

**American Public Health Association
Injury Control and Emergency Health Services Section
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CONTENTS

SECTION NEWS

\$10 Million CDC Wide Funding.....	2
Deadline for 2007 APHA Policy Statements is March 15.....	2
Second Call for Abstracts of the 9 th World Conference on Injury Prevention and Safety Promotion.....	3
Injury Prevention Policy Forum.....	3
Injury Prevention Writing Contest for 4 -11 Year Olds.....	4
APHA Student Assembly Alumni Database.....	4
New Public Health Policy Readings in IC.....	5

POSITION ANNOUNCEMENTS

Injury Epidemiologist (CHOP).....	6
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ARCHIVIST'S ATTIC

Open Public Letter.....	7
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Greetings from your new ICEHS Section Newsletter Editor John Lundell at the University of Iowa Injury Prevention Research Center. I am pleased to help share important information among the members of our section. Please send articles for future issues to me at john-lundell@uiowa.edu. Also thanks to Bella Dinh-Zarr with the MAKE ROADS SAFE organization for agreeing to distribute this electronic newsletter.

\$10 Million CDC Wide Funding Opportunity

Injury Researchers!!!

A new \$10 million CDC wide funding opportunity announcement (OPHR RFA-CD-07-005) - Improving Public Health Practice through Translation Research (R18), has been published on www.grants.gov, as of Monday February 12, 2007. NIH Guide posting is forthcoming. You can view the synopsis at:

<http://www.grants.gov/search/search.do?oppId=12558&mode=VIEW>

Link to full announcement:

<http://www.cdc.gov/od/pgo/funding/CD07-005.htm>

Be sure to read the National Center for Injury Prevention and Control priorities within the full announcement.

~ April Vance

Deadline for 2007 APHA Policy Statements is March 15

If anyone is interested in submitting a policy statement to APHA, please see the following announcement for deadlines, etc. We encourage members of the section to submit Policy Statements for consideration and we are happy to help with drafting, submissions, and supporting policy statements that support injury and violence prevention and control issues as well as emergency health services and preparedness policies. Please contact Lois Fingerhut or Billie Weiss for help with drafting policy statements for submission.

The deadline (March 15) for policy submissions to the 2007 process is quickly approaching. APHA policy statements, which may be either resolutions or position papers, serve as the voice of APHA and guide Association activities. While any member of the Association may propose a policy resolution or position paper, individuals are strongly encouraged to submit proposed policies through their respective Section, Special Primary Interest Group, Caucus, Affiliate or Assembly. In addition, members are especially encouraged to work on policies to fill gaps in APHA policy. A partial list of topical gaps in APHA policy is available at www.apha.org/advocacy/policy/newpolicyguidelines/policygaps.htm. All proposals must be received before midnight (EST) March 15 and should be e-mailed to policy@apha.org. For the complete schedule and procedures, visit www.apha.org/advocacy/policy/newpolicyguidelines/. For more information, e-mail policy@apha.org.

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~ Billie Weiss

Second Call for Abstracts of the 9th World Conference on Injury Prevention and Safety Promotion

Dear colleagues:

We are now announcing the Second Call for Abstracts of the 9th World Conference on Injury Prevention and Safety Promotion to be held in Mérida Yucatan Mexico, from March 15th to 18th 2008.

The members of the Scientific Committee are keenly interested in receiving new abstracts on Transport Safety, Violence, Intentional self-injuries, Occupational Safety, Unintentional injuries, Emergency response, Trauma care and Rehabilitation.

We remind you that the National Organizing Committee is awarding a number of scholarships for individuals from low and middle income countries working actively in the injury prevention and safety promotion field.

You can find the themes for the Conference, deadlines for the abstract submission, scholarship guidelines and the latest information at our Conference Webpage: www.safety2008mx.info .

For additional information or further questions do not hesitate to contact the Conference Team: safety2008@insp.mx , we will be glad to assist you!

We are looking forward to seeing you soon in Mérida.

Sincerely,

Conference Team

9th World Conference on
Injury Prevention and Safety Promotion
March 15 -18, 2008
Mérida, Yucatán, México.

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~ Amy Woodward

Injury Prevention Policy Forum

Injury Prevention has initiated The Injury Prevention Policy Forum. Our intention is to publish a contribution on this topic three times a year. We welcome articles on all aspects of injury policy affecting any country or countries. Submissions may be in the form of a commentary (about 900 words, some of which will be solicited by the editors) or a full-length article (maximum 3,000 words).

