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Informing teens. Preventing injuries.

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London Health Sciences Centre
Trauma Program

Children's Hospital
London Health Sciences Centre
Trauma Program

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We have no commercial interests

We have nothing to disclose

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Outline of the Presentation

1. Background of !mpact
2. Focus group results
3. Video production
4. Distracted Driving: Josh's Story

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"With the !mpact program, I am able to prevent injuries before it happens"

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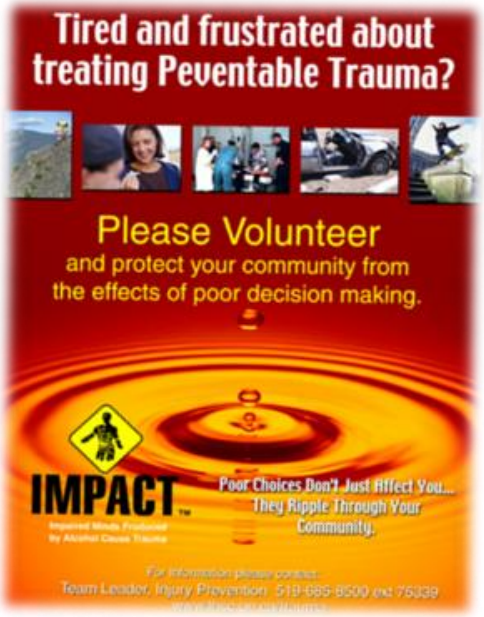
Re-design and Re-focus

IMPACT

Impaired Minds Produced by Alcohol Cause Trauma

LONDON Health Sciences Centre trauma PROGRAM



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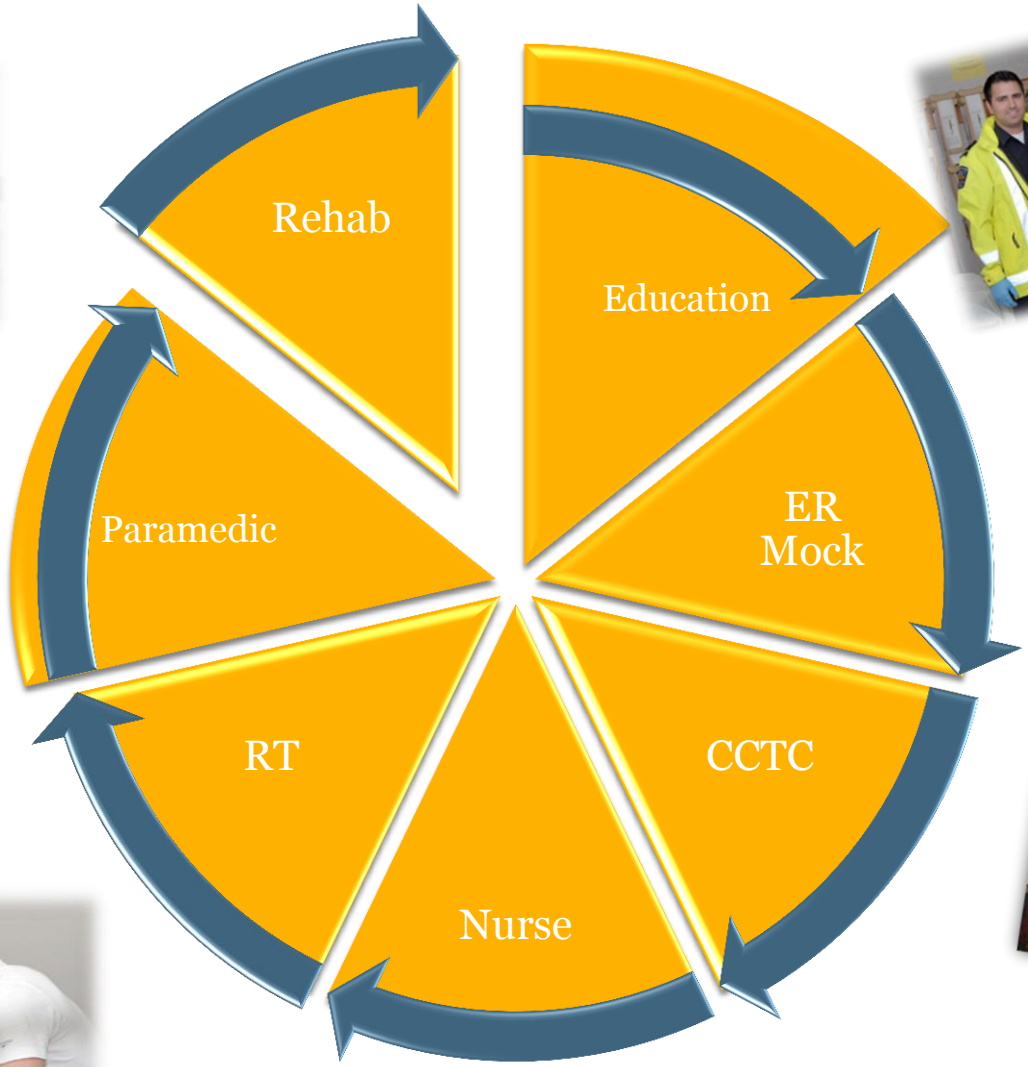

