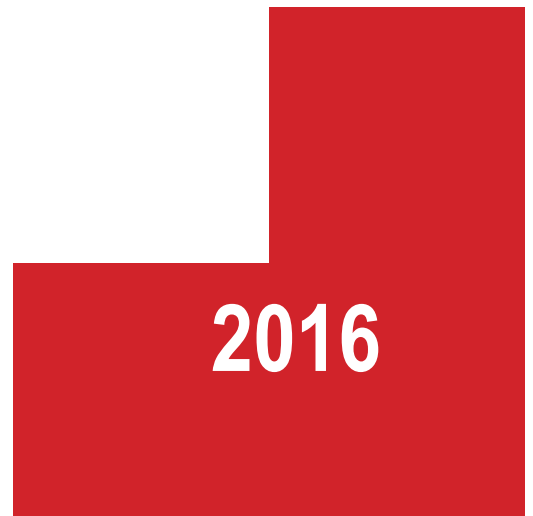




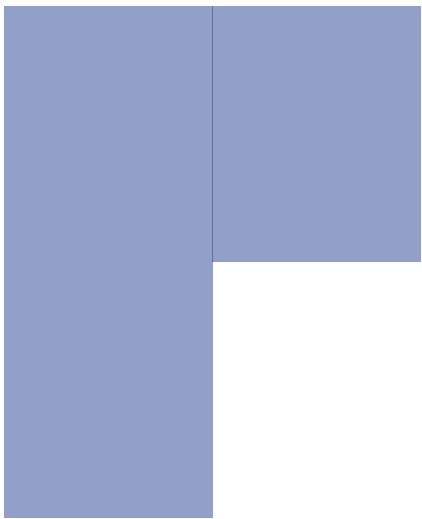
Reflections

Annual Report of the American Trauma Society

Pennsylvania Division



2016



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Snapshot **2016**

at the **American Trauma Society
Pennsylvania Division**



6.4 million

People reached through media interviews



205

Events attended

84,618

Materials distributed



139

Car seat technicians trained



18,858

Miles driven



112

Educational presentations



366

Bike helmets fit

96

Car seats loaned



8,320

Cups of caffeine consumed





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 39 member hospitals. These dedicated folks work tirelessly each day in our trauma centers, treating the injured and educating their patients on ways to prevent further injury.

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 injuries and deaths. 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,

