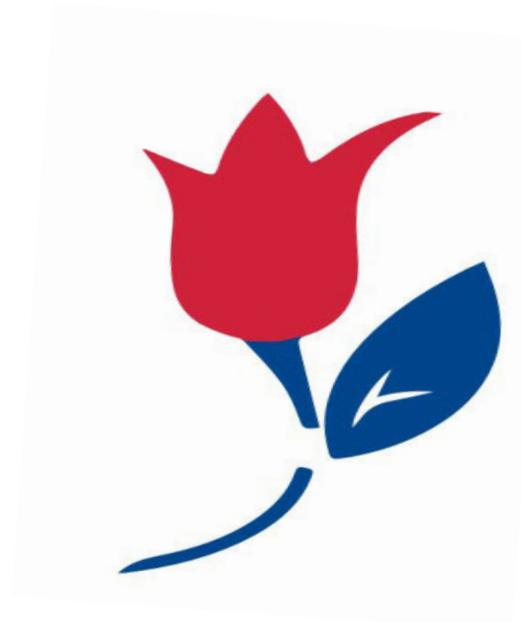


# Reflections

Annual Report of the American Trauma Society  
Pennsylvania Division

**2017**





**professionalism**

**policy**

**service**

**education**

**prevention**

**treatment**

**safety**

**resiliency**

**death**

**impact**

**community**

**information**

**trauma**

**knowledge**

**network**

**advocacy**

**resources**

**injury**

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- *Traffic safety education for all ages*
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- *Child Passenger Safety*

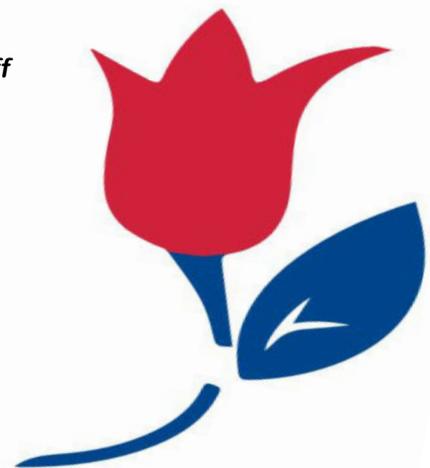
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- *Meet our Members, Board of Directors and staff*
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**Mailbox**  
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# 2017 In Numbers



**51,563**

Materials distributed



**139**

Events attended



**163**

Bike helmets provided



**9,627**

Miles driven



**307**

Car seats installed/ inspected



**119**

Educational presentations



**44**

Car seat technicians trained



**8,320**

Cups of caffeine consumed

---

*The American Trauma Society, Pennsylvania Division is a non-profit organization committed to preventing traumatic injury and death through education. Our work includes providing presentations and educational materials to all corners of the Commonwealth.*

Dear Friends:

“One man can be a crucial ingredient on a team, but one man cannot make a team.”

- Kareem Abdul-Jabbar

Each year, the American Trauma Society, Pennsylvania Division (ATSPA) sets its sights on improving the lives of Pennsylvanians. Each year, we strive to educate the Commonwealth on various trauma prevention initiatives, in order to keep the people of Pennsylvania safe. Each year, we are able to achieve this because of our wonderful teammates, our partners, who hold these same values.

First, the staff of our institutional member hospitals work tirelessly each day in our trauma centers, treating the injured and educating their patients on ways to prevent further injury. These folks work “in the trenches.”

Second, the individuals who retain their ATSPA membership each year continue to demonstrate their support for the ATSPA and its mission to keep Pennsylvanians safe.

Third, the volunteers who devote their time to serve on our Board of Directors are second to none. They represent various aspects of our communities and bring that expertise to our organization. Many have been part of our Board of Directors for many years; others have joined in the last few years. However, all donate their time and contribute their service to this great organization and its mission.



The staff of our organization is comprised of fine women and men who, together, put forth the greatest effort to educate Pennsylvanians on the most up to date trauma prevention efforts. They are often found showing elementary school students how to protect their brain by properly wearing a bicycle helmet. They spend time with middle school and high school students talking with them about the dangers of binge drinking. They work with volunteer athletic coaches, educating them on the signs and symptoms of concussions and ways to prevent them so our young athletes stay healthy. They show parents how to install their child’s car seat correctly so their child is as safe as possible when riding in a vehicle. These are just a few of the important tasks our staff takes on, on a daily basis. Each staff member has their own unique set of skills they bring to our organization. Each is unique and together, we are a team...a team unified in its mission to prevent needless injury and death. I enjoy working with these individuals immensely. We care for each other and we care for our fellow citizens.

We thank you for this continued opportunity to serve.

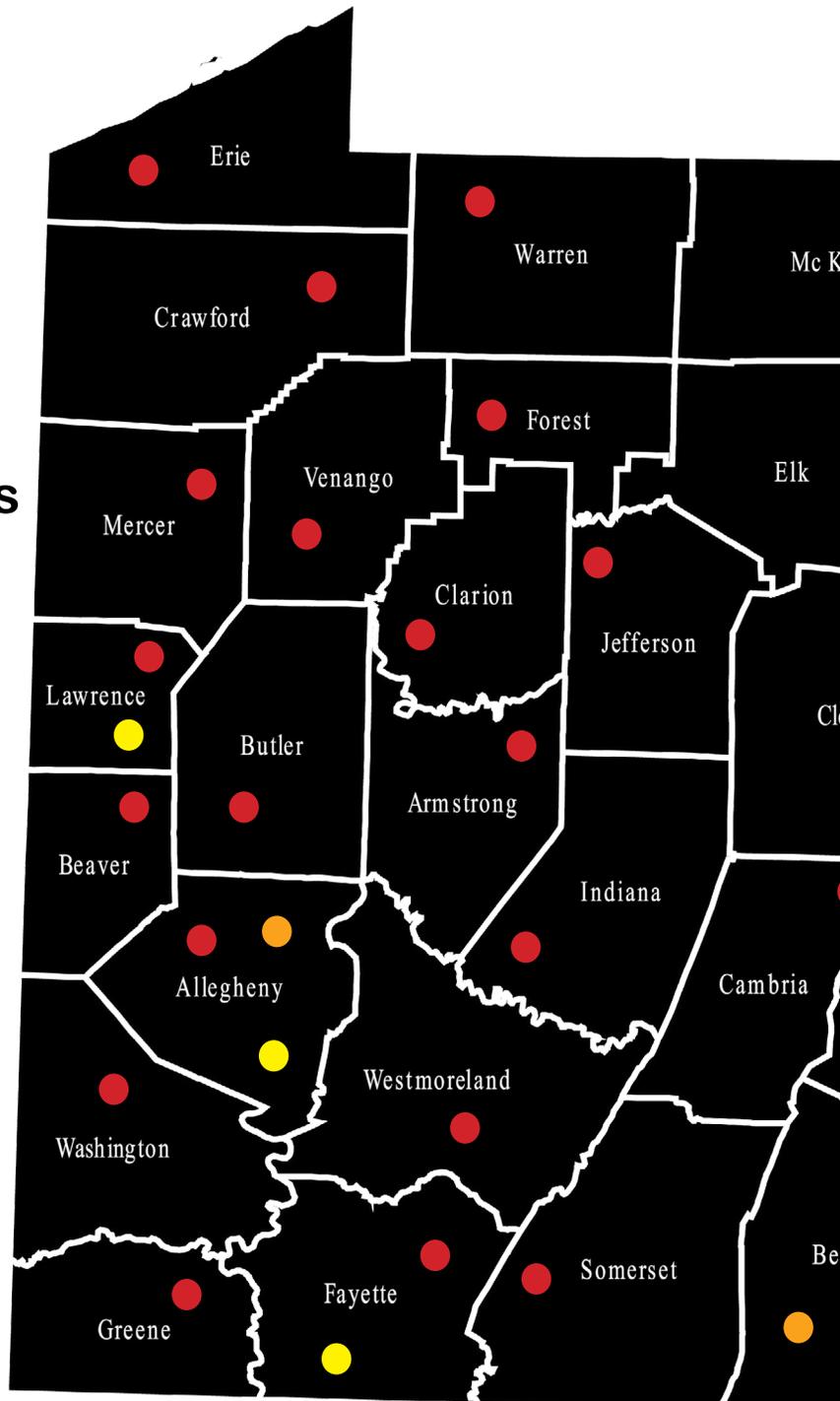
Sincerely,

**Krista Brands**

Chief Executive Officer

# Reaching Across Pennsylvania

- **Materials Distributed**
- **Health Fairs  
Safety Fairs  
Conferences**
- **Educational Presentations**
- **Advanced Burn Life  
Support Classes**
- **Senior Falls Prevention  
Programs**
- **2017 ATSPA Mini Grant  
Recipients**
- **South Central PA  
Highway Safety coverage  
area**





