



# Texas Injury & Violence Prevention CONFERENCE

Hosted by

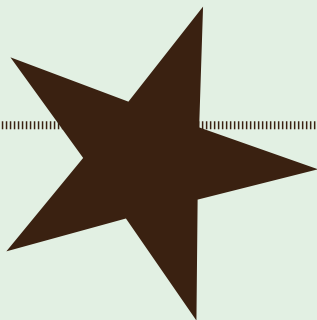


**August 16 – 18, 2010**  
**Austin, Texas**

Seton Family of Hospitals Administration Office  
1345 Philomena Street, Austin, Texas 78723  
St. Vincent de Paul Auditorium

Join us in beautiful Austin, Texas to learn from state and national experts on injury and violence prevention. This conference is focused on providing attendees with training on the Core Competencies for Injury and Violence Prevention at all levels.

**Conference Fee - \$150**  
**Pre-Conference Session Fee - \$25**



**JOIN US!**

**REGISTER ONLINE:**  
**[www.dellchildrens.net/  
injurypreventionconference](http://www.dellchildrens.net/injurypreventionconference)**

*Space is limited to the first 125 participants.*

CNE credits will be available.



**Brought to you by:**

Dell Children's Medical Center of Central Texas, Injury Prevention Center of Greater Dallas, St. David's Healthcare Partnership, Governor's EMS and Trauma Advisory Council Committee on Injury Prevention, Mothers Against Drunk Driving, and the Texas Department of State Health Services

# CONFERENCE SCHEDULE

## Monday 8/16/10

1:00 p.m.- 4:00 p.m.

### Pre-Conference Session, Dell Children's Medical Center

#### **Adding Power to Our Voices: A Framing Guide for Communicating About Injury**

Sponsored by the Centers for Disease Control and Prevention  
National Center for Injury Prevention and Control  
*Adrienne Dealy, ICF Macro*

## Tuesday 8/17/10

7:30 a.m. - 8:30 a.m.

8:30 a.m. - 8:45 a.m.

8:45 a.m. -11:30 a.m.

11:30 a.m. – 1:00 p.m.

1:00 p.m. – 5:00 p.m.

### Conference, Day One, Auditorium, Seton Administration Offices

Registration and Breakfast

Welcome and Opening Remarks

#### **Opening Plenary: Setting the Stage for Injury and Violence Prevention in Texas**

*Andrea Gielen and Carolyn C. Fowler*  
*Johns Hopkins University, Center for Injury Research and Policy*

Lunch – on your own

#### **Concurrent Sessions**

##### **Advocating for Injury & Violence Prevention Policy**

*Bryan Sperry, Children's Hospital Association of Texas and*  
*Carrie Kroll, Texas Pediatric Society*

##### **How to Find and Use GREAT Data**

*Lee Annest, Office of Statistics and Programming,*  
*CDC National Center for Injury Prevention and Control*

##### **Creating and Implementing Programs that Really Work**

*Andrea Gielen, Johns Hopkins University, Center for Injury Research and Policy*

##### **Evidence – Based Strategies for Injury & Violence Prevention**

*Ruth Shults, CDC National Center for Injury Prevention and Control*

##### **Program Evaluation on a Shoestring Budget**

*Carolyn C. Fowler, Johns Hopkins University, Center for Injury Research and Policy*

5:00 p.m. – 7:00 p.m.

### Reception, Dell Children's Medical Center Auditorium

Sponsored by the Trauma and Injury Control Research Program at  
Dell Children's Medical Center

## Wednesday 8/18/10

7:30 a.m. - 8:30 a.m.

8:30 a.m. - 10:00 a.m.

10:00 a.m. – 10:15 a.m.

10:15 a.m. –11:45 a.m.

11:45 a.m. – noon

### Conference, Day Two, Auditorium, Seton Administration Offices

Registration and Continental Breakfast

#### **Plenary Session: The Spectrum of Prevention**

*Larry Cohen, The Prevention Institute*

Break

#### **Plenary Session: Prevention is MADDening Using Data to Let Go of the Good and Get to the Great**

*MADD National Program Representative*

Closing Remarks

## PRE-CONFERENCE WORKSHOP

### Adding Power to Our Voices: A Framing Guide for Communicating About Injury

Monday, August 16, 2010

1:00 – 4:00 p.m.

Dell Children's Medical Center of Central Texas

Signe Henriksen Auditorium

**\$25**

**Do you want to learn how to persuade policy makers and funders to support your injury or violence prevention program?**

Reframing the public's understanding of injury and violence prevention requires professionals in the field to develop messages that are consistent, coordinated, and engaging.

*Adding Power to Our Voices – A Framing Guide for Communicating About Injury* was developed to help organizations involved in injury and violence prevention speak with a consistent voice in building the social and political will needed to save lives and reduce injuries.

*The Framing Guide* contains practical information and tools that can be used to develop coordinated communications that resonate with any audience.

Sponsored by the Centers for Disease Control and Prevention and facilitated by Adrienne Dealy of IFC Macro, the training will allow participants to:

- ★ Understand the value of coordinated communications related to injury issues; and
- ★ Understand the concept of framing and how to use the "full potential" frame in strategic communications efforts.

