



JOHNS HOPKINS  
UNIVERSITY

SCHOOL OF NURSING



*Johns Hopkins Center for Injury Research & Policy*

# Injury Prevention

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# “What’s injury prevention got to do with public health?”

Comment made by an APHA audience member in 1999 on the occasion that Professor Baker (a world renowned pioneer of the injury prevention field) received the APHA Award for Excellence in Public Health for her pioneering work in injury prevention and control



Professor Susan P Baker MPH, ScD (Hon)



People perceive data and problems differently



What does this mean to you?

**155**



**155**

Do you recognize this number ?



**155**

Do you recognize this number ?



# Does this help?

January 15, 2009

# 155

US Airways Flight 1549



# 155 lives saved





# Celebrating Lives Saved: Preserving the Miracle

- 788 mile road trip from New Jersey to Charlotte, NC June 4-10, 2011
- Carolinas Aviation Museum held a reception on June 11 to commemorate the final "arrival" of Flight 1549 in Charlotte





# What if there had been no miracle?



What if 155 futures had ended?



Would our response have changed if  
155 people had died?

If **500** people had died,  
would our response have differed?

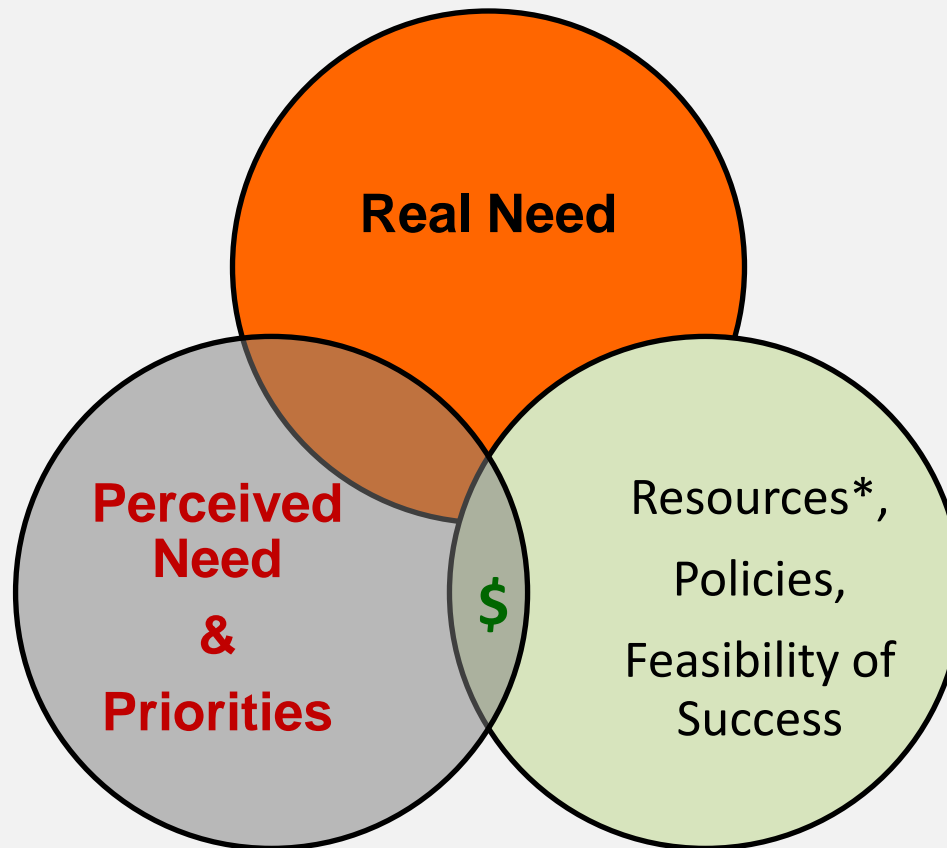


# The Average Daily Toll of Injury\* in the USA

## 500 people







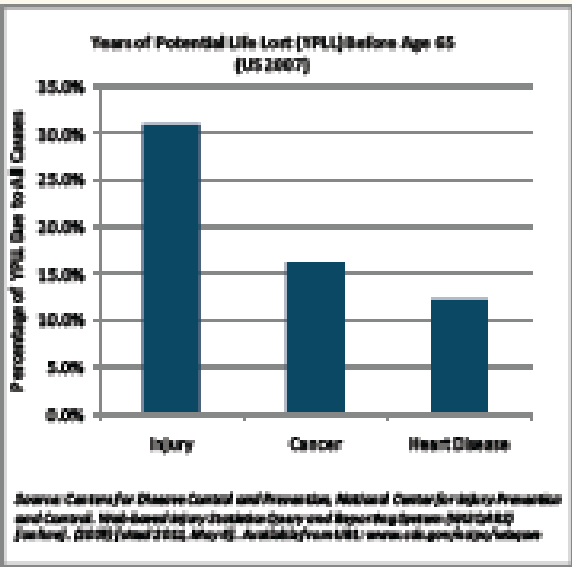
Even though the need is real and threatens our future,  
we invest in what we perceive to be important

