



Reflections

Annual Report of the American Trauma Society, Pennsylvania Division

2023

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The broken tulip symbolizes a life that has been destroyed or severely altered due to trauma. The goal of the American Trauma Society, Pennsylvania Division is to straighten that broken tulip.



LETTER FROM THE CEO

The American Trauma Society, Pennsylvania Division (ATSPA) is a 501c(3) non-profit organization dedicated to injury prevention and mitigation through education, intervention, and advocacy. In June 2023, the ATSPA celebrated its 50th Anniversary!

50 years ago, the average income was \$12,900 and the cost of a gallon of gas was only 40 cents! A lot can change in 50 years, and as we approached this milestone, we began to reflect on these past 50 years: What have we done well? How can we improve?

After 50 years, PA communities are safer but still in dire need of injury prevention education; and, after 50 years, the ATSPA, in partnership with PA trauma centers, still yearns to provide that. Serving all 67 Pennsylvania counties, the ATSPA partners with hospital/trauma center and EMS members to bring injury prevention resources and information to communities across the Commonwealth. These resources include, but are not limited to, information on older adult fall prevention, motor vehicle safety, agricultural safety, bike safety, suicide prevention, Advanced Burn Life Support, poisoning prevention, and tourniquet kits to accompany "Stop the Bleed" tourniquet application training.

In 2014, the ATSPA boasted 34 hospital/trauma center members. In 2023, that number has grown to 54. In addition, in just three years, the ATSPA has more than doubled its EMS membership from 12 EMS agencies to 31! I believe this growth speaks volumes: Pennsylvania hospitals, trauma centers, and EMS agencies look to the ATSPA for injury prevention partnership and resources, and we are ever eager to provide!

According to the Centers for Disease Control and Prevention (CDC), unintentional injury, suicide, and homicide collectively, account for the top 3 leading causes of death, in Pennsylvanians, aged 1-64 years. Per data obtained from the Pennsylvania Department of Health, hospital charges for all injuries, in Pennsylvania, exceeded \$11.6 billion in 2020. This data is staggering, and I hope that you will agree that even after 50 years, we must remain steadfast; our work must continue.

We are passionate about the safety of our fellow Pennsylvanians, and we thank the PA Legislature, partners, funding providers, and members for their continued support of injury prevention efforts, in Pennsylvania. Without you, the vital work of the ATSPA would not be possible. As we reflect on the past 50 years, we focus on lessons learned, perseverance, and hope, as we press on toward our mission for the next 50 years.



Sincerely,

Krista Brands

Krista Brands, BS, CAE
Chief Executive Officer

FINANCIAL STATEMENT

The ATSPA is committed to responsible financial management. The ATSPA Executive Committee, Finance Committee, and staff work together to ensure all financial matters are addressed with care and consciousness. Financial decisions are handled with integrity, and are made in the best interests of the organization while ensuring compliance with federal, state, and local legal and reporting requirements.

MISSION

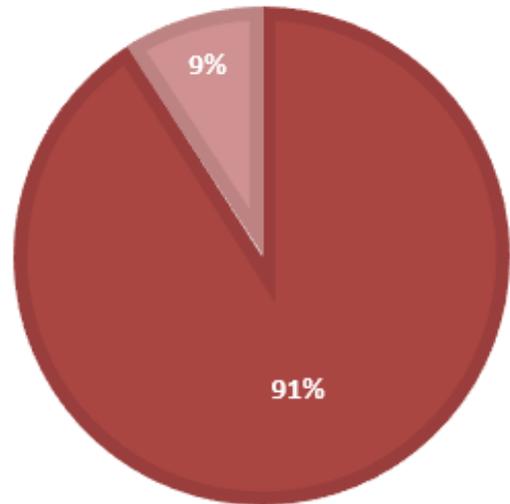
Injury prevention and mitigation through education, intervention, and advocacy.

VISION

To be the leading provider of evidence-based trauma prevention, education, and resources.

