

2nd North Dakota Conference on Injury Prevention & Control

“Preventing and Responding to Injuries”



October 27 – 28, 2010
Seven Seas Hotel and Waterpark
2611 Old Red Trail (I94 – Exit 152)
Mandan, ND 58554



Hosted by:

North Dakota Department of Health
Division of Injury Prevention & Control

“Preventing and Responding to Injuries”



Topics will include:

- | | |
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| • General Injury Prevention | • Domestic/Sexual Violence |
| • Traffic Safety | • Suicide |

Goal: To inform participants of best practices for unintentional and intentional injuries.

Objectives:

- Participants will gain knowledge and skills in the identification and integration of prevention and intervention messages to address injuries.
- Individuals will leave with strategies and life skills to apply in their personal and work lives.
- Speakers will provide participants with best practices on local and state policies, as well as procedures and activities to promote, prevent or intervene in the areas of general injury, suicide, traffic safety, and domestic and sexual violence.

Who Should Attend:

- Law Enforcement Personnel
- Domestic Violence/Sexual Violence Victim Advocates
- Physicians
- Nurses
- Social Workers
- Safe Communities Coalition Members
- Head Start Program Personnel
- Mental Health Workers
- Emergency Medical Personnel
- Teachers and School Counselors
- Child-Care Providers
- Early Childhood Educators
- Traffic Safety Partners
- Public Health Personnel
- Suicide Prevention Advocates
- Child Passenger Safety Advocates
- All interested individuals are encouraged to attend!

Hotel Information:

A block of rooms has been reserved at the Seven Seas (2611 Old Red Trail, Mandan) at the conference rate of \$63 plus tax. Please make your own reservations by calling 800.597.7327.

Accommodations for Attendees with Special Needs:

The conference committee is committed to making conference activities available to all participants. Please call Mallory at 800.472.2286 (press #1) for special arrangements.

Application for contact hours has been made to Community Health Section, North Dakota Department of Health, an approved provider of continuing nursing education by CNE-Net, the education division of the North Dakota Nurses Association, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation. Continuing education credits (CEU, POST, and CEH) have been requested for social workers, licensed counselors, law enforcement, emergency medical services, and domestic violence advocate certification hours.

Keynote Speakers

Alan Berkowitz – Independent Consultant

Alan is a noted expert on sexual assault prevention, bystander intervention, AOD prevention, and the social norms approach. He is a frequent presenter at state coalition meetings, CDC conferences, and for health departments, the military, and higher education organizations. He has won five national awards for his work to foster health and social justice in communities and organizations. He has written extensively about these topics and developed one of the first rape prevention programs for men. His programs have been positively evaluated in numerous evaluation studies.

Sally Fogerty – Director, Children’s Safety Network

Sally Fogerty, deputy director of the Center for the Study and Prevention of Injury, Violence and Suicide and Director of Children's Safety Network National Resource Center, is involved in developing prevention programs, trainings and materials to reduce and prevent both intentional and unintentional injuries. She focuses on integrating injury and violence prevention across programs in state health departments, particularly maternal and child health programs, and in shaping injury prevention policies and promoting coordination to assist in implementing injury prevention strategies. Prior to joining HHD, Ms. Fogerty worked in various roles with the Massachusetts Department of Public Health to develop comprehensive initiatives across the lifespan, integrate preventive and health promotion strategies into the health and human service system, and set policy. Her areas of expertise include injury and violence prevention, substance abuse, special needs, chronic disease prevention, school health, early childhood, HIV/AIDS, and healthy weight. Ms. Fogerty has been engaged in multiple national efforts with federal agencies and associations. She is a registered nurse and has a Masters degree in education.

Scott Putz – Product Safety Investigator, U.S. Consumer Product Safety Commission

Scott Putz has been a product safety investigator with the U.S. Consumer Product Safety Commission since 1999. He has investigated numerous injury and death cases involving consumer products. Scott is currently a senior investigator with CPSC based in the Minneapolis/St. Paul, Minn. area.