# Education

Preventing trauma starts with education. Whether in a classroom, on a college campus or even at a local park, the ATSPA reaches thousands of children, teens, adults and seniors each year through its educational programs.

The ATSPA conducted **139 educational events** in 2017 throughout the Commonwealth.

These presentations provided trauma prevention information on a range of topics.

From teaching about bike safety, being a better passenger when in a vehicle and even safety on the farm, the ATSPA used its partnerships with schools and community groups to advance its educational initiatives.

Presentations in the classroom are just one piece of the educational programs the ATSPA provides. Our programs also include specialized seminars for medical professionals.

The Advanced Burn Life Support (ABLS) Program continues to be a popular training seminar for medical professionals, pre-hospital personnel and volunteers. Through this intensive one-day course, participants learn life-saving skills for treating burn patients twenty-four hours post injury.

Another popular event hosted by the ATSPA is our annual trauma prevention conference. Bringing together the brightest minds on the most relevant trauma treatment and prevention topics, the conference is an exceptional learning environment for nurses, physicians, pre-hospital personnel, social workers and others.

The ATSPA's educational initiatives don't end there. Partnering with other organizations and consultants, we reach Plain Communities with life-saving education and are able to distribute reflective safety vests and bike/scooter poles. Both of these items make these individuals more visible when walking or riding on Pennsylvania's many country roads.



# Bike Safety

Providing bike safety education is one of the many educational programs the ATSPA offers throughout Pennsylvania. During 2017, our bike safety program greatly expanded. We hosted **ten** bike derbies, gave **10** bike safety presentations and provided **163 bike helmets**.

Rules of the road, safety equipment, dressing properly - all these and more are explained during our bike safety presentations.

One of the most requested portions of this safety program is the Bike Derby. Paired with our educational presentation, the derby challenges participants to show what they have learned by riding through a bicycle skills course.



# 31<sup>st</sup> American Trauma Society Pennsylvania Division Conference

“Helping the Helpers: Trauma Prevention and Treatment in Our Communities”

April 11 & 12, 2017

The ATSPA’s annual conference examines current issues relevant to trauma prevention and care, and provides dynamic, progressive speakers with the utmost expertise in their fields. The 2017 conference was no different.

Presenting the Templeton Lecture, was Michael Cheatham, MD, FACS, FCCM, who was one of the six trauma surgeons who responded to the Pulse Nightclub tragedy in Orlando on June 12, 2016. Ten other dynamic speakers presented on a variety of trauma topics.

Nearly 250 participants, including pre-hospital personnel, physicians, nurses, administrators, social workers, rehabilitation specialists and others attended the two-day event.

The 2017 conference was another success for the ATSPA. Bringing in almost **30** exhibitors, **11** expert speakers and nearly **250** participants, the conference provided up-to-date information on some of the most current topics in trauma treatment and prevention.



# Speakers

**Thomas Andrew, MD, FCAP, FAAP**

Chief Medical Examiner, State of New Hampshire

**Topic:** The Choking Game: Yesterday's News or Ongoing Concern?

**Michael Cheatham, MD, FACS, FCCM**

Chairman, Orlando Health Surgical Group  
Chief Surgical Quality Officer, Orlando Regional Medical Center  
Professor of Clinical Medicine, University of Central  
Florida College of Medicine

**Topic:** Pulse Nightclub Tragedy: Lessons Learned from the  
Deadliest Mass Shooting in U.S. History

**Frank Floyd, MD, FACEP**

Medical Director, United Health Services

**Topic:** The STEADI ToolKit: Stopping Elderly Accidents, Deaths  
and Injuries

**Darren Girardeau, MSN, PHRN, CCRN, CEN**

Clinical Manager, Penn Medicine  
Chester County Hospital

**Topic:** Suicide in Emergency Services Providers: A Growing  
Problem

**Jennifer Gurney, MD, FACS, LTC(P), MC**

Surgeon, USAIR  
Chief, Trauma Systems Development, Joint Trauma System  
Assistant Director, Burn Center, USAISR

**Topic:** Burn Prevention and Treatment: From the Battlefield to  
the Trauma Bay

**Jennifer Kovac, LSW, MSW**

Trauma Social Worker, Children's Hospital of Philadelphia

**Topic:** Coming Home: A Veteran's World Falls Apart



**J. Thomas Manger**

Chief of Police, Montgomery County Maryland Police

**Topic:** Dallas Officer Down: The Law Enforcement and Hospital  
Partnership in Times of Crisis

**Diane Perks, DNP, CRNP**

Trauma Program Manager, Children's Hospital of Philadelphia

**Topic:** Coming Home: A Veteran's World Falls Apart

**Gina Piazza, DO, FACEP**

Section Chief, Emergency Medicine  
Charlie Norwood VA Medical Center  
Past Chair, Tactical Emergency Medicine  
American College of Emergency Physicians

**Topic:** Stop the Bleed: Update on Civilian Tourniquet Use

**Michael Reihart, DO, FACEP**

Associate EMS Medical Director, Lancaster General Hospital  
Medical Director, Lancaster EMS

**Topic:** Excited Delirium and Thomas A. Swift's Electric Rifle

**Jennifer Zampogna, MD**

Director of Operations  
Lawyers Concerned for Lawyers of Pennsylvania, Inc.

**Topic:** Addiction and the Healthcare Professional: Reflections on  
Optimizing Interactions with Patients in Addiction and Recovery

# Advanced Burn Life Support (ABLS)

This nine-hour course for physicians, nurses, physician assistants, nurse practitioners, pre-hospital personnel and other medical professionals and first responders provides guidelines in assessing and managing a burn patient during the critical first 24-hours post injury.

The ABLS courses for 2017 were very successful. The **12** classes led to the certification of **245** hospital and pre-hospital emergency personnel. Since the first ABLS course was offered through the ATSPA in the early 2000's, the program has **successfully trained 4,166 medical personnel and volunteers** with life-saving burn education.

Through lectures, case studies, group discussions and hands-on experience with simulated burn patients, course participants learn to recognize the severity of a burn and the recommended treatments to stabilize the patient.

