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PRESS ADVISORY

For Immediate Release

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National Trauma Awareness Month 2020 to focus on distraction

Mechanicsburg, Pa. – The American Trauma Society (ATS) in cooperation with the Society of Trauma Nurses (STN) will observe May as National Trauma Awareness Month (NTAM). In honor of the 32nd annual event the theme is “Distracted to Death: Pay Attention or Pay the Price.”

ATSPA CEO Krista Brands states that “Trauma Awareness Month is an opportunity to reflect on how to keep ourselves, our families, our work force, and our communities safer by recognizing these distractions and helping to prevent injuries and deaths.”

Injuries and death due to distraction are preventable. According to the Centers for Disease Control and Prevention (CDC), 52 percent of distracted walking injuries occur at home; 3,166 people died in 2017 in crashes involving a distracted driver; and 24 children died in hot cars in 2019, related to multitasking/distraction.

The 2020 observance will focus on distraction injuries in three major areas. ATS and STN have compiled many resources to help educate on the different types of distraction including some tips to avoid trauma.

Distractions during travel - Distractions while traveling include motor vehicle crashes, collisions with pedestrians or cyclists, leaving children in hot cars, and more.

Distractions at work - Distractions at work can lead to major injuries for not only you, but coworkers or patients as well. Examples of these incidents include falls, crashing heavy machinery, complications due to fatigue and more.

Distractions at home - Distractions at home affect everyone living there. These injuries can include falling, electrocution, burns and more.

ATSPA encourages the use of the following tips to avoid traumatic injury:

- Stay alert and focused.
- Do not use mobile phones or electronic devices while operating a vehicle.
- Check your backseats when exiting your vehicle.
- Wear bright colors and reflectors when biking or walking.
- Sleep.
- Stay hydrated.
- Take appropriate safety precautions in your home.
- Supervise children.

As part of NTAM, ATS and STN celebrate Trauma Survivor’s Day on May 20. Trauma Survivor Network sites across the country will host events celebrating the amazing patients that survived and continue to thrive.

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The American Trauma Society, PA Division (ATSPA) is a non-profit trauma prevention education organization dedicated to reducing suffering, disability and death due to trauma. The ATSPA strives to help all Pennsylvanians survive and lead healthier lives through its trauma prevention education programs. For information, call 717-766-1616 and visit www.atspa.org.