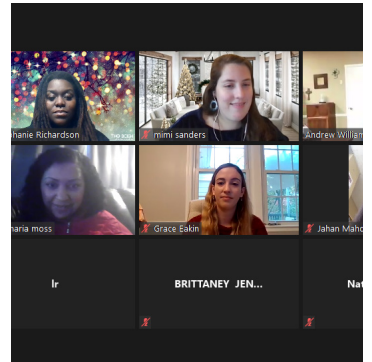
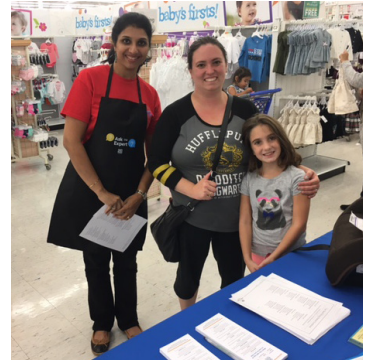
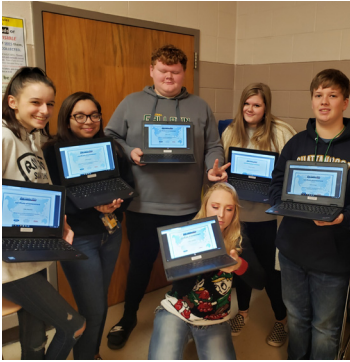


Monroe Carell Jr.  
**Children's Hospital**  
Vanderbilt

# Pediatric Trauma Injury Prevention Program



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**Note: Some images were obtained prior to COVID-19 era masking requirements**

## Letter from Purnima Unni

**H**appy New Year to everyone from the injury prevention team! 2020 has certainly been a challenging one for all. Our team moved out of the office to work remotely. With the stay at home orders and schools' closures and openings, our programs had to pivot quickly and find ways to continue our grant funded programs while also **supporting our community**.

Through all of this, we are *so grateful* to the schools and county agencies that stood by us and continued our programs. We are so thankful for our community partners who **not just survived but thrived** through these uncertain times. Thank you to the continued support of the physicians, nurses and staff at the hospital who found time to help us modify and strengthen our programs. 2020 only **made us stronger!**

In this newsletter we would like to highlight our various programs and the work that has happened in each of these areas in 2020. Please do take a moment to go over this. Thank you to my team for stepping up and doing some great work.

Wishing each of you an incredible 2021!!



*Purnima Unni MPH, CHES*  
Pediatric Trauma Injury Prevention Program Manager

## Current Grants

**G**rant funding was challenging in 2020. Many corporate funders shifted their philanthropy focus resulting in cutting of funding for programs nationally. Over the last several years we have built some strong partnerships with our funders. We thank each of them for believing in us and continuing their partnership.

**Total grant dollars for 2020: \$321,457**

### The following grants were obtained in 2020

- Be in the Zone- Teen Driver Safety Program \$165,000  
*Funder: Ford Motor Company Fund  
The Allstate Foundation*
- Kohl's Stay Seat Smart- Child Passenger Safety Program \$120,000  
*Funder: Kohl's Cares*
- Ride On TN – ATV Safety Program \$30,000  
*Funder: Ford Motor Company Fund*
- TN Child Safety Fund \$3957  
*Funder: TN Department of Health*
- Pacesetter Grant \$2500  
*Funder: Injury Free Coalition for Kids*

## Be in the Zone (BITZ)

The Teen Driver Safety Program at Monroe Carell Jr. Children's Hospital at Vanderbilt addresses the growing problem of teen motor vehicle crashes in Tennessee. Funded by Ford Motor Company Fund and Community Services and The Allstate Foundation, the Be in the Zone (BITZ) Teen Motor Vehicle Safety program is a unique hospital-school collaborative program that educates teenage drivers of the dangers of texting while driving.

The BITZ program has worked with multiple counties across Middle Tennessee since 2011. Through our trauma admissions, we have identified counties and high schools of concern where teen motor vehicle crashes are high and where we could focus our efforts.