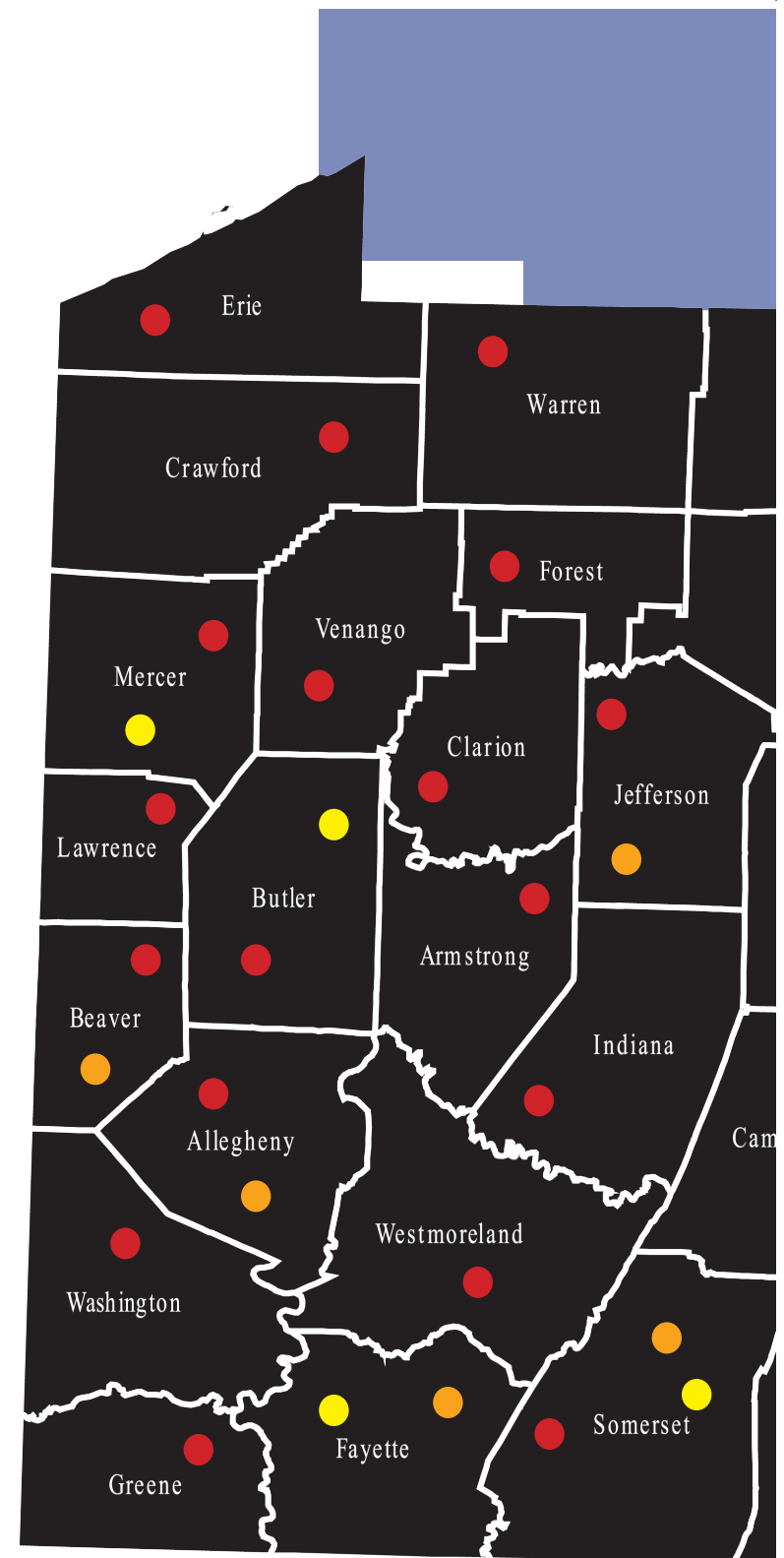
Krista Brands

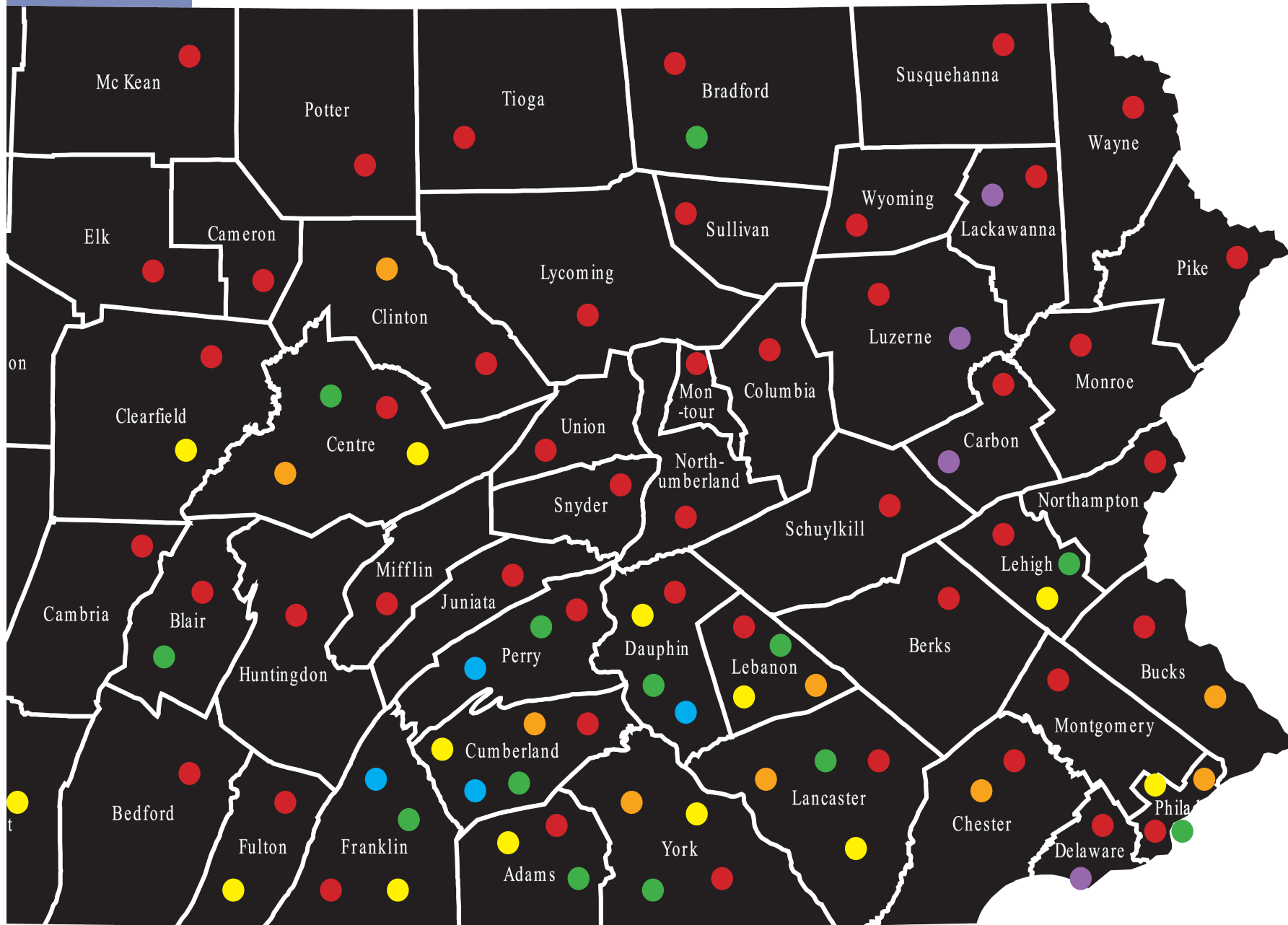
Acting Executive Director



Reaching Across Pennsylvania

- Materials Distributed
- Health Days/Safety Fairs/Conferences
- Educational Presentations
- Advanced Burn Life Support Classes
- Healthy Steps/Falls Prevention Programs
- South Central PA Highway Safety coverage area





Education

Preventing trauma all 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 **112 educational presentations** in 2016 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 down 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 Program

continues to be a popular training seminar for medical professionals. Through this intensive one-day course, participants learn life-saving skills for treating burn patients.

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

The ATSPA's educational initiatives don't end there. Working through consultants, we reach the Plain Communities with life saving education and are able to distribute safety vests and bike/scooter safety poles. Both of these items make these individuals more visible when walking on Pennsylvania's many country roads. Just this year alone, **64** school programs, **nine** emergency response and **nine** safety day programs were conducted, reaching a total of **6,139** members of the Plain Community.



Bike Safety

Providing bike safety education is one of the many educational programs the ATSPA offers throughout Pennsylvania. During 2016, our bike safety program greatly expanded. We hosted **six** bike derbies, gave **15** bike safety presentations and fit **366** 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.



30th American Trauma Society Pennsylvania Division Conference

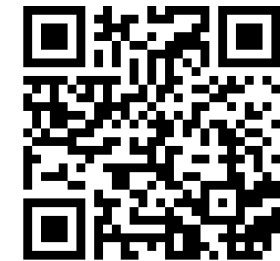
**“The Leading Edge of Trauma
Prevention and Care:
Our Communities Count on Us”**

The medical community is ever changing, bringing with it new challenges each year. 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.

Pre-hospital personnel, physicians, nurses, administrators, social workers, rehabilitation specialists and others learn the latest information on a variety of topics during the two-day event.

The 2016 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 hottest trauma treatment and prevention topics.

The 2016 conference was also the 30th annual and the ATSPA celebrated by reflecting back on the growth, challenges and impact the conference has made in Pennsylvania’s trauma centers.



Scan the QR code to view our 30th anniversary video.