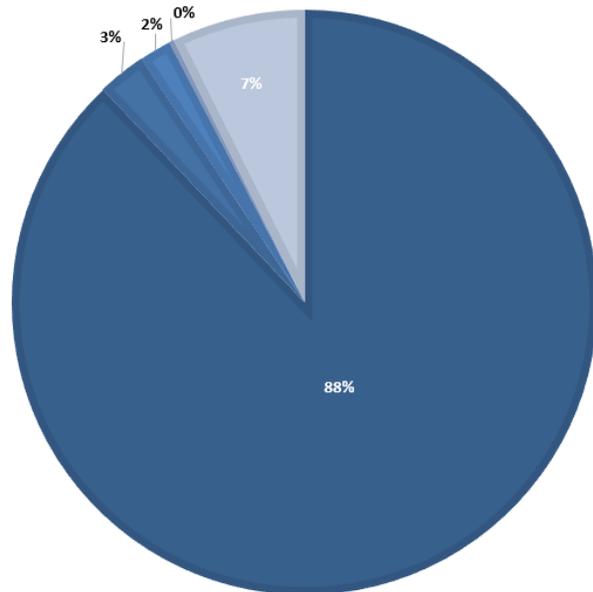
EXPENSES

■ Program Services ■ Management and General



REVENUE

■ Grants ■ ATS National Membership Dues ■ Contributions ■ Program Service Fees ■ Investment Income



PREVENTION BY THE NUMBERS

83
Members

5,499
Website
Visits

10
Continuing Education
Credits Offered

1,053
Newsletters
Contacts

50 YEARS OF SAVING LIVES

The American Trauma Society, Pennsylvania Division (ATSPA) is a non-profit organization dedicated to injury prevention and mitigation, through education, intervention, and advocacy.

After receiving its charter in 1973, the ATSPA embarked on an incredible journey of trauma prevention in the Commonwealth of Pennsylvania. The ATSPA used data from the National Head Injury Foundation to show how the state could save between \$3 to \$5 million in lifetime costs if just one person was saved from living life as a quadriplegic. This resulted in the ATSPA receiving its first state appropriation, which opened new doors for the organization.

Over the course of its 50 years, ATSPA has accepted the challenge to safeguard the Commonwealth and prevent injuries across the state. In partnership with the Pennsylvania Department of Health and several foundations, we have been able to offer farm safety equipment to rural communities, bike helmets across the state, tourniquet kits to accompany Stop the Bleed trainings, and much more.

In 1989, the ATSPA joined forces with the office of the Cumberland County Coroner to obtain funds from the Pennsylvania Department of Transportation for the creation of South Central PA Highway Safety. This department of the ATSPA focuses on transportation safety, including preventing distracted driving, teen driver safety and many other topics.

In 2020, ATSPA obtained the contract for Safe Kids Pennsylvania (SKPA). SKPA is dedicated to keeping kids safe from preventable childhood injury, which is the number one cause of death among children ages 1 to 19. SKPA promotes and supports childhood injury prevention activities through education, collaboration, and advocacy throughout Pennsylvania. Safe Kids Pennsylvania is one of many statewide coalitions under Safe Kids Worldwide and supports 11 partners and 8 coalitions throughout the Commonwealth, working to prevent childhood injuries.

Today, the ATSPA strives to provide injury prevention education throughout the Commonwealth via its partnerships with PA trauma centers, EMS agencies, and community groups. Serving all 67 Pennsylvania counties, the ATSPA proudly serves 54 hospital and trauma center members and 31 EMS agency members.



**IN CELEBRATION OF THE ATSPA'S 50TH ANNIVERSARY,
MEMBERS AND PARTNERS SHARED THEIR STORIES OF PREVENTION.**



The Legacy and Influence of Dr. John M. Templeton, Jr.