\*Resources for research, programs, infrastructure and training

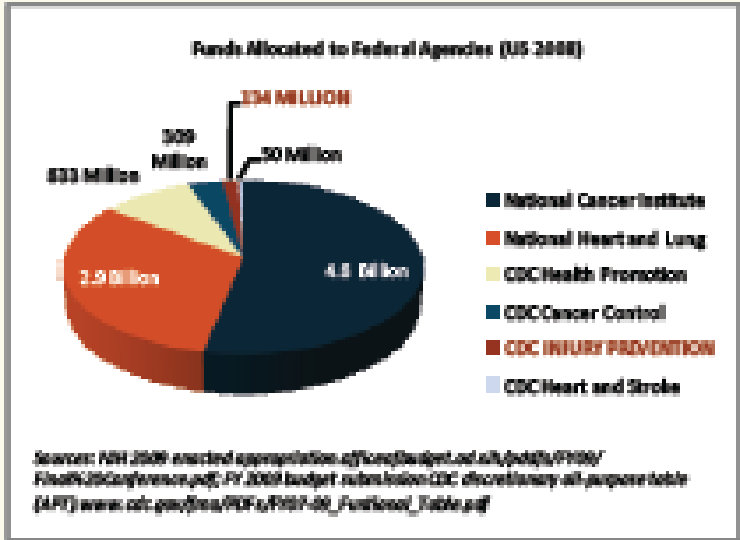


**The Research Funding Deficit:** In FY 2008, federal funding for cancer and heart disease research through the National Cancer Institute, CDC, and the National Heart, Lung, and Blood Institute totaled nearly **\$9 billion**. In contrast, the CDC's National Center for Injury Prevention and Control, the lead federal agency for injury and violence prevention, received **\$134 million**.

Injuries are responsible for more years of potential life lost than cancer and heart disease combined.



Federal research support for injury falls far behind funding allocated for either cancer or heart disease.



Sources: NIH 2009 enacted appropriation. [Officeofbudget.od.nih.gov/pdfs/FY09/Final%20Conference.pdf](http://www.officeofbudget.od.nih.gov/pdfs/FY09/Final%20Conference.pdf); FY 2009 budget submission CDC discretionary all-purpose table (APT), [www.cdc.gov/fmo/PDFs/FY-7-09\\_Functional\\_Table.pdf](http://www.cdc.gov/fmo/PDFs/FY-7-09_Functional_Table.pdf).)



## Injury Control Research Centers (11)

CDC is the only federal agency that supports centers of injury and violence research:

- Eleven ICRCs conduct research in prevention, acute care, and rehabilitation. The Centers also serve as key sources for training, technical assistance, and information gathering.



## “Core”-funded State Injury Programs (20)

CDC is the only federal agency that provides core infrastructure funding to support the development of injury prevention capacity at the state level.

- Local public health agencies have few or no resources available for injury prevention.





# Injury Prevention's Challenge

## Social and Political Contextual Influences

IVP Problem  
Identification

IVPP  
Problem  
Analysis

IVP Program  
Design

IVP Program  
Delivery

IVPP  
Impacts

## Infrastructure

- Internal
- External

Epidemiology, Program Design, Implementation, Evaluation, Information Sharing  
Human Resource Issues, Partners, Socio-Political Influence, Research /Evidence