10

Speakers



Tracy Evans, MD, FACS
Trauma Surgeon, Lancaster General Health
Topic: The Management & Prevention of Geriatric Trauma

Thomas Causer, RN, BSN & Russell Dumire, MD, FACS
Trauma Prevention Coordinator and Medical Director,
Trauma Services, respectfully
Conemaugh Health System (Johnstown)
Topic: Solving the Concussion Prevention Crisis

Dennis McKenna, MD, FACEP
Vice President for Medical Affairs, Albany Medical Center
Topic: Law Enforcement Presence During
Patient Treatment

Shelora Mangan, DNP, CNS, RNC-OB
Perinatal Clinical Nurse Specialist
Legacy Health System, Vancouver, Wa.
Topic: The Pregnant Trauma Patient

**Donna Titus, RN, MSN, CEN (Aria Health, Torredale)
& Gail Blistrub, RN, MSN (Hahnemann University
Hospital)**
Topic: The Amtrak Derailment: When Practice
Becomes Reality

Carlos J. Rodriguez, DO, MBA, FACS
Division Chief Trauma Surgery/Surgical Critical Care and
Associate Professor of Surgery, USUHS
Walter Reed National Military Medical Center
Topic: Blast Related Infections: Diagnoses, Prevention
& Therapy

Barbara Gaines, MD
Clinical Director, Pediatric General and Thoracic Surgery
and Director, Trauma and Injury Prevention
Children's Hospital of Pittsburgh of UPMC
Topic: Pediatric Shock Case Reviews

Jeremy Cannon, MD, SM, FACS
Traumatology, Surgical Critical Care and
Emergency Surgery
Penn Presbyterian Medical Center
Topic: Rise in Civilian Tourniquet Use & Trauma Foam

John Mitchell, MD
Medical Director
Geisinger Community Medical Center
Topic: Treatment of PA State Police Trooper Alex Douglass



Life Saving Education

Advanced Burn Life Support

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

The ABLS courses for 2016 were very successful. The **17** classes led to the certification of **322** hospital and pre-hospital emergency personnel. Since the very first ABLS course was offered, the program has **successfully trained 3,921 medical personnel** with life saving burn education.

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

2016 ABLS Classes

- Brockway Ambulance - Jefferson Co.
- Emergency Medical Services Institute - Allegheny Co.
- First Aid & Safety Patrol - Lebanon Co.
- Heritage Valley Health System - Beaver Co.
- Holy Spirit Hospital - Cumberland Co.
- Lancaster EMS - Lancaster Co.
- Lancaster General Hospital - Lancaster Co.
- Lock Haven Hospital - Clinton Co.
- Medic Rescue - Beaver Co.
- Mount Nittany Medical Center - Centre Co.
- Paoli Hospital - Chester Co.
- Somerset Area Ambulance - Somerset Co.
- Tri-Hampton Rescue Squad - Bucks Co.
- Uniontown Hospital - Fayette Co.
- UPMC Mercy - Allegheny Co.
- West Penn Hospital - Allegheny Co.
- York Hospital - York Co.

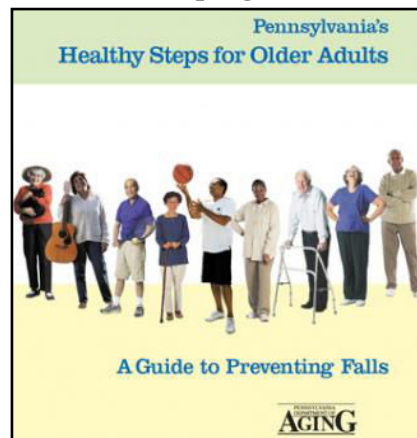


Making Steps for Falls Prevention Healthy Steps Program

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 ages 50 and older. The program, typically conducted over a two-day period, teaches participants tips and strategies to prevent falls, ways to improve health, general information regarding falls and falls prevention. The program is available in both English and Spanish.

During 2016, ATSPA Healthy Steps trainers conducted **five classes**, teaching **47** older adults tips to prevent falls.



Healthy Steps is one of several senior falls prevention programs.

Granting Safety ATSPA Mini Grant Program

The ATSPA’s mini grant program ensures the organization’s mission of trauma prevention is carried out. Mini grants are awarded for programs that will make an impact in the lives of the targeted community, with a focus on trauma prevention.

In 2016, the ATSPA provided **\$22,500** to fund six grants.

- **St. Luke's University Hospital**
 - ThinkFirst for Kids program. This program provided trauma prevention information and training for teachers and children.
- **UPMC Presbyterian**
 - S.A.F.E. program. This program provided women with resources and tools for self-protection and awareness.
- **Children's Hospital of Philadelphia**
 - Safe Kids Worldwide program. Through the grant, furniture anchor straps were provided to low income urban/suburban families.
- **Robert Packer Hospital, Guthrie Clinic**
 - Bradford Co. Rural Health and Safety Day. The grant provided transportation, materials and other supplies to educate more than 400 students on health and safety.
- **St. Luke's Hospital, Miners Campus**
 - Dangers of Distracted Driving program. This program used simulation, educational aides and other materials to explain the dangers of distracted driving.
- **St. Mary Medical Center**
 - Parenting Center. The grant provided furniture anchors, car seats, baby gates, cabinet locks, outlet plugs and education for low income families.



Outreach

Community festivals, health fairs, senior expos - the ATSPA attends a wide number of events throughout the year to provide trauma prevention education.

Event requests continue to grow and 2016 was no exception. This past year, ATSPA staff members attended a total of **205 events**. This is an increase of 67 events from 2015.

By attending events throughout the Commonwealth, the ATSPA reaches a large number of people with life saving trauma prevention messages.

Common requests during 2016 included health and safety fairs for children and seniors, safety days and traffic safety presentations. As the ATSPA continues to grow its trauma prevention messages, we look forward to growing our events in the coming years.



