

2024



Annual Report



American Trauma Society,
Pennsylvania Division

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Letter from the CEO

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

For more than 50 years, the ATSPA has been providing injury prevention education to Pennsylvania communities. In conjunction with trauma centers across the state, our work is effective in helping to prevent injury, and we continuously strive to enhance our education and outreach efforts.

Serving all 67 Pennsylvania counties, the ATSPA partners with trauma centers, community hospitals, EMS agencies, and other organizational partners to bring injury prevention resources and information to communities across the Commonwealth. These resources include, but are not limited to, information on older adult fall prevention, motor vehicle safety, firearm safety, bike safety, ABLIS NOW! and tourniquet kits to accompany Stop the Bleed tourniquet application training.

Membership with ATSPA has increased by 58%, in the past ten years. This growth speaks volumes about the need for the resources and opportunities the ATSPA provides to assist trauma centers and EMS agencies in their injury prevention outreach. Our team is passionate about the mission of the ATSPA, and we are eager to expand our reach.

According to the Centers for Disease Control and Prevention (CDC), from 2018–2022, there were 62,190 deaths due to injury. The top 5 causes of death were unintentional poisoning, unintentional falls, motor vehicle crashes, suicides by firearm and homicides by firearm. According to data obtained from the Pennsylvania Department of Health, in 2023, 143,425 Pennsylvanians were hospitalized, indicating an increase of 7,547 visits from the previous year. Charges for these hospitalizations exceeded \$15 billion, in 2023 – an increase of more than \$1 billion from the previous year! Over 77 percent of those charges were paid by governmental sources. This data is staggering and fuels our team's passion to continue our mission to educate the public about injury prevention.

We recognize there are many key players that are committed to improving the safety of our fellow Pennsylvanians; we thank the PA State Legislature, partners, funding providers, and our members for their continued support of injury prevention efforts in Pennsylvania. Without them, the vital work of the ATSPA would not be possible.



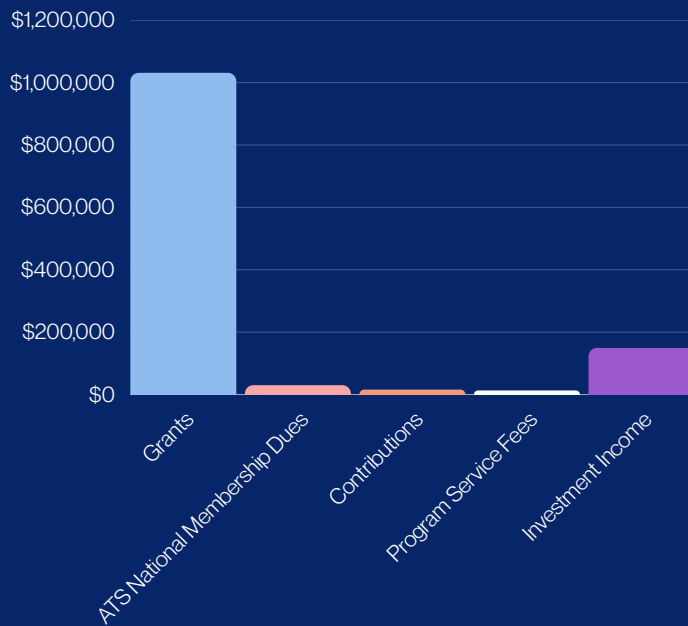
Krista Brands, BS, CAE
ATSPA CEO



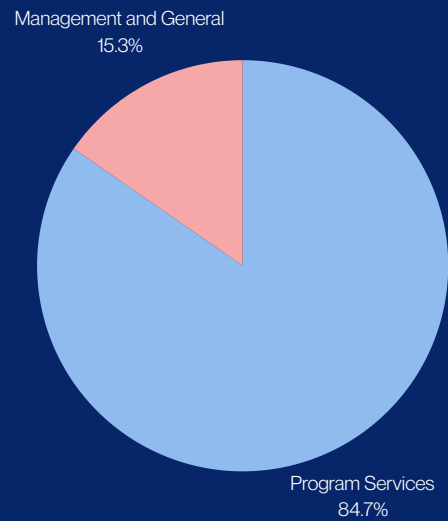
FINANCIAL STATEMENT

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 and reporting requirements.

