

Research in Action

A bimonthly e-newsletter from the Center for Injury Research and Prevention at The Children's Hospital of Philadelphia

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Reduce Distractions for Teen Drivers During National Teen Driver Safety Week -- October 17-23, 2010

Reducing distractions is the theme of this year's National Teen Driver Safety Week (NTDSW). Designated by Congress in 2007 as a time for communities, schools, and families to raise awareness and help find solutions for teen driver crashes, NTDSW events are held throughout the country. Distractions, such as texting or talking on a cell phone and with peer passengers, are a major factor in crashes with teens at the wheel.

To help you share information about reducing distractions with teens at your school or in your community, The Children's Hospital of Philadelphia (CHOP) and State Farm Insurance Companies® used research with teens to develop a PSA that gives teens a way to "park" their cell phones before they drive. The 30-second video, "Park the phone. Drive." is based on [a key reason teens cite for not talking or texting while driving –the need to focus on driving.](#)

With [National Teen Driver Safety Week](#) coming up fast, we encourage you to share this PSA through links from your websites, blogs, Facebook, Twitter, YouTube pages, school TV networks, and other community venues. [Contact us](#) for instructions on how to personalize the PSA with your organization or school's logo.

The new "Park the phone. Drive." PSA and other downloadable resources for use during NTDSW and throughout the year are available [here](#), including 'Ride Like A Friend. Drive Like You Care,' a peer-to-peer, school-based program designed to help teen drivers and passengers reduce distractions and promote other safety behaviors.

Follow us on:

Focus On: Karen Holm, MHS, CHES



Karen Holm, MHS, CHES is on a mission to help keep teen drivers safe. As Co-Outreach Manager at the Center for Injury Research and Prevention (CIRP), she and the Outreach team are spreading the word about groundbreaking research findings through an extensive network of national educator-based stakeholders in teen driver safety.

Holm brings over two decades of experience in injury prevention education and programming to CIRP. She and Co-Outreach Manager Verna Cole, PhD, MDiv have spearheaded the development of an arsenal of research-informed educational tools for workplace, school, and community educators and outreach program managers about the number one cause of death for adolescents – motor vehicle crashes. These include fact sheets, webinars, YDRI's website teendriversource.org and [Ride Like A Friend. Drive Like You Care](#), a peer-to-peer program conducted in schools to promote safe in-car behaviors.

The public health veteran also regularly



CChIPS Expands Research Capabilities

[The Center for Child Injury Prevention Studies \(CChIPS\)](#) is now a multi-university research center. CChIPS welcomes Ohio State University (OSU) as its new university partner. Heading up the new OSU CChIPS site will be John Bolte, PhD, an assistant professor in the College of Medicine, School of Biomedical Science, Division of Anatomy and an assistant professor in the College of Mechanical Engineering, Mechanical and Aerospace Engineering.

“We are excited to partner with Ohio State University. Their team brings additional expertise in injury biomechanics to the CChIPS effort to complement the research capabilities of our scientists and engineers,” says Flaura K. Winston, MD, PhD, director of CChIPS and co-scientific director of the Center for Injury Research and Prevention (CIRP). “By partnering with OSU, we will expand our research capacity and help the Center diversify into new research thrust areas, including sports injury prevention, and expand our work in orthopedic biomechanics.”

At its biannual Industry Advisory Board (IAB) meeting in September, CChIPS also honored two longstanding IAB members -- John Werner of State Farm Insurance Companies® and Uwe Meissner of Volkswagen Group of America Inc. -- on the occasion of their upcoming retirements. “All of us at CChIPS extend our heartfelt thanks for their extraordinary contributions to the Center’s success,” says Dr. Winston. “Their dedication and vision have helped position the Center for continued growth.”

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. Investigators from The Children’s Hospital of Philadelphia (CHOP), the University of Pennsylvania (UPenn), and now OSU work side by side with industry members to conduct translational research that is practical to industry. For more information on CChIPS, please visit www.chop.edu/cchips or contact [Marek Sulzynski](#), MPA, CChIPS coordinator.

