

## **2007 Pennsylvania Injury Symposia: Developing Relationships Between the Pennsylvania Violence and Injury Prevention Program and Community Based Organizations**

### **Executive Summary:**

The Pennsylvania Department of Health's (DOH) Violence and Injury Prevention Program (VIPP) is in a strategic planning process to develop into a larger, stronger, more effective agent for reducing the burden of injury on Pennsylvanians. The VIPP has received a Centers for Disease Control and Prevention (CDC) grant to help facilitate this strategic planning process. A multi-agency group of injury stakeholders from around the state have been meeting over the past two years as the Injury Community Planning Group (ICPG). One of the main goals of the VIPP is to develop strong partnerships with a broader range of injury stakeholders; to this end, it is holding annual symposia around the state with representatives from a given stakeholder group.

The ICPG chose Community Based Organizations (CBOs) as the stakeholder to target in this year's annual symposia. Over the summer of 2007, six symposia were held across Pennsylvania with representatives of CBOs. This report presents the results of those six symposia. Identified needs and potential actions are presented for both the VIPP and the CBOs in five areas: Infrastructure, Data, Interventions, Training and Technical Assistance, and Public Policy.

### **Symposia Goals:**

The goal of each symposium was to:

1. *Share CBO activities and programs directed at injury prevention.*
2. *Share the history, structure, and vision of the VIPP.*
3. *Identify CBO and VIPP needs in furthering their injury prevention objectives.*
4. *Identify opportunities for partnering and sharing of resources that can address the respective injury prevention needs.*
5. *Identify initial actions steps in developing a strong partnership between the VIPP and CBOs.*

### **Participants:**

There were a total of 132 attendees at symposia held in each of the six health districts:

July 10, 2007 in Harrisburg, Pennsylvania

July 12, 2007 in Reading, Pennsylvania

July 18, 2007 in Wilkes Barre, Pennsylvania

July 19, 2007 in Williamsport, Pennsylvania

July 23, 2007 in Monroeville, Pennsylvania

July 24, 2007 in Clarion, Pennsylvania

October 4, 2007

***ICPG Mission: To develop a comprehensive and coordinated injury prevention effort which will guide Pennsylvanians to prevent injuries and violence across the lifespan by empowering state and local partners through the collection and analysis of data and the leveraging of resources for violence and injury prevention programs to recapture lost human potential.***

## **Symposium Agenda:**

9:30-9:45      *Welcome*

9:45-10:45      *Session 1: Participants'/CBOs' Experience of Injury and Injury Prevention*

10:45-11:00      *Break*

11:00-11:45      *Session 2: State of Injury and Injury Prevention in Pennsylvania*

11:45-1:00      *Session 3: Partnering to Work Towards Reducing the Burden of Injury on Pennsylvanians*

1:00-2:00      *Lunch*

In the welcome, a brief video statement by Calvin B. Johnson, M.D., M.P.H., Pennsylvania Secretary of Health, was shown in which he expressed his support for injury and violence prevention in general and his thanks for the participation of CBOs in the symposia.

In order to ensure that there was a common understanding of the terms and vocabulary being used throughout each symposium, the first session included a review of what injury and violence are and the ways in which public health categorizes them by mechanism and intentionality. Then, the CBO representatives were asked to share what prevention activities their organizations were already undertaking to address injury and violence. Finally, needs and barriers to furthering their organizations' injury and violence prevention activities were discussed.

The second session summarized the burden of injury and violence in Pennsylvania as well as the history and structure of Pennsylvania's VIPP. The presentation also included a summary of the core components of a statewide injury and violence prevention program related to the current status of the VIPP and the efforts of the ICPG. The core components are infrastructure, data, interventions, training and technical assistance, and public policy.

The third session of each symposium brought together the information generated in the first two sessions. The needs of the CBOs were placed side-by-side with the needs of the VIPP, and avenues for cooperating on addressing the needs of each group were discussed. Specific action steps for furthering the partnership were listed at the end of each symposium.