CarFit: ATSPA Supports Driver Safety for Older Adults



Partnering for Child Passenger Safety in the Amish Population



ATSPA's Agricultural Safety Initiatives



ATSPA Supports In-Patient Trauma Prevention with CHOP



Partnering with UPMC Presbyterian to Protect Women

**THESE AND MORE VIDEOS ARE AVAILABLE ON OUR
YOUTUBE CHANNEL. FIND US BY SEARCHING
"ATSPA".**

OUR WHY?

What does “trauma” mean?

Physical trauma is severe blunt, blast or penetrating injury primarily caused by automobile crashes, gunshots, stab wounds, falls, battery, or burns.

The ATSPA believes that many injuries are predictable, and that if injuries are predictable, they are preventable.

The Centers for Disease Control and Prevention (CDC) estimates that 20-40% of premature deaths are preventable. Deaths and injuries are preventable when we work together.

What does a patient need to survive?

The survival of a trauma patient is reliant upon the strength of the trauma system in that patient’s geographical area. The trauma system must provide:

- Immediate response and medical care at the scene of the injury
- Rapid transport from the scene of the injury to a qualified trauma medical facility
- Qualified trauma medical facilities capable of delivering immediate medical care and ongoing treatment for the injured person(s)

Excellent trauma care relies on an excellent trauma system. It requires a coordinated, multidisciplinary approach to the care of the patient, including injury prevention and immediate intervention.

How much trauma is happening in Pennsylvania?

According to the Pennsylvania Department of Health, in 2020, there were 132,868 hospitalizations for injuries across the Commonwealth. These hospitalizations cost over \$11.6 billion, over \$138 million of which came from government funding (not including Medicare or Medicaid).

According to the Hospital and Healthsystem Association of Pennsylvania, during 2019, more than 96 percent of Pennsylvania’s trauma patients survived their hospitalization. In total that year, the Commonwealth’s accredited trauma centers saved 49,564 lives.

ATSPA AS A SOLUTION

1,584 Bike Helmets Distributed

Thanks to the Fleming Foundation, the ATSPA was able to provide institutional and EMS members with free bike helmets for distribution and education in their communities.



73,750 Materials Distributed

Printed materials still remain the most requested items provided by the ATSPA. They are utilized by both members and community partners to spread injury prevention information.



3,000 Older Adult Fall Prevention Bags Distributed

The Older Adult Fall Prevention bags are distributed to older individuals (55+) who have sustained a recent fall and are leaving the Emergency Department, being discharged from the hospital, being educated at a senior center, or receiving education through a formal class such as Matter of Balance or Healthy Steps.



96 Rearview Monitors Installed

According to the Pennsylvania Department of Agriculture, there are over 59,000 farms in Pennsylvania, providing \$135.7 billion in total economic output, and over 580,000 jobs in the state.

The PA Rural Safety Rearview Monitor Initiative is offered to families in rural farming communities. After completing a presurvey, the ATSPA provides the funding for one of five local partners to purchase and install a rearview monitor on one piece of farm equipment. The goal of this program is to increase visibility and prevent backover incidents. This program is free of charge to participants.

The ATSPA would like to thank the Psalm 103 Foundation for funding this program. We would also like to thank our partners at Agriteer, Hoover Tractor, Messick's Equipment, Rovendale Ag. and Barn, and Walker and Walker.

3,114 Bleeding Control Kits Distributed

The STOP THE BLEED® campaign was initiated by a federal interagency workgroup convened by the National Security Council Staff, The White House. The purpose of the campaign is to build national resilience by better preparing the public to save lives by raising awareness of basic actions to stop life-threatening bleeding following everyday emergencies and man-made and natural disasters.

