

Reflections



Annual Report of the American Trauma Society
Pennsylvania Division

2014 - 2015

A word cloud centered around the word "Safety". The words are arranged in a circular pattern around the central word, with varying sizes and colors. The colors include shades of orange, green, purple, and yellow.

Words included in the cloud:

- Safety
- education
- bounce
- hospitals
- trampoline
- game
- concussion
- violence
- dating
- bullying
- winter
- belts
- american
- trauma
- heat
- falls
- seat
- emergency
- pennsylvania
- house
- lightning
- prevention
- department
- society
- athletes
- bike
- driving
- drowning
- choking
- secondary

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Welcome



We are pleased to provide you with this Annual Report of the Pennsylvania Division of the American Trauma Society.

As you can see, we have been quite busy. It is important to me to recognize the good folks who are so important to us.

With this in mind:

I **salute** you for being instrumental in making Pennsylvania the most active division in the nation.

I **salute** you for your dedication to trauma prevention.

I **salute** you for your commitment to take trauma prevention programs and materials into your communities.

I **salute** you for your outstanding patient care.

I **salute** you for helping the Pennsylvania Division fulfill our mission of reducing suffering, disability and death due to trauma.

I thank you for your kindness and support of our staff and especially of me.

Blessings,

Judy May-Bennett

Judy May-Bennett
Chief Executive Officer



American Trauma Society ***Pennsylvania Division***

The American Trauma Society, Pennsylvania Division (ATSPA) is a non profit trauma prevention education organization dedicated to reducing suffering, disability and death due to trauma.

The energy that makes up the ATSPA is renewed with each person who benefits by the services and materials the organization provides.

It is this spirit that keeps the organization eager to accept new challenges and look for opportunities to carry out its mission. Reducing the impact of trauma means making a positive difference in the lives of all Pennsylvanians.

Our Mission

To reduce trauma related suffering, disability and death through prevention education and outreach.

The broken red tulip symbolizes the pain, suffering and lifestyle change caused by a traumatic injury. It not only symbolizes the person/people directly devastated by trauma, but also their families, friends, loved ones, neighbors, colleagues, etc.

The goal of the ATSPA is to straighten that broken tulip before it has the chance to be broken and affected by trauma.

Programs

The ATSPA offers a multitude of educational trauma prevention materials and programs for all ages. The organization provides bicycle safety programs and helmet fittings to those just learning to ride bicycles, safe driving programs and even elderly fall prevention programs.

The ATSPA has brochures, flip charts, posters, coloring books, clipboards, program manuals, PowerPoint presentations, props, etc. for use throughout communities, schools and neighborhoods.

The ATSPA staff are well trained to present these programs for various groups, whether a school, civic group or community event.

History

The ATSPA has come a long way since applying for its charter in 1972. Working with its 36 member hospitals, the organization now reaches all corners of the Commonwealth with trauma prevention programs and resources.

The ATSPA reached a turning point in 1980 when Dr. William Host, from Tyler Memorial Hospital, became president of the board of directors and aggressively sought support for the growing organization.

In 1987, Dr. John M. Templeton Jr., pediatric surgeon and director of trauma at the Children's Hospital of Philadelphia, became the new board president and the late Julia Cox was named executive director.

Templeton and Cox continued the efforts of Host on behalf of the ATSPA when they visited the Pennsylvania Legislature to request state funding.

Presenting data from the National Head Injury Foundation, they showed how the state could save between \$3 to \$5 million in life-time costs if just one person was saved from living life as a quadriplegic. This resulted in the ATSPA receiving its first state appropriation, which opened new doors for the organization.

Hospitals were recruited as members and the ATSPA developed trauma prevention programs for these members. The organization has been very fortunate to receive state appropriations every year since the initial request in 1987. The organization strives to be loyal stewards of that money, providing the legislature with an accounting of its trauma prevention efforts every year.

With progression came expansion and in 1989, the ATSPA joined forces with the office of the Cumberland County Coroner to obtain funds from the Pennsylvania Department of Transportation. South Central PA Highway Safety, which focuses on transportation safety, was created and began operating from the ATSPA offices. Other changes included the restructuring of the board to reflect a wider geographical and occupational representation.

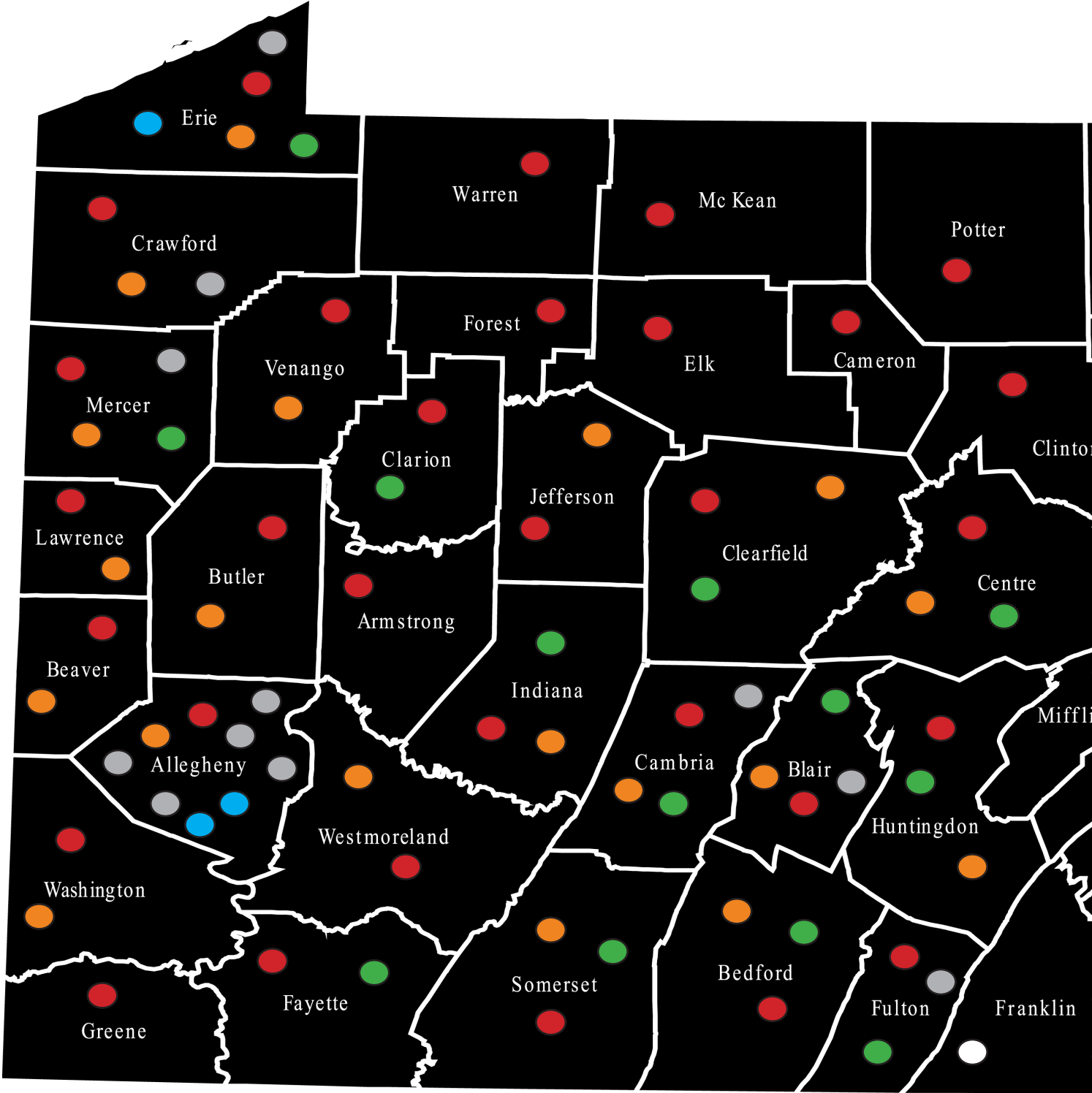
More recently, the ATSPA was chosen as Pennsylvania Future Business Leaders of America's (PA-FBLA) State Project for the 2007-2008 and 2012-2013 school years, and the organization is applying for consideration for the 2015-2016 project year. ATSPA continues to work with PA-FBLA advisors and students to prevent trauma throughout the Commonwealth.

