

The Pony Express

Improving emergency medical care for children all across Texas



Vol. 6, Issue 2, March/April 2014

Headline News



Spring is in the air!

As we enter into spring and people start heading outdoors to enjoy the weather and longer days, it's important to remember to include our kids in our injury prevention programs. Accidental injuries – such as those caused by burns, drowning, falls, poisoning and traffic accidents – are the leading cause of morbidity and mortality in children in the United States.¹ On average, 12,175 children ages 0 – 19 die each year from an unintentional injury.¹ The Centers for Disease Control and Prevention Childhood Injury Report provides an overview of accidental injuries in children from 2000 to 2006. Results in the report are also broken down by geographic region, including Texas. I would encourage you to take a look at it by following the link:

<http://www.cdc.gov/SafeChild/ChildhoodInjuryReport/index.html>

In this issue we feature two injury prevention programs that are taking place in Texas. The first is the "[Just Drive](#)" campaign by the [Texas EMS, Trauma and Acute Care Foundation \(TETAF\)](#). The second is the "[Hard Hats for Little Heads](#)" program by the [Texas Medical Association](#). Both are excellent programs that are working to prevent injuries to children within the state.

The [EMS for Children National Resource Center](#) also has numerous resources on injury prevention programs. The EMSC National Resource Center has a successful history of cooperation and collaboration around EMS and injury prevention issues not only for children and adolescents, but for the overall EMS system.

As always, we strive to bring you the most current issues affecting Emergency Medical Services for Children within Texas and across the nation. If your department is doing something exceptional in the development of pediatric training or quality improvement programs, or is instrumental in planning and conducting creative injury prevention programs, we would like to hear about it. Please contact EMS for Children Texas Program Manager Sam Vance at: Samuel.Vance@bcm.edu

- Centers for Disease Control and Prevention. Retrieved from http://www.cdc.gov/safechild/Child_Injury_Data.html

Best Practices



Trauma System Providers Encourage Texans to 'Just Drive'

By Ann Ward

The Texas EMS, Trauma & Acute Care Foundation, which represents the state's 22 trauma Regional Advisory Councils (RACs) and their EMS and trauma professionals, is coordinating a statewide campaign to promote safe driving. Texting while driving is one component of the larger distracted driving issue, and unsafe driving behavior leads to motor vehicle accidents, the leading cause of trauma in Texas. "Although many local, state and national groups and business are working to reduce texting and/or talking on a cell phone while driving, distracted driving is the real issue, and Texas EMS and trauma professionals want to educate the public about all types of dangerous driving and change behavior," said Dinah S. Welsh, chief executive officer of TETAF.

"No one knows and understands the life-changing consequences of distracted driving like the EMS and trauma professionals and surgeons who care for the victims of vehicle crashes," she said. "With their expertise and first-hand experiences, EMS and trauma stakeholders are well-positioned to be thought-leaders at the local level, and influence behavior changes in their communities," Welsh explained.

"With the state's growing population, traffic has become a major problem across Texas. Drivers simply must pay attention, and *any* distraction – from texting or talking on a cell phone to applying make-up or eating – increases the risk of an accident," said Robin Garza, M.S.N., RN, trauma program manager for Harris Health System in Houston and chair of TETAF's Injury Prevention Division, which is spearheading the effort. "That's why we selected the slogan Just Drive! for the campaign," she added.

(Continued on Page 2)



Mail Pouch

EMSC State Partnership, TX

Check out the [EMSC State Partnership website](#) at

www.bcm.edu/pediatrics/emsc

To remove your name from our mailing list, please [click here](#).

The Pony Express

Improving emergency medical care for children all across Texas

Vol. 6, Issue 2, March/April 2014



Help Prevent Head Injuries: Sponsor a Bike Helmet Giveaway

Hard Hats for Little Heads

By: Tammy Wishard

Physicians Caring for Texans

You know the value of prevention, and the [Texas Medical Association \(TMA\)](#) wants to help you put helmets on the heads of children in your community. Join TMA's [Hard Hats for Little Heads](#) to sponsor a helmet giveaway.