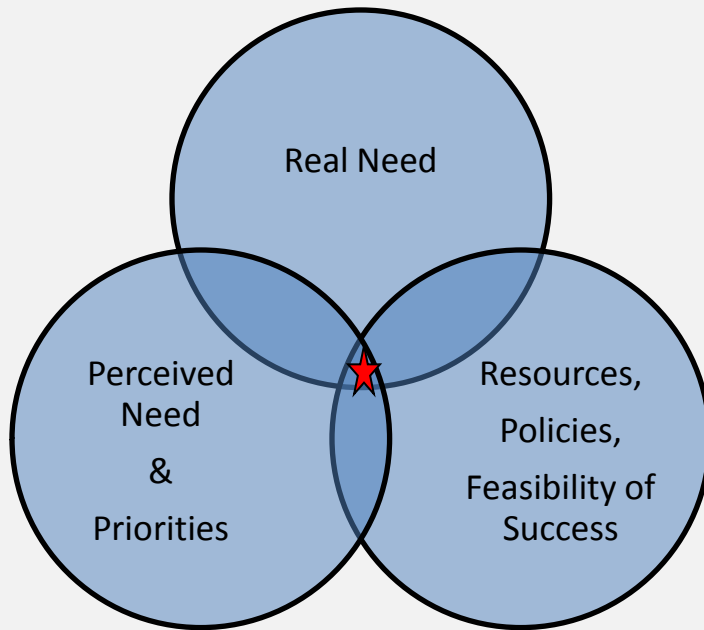
Absent, Inadequate, Restricted and/or Unstable Funding



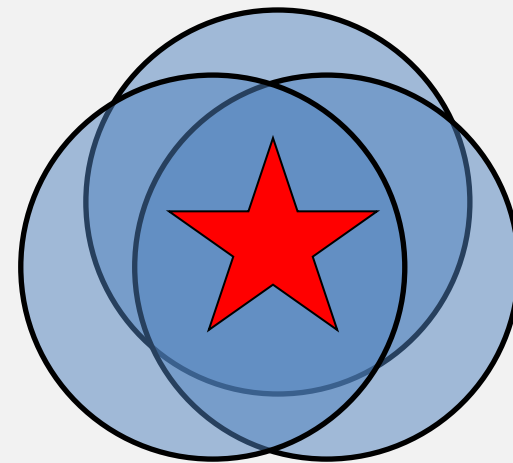
# Consequences of the Resource Deficit

- Missed opportunities to reduce the daily toll of injury
  - Not sustaining “successes”
  - Not building new evidence and capacity needed to future successes
- A future expertise deficit:
  - Injury prevention researchers
  - Injury prevention practitioners

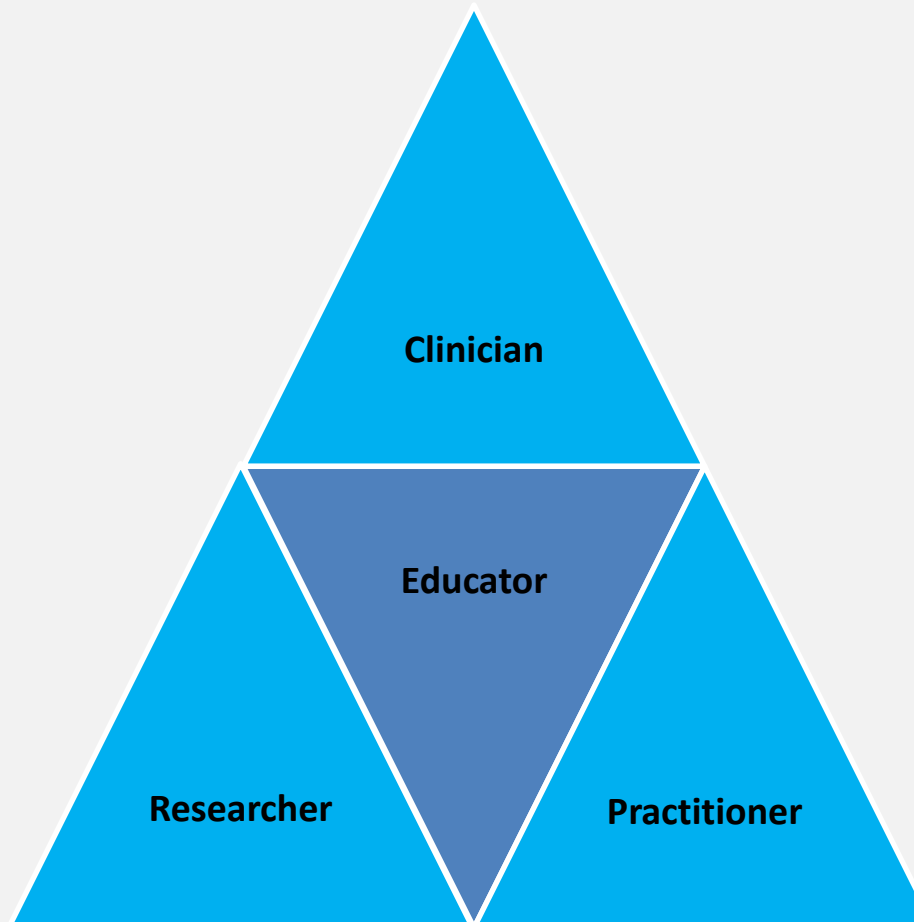
# How do we address the imbalance?