The BITZ program is comprised of both Phase 1 and Phase 2. Phase 1 is designed to keep teen drivers safe. Its' purpose is to teach teens motor vehicle safety in a hospital setting. The program is a team effort of the Trauma Program, Rehabilitation staff and the Emergency Department. Before COVID-19, high school student leaders were chosen to participate in a day-long intensive Phase 1 program at the hospital. During Phase 1, students experienced: a presentation from a Trauma surgeon on injuries sustained as a result of an MVC, heard from the Injury Prevention Manager on teen driving laws and the role of distractions, observed a mock simulation in the ED, were assigned injuries by our Rehabilitation staff and heard from a Champions of Change speaker who has been personally affected by the consequences of distracted driving



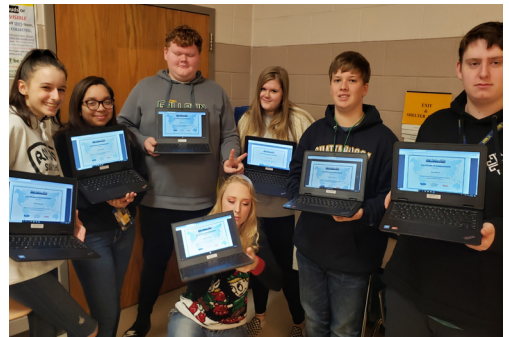
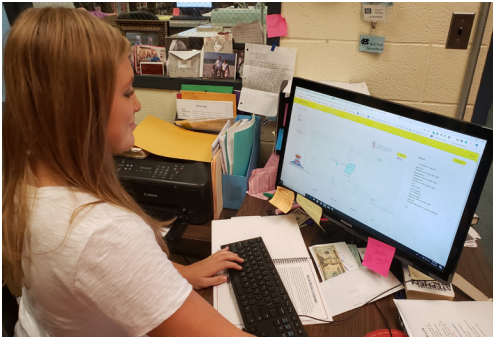


# BITZ Promo Video 2020

[click here to  
watch the video](#)

## BITZ Pictures from Previous Years





**A**lthough, we are still in the middle of dealing with COVID-19 and facing the challenges associated with it, motor vehicle crashes are still the leading cause of death for teenagers. The good news is...the Be In The Zone program has gone virtual to support social distancing and any COVID-19 restrictions.

We have converted our traditional Phase I hospital day visit into online learning modules designed to fit every school regardless of teaching style (virtual, hybrid or in -person) and to meet the unique needs of each school. We converted all our live sessions into virtual sessions and our participants were able to go through all the sessions in phase I through pre-recorded learning modules. We also integrated lesson plans and guiding questions for each module to assist teachers. 150 students participated in our 1st ever virtual Phase I program!

Phase 2 of the program that follows Phase I encourages teenagers to translate the lessons they learned in Phase I into a year-long distracted driving campaign in their schools with a focus on cell phone use, especially texting while driving. Our BITZ students are to develop and implement a multi-faceted, distracted driving campaign at their schools and in their communities. They are provided with a detailed instruction guide and other resources from Monroe Carell Jr. Children's Hospital at Vanderbilt to assist with their campaign.

Students will complete activities through our Best Campaign Competition, a Social Media Competition, and a Best Public Service Announcement (PSA) competition. As a result of COVID, the competition guidelines were adapted to allow for participation even if schools moved to virtual learning.

This year, despite COVID, eight high schools across 8 counties are participating in the campaign to spread the message about safe driving practices. The program has reached 9,198 students through our current program this year. We are proud of the leadership role our students have taken and the support the schools have shown in spreading this important message. At the end of the program, each school and the winners for each competition are recognized at the End of The Year Awards Banquet in the spring.