As noted in this annual report, the ATSPA's staff and volunteers excel at promoting trauma prevention programs and materials throughout Pennsylvania's communities.

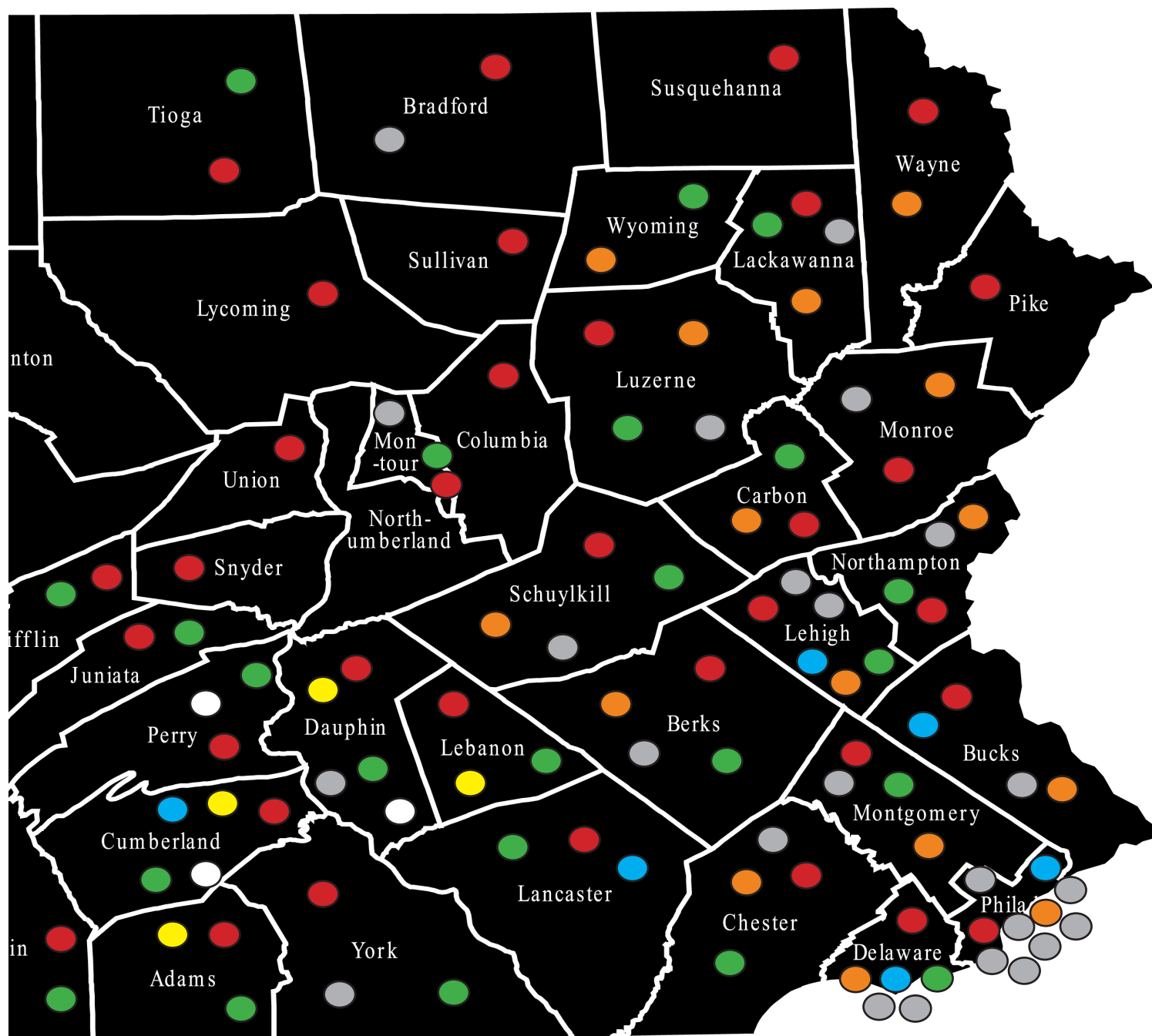


The ATSPA staff capture the "Luck of the Irish" on St. Patrick's Day.

ATSPA Reaches Across Pennsylvania



- Materials Distributed
- Health Days/Safety Fairs
- Safety Education Presentations/Demonstrations/Conferences
- Advanced Burn Life Support Classes
- ATSPA Member Trauma Centers
- South Central PA Highway Safety coverage area



● Mini Grant Outreach

- Aria Health Torresdale Trauma Prevention Department
- Bryn Mawr Hospital
- Children's Hospital of Philadelphia
- Children's Hospital of Pittsburgh
- Lancaster General Hospital Trauma Department
- Lehigh Valley Health Network
- Paoli Hospital Trauma Program
- St. Christopher's Hospital for Children
- St. Mary Medical Center
- Thomas Jefferson University Hospital Trauma Program
- UPMC Hamot
- UPMC Presbyterian
- MICRO GRANT - Silver Spring Ambulance & Rescue Association

Trauma Focus

Each year the ATSPA selects two or three topics as its trauma focus. These topics are based on research gathered from ATSPA member hospital surveys and through more traditional research methods.

Based on this research, the organization develops trauma prevention materials for its members and the community. Two of the focuses for this year include an Activity Tracker and Secondary Drowning.

Activity Tracker

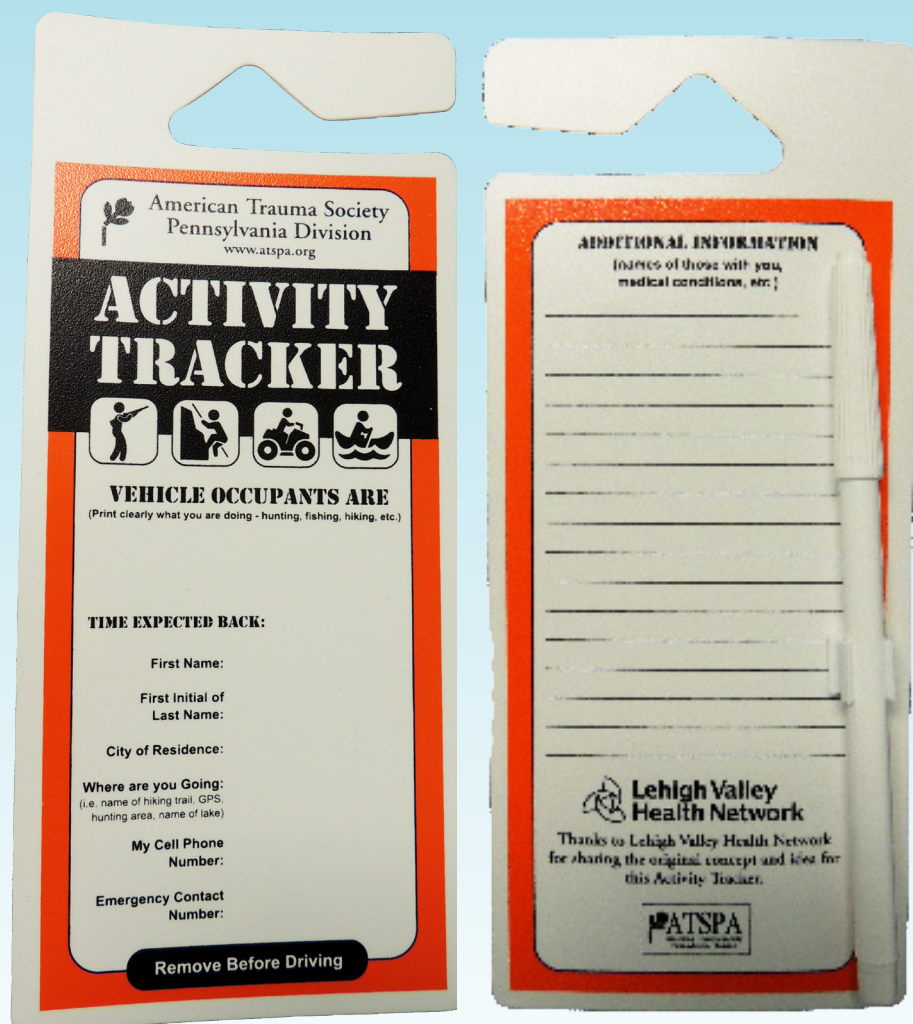
Pennsylvania is filled with a wide range of outdoor activity fun, from hiking, swimming, boating, rock climbing, skiing, snowboarding, hunting, etc. With this range of activities, the ATSPA looked into ways those enjoying the great outdoors could continue to stay safe.