## 2017 ABLS Classes

- JC Blair Memorial Hospital
- Emergency Medicine Institute at Lehigh Valley Hospital
- West Penn Hospital
- Geisinger Holy Spirit with New Kingstown Fire Company
- Geisinger Community Medical Center
- Lycoming County Department of Public Safety
- Geisinger Wyoming Valley Hospital
- Bedford Area Ambulance Service
- UPMC Mercy
- Radnor Fire Company



# Granting Safety

## ATSPA 2017 Mini Grant Initiative

Hahnemann University Hospital, Philadelphia

“Stop the Bleed”

\$4,000.00

Geisinger Community Medical Center, Scranton

“Stop the Bleed”

\$4,000.00

Geisinger Medical Center, Danville

“Stop the Bleed”

\$3,300.00

Lancaster General Hospital, Lancaster

“Stop the Bleed”

\$4,000.00

Children’s Hospital of Philadelphia, Philadelphia

“Home Safety in Philadelphia Shelters”

\$4,000.00

St. Luke’s Hospital - Quakertown, Quakertown

“Matter of Balance”

\$705.00

Penn State Milton S. Hershey Medical Center, Hershey

“Stop the Bleed”

\$4,000.00

Paoli Hospital and Regional Trauma Center – MLHS, Paoli

Balance Plate and Software Kit for the “Balance Assessment” Program

\$1,220.00

**= \$25,225**  
**Granted in 2017**



Geisinger Medical Center



St. Luke’s Hospital, Quakertown Campus



Hahnemann University Hospital

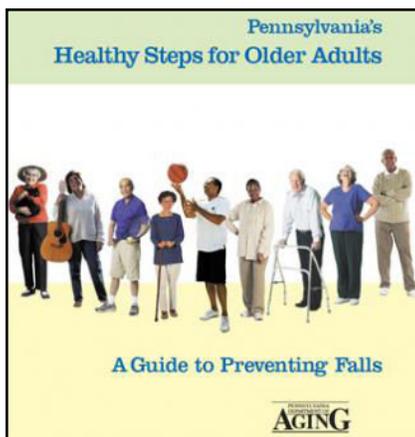
# 2017 Event Listing

1/4/2017	Driver's Ed Class at Red Land High School	5/12/2017	Cumberland Perry Vo-Tech Safety Day
1/7/2017	Pennsylvania Farm Show	5/17/2017	Camp Hill Boro Bike Derby Event
1/8/2017	Pennsylvania Farm Show	5/17/2017	Driver's Ed Class Camp Hill High School
1/9/2017	Driver's Ed Class at Greenwood High School	5/18/2017	Bike Safety Presentation at St. Joan of Arc School
1/13/2017	Good Day PA TV appearance - Winter Safety Kits	5/19/2017	Bike Safety Presentation at Letort Elementary School
1/24/2017	Hospice of Central PA Annual Training	5/23/2017	Children's Hospital of Philadelphia Reception
1/25/2017	SCPAHS Driver's Ed Seminar	5/24/2017	Driver's Ed Class at West Perry High School
1/31/2017	PennDOT Motorcycle Safety Conference, Harrisburg	5/25/2017	Conemaugh Conference, Farmington
2/2/2017	Recognition for Grant Awardee at Allegra Reception	5/25/2017	Child Passenger Safety Presentation at CAIU
2/3/2017	Harrisburg Business Association	5/25/2017	Driver's Ed Class at Cedar Cliff High School
2/6/2017	Radio Interview KYW	5/30/2017	Driver's Ed Class at Red Land High School
2/7/2017	Life Lion Car Seat Safety Checkpoint	6/1/2017	L.B. Smith Car Seat Safety Checkpoint
2/13/2017	Fraternal Order of Police Meeting	6/19/2017	Car Seat Safety - New Technician Class
2/14/2017	Driver's Ed Class at Waynesboro High School	6/21/2017	Driver Safety Presentation at Parkinson Support Class
2/22/2017	Spring Break Safety, Penn State Mont Alto	6/21/2017	Newport Safe Driving Event
2/22/2017	Opioid Forum, Shippensburg University	6/24/2017	Senator Vogel Safety Day
2/23/2017	York Driver's Ed Seminar	7/8/2017	Motorcycle Safety Day
2/24/2017	Driver's Ed Class at Camp Hill High School	7/10/2017	Local Police Department and PSP Meeting
3/1/2017	Binge Drinking Video Shoot, Holy Spirit Hospital	7/19/2017	Local Government Meeting - State Transportation Innovative Council
3/3/2017	Templeton Pediatric Symposium, Pittsburgh		
3/8/2017	Weis Grand Opening & Check Presentation	7/20/2017	Bike Safety Event at the Children's Garden Daycare
3/9/2017	Pennsylvania State Police Academy Cadet Instruction	7/28/2017	Car Seat Safety Checkpoint, Harrisburg
3/11/2017	Advanced Burn Life Support Class - New Kingstown	8/1/2017	National Night Out: East Pennsboro Police Department
3/13/2017	Sage Technology Safety Meeting	8/1/2017	National Night Out: Penbrook Police Department
3/20/2017	PA Liquor Control Board Conference, Gettysburg	8/10/2017	School Bus Safety at the Children's Garden Daycare
3/21/2017	PA Liquor Control Board Conference, Gettysburg	8/16/2017	Family Care Services training day, Chambersburg
3/21/2017	Elmcroft AARP Class	8/17/2017	Yellow Dot Class
3/22/2017	TV Interview, Shippensburg University Students	8/19/2017	Kid's Day at Promenade Shops at Saucon Valley
3/30/2017	Drugged Driving Summit Conference, Harrisburg	8/21/2017	AAA safe driving class, Harrisburg
3/31/2017	I-81 Welcome Center Safety Day	8/22/2017	Franklin County employee safety day class
4/1/2017	Lebanon Farm Safety Day	8/30/2017	DUI Press event - Holy Spirit Hospital
4/1/2017	Children's Fair at Shippensburg University	9/6/2017	Community Traffic Safety Program at the Pennsylvania State Police Academy
4/3/2017	PA Safe Kids Conference, Harrisburg		
4/5/2017	PA Safe Driving Competition	9/7/2017	DUI Conference, Lancaster
4/5/2017	Regional Safe Driving Competition for Youth	9/7/2017	Three Mile Island Safety Day
4/5/2017	Safe Driving Competition for Youth	9/9/2017	St. Catherine Laboure Health Fair Event
4/6/2017	Naval Base Safety Day	9/11/2017	Gettysburg Pennsylvania State Police event
4/11/2017	ATSPA Conference, Hershey	9/11/2017	Naval Base Car Seat Safety Checkpoint
4/12/2017	ATSPA Conference, Hershey	9/12/2017	Newville National Night Out
4/18/2017	PennDOT Annual Conference, State College	9/13/2017	AAA - Car Seat Safety Checkpoint
4/22/2017	Earth Day Festival, Mechanicsburg	9/15/2017	Senator Vogel's 55+ Senior Expo, Pittsburgh
4/24/2017	Teen Safe Driving Coalition	9/15/2017	Driver's Ed Class at Camp Hill High School
4/26/2017	Driver's Ed Class at Cedar Cliff High School	9/18/2017	Car Seat Installation Facebook Live Event
4/27/2017	SADD Event, Allentown	9/19/2017	Zimmerman's Auto Safety Day
4/28/2017	Faulkner Honda Safety Day	9/19/2017	Graco Safety Day - City Island
4/29/2017	YMCA Healthy Kids Day, Carlisle	9/20/2017	South Middleton Senior Expo
5/1/2017	Child Safety Seat - New Technician Class	9/20/2017	Driver's Ed Class at West Perry High School
5/1/2017	Child Passenger Safety Technician Training Course	9/21/2017	UPS Safety Day
5/4/2017	Nationwide Health Fair	9/22/2017	PA EMS Conference, Lancaster (PEHSC)
5/9/2017	2017 PA State Safe Driving Comp for Youth	9/25/2017	Child Passenger Renewal Course, Mechanicsburg
5/11/2017	Hampden Township Meeting	9/26/2017	Child Passenger Safety Certification Course
		9/29/2017	Representative Mark Keller Senior Expo, Newport