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!mpact Evaluation –Does it work?

The Journal of TRAUMA® Injury, Infection, and Critical Care

Evaluation of an Adolescent Hospital-Based Injury Prevention Program

Tanya Charyk Stewart, MSc, Denise Polgar, EMCA, Murray J. Girotti, MD, FRCSC, FACS, Evelyn Vingilis, PhD, Daniel Caro, MSc, Bradley A. Corbett, PhD, and Neil Parry, MD, FRCSC, FACS

Background: IMPACT (Impaired Minds Produce Actions Causing Trauma) is an adolescent, hospital-based program aimed to prevent injuries and their consequences caused by alcohol or drug impairment and other high-risk behaviors. The overall objective of this evaluation was to determine the effect of the program on students' knowledge and behavior regarding drinking and driving, over time.

Methods: A randomized control trial between students randomly selected to attend IMPACT and those not selected served as a control group. Students completed a questionnaire before the program and at three posttime periods (1 week, 1 month, and 6 months). Panel data models were used to analyze the effects of the experiment on students' knowledge of alcohol and crash issues and negative driving behaviors (no seat belt, driving while using a cell phone, involved in conversation, eating, annoyed with other drivers, and drowsy). Descriptive statistics and logistic regression models were used to analyze the effect of IMPACT on students' influence on friends and family about road safety.

Results: This study consisted of 269 students (129 IMPACT; 140 control) with an overall response rate of 84% (range, 99% presurvey to 71% at 6 months). The IMPACT group had a 57%, 38%, and 43% increase in the number of correct answers on alcohol and crash issues during the three time periods, respectively ($p < 0.05$). Students in the IMPACT group would try to influence friends and family to improve their road safety twice as often as 1-week postprogram (odds ratio 1.94, confidence interval 1.07, 3.53). The models did not suggest that the program had an effect on negative driving behaviors. Men and students who drove more frequently had worse driving behavior.

Conclusions: Our evaluation demonstrates that the IMPACT program had a statistically significant, positive effect on students' knowledge of alcohol and crash issues that was sustained over time. IMPACT had an initial effect on students' behaviors in terms of peer influence toward improving road safety (i.e., buckling up, not drinking, and driving) 1 week after the program, but this effect diminished after 1 month. Other negative driving behaviors had low prevalence at baseline and were not further influenced by the program.

Key Words: Evaluation, Injury prevention, Randomized control trial.

J Trauma. 2009;66:1451–1460.

Injury is a significant public health problem for all ages, but it is of particular concern in pediatric populations. The explorations, experimentation, and risk-taking behavior of children and adolescents put them at significant risk for injury. As a result, injury is the leading cause of mortality in children in many countries[1–3] and accounts for 30% of deaths in young Canadians.[4] Of all types of injury, motor vehicle collisions (MVC) are the most significant. They are the leading cause of death under the age of 20 years in both the United States[5] and Canada.[6]

Youth are at an elevated risk for MVC-related injury as passengers or pedestrians[7,8] and also, when of age, as drivers. Age, maturity, and inexperience put adolescent drivers, their passengers, and others on the roadways at high risk for crash and injury.[9] Other characteristics and developmental factors in adolescence may lead to increased risk-taking behavior and injury including an unrealistic sense of competence, control, optimism, invulnerability, poor judgments about negative consequences,[10] and sensation seeking.[11] These behaviors are, in part, because of neural immaturities in the adolescent brain in areas underlying executive function.[12,13] This type of behavior is highly correlated to injury, specifically MVC,[14] and may also involve the use of alcohol or drugs.