2016 Event Roster

1/5/16 – Highspire Booster Seat giveaway program – Dauphin Co.
 1/11/16 – FOP Conference – Cumberland Co.
 1/12/16 – Teen Safe Driving Presentation, Greenwood HS – Perry Co.
 1/13/16 – EAST Annual Scientific Assembly – San Antonio, Tx.
 1/18/16 – Safe Driving Presentation, T.S. Ponesse Inc. – Cumberland Co.
 1/21/16 – Steelton Booster Seat giveaway program – Dauphin Co.
 1/27/16 – SCPAHS Driver's Ed Seminar – Cumberland Co.
 1/28/16 – Harrisburg Auto Show – Dauphin Co.
 1/29/16 – Safe Driving Presentation, PA Beer Association – Dauphin Co.
 2/4/16 – Driver Safety Course, Elmcroft Retirement Community – York Co.
 2/6/16 – Teen Driver Trauma Education Program – Dauphin Co.
 2/10/16 – PSECU Workplace Bullying Presentation – Dauphin Co.
 2/10/16 – Safe Driver Class, Boscovs Camp Hill – Cumberland Co.
 2/11/16 – Teen Safe Driving Presentation, Camp Hill HS – York Co.
 2/12/16 – PA State Police Family Day – Dauphin Co.
 2/13/16 – PennDOT Meeting, Fogelsville – Lehigh Co.
 2/16/16 – Safe Driver Class, Boscovs Colonial Park – Dauphin Co.
 2/17/16 – Safe Driver Class, Boscovs York – York Co.
 2/17/16 – Safe Driver Class, Chambersburg Fire Department – Franklin Co.
 2/17/16 – Safe Driving Presentation, Enterprise Limestone – Franklin Co.
 2/18/16 – Safe Driver Class, Chambersburg Fire Department – Franklin Co.
 2/18/16 – Safe Driving Presentation, Enterprise Limestone – Franklin Co.
 2/19/16 – Teen Safe Driving Presentation, Camp Hill HS – Cumberland Co.
 2/23/16 – Safe Driving Presentation, Enterprise Limestone – Franklin Co.
 2/24/16 – Safe Driving Presentation, Enterprise Limestone – Franklin Co.
 2/25/16 – Teen Safe Driving Presentation, York Driver's Ed Seminar – York Co.
 3/2/16 – Safe Driver Class, Boscovs Camp Hill – Cumberland Co.
 3/3/16 – AARP Driver Safety Course – Cumberland Co.
 3/3/16 – Mature Driver Course, East Pennsboro – Cumberland Co.
 3/3/16 – Safe Driver Course, Harsco – Dauphin Co.
 3/4/16 – Templeton Pediatric Conference – Philadelphia Co.
 3/8/16 – AARP Driver Safety Course – Cumberland Co.
 3/10/16 – Safe Driver Course, Volvo Construction Equipment – Franklin Co.
 3/11/16 – Teen Safe Driving Presentation, Lower Dauphin HS – Dauphin Co.
 3/14/16 – PA State Police Cadet Lecture – Dauphin Co.
 3/18/16 – Teen Safe Driving Presentation, Mechanicsburg HS – Cumberland Co.
 3/21/16 – PA Liquor Control Board Conference – Adams Co.
 3/21/16 – Teen Safe Driving Presentation, Mechanicsburg HS – Cumberland Co.
 3/22/16 – District Magistrates Annual Conference – Adams Co.
 3/24/16 – Health Fair, Delta Peach Bottom ES – Adams Co.
 3/24/16 – Law Enforcement Seminar – Lancaster Co.
 3/29/16 – CPST Class – Cumberland Co.
 4/1/16 – PA State Police Lecture – Dauphin Co.
 4/2/16 – Shippensburg University Children's Fair – Franklin Co.
 4/5/16 – "Buckle Bear" Presentation, Camp Hill Pre School – Cumberland Co.
 4/6/16 – Safe Driving Competition for Youth – Cumberland Co.
 4/8/16 – Good Shepherd Rehabilitation Conference – Lehigh Co.
 4/9/16 – Lebanon County Farm & Home Safety Day – Lebanon Co.
 4/11/16 – FBLA Judging – Dauphin Co.
 4/12/16 – FBLA Judging – Dauphin Co.
 4/12/16 – CTSP Conference – Philadelphia Co.
 4/20/16 – ATSPA Annual Trauma Prevention Conference – Dauphin Co.
 4/22/16 – PA State Police Lecture – Dauphin Co.
 4/25/16 – Seat Belt Check, Volvo Construction Equipment – Franklin Co.
 4/25/16 – I-81 Coalition Meeting – Franklin Co.
 4/26/16 – Teen Safe Driving Presentation, Camp Hill HS – Cumberland Co.
 4/28/16 – Volvo Construction Equipment Safety Day – Franklin Co.
 4/29/16 – Safe Driving Presentation, Volvo Construction – Franklin Co.
 4/30/16 – Healthy Kids Day, Carlisle YMCA – Cumberland Co.
 5/2/16 – Teen Safe Driving Presentation, Red Land HS – York Co.
 5/3/16 – AARP Driver Safety Course – York Co.
 5/3/16 – Teen Safe Driving Presentation, Red Land HS – York Co.
 5/3/16 – Nationwide Health Fair – Cumberland Co.