Teendriversource.org Wins National Award

teendriversource.org, a new website for parents, teens, educators, and policymakers, recently received the 2010 Outstanding Website Award from the Web Marketing Association.

engages with key national organizations with a stake in teen driver safety at conferences, encouraging attendees to use teendriversource.org resources and to provide feedback for future product development.

What drew Holm to CIRP was its multidisciplinary team that strictly adheres to its “research to action” model. “Implementing and evaluating public health interventions has been a rewarding career, but working alongside researchers and behavioral scientists has increased my understanding of the high standards required to publish teen driver safety manuscripts and create evidence-based countermeasures,” she says. “Seeing our research make such a difference with educators, parents, and teens is very rewarding.”

Responding to feedback from stakeholder educators, Holm is currently immersed in helping to create extensive Train-the-Trainer resources. These resources will show educators how to optimally utilize the information found on www.teendriversource.org to engage parents and teens on evidence-based ways to keep teens safe on the road. To be completed early next year, these resources will prepare educators to provide learning events directly to teens and parents through schools, the workplace, and other community settings.

“The media coverage of our research has been extremely vital in spreading awareness of teen driver safety, an all-too-often overlooked public health issue,” says Holm. “These new educational resources allow us to go a step further and take a more targeted approach to reaching our audiences, with longer duration learning events.”

Holm earned her Bachelor of Science degree in Education and Public Health from the State University of New York at Cortland and her Master of Health Science degree at Johns Hopkins University in Baltimore. After managing public health initiatives at the Monroe County Health Department and the University of Rochester Medical Center in New York, Holm worked as a safety and wellness education consultant at Conrail Freight Transportation in Philadelphia and revised scientific training programs at Wyeth Pharmaceuticals in Collegeville, PA. She joined the CIRP team in

Created by the YDRI team and designed by jldcreative of Cherry Hill, NJ, teendriversource.org was recognized in two categories: Advocacy and Nonprofit.

The design and content of this new website was based on input from those with a stake in teen driver safety. teendriversource.org includes educational resources, statistics, facts, and more to help visitors reach their target audience with useful information to keep teens safe on the road. This past summer the website received certification from the Health On the Net (HON) Foundation, a nonprofit organization devoted to helping people find useful and reliable health information on the Internet. Having HONcode demonstrates the intent of a website to publish useful, objective, and correct data.

Be sure to check back often or become a registered user to access the site's new resources and enhanced features as they become available. teendriversource.org also wants your feedback. Be sure to rate and comment on the downloadable resources found there. We want to make the site as useful as possible for everyone involved in keeping teens safe on the road.

Recent Center Publications

Bosquet M, Kassam-Adams N, and Saxe G. [The Child Stress Disorders Checklist-Short Form: A 4-Item Scale of Traumatic Stress Symptoms in Children](#). *General Hospital Psychiatry*. May/June 2010.

Leff SS, Thomas DE, Vaughn NA, Thomas NA, MacEvoy JP, Freedman MA, Abdul-Kabir S, Woodlock J, Guerra T, Bradshaw AS, Woodburn EM, Myers RK, and Fein JA. [Using Community-based Participatory Research to Develop the PARTNERS Youth Violence Prevention Program](#). *Progress in Community Health Partnerships: Research, Education and Practice* 2010;4(3): 207-216.

Leff SS, Thomas NA, Bradshaw C. [Beyond the Manuscript: Podcast Interview Transcript](#). *Progress in Community Health Partnerships: Research, Education and Practice* 2010;4(3): 217-220.

Taylor DR. [The Haircut](#). *Journal of the American Medical Association* August 2010; 304(5): 504-505.

