

OHIO INJURY PREVENTION PARTNERSHIP – INFRASTRUCTURE GOALS AND ACTION PLAN

GOAL 1: Assess needs and increase availability and quality of injury data in Ohio.

50.0% high priority - Rating average 1.63 (out of 1-5; 1 high, 5 low)

Priority	Objectives	Activity(ies)	Timeframe	Status	Partners	Funding Implications
H	1. Partner to assess the quality of existing data sources and opportunities for linkage, etc.	<ul style="list-style-type: none"> • Form a Data Action Group of injury data owners, data experts, advocates and representatives from healthcare institutions. • Inventory current sources of injury data in Ohio (death, risk factor, fatality review, ED and inpatient hospital, EMS, Trauma, child maltreatment, crime, traffic crash, poison control, brain injury, etc) for reporting information about injury priority areas. • Produce recommendations about the inclusion of injury-related questions on behavior risk surveys. • Identify methods to determine the impact of injuries on high-risk groups and communities (e.g., YPLL, costs, outcomes) • Identify/recommend methods for improving injury prevention reporting and advocate for, help, implement, and monitor the implementation of recommendations. 	2008-2012	Ongoing	ODPS, ODH, OHA, Coroners/MEs	May be accomplished with current funding
M	2. Partner to improve the quality of external cause of injury coding (e-coding) in hospital discharge data	<ul style="list-style-type: none"> • Implement recommendations from the MMWR report to improve e-coding in Ohio hospital data • Evaluate completeness of e-coding in Ohio hospital data. • Provide data, standards and training to clinicians, coders and administrators for improving the recording of injury circumstance information in medical records. • Produce reports for clinicians and coders to demonstrate the value of their efforts. 	2009-2011	Not yet started	OHA	Additional funding required
M 4.20	3. Assess community needs surrounding violence and injury prevention priority areas and related data.	<ul style="list-style-type: none"> • Survey local hospitals, health departments, and other local programs to determine the types of data they need to conduct community assessments. • Provide opportunities to build capacity in the interpretation and use of injury data. 	2010-2012	Not yet started	OHA	Accomplished with current funding
H 3.15	4. Increase the quality and availability of statewide and community-specific data for planning, surveillance, and evaluation.	<ul style="list-style-type: none"> • Produce reports/fact sheets on the injury priority areas. • Develop multiple methods of dissemination to enhance timeliness and accessibility. • Identify and promote access to web-based data resources, especially to underserved communities. 	2008-2012	Ongoing	ODH	Accomplished with current funding
1 high 5 low						

Measures of success: Injury data will be complete, of high quality, readily available (e.g., on websites) and in a format and of a type that is based on the needs of the data users.