*Changing people's perceptions of the value of preventing and responding to injury is critical to creating the social and political will to more fully support injury prevention and response.*

**Space for this workshop is limited to the first 50 registrants.**

#### CONFERENCE INFORMATION

For detailed information about hotel, travel and directions, please visit the conference web site at

[www.dellchildrens.net/injurypreventionconference](http://www.dellchildrens.net/injurypreventionconference)

## FEATURED FACULTY



### Andrea Gielen, Ph.D.

Dr. Andrea Gielen's research interests are in the development and evaluation of community and clinic-based programs that address health behavior problems affecting women and children, primarily among low-income families in urban areas. The application of behavioral sciences to childhood injury control and domestic violence prevention programs, and the relationship between violence and HIV risk are areas of special focus. Dr. Gielen's current research focuses on the use of computers for patient and public safety education; community interventions to improve home safety; translation research to disseminate proven injury prevention interventions; the impact of housing conditions on child safety; and stage tailored clinical interventions for survivors of domestic violence living with or at risk for HIV/AIDS.



### Carolyn Cumpsty Fowler, Ph.D.

Dr. Carolyn Cumpsty Fowler is an Assistant Professor at Johns Hopkins Bloomberg School of Public Health with a joint-appointment in the School of Nursing, and is a founding faculty member of the HRSA-funded Mid Atlantic Public Health Training Center where she developed and teaches the core public health skills seminar series. She is the academic director of the Johns Hopkins Summer Institute Principles and Practice of Injury Prevention. Dr. Fowler is active in injury prevention and child death review activities at the local, state and national levels. She is a licensed Child Passenger Safety Technician, chairs the Baltimore County Child Death Review Team, and serves as Co-Chair of the Board of Scientific Counselors for the CDC's National Center for Injury Prevention and Control.



### Larry Cohen, MSW

Larry Cohen, founder and Executive Director of Prevention Institute, a national non-profit center dedicated to improving community health and well-being by building momentum for effective primary prevention. Previously, Larry served as founding Director of the Contra Costa County Prevention Program, where he engaged the American Cancer Society and the American Heart and Lung Associations in forming the first coalition in the United States to change tobacco policy by passing the nation's first multi-city smoking ban. He helped shape strategy to secure passage of bicycle and motorcycle helmet laws, strengthen child and adult passenger restraint regulations, and set fluoridation requirements in California.



### Ruth Shults, Ph.D.

Ruth Shults is a senior epidemiologist at the Injury Center of the Centers for Disease Control and Prevention (CDC). During her 12-year tenure on the Motor Vehicle Team at the Injury Center, she has lead CDC's research and program activities in the areas of alcohol-impaired driving, safety belt use, and teen driving. In this role, she coordinated systematic reviews of interventions to increase seat belt use and reduce alcohol-impaired driving for the Guide to Community Preventive Services. The findings of 0.08% blood alcohol concentration (BAC) laws systematic review helped to establish 0.08% as the national BAC standard. Her other research interests include improving safety for young drivers and understanding community-level influences on alcohol-impaired driving. Ruth received her doctorate degree in epidemiology from the University of North Carolina.



### J. Lee Annest, Ph.D.

Dr. Annest is Director, Office of Statistics and Programming, National Center for Injury Prevention and Control, CDC, Atlanta, GA. Dr. Annest has 31 years of federal public health service and has authored/coauthored over 130 scientific publications. Over the past two decades, he has been involved in numerous activities aimed at (1) developing national and international injury surveillance guidelines and standards, (2) improving ICD-9-CM external-cause-of-injury coding in state-based hospital discharge and emergency department data systems and their usefulness for injury surveillance, and (3) improving the availability of injury statistics. Most notably, Dr. Annest has provided federal leadership in establishing the National Electronic Injury Surveillance System-All Injury Program (NEISS-AIP) that provides national estimates of nonfatal injuries treated in U.S. hospital emergency departments and in developing and maintaining the Web-based Injury Statistics Query and Reporting System (WISQARS) (<http://www.cdc.gov/injury/wisqars>) that provides national and state data on fatal and nonfatal injuries in the United States.



## CONFERENCE INFORMATION

For detailed information about hotel, travel and directions, please visit the conference web site at

[www.dellchildrens.net/injurypreventionconference](http://www.dellchildrens.net/injurypreventionconference)

# REGISTRATION FORM

## Registration deadline: July 16, 2010

Registration includes conference admission, materials, breakfast and refreshments.

### Registering for:

- Pre-Conference Workshop (\$25)  
 Conference (\$150)

Attending Networking Reception? (free with registration)  Yes  No

Total Included: \_\_\_\_\_

Send completed registration form and payment to:

Dell Children's Medical Center of Central Texas  
Trauma Services, Attn: Paula Yuma  
4900 Mueller Blvd, Austin, TX 78723

Make checks payable to: Dell Children's Medical Center

Name: \_\_\_\_\_

MD  RN  Registrar  Injury Prevention Coordinator  Other \_\_\_\_\_

Address: \_\_\_\_\_

Agency: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Please retain a copy of this registration form for your records.  
You will receive email confirmation of your registration.

### Cancellation / Refunds

Refunds will be made available on a case-by-case review. Refunds must be requested by June 1, 2010.

### Contact Information

Paula Yuma, 512-324-0000 ext. 86737, pyuma@seton.org

We reserve the right to reschedule or cancel the conference and/or any individual presentation.

**Online registration is quick and easy!**

Credit cards accepted online.

**[www.dellchildrens.net/injurypreventionconference](http://www.dellchildrens.net/injurypreventionconference)**