

2025



Annual Report



American Trauma Society,
Pennsylvania Division

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Letter from the CEO

The American Trauma Society, Pennsylvania Division (ATSPA) is a 501(c)(3) nonprofit organization dedicated to injury prevention and mitigation through education, intervention, and advocacy.

For more than 50 years, ATSPA has partnered with trauma centers and community organizations across Pennsylvania to reduce preventable injuries and save lives. Serving all 67 counties, we work closely with Injury Prevention Coordinators, Trauma Program Managers, EMS agencies, and community partners to strengthen injury prevention efforts through education, resources, networking, and professional development.

ATSPA supports the delivery of evidence-based injury prevention initiatives addressing older adult fall prevention, motor vehicle safety, firearm safety, bicycle safety, and Stop the Bleed training with accompanying tourniquet kits. These programs empower professionals and communities to prevent injuries before they occur and improve outcomes when they do.

Membership in ATSPA has grown by 58 percent over the past decade, reflecting the increasing demand for our resources and the value we provide to trauma centers, EMS agencies, and community partners engaged in injury prevention outreach. This growth reinforces the importance of sustained investment in prevention-focused education and professional support.

The need for this work remains urgent. According to the Centers for Disease Control and Prevention, between 2018 and 2022 there were 62,190 injury-related deaths nationwide. In Pennsylvania alone, nearly 149,000 residents were hospitalized due to injury in 2024—an increase of 5,403 from the previous year. Total hospital charges for all injuries exceeded \$15 billion, including more than \$9.1 billion from falls and approximately \$889.3 million from injuries involving motor vehicle occupants. Over 78 percent of these charges were paid by governmental sources, underscoring the significant human and financial impact of preventable injuries.

We are grateful to the Pennsylvania State Legislature, funding providers, partners, and our members for their continued commitment to injury prevention. Your support enables ATSPA to strengthen professionals, expand education, and advance a safer Pennsylvania.



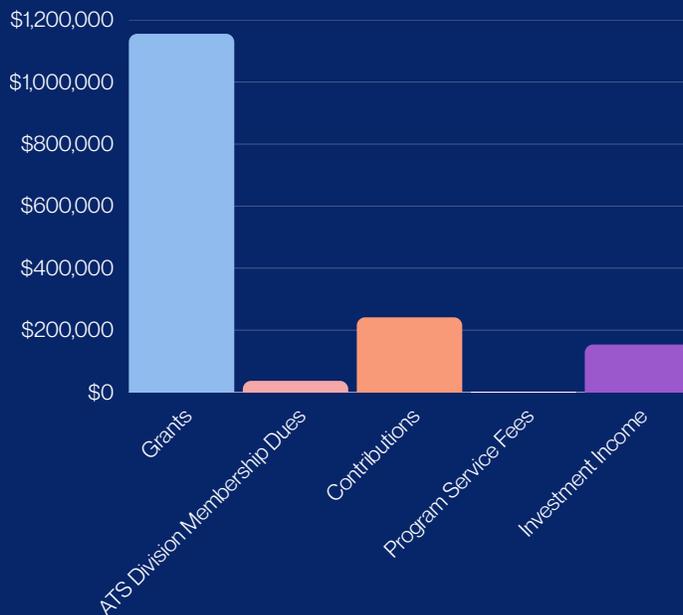
Krista Brands, BS, CAE
Chief Executive Officer



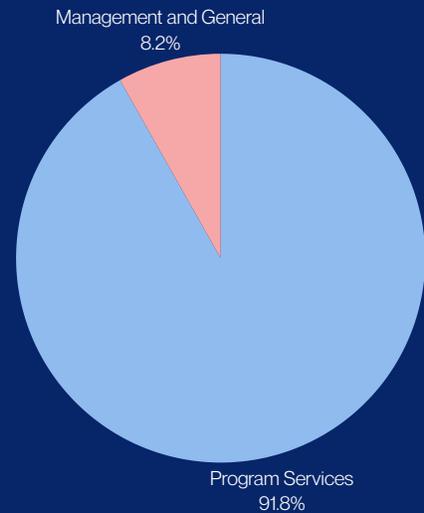
FINANCIAL STATEMENT

The ATSPA is committed to responsible financial oversight. The ATSPA Executive Committee, Finance Committee, and staff work together to ensure all financial matters are addressed with care and responsibility. 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 reporting requirements.

