (N=1000)





Most Americans (87%) think it is extremely or very important for an ambulance to take them to a trauma center in the event of a life-threatening Injury, even if it is not the closest hospital.

% indicating how important it would be taken by ambulance to a trauma center even if it was not the closest hospital:



Q610 *If you or a family member had a serious of life-threatening injury, how important would it be to be that an ambulance be instructed to take you to a trauma center able to handle your specific injury, even if it is not the closest hospital?*

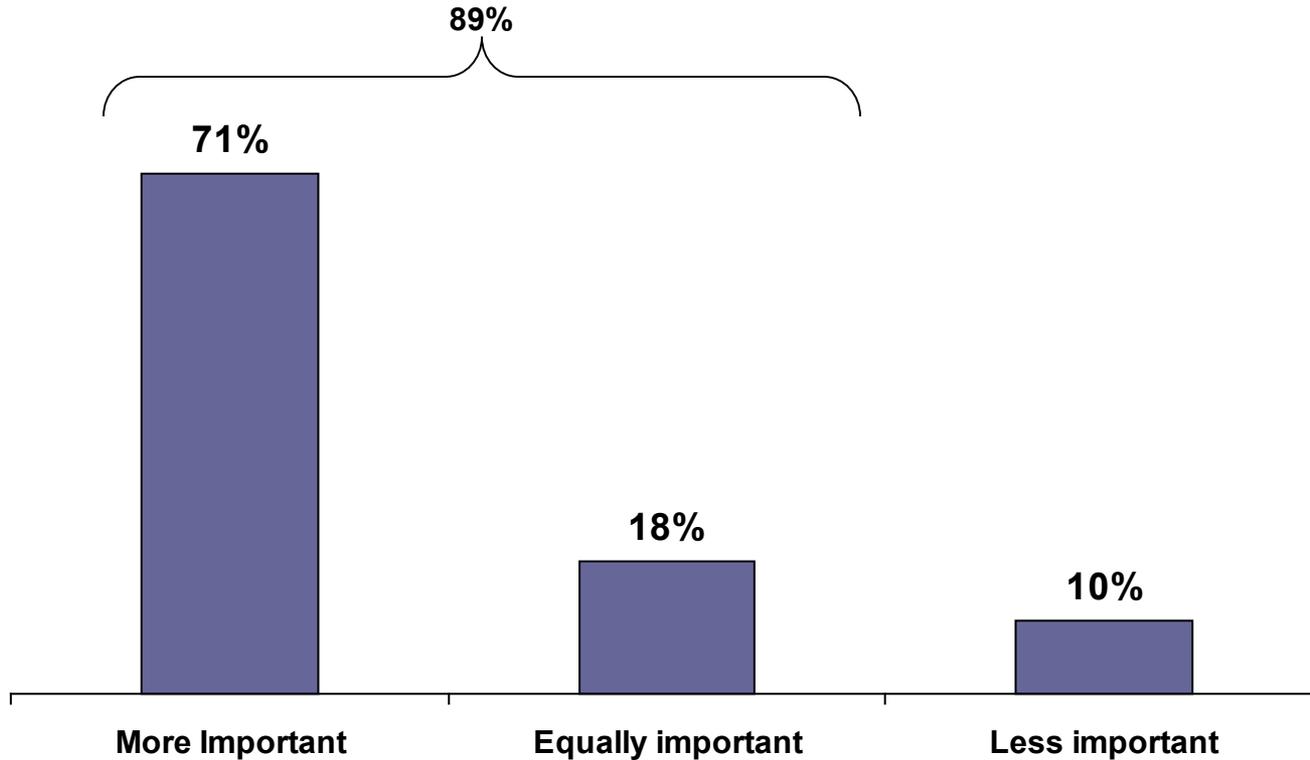
Base: All respondents (N=1000)





Nine in ten Americans (89%) feel having a trauma center nearby is equally or more important than having a library.

% indicating that compared to a having a public library, a trauma system is ...:



Q617 Is having a trauma center within easy reach of where you live more important, equally important, or less important than having a public library?

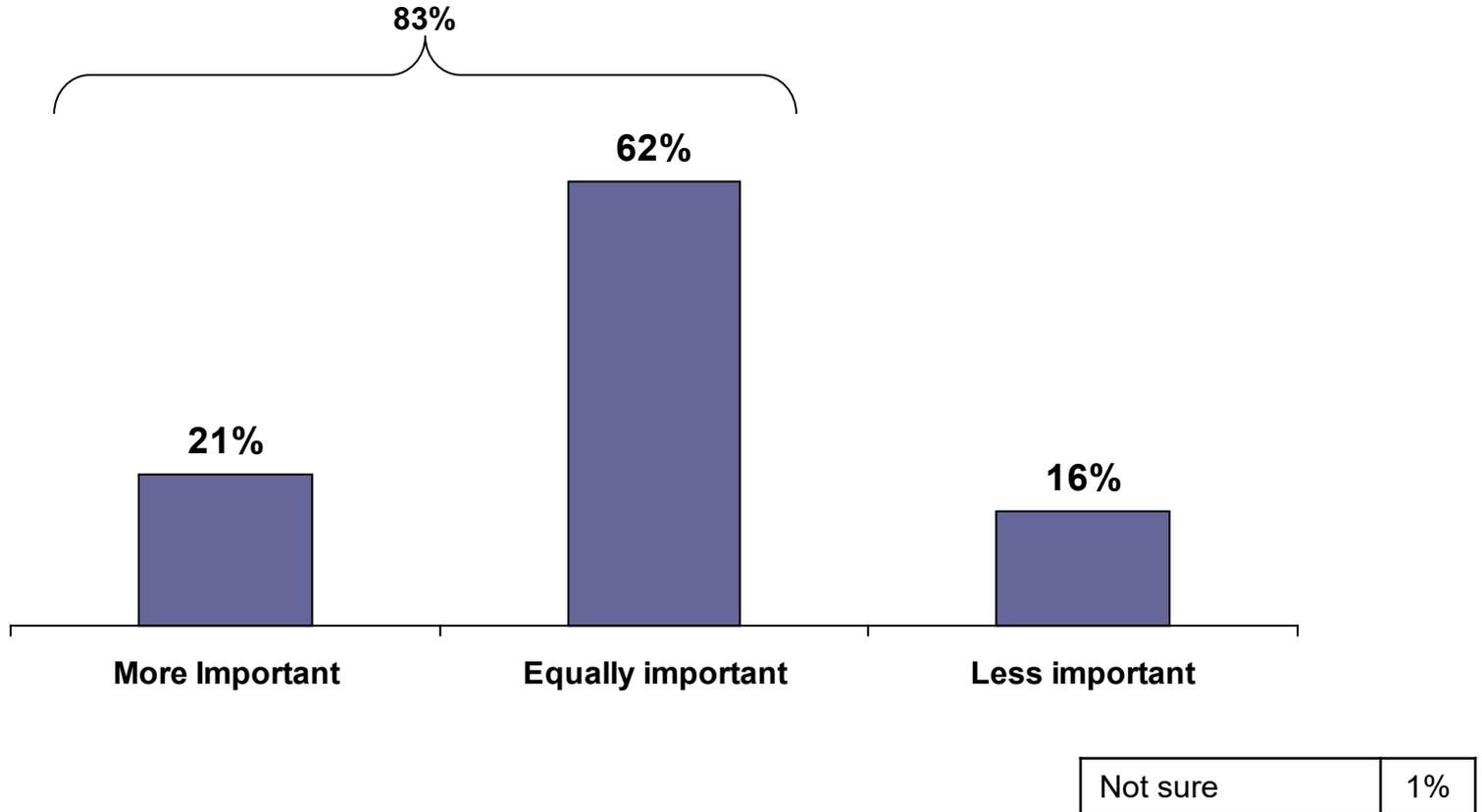
Base: All respondents (N=1000)





Eight in ten Americans (83%) indicate having a trauma center nearby is, equally or more important than having a fire department.

% indicating that compared to a having a fire department, a trauma system is ...:



Q618 Is having a trauma center within easy reach of where you live more important, equally important, or less important than having a fire department?