Teitelman, AM, Ratcliffe SJ, McDonald CC, Brawner BM, and Sullivan C. [Relationships Between Physical and Non-Physical Forms of Intimate Partner Violence and Depression Among Urban Minority Adolescent Females](#). *Child and Adolescent Mental Health*. July 2010.

Teitelman A, McDonald C, Wiebe D, Thomas N, Guerra T, Kassam-Adams N, Richmond T. [Youth Strategies for Staying Safe and Coping With Stress of Living in Violent Communities](#). *Journal of Community Psychology*. August 2010.

2008.

In the News

Ken Ginsburg, MD, MSED, a specialist in Adolescent Medicine and a member of the Young Driver Research Initiative (YDRI) at CHOP, recently weighed in with *USA Today* Columnist Kim Painter about "the right time" to allow teens to begin driving. In this article he recommends parents and teens review the elements involved in driving before making a decision.

[Read the USA Today Article](#)



In late September two Center researchers presented their child injury prevention findings at international conferences held in England. Pictured above is Mark Zonfrillo, MD at the International Society for Child and Adolescent Injury Prevention (ISCAIP) Conference in Bristol.



Pictured above is Flaura K. Winston, MD, PhD, CIRP founder and co-scientific director, at the 10th World Conference on Injury Prevention and Safety Promotion in London. Dr. Winston also took home the Bronze Medal Award – Video Short Category at the International Safety Media Awards in London on behalf of the entire AfterTheInjury.org team.

Support Our Center

Recent Center Presentations

Cole V. Exploring Experience. National Students Against Destructive Decisions (SADD) Annual Conference. Orlando, FL. June 27, 2010.

Cole V. Networking to Support Driver Education. American Driver and Traffic Safety Education Association (ADTSEA) Annual Conference. St. Louis, MO. July 26, 2010.

Cole V. Ride Like A Friend. Drive Like You Care. National Association of Student Councils (NASC) Annual Conference. Indianapolis, IN. June 28, 2010.

Durbin DR. Prevalence of Critical Teen Driver Errors Leading to Motor Vehicle Crashes. American Academy of Pediatrics 2010 National Conference. San Francisco, CA. October 3, 2010.

Winston F. Getting Your Research Published: Writing for Injury Prevention. Safety 2010: 10th World Conference on Injury Prevention and Safety Promotion. London, England. September 22, 2010.

Winston F. Google Analytics As Tool for Injury Research. Safety 2010: 10th World Conference on Injury Prevention and Safety Promotion. London, England. September 23, 2010.

Winston F. After The Injury: International Safety Media Awards Presentation. Safety 2010: 10th World Conference on Injury Prevention and Safety Promotion. London, England. September 24, 2010.

Zonfrillo, Mark. Telecenter for Remote, Collaborative Review of Pediatric Injuries in Motor Vehicle Crashes. International Society for Child and Adolescent Injury Prevention (ISCAIP) Conference. Bristol, UK. September 20, 2010 (Poster presentation).

The dedicated doctors, researchers, and outreach professionals at the Center for Injury Research and Prevention at CHOP are fighting to save the lives of children of all ages. But we need your help. To make a secure, on-line donation, please visit [The Children's Hospital of Philadelphia Foundation Donation Page](#) and select "Center for Injury Research and Prevention" in the drop-down menu. You also may telephone the CHOP Foundation at 267-426-6500. For more information on our research and programs, please visit www.chop.edu/injury.

The Center's Websites

The Center for Injury Research and Prevention (www.chop.edu/injury)

Keeping Kids Safe in Crashes-English language – English language (www.chop.edu/carseat)

Cómo Mantener a los Niños Fuera de Peligro Durante los Choques – Spanish language (www.chop.edu/asientos_infantiles)

Philadelphia Collaborative Violence Prevention Center (PCVPC) (www.phillyviolenceprevention.org)

After The Injury: Helping Parents Help Their Kids Recover (www.AfterTheInjury.org)

Ride Like A Friend (www.ridelikeafriend.org)

teendriversource.org (www.teendriversource.org)