Articles or commentaries may discuss, for example, policy formulation, advocacy, enactment, implementation, or enforcement. Manuscripts identifying risk factors for injury or evaluating the effects of policies should be submitted as Original Articles, Methodological Issues, or Brief Reports, as appropriate.

For further information about this section of the Journal, please see Vernick JS. Injury prevention policy forum. *Injury Prevention* 2006;12:382-384. You may also contact Jon S. Vernick, JD, MPH at jvernick@jhsph.edu.

Jon Vernick (Policy Section Editor) and Barry Pless (Editor in Chief)

~ Barry Pless

Injury Prevention Writing Contest for 4-11 Year Olds

Attention Injury Prevention Educators!

Make Roads Safe is sponsoring an international writing contest for children 4-11 years old called Zebra's International Adventures. The main character is a ZEBRA because crosswalks are called zebra crossings in many countries and children can enter and learn more about other animals and traffic safety on the www.makeroadssafe.org website. Winners in the U.S. will receive \$190 plus \$1900 for their schools (converted from British currency) plus national and international recognition. Please encourage parents, teachers, and librarians to share this website with children aged 4-11:

www.makeroadssafe.org

Deadline is March 16, 2007 for online entries. For more information or a copy of the U.S. flyer, email Bella Dinh-Zarr, PhD, MPH, at dinhzarr@dinhzarr.org. Other countries participating are the UK, India, and several countries in Africa, although children from any country can enter.

~ T. Bella Dinh-Zarr

APHA Student Assembly Alumni Database

This year, the APHA-SA Opportunities Committee provided more resources to students regarding scholarships, conferences, job postings, potential employers, and fellowships/internships. In addition to these endeavors, the committee revamped the Student Assembly (SA) Alumni Database. The Alumni Database is meant to not only allow the SA to keep track of their past members, but it also provides current and potential students access to learn about possible careers in the public health field.

To access the Alumni Database, students can visit the SA website (www.aphastudents.org) and click on the Opportunities Committee webpage. Here students can look at job positions that public health professionals currently in the field hold. Prospective public health students could access this database and view jobs that people with public health degrees have to gain a better understanding of the wide variety of career paths available to them. Alumni range from recent graduates working in fellowships or entry-level positions to seasoned health professionals with well-established research agendas.

The SA Opportunities Committee Co-Chairs are working to increase participation of SA alumni in the Alumni Database. Anyone who at one time was a member of the Student Assembly (previously entitled Public Health Student Caucus) can visit the website, complete the form available on the Opportunities Committee webpage (www.aphastudents.org/phso_alumni_db.php) and return it to jlcremeens@aol.com. This endeavor depends on the cooperation of the SA alumni. With APHA-SA alumni support, the Database can become a

wonderful resource for the next generation of public health students. We hope you will consider taking a few moments to add yourself to the Alumni Database.

If you have any questions or want more information, please feel free to contact Jennifer Cremeens or Anna Pollack, the Opportunities Committee Co-Chairs at opportunities@apahstudents.org.

~ Jennifer Cremeens

New Public Health Policy Readings in IC

Jones MM and Bayer R. Public Health Then and Now: Paternalism & Its Discontent. Motorcycle Helmet Laws, Libertarian Values and Public Health. *Am J Public Health* 2007; 97:208-217, profoundly illustrates the historical and ongoing 'collision' of injury control technical, managerial and political leadership with those for individual liberties. Early pioneering America shaped the limited injury prevention value that 'my home is my castle and my choice of personal freedom and safety', (see www.icehs.org. Members Only. "Millennium"). However, today, the public health injury control debate for evidenced based safety legislation and laws, from motorcycle helmets to flame retardant nightwear standards to home firearm access, have been successfully limited. Injury control researchers, practitioners and educators will gain much from reading our new texts and this latest AJPH article and its referenced archives (including reference # 41: Sue Baker, "On Lobbies, Liberty and the Public Good", *Amer J Pub Health*, 70 (1980):573) to learn how to apply better political leadership to limit the erosion of our effective injury control bedrocks and the promises of our future evidence-based interventions "that protect citizens from their own choices that result in needless morbidity and mortality". A related book and its review is: David Oshinsky's [Preventive Medicine](#) which Arthur Allen in the February 4, 2007 New York Times Books / Sunday Book Review recounts the tumultuous story of vaccines, from discovery to doubt and the lack of trust by the 1980's in the government.

Les Fisher M.P.H.