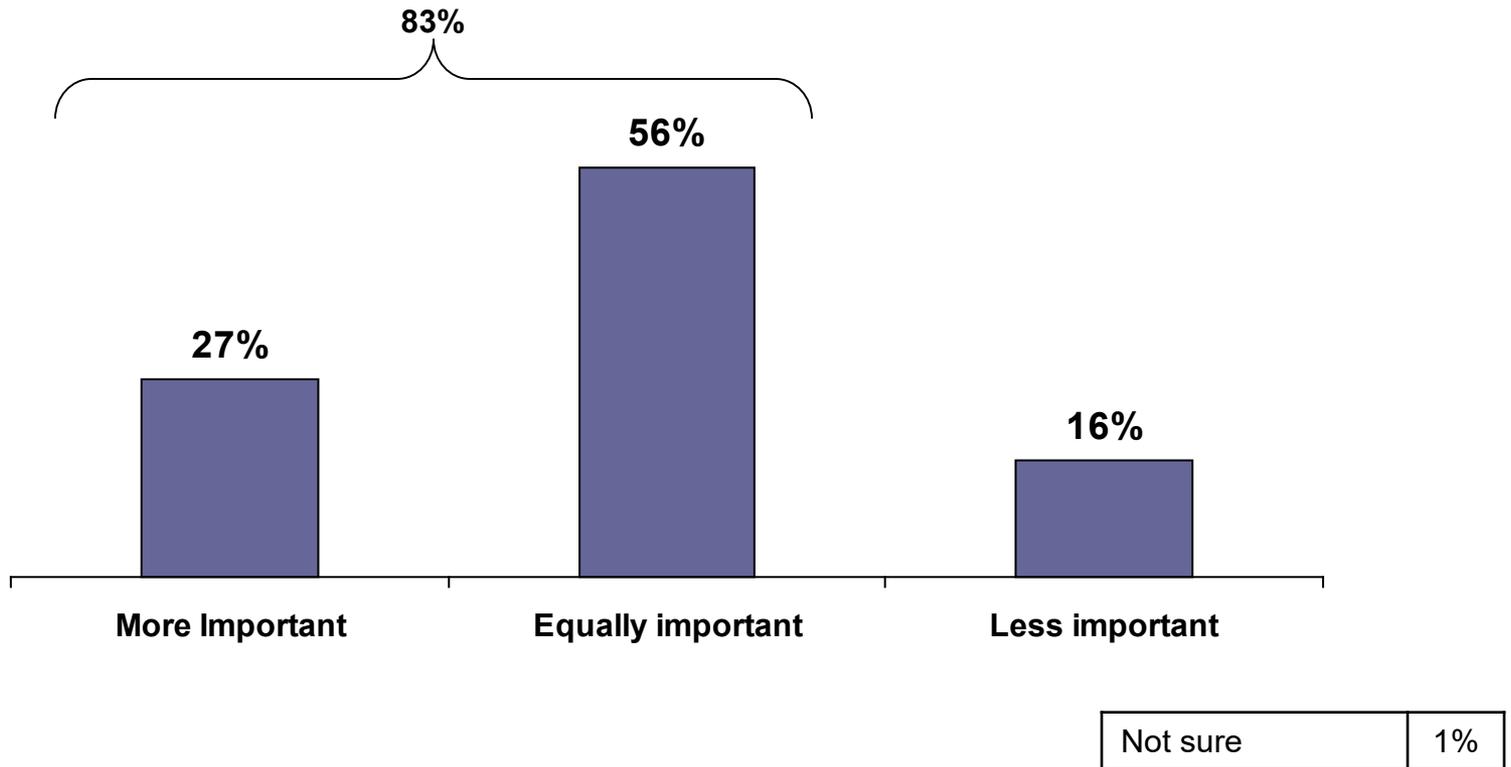
Base: All respondents (N=1000)





Eight in ten Americans (83%) feel that having a trauma center nearby is equally or more important than having a police department.

% indicating that compared to a having a police department, a trauma system is ...:



Q619 Is having a trauma center within easy reach of where you live more important, equally important, or less important than having a police department?

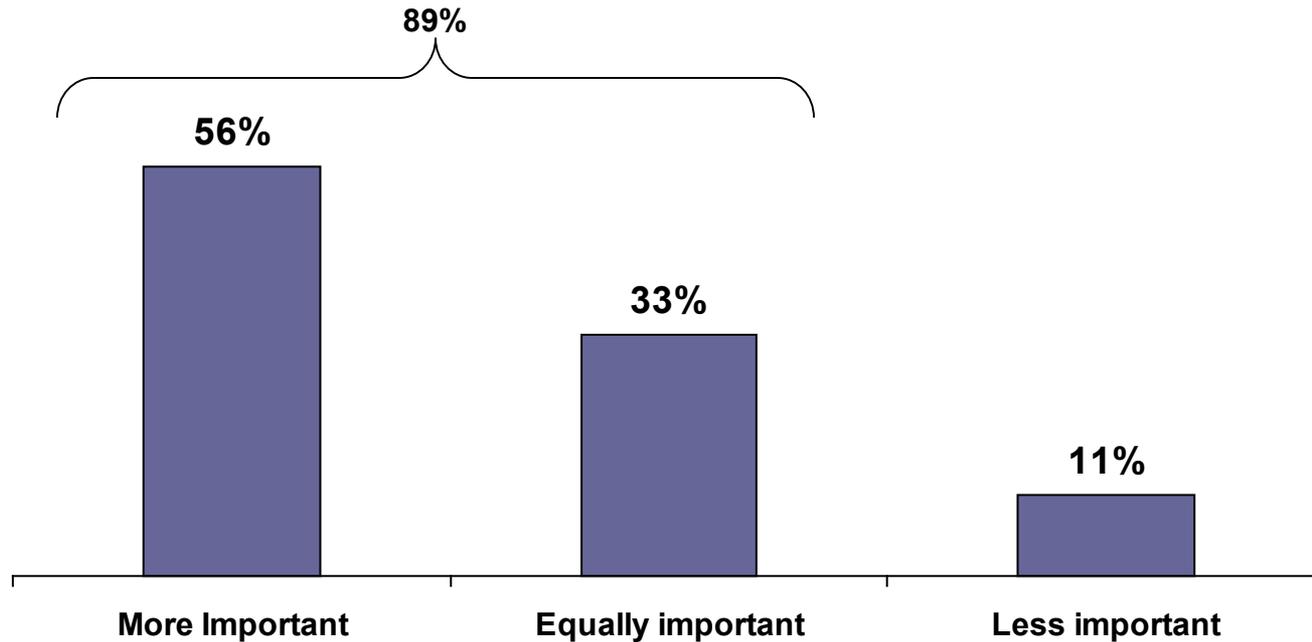
Base: All respondents (N=1000)





Nine in ten (89%) Americans feel having a trauma center nearby is equally or more Important than having a public health clinic.

% indicating that compared to a having public health clinics that provide non-emergency health-care services, a trauma system is ...:



Decline to answer	1%
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Q620 Is having a trauma center within easy reach of where you live more important, equally important, or less important than having public health clinics that provide non-emergency health-care services?

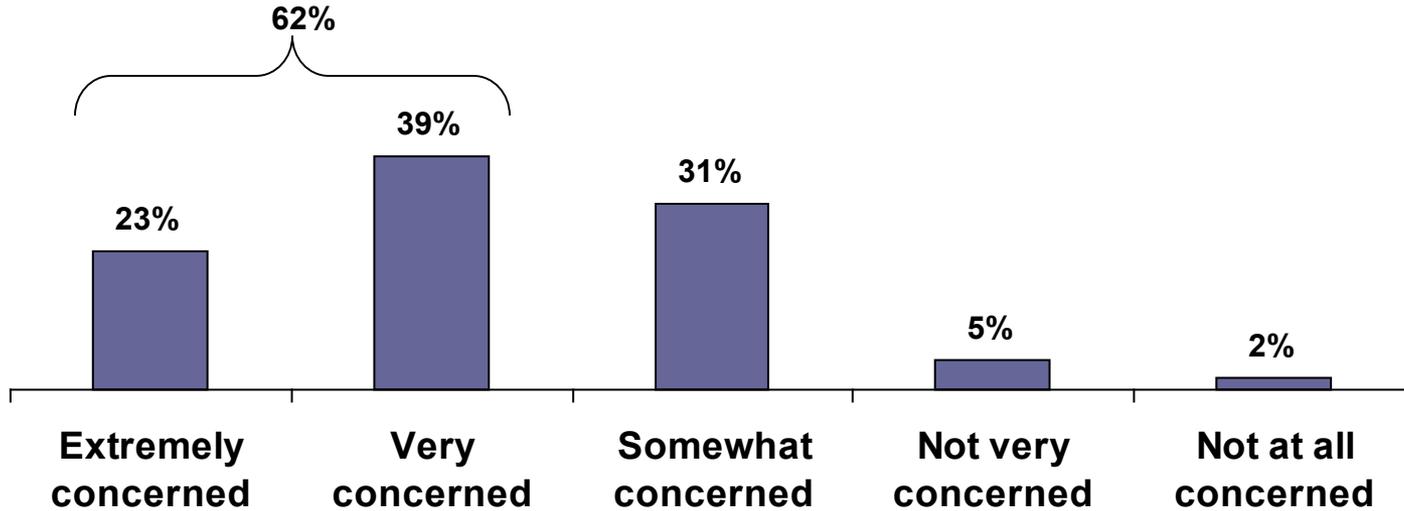
Base: All respondents (N=1000)





Six in ten Americans (62%) would be extremely or very concerned if they found out there was no trauma centers within easy reach of where they live.