Income:



Expenses:



Mission

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

Vision

To be the leading source of evidence-based injury prevention education and resources in the Commonwealth.

Why Prevention?

➔ What is “trauma”?

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 if injuries are predictable, they are often preventable.

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

➔ Trauma in Pennsylvania

According to the CDC, for the years 2018–2022:

Number of Deaths:

62,190

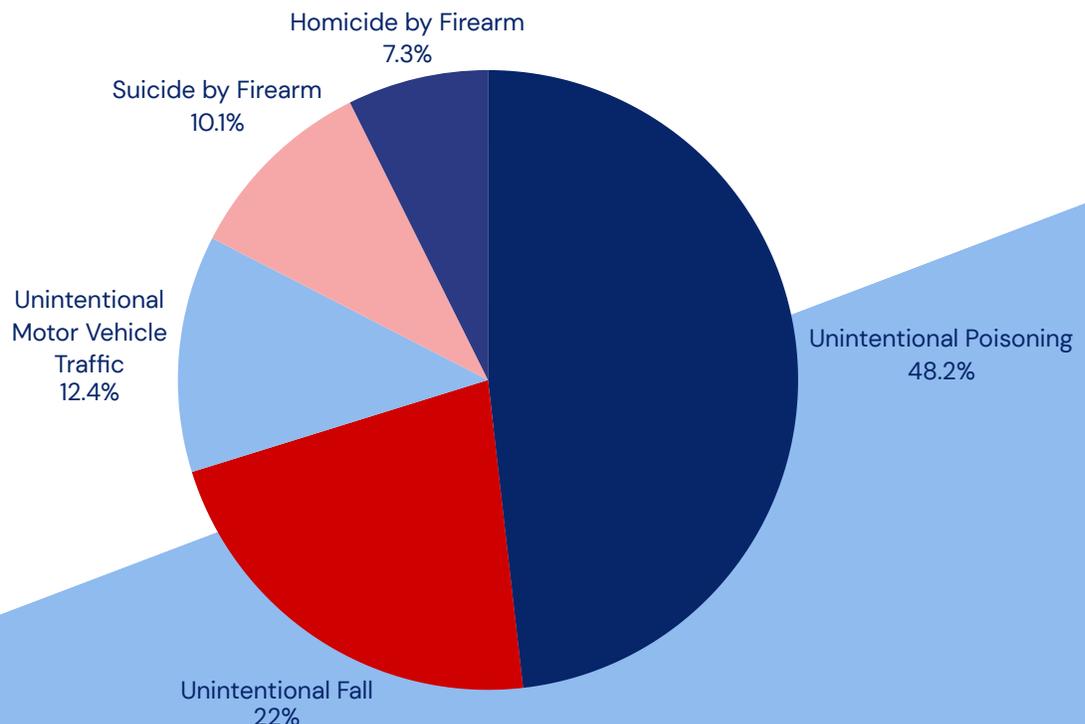
Fatal Injury Cost in 2020:

\$124.84 Billion

Years of Potential Life Lost Before Age 65:

1.08 Million Years

Top 5 Causes of Injury Death:



