



Midwest
Injury
Prevention
Alliance

2015 MIPA SUMMIT

Innovation in Injury
Cutting Edge Approaches
to Reducing Injury

NOV. 8-9 | MADISON

2015 MIPA Summit

Innovation in Injury
Cutting edge approaches to reducing injury

Day 1: Sunday, November 8, 2015
8:00am – 4:30pm

8:00 am - 9:00 am	Registration, networking and breakfast
9:00 am - 9:10 am	Welcome: Thomas Engels, Deputy Secretary, Wisconsin Department of Health Services
9:10 am - 10:15 am	Keynote: Don Teater, MD, National Safety Council, <i>How did we get to this epidemic?</i>
10:30 am - 12:00 pm	Breakout sessions (Block 1)
12:00 pm - 1:30 pm	Lunch and topic breakouts
1:45 pm - 3:00 pm	Breakout sessions (Block 2)
3:30 pm - 4:30 pm	Keynote: Paul Bonta, MA, Safe States Alliance, Director of Government Affairs, <i>NVDRS: It really is all about the data</i>
4:30 pm - 6:00 pm	Dinner on your own
6:00 pm - 8:30 pm	Reception and poster session

MIPA planning committee

Amanda Bagin
Children's Health
Alliance of Wisconsin

Allie Ceranske
Children's Health
Alliance of Wisconsin

Abby Collier
Children's Health
Alliance of Wisconsin

Kelli Day
Ann & Robert H. Lurie
Children's Hospital of
Chicago

Jenny Hernandez-Meier
Injury Research Center
at the Medical College
of Wisconsin

Ben Kopitzke
Wisconsin Department
of Health Services

Laura Nikolovska
Kids In Danger

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Day 2: Monday, November 9, 2015
7:30 am – 12:00 pm

7:30 am - 8:30 am	Breakfast and committee meetings Committees: Child injury, communications, data, membership, older adult falls, policy, prescription drug overdose and VDRS
8:30 am - 8:45 am	Break
8:45 am - 10:15 am	Breakout sessions (Block 3)
10:15 am - 10:30 am	Break
10:30 am - 11:30 am	Keynote: Carolyn Fowler, PhD, Johns Hopkins Bloomberg School of Public Health, <i>Community friendly evaluation strategies</i>
11:30 am - 12:00 pm	Keynote: Brad Schimel, JD, Wisconsin Attorney General, <i>The opiate and heroin epidemic</i>

MIPA planning committee

Karen Nash
 Children’s Health
 Alliance of Wisconsin

Jessica Skiba
 Indiana Department of
 Health Services

Gary Smith
 Center for Injury
 Research and Policy at
 Nationwide Children’s
 Hospital

Meg Steimle
 Children’s Health
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Rebecca Turpin
 University of Wisconsin
 Hospitals and Clinics

Hank Weiss
 Wisconsin Department
 of Health Services

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Midwest Injury Prevention Alliance

About

The Midwest Injury Prevention Alliance (MIPA) is an organization of injury professionals from the states in the Federal Health and Human Services Region V (Illinois, Indiana, Minnesota, Michigan, Ohio and Wisconsin) that work collaboratively to reduce unintentional and intentional injury-related death and disability.

Mission

The mission of MIPA is to facilitate development of a coordinated approach for unintentional and intentional injury prevention and control in the region. MIPA promotes the development and sharing of injury prevention planning, evaluation, education and policy strategies, training, research and other initiatives among members of the MIPA network.

Goal

The goal of MIPA is to reduce unintentional and intentional injuries by fostering collaboration and communication among the MIPA network members.