These kits include:

- 1 - STOP THE BLEED® Instructional booklet
- 1 - C-A-T® tourniquet
- 1 - NAR Wound Packing Gauze
- 1 - Mini Permanent Marker, BLK
- 1 pair - Responder Nitrile Gloves - Large
- 1 - 4 in. Responder Flat Dressing
- 1- 7.25 in. Responder Trauma Shears



21 Organizations Registered for ABLS NOW

The American Trauma Society, PA Division (ATSPA) offered the highly acclaimed Advanced Burn Life Support NOW Course to our members starting in July 2023, after offering the in-person ABLS provider certification course for nearly two decades. This invaluable 5-hour self-paced online educational opportunity was met with enthusiasm, as 21 dedicated ATSPA member organizations secured 125 ABLS NOW “seats.”

This online provider course provides the “how-to” of emergency care for the burn patient through the first 24-hour critical time period. Each lecture concludes with study questions, to assist with assessment preparation. Certification testing consists of a written exam.

A Brand New Program

The ATSPA provided the opportunity to our EMS member agencies to complete the training titled “Autism Training & Certification for First Responders.” Eleven members took advantage of the opportunity. Eight of the 11 completed the training to-date and have now received sensory tools to use with patients experiencing sensory issues. Sensory items include headphones, fidget tubes, stress balls, pop-it toys, and chew jewelry (necklaces and bracelets). Members report quarterly on their progress, indicating which tools have been most effective.



MINI AND MICRO GRANTS (2022-23)

\$39,999.68 in Grant Funding Awarded!

The ATSPA offers grant funding to help our member institutions accomplish injury prevention goals. Members are encouraged to use data collected by their individual agencies to design an injury prevention program. We offer up to \$4,000 to each applicant that is awarded a mini grant and \$2,000 for each applicant that is awarded a micro grant.

Mini Grant Programs and Awardees

Program Name: "Educating Adolescents and Teens in Communities of Color at Local After School Programs on Choosing to Be SAFE (Staying Alert For Emergencies)"

Member Hospital: Bryn Mawr Hospital

Program Name: "The Firearm Safety Initiative"

Member Hospital: Children's Hospital of Philadelphia

Program Name: "Pediatric Pedestrian Safety Campaign"

Member Hospital: Geisinger Janet Weis Children's Hospital

Program Name: "Gun Safety: Keeping Our Kids Safe"

Member Hospital: Guthrie Robert Packer Hospital

Program Name: "Educating Adolescents and Teens in Communities of Color on Choosing to Be SAFE (Staying Alert For Emergencies) at Local After School Programs"

Member Hospital: Lankenau Medical Center

Program Name: "Medication Safety in the Community"

Member Hospital: Paoli Hospital and Regional Trauma Center

Program Name: "Fall Prevention Through Tai Chi: Increasing Access to Evidence-Based Fall Prevention in a Virtual Format"

Member Hospital: Penn Presbyterian Medical Center

Program Name: "Bicycle Safety: Know the Law, Protect Your Head, Equip Your Bike"

Member Hospital: Penn State Holy Spirit Hospital

Program Name: "Planning for Mobility"

Member Hospital: Reading Hospital Trauma Center

Program Name: "St. Luke's Trauma Safety Event"

Member Hospital: St. Luke's Hospital

Program Name: "Safer Firearm Storage for Families"

Member Hospital: UPMC Children's Hospital of Pittsburgh

Program Name: "It Can Wait: An Evidence Informed Approach to Combat Distracted Driving"

Member Hospital: UPMC Mercy



Micro Grant Programs and Awardees

Program Name: Senior Safety Fair

EMS Member: Chestnut Ridge Ambulance Association



2023 ATSPA ANNUAL CONFERENCE

Highlights

- One hundred thirty three participants
- Seven scholarship recipients
- Thirteen presenters and seven poster presenters
- Seven sponsors and four exhibitors

Credits

- Nursing via Emergency Nurses Association
- EMS via Pennsylvania Bureau of EMS
- Physician via Pennsylvania Medical Society
- Physical Therapy via Pennsylvania State Board of Physical Therapy
- Social Work via Pennsylvania State Board of Social Workers, Marriage and Family Therapists, and Professional Counselors