Stephen T. Russell, Ph.D. – Fitch Nesbitt Endowed Chair, Distinguished Professor and Director, Frances McClelland Institute for Children, Youth, & Families, Norton School of Family & Consumer Sciences – University of Arizona

Stephen T. Russell is professor and Fitch Nesbitt endowed chair in family and consumer sciences in the John & Doris Norton School of Family and Consumer Sciences at the University of Arizona, and director of the Frances McClelland Institute for Children, Youth, and Families. He conducts research on adolescent pregnancy and parenting, cultural influences on parent-adolescent relationships, and the health and development of lesbian, gay, bisexual, and transgender (LGBT) youth. He received a Wayne F. Placek Award from the American Psychological Foundation (2000) and a Distinguished Investigator Award from the American Foundation for Suicide Prevention (2009-2010), was a William T. Grant Foundation Scholar (2001-2006), was elected as a member of the International Academy of Sex Research (2004), and was a board member of the National Council on Family Relations (2005-2008). He is president-elect of the Society for Research on Adolescence.

Lorrie Walker – Training Manager and Technical Advisor, Safe Kids Worldwide

Lorrie began working in the field of child-related injury prevention in 1986 at the Pennsylvania Chapter of the American Academy of Pediatrics. She has worked continuously in the field since then. She serves as the chairperson of the National Child Passenger Safety Board and was previously Chair of the Curriculum Committee. Lorrie has been with Safe Kids Worldwide since 2004.

Scott Wild – Wild Inspire

Scott Wild is the owner of an Internet marketing strategy consulting company called Wild Inspire. Scott is passionate about the role the Internet plays in the communication models of today. He's an aggressive student of the game and loves to educate and inspire others to take the plunge into the world of social media. He strives to create a dialogue with audiences about new possibilities and intends to introduce them to a new way of looking at the Internet as a form of communication.

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Seven Seas Hotel, Mandan



Schedule of Events



Wednesday, October 27, 2010

7:30 a.m. – 8:30 a.m.	Registration, Breakfast, and Exhibits
8:30 a.m. – 9 a.m.	Welcome
9 a.m. – 10 a.m.	Opening Keynote Session
10:10 a.m. – 11:10 a.m.	Breakout Session A
11:20 a.m. – 12:20 a.m.	General Session
12:20 p.m. – 1:30 p.m.	Lunch (<i>Sponsored by BNSF Railway</i>) and Exhibits
1:30 p.m. – 2:30 p.m.	Breakout Session B
2:45 p.m. – 3:45 p.m.	Breakout Session C
3:45 p.m. – 4 p.m.	Break (<i>Sponsored by North Dakota Safety Council</i>) and Exhibits
4 p.m. – 5 p.m.	Closing General Session

Thursday, October 28, 2010

7:30 a.m. – 8:30 a.m.	Registration, Exhibits and Breakfast
8:30 a.m. – 9:30 a.m.	General Session
9:45 a.m. – 10:45 a.m.	Breakout Session D
11 a.m. – 12 p.m.	Breakout Session E
12 p.m. – 1 p.m.	Lunch and Exhibits
1 p.m. – 2 p.m.	General Session
2:15 p.m. – 3:15 p.m.	Breakout Session F
3:15 p.m. – 3:30 p.m.	Break and Exhibits
3:30 p.m. – 4:30 p.m.	Closing General Session

Times and sessions subject to change.

Assembling the Injury Prevention "Quilt"*Sally Fogerty*

This session will focus on how we can put all the pieces together from a local program to state policy to make a significant and positive impact through injury and violence prevention. We will explore how by creating unique partnerships and collaborations, integrating diverse approaches and optimizing existing efforts and resources we can develop a strong, integrated community-based statewide injury prevention program. We will review resources and tools to help direct and enhance our work. We will explore how we can capitalize on current challenges during changing times. The workshop will focus on how we can capitalize on individual strengths, respective roles and organizational missions to develop solutions and strategies to become more effective and make a difference. Examples from other states and locales will be shared.

Breakout Session A**Wednesday, October 27, 10:10 a.m. – 11:10 a.m.****A1: Graduated Driver's Licensing: Needed in North Dakota?***Gene LaDoucer*

With traffic crashes being the leading cause of death among teens, this session will examine issues related to teen drivers in North Dakota. Learn about graduated driver's licensing (GDL), a proven measure to reduce teen crashes, injuries and deaths, and how you and your community can help improve safety for teens and other road users.