# Kohl's Stay Seat Smart

**P**riority actions in the 2019 Community Health Needs Assessment involve the need for promoting preventive health support services and improving access to resources and services especially among vulnerable communities. Kohl's Cares and Monroe Carell Jr. Children's Hospital at Vanderbilt have partnered to create the Kohl's Stay Seat Smart Program. In the state of Tennessee alone, the rate of car seat misuse may be as high as 82 percent. The Kohl's Stay Seat Smart Program seeks to use a multi-pronged approach that addresses car seat misuse through education, community outreach, and a media campaign to bring about increased awareness and desired behavioral change. Our program consists of educating caregivers through comprehensive and interactive classes which emphasize best practice around child passenger safety, Tennessee state laws regarding child restraint seats, and an educational overview of the different types of car seats. Our goal is to equip parents with the knowledge they need to make sure their child stays as safe as possible as a passenger in the vehicle.

In addition to educating caregivers, we want to also equip children to be ambassadors for child passenger safety. By training the next generation, our goal is to change unsafe behavior and show students how they can be leaders in their community.

We have created an interactive presentation that goes over the basics of booster seat safety. Our presentation consists of songs, cheers, and materials for children to learn about booster seat safety and also teach others in their community about how to stay safe while riding in a vehicle. Students get the opportunity to interact with hospital staff to ask questions and also learn why booster seats are so important in a fun way. We are also able to partner with local schools who desire to have community partners involved in their curriculum.

COVID-19 resulted in us having to re-evaluate how we could conduct these programs in a safe manner while socially distancing. We transitioned all of our programming to the virtual platform, which allowed more caregivers to attend our trainings from the safety of their home. It also allowed us to create more partnerships and collaborate with community organizations on how to create effective virtual training sessions. Several of our community partners modeled their public health initiatives and trainings after our virtual child passenger safety classes because they were so effective and engaging for caregivers. Not only did we offer child passenger safety classes virtually, but we equipped local non-profits with the resources to host virtual trainings and shift their current program to meet COVID-19 guidelines.



Use lower  
anchor  
attachments  
OR  
seat belt  
**NOT  
BOTH**



# Kohl's Car Seat Toolbox Video 2020

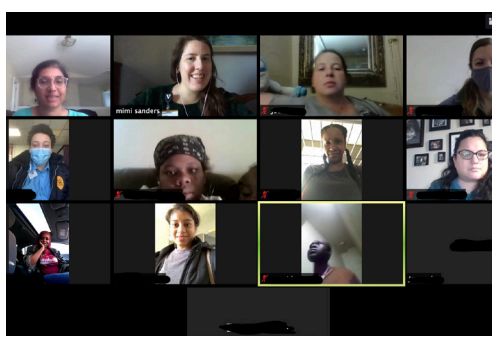
[click here to  
watch the video](#)

## Kohl's Pictures from Previous Years



1988-89 COUNTY CHAMPS  
1989-90 COUNTY CHAMPS  
1993-94 COUNTY CHAMPS  
2000-01 COUNTY CHAMPS  
2017-18 2ND PLACE  
2018-19 2ND PLACE





We developed a partnership with Tennessee Foster Care and Department of Child Services to offer a monthly training specifically for foster care parents where they could receive credit for their yearly requirement. This statewide initiative allowed also to reach caregivers all across the state of Tennessee because the training was offered virtually.

Our Booster -Up classes that focused on educating elementary age students about car seat safety also went virtual with school closings and social distancing restrictions. This otherwise hands on participatory class now went virtual. Through virtual medium and through videos the children were taught the importance of car seat safety. Engaging character were used in a story line format to ensure the students understood the importance of car seat safety. Large-scale hands-on community events were replaced with large scale virtual events-eg- Babypalooza