This is where we are



This is where we need to be



My beliefs represent mixed perspectives



# Why?





# “Which lens are they using”



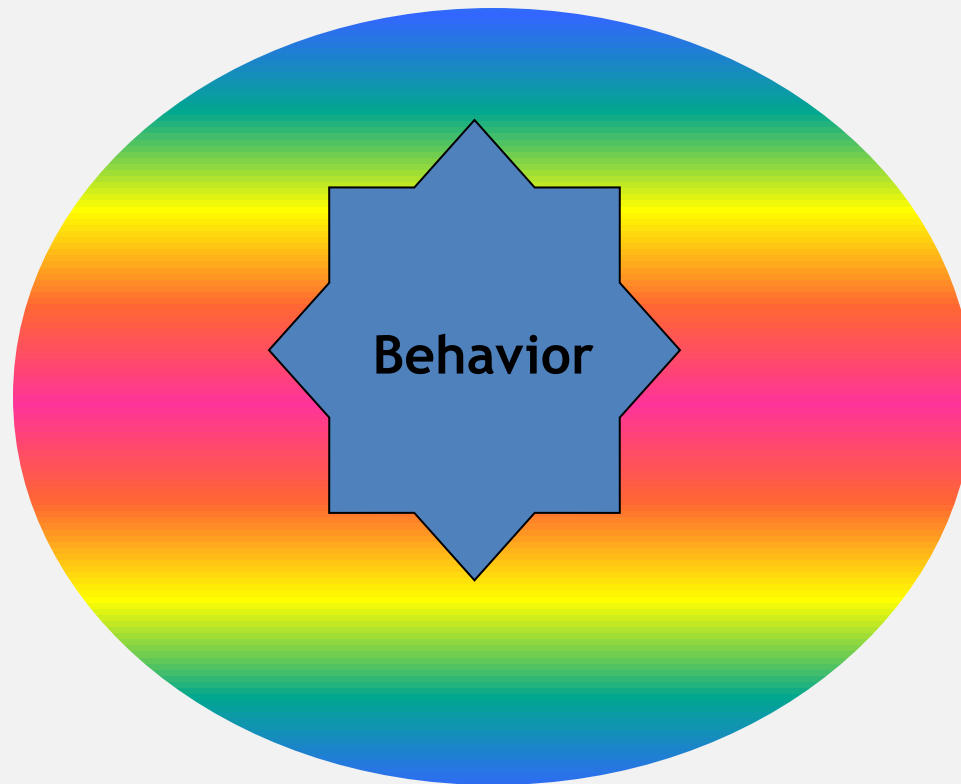


Why is it so difficult to change unsafe or unhealthy behavior?