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GOAL 2: Build infrastructure and sustainability for injury prevention in Ohio.						
Priority	Objectives	Activity(ies)	Timeframe	Status	Partners	Funding Implications
H	1. Participate in the development, implementation and support of an Ohio Injury Prevention Plan	<ul style="list-style-type: none"> Establish Action Groups/subcommittees of the OIPP as needed for coordination, monitoring and evaluation of the plan. Identify resources for ongoing support of the plan as needed. 	2008-2012	Ongoing	OIPP	No additional funding needed
M	2. Strengthen state and community level infrastructure, partnerships and competencies for injury prevention	<ul style="list-style-type: none"> Develop and implement statewide/regional campaigns for specific injury prevention interventions (e.g., Matter of Balance Training) and encourage competencies for the IP workforce. 	2009-2011	MOB Training in July	OIPP	May require additional funding
M 3.25	3. Increase public and private funding for injury prevention.	<ul style="list-style-type: none"> Create a Funding Action Group. Research funding opportunities for state and local IP activities. Develop partnerships with foundations to assist in funding. Develop long-term private and public funding sources (e.g., license plates, fees) Develop partnerships with health insurers and demonstrate the cost benefits of injury prevention. 	2010-2012	Ongoing	OIPP, Insurance, Business	May be accomplished with current funding.
L	4. Build the capacity of communities to reduce and prevent injuries to high-risk groups and effectively address injury prevention priorities.	<ul style="list-style-type: none"> Inventory Ohio's injury prevention workforce. Design a comprehensive injury prevention website, including stakeholder organization links, information about evidence-based programs, data and program evaluation. Promote professional training for the IP workforce based on Safe States competencies. 	2008-2012	Not yet started	OIPP, LHD	May require additional funding.
L 4.67	5. Develop champions to advocate for effective injury prevention policies	<ul style="list-style-type: none"> Identify key individuals working in the field who can champion issues with decision makers/media. Establish an annual recognition for an individual who has made a notable contribution to IP in Ohio. Identify "saved by the ..." stories and develop a contact list of speakers/advocates for specific injury issues. 	2008-2012	Not yet started	OIPP	May require additional funding.
H 4.00	6. Support public health policies designed to advance injury and violence prevention in Ohio.	<ul style="list-style-type: none"> Develop consensus statements for injury prevention policies. Provide injury prevention briefing materials for local groups for use with the media and legislators. 	2008-2012	Not yet started	OIPP	May be accomplished with current funding.
L	7. Encourage development of community partnerships/coalitions to address injury	<ul style="list-style-type: none"> Encourage broad representation from law enforcement, fire/EMS, healthcare providers, faith community, service providers, mental health/substance abuse counselors, child advocates, parents, community planners, decision makers/legislators, schools, businesses, insurance providers, older adults, survivors, etc.) 	2008-2012	Ongoing	OIPP	May be accomplished with current funding.

Measures of success: An updated state plan will exist. Funding will be increased for state and local efforts. Champions will be available to speak on behalf of injury issues. State laws, regulations and organizational policies will support IP efforts. Community partnerships will exist to address injury.

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GOAL 3. Promote injury prevention as a public health priority area in Ohio.

62.5% high priority - Rating average 1.42 (out of 1-5; 1 high, 5 low)

Priority	Objectives	Activity(ies)	Time frame	Status	Partners	Funding Implications
H 2.69	1. Increase awareness of injury including violence as a public health problem	<ul style="list-style-type: none"> Design a comprehensive injury prevention website, including stakeholder organization links, information about evidence-based programs, data and program evaluation. Present available injury data at Ohio public health conferences (SOPHE, AOHC) Present injury data at other types of conferences. 	2008-2012	Ongoing	OIPP, public health	May require additional funding
H	2. Mainstream injury prevention as a public health issue	<ul style="list-style-type: none"> Encourage local communities to develop community profiles for the purpose of IP social marketing (SM). Publicize the availability of Claritas social marketing data available from ODH for the purpose of injury prevention. Provide training in SM methods for local programs. Capture individual injury “stories” - both with positive and tragic consequences to supplement injury data. Promote strategies to relate injury data in meaningful messages that impact target audience. Identify target groups and tailor messages appropriately for audience and injury priority area. Health care providers? Employers? Schools? Child Care Providers? Community groups? 	2008-2012	Not yet started	Colleges, University Students/ Interns, Businesses, Schools, Child care, etc.	May require additional funding
H 3.38	3. Promote social marketing methods for injury prevention messages.					
H	4. Elevate safety to a level as desirable as health and fitness.					
M	5. Encourage media coverage of injuries as a public health problem	<ul style="list-style-type: none"> Provide training and TA to local communities in how to address the media. Provide injury media packets as a resource for local communities. Invite media to cover local injury initiatives. Identify “saved by the ...” stories and develop a contact list of speakers/advocates for specific injury issues. 	2008-2012	Ongoing through falls and Rx drug group	Media	Can be accomplished with existing funding
H	6. Demonstrate the cost-benefit of injury prevention programs.	<ul style="list-style-type: none"> Provide data on the costs of fatal and nonfatal injury and the benefits of prevention. 	2008 updated annually	Ongoing in reports	OHA, Universities, Research Centers	Can be accomplished with existing funding.
1 high 5 low						

Measures of success: Injury prevention will be elevated to the level of attention it deserves.