Using inspiration from a similar product created by Gail Malloy, RN, formerly of Hazleton Hospital, now the Lehigh Valley Health Network, the ATSPA created the "Activity Tracker."

This reusable hard plastic product is designed to be hung from a vehicle's rear view mirror. Those using these trackers can record what recreational activity they are doing, when they anticipate returning, any medical conditions and emergency contact information.

In the event of an emergency, first responders can use the information on these trackers to help locate the missing person/people.

These trackers were made available to all ATSPA member institutions in November and very positive feedback has been received.



Secondary Drowning

This rare form of drowning has been making headlines recently after several near drownings turned into deaths hours after the near drowning episode. Research into secondary drowning made it apparent the ATSPA needed to educate the public on its dangers.

The ATSPA developed several secondary drowning initiatives, including designing an informational brochure and luggage tags, both of which will be used to educate the public.

Ronin's Story

That Saturday started like many others for Lindsay Kujawa: breakfast, errands and then off to a pool party. Lindsay's son, Ronin, was playing on the step of the spa, hardly moving from his spot, with Lindsay sitting mere inches away. She turned to speak to her sister-in-law and in that moment, Ronin slipped into the spa.

"I pulled him out as fast as I possibly could," Lindsay said. "The whole ordeal was around 20 seconds."

Ronin seemed to have coughed out all the water he had inhaled and appeared fine. Later that day, Lindsay noticed Ronin "just didn't seem like himself." He was very tired and coughing strangely, tensing up each time. After a call to their pediatrician, Lindsay rushed Ronin to the Emergency Department for a rare, yet potentially deadly condition called Secondary Drowning.

Chest x-rays on Ronin, who was now limp and almost unresponsive, confirmed his lungs had fluid in them.

"At this point it was very serious and he needed to be ambulated immediately down to Children's Hospital in San Diego to see a Pediatric Specialist," Lindsay said.

Ronin's oxygen levels continued to drop during the ambulance ride. After more x-rays and blood tests, Lindsay was told all they could do was wait.

"She (the doctor) said we did the right thing by bringing Ronin in, and that many times it goes terribly wrong, such as parents putting their kids down to sleep and then they never wake up again."

The next day, doctors told Lindsay the water in Ronin's lungs was beginning to clear significantly; however, he now had chemical pneumonitis due to the chemicals from the spa getting trapped in his lungs. Ronin did continue to improve though, and later that day, he was discharged from the hospital.

"I have never in my life been more happy to see such a grouchy little man!" Lindsay said. "It really taught me that yes, in just a few seconds, your life can change forever."

www.delightedmomma.com
Story courtesy of Lindsay Kujawa



What is ATSPA?

The American Trauma Society, Pennsylvania Division (ATSPA) is a non-profit trauma prevention education organization dedicated to reducing the suffering, disability and death caused by trauma throughout the Commonwealth.

The broken red tulip symbolizes the pain, suffering and lifestyle change caused by a traumatic injury. It not only symbolizes the person/people directly devastated by trauma, but also their families, friends, loved ones, neighbors, colleagues, etc.

The goal of the ATSPA is to straighten that broken tulip, before it has the chance to be broken and affected by trauma in the first place.



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SECONDARY DROWNING



Brought to you by:
American Trauma Society,
Pennsylvania Division

Secondary drowning is defined as a decline in lung function that follows poor oxygen exchange due to loss or inactivation of surfactant (a substance that stabilizes the lung's air sacs).

Secondary drowning can occur when a person inhales water, which then enters the lungs. Hours later any water left in the lungs, even a small amount, could lead to chemical pneumonitis, an inflammation of the lungs.

If not caught early, those suffering from secondary drowning will be starved for oxygen, leading to respiratory and cardiac arrest, and possibly, death.

With these new materials, the ATSPA can spread the word throughout the Commonwealth on this dangerous condition.

What is Secondary Drowning?

This rare form of drowning has been making headlines recently after several near drownings turned into deaths, hours after the near-drowning episodes.

Secondary drowning is defined as a decline of lung function that follows poor oxygen exchange due to loss or inactivation of surfactant (a substance that stabilizes the lung's air sacs).

Secondary drowning can occur when a person inhales water and that water enters the lungs. Hours later, any water left in the lungs, even a small amount, could lead to chemical pneumonitis, an inflammation of the lungs.

If not caught early, those suffering from **secondary drowning** will be starved for oxygen, leading to respiratory and cardiac arrest, and possibly, death.



Signs of Secondary Drowning

**Lethargy/
Fatigue/ Lack of
Enthusiasm**



**Breathing Trouble/
Heavy Breathing/
Wheezing**



**Coughing/
continuing to
cough hours
later**



Other symptoms could also include a change in the child's behavior and a change in lip color.

If you see any of these symptoms, take your child to the Emergency Department immediately.

Drowning Stats

While data specifically related to **secondary drowning** is limited, the Centers for Disease Control and Prevention report the following drowning statistics:

- More than **3,500** non-boating drowning deaths have been reported in the last 10 years. **One out of every five** was a child.
- For every one child who dies from drowning, **another five are treated for non-fatal drowning incidents.**
- About **10** people die from unintentional drowning every day. Of those, two are children younger than 14.
- Drowning is the **fifth leading unintentional cause of death** in the United States.
- About **340** people drown each year in boating incidents.
- More than **50 percent** of people treated for drowning in emergency departments require hospitalization or transfer for further care. Non-fatal drownings can cause severe brain damage that can result in long-term disabilities like memory problems, reading disabilities and permanent loss of basic functioning (vegetative state).
- Children between the ages of **1 and 4** years have the highest drowning rates.

Secondary Drowning



Know the Signs

Lethargy
Coughing hours after inhaling water
Change in child's behavior
Lip color change
Difficulty Breathing

If you notice these symptoms in your child, seek immediate medical attention or call 911.





Reaching the Community

Educating the public on the many ways to prevent trauma is a key focus of the American Trauma Society, Pennsylvania Division. The organization works with its 36 member hospitals to spread its trauma prevention publications and materials throughout the Commonwealth.

Engaging with the community is a vital part of the ATSPA's mission and work to prevent trauma. The organization participates in various events throughout the year, many of which revolve around community and senior safety/health fairs.

One highlight of the ATSPA's work with community safety is the Plain Community initiative. Under the leadership of Kay Moyer, the ATSPA funded the development of safety vests and reflective bike poles for use by the Amish and Mennonite communities. These materials allow drivers to better see these individuals traveling on foot, bikes or scooters on many country roads.

Another program the ATSPA is proud to be involved in is senior falls prevention.

Working with various senior and community centers, the ATSPA provides Matter of Balance classes for senior citizens. These eight week classes teach seniors tips to prevent falls, including making sure homes are well lit and potential tripping hazards are removed. The course also includes easy exercises to keep senior limbs in peak condition.

