

Injury Prevention

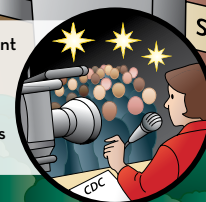
Preventable injuries remain a leading cause of death and disability for all Americans.

Rural youth are twice as likely to die from an injury as their urban counterparts. Farm machinery and drowning are leading causes.



Government and private researchers identify dangerous trends and help find science-based solutions.

Approximately 70 percent of the CDC's budget is sent out to the grassroots of the public health system to address local concerns.



A smoke alarm costs less than \$50 and yields an average \$780 in savings.



A bicycle helmet for a child ages 3-14 yields an average savings of \$580.



A car seat for a child 4 and under yields an average savings of \$2,200.



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CAMPAIGN for PUBLIC HEALTH Foundation

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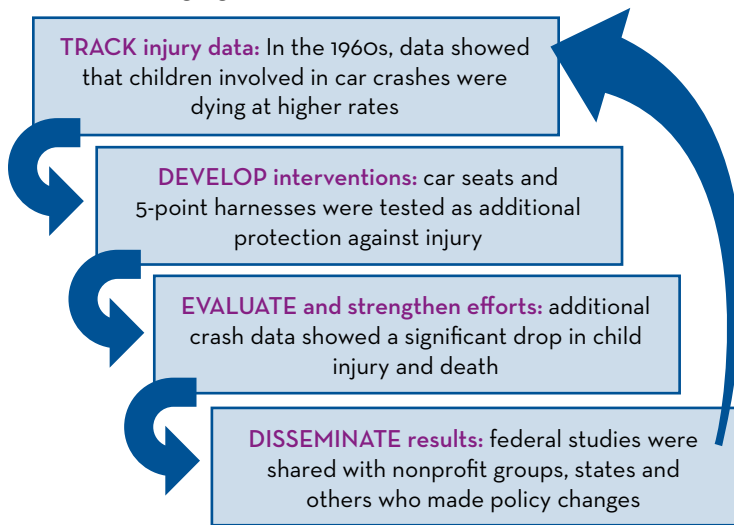
INJURY PREVENTION

OVERVIEW

According to the Institute of Medicine, “Injuries are the leading cause of death and disability among people under age 35 in the United States. Despite great strides in injury prevention over the decades, injuries result in 150,000 deaths, 2.6 million hospitalizations, and 36 million visits to the emergency room each year.” Because most injuries can be prevented, the lives lost, the resulting disabilities and the estimated \$355 billion in annual medical and work loss costs of these injuries can all be dramatically reduced through public health interventions.

THE SCIENCE OF INJURY PREVENTION

To effectively reduce the frequency and severity of both accidental (falls and crashes) and intentional (resulting from violence or physical abuse) injuries, scientists work through a detailed process. The steps involved are highlighted below.



This example shows how an ongoing 30-year investment in child safety seats has lowered motor vehicle occupant death rates for infants by 40 percent. While these efforts have been successful, motor vehicle crashes are still the leading cause of death for children.

Over the past 50 years, government agencies, private industry, universities, local organizations and others used this science to cut highway death rates by 80 percent.

PREVENTING INJURY – In More Ways Than You Know

Injury prevention is effective and thousands of experts are engaged in the daily effort to help Americans live injury-free. For example:

- Targeted home visitation programs have effectively reduced child abuse and injury while providing a cost savings of nearly \$2.88 to \$5.70 per dollar spent.

- Before 1994, an estimated 73 percent of residential fires were started by children under five. Based on previous studies, child-resistant lighters were mandated and, as a result, these fires declined by 43 percent.
- Recent studies found that 16- and 17-year old drivers were at a higher risk of death with passengers in the car. States that passed graduated driver license laws, such as New Jersey*, Illinois, Michigan**, North Carolina*, Texas and Maryland are seeing declines in teen deaths. (**26% reduction, *25% reduction)

MONEY SAVED

By applying the results of this evidence-based research, injury prevention policies and programs successfully reduce the burden of injury and create sustained, measurable outcomes.

| PROGRAM | COST PER UNIT | TOTAL ROI* |
|-------------------------------------|--------------------|------------|
| Give Sobriety Checkpoint | \$12,000 | \$82,000 |
| Falls Prevention: High Risk Elderly | \$1,400 per person | \$12,000 |
| Poison Control Call Center | \$43 per call | \$320 |
| Painting Lines on Roads | \$270 per mile | \$18,000 |

*Return on Investment is calculated in 2004 dollars and includes medical costs, resource costs, work loss and quality of life impact.

MOVING FORWARD

Today, we continue significantly lowering injury rates in America.

- Rural fatal injury rates for youth are twice as high as they are for their urban counterparts. Some 900 youths died on U.S. farms in the seven-year period before 2002. Most were between 16-19 years old.
- A 2011 National Center for Injury Prevention and Control report found that more than 27,000 people died from overdoses in 2007 (a five-fold increase since 1990). Notably, the increase is driven by overdoses of prescription drugs, which now contribute to more unintentional overdose deaths than heroin and cocaine combined.
- Injury surveillance and new research in the treatment and management of traumatic brain injuries (TBI) is already benefitting both our armed forces on the battle field and our recreational and competitive athletes, though much more work is to be done.
- Science is finding new ways to reduce bullying, intimate partner violence and suicides.
- Research can offer us more tools to minimize the risks associated with asphyxiation, drowning, heat illness and firearms.

WHO ARE THE LEADERS OF INJURY PREVENTION?

Injuries occur everywhere, and so several federal agencies have focused on various pieces of the injury puzzle. The Centers for Disease Control and Prevention’s The National Center for Injury Prevention and Control leads federal efforts to combat injury. Some of the other agencies engaged in preventing and responding to injuries and violence include the National Highway Traffic Safety Administration, the Health Resources and Services Administration, the Substance Abuse and Mental Health Services Administration, the Consumer Product Safety Commission, the National Institute for Occupation Safety and Health, and the Department of Justice.

At the state, local and community level, health departments coordinate efforts with hundreds of partners, including businesses and nonprofit organizations. Together they provide the infrastructure needed to reduce intentional and unintentional injuries, injury-related health care costs, and to save lives. [For more information visit CPHFoundation.org/injury.html](http://CPHFoundation.org/injury.html).

The Campaign for Public Health Foundation

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