Income:



Expenses:



Mission

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

Vision

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

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

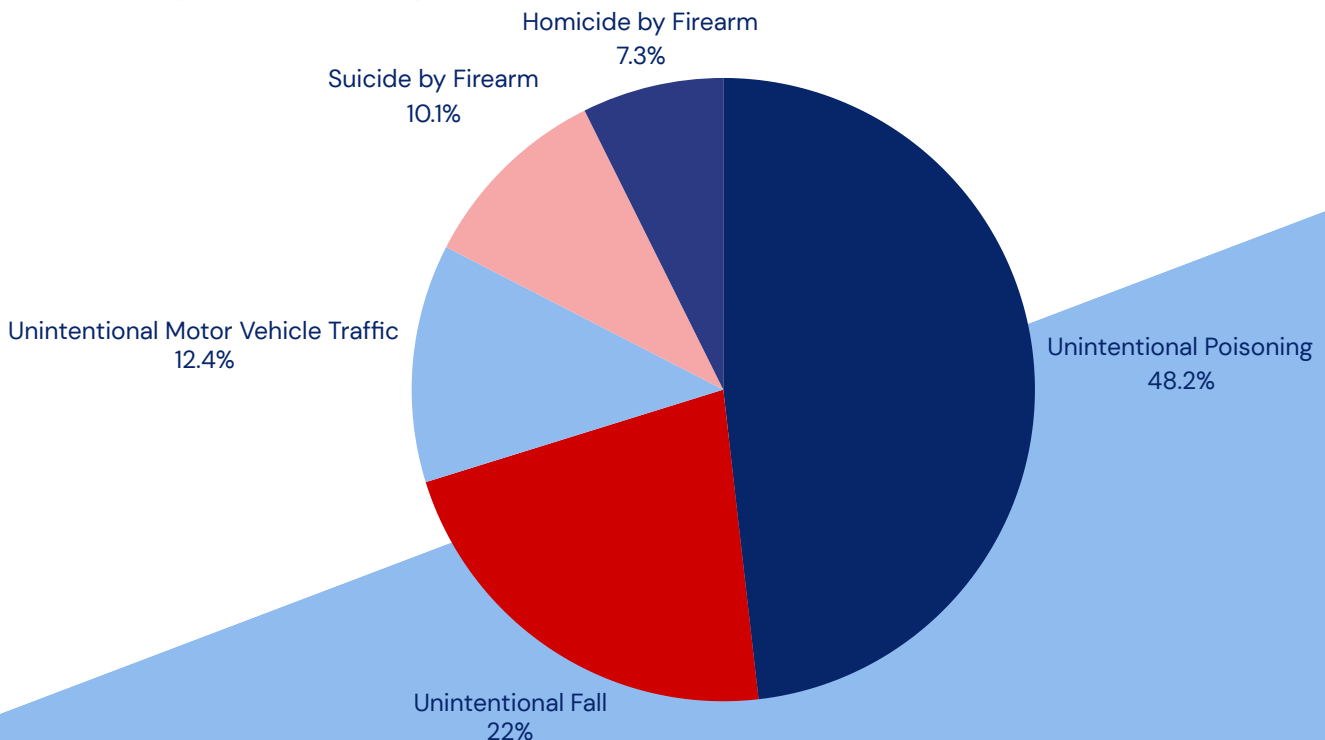
According to the CDC, for the years 2018–2022:

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

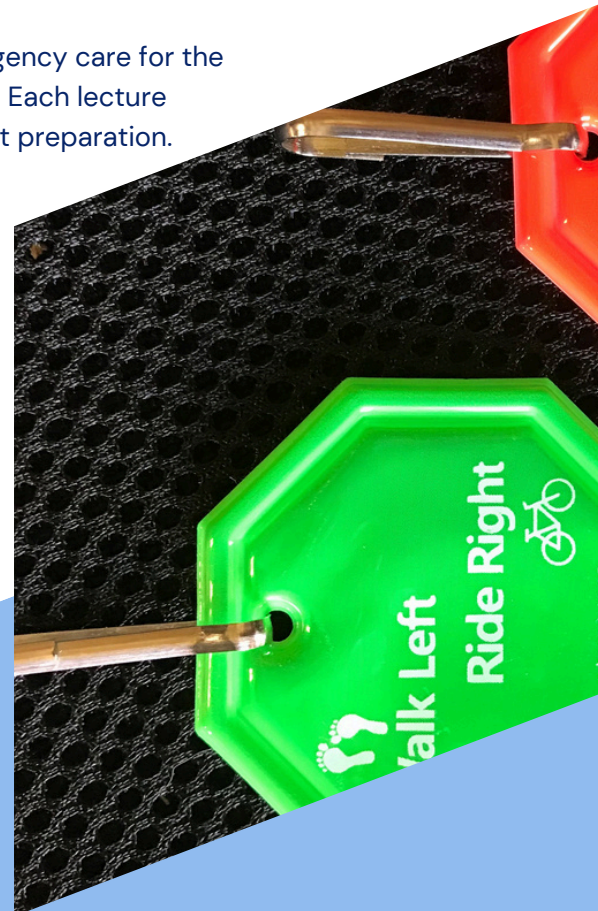
➔ Printed Materials

Printed materials still remain the most requested items provided by the ATSPA. In 2024, **96,577 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. Our materials are comprehensive and enhance injury prevention outreach.

➔ ABLS NOW

This invaluable 5-hour self-paced online educational opportunity was met with enthusiasm, as 21 dedicated ATSPA member organizations secured 125 ABLS NOW “seats”; to date, **41 participants** have completed this training.

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



Our Programs

➔ Bike Derbies


ATSPA provided 8 Bike Derby kits in 2024.

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.

November 22, 2024

Dear Nakeya,
 Thank you for reaching out to us. We were very happy to receive the helmets. We have a board member who is a cyclist. He gave the kids a talk about bike safety. The kids really enjoyed what he had to say. He then measured the kids heads to see which helmet would fit them and then they got to pick the color they wanted. Thank you for helping to keep our kids safe!

Karen Berard
 Executive Director



➔ Helmet Distribution

In 2024, 1,435 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.



**Saxon Daugherty,
PennDOT Safety Press Officer**

"Bike rodeos are an excellent way to get kids excited about biking and instilling safety habits they can carry with them for a lifetime."

Our Programs

➔ Child Passenger Safety

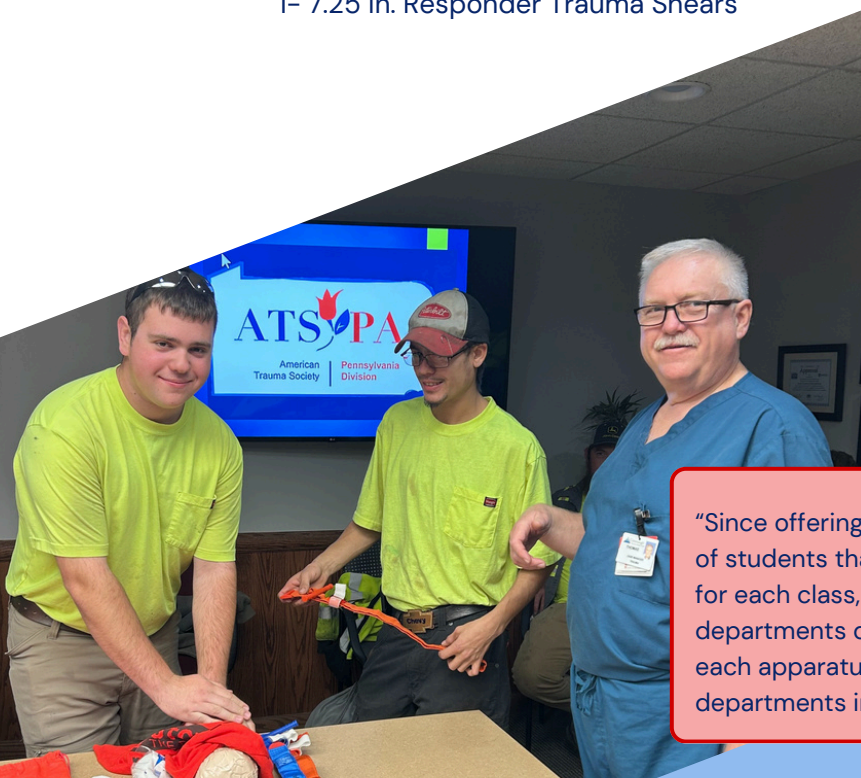
In fall of 2024, the ATSPA offered members the opportunity to become trained as Child Passenger Safety Technicians. To date, **33 participants have expressed interest, with 9 completing the course.** ATSPA has also supplied the 9 newly-certified technicians with **45 child safety seats** to distribute within their communities.