% indicating how concerned they would be if they found out there was no trauma center within easy reach of where they lived:



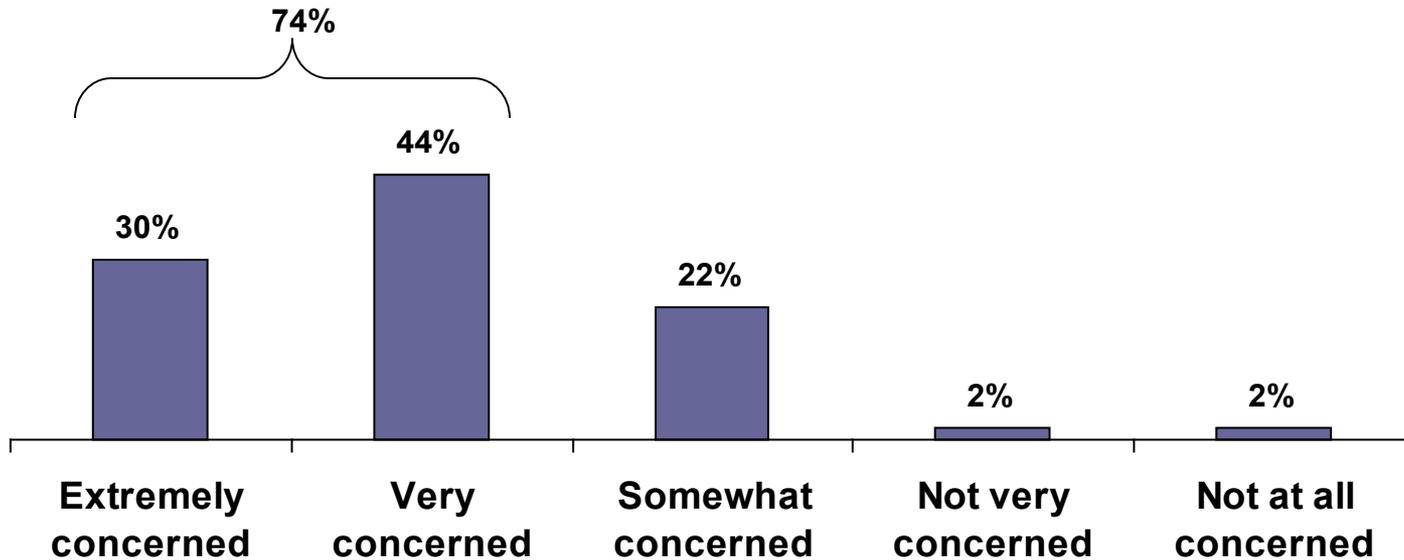
Q650 *If you found out that there was no trauma center within easy reach of where you live, would you be extremely concerned, very concerned, somewhat concerned, not very concerned, or not at all concerned?*

Base: All respondents (N=1000)



Three fourths of Americans (74%) would be extremely or very concerned if they learned trauma centers in their state were closing or reducing services.

% indicating how concerned they would be if they found out trauma centers in their state were closing or reducing services:



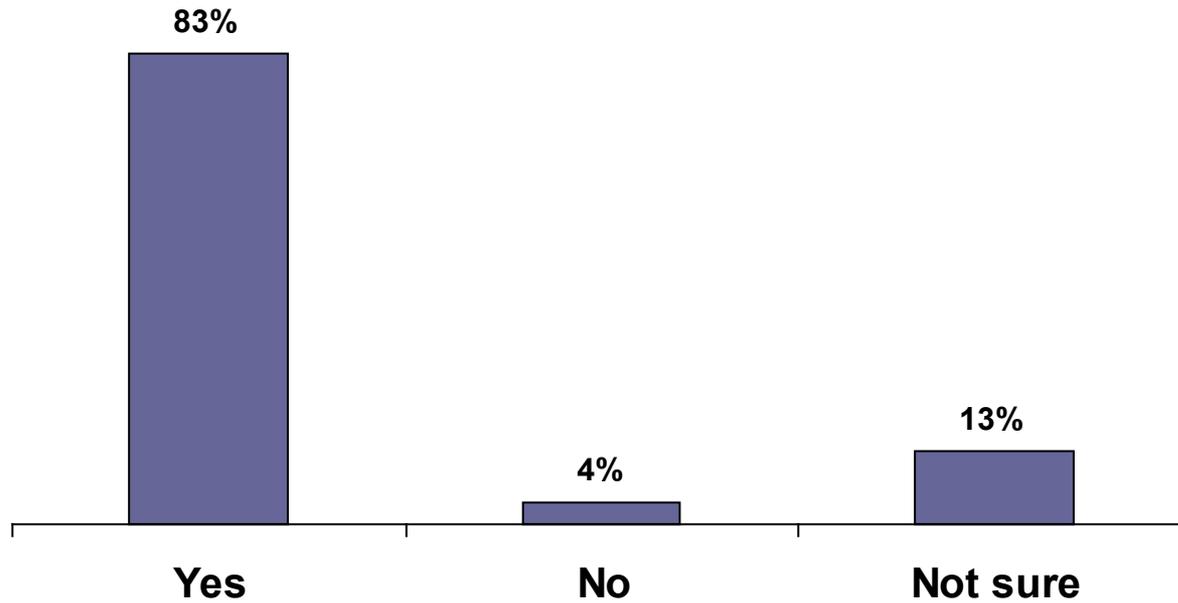
Q625 *If you found out that trauma centers in your state were closing or reducing services, would you be extremely concerned, very concerned, somewhat concerned, not very concerned, or not at all concerned?*

Base: All respondents (N=1000)



Eight in ten Americans (83%) believe there is a trauma center in their state.

% who believe there is a trauma center in their state:



Q630 To the best of your knowledge, is there a trauma center in your state?

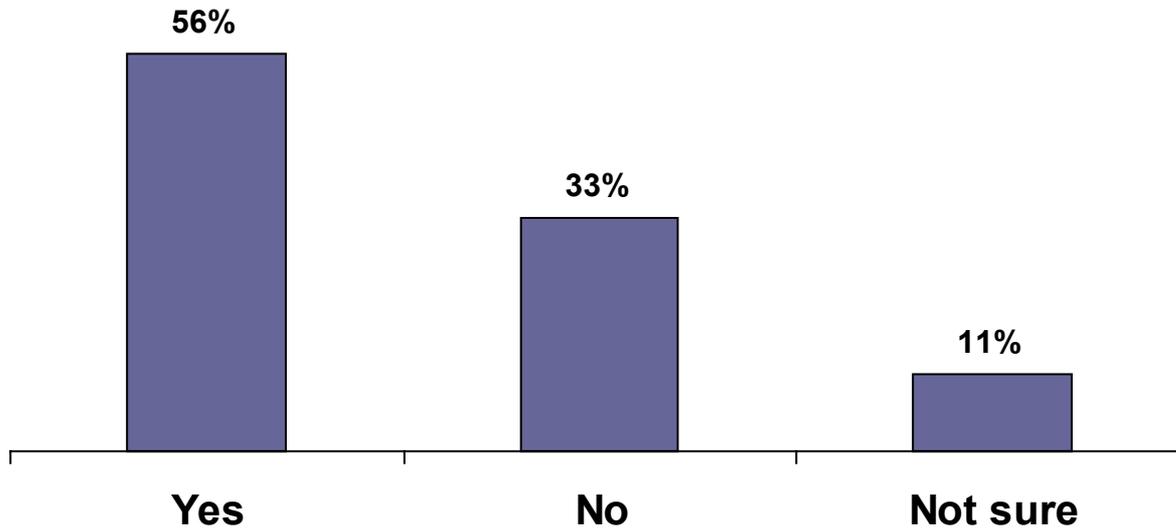
Base: All respondents (N=1000)





More than half (56%) believe there is a trauma center located near where they live.

% who believe that there is a trauma center where they live:



Q640 *Is there a trauma center where you live, that is in your city, town, village, or county?*

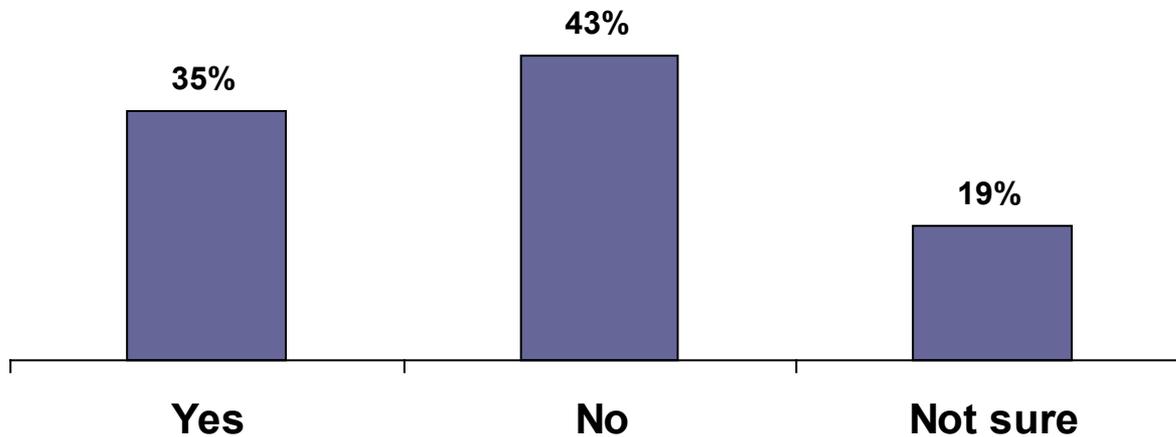
Base: Respondents who believe there is a trauma system in their state (N=596), recalculated for all respondents (N=1000)





More than one in three Americans (35%) believe that that hospital nearest to them is a trauma center.