Alcohol and drugs are important, highly prevalent risk factors for injury associated with up to eight times higher risk of injury mortality.[15,16] A recent survey of drug use by Ontario students found that in our region of Southwestern Ontario, 66% of students in grades 7 to 12 reported drinking alcohol in the past year, and 32% reported using cannabis. This same study found that 14% of all Ontario drivers in grades 10 to 12 reported driving within 1 hour of consuming two or more alcohol drinks.[17] Trauma Centre data corrobo-

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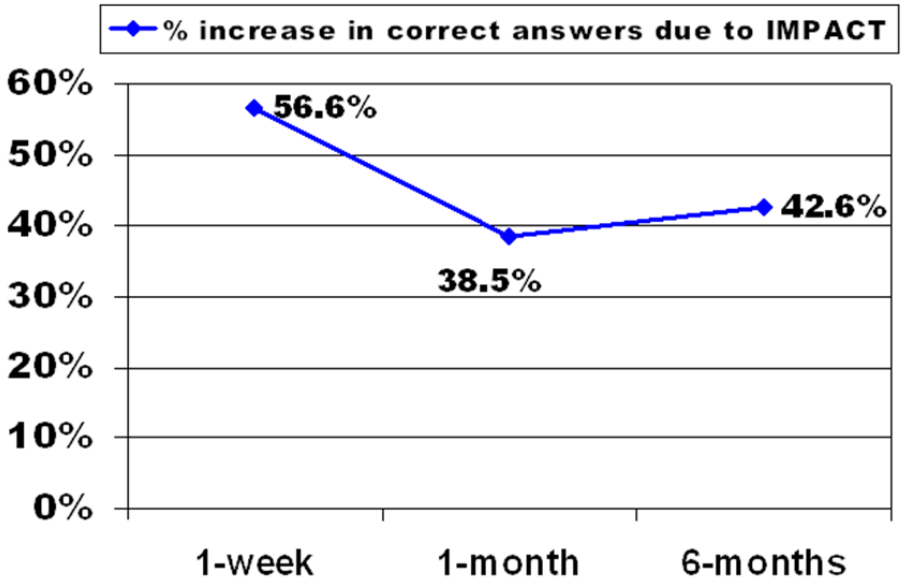

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!mpact hits the road

Meg Field - Volunteer Presenter

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FOCUS GROUP RESULTS

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!mpact Re-design Focus Group

Purpose

- To obtain student input **(attitudes & perceptions)** on the !mpact presentation and teen injury issues

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Focus Groups

Focus Groups at 9 London-Middlesex High Schools:

1. John Paul II *(Catholic)*
2. Clarke Road
3. Central
4. Saunders
5. Lucas
6. Monseigneur Bruyere *(French Catholic)*
7. Parkside, St. Thomas *(Rural)*
8. Beal
9. Gabriel Dumont *(French)*