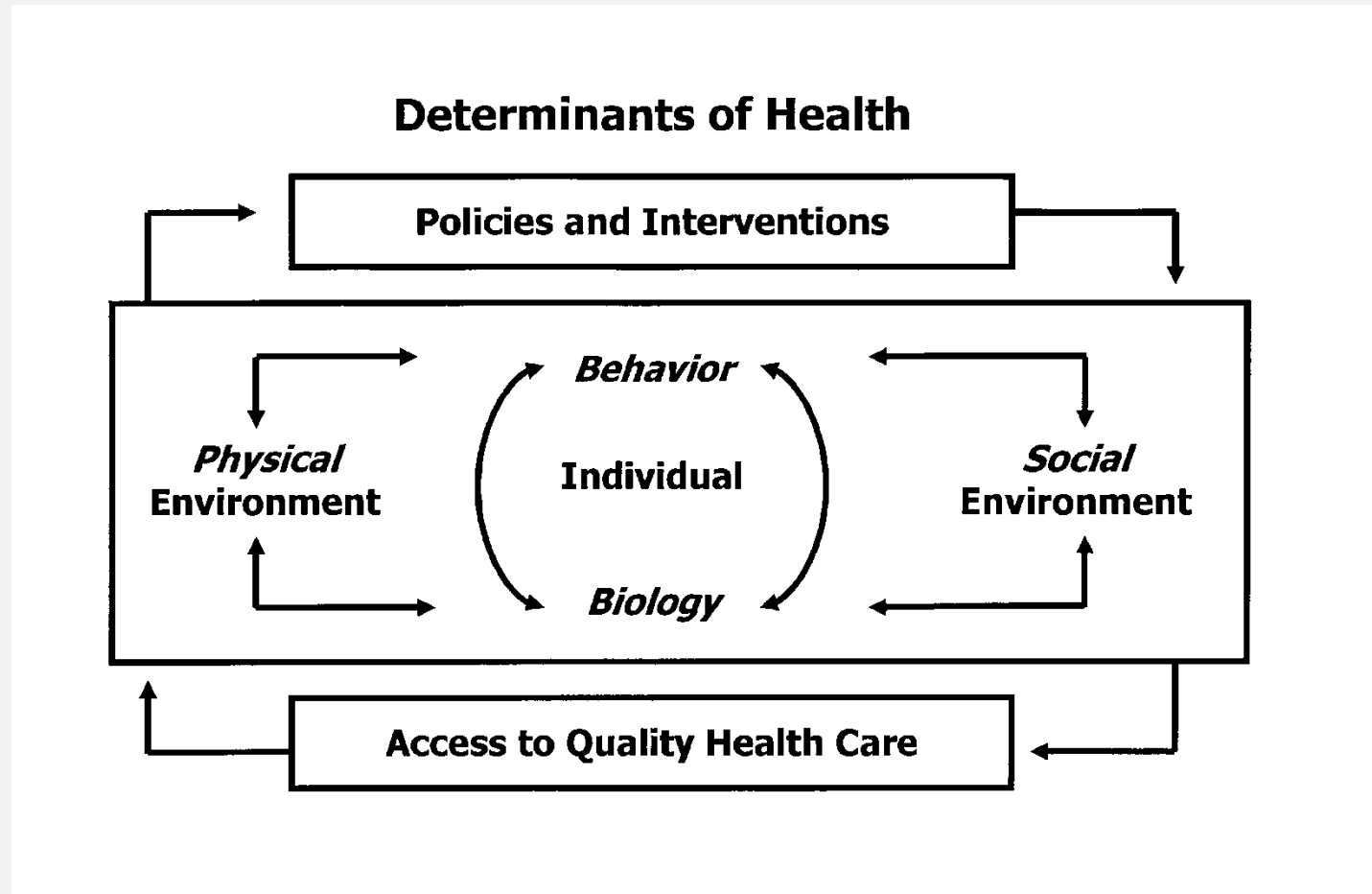
# Behavior doesn't develop or change in a vacuum



**When we ignore external influences, it is extremely unlikely that our prevention programs will lead to positive, sustained behavior change and the intended positive outcomes**