9/30/2017	Wegman's Health and Safety Day	11/21/2017	Safe Driving Vendor Table (Holiday travel)
10/3/2017	Franklin Co. Health and Wellness Fair	11/30/2017	Yellow Dot Class
10/3/2017	Rural Health and Safety Day, Bradford County	11/30/2017	Special Kids Network Gathering, Thompsontown
10/4/2017	PACHC Conference & Clinical Summit	11/30/2017	Driver's Ed Class at Cedar Cliff High School
10/4/2017	Farm Safety Presentation at Cumberland Valley School District	12/2/2017	Yellow Dot Class
10/5/2017	St. Luke's University Hospital Contemporary Issues in Trauma Conference @ ArtsQuest	12/5/2017	ZONTA Human Trafficking Event at the Capitol
10/7/2017	Exhibit at Greencastle Rescue Fire House	12/7/2017	Driver's Ed Class at Millersburg High School
10/11/2017	CPS Update/Refresher Course, Camp Hill	12/8/2017	Driver's Ed Class at Camp Hill High School
10/12/2017	Tobyhanna Prevention Fair	12/8/2017	Distracted/Mature Driving Presentation, Greencastle
10/12/2017	Just Like New Car Seat Check Event	12/9/2017	Lehman Volvo - "Protect the Gifts" Car Seat Safety Campaign
10/16/2017	Professional Driving School Instructor Conference, Manheim	12/11/2017	Distracted/Mature Driving Presentation, Chambersburg
10/20/2017	AAA Car Seat Check Event	12/12/2017	Distracted/Mature Driving Presentation, Mercersburg
10/23/2017	2018 Fall Community Traffic Safety Program Communications Conference, Hollidaysburg	12/14/2017	Good Day PA TV appearance - Car Seat Installation
10/25/2017	Child Passenger Technician Course	12/19/2017	Graco CSS Fitting Station @ Sutliff Chevrolet
10/29/2017	Car Seat Safety Checkpoint - Families United Network		
10/30/2017	Stop the Bleed Training, PTSF		
10/30/2017	Booster Seat Distribution		
11/3/2017	Volvo Employee Health Fair, Shippensburg		
11/7/2017	Distracted/Mature Driving Presentation, Dry Run		
11/7/2017	Federal Dept. of Transportation Safe Driving Class, Harrisburg		
11/15/2017	Child Passenger Safety Certification Course		
11/15/2017	PA EMS Registry Training, Harrisburg		
11/17/2017	National Fire Protection Association Conference, Harrisburg		

**= 139**  
**Total Events in 2017**

# Healthy Steps Program



Nearly one-third of adults older than 65 fall each year in the United States. In Pennsylvania, more than 46,000 older adults were treated for falls in 2014. But falling should not be considered a “normal” part of the aging process.

The Healthy Steps for Older Adults program, sponsored in part by the Pennsylvania Department of Aging, is available to those aged 50 and older. The program, typically conducted over a two-day period, teaches participants tips and strategies to prevent falls, ways to improve health, and general information regarding falls and falls prevention. The program is available in both English and Spanish.

During 2017, ATSPA Healthy Steps trainers conducted **seven classes**, reaching **129** older adults with tips to prevent falls.

Healthy Steps is one of several senior falls prevention programs.

# Outreach

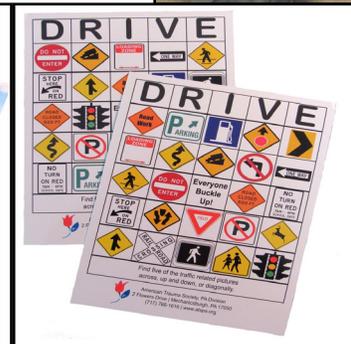
The ATSPA has a wide range of trauma prevention programs and resources for schools, community organizations, businesses and others throughout Pennsylvania.

Our more than **50 program resources** cover topics from athletic injury prevention, bullying, concussions, distracted driving, falls prevention, bike safety, dating violence, and farm and water safety. These resources are utilized by groups each year to supplement educational presentations and to provide additional information.

The ATSPA is pleased to offer this extensive library of trauma prevention resource materials and is always expanding its resource topics.

During the 2017 year, the ATSPA distributed **51,563** resource materials throughout Pennsylvania.

The best part? There is never a charge for our materials. All schools, businesses, organizations, community groups, etc. in Pennsylvania can request, and are provided, with educational materials free of charge.



## ATV Safety Gear Up

Before hitting the trail on your ATV, make sure to Gear Up.

The U.S. Consumer Product Safety Commission (CPSC) and the American Trauma Society, PA Division recommends all ATV riders wear protective equipment every time they ride.

You can Gear Up with:

- **Helmet**
- **Long sleeved shirt**
- **Long pants**
- **Boots that cover the ankle**
- **Goggles**
- **Gloves**

Riders are better protected by using safety equipment, but following all ATV manufacturer guide lines and warnings could also help prevent a tragedy.

More information on ATV safety can be found at [www.atvsafety.gov](http://www.atvsafety.gov).

### Bounce House Safety

**1,500%**  
The increase in bounce related injuries since 1995.

**30**  
The average number of children injured on a bounce every day.

**6+**  
The age of children that should be allowed in the bounce.

**1**  
The recommended number of children in a bounce at a time.

**Quick Tips**

- Provide constant adult supervision.
- Don't allow rough play.
- If the bounce begins to lean or stop playing and exit the bounce.
- Follow all manufacturer guidelines.

ATSPA American Trauma Society Pennsylvania Division  
2100 North 17th Street, Harrisburg, PA 17109  
717.266.0161 • [www.atspa.org](http://www.atspa.org)

### Bullying...The Hurt Goes On

There are two main reasons why children are bullied - appearance and social status. Bullying can be physical, verbal, sexual or cyber. Is your child suffering because of a bully? Check out these common signs of bullying:

- Depression
- Anxiety
- Loneliness
- Sleep problems
- Eating problems
- Loss of interest in activities
- Lower academic achievement
- Frequently missing, skipping or dropping out of school

If you suspect your child is being bullied, speak with your child and their teachers on how to prevent the bullying.

American Trauma Society, Pennsylvania Division  
2100 North 17th Street • Harrisburg, PA 17109  
1-800-822-2358  
[www.atspa.org](http://www.atspa.org) • [atpspa.org](http://atpspa.org) • [pennsylvania.gov](http://pennsylvania.gov)

Remove weekly for surface clearing

# Trauma Prevention Resources

Program	Distribution
A Girls Tale Brochure	967
Activity Tracker	19
Athletic Flip Chart	791
ATSPA Info Brochure	126
ATV Gear Up Bookmark	1,361
ATV Magnet	414
Beat the Heat Fan	3,559
Beat the Heat Rack Card	804
Bicycle Manual	15
Bike Safety Brochure	292
Bike Safety Brochure for Kids	150
Bike Smart Brochure	2,521
Bike Smart Water Bottle	3,666
Bounce House Safety Rack Card	163
Bullying Prevention Postcard	387
Bullying Prevention Magnet	1,300
Burn Info Card	975
Child Safety Seat Rack Card	4,837
Choking Game Brochure	260
Concussion Clipboard	1,369
Cyberbullying Bookmark	1,838
Cyberbullying Mouse Pad	1,115
Dangers of the Unknown Brochure	541
Dangers of the Unknown Poster	42
Dating Violence Brochure	497
Distracting Passenger Rack Card	1,955
Distracted Driving Bad Habits Rack Card	1,869
Drive Bingo Card	1,506