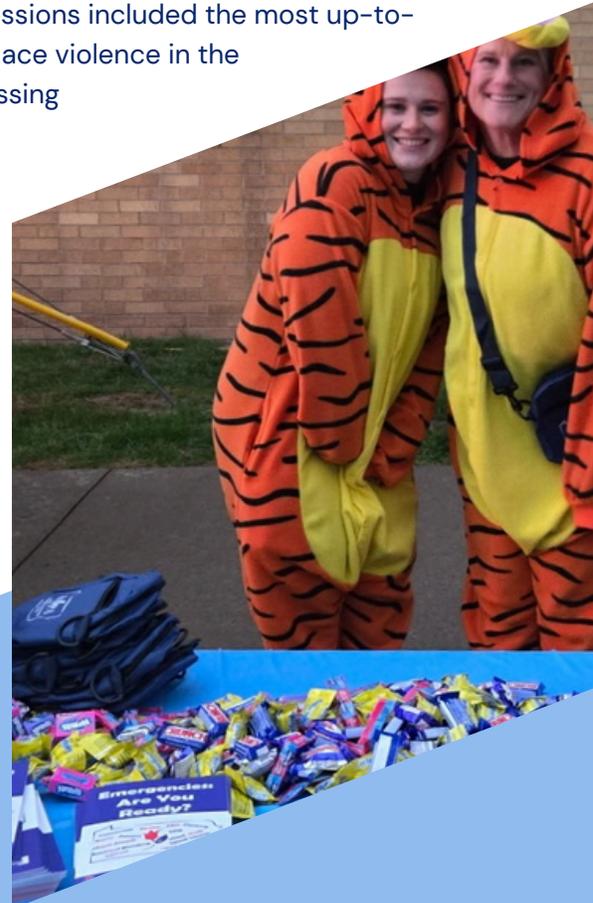
Our Programs

➔ Printed Materials

Printed materials still remain the most requested items provided by the ATSPA. In 2025, **191,385 items** were provided to institutional and EMS members, as well as community partners. Various types of offered materials cover a broad range of topics; from instructional booklets, to tip cards, to reflective light whistles, and other injury prevention tangible items. Our materials are comprehensive and enhance injury prevention outreach.

➔ 2025 ATSPA Virtual Conference

The ATSPA hosted its inaugural virtual conference on May 7, 2025. Various injury prevention and healthcare experts such as Anthony Jaworski, PharmD, BCPS, DABAT, Clinical Toxicologist at the Poison Control Center at the Children's Hospital of Philadelphia provided **four sessions to 131 attendees**. These evidence-based sessions included the most up-to-date information on poison control and prevention, workplace violence in the healthcare environment, preparing for a critical and distressing incident, and the story of a trauma survivor.



Our Programs

👉 Bike Derbies

ATSPA provided 9 Bike Derby kits in 2025.

Bike derbies are events that provide bicycle safety education to participants, as they make their way through a “hazard-filled” bicycle obstacle course. These courses teach children road and bike safety while also allowing a safe space for practice. Bike derby kits, containing items needed to set up these courses, are available to organizers to utilize for events held in their communities. During these events, organizers often offer instruction on bike repair and maintenance, as well as proper helmet use and fit.

👉 Helmet Distribution

In 2025, 1,694 helmets were provided to members and select community partners for free-of-charge distribution across Pennsylvania.

Thanks to the Pennsylvania Department of Health and the Fleming Foundation, the ATSPA was able to provide members and select community groups with free bike helmets and educational materials for distribution in their communities.

In 2025, this program included community organizations in Bedford, Cumberland, Dauphin, Lancaster, and York Counties.



Starlett Bixby BSN, RN, CEN, PHRN
Trauma Program Manager
Geisinger Medical Center Muncy

“Gaven just learned to ride without his training wheels and had on the helmet that I fitted for him.”