Safety/Leadership Consultant, (Archivist, American Public Health Association, Injury Control and Emergency Health Services Section -www.icehs.org see my monthly newsletter commentaries and at members only)

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~ Les Fisher

POSITION ANNOUNCEMENTS

INJURY EPIDEMIOLOGIST

The Center for Injury Research and Prevention at The Children's Hospital of Philadelphia (CHOP) is seeking a full-time Injury Epidemiologist to work as a member of an interdisciplinary team in the design, conduct, analysis, interpretation and dissemination of findings from epidemiological studies related to unintentional injury prevention, with an emphasis on teen driving safety.

The successful candidate will work as part of a team of researchers with expertise in pediatric medicine, biomechanical engineering, epidemiology, biostatistics, behavioral science and health education. The incumbent will work in collaboration with other scientists to oversee the design and conduct of a large-scale intervention evaluation study. In addition s/he will contribute to study design, data analysis and report/manuscript preparation for other existing unintentional injury research projects.

A doctoral degree in epidemiology or related field, with a minimum of 3-5 years relevant experience working effectively within a team-oriented research environment is preferred. A Masters degree in epidemiology or related field with 5-7 years of relevant experience working effectively within a team-oriented research environment is required. Relevant experience in injury or adolescent epidemiology are preferred but not required. Faculty appointment at the University of Pennsylvania may be available for interested and qualified candidates.

Individuals interested in applying for a position should forward a letter of application and CV to: Karen D. Matthews, Administrative Director, Center for Injury Research and Prevention, 3535 Market Street, Suite 1024, Philadelphia, PA 19104 or via facsimile (215) 590-5425 or email: matthewska@email.chop.edu.

~ Dennis Durbin

Archivist's Attic

Archivist Attic: An injury control historian's open public letter (a technical version for our ICEHS membership is below), submitted to the Albany, NY, written press, to the new Governor of the State of New York* in honor of National Poison Prevention Week March 18-24, 2007. Cost containment by Injury Prevention and Control:

Dear Governor Spitzer,

Your public service leadership passion, visions, personal ethics and true North' focuses, portray a new government for consumer health and safety in New York State. As a 40 year seasoned veteran of local, state and federal governments and still passionately involved in public health and consumer safety history and efforts, I wondered what I might offer on effective prior lessons of state interagency and federal collaborative systems for injury control and consumer safety policy. During the State's many current very costly needs, under severely limited state and national resources and a somewhat are depleted by a State workforce. A workforce, from major retirements over the decades, without modern leadership and institutional memory.

Prevention and control of injuries and deaths (from accidents, suicides, and homicides), offer very high returns in cost to benefit: "Injuries that took place in 2000 will cost the US health care system \$80.2 billion in lifetime medical costs, costs dwarfed by the costs associated with lost productivity from premature death and disability. Injuries that occurred in 2000 will cost our society an estimated \$326 billion in productivity losses: \$142 billion for fatal injuries and \$184 billion for nonfatal injuries". (Finkelstein, EA. Corso PS, Miller T. et al. The Incidence and Economic Burden of Injuries in the United States. Oxford University Press. 2006 v-vi) and those injuries cost hospitals \$20 billion annually (Frequency of costs of hospital admissions for injury, 2004, HCUP, Statistical Brief #18 and Common injuries that results in hospitalizations 2004, HCUP Statistical Brief. #19 at www.hcup-us.ahrq.gov/reports/statbriefs.jsp) Also see Harvard U. Risk Management's comparative savings studies). New York State's proportional injury costs can be estimated at about 10% or more.

As for most state expenditures, your proposed leadership priority for the drugs - crimes - injury control system, should include, as practical, collaborative research, practice and education by state agencies, universities and schools of public health; with local and federal government units, consumer and industrial groups, other stakeholders and the public media . All should advise on assessments, gradient phased -in objectives and on assurances (*Committee for the Study of the Future of Public Health*. Division of Health Care Services, Institute of Medicine. Washington, DC, National Academy Press 1985). Criteria of feasibility, equity, efficiency, cost effectiveness should be tabulated for your policy decisions by various approaches: injury surveillance, prevention, emergency care, biomechanics and rehabilitation, (Runyan CW. Introduction: Back to the Future – Revisiting Haddon's Conceptualization of Injury Epidemiology and Prevention. *Epidemiologic Reviews* 2003; 25:60-64). The decisions are yours and your designees alone.