Secondary School Resource Officers

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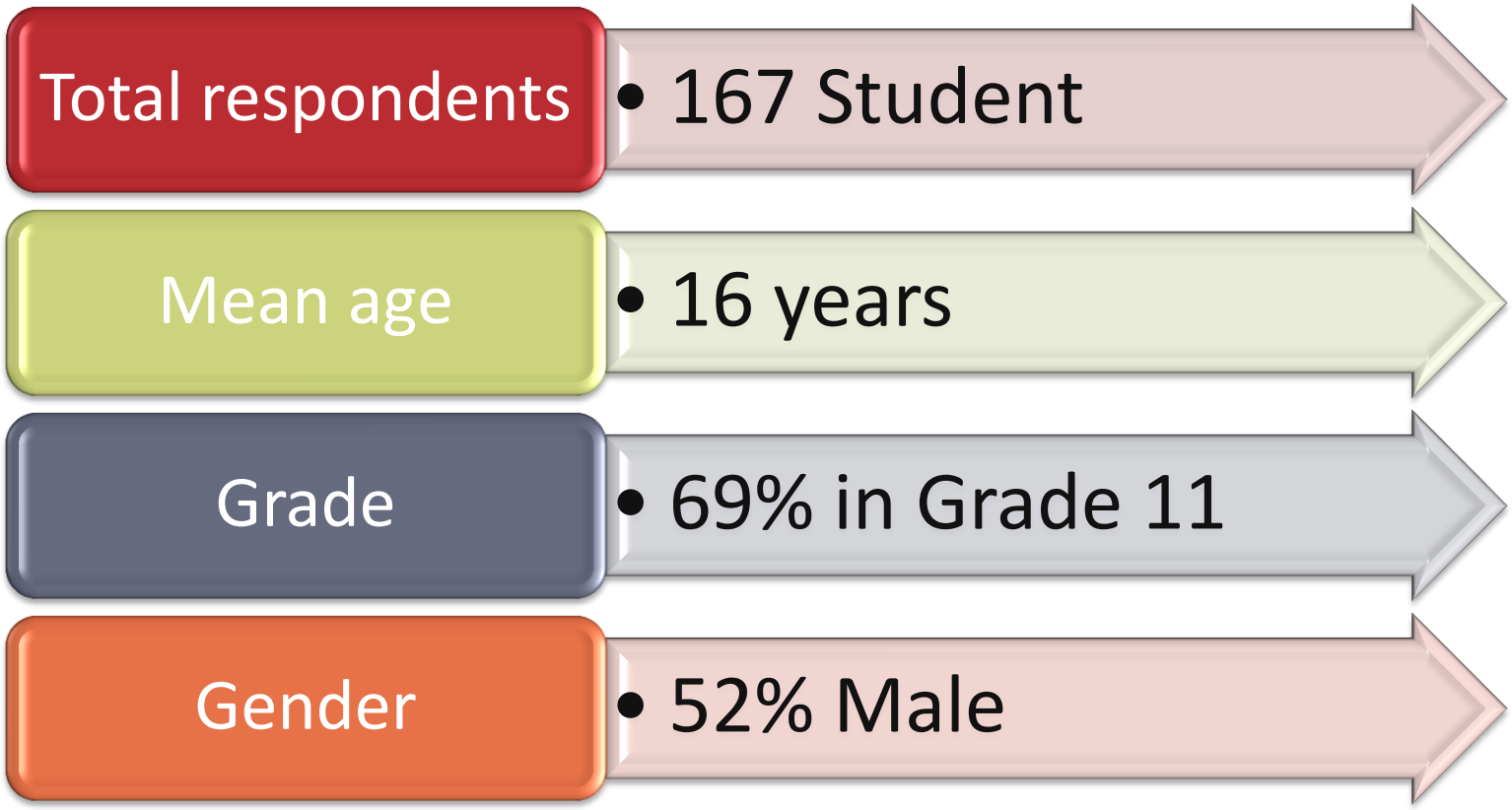
Focus Groups

Focus Group Demographics



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Content

- Students liked our !mpact presentation
- **93%** rated it as comprehensive
  - » Median 6 out of 7 on 7-point Likert Scale

"It's not telling us what to do, it's giving us information and advice."

"I like realistic videos…telling a story. Like when it *actually* happened to someone"

"Images too boring."

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Relevance

89% rated it as relevant, addressing real issues for teens at their school

- » Median 6 out of 7 on 7-point Likert Scale

New Issues/Emphasize

- *"Self-harm."*
- *"Texting is big."*
- *"The consequences of drugs."*
- *"Abusive relationships."*
- *"The whole party thing…should be a BIG emphasis on that."*