Thank you sponsors



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Twitter: <http://twitter.com/midwestinjury>

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MIPA board members, advisory committee members and committee chairs

Patricia Smith, MS

President

Jennifer Martin

Vice President

Abby Collier, MS

Secretary

Mark Kinde, MPH

Past President

Jill Castor, RN, BSN

Co-chair, older adult falls committee

Tim Corden, MD

Member, Advisory Board

Tina Creuger

Member, ICRC

Rebecca Cunningham, MD

Member, Board of Directors

Kelli Day

Co-chair, membership committee

Jolene DeFiore-Hyrmer

Member, Board of Directors
Co-chair, NVDRS committee

Joan Duwve, MD, MPH

Member, Board of Directors

Todd Emanuel, RN, BSN

Co-chair, membership committee

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Danielle Gilyan, RN, BSN

Member, Board of Directors

Jennifer Hernandez-Meier, MSW

Member, Board of Directors

Jennifer Homan

Co-chair, policy committee

Rachel Kenny

Co-chair, NVDRS committee

Andrew Kiragu, MD, FAAP

Member, Board of Directors

Becky Levin, MPH

Member, Board of Directors
Co-chair, policy committee

Laura Nikolovska

Chair, child injury committee

Jon Roesler, MS

Member, Board of Directors

Linda Scarpetta

Member, Board of Directors

Jessica Skiba, MPH

Member, Board of Directors

Gary Smith, MD, DrPH

Member, Board of Directors

Marie Snodgrass

Co-chair, membership committee

Rhonda Thompson, RN

Co-chair, older adult falls committee

Hank Weiss, PhD, MPH

Member, Board of Directors

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Agenda details: Sunday, November 8, 2015

Welcome and opening remarks | 9:00 am – 9:10 am | Capital Ballroom B

Patricia Smith, President, Midwest Injury Prevention Alliance

Thomas Engels, Deputy Secretary, Wisconsin Department of Health Services

Keynote | 9:10 am – 10:15 am | Capital Ballroom B

How did we get to this epidemic?

Don Teater, MD, National Safety Council

Attendees will learn about the evolution of the prescription drug overdose epidemic, with an emphasis on understanding the causes of the epidemic. Attendees will learn innovative methods for addressing this public health crisis.

Break | 10:15 am – 10:30 am |

Breakout sessions, Block 1 | 10:30 am – 12:00 pm

Session 1: Working with the media | University Room A

Breaking down the silos: National collaboration for injury prevention communication

Gary Smith, MD, DrPH, Center for Injury Research and Policy at Nationwide Children's Hospital

Despite compelling scientific evidence, many parents and policymakers do not view child injuries as predictable, preventable events. Information that could save children's lives is often ignored or underpublicized in today's crowded media climate. This session will talk about Prevent Child Injury which brings together a coalition of stakeholders to reduce the occurrence and effects of child injury by coordinating the timing and content of prevention messaging on a national level. By uniting voices on specific injury topics, researchers, educators, public health professionals, and others amplify their reach and effectiveness by ensuring that the public hears the same messages from multiple sources at the same time.

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Working with the media: Crafting and delivering stories that engage the audience

Tracy Mehan, MA, Center for Injury Research and Policy at Nationwide Children's Hospital

Think talking to the media might be a good way to reach your target audience but aren't sure where to start? In this session you will learn why talking to the media is important for public health professionals, how to determine when to use the media to communicate your messages, and how to craft a story that will both inform the audience and have a good "hook".

Session 2: Hospital-based injury prevention | Assembly Room

Hospital-based violence interventions are rooted in the philosophy that violence is preventable. Hospitals and trauma centers provide a unique opportunity to identify and engage with victims of violence and to work towards stopping the cycle of violence.

Beth's Legacy of Hope

Jill Castor, IU Health Methodist Hospital

Beth's Legacy of Hope at the Level I Trauma Center at IU Health Methodist Hospital trains healthcare providers to identify signs of domestic abuse and violence in patients. It teaches healthcare providers how to assist victims of domestic abuse in a compassionate, useful way by responding correctly and giving patients resources to prevent future violence and injuries.