5/4/16 – Keystone Trauma & Emergency Medicine Summit – Fayette Co.
 5/4/16 – Lower Dauphin High School SADD Prom Event – Dauphin Co.
 5/5/16 – Teen Safe Driving Presentation, Red Land HS – York Co.
 5/5/16 – Just Like New Car Seat Check – Cumberland Co.
 5/7/16 – Bike Bonanza – Cumberland Co.
 5/10/16 – Bike Safety Presentation, Camp Hill MS – Cumberland Co.
 5/10/16 – NHTSA CPS Conference – Lake Placid, New York
 5/11/16 – Teen Safe Driving Presentation, West Perry HS – Perry Co.
 5/12/16 – PA State Safe Driving Competition for Youth – Cumberland Co.
 5/16/16 – Teen Safe Driving Presentation, Mechanicsburg HS – Cumberland Co.
 5/16/16 – Safe Kids Conference – Cumberland Co.
 5/17/16 – Teen Safe Driving Presentation, Mechanicsburg HS – Cumberland Co.
 5/18/16 – Farm Safety Video Shoot – Cumberland Co.
 5/18/16 – Motorcycle Safety Class, Waynesboro HS – Franklin Co.
 5/19/16 – Farm Safety Video Shoot – Cumberland Co.
 5/20/16 – Sen. Stefano Senior Fair – Somerset Co.
 5/20/16 – Cumberland Perry Vo-Tech Safety Fair – Cumberland Co.
 5/21/16 – ABLs Class, Holy Spirit Hospital – Cumberland Co.
 5/24/16 – PA State Police Cadet Lecture – Dauphin Co.
 5/25/16 – Healthy Steps for Older Adults Trainer Course – Fulton Co.
 5/26/16 – Safe Driving Presentation, Fetrow Electric – Cumberland Co.
 5/26/16 – Car Fit, York College – York Co.
 5/31/16 – Partnerships for Better Health Awards – Cumberland Co.
 5/31/16 – Teen Safe Driving Presentation, Greenwood HS – Perry Co.
 6/2/16 – PA Athletic Trainers Society Conference – Dauphin Co.
 6/2/16 – Car Seat Check, LB Smith Ford – Cumberland Co.
 6/2/16 – Yellow Dot Presentation – Cumberland Co.
 6/3/16 – Rotary of Elizabethtown – Lancaster Co.
 6/9/16 – Perfect Passenger Presentation, Children's Garden – Cumberland Co.
 6/16/16 – Annual District Magistrate Conference – Adams Co.
 6/21/16 – Bike Derby, the Children's Garden – Cumberland Co.
 6/21/16 – CPS Tech Class, New Kingstown – Cumberland Co.
 6/23/16 – Bike Derby, the Children's Garden – Cumberland Co.
 6/23/16 – Safe Driving Presentation, Elmcroft Retirement Community – York Co.
 6/25/16 – Sen Elder Vogel's Kids Extravaganza – Butler Co.
 6/27/16 – CPS Renewal Class – Cumberland Co.
 6/28/16 – Teen Safe Driving Presentation, Lebanon HS – Lebanon Co.
 7/6/16 – Farm Safety Jeopardy, the Children's Garden – Cumberland Co.
 7/11/16 – Summer Safety Crime Watch Presentation – Cumberland Co.
 7/14/16 – Bike Safety Presentation – Cumberland Co.
 7/20/16 – Safe Driving Presentation, Dillsburg Senior Center – York Co.
 7/21/16 – Safe Driving Presentation, Elmcroft Retirement Community – York Co.
 7/22/16 – I-81 Welcome Center Safety Promotion – Franklin Co.
 7/26/16 – Navy Base Car Seat Check – Cumberland Co.
 7/30/16 – Sen. Corman's Day with the State College Spikes – Centre Co.
 7/30/16 – Family Days on the Farm – Lancaster Co.
 8/1/16 – Bike Derby, Mt. Holly Springs – Cumberland Co.
 8/1/16 – CPS Training Carlisle Police Department – Cumberland Co.
 8/2/16 – National Night Out, East Pennsboro – Cumberland Co.
 8/2/16 – National Night Out, Newville – Cumberland Co.
 8/2/16 – National Night Out, Penbrook Community Park – Dauphin Co.
 8/8/16 – School Bus Safety Crime Watch Presentation – Cumberland Co.
 8/9/16 – CPS Tech Class York – York Co.
 8/10/16 – Concussion Prevention, the Children's Garden – Cumberland Co.
 8/11/16 – West Hanover Business Mixer – Dauphin Co.
 9/1/16 – DUI Conference – Lancaster Co.
 9/9/16 – Car Seat Check – Cumberland Co.
 9/10/16 – Health Fair, St. Catherine Laboure – Dauphin Co.
 9/13/16 – CPS Tech Class – Cumberland Co.
 9/14/16 – Senior Expo, Boiling Springs – Cumberland Co.
 9/14/16 – UPS Health Fair – Dauphin Co.
 9/15/16 – Safe Driving Presentation, PA Farm Bureau – Cumberland Co.
 9/17/16 – Car Seat Check, Falkner VW – Cumberland Co.

9/17/16 – Safe Driving Presentation for Hearing Impaired – Blair Co.
 9/19/16 – How to Run a Bike Derby Presentation – Franklin Co.
 9/20/16 – PA State Police Cadet Lecture – Dauphin Co.
 9/21/16 – Health South Health Fair – Cumberland Co.
 9/21/16 – Bike Safety Presentation, Church of the Nazarene – Cumberland Co.
 9/21/16 – Car Seat Check, Zimmerman's Automotive – Cumberland Co.
 9/22/16 – Rep. Schreiber's Health and Wellness Fair – York Co.
 9/22/16 – Safe Driving Presentation – York Co.
 9/23/16 – Sen. Brooks' Senior Expo – Mercer Co.
 9/24/16 – Seat Check Saturday – Cumberland Co.
 9/28/16 – Safety Symposium – Dauphin Co.
 9/29/16 – FOP Conference – Dauphin Co.
 9/30/16 – Teen Safe Driving Presentation, West Perry HS – Perry Co.
 10/4/16 – Teen Safe Driving Presentation, Middletown HS – Dauphin Co.
 10/5/16 – Bradford County Rural Health and Safety Day – Bradford Co.
 10/5/16 – Walk to School Day, Steelton Elementary – Dauphin Co.
 10/6/16 – Ag Day at Cumberland Valley HS – Cumberland Co.
 10/12/16 – PACHC Trade Show – Lancaster Co.
 10/12/16 – CTSP/SPO Workshop – Clearfield Co.
 10/14/16 – Trauma Nurses Association of Johnstown Conference – Blair Co.
 10/14/16 – PennDOT Teen Driver Program – Cumberland Co.
 10/14/16 – Just Like New Car Seat Check – Cumberland Co.
 10/17/16 – PAPDS Teen Driver Safety Seminar – Lancaster Co.
 10/19/16 – Car Seat Tech Update Class – Cumberland Co.
 10/20/16 – Safe Driving Class – York Co.
 10/20/16 – PennDOT Virtual Teen Driver Forum – State Wide
 10/21/16 – Binge Drinking Video Shoot – Franklin Co.
 10/25/16 – Teen Safe Driving Presentation, Camp Hill HS – Cumberland Co.
 10/25/16 – National Injury Prevention Course – Dauphin Co.
 10/26/16 – Lebanon County Special Need Expo – Lebanon Co.
 10/27/16 – Rep. Marsico's Senior Expo, AACA Museum – Dauphin Co.
 11/2/16 – Eagle View Middle School Mental Health Fair – Cumberland Co.
 11/3/16 – School Bus Safety Presentation, the Children's Garden – Cumberland Co.
 11/4/16 – Volvo Construction Equipment Health Fair – Franklin Co.
 11/4/16 – Teen Safe Driving Presentation, Greenwood HS – Dauphin Co.
 11/5/16 – Safe Driving Presentation, Hearing Impaired Conf. – Philadelphia Co.
 11/6/16 – Binge Drinking Video Shoot – Franklin Co.
 11/7/16 – Safe Driving Presentation, Hospice – Dauphin Co.
 11/8/16 – Safe Driving Presentation, Hospice – Dauphin Co.
 11/9/16 – Safe Driving Presentation, Hospice – Dauphin Co.
 11/10/16 – Safe Driving Presentation, Hospice – Dauphin Co.
 11/11/16 – Safe Driving Presentation, Hospice – Dauphin Co.
 11/15/16 – CPS Tech Class – Cumberland Co.
 11/15/16 – Trauma Education Communications, Penn State University – Centre Co.
 11/19/16 – Suttiff Car Seat giveaway – Cumberland Co.
 11/22/16 – I-81 Welcome Center Safety Event – Franklin Co.
 11/28/16 – PA State Police Cadet Lecture – Dauphin Co.
 12/1/16 – Car Seat Check – Cumberland Co.
 12/6/16 – Zonta Domestic Violence Rally, PA State Capital – Dauphin Co.
 12/7/16 – AARP Safe Driver Course – Cumberland Co.
 12/12/16 – FOP Conference – Dauphin Co.
 12/14/16 – PA State Police Cadet Lecture – Dauphin Co.
 12/14/16 – Teen Driver Safety Presentation, Hershey HS – Dauphin Co.
 12/15/16 – Teen Driver Safety Presentation, Lehigh Valley Hospital – Lehigh Co.
 12/20/16 – Teen Driver Safety Presentation, Mechanicsburg HS – Cumberland Co.
 12/21/16 – Teen Driver Safety Presentation, Mechanicsburg HS – Cumberland Co.
 12/22/16 – Teen Driver Safety Presentation, Camp Hill HS – Cumberland Co.

