CChIPS Welcomes GM and Evenflo, Expands Research

At its biannual Industry Advisory Board (IAB) meeting in March the Center for Child Injury Prevention Studies (CChIPS) at CHOP bolstered its membership with General Motors Holdings LLC and Evenflo Co. Inc. CChIPS also welcomed Realtime Technologies Inc. as its first small business affiliate member. These new members will work directly with researchers from CHOP and the University of Pennsylvania on industry-applicable research studies dedicated to making children and adolescents safer.

The CChIPS research agenda for the upcoming year was also voted on at the meeting, with nine new research projects funded. View the CChIPS 2010-2011 research portfolio.

Prior to the IAB meeting, CChIPS hosted “The Future of Side Impact Protection for Children: Injury Analysis, Testing, and Technical Advances,” a half-day international workshop, with 55 attendees from leading child crash dummy manufacturers, child restraint manufacturers, auto manufacturers, NHTSA, and Transport Canada.

Of the over 40 National Science Foundation Industry/University Cooperative Research Centers nationwide, CChIPS is the only one that focuses exclusively on child injury prevention. Rounding out its IAB are: Britax Child Safety Inc.; Dorel Juvenile Group Inc.; Honda R&D Americas Inc.; the National Highway Traffic Safety Administration (NHTSA); Nissan Technical Center North America Inc.; State Farm Insurance Companies; TK Holdings Inc.; Toyota Motor North America Inc.; and Volkswagen Group of America Inc.

Use This Toolset to Gain Support for Improved GDL Policy

Now available on teendriversource.org is an important toolset to help those interested in teen driver safety increase support for improved Graduated Driver Licensing (GDL) laws. The key

Focus On: Yi-Ching Lee, PhD

Yi-Ching Lee, PhD, brings a global background in academia and research to her position as Human Factors Researcher at the Center for Injury Research and Prevention (CIRP) at CHOP. In that role, she also serves as a Principal Investigator with the Young Driver Research Initiative (YDRI) at CHOP.

In her research Dr. Lee blends Psychology and Engineering to determine how humans interact with technology in their environment. Her findings help the YDRI team develop teen and parent-focused interventions to promote safer driving behaviors and, ultimately, fewer teen driving-related injuries and deaths. Sponsored by a grant from the Center for Child Injury Prevention Studies (CChIPS) at CHOP, her current project involves analyzing data from a driving simulator to study the factors proven to be most dangerous to teen drivers, specifically distractions.

“The driving simulator allows me to collect driver responses to various events on the road or within the car in a controlled environment,” says Dr. Lee. “I have utilized a simulator for 10
component, the Fatal Injury Mapping Tool – WISQARS, was developed by the Centers for Disease Control and Prevention (CDC). It maps injury deaths by population (per 100,000) using data from 2000 to 2006 and can provide policymakers with state-specific teen death rates by county.

Researchers at CHOP used this query tool to map county-specific death rates for the state of Pennsylvania, but you can customize it to fit your state’s advocacy needs. Learn more about this free tool to help you advocate for change.

Center Trains Student Club Advisors to ‘Ride Like A Friend. Drive Like You Care’

To get students across the country ready for National Teen Driver Safety Week (NTDSW) to be held October 17 to 23, 2010, Verna C. Cole, PhD, outreach manager for schools at CIRP, recently hosted webinars to help student leaders and their advisors spearhead the Ride Like A Friend. Drive Like You Care (RLAF) campaign at their schools.

RLAF, a school-based peer-to-peer initiative, gets teens talking about how to be better passengers and drivers. The web-based set of RLAF activities and planning guide is available for any school to use. Student leaders are also encouraged to speak to their school administration about using a downloadable survey evaluation tool at the end of the campaign to assess its usefulness and quality. To learn more about upcoming webinars and support, join the RLAF Network.

Learn more about RLAF.

Recent Center Publications


Recent Center Presentations


years and have studied drivers’ attention, distractions, and how factors such as scene clutter, time pressure, and interaction with in-vehicle devices affect drivers and their ability to control a vehicle."

After receiving her BS in Psychology at Soochow University in Taipei, Taiwan, Dr. Lee completed her education in the United States, earning her MS in Experimental Psychology at Central Michigan University and her PhD in Industrial Engineering at the University of Iowa. Having studied and worked around the world, Dr. Lee brings a unique perspective and varied experience to her role at the Center. “My experience allows me to better appreciate differences and respect collaborators from various backgrounds,” says Dr. Lee. “I also consider different perspectives, using my firsthand knowledge of what people in the Midwest, Europe, or Asia would do or think in a given situation.”

Prior to joining CIRP, Dr. Lee worked as a Graduate Research Assistant at Central Michigan University and the University of Iowa, and most recently as an Assistant Professor at the University of Illinois at Urbana-Champaign. After helping to develop an online driving training course, Dr. Lee was ready to move on to applied work. She says that the Center offered her the ideal fit. “Applying my research skills to driver training initiatives has been very stimulating and rewarding,” says Dr. Lee. “CIRP allows me the independence to perform the research I’m interested in while working collaboratively with others. It offers the right balance for me.”

Partnering with Industry

On May 7th, CIRP Engineers held their 10th annual Manufacturers Briefing Conference in Plymouth, Michigan. Sponsored this year by DTS Inc., the Conference provides an important opportunity for Center researchers to share their findings with Industry professionals involved in research and development, product design, and corporate safety policy at auto manufacturer, seat belt, air bag, and child restraint system companies. On hand to learn about the latest research on child passenger and teen driver safety were representatives from 32 companies, industry groups, and others interested in improving child passenger safety.


Fein JA. *Domestic Violence Screening in the Hospital-Based Practice*. Bryn Mawr Post-Baccalaureate Program Conference, Bryn Mawr, PA. April 15, 2010.


Fein JA. *Youth Violence Prevention and Emergency Medicine: Moving from Hospital to Community*. Emergency Medicine Research Day (Keynote Address), Medical College of Wisconsin, Milwaukee, WI. April 22, 2010.

Fein JA & Thomas N. *Community-based Violence Prevention Lessons Learned*. Medical College of Wisconsin, Milwaukee, WI. April 23, 2010.


“The Manufacturers Briefing Conference ensures that our findings are heard by our Industry partners and quickly translated into improved safety design for children,” says Kristy Arbogast, PhD, CIRP’s director of Engineering. “By working together we can help improve the tools that automobile and safety restraint manufacturers use to design safer products to reduce pediatric injuries and deaths from crashes.”

The next Manufacturers Briefing Conference will be held in May 2011.

**Center Leaders Receive Penn Medical School Honors**

Dennis R. Durbin, MD, MSCE, and Flaura K. Winston, MD, PhD, co-scientific directors of CIRP, were recently honored by the University of Pennsylvania Medical School.

For his dedication to fostering the professional development of other faculty, Dr. Durbin received the CHOP Mentor Award. In addition, Dr. Durbin was named Professor of Pediatrics. Dr. Winston was named a Full Tenured Professor for her scientifically significant advancement of the pediatric injury prevention field. Both are internationally recognized experts in child passenger and teen driver safety and practicing pediatricians at CHOP.

**The Center’s Websites**

- The Center for Injury Research and Prevention ([www.chop.edu/injury](http://www.chop.edu/injury))
- Keeping Kids Safe in Crashes-English language – English language ([www.chop.edu/carseat](http://www.chop.edu/carseat))
- Cómo Mantener a los Niños Fuera de Peligro Durante los Choques – Spanish language ([www.chop.edu/asientos_infantiles](http://www.chop.edu/asientos_infantiles))
- National Teen Driver Safety Week
2010.