Prescription for Hope

Wendy St. John, RN, Sidney & Lois Eskenazi Hospital

Prescription for Hope at the Smith Level I Shock Trauma Center at Eskenazi Health is an evidence-based violence and crime prevention program that focuses on reducing repeated violence-related personal injury and criminal activity. The program provides wraparound services and links program enrollees to community programs through intensive case management to address factors that perpetuate violence.

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Session 3: Prescription drug overdose | University Room B

Community approaches to prescription drug overdose

Fred Wells Brason II, Project Lazarus

The Project Lazarus public health model is based on the premises that drug overdose deaths are preventable and that all communities are ultimately responsible for their own health. The replicable model can be conceptualized as a wheel, with three core components in the “hub” and seven components that make up the “spokes.”

Community approaches to prescription drug overdose

Allisyn Leppa, RS, Cuyahoga County Board of Health

The Cuyahoga County Opiate Task Force, under the leadership of the Cuyahoga County Board of Health, has played a significant role in bringing people together to help fight the growing opioid epidemic. Recognizing addiction as a disease, the members strive to increase awareness as well as to significantly reduce fatalities associated with prescription drug overdose through the development of comprehensive, multi-faceted, population based programs and policies.

Session 4: Advocacy | University Room D

Tools and tips on how to engage in advocacy

Paul Bonta, MA, Safe States Alliance, Director of Government Affairs

Learn how to stand shoulder-to-shoulder with your colleagues and become an effective advocate for the programs you care about. Hear from others who have engaged in advocacy activities and learn a few easy tips on how to help advance injury and violence prevention policy.

Session 5: Child injury | University Room C

Concussion legislation & policy implementation

Adam Potteiger, MS, ATC, Ann & Robert. H Lurie Children’s Hospital of Chicago

The purpose of this presentation is to provide an analysis of current concussion legislation across the nation, as well as, how this data was used to revise and implement new legislation in Illinois. This updated legislation is more inclusive to K-

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12 education, including non-athletes, expands concussion education requirements, and provides guidelines for integrating the child to the classroom after injury.

Innovative approaches to distracted driving

Beth Ebel, MD, Msc, MPH, Harborview Injury Prevention & Research Center, University of Washington

This session will explore innovative approaches to reducing distracted driving, including in-vehicle technologies, social marketing approaches, enforcement strategies and model legislation.

Lunch and topic discussions | 12:00 pm – 1:30 pm | Capital Ballroom A

Each table will have a sign indicating what topic will be discussed during lunch. Use this time to connect with colleagues on a variety of topics:

Child injury

Communications

Data

Older adult falls

Policy

Prescription drug overdose

Violent death reporting system

Engaging others in MIPA

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Breakout sessions, Block 2 | 1:45 pm – 3:00 pm |

Session 1: Firearms | Assembly Room

Linking data to evaluate firearm policies

Jennifer Hernandez-Meier, MSW, Injury Research Center at the Medical College of Wisconsin

This session provides an overview of a study that links data from a state Violent Death Reporting System, the criminal justice system and other government agencies to evaluate policies for firearm possession and purchasing. Areas described include data sharing requirements, study methods, preliminary findings and lessons learned from our multisectoral partnerships.

Engaging the firearm community in suicide prevention

Elaine Frank, MHS, Counseling on Access to Lethal Means (CALM)

54 percent of firearm deaths in the Midwest region are from suicide. This presentation will summarize efforts being made around the country to engage the firearm community in suicide prevention in order to prevent these deaths.

Session 2: Mortality reviews | University Room D

Using mortality reviews to catalyze prevention

Child death review (CDR), fetal infant mortality review (FIMR), violent death reporting system (VDRS) and many other mortality reviews are used to drive prevention. Hear two local examples where mortality reviews catalyzed prevention.

Domestic-violence prevention

Tania Bonnett, JD, Adams County District Attorney's Office

Following the review of a death related to domestic violence, Adams County implemented a policy in which offenders must remain in jail until they appear before a judge. Learn about interagency collaboration, how policies were changed and methods utilized to ensure safety of the community.