Historically, the State has led nationally in what really works or are promising injury preventive interventions (see www.icehs.org, tables at March 2004 and Sept 2004, archivist attic ICEHS newsletters): many relatively inexpensive state efforts continue to prevent, limit, or ameliorate diverse injuries. The State's Regional Poison Control Centers Law and Regulations, (Committee on Poison Prevention and Control. Board of Health Promotion and Disease Prevention. *Forging a Poison Prevention and Control System*. Institute of Medicine (IOM) of National Academies of Science. *National Academy Press Washington, DC*: 2004; 73-100 and 189-238), created by the legislature's (Chapter 70, Public Health Laws of 1986) only focus, *not* on injury prevention, but on cost containment, handles mostly toddler ingestions of household substances, and overdoses of illicit drugs. The system saves about 10\$ per caller not going to a local emergency department. **Even larger savings** to cost are evidence-based from NY preventive injury and health counseling by pediatricians during their routine office visits, Harlem (NYC) Hospital's Safe Communities, Rochester's Home Visitation violence prevention programs, graduated teen driver licensing, our new law on less porous cigarette paper to limit home

fires. However, tens of other large payoffs injury control promises or successes are not as yet used in NYS. (Injury Prevention. What Works Fact Sheet. Pacific Institute for Research and Evaluation. 2006.)

Prior State enabled recalls of substantial risk consumer products, regulations, safety design standards and educational warnings for children’s nightwear flammability, hazardous toys, oven roasting bag explosions, mobile home heating system fires, electric blanket shorts, leaded child drinking glasses, poison risks from dishwasher sealants to spray adhesives, unstable refuse bins, toxic teething rings - just to mention a few consumer product related injuries - began from early warning consumer hotline calls, press stories, and mailed hospital reports and synergistic efforts among state agencies, consumer organizations, federal and local governments. These were reported by our local State capital, written press, The Times Union, (www.timesunion.org), by television features series and by the national media. **Developmentally** essential for our State and even international injury control leadership, today, (Covey, S. 7 Habits of Effective People, Simon Shuster, 1989, pages 40-43), these non-population based pilots demonstrated the promise for small federal and insurance carrier partnership grants and contracts that successfully pioneered nascent national injury surveillance systems and community based playground safety and poison prevention. Partnerships among the Governor’s Traffic Safety Committee and other state agencies, then, led to small \$2500 contracts for child safety seats loaner programs to statewide low income programs and later for child bike helmet use promotional programs.

Statewide synergistic systems, not snapshots, show true leadership.

Here are a few of many system- paradigm case studies published in the written press (especially the Albany, NY, Times Union) and professional journal archives (Interested ICEHS Newsletter Readers, see www.timesunion.com archives-Fisher and www.icehs.org, Members Only, for details. Search for Attorney General, State Consumer Protection Board, Poison Control in Part I and Part 2: Then and Now. Contributions of New York State Institutions to National Preventive Research, Service and Education for the Safety of Children with a personal perspective), on our state departments of law, health, and consumer protection board historical work in injury control of effective changes in state and federal safety laws and regulations. This was not agencies just publishing highly costly, but ineffective, ‘consumer problem of the month’ press releases and tv spots.)

Today, prevention and control of the nationwide \$205 billion per year, crime, drugs, (Miller T. “Costs of alcohol and drug-involved crime” (Prevention Science. 2006 Dec; 7(4): 333-42), firearms suicide and homicide violence and ongoing unintentional injury, are part of crosscutting state agency systems (see also: www.iches.org Dec newsletter, archivist attic). The systems paradigms of the State Health Department Poison Control Advisory Council, the Governor’s Traffic Safety Committee, the Department of Law’s Hearings and the State Consumer Protection Board’s prior interagency consumer advocacy committee might be efficacious for a statewide committee on (non-traffic) safety, actually first done in the Governor Harriman administration! Effective joint efforts of the state’s Substance Abuse Program to reduce the abuse of alcohol and illicit drugs should also reduce costs associated with injury and crime. Such a focus also depends on the leadership of state, county and local agencies, consumer groups, industry.

Sincerely yours,

Les Fisher, MPH

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The opinions are mine alone and do not represent any organization. (*I hope schools of public health will encourage students to write their own advocacy / testimony papers; a version of the above piece did not get selected, this time, by the written press.)

Leslie Fisher Copyrighted 2007

Mr. Fisher is a former director and principal grant and contract investigator for the state health department and consumer protection board under two prior Governors. He continues to be a panelist, testifier; serves as a resource to federal agencies and publishes in professional journals, newsletters and the Times Union on safety opinions.

~ Les Fisher