Presentation Highlights

Templeton Lecture: Enough is Enough: Ending Workplace Violence for Healthcare Workers
Aisha Terry, MD, MPH – President-elect, American College of Emergency Physicians

Hersperger-Pryor Lecture: Mission Zero and Beyond: Maintaining Readiness and Pursuing New Innovations in Trauma Care Delivery through Military and Civilian Partnerships
Jennifer Silvis, DO - Trauma/Acute Care Surgery, General Surgery, Conemaugh Memorial Medical Center



Award Recipients

H. Arnold Muller, MD, Emergency Medicine Resident Scholarship Award

- Memu-iye Kamara, DO
- Mohit Kochar, DO
- Megan Schlegelmilch, DO
- Daniel Spector, DO
- Ashley Woodrow, DO

First Responder Call to Action Award
Wakefield EMS

Barbara Esposito Excellence in Trauma Nursing Award
Amy Froese, BSN, RN, CEN, CCRN, TCRN

Trauma Prevention Recognition Award
Sunny Goodyear, MSN, RN, CCRN



ATS MEMBERS

Institutional Members

(Organized by Health System)

- Allegheny Health Network
 - Allegheny General Hospital
 - Forbes Hospital
 - Grove City Medical Center
 - West Penn Burn Center
- Children's Hospital of Philadelphia
- Conemaugh Health System
 - Conemaugh Memorial Medical Center
 - Conemaugh Meyersdale Medical Center
 - Conemaugh Miners Medical Center
 - Conemaugh Nason Medical Center
- Crozer-Chester Medical Center
- Fulton County Medical Center
- Geisinger
 - Community Medical Center
 - Geisinger Medical Center
 - Janet Weis Children's Hospital
 - Jersey Shore Hospital
 - Lewistown Hospital
 - Wyoming Valley Medical Center
- Grand View Health
- Guthrie
 - Guthrie Robert Packer Hospital
 - Guthrie Troy Community Hospital
- Jefferson Health Network
 - Abington Hospital
 - Einstein Medical Center
 - Thomas Jefferson University Hospital
 - Torresdale Hospital
- Lehigh Valley Hospital
 - Cedar Crest
 - Hazleton
 - Hecktown Oaks
 - Muhlenberg
 - Pocono
 - Reilly Children's Hospital
- Main Line Health
 - Bryn Mawr Hospital
 - Lankenau Medical Center
 - Paoli Hospital
- Penn Medicine
 - Lancaster General Health
 - Penn Presbyterian Medical Center
- Penn State Health
 - Holy Spirit Medical Center
 - Milton S. Hershey Medical Center
 - Children's Hospital
- St. Luke's University Health System
 - Anderson Campus
 - Bethlehem Campus
 - Carbon Campus
 - Geisinger Campus
 - Miners Campus
 - Monroe Campus
 - Upper Bucks Campus
- St. Mary Medical Center
- Tower Health Network
 - Reading Hospital
 - St. Christopher's Hospital for Children
- UPMC
 - Altoona
 - Children's Hospital of Pittsburgh
 - Hamot
 - Mercy
 - Williamsport
- WellSpan York Hospital

EMS Members

- AMED Authority EMS
- Beach Lake Volunteer Fire Company
- Bristol Fire Company
- Brownsville Ambulance Service Incorporated
- Burholme Emergency Medical Service
- Chestnut Ridge Ambulance Association
- Cumberland Goodwill EMS
- Elverson Honey Brook Area EMS
- Emmaus Emergency Services
- Factoryville Fire Company
- FWM Emergency Squad
- Greater Pittston Regional Ambulance
- Greater Valley EMS
- Lower Allen Township
- Matamoras Fire Department QRS
- MedEvac Ambulance
- Muhlenberg Area Ambulance
- Northampton Regional EMS
- Northwest EMS
- Noxen Community Ambulance Association
- Phoenix EMS Inc.
- Plymouth Community Ambulance Association
- Pocono Mountain Regional EMS
- Radnor Fire Company
- Scott Township EMS
- Second Alarmers Association and Rescue Squad
- Superior Ambulance
- Susquehanna Regional EMS
- TowerDIRECT
- Wakefield EMS
- Western Berks Ambulance