% who believe there is a trauma center in their state and that the hospital nearest to them is a trauma center:



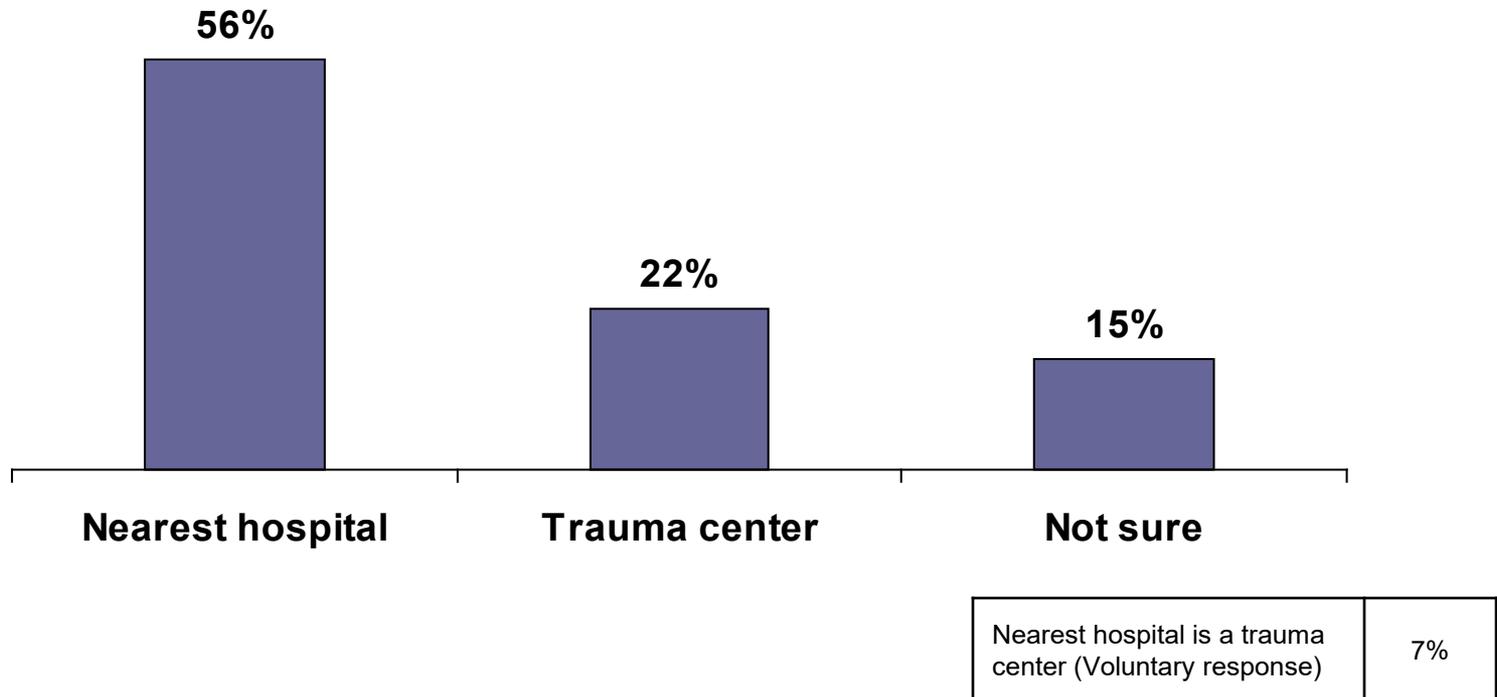
Q635 *Is the hospital nearest to you a trauma center?*

Base: Respondents who believe there is a trauma center in their state (N=967), recalculated to all respondents (N=1000)



The majority of Americans (56%) believe that in the event of a serious or life threatening injury, an ambulance would take them to the nearest hospital.

% indicating in the event of a serious or life-threatening injury an ambulance would take them to...:



Q645 *If you had a serious or life-threatening injury, would the ambulance take you to the nearest hospital or be required to take you to a trauma center best equipped to handle your particular injury?*

Base: All respondents (N=1000)

Value and Knowledge of Trauma Systems





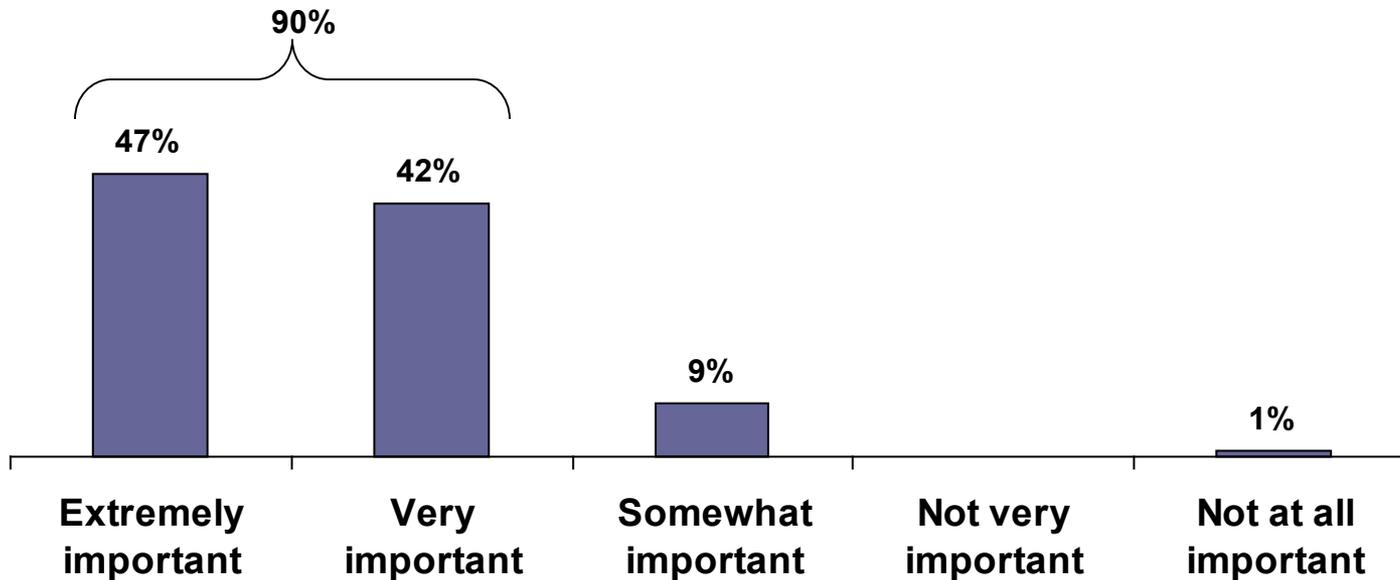
Trauma System Defined

- A trauma system involves trauma centers working together with 9-1-1, ambulances, helicopters and other health care resources in a coordinated and pre-planned way. This network of care is designed to get seriously injured people to the right place with the right resources as quickly as possible.



Nine in ten Americans (90%) indicate it is extremely or very important for their state to have a trauma system.

% indicating how important it is for their state to have a trauma system in place:



Q700 How important is it that your state have a trauma system in place?