Moreover, the ATSPA attends many community events each year to provide trauma prevention education. One large event which requires "all hands on deck," is the annual safety day at Family Ford in Carlisle. Through the kind donation of various sponsors, the ATSPA provides hundreds of bike helmets, free of charge, to youth in the Carlisle area. Staff members properly fit each helmet, while explaining to youth and parents the importance of wearing a bike helmet.

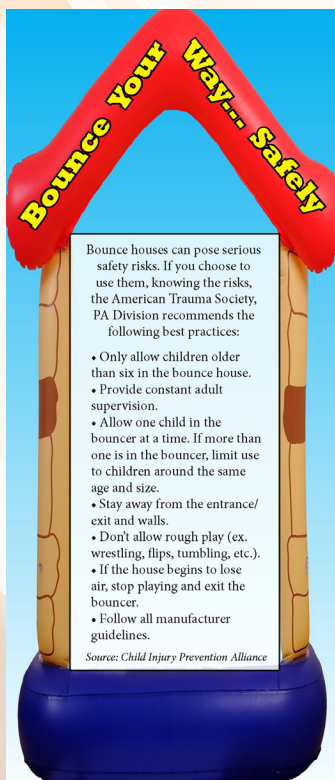
Through this and the many other community events the ATSPA participates in each year, the organization is fulfilling its mission of preventing trauma through education.

Event Roster

- Ahold Giant Corp. Health Fair - Cumberland Co.
- Altoona EMS Conference - Blair Co.
- American Heritage Girls - Cumberland Co.
- Cedar Crest High School outdoor safety presentations - Lebanon Co.
- Cumberland County Law Enforcement Memorial Dedication Ceremony - Cumberland Co.
- DUI Memorial Wall, Pennsylvania Welcome Center - Franklin Co.
- John M. Templeton Jr. Pediatric Trauma Symposium - Allegheny Co.
- Liquor Control Board Poster Judging - Dauphin Co.
- Falls Prevention Day at the Capitol - Dauphin Co.
- Family Ford Helmet Fitting - Cumberland Co.
- Frontiers Day - Cumberland Co.
- Home School Coalition Fair - Adams Co.
- Internship Fair at Penn State Harrisburg - Dauphin Co.
- Just Like New Consignment Sale, Car Seat Checks - Cumberland Co.
- Kamp Krisland - Centre Co.
- Keystone Health Promotion Conference - Dauphin Co.
- Lower Paxton Township National Night Out - Dauphin Co.
- Matter of Balance Classes - Cumberland Co.
- Matter of Balance Master Trainer Course - Indiana Co.
- National Night Out - Cumberland Co.
- Newville Soccer League - Cumberland Co.
- PA Trauma Systems Foundation Conference - Dauphin Co.
- Pennsylvania Association of Community Health Centers Conference & Clinical Summit - Lancaster Co.
- Pennsylvania Department of Education Joint Health, Wellness & Safety Fair - Dauphin Co.
- Pennsylvania Emergency Health Services Council E.M.S. Conference - Lancaster Co.
- Sam's Club Mechanicsburg Grand Opening & Grant Check Presentation - Cumberland Co.
- South Middleton Township Senior Expo/Health Fair - Cumberland Co.
- St. Luke's Contemporary Issues in Trauma Conference - Lehigh Co.
- Substance Abuse Prevention Coalition Meeting - Cumberland Co.



New Programs



Quick Facts:

- **62,159** – the number of children and teens treated in emergency departments over the last 20 years because of a bounce house injury.
- **1,500%** – the increase in bounce house injuries since 1995.
- More than **30** children are treated for bounce house injuries every day. That means one child is being treated every 45 minutes.

"If this were a disease, it would be considered an epidemic."

– Tracy Mehan, Health Educator, Child Injury Prevention Alliance, Time Magazine, June 2014



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Bounce House Safety

Did you know there is a new epidemic popping up across Pennsylvania? Bounce houses have been making the news recently because of their potential safety hazards. Research shows the number of bounce house injuries is on the “epidemic” level.

More than **62,000** children and teens were treated in emergency departments between 1995 and 2010 due to bounce house injuries, according to the Children Injury Prevention Alliance (CIPA). On average, more than 30 children are treated for bounce house related injuries every day, or **one child every 45 minutes**.

It's because of these numbers that the ATSPA created an original publication informing parents, guardians and those working with youth of the potential dangers.

Space Heater Safety

Space heaters are a very common form of supplemental heating during colder months, yet research has shown these devices cause around **30 percent of all home fires**. A worrying fact is that **81 percent** of fires caused by space heaters lead to a fatality, while only six percent of fires caused by fireplaces report any deaths.

These facts, along with many more regarding the potential dangers of space heaters, made it apparent the public needed information on safely using these heating units.

The ATSPA developed a publication detailing not only the dangers of space heaters, but also tips on how to use them safely.

Space Heater Safety

Space heaters are common forms of heating, but like many heating sources do pose potential fire hazards. If you have a space heater in your home, the American Trauma Society, Pennsylvania Division (ATSPA) recommends following these safety tips:

- Keep the heater at least **three feet away** from combustibles (curtains, newspapers, blankets, etc.).
- **Never leave a space heater turned on** while you are sleeping or away from the home.
- Use only as a **supplemental** heat source.
- Place the heater on a **flat surface**.
- **Don't use in bathrooms** or near water.
- Keep **pets and children** away from space heaters.
- Don't use an **extension cord** to power the heater, unless it is a heavy duty cord. Always **inspect the heater's cord** before using.
- If your heater runs on fuel, turn it off and let the heater cool down before refueling. Make sure to **only fill the heater with the appropriate fuel**.

Information provided by the Burn Prevention Network.

Space Heater Stats

December through February is the most dangerous time for home fires, with nearly 50% of all home fires occurring during these three months. Of those fires, more than 30% are caused by space heaters.

Fires caused by space heaters have a very high reported fatality rate of 81%, as compared to fires caused by fireplaces, which report just 6% of fire related deaths.

According to the National Fire Protection Association, fires caused by space heaters during the past four years accounted for:

- Almost **20,000 fires**
- More than **390 deaths**
- More than **1,130 injuries**
- Property damage in excess of **\$460 million**



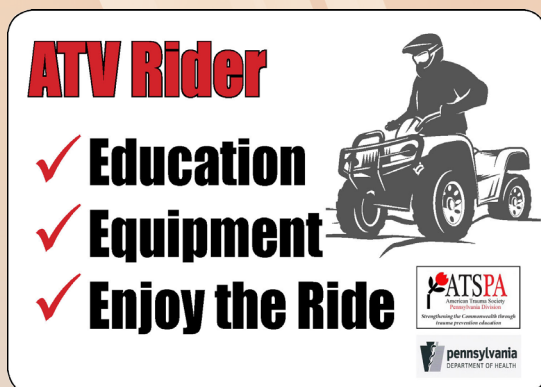
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ATV Safety

All Terrain Vehicles, or ATVs, are great recreational vehicles, but the number of crashes involving them continues to rise throughout the Commonwealth. Pennsylvania has the **third highest ATV crash rate** throughout the United States, according to the U.S. Consumer Product Safety Commission.

After looking into the number of crashes and deaths involving ATVs, the ATSPA produced a safety bookmark and magnet to provide quick and easy reminders on ATV safety.

These materials will be extremely valuable to the more rural regions of Pennsylvania that see higher ATV use.