A2: Implementation of a Comprehensive Safe Routes to School Pedestrian Safety Program*Carma Hanson and Patty Olsen*

Safe Kids Grand Forks and the Grand Forks Public Schools have developed an extensive pedestrian safety program for grades Kindergarten through fifth grade over the last 10 years. This program has been funded through the Safe Routes To School Program for the last three years. The presentation will cover the steps to successfully writing a Safe Routes to School grant, the components of a comprehensive and collaborative pedestrian safety program and the resources available to groups throughout the state to develop their own pedestrian safety programs.

A3: War Is Hell on the Home Front*Carolyn Henderson, M.S.W., L.I.C.S.W.*

In response to the ongoing war on terror and the resulting increase of deployments, the Department of Defense (DoD) established the Military Family Life Consultant (MFLC) program. MFLCs are tasked with providing short-term, non-medical, situational problem-solving counseling services. Military families struggle with issues that include single parenting resulting from deployment, frequent relocations, financial stability, and more. The MFLC program addresses issues that occur across the military lifestyle and helps Service members and their families cope with normal reactions to the stressful events created by deployments, war and integration.

A4: Best Practices in Sexual Assault Prevention*Alan Berkowitz*

A clear role has been defined for men in preventing violence against women, individually in terms of ensuring that personal consent is achieved, and socially by intervening against the coercive behavior of others. The role of bystanders is especially important given research suggesting that the majority of assaults are committed by a minority of men and that the silent majority can intervene to prevent abuse by the coercive minority. The role of misperceived norms also has been highlighted as an important component of rape culture that inhibits men from intervening and allows perpetrators to justify their behavior. Thus, bystander intervention and norms correction are two essential components of effective rape prevention. A model rape prevention program that integrates these elements and that has been shown to reduce assaults is presented.

Bystander Intervention as an Injury Prevention Strategy*Alan Berkowitz*

The potential for bystanders to intervene to prevent violence, interrupt prejudice, confront substance abuse, and prevent injury recently has come into focus as a promising practice. This keynote address reviews what we know about the role of bystanders, examines common barriers to intervention, discusses the role of misperceived norms in fostering bystander behavior, and examines effective intervention strategies that bystanders can use to prevent harm and injury. It also examines how bystander intervention can be combined with other prevention approaches to create a comprehensive environment of change.

Breakout Session B

Wednesday, October 27, 1:30 p.m. – 2:30 p.m.

B1: Technology, Stalking and Victim Safety*Dana Mees*

The same technology survivors use to access resources and services is the same technology used by perpetrators to stalk and track them. Learn how to help survivors minimize risks technology poses. We'll discuss how cell phones, GPS devices, e-mail, the Internet and more are used by stalkers to track and harass their victims. Walk away with information you can use to enhance safety planning with survivors.

B2: Suicide and Prevention in the Military*Joshua Simmers*

The suicide rate has been alarmingly high and increasing in the Armed Forces, particularly in the Army. Discover contributing factors and problematic trends. Presented by a Guardsman, this session will focus on the individuals living in your community. Joshua will discuss the training and resiliency approach the Department of Defense is taking, as well as solutions.

B3: Changing Behaviors Through Perceptions*Officer Stacy Dawkins*

This session will take the student through patrol high-visibility enforcement action. Topics that will be covered are the materials needed, selecting locations, and the benefit of the high-visibility patrol enforcement. We will also discuss the practices that we have applied in the enforcement action, including what methods worked and didn't work.

B4: The Current Role of the U.S. Consumer Product Safety Commission in Product Safety and Injury Prevention*Scott Putz*

Topics will include the new Virginia Graeme Baker Pool and Spa Safety Act and the Children's Gasoline Burn Prevention Act. Current CPSC recalls, specific product hazards and CPSC resources will also be discussed.

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C1: Medicolegal Death Investigation of Firearm Injuries

William Massello III, M.D.

An instructional session focusing on how to handle dead victims of firearms injuries and the associated physical evidence at the scene, in the hospital and at the postmortem examination. An introduction into fundamental internal ballistics, distance determination, types of wounds and determining survival interval. Presentation of some unusual injuries also will be included.

C2: School Resource Deputy Program

Deputy Greg Dawkins and Deputy Joe Crawford

The Cass County Sheriff's Department is working closely with the Cass County Schools by implementing several programs in the schools. These programs help Cass County Sheriff's Office develop relationships with the students in these schools as they teach students about making right choices and the consequences of wrong choices.