205
Events



Trauma Prevention Resources

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 safety, bullying, concussions, distracted driving, falls prevention and water safety. These resources are used 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 2016 year, the ATSPA distributed **84,618** pieces of resource material 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 materials free of charge.



Trauma Program Requests

Program	Distribution
21st Birthday Card	53
A Girls Tale Brochure	865
Activity Tracker	1,251
Athletic Flip Chart	448
ATSPA Info Brochure	341
ATV Gear Up Bookmark	2,713
ATV Magnet	931
Beat the Heat Fan	700
Beat the Heat Rack Card	2,311
Bike Helmet	196
Bike Safety Reflector	8,418
Bike Smart Brochure	2,042
Bike Smart Water Bottle	4,634
Binge Game	174
Bounce House Safety Rack Card	1,438
Bullying Prevention Postcard	2,504
Bullying Prevention Magnet	1,517
Burn Info Card	900
Choking Game Brochure	1,062
Concussion Clipboard	1,925
Cyberbullying Bookmark	2,001
Cyberbullying Mouse Pad	3,595
Dangers of the Unknown Brochure	2,391
Dangers of the Unknown Poster	482
Dating Violence Brochure	478
Distracting Passenger Rack Card	1,406
Distracted Driving Bad Habits Rack Card	1,452

Program	Distribution
Drive Bingo Card	1,193
Dying to be the Life of the Party Brochure	3,477
Emergency Flip Chart	4,298
Faces of Meth Card Game	128
Falls Prevention Night Light	955
Falls Prevention Quick Tips	3,016
First Two Years Flip Chart	28
Fitting a Bike Helmet Tip Sheet	460
Furniture Tipping Rack Card	900
Grandparent Safety Hugs	2,931
I'm Ready Flip Chart	19
Lightning Safety Brochure	1,067
"Ouch!" Coloring Book	1,656
Positives and Promises Card Game	501
Secondary Drowning Bag Tag	1,119
Secondary Drowning Brochure	1,255
Smart Parents Ask: Gun Safety	2,590
Space Heater Safety Rack Card	2,545
Think Safe, Ride Safe, Be Safe	460
Trampoline Safety Brochure	1,271
Water Safety Flip Chart	781
Winter Sports Safety Rack Card	2,179
Young Lives, Young Losses Book	77
Young Lives, Young Losses Rack Card	5,484

84,618





Trauma Prevention Through Communication



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

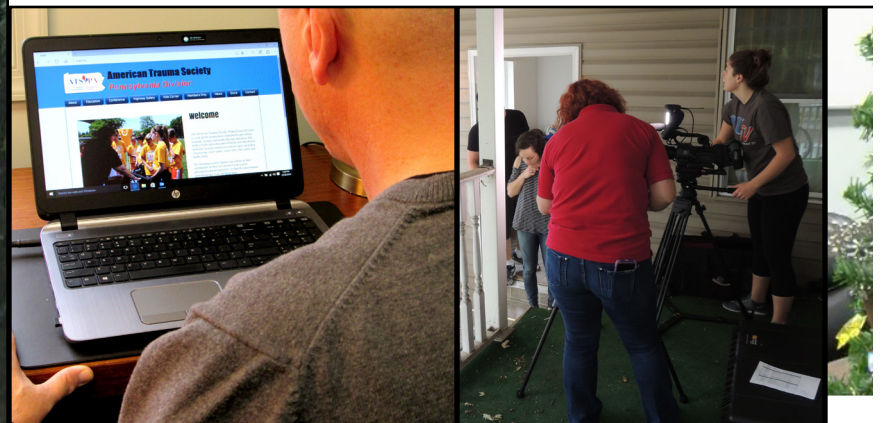
Through its use of traditional, digital and social communication methods, the ATPSA impacts the lives of millions each year. Media interviews and the monthly newsletter allow the ATPSA to provide up-to-date trauma prevention information throughout the Commonwealth.

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. Carving out a little piece of Hollywood, the ATPSA is embracing videos as an educational tool. Using volunteers and making great connections with many organizations, **five educational videos** were produced in-house in 2016.



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

As communications is ever changing, the methods of communicating continue to evolve for the ATPSA.



6.4 million

People reached through media interviews

14,109

Twitter tweet impressions

11,992

Website pageviews

3,066

Website visitors

422

Facebook likes

355

Newsletter recipients

285

Total video views

49

Press releases

18

Media interviews

5

Educational videos produced





South Central PA Highway Safety (SCPAHS) is a Community Traffic Safety Program and provides traffic and pedestrian safety education to Cumberland, Dauphin, Franklin and Perry counties.

The highly trained staff travel throughout the four county region giving educational presentations on driver and passenger safety, distraction prevention and frequently abused traffic laws.

Additionally, the staff also educates thousands of children and teens each year. The popular “Crash Course in Bad Traffic” presentation teaches teens common bad driving habits in a fast paced, interactive presentation. High school students have an added opportunity to show their driving knowledge through the Safe Driving Competition.

SCPAHS has also expanded its bike safety education during 2016. More than six bike derbies were held, teaching youth basic bike safety before challenging them to show their knowledge in the bike skills course.

Through its unique partnership with the ATSPA, South Central PA Highway Safety brings life saving driving and passenger education to the residents of the Commonwealth.