Dying to be the Life of the Party Brochure	722
Falls Prevention Night Light	143
Falls Prevention Quick Tips	533
Farm Safety Puzzle	1,451
First Two Years Flip Chart	1,609
Fitting a Bike Helmet Tip Sheet	50
Furniture Tipping Rack Card	842
Grandparent Safety Hugs	623
Gun Owners Safety Magnet	892
Healthy Steps Manual	170
HSOA Participant Books	81
I'm Ready Flip Chart	1,273
Lightning Safety Brochure	321
Mind Over Matter Calendar	2,283
Motorcycle Safety	10
"Ouch!" Coloring Book	3,489
Secondary Drowning Bag Tag	534
Secondary Drowning Brochure	514
Smart Parents Ask: Gun Safety	555
Space Heater Safety Rack Card	245
Trampoline Safety Brochure	5
Water Safety Flip Chart	878
Winter Sports Safety Rack Card	332
Young Lives, Young Losses Manual	5
Young Lives, Young Losses Rack Card	459

**= 51,563**  
**Trauma prevention**  
**resources distributed**  
**in 2017**

# Trauma Prevention Through Communication

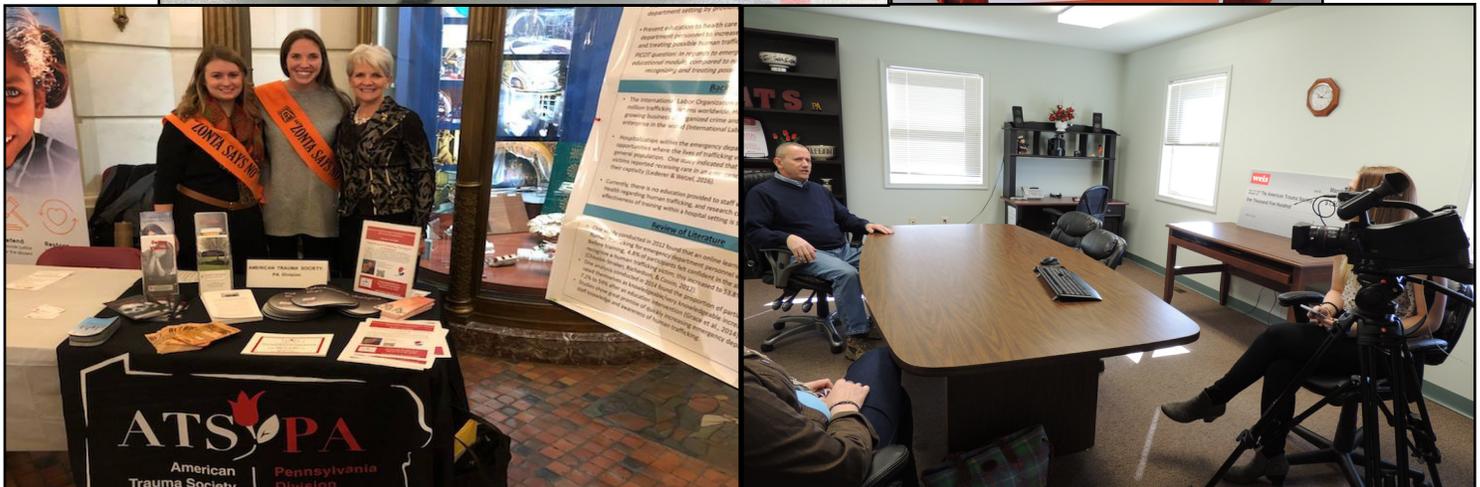
Digital, print and cyberspace: the ATPSA uses a plethora of communication methods to reach Pennsylvania's residents with trauma prevention messages.

Through its use of traditional, digital and social communication methods, the ATPSA impacts the lives of millions each year. Media interviews and the monthly newsletter allow the ATPSA to provide up-to-date trauma prevention information throughout the Commonwealth.

Digital communications is the wave of the future and the ATPSA is owning that wave through its website and educational videos. Educational materials, articles and resources make the website a one stop shop for educational trauma prevention information.

The communication efforts of the organization don't end there. Social media is a vital component of the communication strategy. By using all of the popular social media platforms, the ATPSA reaches an untold number of youth with safety messages.

As communication methods are ever-changing, the methods of communicating continue to evolve for the ATPSA.



11,356

Twitter tweet impressions

10,214

Website pageviews

466

Facebook likes

6

Media interviews

2,861

Website visitors

379

Newsletter recipients

11

Press releases

**Out of Harm's Way**  
The Trauma Prevention Publication  
November 2017 | Issue 47

The American Trauma Society, Pennsylvania Division (ATSPA) is a non-profit trauma prevention education organization dedicated to reducing the suffering, disability and death caused by trauma throughout the Commonwealth.

**In this Issue**

- ATSPA October Update
- Hunt! Don't Be Hunted!
- Keep Warm and Safe This Winter
- Don't Be a Turkey... Cook Safely This Thanksgiving
- Winter is Coming...
- Over the River and Through the Woods...
- What is Blackout Wednesday?
- Fry the Turkey, Not Your Home This Thanksgiving
- Member Spotlight: Lankenau Medical Center

**ATSPA October Update**

**Events Attended:**

- Franklin County Health and Wellness Fair
- Rural Health and Safety Day with Robert Packer Hospital
- Walk to School Day at Shenandoah-Highspire Elementary School
- PNCJHC Conference and Clinical Summit
- Farm Safety Day at Cumberland Valley High School
- St. Luke's University Hospital Contemporary Issues in Trauma Conference
- Safety Day at Greenacres Rescue Fire House
- Prevention Fair at Tullyhanna Army Depot

**Hunt! Don't Be Hunted!**

The Pennsylvania Game Commission defines a hunting-related shooting incident (HRSI) as an occurrence where a person is injured as the result of the discharge of a sporting arm while hunting or trapping. In Pennsylvania, hunting-related shooting incidents have declined by nearly 80 percent since 1978 when hunter education training began. This indicates that hunting is becoming safer and ATSPA wants to ensure that the number of hunting-related shooting incidents continues to decline!

Follow these tips to ensure you're safe this hunting season:

- **Be Seen:** Wear or display the required amount of fluorescent orange clothing. Never wear red, white, blue or black clothing.
- **Plan:** Let someone know when and where you're hunting and inform them of when you plan to return.
- **Buckle Up!** If you're hunting from a tree stand, always wear a full-body, full-restraint device. Once you are secured in the stand, use a hand line to bring gear up to you. Make sure firearms are unloaded, with the action open.
- **Be Prepared!** Become familiar with your hunting area. Learn how to correctly use a map, compass or GPS in case of emergencies.

Visit the Pennsylvania Game Commission website for more hunting tips, as well as information on various hunting seasons.

Stay connected with us:

Facebook, Twitter, YouTube, Instagram

American Trauma Society, PA Division shared a link.  
November 8



**What It's Like at Night at a Philadelphia Trauma Center**

NBC10 spent three weekends inside the trauma unit of Hahnemann University Hospital, watching the dozens of doctors and nurses and social services staffers handle incoming patients during the busy overnight...

NBCPHILADELPHIA.COM

675 people reached

Boost Post

Like Comment Share

Eileen Woelkers Miller, Ashley Price and 2 others

1 Share



American Trauma Society, PA Division shared a link.  
November 21 at 8:00am



**Rising Teen Suicides and Social Media Use: Is There a Link?**

A new analysis says possibly, but experts call for more research.

TIME.COM

279 people reached

Boost Post

Like Comment Share

American Trauma Society, PA Division  
November 27 at 8:00am

Before you head out to your tree stand today, be sure to check out these hunting safety tips!

<http://www.pgc.pa.gov/.../Hunter-T.../Pages/SafeHuntingTips.aspx>



234 people reached

Boost Post

Like Comment Share

American Trauma Society, PA Division  
December 11 at 10:23am

Looking for a last minute gift idea?

Kechi Okwuchi, an "America's Got Talent" finalist, will be sharing her story and performing at the American Trauma Society, Pennsylvania Division conference on March 14th!

Click here <http://www.event.com/d/4tq935> to get your tickets. Limited quantity available.