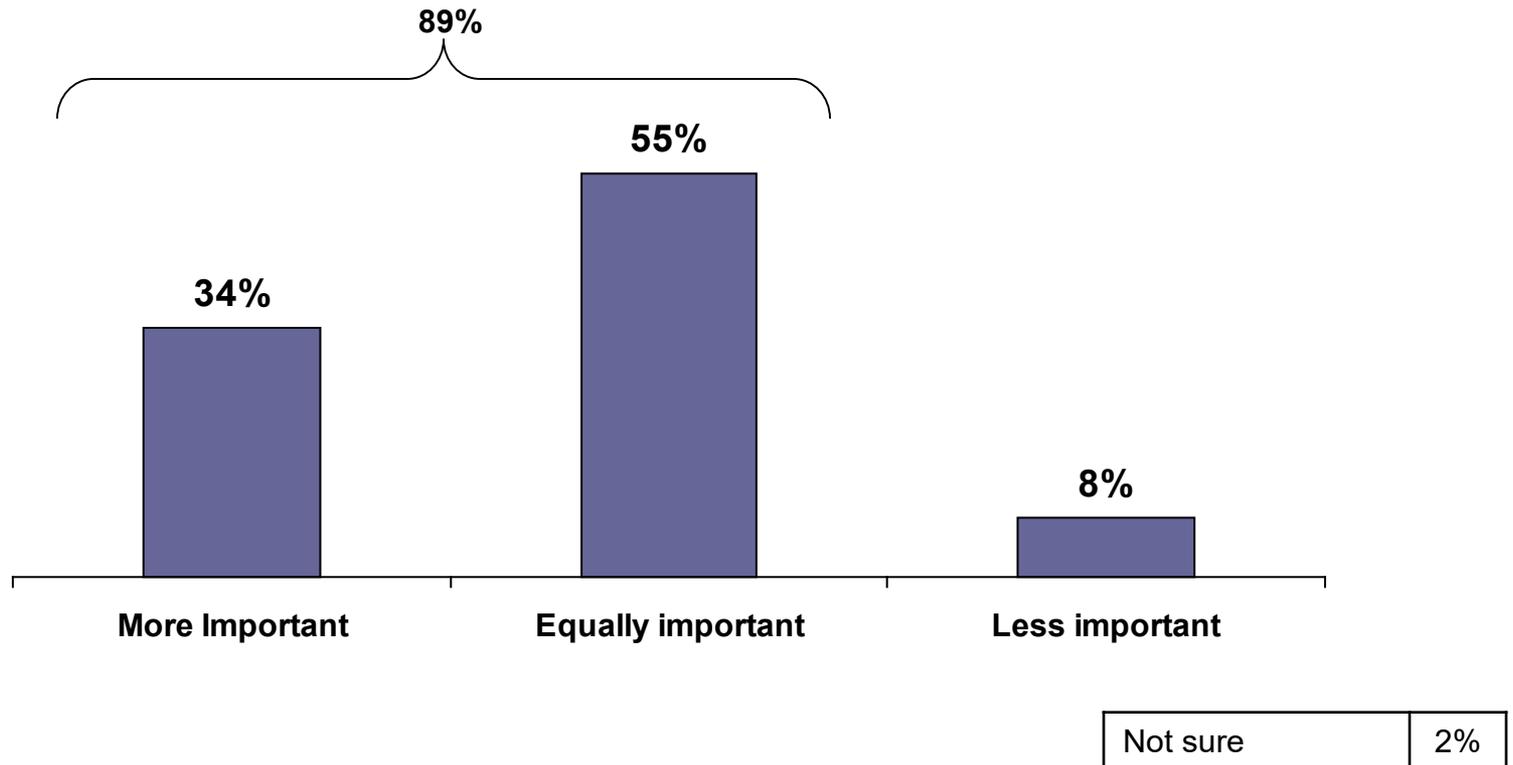
Base: All respondents (N=1000)





Nine in ten Americans (89%) feel having a trauma system in place is equally or more important than having a HAZMAT team.

% indicating that, compared to a having a HAZMAT team in place, a trauma system is ...:



Q707 Is having a trauma system more important, equally important, or less important than having state and local hazardous material response teams, also known as HAZMAT?

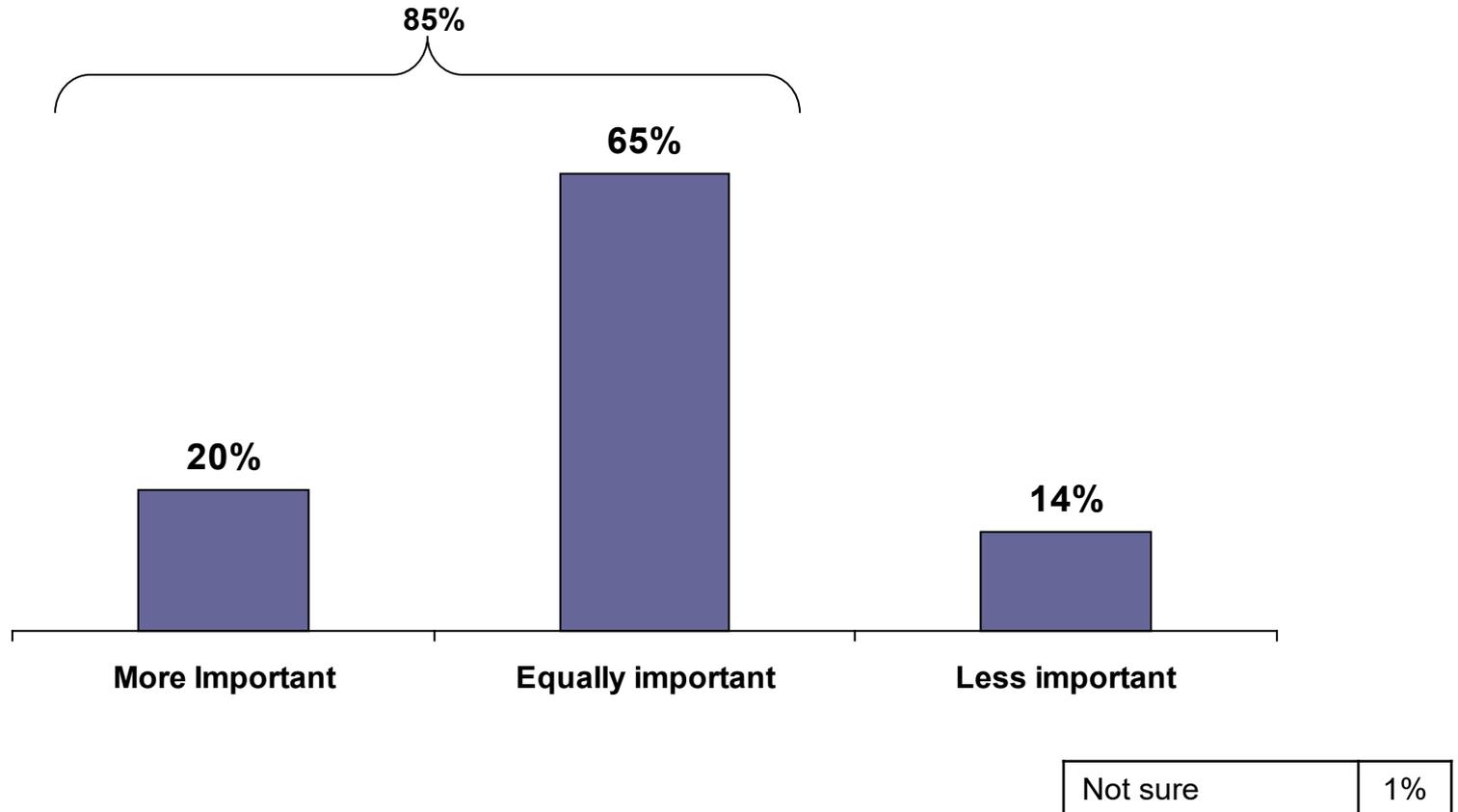
Base: All respondents (N=1000)





Eight in ten Americans (85%) feel having a trauma system in place is equally or more important than having state police.

% indicating that compared to a having state police, a trauma system is ...:



Q708 Is having a trauma system more important, equally important, or less important than having state police?

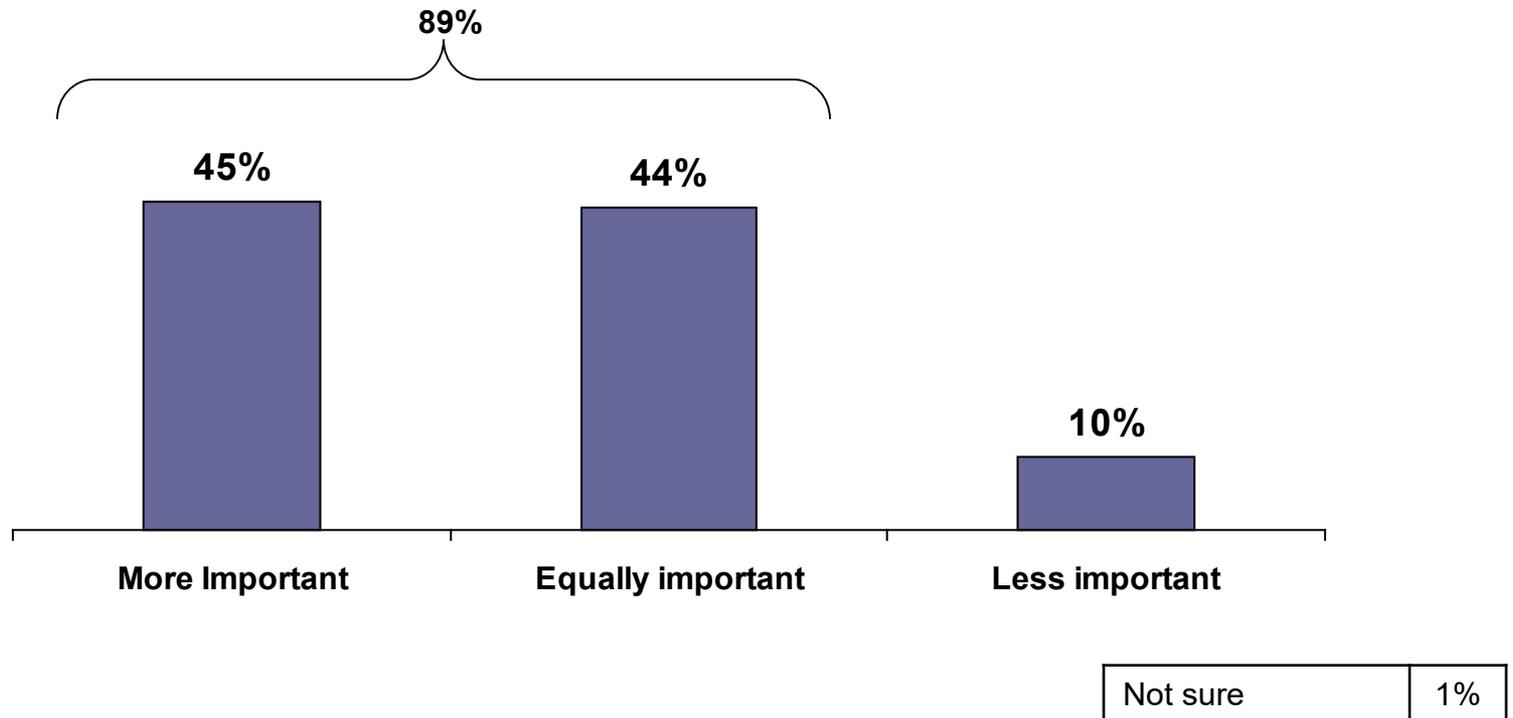
Base: All respondents (N=1000)





Nine in ten Americans (89%) feel that having a trauma system is equally or more important than having public health clinics.