➔ Tourniquet Kits

This past year, the ATSPA distributed **3,000 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



**Mark Fields,
Captain, HOPS EMS**

"Since offering the kits, we have seen a dramatic increase in the number of students that attend the classes. Previously, we would have seats open for each class, but each class has been full. Additionally, our local fire departments did not want to take the course. When we offered a kit for each apparatus if we taught the course, we held the course at all five fire departments in our coverage area."

Our Programs

➔ Fall Prevention Bags

The Older Adult Fall Prevention bags were distributed to older individuals (55+) who had sustained a recent fall and were leaving the Emergency Department, being discharged from the hospital, being educated at a senior center, or receiving education through an evidence-based course such as Matter of Balance or Healthy Steps for Older Adults. **Over the course of 4 years, 10,000 bags were distributed to older adults** to prevent subsequent falls.

This program was funded by the Psalm 103 Foundation. Funding for this initiative is now exhausted and ATSPA is evaluating its impact.

➔ Fall Prevention Grants

Via the PA Department of Health, the ATSPA offered members the opportunity to apply for grant funding for additional fall prevention efforts in their communities. **Four members were awarded, in total, over \$34,000.** Programs will be completed by July 2025.

➔ Training Programs

In 2024, the ATSPA, through a grant from the PA Department of Health, offered members the opportunity to become trained as Matter of Balance Master Trainers and/or Tai Ji Quan: Moving for Better Balance Community Instructors. To date, **9 members have become certified in these methods; two classes have begun,** with additional courses scheduled to begin in 2025.



Our Programs

➔ 2023–24 Mini Grant Awardees

Program Name: “Educating Older Vulnerable Adults on Fall Prevention”

Member Hospital: Bryn Mawr Hospital/Main Line Health

Program Name: “Hospital Based Travel Trauma Prevention Cart”

Member Hospital: Children’s Hospital of Philadelphia

Program Name: “Recreational Water Safety Program”

Member Hospital: Conemaugh Memorial Hospital

Program Name: “Falls Prevention for At-Risk Older Adults”

Member Hospital: Lankenau Medical Center

Program Name: “Educating Older Vulnerable Adults on Fall Prevention”

Member Hospital: Paoli Hospital and Regional Trauma Center

Program Name: “Increasing Visibility of Horse-Drawn Vehicles in the Anabaptist Community Using Reflective Horse Brow Bands to Reduce Severe Injury and Death”

Member Hospital: Penn Medicine Lancaster General Hospital

Program Name: “Hemorrhage Control: Providing Tourniquet and Training to First Responders in Underserved Communities”

Member Hospital: Penn State Hershey Medical Center

Program Name: “Car Seat Voucher Program”

Member Hospital: St. Luke’s University Hospital

Program Name: “Reaching Families in the ED: Education and Resources to Improve Outcomes”

Member Hospital: UPMC Children’s Hospital of Pittsburgh

➔ Micro Grant Awardees

Program Name: “Commute Safer Carlisle”

EMS Member: Cumberland Goodwill EMS

Program Name: “Active Threat Training”