Public Health succeeds by modifying **multiple** health determinants



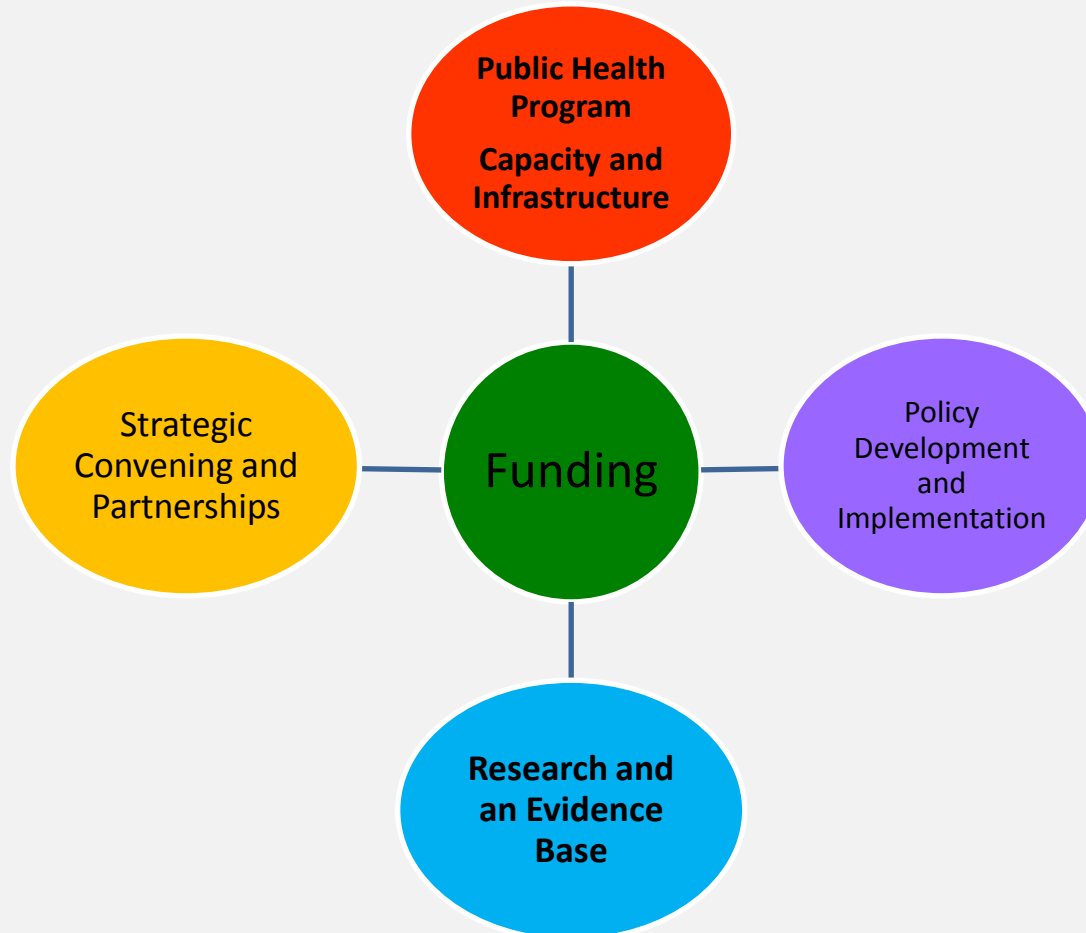


Public health is: “What we, as a society, do collectively to assure the conditions in which people can be healthy”

Institute of Medicine. (1988). *The Future of Public Health*.  
Washington, DC: National Academy Press, p. 41.



# All public health successes required:





**Public health is: “What we, as a society, do collectively to assure the conditions in which people can be healthy”**

Institute of Medicine. (1988). *The Future of Public Health*.  
Washington, DC: National Academy Press, p. 41.

**Injury Prevention is: “What we, as a society, do collectively to assure the conditions in which people can be safe and healthy”**



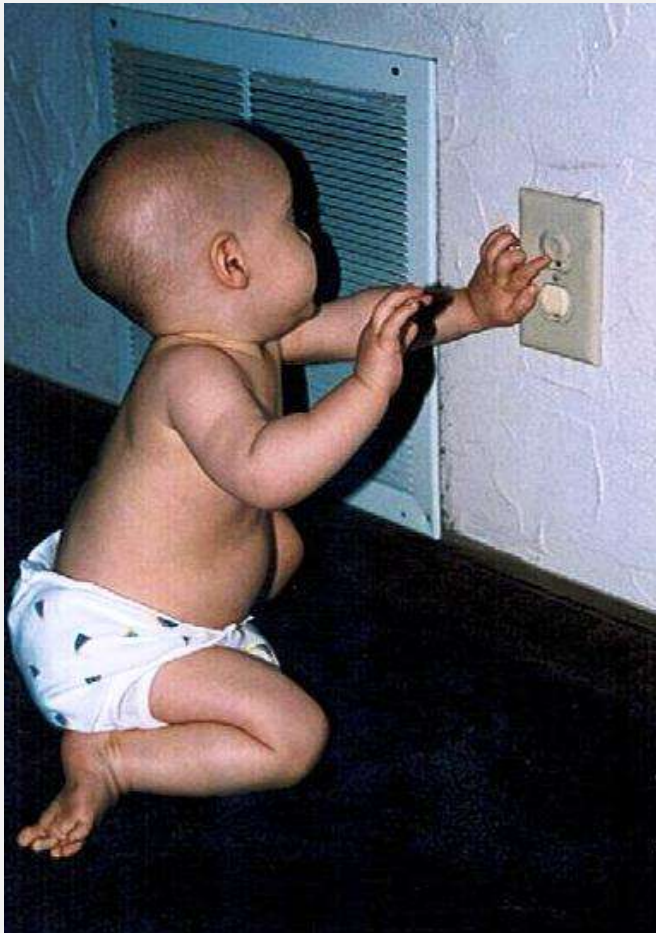
# Protecting our future - our children



Injury is the leading cause of death in childhood



Play is the work of children. Children learn...



by exploring their world



If we want to understand childhood injury,  
we must understand environment



For better or worse, children are in constant  
interaction with their environment.