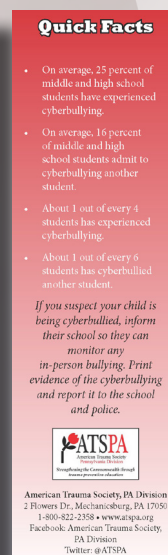
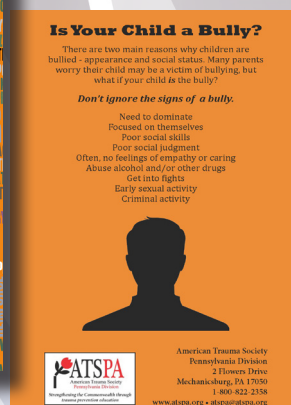
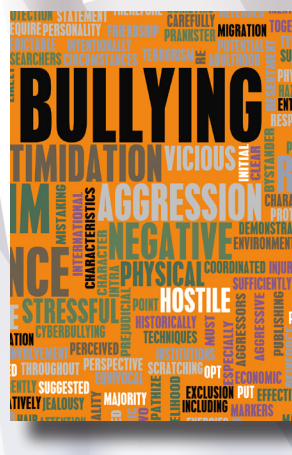


Bullying Prevention

Bullying is a pressing and exceedingly important topic and the ATSPA is developing materials to reach all facets of this ever evolving issue. It's reported that **one in three students experiences some form of bullying** throughout the school year. To help turn around this trend, the ATSPA has developed educational prevention brochures, bookmarks and magnets. These materials are just some of the many ways to educate parents, teachers and those working with youth on the signs and life-long effects of bullying.

One bullying topic of importance revolves around cyberbullying. With technology in general and social media specifically, which is a main form of communication for today's youth, cyberbullying is of great concern.

Other prevention materials include common signs of bullying, signs your child might be a bully and information regarding female specific bullying. The research the ATSPA conducted when determining its prevention focus topics clearly indicated female bullying is still a somewhat overlooked topic. Through the organization's work, an educational brochure has been developed explaining not only how females bully, but also signs to identify a female bully.



ATV Safety Gear Up

Before hitting the trail on your ATV, make sure to Gear Up.

The U.S. Consumer Product Safety Commission (CPSC) and the American Trauma Society, PA Division recommends all ATV riders wear protective equipment every time they ride.

You can Gear Up with:

- **Helmet**
- **Long sleeved shirt**
- **Long pants**
- **Boots** that cover the ankle
- **Goggles**
- **Gloves**

Riders are better protected by using safety equipment, but following all ATV manufacturer guide lines and warnings could also help prevent a tragedy.

More information on ATV safety can be found at www.atvsafety.gov.



Quick Facts

ATVs are great recreational vehicles, but the number of crashes involving them continues to rise. According to the most recent information from the CPSC, in the United States, Pennsylvania ranks third for ATV related deaths. The CPSC reported that in just one year, ATV crashes throughout the United States resulted in:

- **327 deaths.**
- **More than 107,000 injuries.**
- **30% of all injuries were suffered by youth.**
- **23% of reported crashes involved youth younger than 14.**

(Information from: CPSC and American Academy of Orthopaedic Surgeons.)



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Trauma Prevention Programs

The ATSPA offers materials on **more than 40 trauma prevention educational** topics. These materials, which range from brochures, magnets, DVDs and even safety cards, provide valuable, easy to understand information. The list of educational trauma prevention materials continues to grow as more prevention programs are developed. Some of these programs include:

- 21st Birthday Cards
- Smart Parents Ask, Gun Safety
- Athletic Safety Flip Charts
- ATV Safety
- Bike Smart
- Binge game
- Highway Safety Bingo Cards
- Buckle Up
- C2H5OH (Alcohol Poisoning)
- Care Cards (seatbelts, smoking, helmets, etc.)
- Choking Game
- Concussion Clipboards
- Dangers of the Unknown (Concussions)
- Dating Violence
- Emergency Preparedness (heart attack, stroke, etc.)
- Falls Prevention Quick Tips
- Faces of Meth
- Farm Safety Program Guide
- First Two Years
- Grandparent's Safety Hugs
- I'm Ready Disaster Preparedness for Children (hurricane, flood, tornado, etc.)
- Lightning Safety
- Ouch! – Rural (coloring book)
- Ouch! – Urban (coloring book)
- Ouch! – Urban, Spanish (coloring book)
- Pieces of the Puzzle
- Plain Community Safety
- Trampoline Safety
- Trauma is No Accident
- Trauma Scene Investigation
- Water Safety
- Way to No
- Winter Sports Safety
- Young Lives, Young Losses
- Youth Athletic Injuries



By the Numbers

Materials	Distribution
Activity Tracker*	2,520
Air Bags	5
Athletic Flip Charts	1,928
ATV Gear Up Bookmark*	1,872
ATV Magnet*	1,820
Bike Helmets	193
Bike Helmet Inspection Check List	30
Bike Smart Club	1,805
Binge Game	73
Bingo Cards	7,821
Birthday Cards	681
Bounce House Safety*	1,875
Broken Tulip Pins	61
Bullying Signs Magnet*	1,834
Bully Prevention Cards*	1,800
Care Cards	1,088
Choking Game Brochure	1,421
Clipboards	1,193
Concussion Brochures	2,488
Concussion Posters	49
Cyberbullying Bookmark*	1,868
Dating Violence Brochure	2,650
Disaster Flip Chart	1,228
Dying to be the Life of the Party	1,296
Dying to be the Life of the Party DVD	13

Materials	Distribution
Emergency Flip Charts	3,289
Falls Prevention Quick Tips Sheet*	205
First Two Years Flip Charts	155
Grand Parent Safety Hugs	237
Head Restraints	976
Heat Safety	1,800
How to Fit Your Helmet	30
Lightning Safety Brochures	1,307
ATSPA Membership Brochures	12
Night Lights	797
Pieces of the Puzzle	175
Rural Coloring Book	1,026
Secondary Drowning Brochure*	1,928
Secondary Drowning Bag Tags*	1,850
Smart Parents Ask	328
Space Heater Safety*	1,800
Spanish Coloring Books	251
Trampoline Safety Brochure*	3,341
Trauma is No Accident	15
Trauma Scene Investigation DVD	1
Urban Coloring Books	1,347
Water Safety Flip Charts	415
Winter Sports Safety Brochures	544
Young Lives, Young Losses	362

* New Program

Distribution Methods

The ATSPA distributes its trauma prevention materials through a variety of methods. The organization's member hospitals receive these publications to distribute throughout their local communities via health fairs and other community events.

These prevention materials are also provided to various community groups for use at local health and safety fairs, conferences and presentations, and public, private and homeschool classrooms.

All materials provided to any organization, business, group, school, etc. in Pennsylvania for educational purposes are free of charge.

Member Program Partnerships

The ATSPA reaches the community with trauma prevention messages not only by participating in various events, but also through providing grant opportunities for which its members can apply.

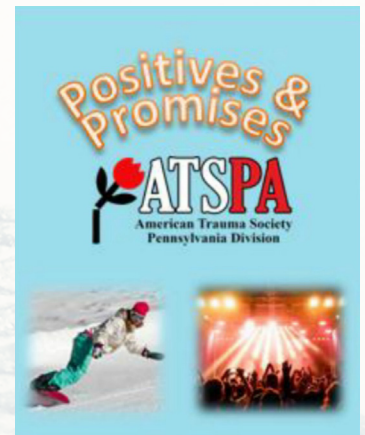
These grants provide funding for much needed trauma prevention programs on both a statewide and local scale. By partnering with its members, the ATSPA is a true hub of trauma prevention resources in the Commonwealth.

National Recreation Foundation

One of the largest grants the ATSPA works with is the National Recreation Foundation Fund. Through this grant, now entering its third year, the ATSPA has been developing programs to educate youth between the ages of 10 to 12 on illicit substances and their potential dangers.

The year three project of this grant is creating a video game which teaches youth about the dangers of illicit substances, such as alcohol, drugs and inhalants. In addition to showing the dangers of these substances, the game will reinforce positive choices youth could make instead of using these substances.

During year one of the "Rec Grant," the ATSPA developed a resource for parents and teachers describing the effects of illicit substances and tips on speaking with youth about these substances. In year two a card game was developed, again to reinforce positive activities in which youth could engage.



Mini Grants

Keeping with its mission of providing trauma prevention education, the ATSPA offers grant opportunities each year to its member institutions. These grants make available funding for members to develop new programs in their local communities.