EMS Member: Greater Valley EMS

Program Name: “Community Bleeding Control”

EMS Member: Wakefield EMS

Program Name: “Family Sporting Safety Fair”

EMS Member: Chestnut Ridge Ambulance Association



2024 Annual Conference

The 2024 ATSPA Annual Conference took place on April 23 & 24 in Lancaster, PA. Various injury prevention and healthcare experts such as Joseph Sakran, MD, MPH, MPA, FACS, the Executive Vice Chair of Surgery at The Johns Hopkins Hospital, provided ten sessions to 127 attendees. These evidence-based sessions included the most up-to-date information on urban search and rescue techniques, a look back at the emergency response to the Tree of Life Synagogue shooting in Pittsburgh, innovative techniques for reducing drowning deaths, and more.

➔ 2024 ATSPA Recognition Awards

The Dr. John M. Templeton, Jr. Physician Award for Commitment to Excellence in Trauma Care – Jennifer Silvis, DO; Conemaugh Memorial Medical Center, Johnstown, PA.

The Barbara Esposito Excellence in Trauma Nursing Award – Tineka Smith-Wilson, BSN, RN; Thomas Jefferson University Hospital, Philadelphia, PA.

The First Responder Call to Action Award – Rickey Price, Jr.; Cambria County Swift Water Rescue Team, Cambria County, PA.

The Trauma Prevention Recognition Award – Sunny Jackson, MSN, RN, CNL, TCRN, CCRN; Penn Presbyterian Medical Center, Philadelphia, PA.

The Civilian Savior and Survivor Award – Benjamin Stine

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

- Nicholas Dulin, MD; Jefferson Einstein Medical Center, Philadelphia, PA
- Matthew Turner, MD; Penn State Health Milton S. Hershey Medical Center, Hershey, PA



Conference Evaluation Survey Responses

“Very impressed with all the presentations and storytelling. Encouraged to hear the lessons learned from one disaster to the next are NOT lost but processed to only better prepare for the unexpected, prevent injury, and provide education, awareness, and more appropriate treatment in the future.”

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 20 coalitions and partners of the state (local groups) that cover 39 counties, in PA.
- In the fall of 2024, 8 local SKPA groups were funded for injury prevention mini grants totaling \$41,280.90.
- The State Office provided over \$15,800 in additional funding, for supplies, for ten local SKPA groups.
- Under the Pennsylvania Department of Health's Bureau of Family Health, Safe Kids PA has developed a three-year strategic plan outlining its goals through June 2026. All goals and action steps for the 23-24 FY were accomplished; the State Office now moves forward with its 2024-25 objectives.
- In the spring of 2024, four local groups completed their mini grant initiatives.

➔ First Annual Summit

The Regional SKPA and CDR Summit was hosted in Chester County and focused on the southeastern region of the state. This initiative intentionally brought together the Child Death Review (CDR) teams and the SKPA groups to begin bridging the gaps between local data and injury prevention work. Just under 60 people attended, representing 26 counties in PA.

➔ Rising Star Award

Safe Kids PA State Office Coordinator, Jessica Ritter, was recognized at the 2024 Safe States Conference, as a recipient of the 2024 Safe States Rising Star Award. The Rising Star Award recognizes individuals who have been working in the field for less than five years, but are making strides in the discipline of injury and violence prevention.



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 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 get young drivers to adopt safe driving habits.

➔ Child Safety Seats

- Inspected 132 child safety seats in-house and provided 68 child safety seats to families in need, through its loaner program.
- Attended 31 seat checkup events with regional partners, inspecting a total of 241 child safety seats.
- Partnered in the instruction of five Child Passenger Safety Technician (CPST) Certification Courses, certifying 92 new CPSTs.
- Provided one CPST Update/Refresher Course, providing the required CEUs for 63 CPSTs.

➔ Teen Driver Safety

- Delivered 29 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. We would like to thank State Farm for their partnership and funding. We would also like to thank the 28 volunteers.