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Infant safe sleep

Daniel Stattelman-Scanlan, RN, BSN, Public Health Madison and Dane County

Nan Peterson, MS, RN, American Family Children's Hospital

The Dane County CDR and FIMR team was concerned with the high number of infants dying in unsafe sleep situations. They worked to develop a safe sleep message with the goal of having a clear, consistent safe sleep message. Learn the process for how the campaign was developed using input from community members. Focus groups with parents and providers helped identify factors that affect a family's sleep practices. Families shared what they believed about current safe sleep messaging, where they get information and how they make decisions. Talking with those most directly impacted can yield valuable information to help guide public health campaigns.

Session 3: Prescription drug overdose | University Room B

Data approaches to addressing prescription drug overdose

Chad Zadrazil, JD, Wisconsin Prescription Drug Monitoring Program

This session will focus on data from the Wisconsin Prescription Drug Monitoring Program and give an update on the status of the program.

Using near real time emergency data to identify and respond to substantial changes in drug overdoses

Matt Gladden, PhD, Centers for Disease Control and Prevention

Findings from pilot work to use emergency department syndromic data to rapidly identify drug overdose outbreaks and assess impact of prevention programs in states will be discussed.

Session 4: Evaluation | University Room C

RE-Aim framework for evaluation

Ann Christiansen, MPH, North Shore Health Department

This session will use the RE-Aim Framework to discuss evaluation approaches that assess individual, organization and community level impact of an injury prevention program.

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Reducing revictimization

Brooke Cheaton, Children's Hospital of Wisconsin-Community Services

This session will focus on Project Ujima's innovative approach to reducing revictimization of children affected by gun violence.

Session 5: Child injury | **University Room A**

Leveraging community health needs assessments for community-based injury prevention

Rebecca Levin, MPH, Ann & Robert H. Lurie Children's Hospital of Chicago

Under the Affordable Care Act, nonprofit hospitals now must conduct a Community Health Needs Assessment (CHNA) and adopt an implementation plan every 3 years. As hospitals consider the top health issues facing their communities, there is an opportunity for injury prevention professionals to raise awareness of the toll injuries take. This session will share lessons learned at Ann & Robert H. Lurie Children's Hospital of Chicago, where the 2013 CHNA addresses eight causes of injury (out of eleven total health issues covered) and the hospital is implementing numerous injury prevention partnerships with the community.

Break | 3:00 pm – 3:30 pm |

Keynote | 3:30 pm – 4:30 pm | Capital Ballroom B

NVDRS: It really is all about the data

Paul Bonta, MA, Safe States Alliance

Attendees will hear examples of how NVDRS data is being used by NVDRS states and how the program enhances collaboration with stakeholder organizations. Attendees will receive the tools necessary to engage in NVDRS advocacy efforts and will gain an understanding of the role they can play in ensuring the program's continued growth and success.

Dinner on your own | 4:30 pm – 6:00 pm |

Reception and poster session | 6:00 pm – 8:00 pm | Capital Ballroom A

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Agenda details: Monday, November 9, 2015

Breakfast and committee meetings | 7:30 am – 8:30 am | Capital Ballroom A

Learn how to get more involved in MIPA. Join fellow MIPA members for dialogue on important injury topics.

Break | 8:30 am – 8:45 am |

Breakout sessions, Block 3 | 8:45 am – 10:15 am |

Session 1: Rural safety | Assembly Room

Tracking the tragic: A collection of U.S. agriculture injury and fatality news clippings

Marsha Salzwedel, MS, National Farm Medicine Center

The National Children's Center has collected, sorted and filed binders with child agricultural injury news clippings over the past 2 decades. Recently, the Center initiated a database to house over 2000 news clippings on a variety of topics. This digital collection will make the clippings available in an easily searchable online format.

Attendees will learn about the AgInjuryNews.org website, which features U.S. ag injury and fatality news clippings data. A brief overview of farm illnesses, injuries, and fatalities will be provided, followed by discussion of incidents from the website. Discussion will include the details, prevention measures and potential uses.