As we continued to assess the needs of our community partners, one demographic that greatly wanted access to our trainings was English Language Learners. Through this program, we are able to reach undeserved and vulnerable communities. We tailored presentation based on the population being served. Many health trainings contained complex vocabulary and content that was inaccessible to caregivers whose primary language was not English. We researched best practices when teaching English Language learners and collaborated with several community partners to learn the most effective way to reach this underserved population. We developed presentations that would meet the needs of English Language learners, which included pre-vocabulary teaching of key words, more visuals and videos, and opportunities to engage with the content in an interactive way throughout the virtual trainings. In order to increase participation, we offered evening virtual classes. Our comprehensive training was able to be adapted without losing the valuable content of child passenger safety. We also included a pre and post assessment with pictures to really assess the increase in knowledge to provide an accurate representation of content learned. Frequently, it may appear English Language Learners do not understand the content but in reality, it is more of a language barrier than a lack of understanding. By creating a presentation that allows them to engage with the materials, also helps them feel more confident in implementing critical safety guidelines.

We had a 16% increase in the number of caregivers we were able to educate through our virtual classes. In eight months, (is this March -Nov) we were able to reach 557 caregivers through various trainings. We also educated 760 students on booster seat safety which was 3% increase from the previous year. In total, we educated 1,317 community members through both the booster seat trainings and child passenger safety classes.

In addition to the virtual trainings, we also created a comprehensive toolbox kit that would provide caregivers with more in-depth information on specific topics relating to child passenger safety. The toolbox included hands-on videos, visual handouts, and resources from nationally recognized sources such as Safe Kids and National Highway Safety Administration.

## ATV Safety Program

**A**s all-terrain vehicles (ATVs) have grown in popularity nationwide, ATV-related crashes involving children have become an increasing concern. ATV injuries are the fourth leading cause of trauma admission to Monroe Carell Jr. Children's Hospital at Vanderbilt. The Pediatric Trauma Injury Prevention Program at Children's Hospital, Tennessee 4-H and the Tennessee Future Farmers of America Association launched the Tennessee ATV Safety Program in 2018 based on the model of the hospital's "Be in the Zone: Turn Off Your Phone" teen driver safety program. Our goal is to reduce the number of fatalities and injuries caused by ATV crashes by raising awareness of safety practices and safe riding behaviors among teenagers in Tennessee.

Schools from rural Middle Tennessee counties with the highest ATV-related admissions to Children's Hospital are recruited to participate in this program. Local agricultural education teachers (FFA) and 4-H agents help identify students and guide their participation through the program. The program offers teens an empowering opportunity to make a difference in their schools and communities. There are two components to this ATV safety program: a hospital training day and a yearlong, student-led advocacy campaign.





# ATV Promo Video 2020

[click here to watch the video](#)

## ATV Pictures from Previous Years





## **P**hase 1: Hospital Training Day

In the fall, student leaders visit the hospital for a day-long intensive training session where they receive information and tools to lead awareness campaigns in their own schools and communities.

The Children's Hospital Trauma physicians and ED physicians discuss risks associated with unsafe ATV riding and talk about the common causes of crashes. They hear presentations on safe riding behaviors from an FFA teacher and students are encouraged to share their own experiences and stories. Students visit the emergency department and observe a simulated trauma admission caused by an ATV crash. Following the trauma simulation, students participate in an interactive session to understand common ATV-related injuries with the help of Rehabilitation staff. They then brainstorm key messages and campaign strategies in small groups.

## **Phase 2: Peer-to-peer education and competition**

Students take the lead and the competition begins!

After the hospital training day, the students take what they learned back to their schools to share with other club members. Agricultural education teachers or 4-H agents mentor the students as they design and carry out yearlong campaigns to educate their peers, families and community members. Students are encouraged to organize an event or pep rally around an ATV crash simulation, host an Ag Day booth demonstrating common injuries, encourage students and parents to take the ATV Safety Institute's online e-course, and lead safety day presentations for other schools in their communities. At the end of the year, a panel of independent judges review the student campaigns and award cash prizes to the clubs for the best public service announcement, T-shirt design, and overall campaign.

In the 2019-2020 school year, more than 3,600 students in nine counties were reached through the peer-led campaigns.