➔ Mature Driving Programs

- Delivered 13 Mature Driver Safety presentations in senior centers and community organizations.
- Hosted six CarFit educational events.



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
- Crozer-Chester 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
- Jefferson Health Network
 - Abington Hospital
 - Einstein Medical Center
 - Thomas Jefferson University Hospital
 - Torresdale Hospital
- Lehigh Valley Hospital
 - Cedar Crest
 - Hazleton
 - Hecktown/Oaks
 - Muhlenberg
 - Pocono
 - Reilly Children's Hospital
 - 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
- 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

- AMED Authority EMS
- Beach Lake Volunteer Fire Company
- Bristol Fire Company
- Brownsville Ambulance Service, Inc.
- Bradford County Department of Public Safety
- Burholme Emergency Medical Service
- Chestnut Ridge Ambulance Association
- Cumberland Goodwill EMS
- Elverson Honey Brook Area EMS
- Emmaus Emergency Services
- Factoryville Fire Company
- FWM Emergency Squad
- Greater Pittston Regional Ambulance
- Greater Valley EMS
- H.O.P.S Ambulance Association
- Matamoros Fire Department QRS
- MedEvac Ambulance
- Muhlenberg Area Ambulance
- Northampton Regional EMS
- Northwest EMS
- Noxen Community Ambulance Association
- Phoenix EMS, Inc.
- Plymouth Community Ambulance Association
- Pocono Mountain Regional EMS
- Radnor Fire Company
- Scott Township EMS
- Second Alarmers Association and Rescue Squad
- South Creek EMS
- Superior Ambulance
- Susquehanna Regional EMS
- TowerDIRECT
- Wakefield EMS
- Western Berks Ambulance

Meet the Staff

➔ ATSPA



Krista Brands, BS, CAE
CEO



Jan Hastings
CEO Admin Assistant



Kim Nunemaker, BS
Educational Program and
Event Coordinator



Nakeya Jacobs, M.Ed
Educational Program
Coordinator



Sadie Carns
Communications
Coordinator

➔ Safe Kids PA



Jessica Ritter, MA, CNP
State Office
Coordinator



Tiara Hall, BS
State Office
Associate

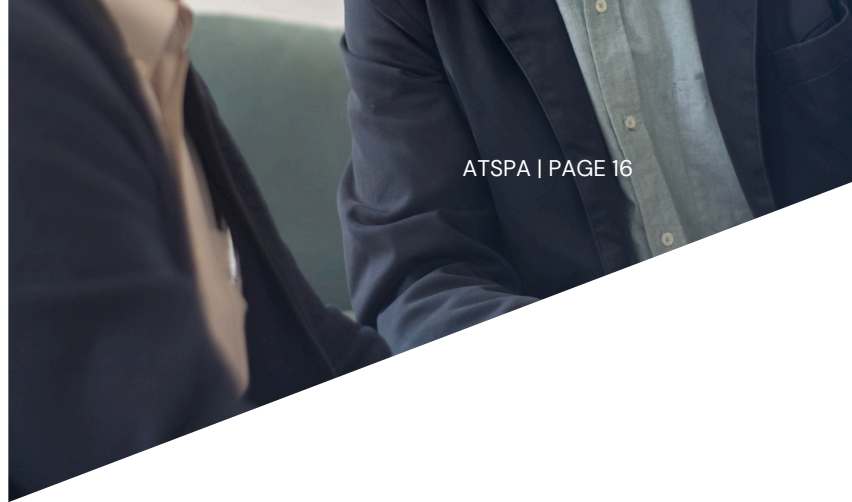
➔ SCPAHS



Matthew Frampton
Coordinator



Karen Rowe, BA
Program Specialist



Board of Directors

Executive Committee

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

Members at Large

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- Renee Blackiewicz, MS, BSN, RN
- Marie Campbell, RN, MS Ed, MS, CPC, CPHQ
- 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
- Jennifer Koontz, MSN, RN
- Lauren Kresge, MBA, MSW
- Ward Richardson, MD
- Joseph Stirparo, MD, MBA, FACS
- Lacey Swope, RN



Contact Us



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