**Needs Identified:**

<b>Infrastructure</b>	
<b>VIPP</b>	<b>CBOs</b>
<ul style="list-style-type: none"> <li>• Funding for program and fiscal stability.</li> <li>• New partnerships.</li> </ul>	<p><u>Infrastructure needs mentioned at every symposia:</u></p> <ul style="list-style-type: none"> <li>• Collaboration between programs and organizations                             <ul style="list-style-type: none"> <li>○ Support in coordinating various funding streams (would help improve utilization of resources and eliminate competition for grants).</li> <li>○ Support in coordinating injury efforts.</li> <li>○ Building trust between organizations.</li> <li>○ Sharing information on injury and violence prevention programs and improved communication between injury prevention agencies (perhaps via a website listing of local programs).</li> </ul> </li> <li>• Development and specifications of funding                             <ul style="list-style-type: none"> <li>○ Categories                                     <ul style="list-style-type: none"> <li>▪ equipment</li> <li>▪ staff</li> <li>▪ training materials</li> <li>▪ program materials</li> <li>▪ research</li> <li>▪ evaluation</li> </ul> </li> <li>○ Characteristics                                     <ul style="list-style-type: none"> <li>▪ flexible in what it can be used for</li> <li>▪ general so it can be used for a broad array of needs</li> <li>▪ has carry over so left over funds from one year can be used the next year rather than be lost or spent on unnecessary items</li> </ul> </li> <li>○ Grants                                     <ul style="list-style-type: none"> <li>▪ Awareness of funding sources</li> <li>▪ More advanced notice of grant availability</li> <li>▪ Grant writing training</li> <li>▪ Guidance in pursuing funding from foundations, etc.</li> </ul> </li> </ul> </li> </ul>

	<p><u>Infrastructure needs mentioned at one or more symposia:</u></p> <ul style="list-style-type: none"><li>• Improved access to care for vulnerable populations, including support with providing transportation, especially in rural areas.</li><li>• Support in accessing and motivating volunteers.</li><li>• Buy in of injury prevention effort by state agencies:<ul style="list-style-type: none"><li>○ Pennsylvania Department of Transportation (PennDot)</li><li>○ Pennsylvania Department of Public Welfare (DPW)</li><li>○ Pennsylvania Department of Health (DOH), etc.</li></ul></li></ul>
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<b>Data</b>	
<b>VIPP</b>	<b>CBOs</b>
<ul style="list-style-type: none"> <li>• Develop awareness of the value of data for informing decisions.</li> <li>• Expand access to relevant data; analyze data.</li> <li>• Produce reports on priority injury topics for the public, media, etc.</li> </ul>	<p><u>Data needs mentioned at every symposia:</u></p> <ul style="list-style-type: none"> <li>• Injury and violence data which is:               <ul style="list-style-type: none"> <li>○ Current</li> <li>○ Local (county level to identify geographically relevant injury issues; need both county of injury and county of residence)</li> <li>○ Specific (gender, age, time of year, etc.)</li> </ul> </li> <li>• Access to data on injury program effectiveness and availability.</li> <li>• Develop awareness of workplace injury issues (including employee rights) among the public.</li> <li>• Provide more data on All-terrain vehicle (ATV) safety and the significance of lack of helmet in motorcycle injuries.</li> <li>• Provide a process for data supported proof of program cost effectiveness as a tool to influence the course of injury prevention legislation.</li> <li>• Support stakeholders/partners to formulate the injury prevention questions important to their community in establishing local priorities.</li> <li>• Service to provide what injury data is available to CBOs, at no cost to CBOs.</li> <li>• Uniformity in translating qualitative data to achieve universal understanding for injury prevention program analysis.</li> </ul>