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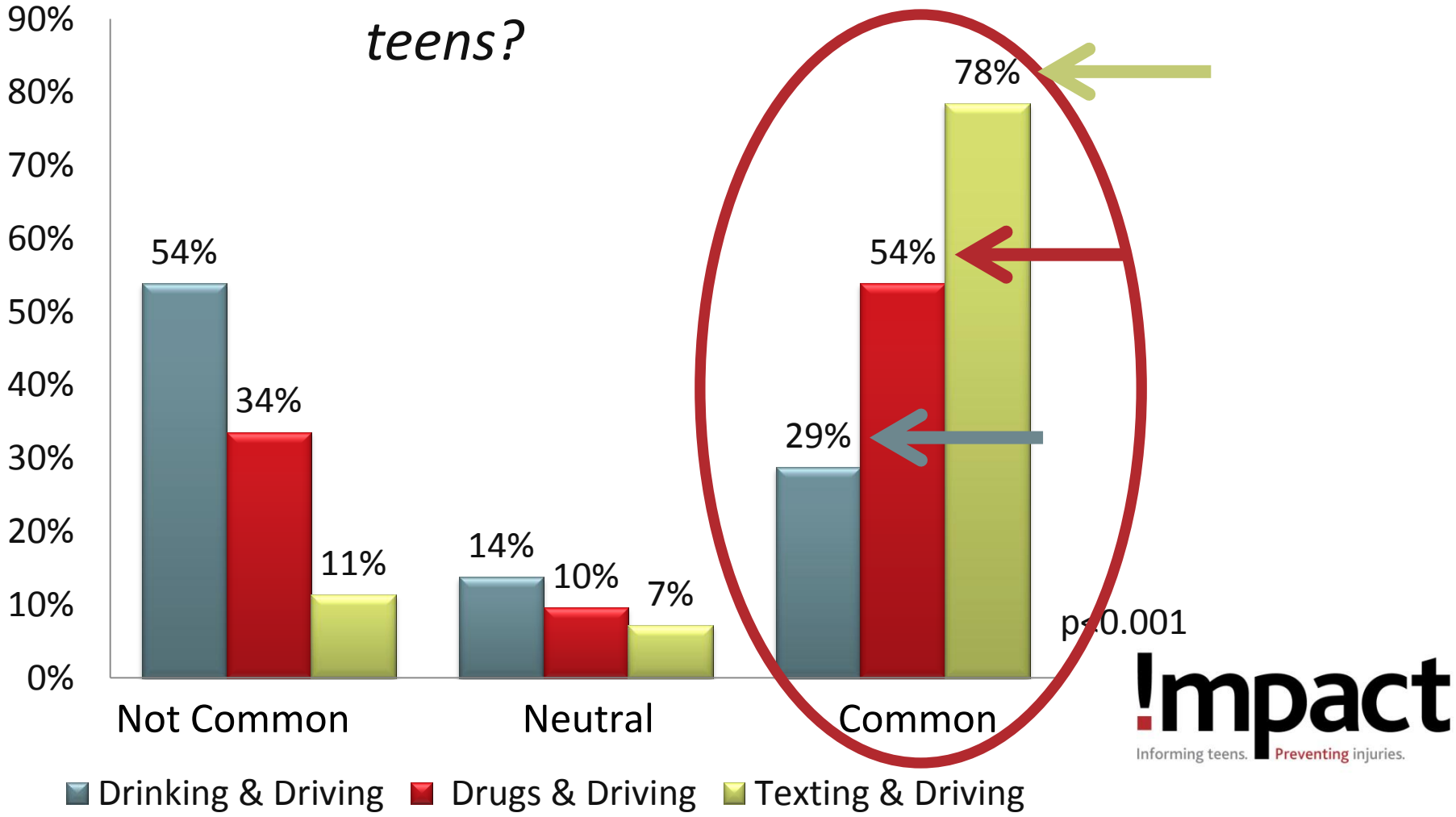
Motor Vehicle Collisions

- #1 reason teens are seriously injured & killed
- *What is the most common MVC issue for teens?*



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Comments on MVC Issues

"Yeah, you hear all along '***Don't drink and drive***'."

"Most kids don't drink and drive…they take the bus or walk."

*"You hear don't drink and drive all the time, but not **don't smoke and drive**."*

"[Drugs & driving is] a lot more common than drinking & driving."

"If you don't [text and drive] you either don't have a phone or don't have a driver's license."

"Focus on texting and driving, it's not like drunk driving that is frowned upon."