Our Programs

➔ Child Passenger Safety

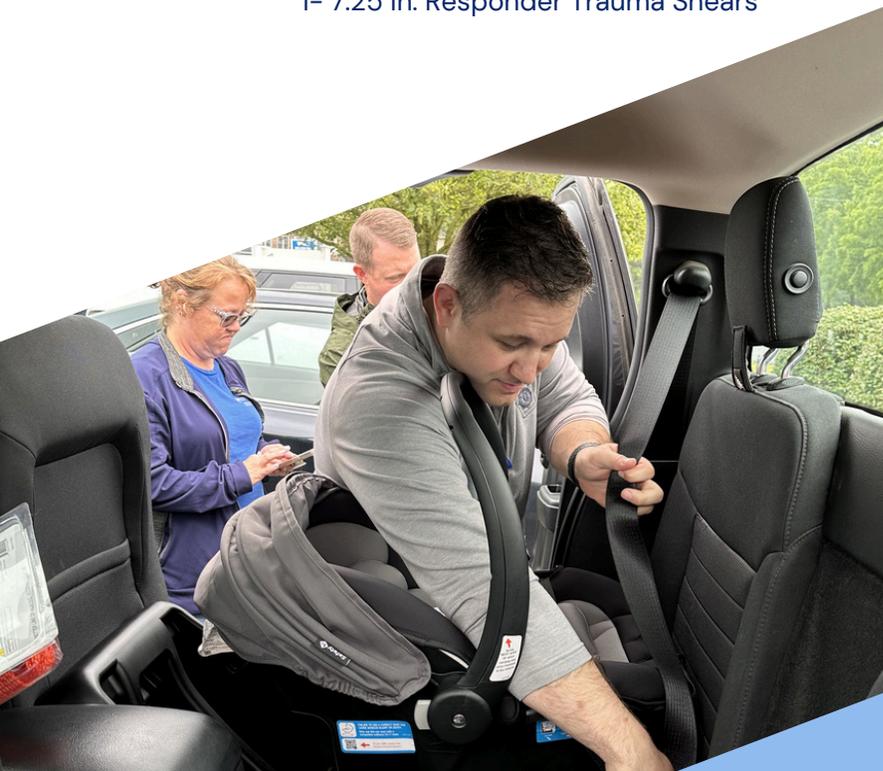
In 2025, the ATSPA offered members the opportunity to become trained as Child Passenger Safety Technicians; **16 participants completed the course.** Upon completion, participants collectively received **130 child safety seats** to install in their communities.

➔ Tourniquet Kits

This past year, the ATSPA distributed **3,172 bleeding control kits** to members. These kits serve as lifesaving tools for those trained in their application. These kits are provided in conjunction with Stop the Bleed tourniquet application training for school districts and other various community venues.

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



Our Programs

➔ Fall Prevention Grants

Via the PA Department of Health, the ATSPA offered members the opportunity to apply for grant funding for additional fall prevention outreach efforts in their communities. **Two members were awarded, in total, over \$17,000.** Programs will be completed by June 2026.

Penn State Health Holy Spirit Medical Center

“Bringing Balance to Older Adults through A Matter of Balance”

Penn Medicine Lancaster General Hospital

“Fall Prevention Awareness, Balance, and Gait Screening”

➔ Training Programs

In 2025, the ATSPA, through a grant from the PA Department of Health, offered members the opportunity to become certified as Matter of Balance Master Trainers, Tai Ji Quan: Moving for Better Balance Community Instructors, and/or Bingocize Facilitators. In 2025, **12 members became certified in these evidence-based programs;** **18 classes began,** with additional courses scheduled for 2026.



Amy Bollinger,
Trauma Education Outreach & Injury Prevention,
Penn State Milton S. Hershey Medical Center

“Providing the education/training is 50% of the solution. Many agencies do not have the funding to supply themselves adequately. THANK YOU for supplying this equipment!!”

Our Programs

➔ 2025–2026 Mini Grant Awardees

Program Name: "Hospital Take-Home Sleep Sack"

Member Hospital: Children's Hospital of Philadelphia

Program Name: "MASON – Medical and Safety On Notice"

Member Hospital: Indiana Regional Medical Center

Program Name: "The Baby Boomer and Silent Generation Fall Prevention Project – The BB/SG Project"

Member Hospital: Lehigh Valley Health Network – Schuylkill Campus

Program Name: "Community Pedestrian and Bicycle Safety"

Member Hospital: Penn Medicine Lancaster General Hospital

Program Name: "Ride Like You're Invisible: A Micromobility Safety Education Initiative in West/Southwest Philadelphia"

Member Hospital: Penn Presbyterian Medical Center

Program Name: "Protect the Head, Protect the Future: A Pediatric Helmet Safety Initiative"

Member Hospital: UPMC Williamsport

➔ Micro Grant Awardees

Program Name: "Teen Driver Safety"

EMS Member: Emergency Medical Services of Northeastern PA Inc.