# The Pediatrics Board Exam Puzzle





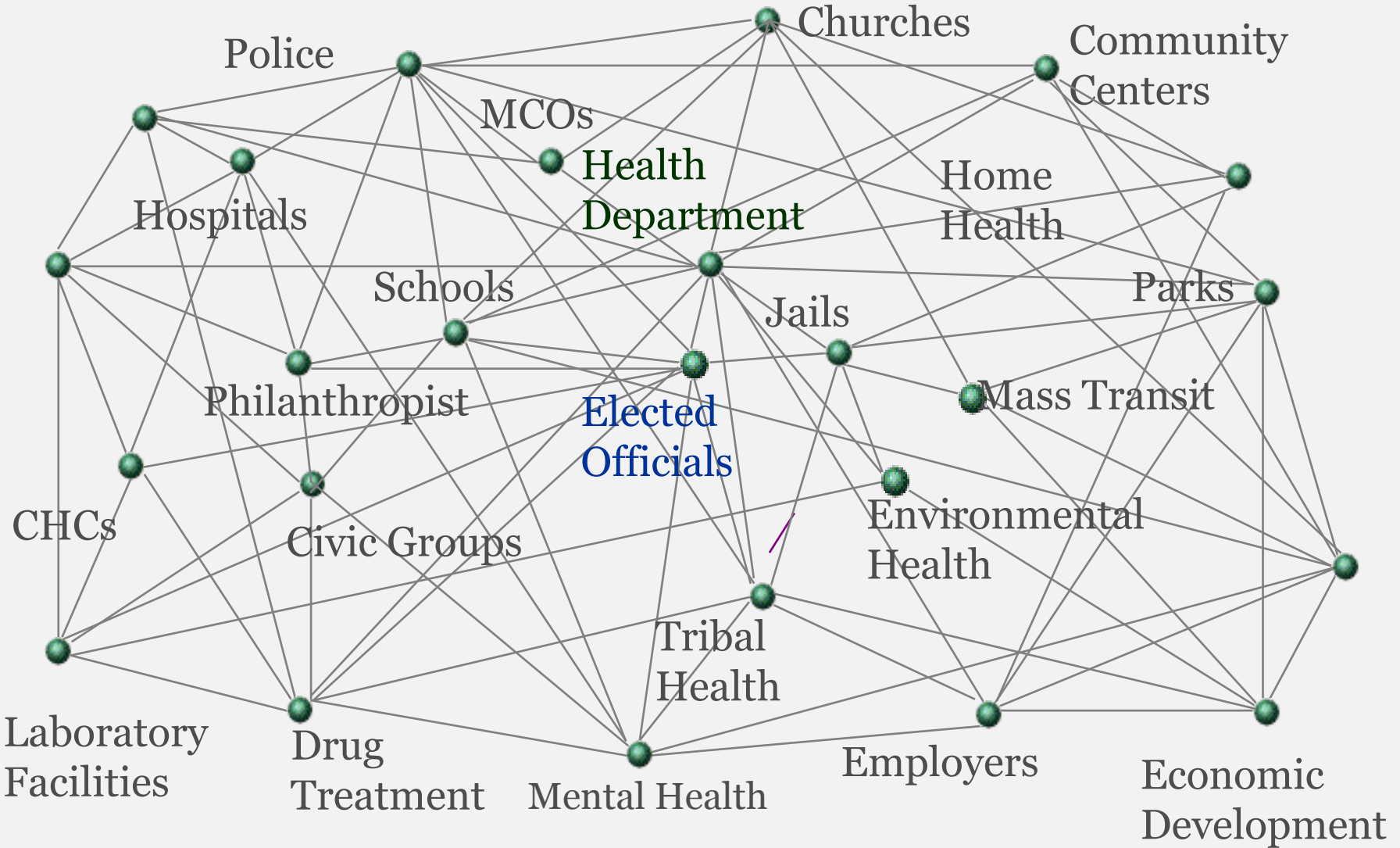
Childhood injury prevention is about more than reducing deaths and injuries ..