TMA provides all you need for a successful event, from helmets to educational materials (in English and Spanish) to publicity materials. Plus, you get free helmets with your purchase of helmets. Buy 50 helmets at \$7.35 each and we'll give you 50 helmets free. So for as little as \$3.68 per child, you can get 100 helmets to give to children in your community.

Plan your event today. Here are three great times for an event:

- March: Brain Injury Awareness Month
- April: Child Safety Month in Texas
- May: Bike Month and EMS Week

To learn more about bringing an event to your community, contact [Tammy Wishard](#), TMA outreach coordinator, at (512) 370-1470.



Hard Hats for Little Heads is made possible through a grant from TMA Foundation thanks to top donors — Blue Cross and Blue Shield of Texas, Prudential, and two anonymous foundations — and generous gifts from physicians and their families and friends of medicine.

(Continued from Page 1) Trauma System Providers Encourage Texans to 'Just Drive'

"TETAF is working with the state's RACs to involve EMS and trauma professionals in educating their communities about the consequences of distracted driving, from permanent disability to death," Garza said. Local campaign activities may include safe driving events, presentations to schools and civic groups, and articles in local publications. "Our goal is to highlight the safe driving message - Just Drive! - every month," Garza said.

TETAF has launched a social media campaign. Learn more about the campaign by following @JustDrive_TETAF on Twitter and "like" [Just Drive](#) TETAF on Facebook.

"One of TETAF's messages is that a distracted driver can injure or even kill another person in his/her vehicle or another vehicle," Welsh said. "As a parent, you are responsible for the safety of your children, and that includes your behavior while driving. It's also important for parents to model good behavior for their children," she added.

"TETAF welcomes others interested in this issue to join the effort to reduce injury from distracted driving," said Welsh. "The [TETAF website](#) has resources for those wanting to implement a campaign and a page for the public will be available soon."



The Pony Express

Improving emergency medical care for children all across Texas

Vol. 6, Issue 2, March/April 2014



National EMS Culture of Safety

After 36 months of collaboration between the [American College of Emergency Physicians \(ACEP\)](#), the [National Highway Traffic Administration \(NHTSA\)](#), and the [EMS for Children Program](#), the National EMS Culture of Safety project is complete. The primary goal of the project was to identify safety issues facing EMS and develop a strategy for a new culture of safety in the industry. This project comes from a recommendation by the [National EMS Advisory Council \(NEMSAC\)](#) to provide guidance to the [U.S. Department of Transportation](#) and the [NHTSA Office of EMS](#).

For more information and to view the document, please visit: <http://www.emscultureofsafety.org>

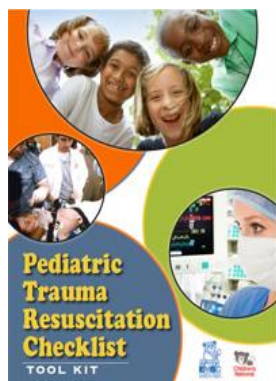
Pediatric Education of Prehospital Providers

Thuy L. Ngo, DO, MEd and EMS for Children Grantee Manish Shah, MD, and Karen Belli, National Resource Center staff, recently published a [study](#) in [Prehospital Emergency Care](#) to examine the content and number of hours of pediatric-specific education that prehospital providers receive during initial certification and recertification. The study also aimed to identify barriers to implementing specific requirements for pediatric education of prehospital providers.

Electronic surveys were sent to 55 EMS for Children State Partnership grantee program managers to inquire about the certification and recertification processes of prehospital providers and barriers to receiving pediatric training in each jurisdiction. Based on a 91% response rate, results indicate that specified pediatric education hours exist in more states and territories for recertification than initial certification. Limitations in funding, time, instructors, and accessibility are barriers to enhancing pediatric education. The study concludes that modifying statewide policies on prehospital education and increasing hands-on training may overcome identified barriers.

Pediatric Trauma Resuscitation Checklist Tool Kit

The Children's National Medical Center, in partnership with the Emergency Medical Services for Children program and the Children's National Medical Center Division of Trauma and Burn Surgery, has released a [tool kit](#) designed to help hospitals create a [pediatric trauma resuscitation checklist](#), addressing the unique needs of each institution while benefiting from previous work conducted by Children's National Health System.