10,493
Miles driven



500
Businesses reached
during Drive Safe
Work Week

170
Bike derby
participants

145
Posts to
social media



139
Car seat
technicians trained
or re-certified



99
Car seat installations/
inspections



96
Educational
lectures for schools,
businesses, etc.

96
Loaner car seats
provided to families
in need



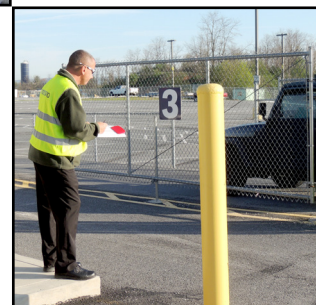
71
Traffic law
questions answered



30
High schools
surveyed for seat
belt use



5
Media interviews





Safe Driving Competition for Youth

It takes skill, concentration and knowledge to be a great driver. Each year, students from the 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 - written, perception and skills course. In 2016, the competition had **33** students participate from **11** 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.

The End of an Era

After more than 16 years, countless accomplishments and an unwavering commitment to trauma prevention education, the ATSPA wished a fond farewell and a “happy retirement” to Judy May-Bennett in May 2016.

Judy joined the ATSPA in September 2000 in an administrative capacity. She was promoted to assistant director and then spent the last four years of her career leading the organization as its chief executive officer.

Judy was never one to sit on the sidelines, as her career and work clearly attests. Even before joining the ATSPA, she was making an impact in the local community.

“I first met her (Judy) when she served as executive director of the Carlisle YWCA and following that she joined us at Dickinson College, where I was an administrator and she served as the director of wellness programs,” said Mary Frances Carson, who is a retired associate dean of educational services for Dickinson College. Carson has known Judy for more than 25 years and said she made a positive impact in the lives of the students, staff and community in which she worked. “I consider Judy a true leader in our local community, as well as in the Commonwealth of Pennsylvania, as an advocate and teacher for healthy lifestyles.”

Fast forward to Judy’s nearly two decades with the ATSPA and her list of business accomplishments is long and impressive. But it was her commitment to people, both the organization’s members and the residents of Pennsylvania, that has truly left a lasting impact.

“The essence of her professionalism and her work to cement the ATSPA will last for decades,” said Dr. Michael J. Reihart, president of the ATSPA board of directors.

“She reminds me of my Aunt who I look up to. Professional, caring, helpful and an amazing mentor and person,” said Sharon Brenizer from Holy Spirit Hospital, a member institution of the ATSPA.

“I first met Judy a couple years back when we did the redistricting,” said Rep. Will Tallman. “After a few conversations on more political subjects, I found out that she was involved with the Pennsylvania Trauma Society. At that point we started having conversations about emergency medicine as I was an EMT.”

Judy was a natural at adapting to the ever-changing situations which the ATSPA has faced over the years. She could be fitting a bike helmet one minute and speaking with members of the Pennsylvania Legislature the next. Her passion, professionalism and work ethic shown through in everything she did.



While Judy has been a constant, unwavering voice for trauma prevention, there is another side to her the staff of the ATSPA will always remember.

“I could often hear her singing in her office as she was working,” said Krista Brands, acting ATSPA director. “She demanded professionalism and was always a realistic, yet wonderfully positive person. I am very grateful for the time she spent teaching me the ways of the world – both in the office and outside of the office.”

“Judy has always been someone I admired because of her distinct professionalism and ability to care for others. Often I would find a small gift or note on my desk from her. Every day she entered the office with a smile, a cup, three bags and humming a tune,” said Karen Rowe, program specialist with South Central PA Highway Safety (SCPAHS).

“Her spirit shines right through her and you just automatically know what type of good hearted person she is,” said Mary Migala, ATSPA education, events and grant coordinator.

“Judy was absolutely professional in all aspects of work and one of the best “listeners” that I have ever had the blessing to work with,” said David Maceiko, assistant coordinator of SCPAHS. “Not to mention that I never met a woman that could color coordinate her outfit to match the current holiday, weather or season any better.”

“Judy brought a culture of caring and a pursuit of excellence to the staff at the ATSPA. She had the ability to inspire each staff member to work as a team to accomplish the goal of reducing trauma in its many forms,” said Robert Mott, coordinator of SCPAHS. “Working with her as a trusted friend and colleague created a culture of caring among the staff.”

“I always enjoyed her stories about travel, recipes and favorite dining places,” said Linda McCarr, administrative assistant for the ATSPA.

While her singing, easy smile and sharp wit are no longer found at the ATSPA, Judy has left a lasting impression that will never be replaced.

“She will truly be missed, but we wish her the very best with her retirement,” Reihart said.

Happy retirement Judy!



The “Tulip” Team

Preventing trauma through education, outreach and awareness are the goals of the American Trauma Society, Pennsylvania Division (ATSPA). Since being awarded its charter in 1972, the ATSPA has grown to include 39 member hospitals, 17 board members, eight staff 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 injuries 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.



The ATSPA staff is committed to trauma prevention through teamwork with each other, the organization's members and a wide range of community groups.

Throughout the past year, requests for educational presentations has continued to grow, especially in the areas of bike and teen driver 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, all from different backgrounds with unique talents, come together to form an incredible team, all of whom are passionate about the work they accomplish and the lives they impact.

“Here, we take care of each other, look out for one another and step up to help each other when needed,” said Krista Brands, acting director.

“Every time I go to a school and teach traffic safety and occupant protection, they are so eager to ask questions, interact with me and promote our mission, in the hope of stopping motor vehicle crashes,” said David Maceiko, assistant coordinator of South Central PA Highway Safety.

“The opportunities ATS offers to make a difference in the lives of mid-staters through safety education is the most exciting aspect of working here,” said Karen Rowe, program specialist for South Central PA Highway Safety.