549 people reached

View Promotion

Like Comment Share

Cynthia Crosson, Ginger Chisholm and 5 others

Top Comments

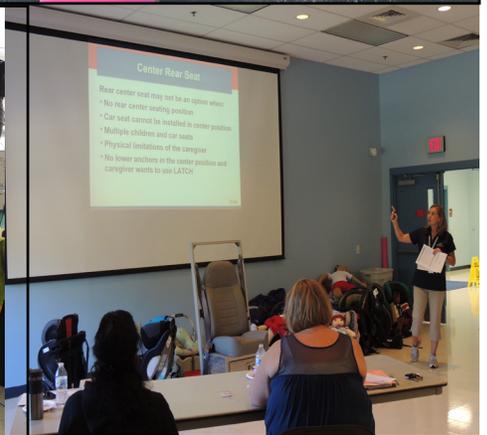
# South Central PA Highway Safety

South Central PA Highway Safety (SCPAHS) is a Community Traffic Safety Program and provides traffic, pedestrian, and occupant protection education in Cumberland, Dauphin, Franklin, and Perry Counties. Our highly trained staff travels throughout the four-county region providing educational presentations on driver & passenger safety, distraction prevention, and traffic law review and updates to new laws.

Additionally, we reach thousands of children and teen drivers through a wide variety of in-school educational presentations. These courses are designed to be interactive, fast-paced, and humorous to get our young drivers to adopt safe driving habits.

We continue to provide safety belt checks at all of our high schools in our area; once in the fall and again in the spring. Students are also given the opportunity to participate in the annual Safe Driving Competition for Youth where students are tested on their knowledge of driving laws, perceptual driving abilities, and road skills course.

We design our classes for all demographics of the driving population (teens, mature drivers, bicyclists, etc.) to achieve our primary mission of having the motoring public recognize any unsafe driving/passenger/pedestrian habits and modify them through our education & outreach activities in the community.



**160**

Posts to  
social media

**130**

Loaner car seats  
provided to families  
in need

**96**

Educational lectures for  
schools, businesses, etc.

**200**

Car seat  
technicians trained or re-certified

**307**

Car seat installations/  
inspections

**60**

High schools  
surveyed for seat belt use

**15**

Bike derby  
events

**95**

Traffic law  
questions answered

**300**

Businesses reached during  
Drive Safe To Work Week

**20**

Media interviews

**12,000** Miles driven



# Safe Driving Competition for Youth

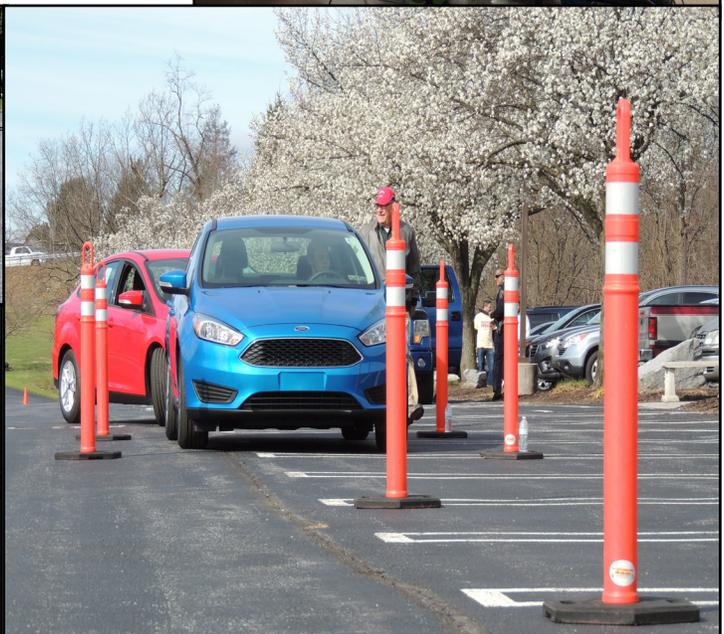
It takes skill, concentration and knowledge to be a great driver. Each year, students from several high schools in South Central PA Highway Safety's four county area (Cumberland, Dauphin, Franklin and Perry) prove they have the skills to be great drivers during the Safe Driving Competition for Youth.

Hosted in part by PennDOT, the annual event tests each student's driving knowledge and skills through three unique evaluation areas - a written test, a perception test and a skills course.

In 2017, the competition boasted **42** students participating from **14** high schools.

To qualify for the event, students must have a clean driving record. Each school participating in the competition may send up to three student drivers.

In addition to the comradery and an opportunity to speak with local law enforcement representatives, students compete for scholarship money and other prizes. The top scoring students also represent the region and their school at the state competition.



# Child Passenger Safety

About 6 out of 10 child safety seats are installed incorrectly. Research shows that child safety seats, when properly installed, reduce the risk of fatal injury by 71% for infants, and 54% for toddlers. To help protect our youngest and most vulnerable motor vehicle occupants, SouthCentral PA Highway Safety has a robust Child Passenger Safety (CPS) Program.

We partner with a wide variety of safety organizations to host CPS Certification Courses by training various individuals and groups as Child Passenger Safety Technicians (CPSTs). These CPSTs are then able to educate caregivers on child passenger safety and are a valuable resource in the community by assisting with car seat installations & educational events. Additionally, we host an annual CPS Update/Refresher Course where currently certified CPS Technicians can obtain the Continuing Education Units required to maintain their proficiency and meet re-certification requirements.

Four staff members at the ATSPA are currently certified as CPSTs who educate caregivers on how to properly install and harness the child in the seat. Two of the ATSPA staff technicians are also certified instructors, which gives our team the ability to promote additional training opportunities throughout the year.

Should a family be facing a financial strain, we provide child safety seats at a reduced cost through seats provided from the Pennsylvania Traffic Injury Prevention Project (TIPP). Information on this loaner program and all of our Child Passenger Safety programs can be accessed via our website, [www.scpahs.org](http://www.scpahs.org).



# Our Staff

Preventing trauma through education, outreach and awareness is the goal of the American Trauma Society, Pennsylvania Division (ATSPA). Since being awarded its charter in 1972, the ATSPA has grown to include 36 member hospitals, 15 board members, nine staff members and many community partners. **Through these partnerships and the hard work of all those involved with the organization, the ATSPA reaches all corners of Pennsylvania with trauma prevention education.**

Whether talking with kindergartners about wearing bike helmets, teens about eliminating distractions in their vehicles or even seniors about ways to prevent falls, the ATSPA is the go-to injury prevention resource for many schools, community groups and businesses.

## Prevention Education

Preventing traumatic injury starts with education. It is this education the ATSPA works tirelessly to accomplish each day.

By providing trauma prevention education through presentations, training courses and educational publications, the ATSPA is making strides to decrease the number of traumatic injuries in the Commonwealth.

Throughout the past year, requests for educational presentations has continued to grow, especially in the areas of bike and teen driver safety, concussion prevention, bullying prevention and farm safety. With its resources and highly trained staff, the ATSPA is able to accept most, if not all, requests.

## Greatest Resource

Perhaps the greatest resource for the ATSPA is its staff. These eight people, with different and unique talents come together to form an incredible whole.

Assistant Director, Allyson Fulton, agreed, “With our focus on trauma prevention, it is easy to support the mission of ATSPA as we work to protect the lives of Pennsylvanians every day.”

South Central PA Highway Safety Assistant Coordinator Matthew Frampton stated, “I get to spend my day educating people and helping them make better choices, with regards to safety on our Commonwealth’s highways. Whether I’ve taught a parent how to properly install a child seat, or have convinced a driver to stow their cell phone prior to driving, or change some other unsafe habit, I know I’ve made a difference.”