Ready Wrigley

The AAP is partnering with the CDC to endorse and distribute [Ready Wrigley](#) disaster preparedness activity booklets for children 7-10 years of age. Currently, the AAP has endorsed the ["Winter Weather"](#) booklet. Booklets on ["Hurricanes"](#) and ["Earthquakes"](#) are also available. The DPAC is partnering with the AAP Council on Communications and Media to offer feedback during the development of these booklets. The following members participated in the review of these booklets; Scott Needle, MD, FAAP; Margaret Fisher, MD, FAAP; Steven E. Krug, MD, FAAP; Deborah Mulligan, MD, FAAP; and Jennifer Shu, MD, FAAP.



The Pony Express

Improving emergency medical care for children all across Texas

Vol. 6, Issue 2, March/April 2014



NEW EMSC LOGO DRAWING CONTEST



Current Logo

The 30th Anniversary of the EMS for Children Program is in 2014. To help celebrate this anniversary, the EMS for Children Texas State Partnership is holding a contest to draw a new logo.

In order to give everyone an opportunity who expressed an interest to enter their drawing, we are extending the deadline for entries until March 31, 2014.

The winner will be chosen by the EMS for Children Advisory Committee at their February meeting. The winner will be announced publicly on EMS for Children Day 2014, which is Wednesday, May 21, 2014 during EMS Week. The winner will be awarded a \$100 gift card, a framed copy of their drawing, and will have their logo displayed on the Texas EMS for Children website, letterhead, and anywhere else that the logo is displayed statewide and nationwide.

Anyone who is a resident of the State of Texas is eligible to participate. The EMSC Texas State Partnership would like to encourage the participation of not only our EMS and hospital colleagues, but our state's elementary and secondary school students as well. Please feel free to pass this information on to your local school districts.

All drawings submitted must have a minimum of the following:

- The word "Texas" and/or a picture of the State of Texas
- A picture of the EMSC Teddy Bear in some form
- Must include the acronym "EMSC" or have spelled out "EMS for Children" or "Emergency Medical Services for Children"

Beginning November 25th, you may obtain a copy of the contest entry form and rules by visiting the EMS for Children State Partnership, Texas website at: www.bcm.edu/pediatrics/emsc or contact EMSC Program Manager Sam Vance at:

Program Manager
EMSC State Partnership, Texas
1102 Bates Ave., Suite 1850
Houston, TX 77030
Office: 832-824-6028
Email: Samuel.Vance@bcm.edu

National Pediatric Readiness Project

[The National Pediatric Readiness Project](#) is a multi-phase quality improvement initiative to ensure that all US emergency departments have the essential guidelines and resources in place to provide effective emergency care to children. The [Pediatric Readiness Assessment and Scoring document](#) was recently released, and it includes a printed copy of the assessment, but also the scoring matrix that was used to generate an overall pediatric readiness score for each participating hospital. This information can be helpful for hospitals as they launch quality improvement efforts and want to track changes in their score over time.



The Pony Express

Improving emergency medical care for children all across Texas

Vol. 6, Issue 1, January/February 2014

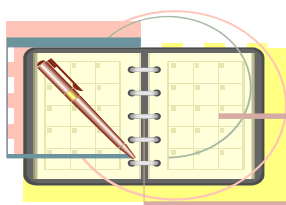


Final Thought

"Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work."

~ *Vince Lombardi*

Upcoming Events Mark Your Calendar



- [TRAC-V Trauma Regional Advisory Council V 17th Annual Trauma Symposium](#): March 27-28 in South Padre Island, TX
- [Texas Emergency Nurses Association Injury Prevention Workshop: You Can Do It!](#): April 10 in Austin, TX
- [Southwest Texas Regional Advisory Council Emergency Healthcare Systems 2014 Conference](#): May 6 - 7 in San Antonio, TX



30 Million Children will
Receive Emergency
Care This Year...
Is Your Community
Prepared?



EMS for Children Day
Wednesday, May 21