% indicating that compared to a having public health clinics that provide non-emergency health-care services, a trauma system is ...:



Q709 Is having a trauma system important, equally important, or less important than having public health clinics that provide non-emergency health-care services?

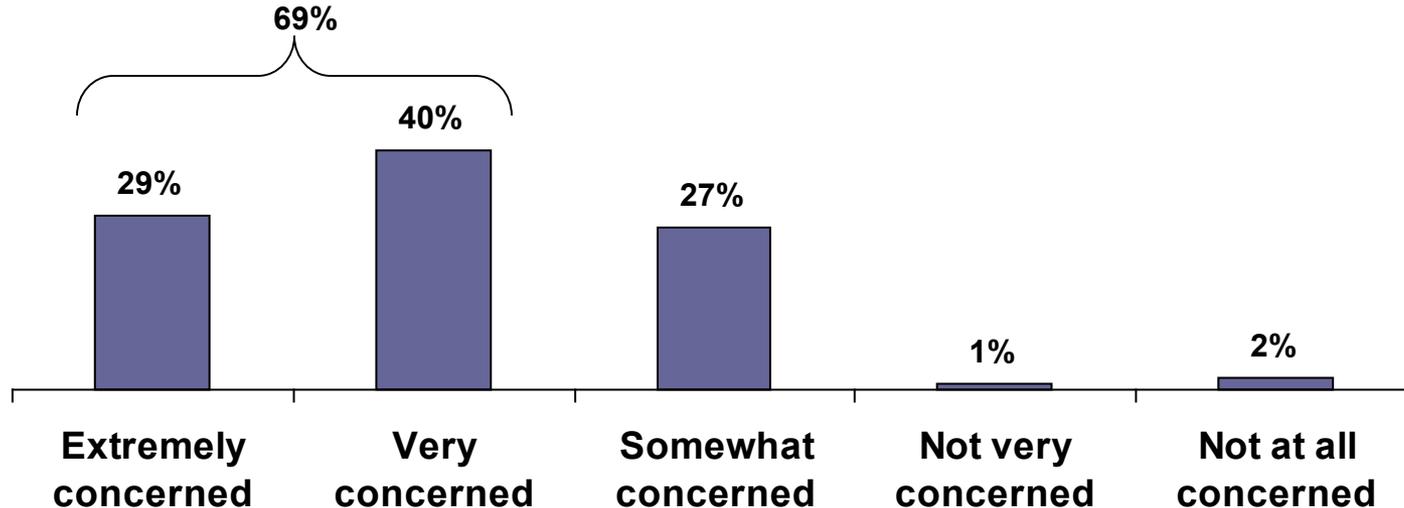
Base: All respondents (N=1000)





Seven in ten Americans (69%) would be extremely or very concerned if they learned that the trauma system in their state did not meet recognized standards.

% indicating how concerned they would be if they found out the trauma system in their state did not meet the recognized standards for a trauma system:



Q710 *If you found out that the trauma system in your state did not meet the recognized standards for a trauma system, would you be extremely concerned, very concerned, somewhat concerned, not very concerned, or not at all concerned?*

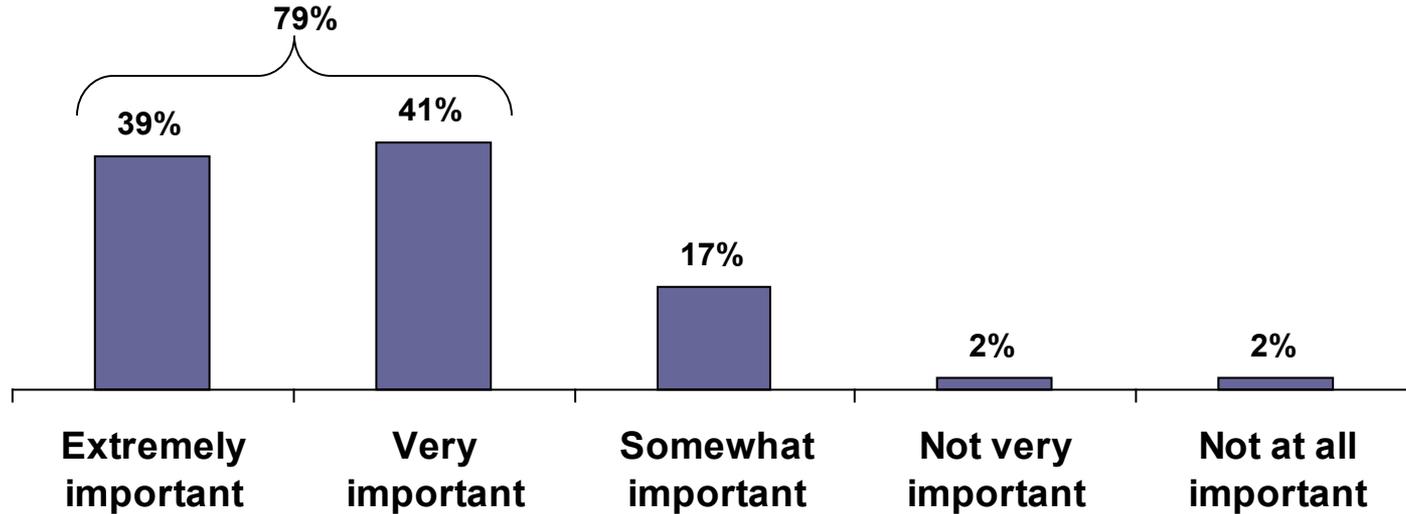
Base: All respondents (N=1000)





Most Americans (79%) feel it is extremely or very important for people in rural areas to have the same access to trauma care as people in urban or suburban areas.

% indicating how important it is that people in rural areas have the same access to trauma care as people living in urban or suburban areas:



Q715 How important is it that people in rural areas have the same access to trauma care as people living in urban or suburban areas? Would you say it is...

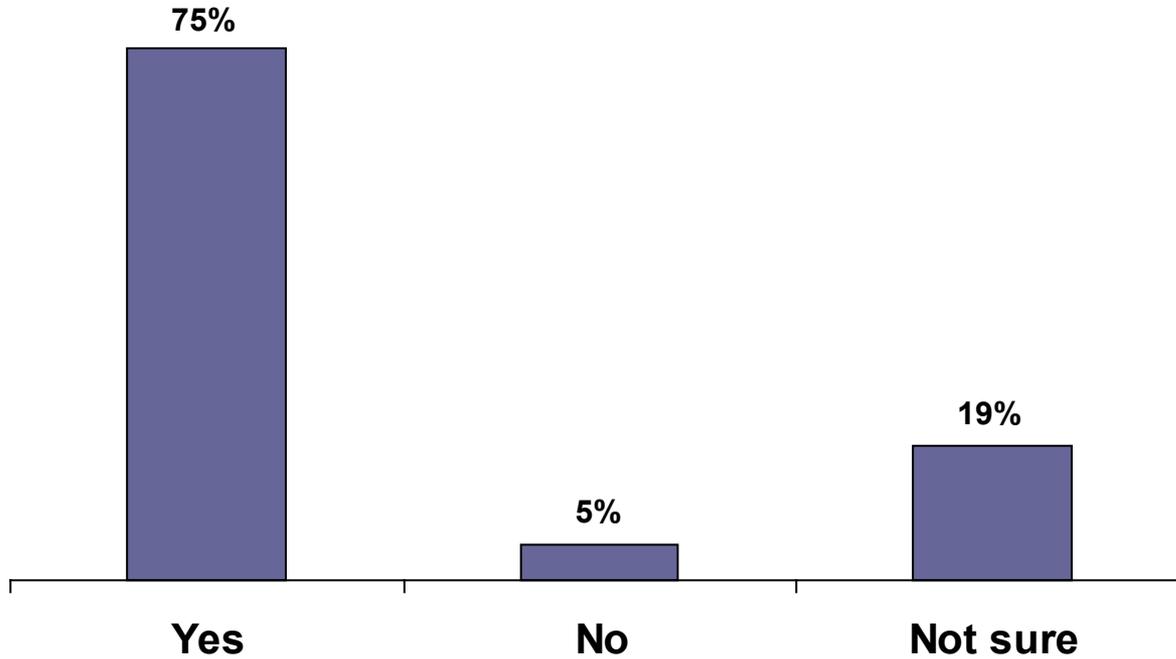
Base: All respondents (N=1000)





Three quarters of Americans (75%) believe there is a trauma system in place in their state.