This past year, the ATSPA provided a total of **13 mini grants** to its member institutions. Highlights from some of these grant projects include:

Bryn Mawr Hospital

This grant funded project allowed for the development of a **Seniors Fall Prevention program**. This program included a PowerPoint presentation, educational booth, quizzes and an evaluation.

Once the program was developed, it was **conducted at 11 locations**, reaching more than **450 seniors** with important information about preventing falls.

Lancaster General Hospital

Through the funding provided by the ATSPA, Lancaster General Hospital, working with the Amish Safety Committee and the Lancaster County Farm and Family Safety Day initiative, was able to **distribute 420 reflective safety vests** to members of the Plain community.

The hope is that these vests will allow drivers to see pedestrians walking, biking, etc. on poorly lit country roads.

St. Luke's University Hospital

Protecting youth from easily preventable head injuries was one of the goals of St. Luke's University Hospital grant. Through its program, the hospital **distributed 233 bicycle helmets** through five locations in its health system network.

These helmets were specifically for youth whose parents or guardians did not have the means to purchase helmets.

Lehigh Valley Health Network

Grant funding provided the Lehigh Valley Health Network the opportunity to develop information for parents on the **importance of child safety seats in Spanish**, in addition to the use of training dolls and seats.

This program is being use to educate new parents, typically from underserved populations, about the importance of proper child restraints and how to secure your child in a safety seat.

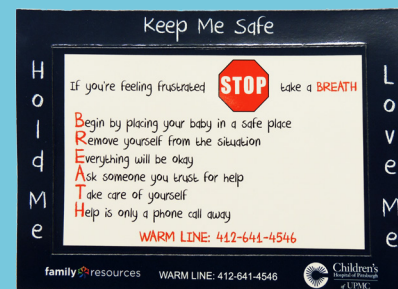
Children's Hospital of Pittsburgh

This grant allowed the Children's Hospital of Pittsburgh to develop a community outreach program and materials to educate the public on Jeremiah's Place, a **crisis nursery** aimed at **promoting safe care of children in times of crisis** and decreasing the risk of non-accidental trauma.

Since the center's opening in late spring 2014, it has **served more than 200 children**. Through the ATSPA grant, this center was able to spread the word throughout the community by various means, including the creation of flyers, keychains and magnets.

Programs not yet completed:

- Aria Health Torresdale Trauma Prevention Department – Senior Falls Prevention
- Children's Hospital of Philadelphia – Protecting Youth Athletes from Concussions
- Paoli Hospital Trauma Program – Senior Falls Prevention and Teen Safe Driving
- St. Christopher's Hospital for Children – Second Annual Bike Rodeo
- St. Mary Medical Center – Senior Falls Prevention
- Thomas Jefferson University Hospital Trauma Program – Symposium on Geriatric Trauma
- UPMC Hamot – Transportation Safety Education for Refugees
- UPMC Presbyterian – Medical Alert "Blood Thinner" Bracelet and educational program
- Silver Spring Ambulance and Rescue Association - File of Life magnetic folders



Back to the Basics: Tackling Trauma Together

2015 ATSPA Conference

The 2015 ATSPA conference was a huge success, seeing one of the largest crowds in recent history. More than **250 medical professionals** attended the March 23 and 24 event at the Hershey Lodge and Convention Center.

Highlighting the event was the Monday evening banquet keynote address by **Corporal William Kyle Carpenter**, retired U.S. Marine and 2014 Congressional Medal of Honor recipient.

After a very successful meet and greet with the conference attendees, Carpenter shared his story of surviving jumping on a grenade in order to shield a fellow Marine.

Preceding Carpenter's address, Dr. Debra Malone of Walter Reed National Military Medical Center, who was one of Carpenter's physicians, spoke about his injuries and the years it took for his recovery.

All the speakers at the annual conference presented up-to-date, valuable, educational information on some of the latest medical procedures and research.

Through this event, the ATSPA yet again accomplishes its mission of providing trauma prevention education.

Speakers

- **Robert D. Barraco**, MD, MPH, FACS, FCCP
Trauma Surgeon & Chair
Geriatric Trauma Committee
Lehigh Valley Health Network
- **Corporal William Kyle Carpenter**
Retired U.S. Marine
2014 Congressional Medal of Honor Recipient
- **Kenneth Ginsburg**, MD, MS Ed
Pediatrician, Adolescent Medicine
Children's Hospital of Philadelphia
- **Christoph Kaufmann**, MD, MPH, FACS
Trauma Medical Director
Forbes Regional Hospital
- **Allison Liddell**, MD
Chief, Department of Infectious Disease
Texas Health Presbyterian Hospital
- **Lieutenant Colonel Robert Mabry**, MD
Director, Military EMS
Disaster Medicine Fellowship Director,
Trauma Care Delivery, Department of Defense
U.S. Army Institute of Surgical Research
- **Debra Malone**, MD, Med, MEA, FACS
Trauma Research Director, Surgeon and
Surgical Intensivist
Walter Reed National Military Medical Center
- **David Marcozzi**, MD, MHS-CL, FACEP
Director, National Healthcare
Preparedness Program
Department of Health and Human Services
- **J. Spence Reid**, MD
Orthopedic Trauma Surgeon
Penn State Bone & Joint Institute
- **Matthew Silvis**, MD
Program Director, Penn State
Primary Care Sports Medicine
Associate Professor, Family & Community Medicine,
Orthopedics and Rehabilitation
Penn State Milton S. Hershey Medical Center
- **Mike Taramelli**, RN, BSN, CEN
Trauma Program Manager
Forbes Regional Hospital
- **John M. Templeton, Jr.**, MD, FACS
President, American Trauma Society,
Pennsylvania Division
President, John Templeton Foundation



Corporal William Kyle Carpenter, from top left, meeting with conference attendees, telling his powerful story and receiving a thank you from Krista Brands, left, and Judy May-Bennett.





2015 ATSPA Conference Feedback

"I love coming. Wish all nurses in ER and trauma could come. Very enlightening. You do a great job. Kudos!"

"It's great when a speaker is passionate about their topic. Enjoyed the lecture and learned a great deal."

"Wow, just wow!"

"Great conference. I will be back."

"Always do an excellent job."

"This was the best conference you have had in the last five years. It will be tough to beat. Was excellent."

"I attend this conference every year. Always an excellent conference."

"Everything was very interesting."

"It was an honor to meet an American hero."

"Thank you so much for having us. It was fabulous."

"I feel this conference is well done. The location is very easy to get to, lots of parking and good meals."

"Wonderful job by the staff."

"Really enjoyed the whole experience."

"Always a top-notch conference. Bravo!"

"Thank you so much for the opportunity to attend and the nursing scholarship. I really would love to bring some classmates next year."

"This is the best conference. It's a wonderful two days."

"Excellent conference, nice variety of topics, great speakers, well organized. Topics were timely and interesting."

"Thank you for giving me the scholarship to attend this conference. I had an incredible, once in a lifetime experience. I look forward to coming back for many more years."

"All of the speakers were very good. I really enjoyed the military speakers the most."

"I wanted to thank you for the incredible conference this year. I loved the speakers you presented and had a great experience."

"Thanks so much for allowing me to share Kyle Carpenter's story with your organization. I so appreciate your patience and guidance during preparations. Your hospitality yesterday was warm and wonderful."



Life Saving Burn Education

This eight hour course for physicians, nurses, physician assistants, nurse practitioners, therapists and paramedics provides guidelines in assessing and managing a burn patient during the first critical 24 hours post injury.

Through lectures, case studies and group discussions, course participants learn how to recognize the severity of a burn and recommended treatments to stabilize the patient. In addition to the lecture aspect, the course includes hands-on experience working with simulated burn patients.

At the conclusion of the course, participants complete a written exam and practical assessment.

This program prepares members of the medical community to treat extensive burn cases in the case of a massive fire, terrorist attack or other catastrophic event.

Unfortunately, most hospitals lack the specialized training needed to treat burn patients within the first 24 hours.

