



***Strategies For Building Safe Communities***

# Injury Prevention Works

▶ **James M. Crutcher, M.D., M.P.H.**  
Commissioner of Health  
and State Health Officer

▶ **Joe Mallonee, M.P.H.**  
Deputy Commissioner for  
Disease and Prevention Services

▶ **Shelli Stephens-Stidham**  
Interim Chief  
Injury Prevention Service

▶ **Pam Archer, M.P.H.**  
Deputy Chief  
Injury Prevention Service

December 2004

This publication is issued by the Oklahoma State Department of Health, as authorized by James M. Crutcher, M.D., M.P.H., Commissioner of Health and State Health Officer. Three hundred copies were printed at a cost of \$744.00. Copies have been deposited with the Publications Clearinghouse of the Oklahoma Department of Libraries. (Rev. 12/2004)

## Table of Contents

Acknowledgements .....	v
Dedication .....	vii
Foreword .....	ix
What You Should Know.....	1
Building Community Programs .....	7
Where You Can Go .....	11
What You Should Know About...	
Motor Vehicle Injury .....	15
Impaired Driving.....	27
Pedestrian Injury .....	34
Bicycle Injury.....	39
Unintentional Poisoning Injury .....	46
Fire and Burn Injury .....	56
Agriculture Injury.....	65
Unintentional Fall Injury .....	76
Suicide .....	84
Appendix A: State Profile.....	94
Appendix B: The Intervention Decision Matrix.....	96
Appendix C: Grant Writing 101 .....	97

## Acknowledgements

No project can be completed without the assistance and support of a significant number of people. Special credit must be given to Ronda James for research and the graphic design and layout of the document. Her hard work and tenacity is greatly appreciated. Special recognition must also be given to Nancy Green, Pam Archer and Tanika Davis for their contributions.

We would also like to thank the Commissioner of Health, James M. Crutcher, M.D., M.P.H., and the State Board of Health for mandating injuries as reportable conditions so that the data can be studied and the true impact of the injury problem can be determined.

We would also like to acknowledge the Centers for Disease Control and Prevention for funding injury prevention initiatives in Oklahoma.

*Shelli Stephens-Stidham*  
Injury Prevention Service

## Dedication

In February 2004, Sue Mallonee, R.N., M.P.H., was named Director of Scientific Affairs at the Oklahoma State Department of Health following 16 ½ years with the Injury Prevention Service. The Injury Prevention Service was created in 1987, and Sue was selected to lead the program.

Under her leadership, the Injury Prevention Service developed into a comprehensive injury prevention program and emerged as a leader in the field, gaining national and international recognition across the country.

It has been our privilege to stand shoulder-to-shoulder with her and share her vision. It is with pleasure that we dedicate this publication to Sue as an opportunity to acknowledge her contributions to injury prevention.

Shelli Stephens-Stidham

Pam Archer



*“What pleasure — to march in a parade which shall always be remembered as you.”*

Reprinted from A Parade Named Leadership by Mary Anne Macy Bryce Lewis Radmacher 1999

## Foreword

The faces of public health have been changing dramatically in the past 100 years. At the beginning of the 20th Century, the life expectancy for the average person was 46 years; today life expectancy has increased to 78 years. Improvements in sanitation, development of antibiotics and immunizations, and other public health measures made it possible to drastically reduce deaths and disability due to infectious disease. Unfortunately, not all children and young adults can be expected to live well into their 70s. These people will die from an injury.

Injury is the single leading killer and disabler of Americans and Oklahomans between the ages of 1 and 44 years. Every year, nonfatal injuries cause one in three of us to seek medical attention and render us unable to perform normal activities.

"Accidents" are no longer a part of our terminology, because we know injuries are not random, uncontrollable acts of fate. Instead, they are understandable, predictable, and preventable. Oklahoma has established itself as a leader in the country in implementing and testing specific, community-based injury prevention measures. It is truly a promising and exciting challenge for all of us in public health as we strive to make an impact in reducing the burden of the injury problem.

Many local organizations and individuals can play a role in community-based injury prevention programs. *Injury Prevention Works: Strategies For Building Safe Communities* was developed to assist communities and local health practitioners in meeting the challenge of the injury problem in Oklahoma. It is our hope that it will be a useful tool, and that every community will join us in responding to the need to reduce this problem.

*Shelli Stephens-Stidham*  
Injury Prevention Service



Safety and security don't just happen; they are  
the result of collective consensus and public investment.

*Nelson Mandela*