ATSPA CEO, Krista Brands, added, “We at the ATSPA whole-heartedly believe that traumatic injury is predictable, and if something is predictable, it is preventable. We are so very fortunate to have such a cohesive, driven, and devoted team whose true desire is to prevent injury and works tirelessly to achieve that goal.”

SCPAHS Coordinator David Maceiko added, “Our mission of safe driving and trauma prevention is extremely relative today in the busy world, and it is empowering to work in a team environment that is geared towards helping others become safer in all aspects of daily life.”

Educational Program and Events Coordinator, Kelsey Mayberry, agreed, “ATSPA has provided me with numerous opportunities to grow in the ever changing trauma field. By joining this organization, I have been able to network with many individuals, work with a great team, and provide new educational resources for trauma prevention.”

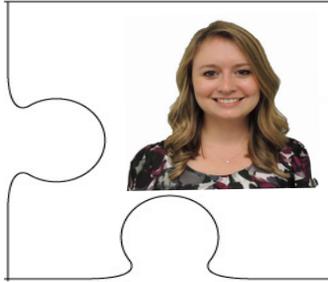
This team proves day in and day out that no challenge is too great. And it is this team that looks forward to the challenges 2018 will bring.

# The "Tulip" Team

Danielle Adams  
Communications Coordinator



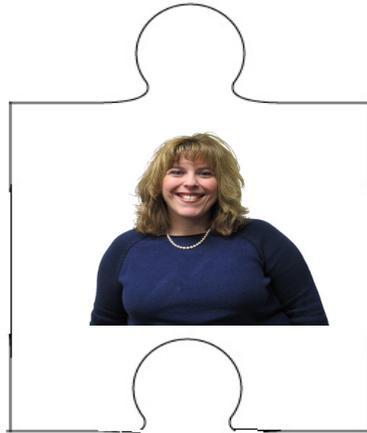
Kelsey Mayberry  
Educational Program and Events Coordinator



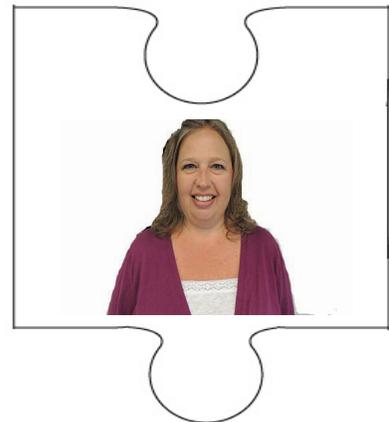
Allyson Fulton, MEd  
Assistant Director



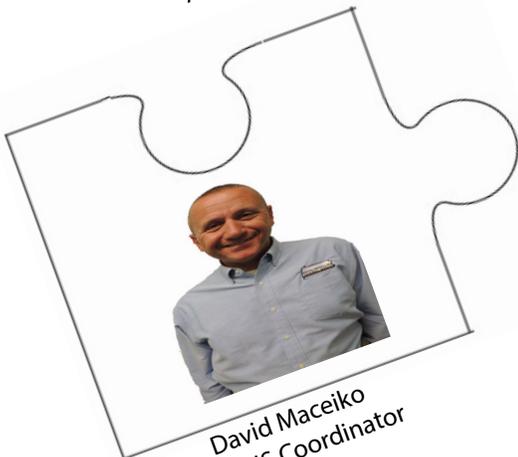
Linda McCarr  
Administrative Assistant



Krista Brands  
CEO



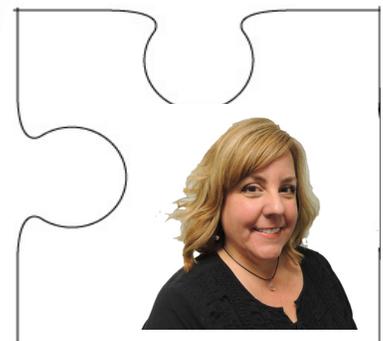
Michele Shoaff  
Accountant



David Maceiko  
SCPAHS Coordinator



Matthew Frampton  
SCPAHS Assistant Coordinator



Karen Rowe  
SCPAHS Program Specialist

# A New Chapter

For the American Trauma Society, Pennsylvania Division (ATSPA), 2016-2017 proved to be the end of one era and the beginning of an era anew.

Perhaps it was being raised by her grandparents after both of her parents were killed in a motor vehicle crash at the age of two, Krista cannot remember a time in her life when she wasn't interested in health, safety, and education.

Krista earned her Bachelor's degree in Family Studies from Messiah College in 1998. It was during this time that she learned about the development of an individual in the context of family and society. It is also where she received training in the development of prevention/intervention educational programs, focusing on families and communities.

When joining the ATSPA in 1998, Krista was able to fuse two of her loves: health/safety and education. Krista served as ATSPA's Program Development Coordinator for three years before moving out of state.

From 2001-2006, Krista served as Community Educator for Planned Parenthood of the Blue Ridge, in Roanoke, Virginia. While there, she was responsible for community education programs on topics such as puberty, healthy relationships, contraception, and sexually transmitted infections. Krista enjoyed partnering with various school districts, after school programs, and presenting educational programs to parent groups, as well as facilitating small groups in middle school settings and youth detention centers.

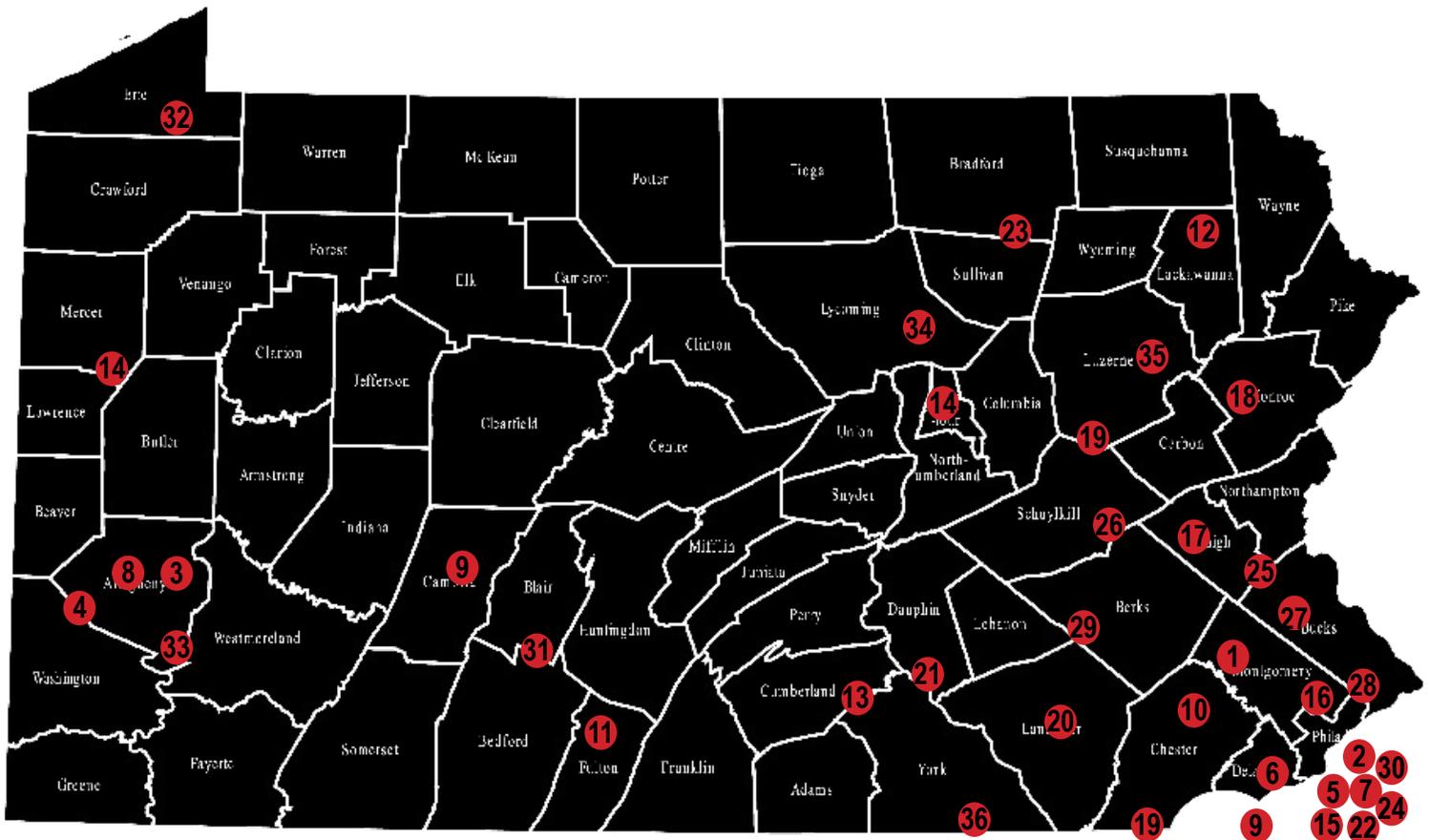
After returning to Pennsylvania six years later, Krista again joined the ATSPA team and quickly picked up where she left off as Program Development Coordinator. In 2015, she was named both Advanced Burn Life Support Class Coordinator as well as Assistant Director, under then Chief Executive Director and mentor, Judy May-Bennett, and continued to coordinate the American Trauma Society, Pennsylvania Division annual trauma prevention conference.