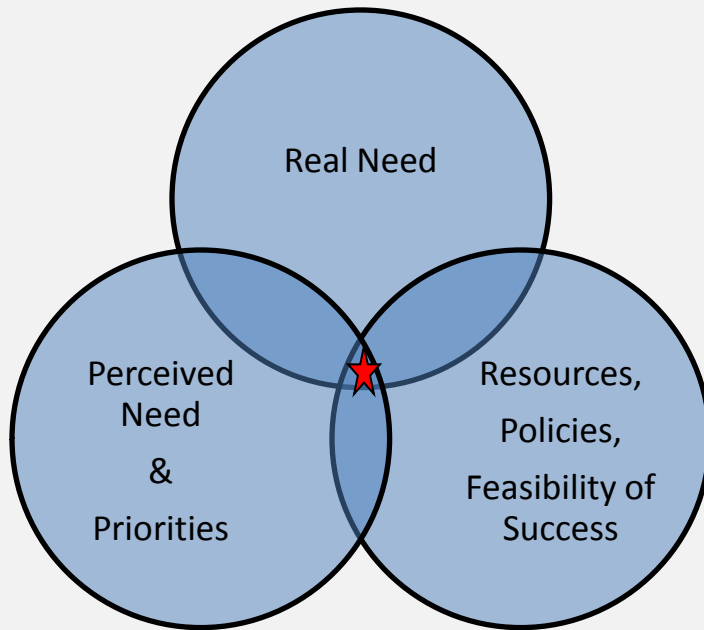
.. it's about protecting a child's fundamental need to live, explore, learn and grow in a safe and healthy environment.



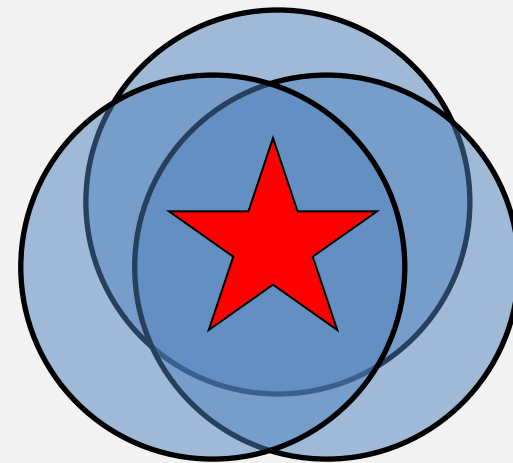
# Injury prevention success “takes a community”



# How do we address the imbalance?



This is where we are

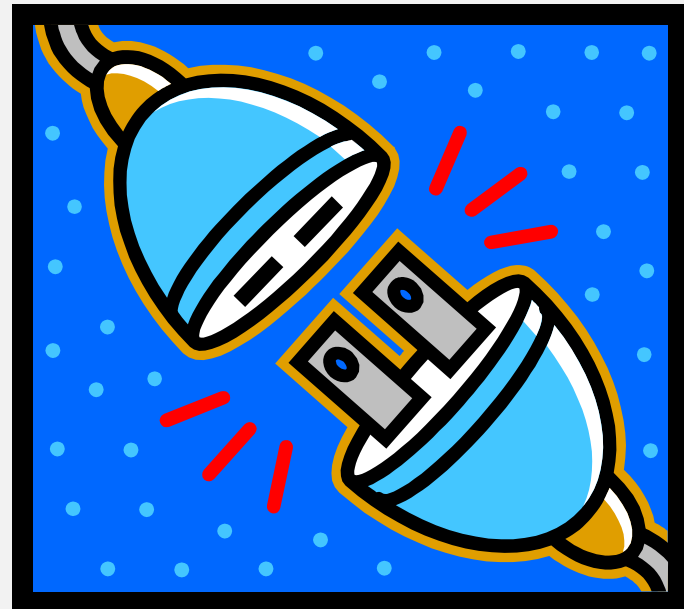


This is where we need to be



Close the perception gap by making the challenge:

1. relevant
2. clear
3. actionable





**Injury Prevention is: What we, as a society, do collectively to assure the physical and social environmental conditions in which:**

- Infants are placed in safe environments
- Children are safe to do “their developmental work”
- Young athletes do not risk their future health
- People can be physically active in their communities
- Workers are protected from harm
- Senior citizens can live independently
- Trauma survivors thrive



- What great [injury prevention challenges] would we attempt if we knew we could not fail?

Quotation adapted from Robert H. Schuller



# The Challenge – May 25, 1961



**“I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the Moon and returning him safely to the Earth”**



# The Challenge Met



“One small step ..”  
July 20, 1969



The safe return  
July 24, 1969



# Injury Prevention: Meeting the Challenge

Injury prevention is NOT only about tragedies, injuries, medical challenges or cost-savings.

**It is about every person's health, well-being and fundamental need to live and "work" in safe and healthy physical and social environments.**

This connection to so many aspects of health is what gives injury prevention urgency and relevance.



# Thank You

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