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GOAL 4: Promote the use of evidence-based injury prevention programs throughout Ohio.

58.3% high priority - Rating average 1.50 (out of 1-5; 1 high, 5 low)

Priority	Objectives	Activity(ies)	Timeframe	Status	Partners	Funding Implications
M 4.25	1. Increase state-of-the-art knowledge and skills (capacity) in the injury prevention workforce	<ul style="list-style-type: none"> • Create an Evidence-based Injury Prevention Program Action Group. • Provide opportunities for training in the implementation and evaluation of EBP. • Provide scholarships for local communities to obtain training (e.g., John’s Hopkins IP course) in IP evaluation and research methodology. • Encourage colleges/universities/medical schools to provide courses in injury-related subjects 	2008-2012	Ongoing	OIPP, Universities	May require additional funding
H 2.59	2. Increase the use of evidence-based injury prevention interventions statewide	<ul style="list-style-type: none"> • Identify and compile existing “best practices” in research literature that would promote successful injury prevention strategies. • Disseminate the results of evidence-based interventions. • Identify gaps in the availability of evidence-based injury prevention interventions and encourage the development and dissemination of new and existing interventions to fill identified gaps. • Conduct an annual injury symposium on an injury priority area that highlights best practices and evidence-based programs. 	2008-2012	Ongoing	OIPP	May be completed with current funding
M-H	3. Evaluate interventions	<ul style="list-style-type: none"> • Partner with Injury Researchers and Centers, Universities, School of Public Health to conduct program evaluations of existing programs and policies. • Prioritize target populations at risk for injury and appropriate interventions for each target population 	2008-2012	Not yet started	Academics, Researchers, SPH	Will require additional funding
1 high 5 low						

Measures of success: Evidence-based IP strategies will be used routinely throughout Ohio.

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GOAL 5: Increase statewide collaboration around injury prevention in Ohio.

58.3% high priority - Rating average 1.42 (out of 1-5; 1 high, 5 low)

Priority	Objectives	Activity(ies)	Timeframe	Status	Partners	Funding Implications
H	1. Coordinate statewide planning and implementation of injury prevention programs through the OIPP	<ul style="list-style-type: none"> Identify injury prevention practitioners and community representatives working on IP projects and solicit their membership in the OIPP by offering incentives (e.g., workshops, training, access to data, shared knowledge, support). 	2008-2012	Ongoing	OIPP	May be completed with current funding
H	2. Provide an avenue for public health injury prevention practitioners to interact with philanthropic, professional, governmental, and voluntary organizations on issues that affect injury prevention	<ul style="list-style-type: none"> Coordinate regular meetings of the OIPP. Provide a “Member spotlight” at each meeting so members may learn more about their representative organizations, available resources and collaboration opportunities. Create opportunities for sharing information and networking particularly among underserved communities. Regularly inventory the OIPP membership and determine what groups should be involved. 	2008-2012	Ongoing	OIPP	May be completed with current funding
H	3. Exchange ideas, strategies, materials, administrative policies, and procedures to improve and enhance injury prevention programs	<ul style="list-style-type: none"> Conduct an annual statewide injury prevention symposium/summit on an injury priority area to provide continuing education and promote public/private partnerships. 	2008-2012	Ongoing	OIPP	May be completed with current funding
H	4. Coordinate statewide efforts and make use of all member constituencies.	<ul style="list-style-type: none"> Inventory OIPP member affiliations/connections 	2008-2012	Ongoing	OIPP	May be completed with current funding
H 3.47	5. Network all organizations in Ohio engaged in injury/violence prevention to increase effectiveness	<ul style="list-style-type: none"> Identify contact person in each hospital and LHD as a conduit for injury prevention communications. Create a list serve to disseminate information. 	Summer 2009	Not yet started	OIPP	May be completed with current funding
1 high 5 low						

Measures of success: IP efforts will be well coordinated at the state and local level. Partnerships will be strong between the public and private sectors on issues of interest to both. Individuals will be identified in local health departments and hospitals as a contact person for IP.