*Membership as of January 2, 2024

MEMBERSHIP

To receive certain benefits from the ATSPA, a Pennsylvania organization must become an ATS member. Once an ATS member, the organization will receive benefits from both the ATSPA and the ATS National Office. ATSPA benefits include access to the programs presented throughout this publication as well as monthly newsletters. ATS benefits are outlined below. For more information or to inquire about ATS membership, visit www.amtrauma.org.

INSTITUTIONAL MEMBERSHIP TYPES

| ENHANCED TRAUMA CENTER PACKAGE | TRAUMA CENTER (OVER 250 BEDS) | TRAUMA CENTER (UNDER 250 BEDS) | NON-TRAUMA CENTER | EMS SQUAD OR AGENCY |
|--|---|---|---|---|
| Membership Includes: 1 Master account holder 5 Additional individual memberships for staff | Membership Includes: 1 Master account holder 1 Additional individual membership for staff | Membership Includes: 1 Master account holder 1 Additional individual membership for staff | Membership Includes: 1 Master account holder 1 Additional individual membership for staff | Membership Includes: 1 Master account holder 1 Additional individual membership for staff |
| \$1900 | \$1750 | \$900 | \$900 | \$125 |

*Master account holder receives full member benefits + serves as account administrator.

SAME HEALTH SYSTEM MEMBERSHIPS DEFINED

TO QUALIFY FOR A SAME HEALTH SYSTEM MEMBERSHIP, YOUR INSTITUTION MUST MEET ONE OF THE FOLLOWING CRITERIA.

| | | |
|---|--|---|
| NON-LEVEL I TRAUMA CENTER (SAME HEALTH SYSTEM AND STATE AS ATS LEVEL I INSTITUTIONAL MEMBER) | PEDIATRIC HOSPITAL (SAME BUILDING AS ATS INSTITUTIONAL MEMBER) | REHAB HOSPITAL (SAME HEALTH SYSTEM AND STATE AS ATS INSTITUTIONAL MEMBER) |
| Trauma Center must be in the same health system and state as a current ATS Institutional Member. | Trauma Center must be in the same health system and building as a current ATS Institutional Member. | Rehab Hospital must be in the same health system and state as a current ATS Institutional Member. |
| Membership Includes: 1 Master account holder 1 Additional individual membership for staff | Membership Includes: 1 Master account holder plus 1 Additional individual membership for staff | Membership Includes: 1 Master account holder 1 Additional individual membership for staff |
| \$875 | \$875 | \$875 |

*Master account holder receives full member benefits + serves as account administrator.

SOUTH CENTRAL PENNSYLVANIA 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. The highly trained staff travels throughout its four-county region providing educational presentations on driver & passenger safety, distraction prevention, traffic law review, and updates to new laws.

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

Child Safety Seats:

- Inspected and installed a total of 27 child safety seats at the office and provided nine child safety seats to families in need through a loaner program.
- Twenty three seat checkup events, checking a total of 251 child safety seats at events.
- Assisted with distribution and installation of 155 child safety seats, in partnership with Safe Kids.
- Seven Child Passenger Safety Technician (CPST) Certification Courses, certifying 76 new CPSTs.
- One CPST Update/Refresher Course, providing the required CEUs for 63 CPSTs.

Teen Driver Safety:

- Delivered 40 Teen Safe Driving presentations in high school classrooms and at community events.
- Hosted its annual Driver Education Teacher and School Resource/Community Service Officer Seminar.
- Hosted its annual Teen Safe Driving Competition.