As a result of COVID -19, recruitment of schools and counties for the 2020-2021 school year was a challenge. Social distancing has placed certain restrictions on the program. Despite these obstacles, seven high schools and 4-H partners across seven high risk counties were recruited and agreed to participate in this yearlong initiative. These counties are Giles, Bedford, Putnam, Rutherford, Robertson, Smith and Wilson counties. Phase 1 of the hospital-based initiative was replaced with virtual sessions that were created in summer of 2020. 88 students across 7 counties were reached in the virtual sessions compared to 31 students in the face to face hospital session in 2019-2020. Phase 2 components of the campaign were revamped to accommodate school schedules whether distant learning occurred, or in-person learning occurred. Currently all schools are in the phase 2 of the initiative.

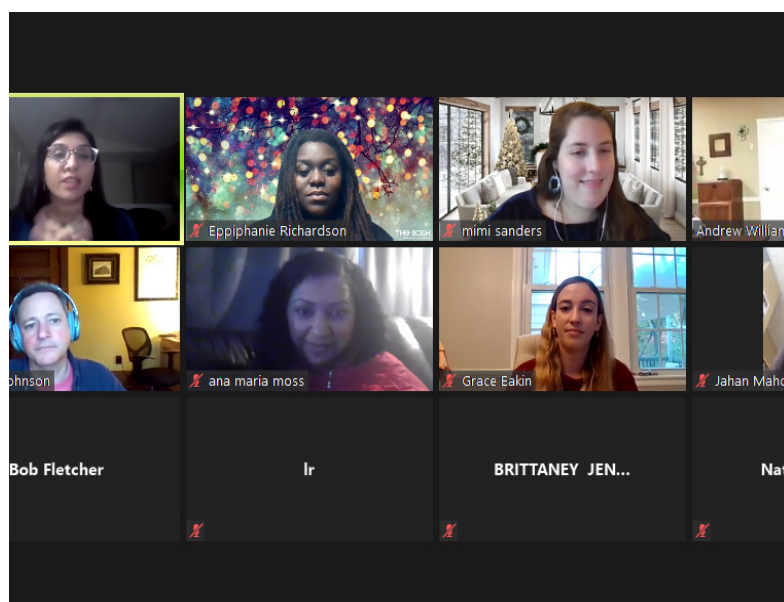
## Safe Kids

**O**ur Injury Prevention program is the lead for Safe Kids Cumberland Valley Coalition which serves 41 counties in Middle TN. The coalition includes representatives of public safety, government agencies, non-profits, children's health agencies, public policy servants, community organizations, businesses and community members. We host bi-monthly virtual Safe Kids Meetings and have close to 165 organizations as partners. Purnima Unni, Injury Prevention Program Manager serves on the Board of the National Presidents Advisory Committee for Safe Kids Worldwide. Through our coalition work we educate parents, caregivers, educators, and community members on ways to protect children against unintentional injuries. During this COVID-19 period we grew in membership and participation through conducting virtual meetings. We partnered with the organizations like the Girls Scouts of America and Metro Nashville Public Schools and offered Zoom classes on safety topics during their summer camp. We also extended our community outreach thorough large-scale virtual events like Babypalooza that reached several thousand mothers. In 2020-2021 we were able to reach 1758 community members and students through our face to face and virtual classes.