<b>Intervention</b>	
<b>VIPP</b>	<b>CBOs</b>
<ul style="list-style-type: none"> <li>• Strengthen relationships and integrate programs with current and new partners.</li> <li>• Develop a statewide intervention plan.</li> <li>• Develop and implement evaluation tools.</li> </ul>	<p><u>Intervention needs mentioned at every symposia:</u></p> <ul style="list-style-type: none"> <li>• Support with evaluation of programs:               <ul style="list-style-type: none"> <li>○ External evaluation</li> <li>○ Common outcome measures</li> <li>○ Common assessment and evaluation tools</li> <li>○ Centralized place to submit monitoring information on program impact</li> <li>○ Longer term grants (5-10 yr) so accurate measure of outcomes are possible</li> </ul> </li> <li>• Centralized resource to access:               <ul style="list-style-type: none"> <li>○ Information on evidenced based injury and violence programs</li> <li>○ An inventory of injury organizations and programs</li> <li>○ Program guides or templates, success stories, etc.</li> </ul> </li> </ul> <p><u>Intervention needs mentioned at one or more symposia:</u></p> <ul style="list-style-type: none"> <li>• Support on how to access and mobilize specific populations:               <ul style="list-style-type: none"> <li>○ Parents and neighborhood associations</li> <li>○ Schools and community groups</li> </ul> </li> <li>• Access to age-specific programs (specifically mentioned 25- to 30-year-olds).</li> <li>• Funders to be educated about evidence-based injury prevention programs.</li> <li>• Greater effort to create new partnerships to work together on injury prevention programs (suggested that students may help improve collaboration).</li> <li>• More staff time to apply for program funding.</li> <li>• Help determining whether primary or secondary intervention is appropriate in a given situation.</li> </ul>

<b>Training &amp; Technical Assistance</b>	
<b>VIPP</b>	<b>CBOs</b>
<ul style="list-style-type: none"> <li>• Assess training needs of injury stakeholders.</li> <li>• Provide training to injury partners.</li> <li>• Reach new injury partners.</li> </ul>	<p><u>Training and Technical Assistance needs mentioned at every symposia:</u></p> <ul style="list-style-type: none"> <li>• Funding streams that permit use of monies for training.</li> <li>• Specific trainings should:                             <ul style="list-style-type: none"> <li>○ Include some form of certification of accomplishment</li> <li>○ Be available via different media including on-line or video conferencing</li> </ul> </li> <li>• Training topics:                             <ul style="list-style-type: none"> <li>○ Public policy advocacy (specifically for effective injury prevention legislation with state &amp; federal legislators)</li> <li>○ Grant writing and advice on how to find grants</li> <li>○ Outcome evaluation</li> </ul> </li> <li>• Support with creative ways to find time for trainings with very busy people.</li> </ul>

<b>Public Policy</b>	
<b>VIPP</b>	<b>CBOs</b>
<ul style="list-style-type: none"> <li>• Expand relationships with legislature injury champions.</li> <li>• Focus attention on injury via press releases and news stories.</li> <li>• Identify non-governmental partners and support them with data and education.</li> </ul>	<p><u>Public Policy needs mentioned at every symposia:</u></p> <ul style="list-style-type: none"> <li>• Improve enforcement of current laws pertaining to injury prevention (e.g. frustrating to promote bicycle helmet use among kids and then watch police officers fail to enforce existing laws about helmet use).</li> <li>• Influence new legislation to prevent or minimize injuries. Priorities are:               <ul style="list-style-type: none"> <li>○ Primary seatbelt law</li> <li>○ Motorcycle helmet law</li> <li>○ ATV restrictions and regulations</li> <li>○ “Complete street” legislation (development that accommodates the needs of pedestrians, bicycles, and public transportation, not just motor vehicles)</li> </ul> </li> <li>• Focus on legislators:               <ul style="list-style-type: none"> <li>○ Educate state &amp; federal legislators on the importance of injury prevention</li> <li>○ Identify legislative champions to sponsor injury prevention legislation</li> <li>○ Emphasize the need to increase flexibility of federal funding (e.g. the inflexibility of No Child Left Behind is a barrier to being able to offer injury prevention programming in schools)</li> </ul> </li> <li>• Improve public awareness of the importance of injury prevention and the presence of injury prevention programs.               <ul style="list-style-type: none"> <li>○ Present the need for injury prevention more graphically for greater impact</li> <li>○ Make the news media a partner in the injury prevention effort</li> </ul> </li> </ul>