Mature Driving Programs:

- Delivered six Mature Driver Safety presentations in senior centers and community organizations.
- Hosted two CarFit events.
- Hosted five Mature Driver Safety information tables at safety fairs and press events.

Prominent Partners During the Year:

PA Motor Truck Association, Safe Kids Capital Region, Safe Kids Southcentral PA, United Way of the Capital Region, UPMC Carlisle, Highway Safety Network, Center For Traffic Safety, and PennDOT.



SAFE KIDS PENNSYLVANIA

Safe Kids Pennsylvania (SKPA) is part of Safe Kids Worldwide's global network and is dedicated to keeping kids safe from preventable childhood injury, which is the number one cause of death among children ages 1 to 19. These injuries range from accidental falls, to poisonings, car crashes, drownings, and many more. SKPA promotes and supports childhood injury prevention activities through education, collaboration, and advocacy throughout Pennsylvania.

SKPA supported 8 Coalitions and eleven Partners of the State during the 22-23 FY. Both Coalitions and Partners of the State are directed by a lead agency who is responsible for employing a coordinator to implement Safe Kids-related work.

During the 22-23 FY, SKPA groups engaged in approximately 591 community events, 1,543 educational sessions, and 314 trainings, for a total of 2,448 events. Through these events, they reached over 164,300 people with 3,278 event hours. Specifically, 376 community events, 793 educational sessions, and 220 trainings focused on home safety topics, including: fire prevention, poisoning prevention, safe infant sleep, and more. Car and road safety topics (including child passenger safety, teen driving, pedestrian safety, and more) totaled 171 community events, 664 educational sessions, and 91 trainings. Finally, sports and play topics, which include bicycle safety, concussion prevention, sports hydration, and more, accounted for 44 community events, 86 educational sessions, and three professional trainings.



ATSPA BOARD OF DIRECTORS

Executive Committee:

PRESIDENT

Robert Barraco, MD, MPH, FACS, FCCP
Allentown, Pa.

TREASURER

Sarah Mattocks, MSN, CRNP
Erie, Pa.

VICE PRESIDENT

Shawn Safford, MD, MBA
Hummelstown, Pa.

SECRETARY

Cheryl MacDonald-Sweet, BS, RN, CEN, CPEN
Clarks Summit, Pa.

Board Members:

Juliet Altenburg, RN, MSN
New Cumberland, Pa.

Steven Bixby, NRP
Williamsport, Pa.

Renee Blackiewicz, MS, BSN, RN
Scranton, Pa.

Kay Ella Bleecher, RN, MSN, CRNP, CEN, PHRN, FAEN
Etters, Pa.

Marie Campbell, RN, MS Ed, MS, CPC, CPHQ
Quarryville, Pa.

Thomas Causer, RN, BS, RRT, HP
Johnstown, Pa.

Deborah Erdman, RN, MSN, CCRN, TCRN
Danville, Pa.

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

Hubert Gilroy, Esquire
Carlisle, Pa.

Nathan Harig, BA, MA
Carlisle, Pa.

Lauren Kresge, MBA, MSW
Wilkes-Barre, Pa.

Michael Reihart, DO, FACEP, FAEMS
Columbia, Pa.

Ward Richardson, MD
Pittsburgh, PA

Michael Sleet, MD
Meadville, Pa.

Joseph Stirparo, MD, MBA, FACS
Bethlehem, Pa.

Lacey Swope, RN
McConnellsburg, Pa.



STAFF

American Trauma Society, Pennsylvania Division
Chief Executive Officer: Krista Brands
Assistant Director: Allyson Fulton
Communications Coordinator: Sadie R. Carns
Educational Program and Event Coordinator: Kim Nunemaker
Bookkeeper: Michele Shoaff; Hamilton and Musser, PA, CPAs

South Central PA Highway Safety
Coordinator: Matthew Frampton
Assistant Coordinator: Chris Bendl
Program Specialist: Karen Rowe

Safe Kids Pennsylvania
State Office Coordinator: Jessica Ritter





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