% who believe there is a trauma system in place in their state:



Q725 To the best of your knowledge, is there a trauma system in place in your state?

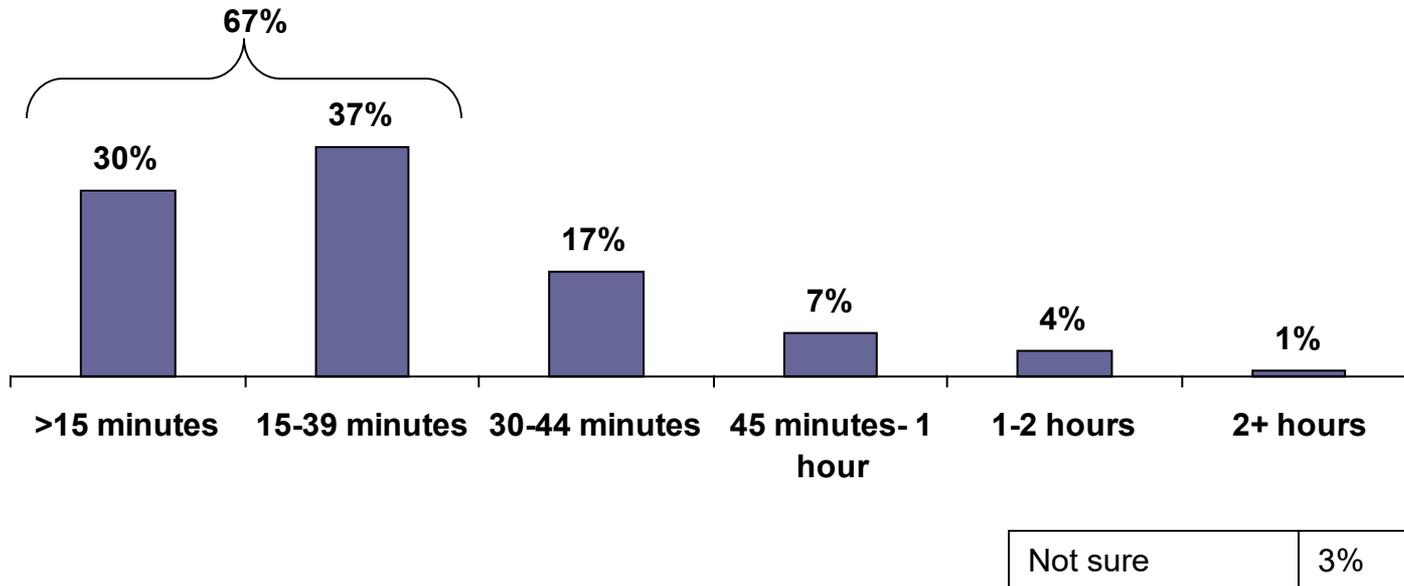
Base: All respondents (N=1000)





Two thirds of Americans (67%) believe it would take less than 30 minutes to get them to the hospital best equipped to handle their specific life-threatening injury.

% indicating how long they think it would take 9-1-1 dispatchers and emergency personnel to get them to the hospital that is best able to provide specialized care for their injury:



Q730 *If you had a serious or life-threatening injury, how long do you think it would take 9-1-1 dispatchers and emergency personnel to get you to the hospital that is best able to provide the specialized care or surgery you needed?*

Base: All respondents (N=1000)

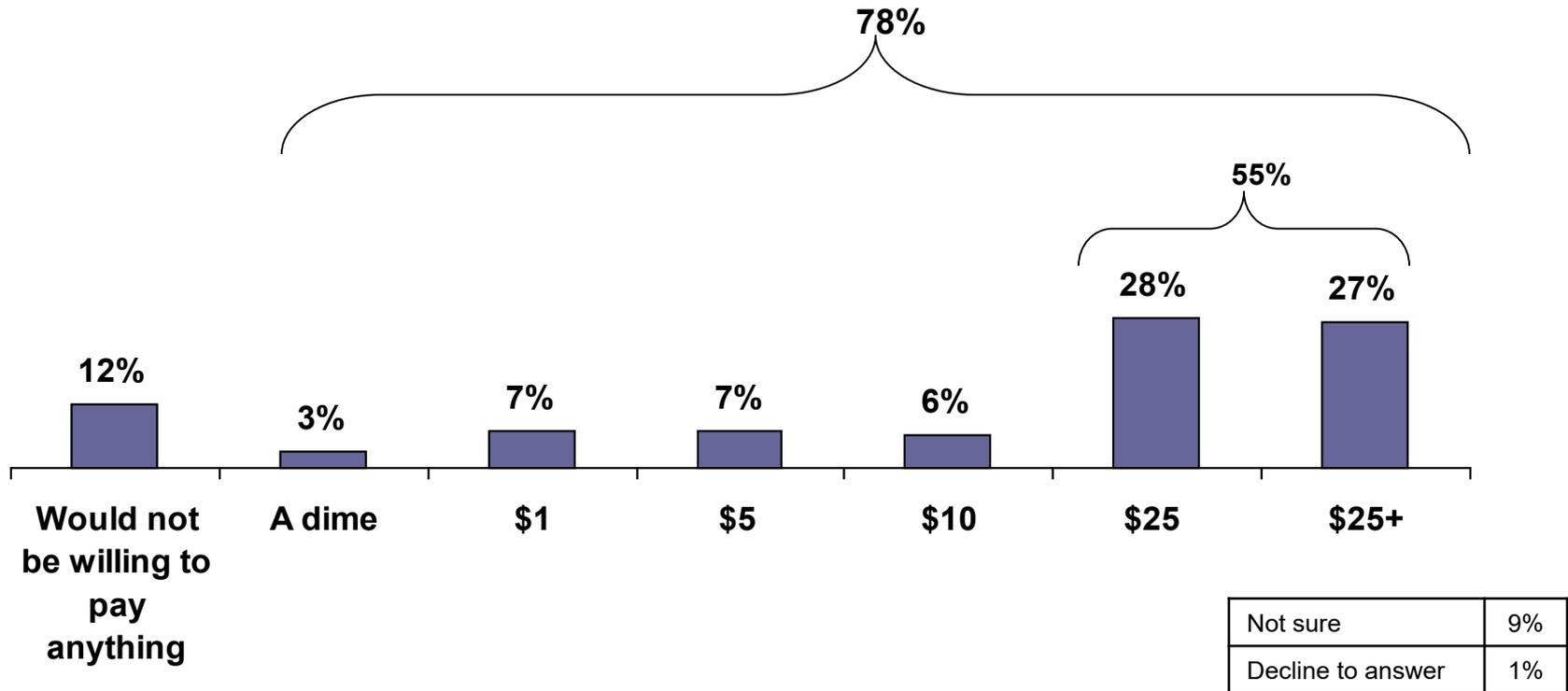
Financial Support of Trauma Centers and Systems





Nearly eight in ten Americans (78%) would be willing to pay a dime or more per year to have trauma centers and systems in their state. Over half (55%) would be willing to pay \$25 or more.

% indicating how much they would be willing to pay per year to have trauma centers and a trauma system in their state ready to provide care if they or their families were seriously injured:



Q735 How much would you be willing to pay per year to have trauma centers and a trauma system in your state ready to provide care to you and your family if you were seriously injured?

Base: All respondents (N=1000)