Judy May-Bennett retired from the ATSPA in May, 2016. After serving as Acting Executive Director for nine months, the ATSPA Board of Directors offered, and Krista accepted, the role of ATSPA Chief Executive Officer.

Krista lives in Hamburg with her partner, Desiree, and their three children: Luke, 14; Reagan, 12; and Leo, 2, all of whom admit to affectionately referring to her as "Safety Patrol" on occasion.

# ATS Member Hospitals Pennsylvania Division



- |   |  |
|---|--|
| 1. Abington Memorial Hospital                 | 19. Paoli Hospital                                   |
| 2. Albert Einstein Medical Center             | 20. Penn Medicine Lancaster General Health           |
| 3. Allegheny General Hospital                 | 21. Penn State Milton S. Hershey Medical Center      |
| 4. Allegheny Health Network - Forbes Hospital | 22. Penn Trauma at Presbyterian Hospital             |
| 5. Aria Jefferson Health                      | 23. Robert Packer Hospital                           |
| 6. Bryn Mawr Hospital                         | 24. St. Christopher's Hospital for Children          |
| 7. Children's Hospital of Philadelphia        | 25. St. Luke's University Hospital                   |
| 8. Children's Hospital of Pittsburgh-UPMC     | 26. St. Luke's University Hospital-Miners Campus     |
| 9. Conemaugh Memorial Medical Center          | 27. St. Luke's University Hospital-Quakertown Campus |
| 10. Crozer-Chester Medical Center             | 28. St. Mary Medical Center                          |
| 11. Fulton County Medical Center              | 29. Reading Hospital Tower Health                    |
| 12. Geisinger Community Medical Center        | 30. Thomas Jefferson University Hospital             |
| 13. Geisinger - Holy Spirit                   | 31. UPMC Altoona                                     |
| 14. Geisinger Medical Center                  | 32. UPMC Hamot                                       |
| 15. Hahnemann University Hospital             | 33. UPMC Mercy                                       |
| 16. Lankenau Medical Center                   | 34. UPMC Susquehanna                                 |
| 17. Lehigh Valley Health Network              | 35. Wilkes-Barre General Hospital                    |
| 18. Lehigh Valley Health Network - Pocono     | 36. York Hospital, Wellspan Health                   |

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Columbia, Pa.

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Bryn Mawr, Pa.

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Samuel Monismith, Ed.D  
Middletown, Pa.

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Danville, Pa.

**Kimberly Everett, BS, MA**  
Langhorne, Pa.

**Hubert Gilroy, Esquire**  
Carlisle, Pa.

**Nathan Harig, BA, MA**  
Carlisle, Pa.

**Webb Hersperger, Jr., MD, FAAO/HNS, FACS**  
Mechanicsburg, Pa.

### **Emeriti**

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Mechanicsburg, Pa.

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Hershey, Pa.

**Kathleen Hogan Flinn, MPA, BSN, RN**  
Harrisburg, Pa.

**Gary Holder**  
Chambersburg, Pa.

**Pat Lehman**  
Newville, Pa.

**Cheryl MacDonald-Sweet, BS, RN, CEN, CPEN**  
Wilkes-Barre, Pa.

**Ron McKeehan, EMT-P, BLSIT**  
Carlisle, Pa.

**Cheri Rinehart, RN, NHA**  
Wormleysburg, Pa.

**Representative Willis Tallman**  
Harrisburg, Pa.

# From the Mailbox

“Thank you very much to all of those that have made it possible for my family to receive this wonderful car seat donation. My family has been so blessed by friends helping friends.” -Carol Erno

“Hi, David! Just wanted to say thanks again for all the effort you put into helping us with the new car seats. It felt really good to drive away, knowing the kids are as safe as possible. And, Nicole was so excited about her new, bright blue booster! Thank you for the kindness you’ve shown our family.” - Sarah

“They say, “better late than never.” This is an official thank you for talking to our Hospice of Central PA volunteers in January. Your presentation was great - informative & funny. You have a gift. Thank you for sharing it with us.” - Maureen

“Thank you for our Hay Hole Cover. We live in Gettysburg. It will keep us safe in our barn. We learned a lot at our farm safety class.” - Caroline and Lily Bannak

“Thank you so much for taking time out of your day to check carseats at the West Shore office” - Erin Gagabuan, Member Services Specialist

“Thank you for joining parents in nuclear at TMI’s Community Information Night! I think you share a lot of great info & I hope you learned about TMI too! Thanks again!” - Christine DeSantis

“On behalf of the Tobyhanna Prevention and Wellness Team I would like to thank you all for participating in this year’s fair. The success of the fair was incredible. We had over 900 employees attend the fair. This event would never happen without the support of our local community agencies like yours. We look forward to working with you again next year.” - The Tobyhanna Army Depot Prevention and Wellness Team.

“We cannot THANK YOU enough for your contribution to our 2017 Rural Health & Safety Day event, held on October 4, 2017 at Alparon Park. It was a huge success! With the generous support of people like you, 850 fifth grade

students from Bradford County were educated on a variety of health & safety related topics that will stay with them forever.” - Rural Health & Safety Day Committee

“What a truly phenomenal day we were able to spend at my 13th Annual Senior Citizens’ Expo providing services to the Senior Community. I would like to extend my sincere gratitude for your participation not only by myself and staff, but by the 332 seniors in attendance.

“It is people such as you that actually make a difference within the community we live. Without your support, we would not have been able to have the success we did!” - Mark Keller, State Representative

“Thank you so much for being part of Zonta’s 4th Annual Rally to end violence against women and children.”

“On behalf of all the ladies at our club, we just wanted to write you a little note to say how delightful it was for you to attend our rally at the State Capitol. We, Zontians, so appreciated the fact that you took a display booth which truly added to our successful event. It was such a pleasure again to see your bright smile. It seems to me that the American Trauma Society is very fortunate to have you as their CEO. Needless to say, I will look forward to the time where we can sit and chat for a longer time frame.” - Suzanne, ZONTA Club

“Thank you Dave for presenting to our group tonight! We really appreciate the valuable information.” - Harrisburg Area Parkinson Caregiver Support Group





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**[www.atspa.org](http://www.atspa.org)**

