StDavid's HEALTHCARE

- The Best Is Here. -



StDavid's | South Austin Medical Center



Trauma Injury Prevention & Pedestrian Safety



- Trauma Injury Prevention Coordinator @ St. David's South Austin Medical Center
- Background in pediatric & adult injury prevention

StDavid's | Level II TRAUMA CENTER

at St. David's South Austin Medical Center

address pedestrian safety



Tracking Trends:

- Injury Prevention initiatives are driven by analyzing various sources of data
 - St. David's South Austin Medical Center Trauma Registry
 - Performance Improvement Process
 - Epidemiological Data from Austin Public Health & Travis County Health District
 - Center for Disease Control & Prevention (CDC)
 - Texas Department of State Health Services



Data Elements:

- Age
- Race
- Ethnicity
- Time
- Patient/Injury Zip
- Cause of Injury
- EMS notes/data
- Alcohol/Drug screening

- Protective equipment
- Gender
- ISS (Injury Severity Score)
- Massive Transfusion



How Is This Helpful?

- <u>Age:</u> who and how should we be addressing the issue?
- <u>Race/Ethnicity</u>: is there a pattern we are seeing and how can we reach this audience?
- **<u>Time</u>**: are we seeing more accidents at certain times of day?
- **<u>Cause of Injury:</u>** what are the circumstances surrounding the injury?
 - E.g. on cellphone, distracted, etc.

How Is This Helpful?

- <u>Patient/Injury Zip</u>: where are the victims from and where are these incidents occurring?
 - Can be helpful for looking at possible SES
- EMS Notes: additional data
 - Tourniquets used, pre-hospital interventions, details of scene, exact location of incident
- <u>Alcohol/Drug Screening:</u> impairment as a possible cause
- Protective Equipment: if a cyclist, on scooter, or rollerblades were helmets used?

How Is This Helpful?

- **<u>Gender</u>**: is there a certain demographic we need to target?
- **Injury Severity Score (ISS):** how severe are the injuries we are seeing?
- **Massive Transfusion:** were blood products needed?
 - Community outreach for blood donation

Point Venture Lakeway

Mapping it Out:



• Are the numbers representative of the community as a whole?



NORTH AUSTIN

All of these factors drive our public health outreach, education, and awareness



CONFIDENTIAL – Contains proprietary information. Not intended for external distribution









Social Media

Print

Television

Connecting Public Health & Pedestrian Safety



Various media outlets target different demographics

CONFIDENTIAL – Contains proprietary information. Not intended for external distribution



- A hands-on program that teaches hemorrhage control
- Tertiary prevention aiming to reduce the effects
- Saves lives by giving people the tools to control lifethreatening hemorrhage



Someone who is severely bleeding can bleed to death in as little as 5 minutes, while the average response time for EMS is 6-10 minutes



CONFIDENTIAL - Contains proprietary information. Not intended for external distribution

Working Together:



StDavid's

SOUTH AUSTIN

- Texas Pedestrian Safety Coalition
- Crossroads Coalition
- Safe Routes to School

Many issues, such as pedestrian safety, are too complex for a single organization to address alone. Which is why collaboration through local and statewide coalitions is so important



Thank You!