



Engaging College Students to Expand Reach

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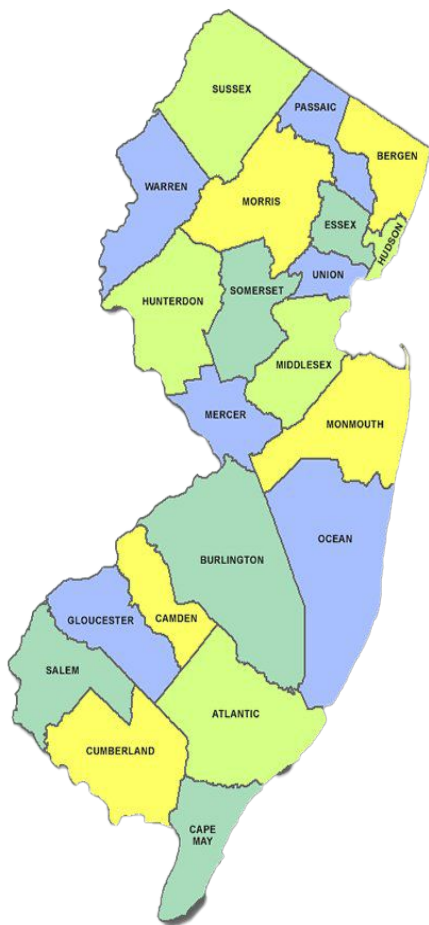
Engaging College Students to Expand Reach

The Collegiate Injury Prevention Program - CIPP

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Injury Prevention Safe Kids Northern NJ Coordinator
Morristown Medical Center, Morristown New Jersey





Morristown Medical Center

- Verified Level 1 Trauma Center
- 2500-2800 Trauma Patients Per Year
- Serve 1 million Residents Morris, Sussex and Warren Counties
- 2500 Car Seat Inspections – 8,000 clients reached with IP Programming





Haddon Matrix

	Host	Equipment	Environment	
			Physical	Social
Pre-Event				
Event				
Post-Event				

What if you were given \$80K !

What would be on YOUR Injury Prevention Wish List?



Injury Prevention Wish List

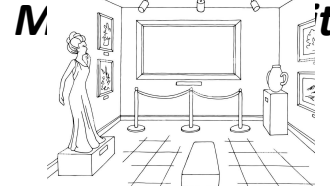
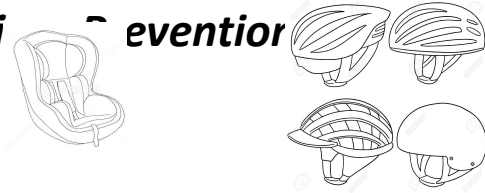
Personnel



Storage Area

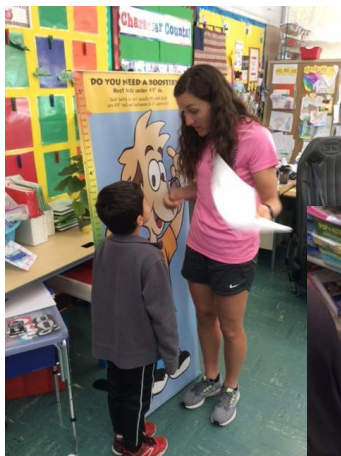


Injury Prevention



Expand the Science of Injury Prevention

***Expand the Science of Injury Prevention
Established the Collegiate Injury Prevention Program 2018***



Collegiate Injury Prevention Program

- ***Interviewed College Students*** –
Nursing , Health Related Majors and
Law Enforcement

Provided Certification Programs

Child Passenger Safety , Car Fit

- ***Introduction to Injury Prevention*** :
Bike, Water, Fire and Home Safety



Collegiate Injury Prevention

- 18 Participants since 2018
- 17 Completed the Program
- 15 Still Working for us!
- 7 Registered Nurses, Law Enforcement, Occupational Therapy, Injury Prevention, Pharmacy PHD



Positive Aspects of the Collegiate Injury Prevention Program



- Awareness of Injury Prevention
- A skill set that sets our interns apart
- Confidence with interviews, assessments and presentations
- Creative on the spot presentations
- Interns LOVE the \$\$\$\$ and ability to continue to work when available

Impact on Atlantic Health

35% (6) of the Collegiate Injury Prevention Interns worked at Morristown Medical Center before or after College Graduation



Program Cost Approximately 10 w

Hourly wage
\$20 / hr

1099 Workers

10 weeks

Total Program \$6000



Collegiate Injury Pre

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FB – Safe Kids Northern New Jersey

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Empowering Students to be Agents of Change

be the
change.