Program Name: "Empowering Communities through Emergency Preparedness"

EMS Member: Northampton Regional EMS

Program Name: "Prehospital Trauma Life Support Education"

EMS Member: Wakefield EMS

Program Name: "Trauma and Geriatric Training Funding"

EMS Member: Wayne County PA EMS Association

2025 Trauma Symposium

In 2025, the ATSPA co-hosted the 2025 Trauma Symposium in partnership with the Pennsylvania Trauma Systems Foundation. This event took place on October 23 & 24, in Harrisburg, PA. Various injury prevention and healthcare experts such as Karin Wickwire, DNP, CRNP, SANE-A/P, Nurse Practitioner at UPMC Hamot, provided ten sessions to just over 300 attendees. These evidence-based sessions included the most up-to-date information on human trafficking mitigation, firearm safety and violence prevention, injury violence prevention standards, and more.

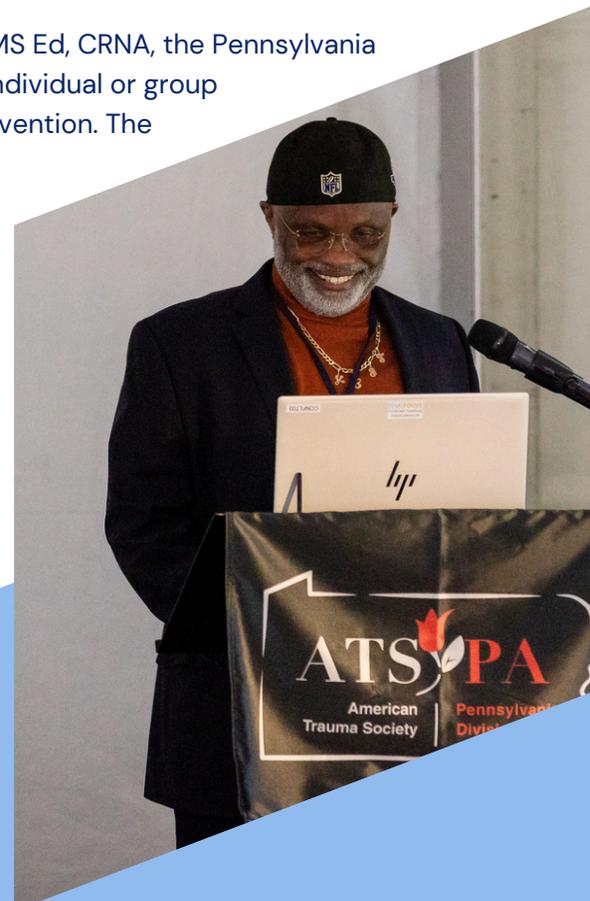


➔ 2025 ATSPA Recognition Awards

2025 Templeton–Cox Trauma Prevention Recognition Award

Robert Nordell, MD, FAW, Tower Health Reading Hospital

In honor of Dr. John M. Templeton, Jr. and Julia Cox McCarter, MS Ed, CRNA, the Pennsylvania Division of the American Trauma Society elected to honor an individual or group who has gone above and beyond the call of duty in trauma prevention. The honoree is someone who exemplifies the goals of the ATSPA in preventing needless injury and death. Nominees can be any individual or group who has shown a determination to excel in trauma prevention.