C3: What You Can Do To End Intimate Partner and Sexual Violence in North Dakota

Jessica Gilbertson

This session will provide an overview of primary prevention efforts to end intimate partner and sexual violence in North Dakota. We will go in depth with prevention as it is happening at the state and local level, through discussion of both state and local prevention teams. Presenters will include members of both state and local prevention teams. Participants will come away with knowledge of what they can do to support primary prevention efforts at the state and local level.

C4: Policy – What Is It and How Do We Make It Work for Us?

Sally Fogerty

This interactive session will focus on the various types of policy and how we can use policy to get things done. It will look at how we can use data, stories and communication to engage policymakers and inform policy decisions. The group will explore the policy framework, including the levels and types of policy and how they can be used for injury and violence prevention. The workshop will feature practical approaches and examples for developing and building strong policy, as well as implementation strategies.

The Consumer Product Safety Improvement Act

Scott Putz

Overview of the new Consumer Product Safety Improvement Act (CPSIA). Topics include third-party testing of products, limits and restrictions on lead and phthalates, and tracking labels. Mandatory standards for durable nursery products and product registration cards also will be discussed.

Injury Prevention: How Filling Silos Inhibits Progress in the Field*Lorrie Walker, Safe Kids USA*

Working steadfastly to prevent injury and death to children and their families can make us so focused on our special interest that we lose sight of the bigger picture. Attacking the identified problem at the local and state may be better served through a consortium as opposed to building and filling individual silos. This tactic of filling silos is well represented in the transportation arena as we develop specialists in ambulance, school bus, special needs, preschoolers, booster age and health care, sometimes overlooking the fact that more than 50 percent of America's children who die in crashes do so without a simple restraint. Other injury areas may suffer the same lack of focus.

Learn to cross party lines and use established groups with similar injury prevention goals to coordinate community efforts so as not to burn out the media and other important supporters or colleagues.

Breakout Session D

Thursday, October 28, 9:45 a.m. – 10:45 a.m.

D1: 5 E's (Education, Enforcement, Engineering, EMS, Evaluation)*Mark Nelson; Lt. Jody Skogen; Christopher Holzer, PE; Ed Gregoire, AAS, NREMT-P; Kimberly Vachal, Ph.D.*

A plethora of programs and policies have been used in efforts to reduce crash death and injury in the state. As with all public goods, decisions regarding the use of limited resources in these programs may be enhanced by better understanding the impact of these investments. A first step in the process is determining the target; a second is in selecting a measure to assess progress. The process then moves to implementation and assessment. We have worked on several projects to gain a better understanding of issues and resource use in traffic safety.

D2: Hard-To-Reach Does Not Mean Unreachable*Bobbi Paper*

Hard-to-reach isn't defined by culture, poverty level or educational status. This program will introduce learning styles, cultural diversity and teaching strategies when educating hard-to-reach families. The session will incorporate group discussion, hands-on activities and lecture, as well as give each participant the tools to be able to educate families in their area about accidental injuries.

D3: In Her Shoes*Shelly and Mary, Life After Fear*

In Her Shoes is a community education simulation exercise in which participants experience the difficulties victims of domestic violence face as they attempt to make choices that might lead them out of a violent relationship to a place of security and independence.

**This session is limited to 25 participants.*

D4: Dispelling the Myths about Suicide: A Survivor of Suicide Loss Perspective*Mary J. Weiler, Brenda Bergan, Jayne Hanson, Diana Schick, and Brenda Weiler*

In this presentation, survivors of suicide loss will share their personal experiences and stories and present their perspective on what needs to change in order to: dispel the myths about suicide, eliminate the stigma that surrounds suicide and mental illness, and share the challenges and possible solutions for individuals, families and communities.

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E1: Strangulation in Domestic Violence Assaults*Nancy Murphy and Detective Darren Dyke*

This session will identify the types of strangulation and the signs and symptoms of strangulation in domestic violence assaults. The presenters will review questions to ask strangulation victims and discuss the increase in lethality to strangulation victims.

E2: Traumatic Brain Injury Survivors and Their Message for Prevention*Molly Patton Curry, M.P.H, R.E.H.S., and Rebecca Quinn, L.C.S.W*

Indian Health Services worked with the Indigenous Peoples Brain Injury Association in holding both a statewide conference and individual talking circles at each reservation. The talking circles provided descriptive information about individual experiences and messages for prevention of brain injuries. The information can be useful for practitioners in framing prevention messages.