This program helps bridge that gap by providing potential life-saving training.

The ATSPA works with trained instructors to provide the courses, including reserving course locations, scheduling the instructors and registering participants.



8 classes have been conducted to date, with an **additional 12** scheduled through the end of June.



191 hospital and pre-hospital emergency personnel have attended these classes so far.



3,354 personnel have been training since the program started.

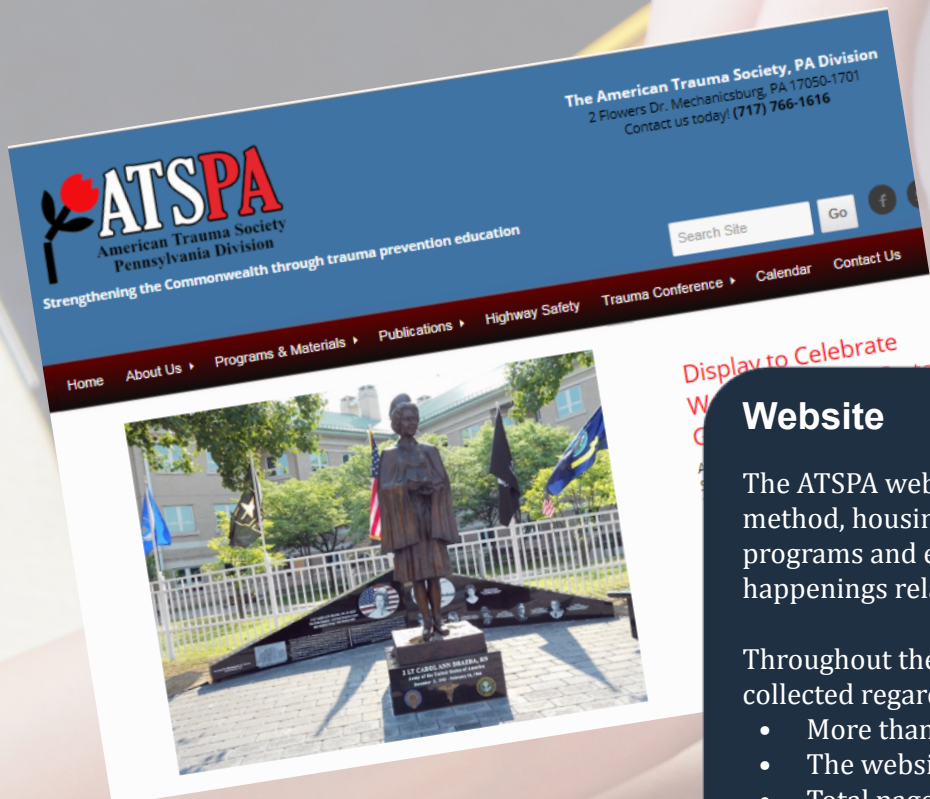


Burn instructors demonstrate how to evaluate the condition of a burn patient.

Communication

Newsletter

The monthly ATSPA newsletter, “Out of Harm’s Way,” is directly distributed electronically to **more than 200 people**, including the ATSPA board, member hospitals and government leaders. This newsletter is then distributed by these individuals throughout their local communities and promoted through social media, reaching an additionally untold number of parents, teachers and health care providers.



Website

The ATSPA website continues to be an excellent outreach method, housing information about the organization, its programs and events, and articles on some of the latest happenings related to trauma.

Throughout the 2014-15 fiscal year, analytical data collected regarding the website indicates that:

- More than **1,790 users** visited the website.
- The website was accessed more than **2,150 times**.
- Total page views were more than **3,640**.

Social Media

Expanding its communication methods into the realm of social media has been very productive for the ATSPA. With accounts on Facebook, Twitter, YouTube and LinkedIn, the ATSPA is able to effectively reach thousands of people across Pennsylvania, the United States and even globally with trauma prevention messages. To date, the ATSPA has **286** likes on Facebook and **33** Twitter followers.

Of the **181** posts to the Facebook page during this fiscal year, **79** of them contained direct trauma prevention messages.



Media Exposure

The ATSPA continues to reach the public through more traditional media means, including submitting press releases to media outlets across the state and participating in media interviews when called upon. Some highlights from the 2014-15 fiscal year of **known media exposure** and industry reported circulation numbers per broadcast or paper include:

- The Sentinel - **12,838**
- Good Day PA, ABC 27 - **27,000**
- CBS 21 - **142,858**
- Daily American - **14,039**
- The Rocket-Courier - **5,000**
- ABC 6 - **56,395**
- The Shippensburg News Chronical - **3,164**
- The Patriot-News - **70,446**
- WITF - **18,157**

Total Reach:
349,897

South Central PA Highway Safety

Safe Driving Ahead

What is SCPAHS?

Preventing injury and/or death through driver and passenger safety education is the mission of South Central PA Highway Safety.

This division of the ATSPA provides education on specific transportation related topics in its coverage area of Cumberland, Dauphin, Franklin and Perry counties.

Programs

Drive Safely to Work Week

SCPAHS distributed a tool kit, themed "Driving Your Safety Culture Home," to local businesses during Drive Safely to Work Week. This information built the case for executive leadership to adopt safe driving for all employees as part of the corporate safety culture. The kit provided low-cost tools and ideas to start, expand and sustain a road safety program.

This information was hand delivered to **30 local businesses**, with an additional **200 businesses** receiving information via mail.

The Parent's Supervised Driving Program

This class provides an overview of the teen driver's license program in Pennsylvania, a review of the new Parent's Supervised Driving Program Manual and discusses some of the most common traffic law violations a teen may encounter.

The class provides tips and strategies for parents to improve their own driving habits in order to be better examples for a new driver. Held in February in partnership with Boscov's department store, the first course was a huge success for SCPAHS.

By the Numbers

- 107** - Child Car Seat Installations
- 100** - Posts to Social Media (Facebook and Twitter)
- 75** - AARP/Mature Driver class attendees
- 60** - Child Passenger Safety Technicians (CPST) Recertified
- 60** - Attendees at Traffic Law Enforcement Seminar
- 38** - New CPST trained
- 14** - Child Safety Seats loaned to needy families
- 13** - Local driving instructors who attended the Driver Safety Education Seminar
- 4** - Health Fairs attended
- 3** - CPST Training Classes
- 2** - CPST Refresher Classes



Competitions

Safe Driving Competitions

In a continuing effort to promote safe driving among young drivers, SCPAHS and a consortium of co-sponsors organize the annual Safe Driving Competition for Youth.

Every high school in SCPAHS's four county area is encouraged to participate by selecting up to **three students** who will **demonstrate their knowledge and ability in the area of safe driving**. The selected students compete individually and as a school team on a driving range, a written test and a perceptual driving slide test.

Seatbelt Competition

This friendly competition challenges participating high schools to compete against each other to determine which school has the highest and most improved seatbelt usage. Twice each year, SCPAHS records seat belt use of drivers and front seat passengers of all vehicles (students, adults, staff, etc.) entering the school grounds. Each school district is supplied with their individual survey results and is encouraged to continue promoting seat belt use.

The "Best Overall Usage" winner from this past year went to Cumberland Valley High School. The "Most Improved" award went to Red Land High School.

Each winning school receives a traveling trophy.

Seminars

Driver Education Seminar

This is a professional development seminar for driver education teachers. These educators attend the one-day seminar to learn the latest information on new highway safety laws, trends with teen driving and updates to teen driving teaching techniques.

The seminar attracts driver education teachers from across SCPAHS's four county service area. Instructors typically include law enforcement professionals and officials from the Pennsylvania Department of Transportation.

This year's seminar was January 29 and was attended by 13 driving education professionals.

Traffic Safety Law Enforcement Seminar

This educational event, held March 26, provided professional improvement opportunities for many working in law enforcement.

