

Preventing Drowning in Florida. Drowning is the leading cause of death nationally for children under age 1. Recognizing that the state had the highest early childhood accidental drowning rate in the nation, the Florida Office of Injury Prevention began a public outreach campaign in 2006, using its Injury Surveillance Data System to target the most affected counties. From 2007 to 2009, the campaign, “Keep Your Eyes on the Kids,” helped reduce the number of children ages 1 to 4 who drowned by 15 percent, and the drowning rate by 18 percent.

Preventing Falls by Older Adults in Washington. More Washingtonians age 65 and older are hospitalized for injuries due to falls than motor vehicle injuries in all age groups combined. In response, the Washington Injury and Violence Prevention program, with funding from the Centers for Disease Control and Prevention, developed the “Stay Active and Independent for Life” campaign, which provides risk assessments and exercise classes for older adults. A 2007 evaluation of the campaign reported more than 90 percent of participants improved their strength or balance and were able to more easily complete daily activities. In 2008, the Washington Legislature appropriated funds to support the falls prevention program. One goal was to identify service gaps and help professionals identify and reduce fall risks. The funds also were used to make affordable exercise programs more widely available to older adults.

Sexual Violence Prevention in California. One in six U.S. women and one in 33 men say they have experienced an attempted or completed rape at some time in their lives. Since 2005, the California Department of Public Health Rape Prevention and Education Program has sponsored the MyStrength Campaign. This statewide social marketing initiative with local high school or community-based MyStrength Clubs addresses the social norms that contribute to sexual violence among young men between the ages of 14 and 18. The campaign helps high school-age males reject violent gender stereotypes and develop more respectful attitudes and healthier social environments.

Child Helmet Use in New Mexico. Injuries affecting the head or neck are most prevalent among teens and young adults, where rates are two to three times greater than for any other age group. In 2007, New Mexico began enforcing the Child Helmet Safety Act, which requires those under age 18 to wear helmets when riding bicycles, skateboards, scooters, skates and tricycles. A study by the New Mexico Office of Injury Prevention that compared child helmet use rates before and one year after the law passed showed that overall observed helmet use increased by nearly 10 percent, from 12.2 percent to 21.7 percent.

Federal Action The Centers for Disease Control and Prevention is the lead federal agency for injury and violence prevention. CDC’s National Center for Injury Prevention and Control coordinates these efforts, offering research grants and cooperative agreements to state health departments to prevent injuries and violence. CDC also works to improve collection of data to help understand the problems of injuries and violence, and identify and promote widespread adoption of successful efforts. Other federal agencies that have specific, targeted activities and regulations to prevent unintentional and intentional injuries include the National Highway Traffic Safety Administration, the Administration for Children and Families, the Department of Justice - Office of Juvenile Justice and Delinquency Prevention, and the Consumer Product Safety Commission.

Contact for More Information

Hollie Hendrikson
NCSL—Denver
(303) 364-7700, ext. 1525
hollie.hendrikson@ncsl.org

Several successful state programs deal with specific issues.

CDC and other federal agency programs collect data and address problems.