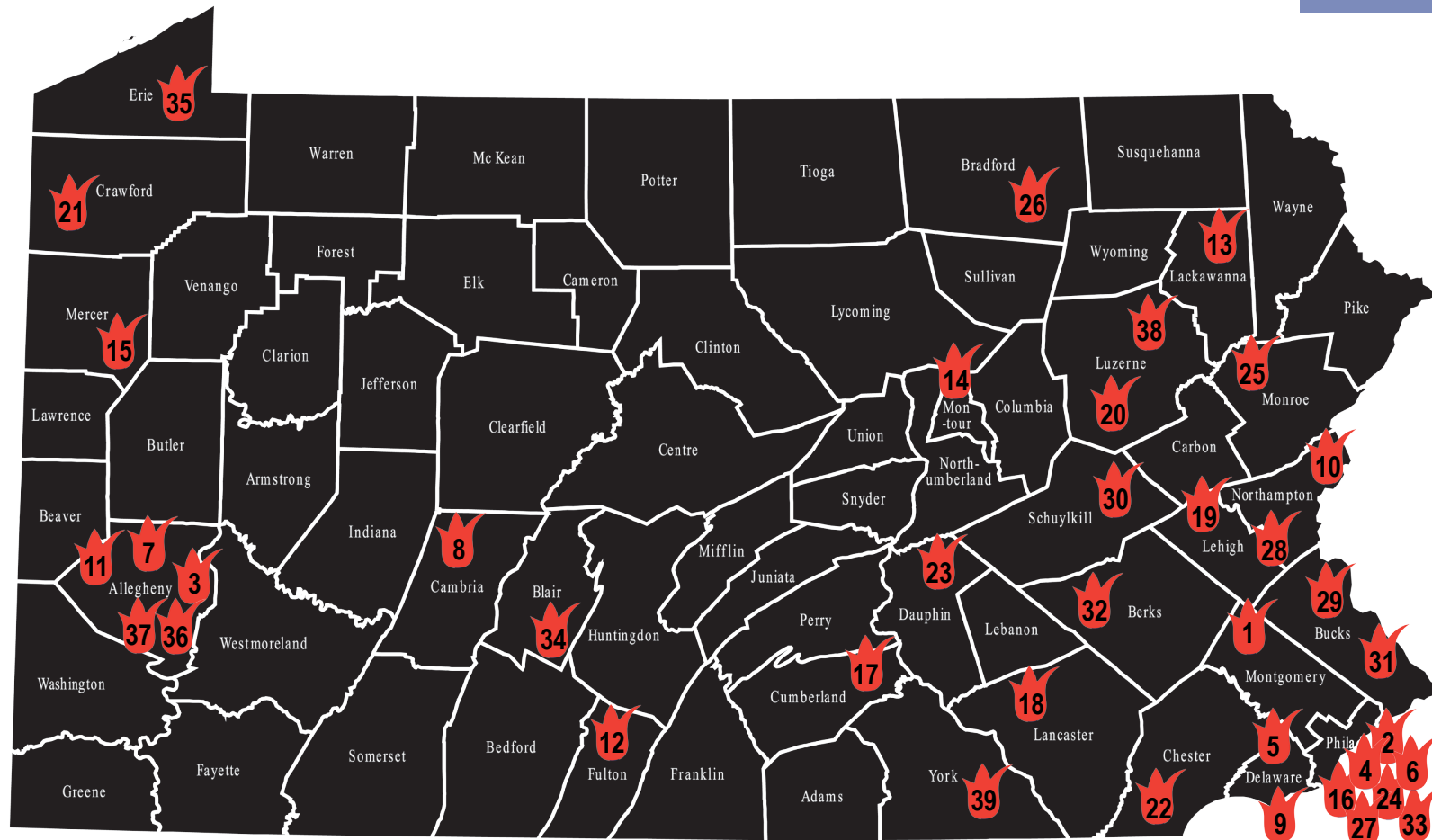
“Each person is kind hearted and sincere, showing concern for each other,” said Mary Migala, education, events and grants coordinator. “This type of comradery makes a work environment feel more comfortable.”

“Working for ATSPA is rewarding because I really know that I have made a difference in someone’s life when they leave with a child safety seat properly installed and they have learned to do it themselves,” said Robert Mott, coordinator of South Central PA Highway Safety.

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 2017 will bring.



ATSPA Member Hospitals



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



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Our Staff



From the Mailbox

"I'm so glad that you came. The children had such a wonderful time." – Becky Wolf, New Cumberland Church of the Nazarene

"Thank you so much for your time this morning in helping me figure this all out. It was refreshing speaking with someone as friendly as you are. Thank you!" – Rebecca Castor

"Dear SCPAHS Staff,
Thank you for taking the time to come do a car seat check for our families. Thank you for everything you do to keep children and families safe." – Carlisle Head Start

"We just wanted to tell you "thank you" again for coming and teaching our residents about not having a fear of falling. I know we were one of the first for this program and I wanted to say it is great and you guys were wonderful. Knowledge is power and knowing the proper steps as not to increase the risk of a fall makes everyone more relaxed. Again, thanks." – Old Forge Manor

"On behalf of the Hope Station Neighborhood Council and the kids, I would like to thank you for your generous support of Hope Station's Bike Repair workshop. We appreciate giving people like yourselves, who have such a strong concern to help further our mission in the Hope Station opportunity area. Your donation will help to make Hope Station a continued success." – James R. Washington, Jr., Hope Station

"Thank you for your participation in our recent Health and Wellness Fair. This event would not have been possible without the participation of organizations like yours and we appreciate your partnership in executing a successful event." – Rep. Kevin J. Schreiber



"Thank you very much for taking the time to set up the great display at our Bicycle Bonanza event! I really value the good works of the American Trauma Society that you bring to our community and Pennsylvania as a whole." – Janice Bowen, First Church of Mechanicsburg

"Thank you for the donations to the Grand Canyon FFA chapter for Ag Safety Day. These donations were a big help in sending the fourth graders home with reminders on how to be safe. We appreciate your support of the chapter." – Grand Canyon FFA

"Thank you very much for the grant monies sent to us from your organization. We are excited to be a recipient of the mini grant to support our ThinkFirst for Kids and ThinkFirst for Youth programs. We thank you very much for your generosity." – Nicole Lohman, St. Luke's Adult Level 1 Trauma Center

"Thank you for helping to keep our students safe by supporting our Distracted Driving Campaign at Lower Dauphin High School." – Lower Dauphin High School

"We appreciate your participating in the Cumberland Perry Area Vocational Technical School's Safety Day 2016. Over 1,000 students, guests and staff had the opportunity to experience this fun-filled educational event. It is with much appreciation and respect that I thank you for your presence at our Safety Day event." – Lesli Shuman, principal, Cumberland Perry Area Vocational Technical School

"On behalf of the Pennsylvania Capital Police and FOP Lodge #85, I wish to personally thank you for your generous contribution of 10 bicycle helmets and a bicycle rodeo kit to the 2nd Annual Pennsylvania Capital Police Children's Bicycle Rodeo. Through the generosity of sponsors such as you, we are able to keep this event completely free to the public. Thank you for supporting our event and we look forward to working together in partnership in the future." – N.R. Finicle, Pennsylvania Capital Police

"Thank you for taking the time to train our staff members on helpful, safe driving information. Everyone who attended told me it was highly beneficial." – Ryan, T.S. Ponessa and Association



Candid Moments





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