Grain bin safety

Bill Field, Ed D, Purdue University

Attendees will learn about grain bin safety and methods for engaging unique partners in prevention.

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Session 2: Emerging hazards in child injury | University Room A

From the laundry room to the nursery and everywhere in-between: Emerging hazards for children

Nancy A. Cowles, Kids In Danger

This presentation will provide data and information on new hazards for children.

Liquid nicotine: an emerging child poisoning hazard

Kyran Quinlan, MD, MPH, American Academy of Pediatrics, Rush University Medical Center

This presentation will provide data regarding the epidemiology and impact of this new childhood poison, the unique federal regulatory void this issue has exposed, and an update on national and state advocacy activities to protect young children from this new household poison endangering young children.

Session 3: Prescription drug overdose | University Room B

Policy approaches to addressing prescription drug overdoses

Jennifer Sabel, PhD, Washington State Department of Health

Along with the increase in prescribing of opioids, we have seen an increase in overdose and misuse. The Washington State Department of Health initially used data to describe the problem and bring partners together, and have implemented many promising prevention strategies. These include: provider prescribing guidelines and training, pain management prescribing rules, Medicaid specific programs, Good Samaritan law and training, and working to make Prescription Drug Monitoring Program data seamlessly accessible to providers. We have seen declines in several prescription opioid indicators, an increase in heroin overdose, and are expanding efforts to include heroin overdose prevention.

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Session 4: Older adult falls | University Room C

STEADI: It takes a system

Anne Goodman, MPH, Grant Medical Center

Katherine Hays, DNP, ACNP-BC, Grant Medical Center

Falls do not have to be a part of the aging process. Learn how Grant Medical Center incorporated STEADI into their system to reduce falls.

Community collaborations for preventing falls

Barb Wolf, RN, BSN, Winnebago County Health Department

Kathi Hegranes, BS, Theda Clark Medical Center

Reducing the risk of falls continues to be a challenge in our communities. Learn how a fall coalition can work together and as individuals to bring fall prevention interventions to your community. Join us as we share our coalition successes: Fall prevention messages on YouTube and Facebook, partnering with local EMS, development of a fall prevention resource guide, community outreach and a Vitamin D study.

Session 5: Teen driving | University room D

Keep your eyes on the road, young novice driver

Bruce Simmons-Morton, Ed D, MPH, National Institutes of Health

Motor vehicle crashes are the leading cause of mortality and injury among teenagers. Novice teenage drivers have elevated crash risks because they lack the necessary experience and judgment required for safe driving. This presentation will present research findings from surveys, naturalistic and experimental methods on key risk factors of teen driving, including inexperience, peer passengers, distraction, hazardous kinematics, drinking and drugs. The presentation will describe the evidence for the best strategies for preventing teenage crashes.

Break | 10:15 am – 10:30 am |

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Keynote | 10:30 am – 11:30 am | Capital Ballroom B

Community friendly approaches to evaluation

Carolyn Fowler, PhD, Johns Hopkins Bloomberg School of Public Health

Attendees will learn about the evolution of evaluation, methods for engaging the community and opportunities to improve evaluation tools.

Keynote | 11:30 am – 12:00 pm | Capital Ballroom B

The opiate and heroin epidemic

Brad Schimel, JD, Wisconsin Attorney General

In his first nine months as Attorney General, Brad Schimel's office launched a statewide prescription painkiller abuse awareness campaign, "Dose of Reality," which will save lives by creating awareness. Schimel also has directed the Wisconsin Department of Justice to conduct training in successful drug investigation tactics for law enforcement and deployment of the lifesaving drug, Naloxone, which reverses the effects of an opiate overdose. The Wisconsin Department of Justice, under Schimel's direction, organizes and conducts biannual statewide prescription drug take back days.

Closing remarks | 12:00 pm – 12:10 pm | Capital Ballroom B

Hank Weiss, PhD, MPH, Wisconsin Department of Health Services