E3: Live Your Life Well*Susan Rae Helgeland*

From financial worries to family responsibilities to the rush of daily demands or a potentially life-changing challenge, people are dealing with stress in their lives that may increase the risk of experiencing anxiety and depression. “Live Your Life Well” offers 10 evidence-based tools to buffer the effects of stress and support optimal mental health so that people can better cope with the many challenges they face throughout their lives. These tools are based on a body of scientific evidence in behavioral and medical research. From relaxation techniques to journaling exercises to simple ways to get better sleep and improved eating habits, the materials offer a wide range of concrete actions and resources to build resiliency and well-being.

E4: The Safe Kids Approach to the Teen Pre-Driver (ages 13 – 14)*Lorrie Walker*

In 2009, Safe Kids USA was challenged to assist others working in the teen driver's field to provide a program to younger teens and their parents to make them better prepared for the day when the young teen became a driver and for the time leading up to that when they were passengers in a vehicle. Recent research from the Children's Hospital of Philadelphia shows that young teens are at increased risk of injury and death as they become passengers in the vehicles driven by teen drivers. Safe Kids USA undertook a study fully supported by General Motors to identify what knowledge and attitudes young teens have and the attitudes and knowledge of their parents relative to preparing for the first year as a teen driver. Learn the results of the national survey, focus groups and trials conducted with young teens and parents of young teens. The results may surprise you!

Health Disparities and Self-Injury Among Lesbian, Gay and Bisexual Youth and Adults*Stephen T. Russell, Ph.D.*

A consensus has emerged in research on the health status of lesbian, gay and bisexual (LGB) youth and adults in recent decades: there are clear and persistent disparities in health and self-injury in these populations. These health disparities include higher risk for victimization and self-injury, as well as distinct issues related to domestic violence. This keynote presentation will cover basic information about LGB youth and adults and will highlight research that traces their health disparities to stigma and discrimination. Directions for prevention and intervention will be discussed.

F1: Distracted Driving: A Clear and Present Danger*Gene LaDoucer*

Driver inattention is a factor in more than 1 million crashes in North American annually, resulting in serious injuries, deaths and an economic impact that reaches nearly \$40 billion per year. Although 82 percent of motorists rate distracted driving as a serious problem, everyone does it. This session will explore common distractions -- both old and new -- the dangers they present, and what can be done to limit them.

F2: Sexting, Texting and Internet Safety*Judy A. Austad*

This presentation will include information about electronic media devices, their use and safety precautions. We will discuss cell phone use including texting, sexting and the potential harm both legal and non-legal if caught misusing the devices. We will also cover Internet safety, social networking, instant messaging and some of the newest trends we currently are seeing on the Internet.

F3: Safe Sleep: Working Together to Save North Dakota Babies*Kjersti Hintz, R.N.; and Sarah Myers, R.N.*

This session is designed to provide information about sudden infant death syndrome (SIDS), the leading cause of death in babies younger than 1. Everyone can play a role in keeping babies safe. Safe Sleep is more than just "Back to Sleep." Hear about the latest recommendations designed to reduce the risk of SIDS, and learn exciting new research in the continuing quest to find a cause for SIDS. We will conclude with a discussion of new initiatives and ongoing programs surrounding safe sleep in North Dakota.

F4: LGB Suicide Risk Across the Lifespan*Stephen T. Russell, Ph.D.*

During the last decade, clear consensus has emerged from the scientific research literature pointing to significant suicide risk in LGB populations; this risk appears to be persistent across the lifespan. This session will review what is known about LGB suicide risk, with attention to the small body of scientific research about prevention and intervention that points to promising strategies for working with LGB populations.

Using Social Media To Get the Message Out*Scott Wild*

Your message doesn't change much, but how your audience consumes this message seems to change every day. Are you ready for the next wave? Join us for a discussion about how social media (websites, blogs, Facebook, Twitter, etc.) is changing the way we communicate and is bring the conversation down to a more human level. Find out how to actually save some of your already limited time by taking advantage of this new technology. We'll talk about how to turn your web presence into a valuable, central hub of information for your audience.

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Division of Injury Prevention and Control
North Dakota Department of Health
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**You Are An
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**Online registration is available at
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