- Provide Service to You
 - Collaborative partners
 - Data for reporting
- Evidence-Based Programs
 - No graphic or gore
 - Plug and play
 - Training Support
- Multifaceted/Variable Delivery Methods
 - Teens, parents, and community stakeholders
 - Scalable for your needs

Engage

Educate

Empower

Engage

using interactive tools, wordplay, and personal stories for a visceral connection

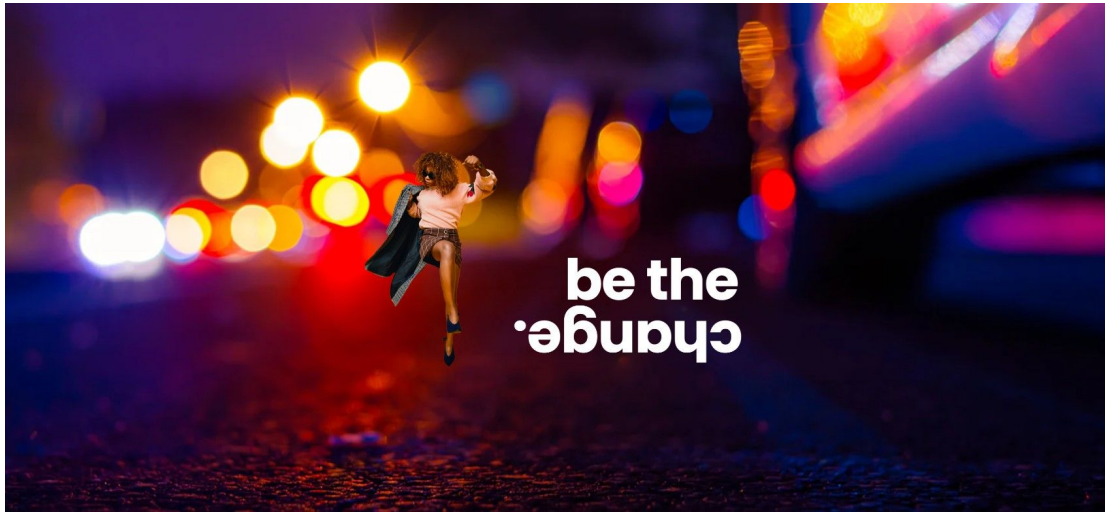


Educate

on the four primary types of distracted driving, as well as seat belts, speed, speaking up, and GDL.

Empower

with evidence-based strategies and solutions to make safer choices.



- Preventability of reckless and distracted driving
- Empower students with evidence-based resources
- Develop *Agents of Change* (community service, social media campaigns, and school initiatives)

1

Connect with partners



3

Create a budget



5

Conduct outreach



7

Evaluate effectiveness



2

Identify a population



4

Secure a venue & date



6

Plan and gather resources







be the change



Impact
Teen & Drivers

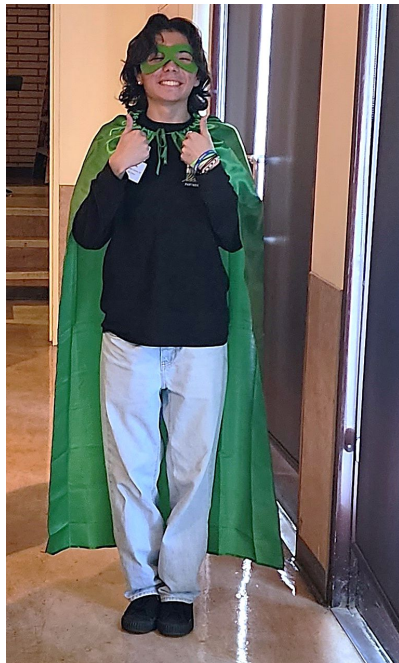
Elementary School Curriculum
Preschool- 5th Grade

Join me and my Passenger Pets on a SUPER fun adventure to learn how to be safe passengers! Together we can defeat the sneaky Distract-O-Pus!