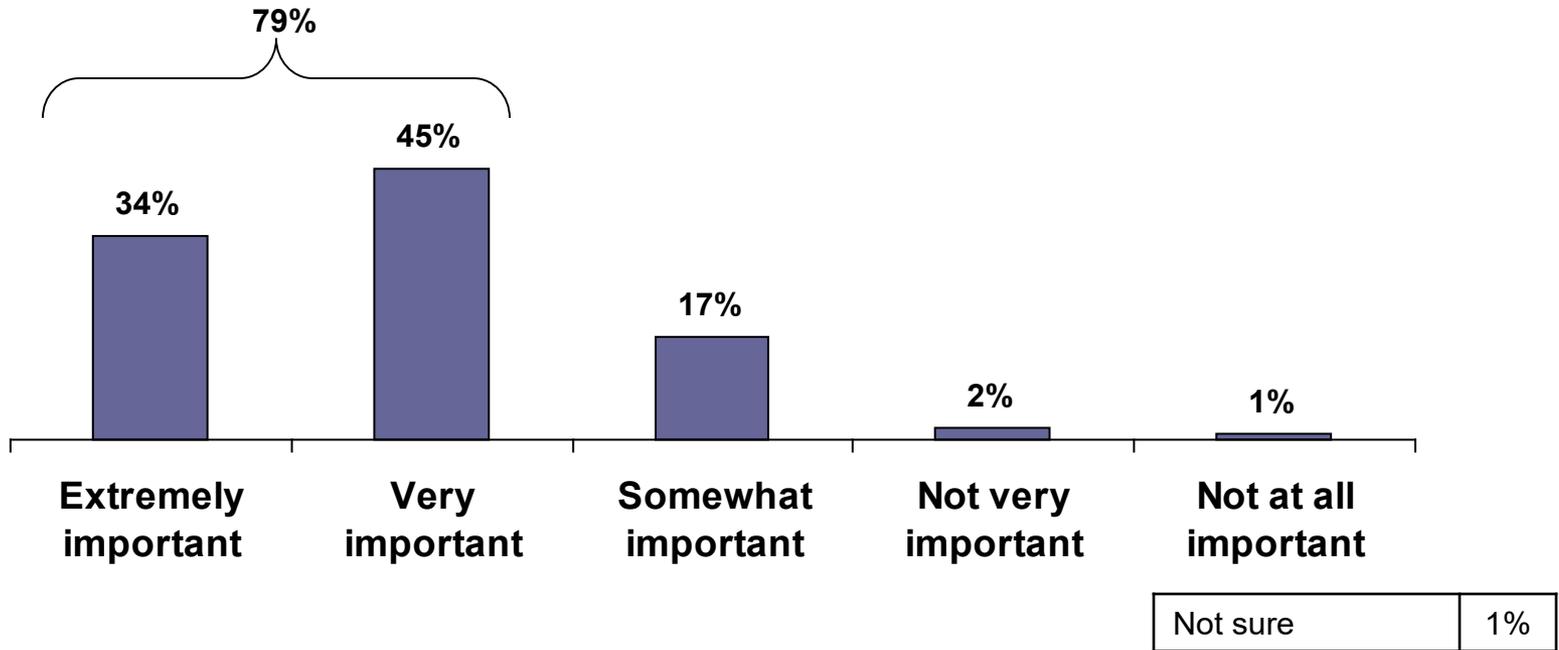
Disaster Preparedness and Trauma Systems





Eight in ten Americans (79%) believe it is extremely or very important that hospitals in their state are prepared to handle large numbers of patients after a natural disaster or terrorist attack.

% indicating how important it is that trauma centers or hospitals in their state are specifically prepared to handle a large number of patients in the event of a natural disaster or terrorist attack:



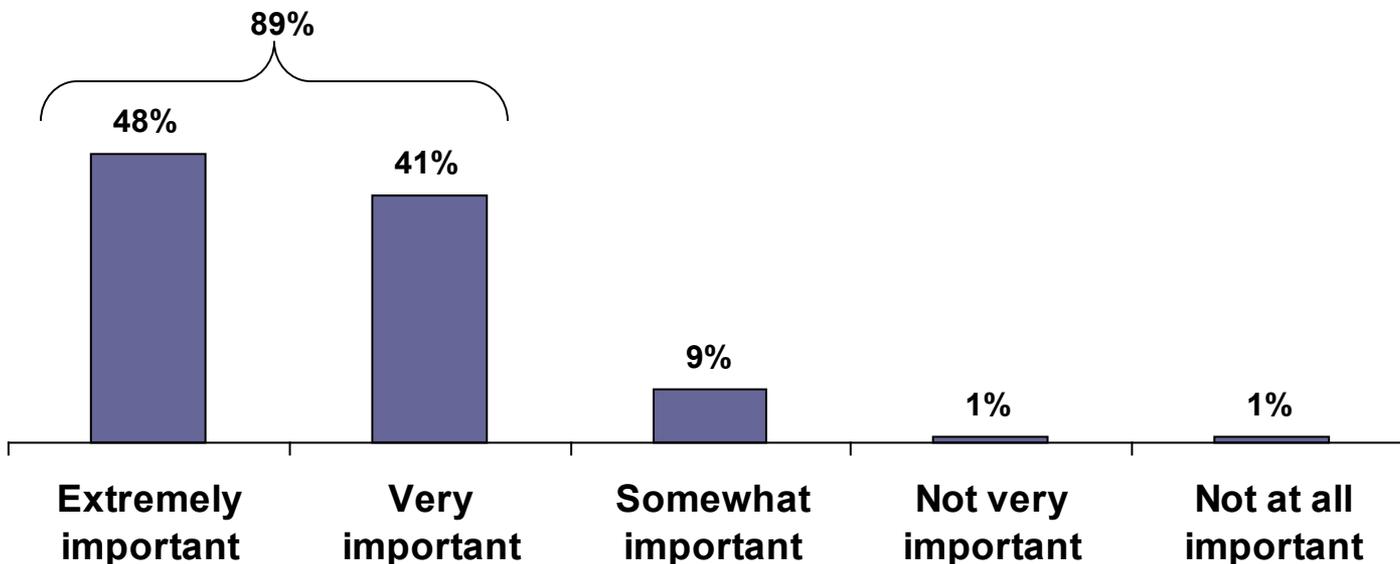
Q815 How important is it that trauma centers or hospitals in your state are specifically prepared to handle a large number of patients seriously injured due to a natural disaster or terrorist attack? Would you say it is...

Base: All respondents (N=1000)



Nine in ten Americans (89%) feel it is extremely or very important for emergency and healthcare systems to be prepared to respond in a coordinated way to a natural disaster or terrorist attack.

% indicating how important it is that trauma centers or hospitals in their state are specifically prepared to handle a large number of patients in the event of a natural disaster or terrorist attack:



Q820 How important is it that trauma centers, hospitals, emergency personnel, and 9-1-1 services in your state are prepared to respond in a coordinated way in the event of a natural disaster or terrorist attack? Would you say it is...

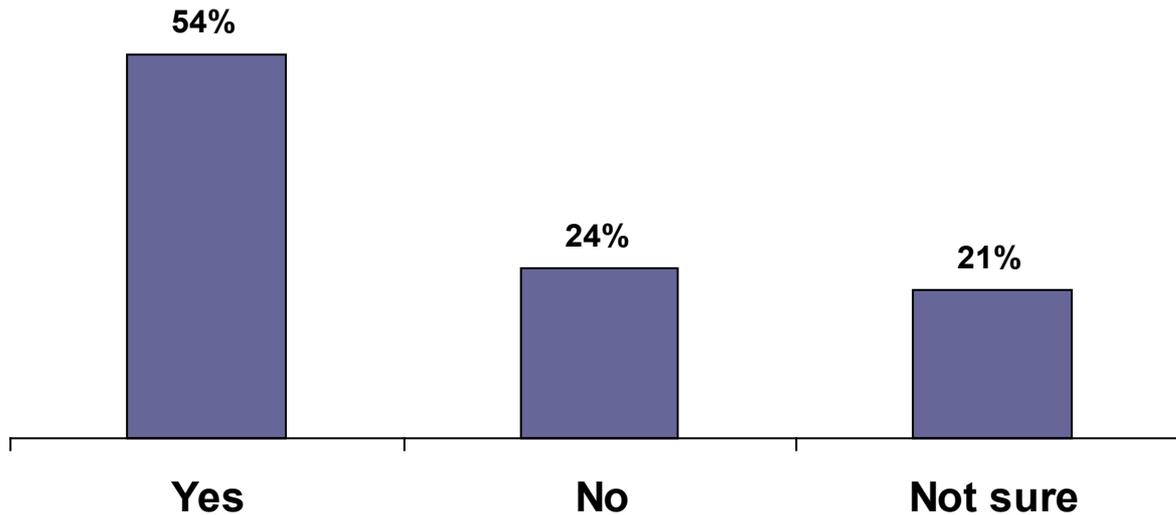
Base: All respondents (N=1000)





More than half of Americans (54%) believe trauma centers/hospitals in their state are prepared to handle a large number of patients in the event of a natural disaster or terrorist attack.

% who believe the trauma centers or hospitals in their state are prepared to handle a large number of patients in the event of a natural disaster or terrorist attack:



Q810 *To the best of your knowledge, are the trauma centers or hospitals in your state prepared to handle a large number of patients in the event of a natural disaster or terrorist attack?*

Base: All respondents (N=1000)





Demographics





Demographics

Gender	
Male	48%
Female	52%
Age	
18-29	22%
30-44	29%
46-64	32%
65+	16%
Education	
High school graduate or less	47%
Some college	27%
College graduate	16%
Some grad school or graduate degree	8%
Current Marital Status	
Single, never married	22%
Married	62%
Divorced	8%
Separated	2%
Widowed	6%



Demographics, continued

Current Employment Status	
Employed full-time	52%
Employed part-time	11%
Retired	18%
Unemployed	13%
Unable to work due to disability	4%
Income	
Less than \$14,999	11%
\$15,000 to \$24,999	10%
\$25,000 to \$34,999	11%
\$35,000 to \$49,999	15%
\$50,000 to \$74,999	19%
\$75,000 to \$99,999	13%
\$100,000 to \$124,999	9%
\$125,000 to \$149,999	2%
\$150,000 to \$199,999	3%
\$200,000 to \$249,999	1%
\$250,000 or more	1%



Demographics, continued

Hispanic origin	
Yes	12%
No	87%
Race	
White	77%
Black/African American	12%
Asian	2%
Native American	1%
Some other race	7%
Region	
Northeast	22%
Midwest	23%
South	33%
West	23%
Type of Place	
Urban	25%
Suburban	52%
Rural	22%