

## Injury Prevention

### 2019 Collaborative CHNA Health Issue Key Findings

Children can get hurt either accidentally (through injury) or on purpose (through violence). Every hour, nearly 150 children between ages 0 to 19 are treated in emergency departments for injuries sustained in motor vehicle crashes. More children ages 5 to 19 die from crash-related injuries than from any other type of injury. More than 180,000 people annually die from injuries and approximately 1 in 10 sustains a nonfatal injury serious enough to deliver that child to a hospital emergency room.

- Falls (48%), motor vehicle crashes (MVC) (13.8%), strike against or by (9.2%), and bicycle crash (6.9%).
- Unintentional injuries are the leading cause of death among Florida residents ages 1–44.

### Outcomes-Driven Activities

#### Targeting Education and Awareness

To better protect our children's safety and security we will work with traditional and nontraditional collaborations to decrease intentional and unintentional injuries through strategically driving education and awareness.

#### Decrease Bicycle, MVC and Pedestrian Injuries

With an ultimate goal of zero deaths, the strategy is to prevent the crash and mitigate injuries from crashes regarding motor vehicles, bicycles and pedestrians. Partnering with law enforcement, hospitals, and the Department of Transportation will provide the much-needed reach and awareness tools for Pinellas County.

#### Water Safety Awareness Mission

Florida leads the nation in drowning deaths for children under 5. Advocating for proper home-safety equipment will be critical as well as maintaining effective community partnerships, establishing widespread communication, and establishing innovative approaches to implementing sustainable initiatives to reduce drowning.

### PROPOSED OBJECTIVES

1. Increase the number of community partners sharing injury prevention information based on top identified needs by 5% by Sept. 1, 2020 (Baby Safety Month).
2. Decrease number of trauma visits from children injured during motor vehicle crashes by increasing education and awareness of safety measures in Pinellas County by Dec. 31, 2022.
3. Eliminate texting and driving in Pinellas County teens by increasing the awareness of current texting and driving laws through education and enforcement by Dec. 31, 2022.
4. Decrease number of bicycle and pedestrian injuries through best practice education and prevention messaging to Pinellas children by Dec. 31, 2022.
5. Increase water safety awareness and preventable messaging to the public/parents to prevent pediatric submersions in Pinellas County by Dec. 31, 2022.