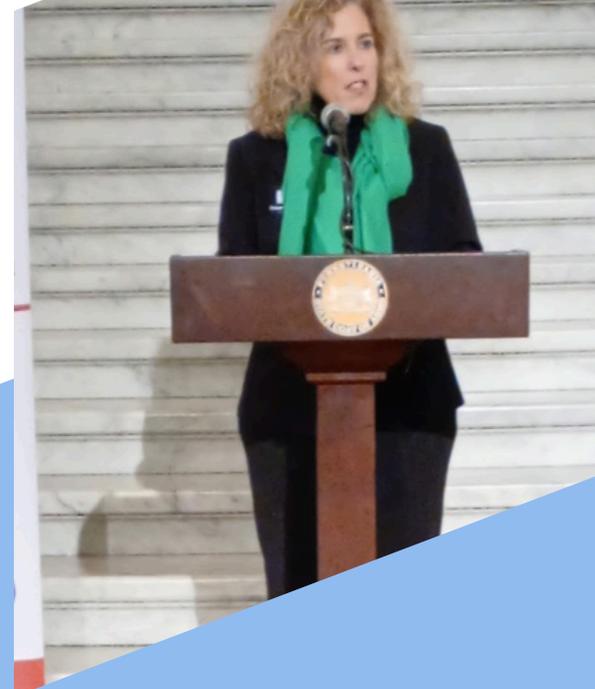
2025 Advocacy Events

➔ CeaseFirePA Day of Advocacy

The ATSPA was proud to participate in CeaseFirePA's Advocacy Day, April 8, 2025, at the Pennsylvania State Capitol, standing alongside survivors, healthcare professionals, and community partners to promote evidence-based strategies that reduce firearm injuries and save lives. Our team met with legislators to share data and frontline prevention perspectives, and to discuss the critical role healthcare and trauma professionals play in advancing firearm safety initiatives. The day reinforced the importance of collaboration, policy engagement, and sustained advocacy to prevent firearm-related injuries across Pennsylvania.

➔ National Injury Prevention Day

National Injury Prevention Day, November 18, 2025, at the Pennsylvania State Capitol was a powerful and collaborative legislative event that brought together ATSPA and five dedicated injury prevention partners to elevate the importance of preventing traumatic injury across the Commonwealth. Together, we engaged lawmakers and staff in meaningful conversation about data-driven solutions, evidence-based prevention strategies, and the real-life impact of injury on Pennsylvania families. The event strengthened partnerships, amplified our collective voice, and reinforced the critical need for continued policy support and investment in statewide injury prevention initiatives. Governor Shapiro granted his support with an official declaration of this observance.



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.

➔ Highlights

- SKPA now boasts 21 coalitions and partners of the state (local groups) that cover 39 counties, in PA.
- In the fall of 2025, 8 SKPA groups received injury prevention mini grant funding totaling \$43,432.57, for outreach in their local communities.
- The State Office provided over \$56,000 in funding, for supplies, for an additional 12 SKPA groups. This funding provided childproofing items, safe infant sleep items, items for child passenger safety seat events, and more.
- In 2025, the State Office launched a new initiative offering Professional Development funding for SKPA groups totaling \$5,698.
- The State Office also spearheaded a translation initiative that provided translation of injury prevention resources including "Family Safety Activity Book", "Baby Safety Basics", "A Parent's Guide to Child Safety", and "The Water Safety Activity Book". Materials were translated into the Spanish (if not already translated), Arabic, Haitian Creole, and Nepali languages.

➔ Safe Sleep Summits

The State Office continued to coordinate its Safe Sleep Summits in partnership with local Child Death Review (CDR) teams. During the 24-25 FY, two Summits were held, one in Lycoming County and one in Butler County. These Summits were a huge success, gathering attendees from a combined 37 counties in PA, and garnering excellent evaluation feedback.

➔ Nationally Recognized

Jessica Ritter, State Office Coordinator of Safe Kids Pennsylvania (SKPA), received the **Martha Collar Partnership Award** from Safe Kids Worldwide and has also been recognized as one of the **40 Under 40 in Public Health** through the de Beaumont Foundation.



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. The highly trained staff travels throughout its four-county region providing child passenger safety technician support and educational presentations on driver & passenger safety, distraction prevention, traffic law review, and updates to new traffic 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 persuade young drivers to adopt safe driving habits.

➔ Child Passenger Safety

- Inspected 126 child safety seats in-house and provided 68 child safety seats to families in need, through its loaner program.
- Attended 26 child safety seat checkup events with regional partners, inspecting a total of 235 child safety seats.
- Partnered in the instruction of seven Child Passenger Safety Technician (CPST) Certification Courses, certifying 97 new CPSTs.
- Provided one CPST Update/Refresher Course, providing the required CEUs for 51 CPSTs.

➔ Teen Driver Safety

- Delivered 28 Teen Safe Driving presentations in high school classrooms and at community events.
- 33 teachers attended the Annual Driver Education Teacher and School Resource/Community Service Officer Seminar.
- Hosted its annual Teen Safe Driving Competition. The competition was attended by 8 schools, represented by 24 students. The ATSPA is grateful to State Farm for their partnership and funding, and also for the many volunteers who assisted with this event.

➔ Mature Driving Programs

- Delivered 3 Mature Driver Safety presentations in senior centers and community organizations.