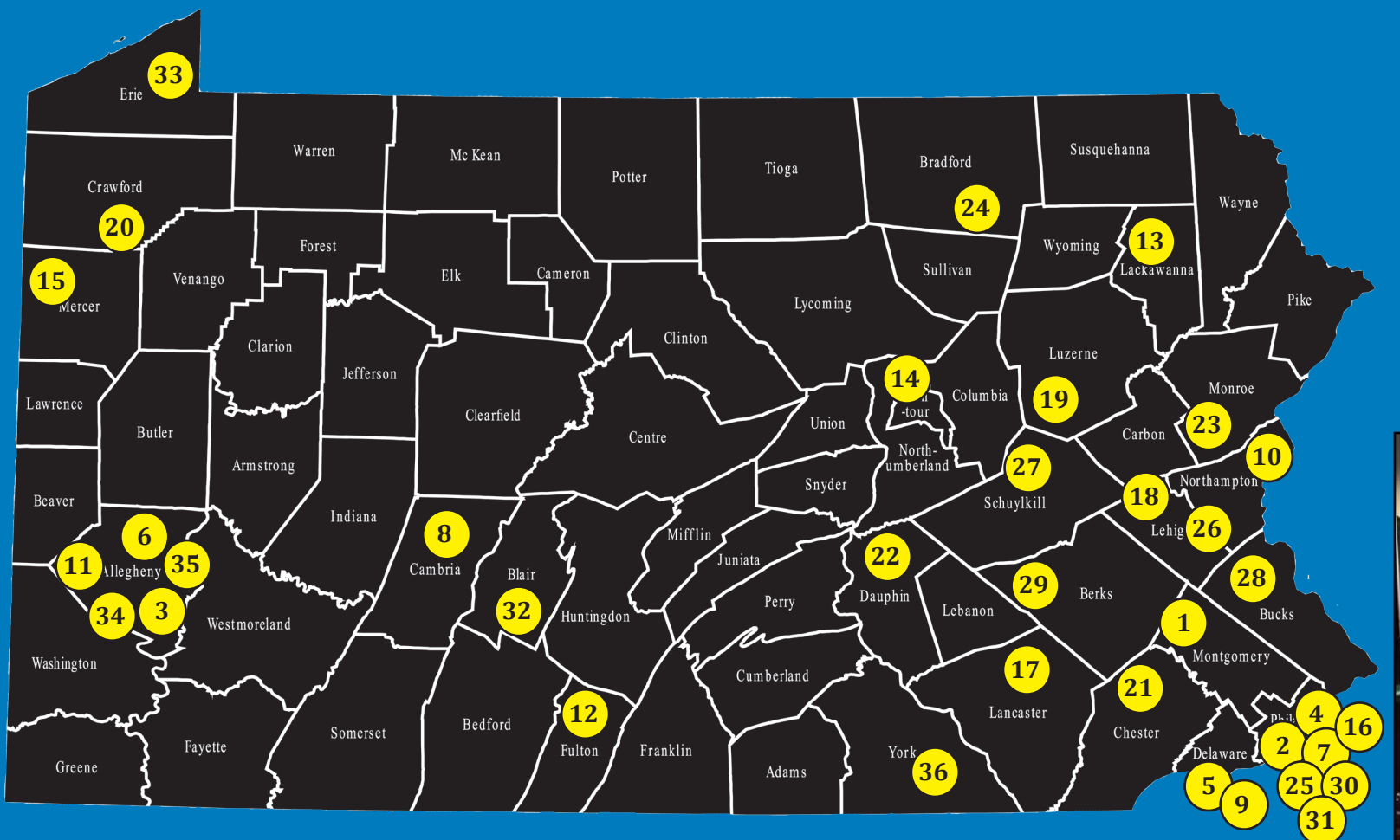
Seminar sessions included the latest in law enforcement safety, updates to the Pennsylvania vehicle code and sharing updated information on traffic stop techniques and suspect interviewing.

More than **70 law enforcement officers** attended this seminar.



ATSPA Member Hospitals

1. Abington Memorial Hospital
2. Albert Einstein Medical Center
3. Allegheny General Hospital
4. Aria Health Torresdale (Frankford Hospital)
5. Bryn Mawr Hospital
6. Children's Hospital in Pittsburgh-UPMC
7. Children's Hospital of Philadelphia
8. Conemaugh Memorial Medical Center
9. Crozer-Chester Medical Center
10. Easton Hospital
11. Forbes Regional Hospital
12. Fulton County Medical Center
13. Geisinger Community Medical Center
14. Geisinger Medical Center
15. Grove City Medical Center
16. Hahnemann University Hospital
17. Lancaster General Hospital
18. Lehigh Valley Hospital
19. Lehigh Valley Hospital - Hazleton
20. Meadville Medical Center
21. Paoli Hospital
22. Penn State Milton S. Hershey Medical Center
23. Pocono Medical Center
24. Robert Packer Hospital
25. St. Christopher's Hospital for Children
26. St. Luke's University Hospital
27. St. Luke's University Hospital-Miners Campus
28. St. Mary Medical Center
29. The Reading Hospital & Medical Center
30. Thomas Jefferson University Hospital
31. University of PA Medical Center - Division of Traumatology (HAUP)
32. UPMC Altoona
33. UPMC Hamot
34. UPMC Mercy
35. UPMC Presbyterian Trauma Services
36. York Hospital, Wellspan Health



From the Mailbox

"The Cumberland Valley Boys' Lacrosse Booster Board would like to thank you for your generous donation to the 2014 Touch of the Valley Silent Auction. With the help of your contribution, the Lacrosse Booster Club was able to raise over \$3,200. This was our most successful Touch of the Valley event yet."

With gratitude,
The CV Boys' Lacrosse Booster
Club Board, Coaches and Players

"Please send my thanks to Judy for the injury prevention materials we received last week. The handouts were great, easy to follow and full of important information. Truly a great job! We have many health fairs scheduled in the next few weeks and these will be very helpful...looking forward to the night lights also! Thanks again for all you do to support trauma centers."

- Michelle Fontana
RN, MSN, CCRN
UPMC Mercy

"Thank you for attending our Open House. We enjoyed seeing you and having the opportunity to share the learning that goes on in the classroom. Thank you for all the flyers."

- Candace Wiser, CEO
The Sky's the Limit Learning
Center

"Thank you to David Maceiko for leading our safety training at Diakon Adoption & Foster Care last night! He was enthusiastic and engaging. It was fantastic to be taught by someone who obviously really, really loves his job."

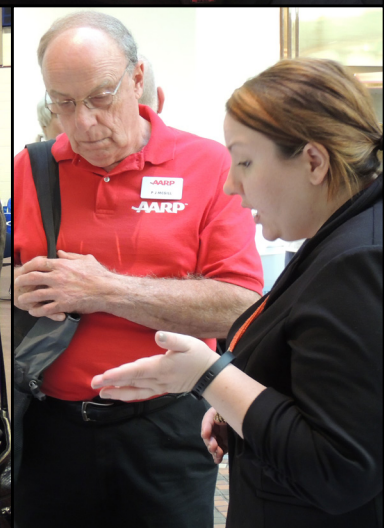
- Amy Henry-Gaskin

"On behalf of the Board of Supervisors, I would like to thank you for attending our Senior Expo and Health Fair and for the assistance and services that you provided for the event. This was our best year yet, with 380 attendees, in addition to vendors and staff. The commitment, knowledge, and hard work demonstrated by the American Trauma Society, and the information that you provided, truly made this year's event special for all attendees. Again, our sincerest thanks for attending our Senior Expo and Health Fair. We hope to see you next year!"

- Cory S. Adams
Township Manager
South Middleton Township

"Thank you for coming to our school and teaching us about helmets. I had a lot of fun and I wish you could come and teach us more about helmet safety. I liked a lot about your presentation, but my favorite part was when you randomly dropped the egg on the floor when someone asked about it. I learned a lot from your presentation and it helps to know how to wear a helmet. So thanks a lot for coming to our school."

- Bellaire Student



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Safety



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