PASSENGER POWER!

TOOLS FOR SAFE PASSENGERS

- ★ Traffic Safety Books
- ★ Classroom & Discussion Guides
- ★ Coloring Pages & Activities
- ★ Educational Videos
- ★ Do It Yourself Props
- ★ Power Chants!



WHO CAN
MAKE A
DIFFERENCE?

YOU
CAN

I CAN

WE
CAN



90%

OF TEEN DRIVERS SAY THEY WOULD STOP TEXTING WHILE DRIVING IF A FRIEND ASKED THEM TO

#WhatAboutYou



94%

OF TEENS SAY THEY ALWAYS BUCKLE UP IN THE CAR

#WhatAboutYou

Impact
Teen Drivers

ImpactTeenDrivers.org

97% Attendees Reported

- Overall summit was either *Excellent, Very Good, or Good*
- Topic of distracted driving is *Important and Relevant*
- They felt *Prepared or Well-Prepared* to complete school or community engagement using the information they learned.

Impact
Home About Us Our Programs Our Locations Press Get Involved Why We Teach This Contact Us

UNDER YOUR INFLUENCE

Graduated Driver Licensing Laws Safe Driving Tips Parent Packet Teen Packet

Proudly Partnered With

SAFE KIDS WORLDWIDE

Be the Driver You Want Your Teen to Be

Each year, we are teaching 4,000 young lives to responsibly use freedom, and 4,000 of our driving abilities are passengers being driven by a teen driver. Parents are the number one influencer of their teen's attitudes and behaviors. Your choices can and do influence your teen's safety behind the wheel.

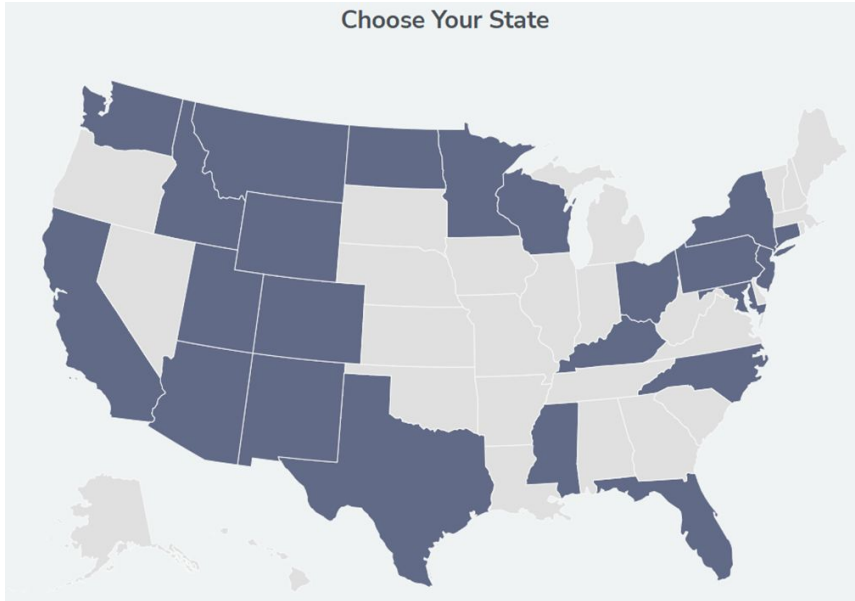
Teen Driving Statistics



**YOU
HAVE
THE
POWER
POWER
POWER**



Choose Your State



ImpactTeenDrivers.org



Impact
Teen Drivers

SAFE
KIDS
WORLDWIDE

Thank you for your Choice to serve our kids and communities—it matters!

Kelly Browning, Ph.D.
Executive Director

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- ❖ www.ImpactTeenDrivers.org/Parents
- ❖ www.ImpactTeenDrivers.org/Teens

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@WhatsLethal



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Thank you.



SAFE
KIDS
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