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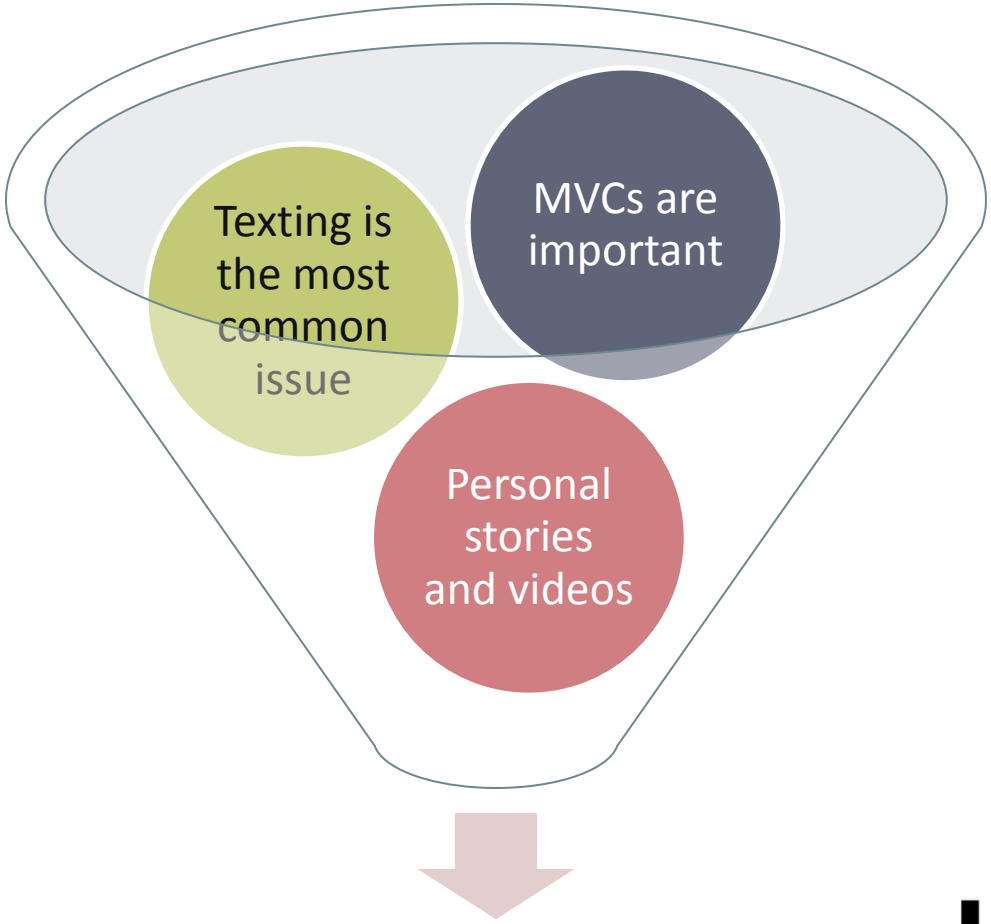
Based on the Focus Group Results, we know…



Video on distracted driving using a personal experience

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VIDEO PRODUCTION

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Focus Group Feedback

*"[I liked]…
the personal experience."*

*"Meg's speech …
It almost made me
cry."*

*"My favourite part was
when Meg spoke."*

*"More pictures and
videos."*

*"When you see it,…
it's better to see it."*

"Sad hits home."

*"The stories, …
the accounts."*

*"Videos of victims
– like to see that – yeah."*

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From Focus Group to Video

"The creative process is a subjective one. You need to make sure you are taking the **right approach** *to a project and make sure it* **resonates** *with the audience. To do this properly can be summed up in one word and that is* **Focus**.

Having the !mpact focus group results provided us with the information needed to develop the ***ideal logical direction*** *for this project."*

~Bryan Peel

Executive Producer

Keyframe

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The Production Day ~ Aug 23, 2013

joshfield SUPPORT NETWORK

Children's HEALTH FOUNDATION

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Trauma Program Website:
http://www.lhsc.on.ca/About_Us/Trauma/index.htm

LHSC Youtube:
http://www.youtube.com/LHSCCanada

LHSC Facebook:
http://www.youtube.com/LHSCCanada

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