**SAFE  
K:DS**  
CUMBERLAND  
VALLEY



## Safe Kids Pictures from Previous Years





## Injury Free Coalition For Kids

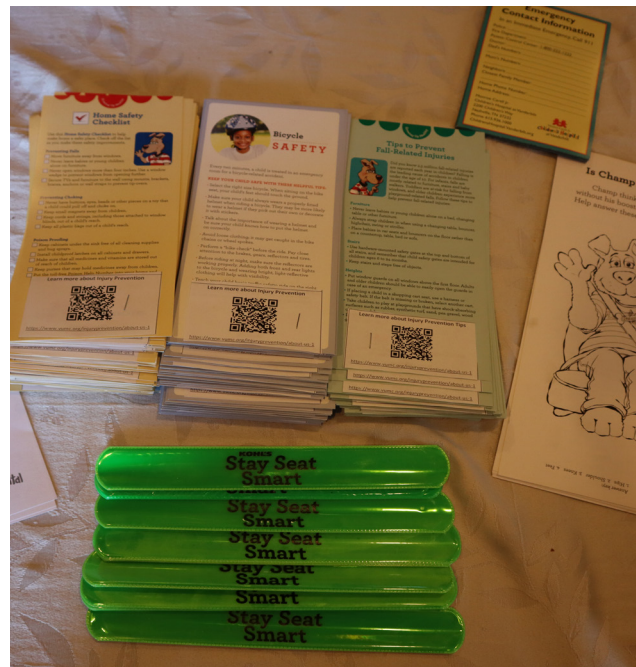
The Injury Prevention Program is also a site for the Injury Free Coalition for Kids. Purnima Unni serves on the Board of this national coalition. The Injury Free Coalition for Kids® is among the country's most effective injury prevention programs. It is comprised of over 40 sites located in Level I Trauma Centers of 30 states across the country in all the country's Federal Trauma Regions. These sites have hospital-based, community-oriented injury prevention programs whose efforts are anchored in research, education, and advocacy.

To highlight the significance of injuries to children as well as the importance of injury prevention, the Injury Free Coalition for Kids™ launched the country's first "National Injury Prevention Day" on Wednesday, November 18, 2020.

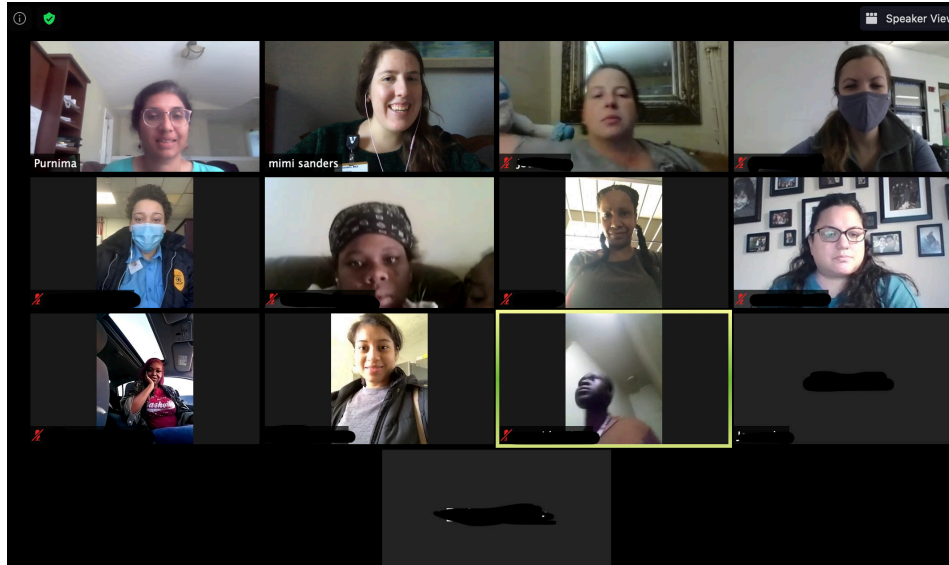
Home safety and car seat safety were the subjects of four virtual classes used to raise awareness about injury prevention in Nashville. In addition to the classes, a "green out" took place in the Emergency Department where ED staff and ED fellows participated in providing injury prevention education to patients.

Twitter was abuzz during the National Injury Prevention Day. In addition to social media posts, the hospital updated its injury prevention website and added a Quick Reference code for the Emergency Department and parents to access Safety Tips. It also directed patients to places in the ED where they could get slap bracelets, reflectors, educational materials, Champ Cards, and coloring pages on that day. Age appropriate injury prevention information was also given out with discharge paperwork.