Members

→ Hospitals

- **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
- **Fulton County Medical Center**
- **Geisinger**
 - Community Medical Center
 - Geisinger Medical Center
 - Geisinger Medical Center – Muncy
 - Jersey Shore Hospital
 - Lewistown Hospital
 - Wyoming Valley Medical Center
- **Grand View Health**
- **Guthrie**
 - Guthrie Robert Packer Hospital
 - Guthrie Troy Community Hospital
- **Indiana Regional Medical Center**
- **Jefferson Health Network**
 - Abington Hospital
 - Einstein Medical Center
 - Thomas Jefferson University Hospital
 - Torresdale Hospital
- **Lehigh Valley Health Network**
 - Cedar Crest
 - Hazleton
 - Hecktown/Oaks
 - Muhlenberg
 - Pocono
 - Reilly Children's Hospital
 - Schuylkill
- **Main Line Health**
 - Bryn Mawr Hospital
 - Lankenau Medical Center
 - Paoli Hospital
- **Penn Medicine**
 - Penn Lancaster General Hospital
 - Penn Presbyterian Medical Center
- **Penn State Health**
 - Children's Hospital
 - Holy Spirit Medical Center
 - Milton S. Hershey Medical Center
- **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
 - Presbyterian
 - Williamsport
- **WellSpan York Hospital**

→ EMS

- Beach Lake Volunteer Fire Company
- Brownsville Ambulance Service Inc.
- Chestnut Ridge Ambulance Association
- Cumberland Goodwill EMS
- Emergency Medical Services of Northeastern Pennsylvania
- EmeryCare
- Factoryville Fire Company
- Greater Valley EMS
- Guthrie Robert Packer Hospital EMS
- H.O.P.S Ambulance Association
- Levittown-Fairless Hills Rescue Squad
- Lower Valley Ambulance Service
- Matamoras Fire Department QRS
- Municipal Emergency Services of Lancaster County (MESA)
- Northampton Regional EMS
- Plymouth Community Ambulance Association
- Rawlinsville Volunteer Fire Company
- Second Alarmers Association and Rescue Squad
- Snow Shoe EMS
- Superior Ambulance
- Susquehanna Regional EMS
- TowerDIRECT
- VSMC
- Wakefield EMS
- Wayne County PA EMS Association
- Western Alliance Emergency Services
- Western Berks Ambulance

Meet the Staff

➔ ATSPA



Krista Brands, BS, CAE
Chief Executive
Officer



Kim Nunemaker, BS
Director of Educational
Outreach



Sadie Carns
Director of
Communications



Jan Hastings
CEO Admin Assistant



Nakeya Jacobs, M.Ed
Educational Program
Coordinator

➔ Safe Kids PA



Jessica Ritter, MA, CNP
State Office
Coordinator



Tiara Hall, BS, MS
State Office
Associate

➔ SCPAHS



Matthew Frampton
Coordinator



Karen Rowe, BA
Program Specialist



Robert Webb
Assistant
Coordinator

Board of Directors

Executive Committee

- **President:** Shawn Safford, MD, MBA
- **Vice President:** Sarah Mattocks, MSN, RN, TCRN, NE-BC
- **Secretary/Treasurer:** Cheryl MacDonald-Sweet, BS RN, CEN, CPEN
- **Immediate Past President:** Robert Barraco, MD, MPH, FACS, FCCP

Members at Large

- Juliet Altenburg, RN, MSN
- Steven Bixby, MBA, NRP, CCEMT-P, FP-C
- Tim Chiarolanza
- Gina Duchossois, MS, CPSTI
- Deborah Erdman, RN, MSN, CCRN, TCRN
- Kathleen Hogan Flinn, MPA, BSN, RN
- Hubert Gilroy, Esquire
- Sunny Goodyear, MSN, RN, CCRN
- Nathan Harig, BA, MA
- Patrick Horan, NRP, NHDP-BC, EMS-I
- Sunny Jackson, MSN, RN, CNL, TCRN, CCRN
- Jennifer Koontz, MSN, RN
- Lauren Kresge, MBA, MSW
- Stanton Miller, MD, MPH, FACS
- Ward Richardson, MD
- Joseph Stirparo, MD, MBA, FACS
- Lacey Swope, RN





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