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**No more accidents!**  
Call 911 and a... Injury, Collision, Incident or Crash

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# IMPACT News

## Expanding Paediatric Injury Prevention

*Celebrating our success in expanding paediatric injury prevention- Children's Hospital at London Health Sciences Centre.*

### GOALS

- ◇ Develop evidence-based paediatric injury prevention (IP) priorities for SWO.
- ◇ Adopt a new paediatric IP program(s) at Children's Hospital that match to the need, as identified by our new paediatric IP priorities.
- ◇ Raise the profile of IP in our community.
- ◇ Increase paediatric IP research and evaluation.
- ◇ Expand injury prevention efforts at Children's Hospital to include intentional mechanisms to youth.

### SUMMARY

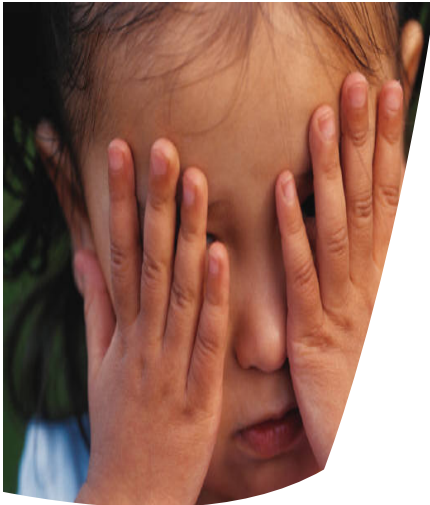
- ◇ Injury remains the *leading* health problem for children and youth in Ontario.

Children's Hospital and the Trauma Program are pleased for the opportunity to expand our paediatric injury prevention efforts.

Thank you:



for generously funding our paediatric IP expansion.



The Trauma Program recently submitted a grant proposal to Children's Health Foundation to expand paediatric injury prevention at Children's Hospital at London Health Sciences Centre. Our proposal was *approved* for year one, of a three-year plan.

### OUR VISION

- ◇ To reduce the burden of paediatric injury in Southwestern Ontario (SWO).

IMPACT underwent an extensive study to determine if it had an effect on students knowledge and behaviour regarding drinking and driving. The positive results are revealed in the following story.

# Does IMPACT Work?

The number one question asked from the community about IMPACT (Impaired Minds Produce Actions Causing Trauma) is “Does it work?” The study summary, answers that question:

### METHODS USED:

- ◇ Randomized control trial with half of the students randomly selected to attend IMPACT and the remaining students served as a control group. Students completed a questionnaire before the program and at 3 post time periods (1 week, 1 month and 6 months).

### RESULTS:

- ◇ The IMPACT group had a **57%, 38% and 43%** increase in the number of correct answers on alcohol and crash issues over the 3 time periods.

- ◇ Students in the IMPACT group were *twice* as likely to try to influence friends and family to improve their road safety 1 week post program.

### CONCLUSIONS:

- ◇ Our evaluation demonstrates that the IMPACT program had a statistically significant, positive effect on students’ knowledge of alcohol and crash issues that was sustained over time. IMPACT had an initial effect on students’ behaviours in terms of peer influence toward improving road safety.

Evaluation is an ongoing, iterative process and we plan to continue to evaluate, refine and improve IMPACT to ultimately decrease drinking and driving, injuries and deaths in youth.



## A CONFERENCE TO WATCH FOR: “NOT BY ACCIDENT”

This conference is for you! The “Not by Accident” Conference in October 2007 will focus on the emergency service provider and the important role they play in preventing injuries. The theme of the conference is “Teachable Moments”, and it is the first year that the conference has shifted its focus to front line staff that treat trauma patients. The conference will create opportunities to enhance knowledge and awareness of the injury epidemic. It will also provide tools to identify and support local initiatives in your communities. For information contact: [denise.polgar@lhsc.on.ca](mailto:denise.polgar@lhsc.on.ca)

◆ % increase in correct answers due to IMPACT