# Injury Prevention Day 2020



# Internships

Our internship program provides practical work experience and exposure to the field of pediatric injury prevention and research. The interns are involved in planning, implementing and evaluating research-driven projects. Interns assist with benchmarking “best practices” in injury prevention, conduct literature searches and synthesize the findings in written summaries as required, participate in outreach and hospital events, grant writing and research. Our internship attracts students from across the country. Our prior interns have been students at Vanderbilt University, Duke, Yale and University of Pennsylvania to name a few. Most of them have gone on to pursue Medicine, Public Health, Public Administration, and Law.



A patient is lying in a hospital bed, covered with a blue and white patterned blanket. The bed is equipped with various medical devices, including a heart rate monitor and an IV stand. The room has a white wall and a window with yellow curtains. A pink banner is overlaid at the top of the image.

## Patient Education

**F**very morning we attended trauma rounds virtually. Through phone consults we were able to reach **67 patients** in 2019-2020. We provide safety information to the patient families and suggest protective equipment wherever necessary. Through patient education, we are able to equip caregivers and patients to be active advocates for injury prevention in our community.

## Social Media and New Website

**C** OVID-19 allowed us to expand and implement more media to educate our community in injury prevention. Just like our community had to shift very quickly to new ways of doing life through virtual platforms, we strived to be a resource to produce relevant safety tips and content. We increased our quarterly newsletters to bi-weekly to provide current safety information for caregivers while many children spent more time at home and online. Each newsletter contained safety activities for children, current safety topics for caregivers, teen driving tips, and car seat safety tips. We doubled the number of subscribers we had previously enrolled in our newsletter.

We also ensured we increased the frequency of social media posts to include applicable injury prevention tips during these unprecedented times. In total, we

produced **106** social media posts in the past eight months. This included 34 Facebook posts, 47 twitter posts, 24 new website posts, 11 blog posts, and over 24 newsletters. ***Our total community reach through social media was 7,628,360.***

We also created a new website that includes safety tips for caregivers, safety videos, overview of each of our programs, and ultimately a resource for community members to find current content relating to injury prevention. [www.childrenshospitalvanderbilt.org/injuryprevention](http://www.childrenshospitalvanderbilt.org/injuryprevention) We will also be launching a new twitter account to post more frequent safety information and tips.

Media has allowed us to reach more community members in a quick and easy way while still producing content that aligns with injury prevention best practices. It has allowed us to be a resource in the community and make sure caregivers feel equipped to keep their child safe.

## *Injury Prevention Team Members*

### *Purnima Unni MPH, CHES*

Pediatric Trauma Injury Prevention Program Manager

is the Pediatric Trauma Injury Prevention Program Manager for Monroe Carell Jr. Children's Hospital at Vanderbilt. She has a Masters in Public Health and is a Certified Health Education specialist with over 20 years of experience in injury prevention. She is a wife and mother of two girls and her rescue puppy. She loves to cook, travel and watch murder mysteries.



### *Eppiphanie Richardson, B.S.*

Associate Program Manager for Be in the Zone (BITZ)



is an Atlanta native who decided to take on Nashville as her newest adventure. She is also the Associate Program Manager for the Be in the Zone-Turn Off Your Phone Campaign which educates teens and parents on the dangers of distracted driving. She has a passion for healthcare and serving others. She feels privileged to be able to serve Monroe Carell Jr. Children's Hospital at Vanderbilt. In her free time, she enjoys exploring Nashville, dancing, running, and spending time with her husband and son.

### *Mimi Sanders M.Ed.*

Associate Program Manager for Kohl's Stay Seat Smart

is a Nashville native and received her Masters from Vanderbilt University. She is the Associate Program Manager for the Kohls Seat Smart Program, which focuses on educating caregivers, children, and community partners on the importance of car seat safety. She is so excited to join the team at Monroe Carell Jr. Children's Hospital at Vanderbilt. In her free time, she enjoys volunteering with her local church's special needs ministry, hanging out with family and friends, and doing yoga