## Suggested Infrastructure Actions

### VIPP

- Maintain regular contact with CBOs via the representatives at this meeting.
- Send quarterly electronic digests of data, resources especially funding, and information.
- Support CBOs finding funding outside of the DOH.
  - Send information on funding sources to CBOs.
  - Work to make sure funding streams that are not specifically injury related (e.g. for the development of playgrounds) have injury prevention components.
- Improve opportunities for CBOs to apply for and receive DOH funding.
  - VIPP move toward offering competitive funding.
  - Encourage the prioritizing of funding and resources to reflect the leading causes of injury based upon the latest data.
  - Simplify the grant process and provide more advance notice and opportunity to qualify.
- Advocate with other state agencies (Pennsylvania Department of Public Welfare, Office of Children, Youth, and Families, Pennsylvania Department of Education, Pennsylvania Department of Transportation, Pennsylvania Commission on Crime and Delinquency, Penn State Cooperative Extension Offices).
  - How can they support community-based injury and violence prevention efforts?
  - What are their injury prevention opportunities (especially in the Department of Public Welfare and Office of Children, Youth, and Families)?
  - Which CBOs can help meet the needs of each state agency's clients (e.g. car seats, home safety assessments and equipment etc.)?
  - How can each state agency (especially Pennsylvania Head Start Association) participate in the State Health Improvement Plan (SHIP) and Safe Kids at the state and county levels?
  - Work to engage police in injury prevention. Start by identifying the state police resource person through whom injury and violence prevention information can be disseminated.
  - Within the Pennsylvania Department of Education, health and physical education teachers are a good potential group to reach with trainings (at their annual statewide conferences).
  - Work with Pennsylvania Department of Transportation and the Pennsylvania Department of Education to increase Driver Education funding. Partner with the Pennsylvania Department of Education and local school boards to increase VIPP efforts encouraging safe driving.
- Steps to improve communication between VIPP and CBOs and the public:
  - Develop a Pennsylvania Injury Prevention website (perhaps out of the University of Pittsburgh?, or perhaps part of the existing VIPP website?) with a chat room. May be best to pilot this in one region of the state.
    - Provide web-based "Directory of Organizations" with contact information, available resources, program activities, and identity of stakeholders involved—organized by county/region. (Allentown SafeKids has a booklet of local programs. Other organizations may have similar resources that could be used to start the statewide list.)

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- Create a “Chat-Room” to share mutual interest/concerns and ultimately positive outcomes solutions.
- Help County/Municipal Health Departments to make their websites a better resource for injury information for the public. It is important to balance information about Philadelphia and Pittsburgh with the rest of the state.

### **CBOs**

- Symposium participant will serve as a contact person for their organization.
- Engage important stakeholders at the local level.
  - Work with local Head Start Associations to help them get injury and violence prevention permeated through out their work. Help them collaborate with Pennsylvania Safe Kids and SHIP.
  - Develop and maintain relationships with school board members to keep them informed of important violence and injury prevention issues/programs.
  - Coordinators of senior activity centers (“Primetime Coordinators”) are another potential collaborator.
  - Utilize the SHIP steering committee, which works to encourage partnerships at the state and local levels.
- Send their website information to the VIPP so that the VIPP website can link to injury prevention agencies statewide.
- Research other programs to see what is being done and meet locally/regionally to expand on collaborative relationships. Send information of such collaborations to the VIPP to include on the state injury website.

### **Suggested Data Actions**

#### **VIPP**

- Send notification to CBOs of Pennsylvania injury and violence reports and data as they become available. VIPP statistician is available for specific data requests from CBOs.
- Move toward developing a website-based data request system. The system should include:
  - Online form with the specific information requested that goes directly to the injury statistician when submitted.
  - List of common questions.
- Collaborate with partners (universities?) to apply for grants to develop specific kinds of injury data.
- Work toward having geographical assessment of injury data (ideally with place of injury and county of residence) such that “hot spots” could be flagged and the relevant agencies in the area could be contacted (perhaps Safe Kids as the community point organization).
  - Emergency Medical Services (EMS) data will be available by the end of 2008 and will be very helpful in having local data on injuries.
  - Statewide Emergency Department injury surveillance data would also help in this effort.
  - Hospital injury data with zip codes would also be helpful.

#### **CBOs**

- CBOs can contact the VIPP injury statistician, Nathan James, with specific data questions. They should contact Keri Ann Faley first to reach Mr. James.

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- Apprise partners of injury and violence data resources available through the VIPP.

### **Suggested Intervention Actions**

#### **VIPP**

- To facilitate collaboration between CBOs in their injury and violence interventions:
  - Create a statewide inventory of injury and violence programs organized by county.
  - Have a hyperlink from the DOH website to county level list of data and activities.
  - Work to make County/Municipal Health Departments central points of collaboration for CBOs working in injury prevention.
- Develop resources that support CBOs in planning and evaluating injury and violence prevention programs.
  - Develop inventory of evidence based violence and injury prevention programs around the state and nation. Make that inventory available to CBOs.
  - Create specific evaluation methodologies and tools that programs can use to evaluate the impact and outcome of their injury and violence efforts. Identify CBOs doing evaluation as a step toward developing common evaluation tools.
  - Coordinate evaluation across CBOs in order to get numbers big enough to show significance.
- Work to raise awareness of the importance of evaluation among injury and violence prevention programs and partners.
- Work toward offering competitive mini-grants (either through the local VIPP funded DOHs or directly from the state level DOH).
  - Mini-grants should come with evaluation and research requirements.
  - VIPP should offer training to CBOs on any evaluation and research requirements that are components of mini-grants.

#### **CBOs**

- Respond to requests from VIPP for information on programs and contact information that will be used to create a statewide inventory of injury and violence programs.
- Reach out to local DOHs to facilitate their function as a central point of collaboration for CBOs working in injury.
- Identify local sources for publicizing injury prevention messages (newspapers, schools, etc).
- Reach out to community partners. Specific suggestions for groups that could aid CBOs in improving and expanding the impact of their interventions include:
  - School boards
  - School district's wellness councils
  - Organizations who work on physical activity
  - School nurses

### **Suggested Training Actions**

#### **VIPP**

- Focus on providing training for trainers.
- Create on-line (web site) training sessions and instructions.
- Educate healthcare workers through the Pennsylvania Medical Society, Continuing Medical Education, etc.
- Use video conferencing/CDs (“Webinars”) to offer topic specific programs or courses. Specifically, include grant writing courses.

#### **CBOs**

- No suggested actions.

### **Suggested Public Policy Actions**

#### **VIPP**

- Improve communication with CBOs and other stakeholders about legislative issues.
  - Expand DOH bulletins to include injury prevention bills or pending legislation to improve stakeholders’ awareness.
  - Develop and disseminate “Prevention of Injury” messages on pressing injury issues that CBOs can send to legislators.
- Improve enforcement of existing injury laws.
  - Identify priority enforcement issues and look for funding for those issues.
  - Partner with the law enforcement community to address common goals of injury prevention.
- Expand public education efforts.
  - Work toward developing a marketing campaign that focuses on positive steps in the five priority injury areas (versus just catastrophizing about their impact).
  - Partner with the Pennsylvania Chamber of Commerce to assist in public education on the importance of injury prevention.
- Support injury prevention legislation, policies or legislation CBOs would like to see promoted:
  - Motorcycle safety training as a requirement to obtain the operating permit.
  - Limits to the number of times a motorcycle operator’s permit may be renewed after which a license to operate should be required.
  - Restriction on the operation of ATVs to “*responsible*” age group.
  - Adoption of a primary seat belt law.
  - Re-instating the helmet law in Pennsylvania (Ask Health South to work on with advocacy).

#### **CBOs**

- Contact legislators about issues of injury and violence.
  - Actively e-mail legislators “Prevention of Injury” messages to heighten their awareness of injury prevention “hot issues.”
  - Serve as a resource on issues of injury and violence to legislators.
  - Specifically remember to thank legislators for positive laws and policies.
  - Let VIPP know of potential injury champions in the legislature.

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- Identify community events that are opportunities for reaching the public with injury prevention messages and information on programs. Suggestions for events include:
  - County fairs—give aways are key to getting people to your booth
  - Town meetings

\*\*All needs identified and suggested actions listed in this report are comments and meeting notes taken directly from the symposia participants\*\*