Motor Vehicle Collisions: Preventing Injuries & Distracted Driving

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Objectives

- Identify the scope of motor vehicle collision (MVC) injuries in Indiana and U.S. in terms of:
  - Hospital Admissions
  - Emergency department (ED) Visits
  - Death

- Identify the scope and dangers of the texting and driving problem

- Apply the measures necessary to stop texting and driving and to spread awareness
What is an Injury?

- Not an Accident!

- Failure of tissue or a body part due to transfer of energy
  - Mechanical (majority)
  - Thermal
  - Electrical
  - Chemical
  - Ionizing radiation

- Injury results when energy load absorbed by body exceeds tolerance threshold

- Affect all regardless of age, race, or SES
Injury Pyramid

1) Adapted from Safe States Alliance (Formerly known as State and Territorial Injury Prevention Directors Association (STIPDA)): Safe States, 2003 Edition
Injuries in the United States

- More than 180,000 deaths per year\(^2\)
  - 1 person every 3 minutes\(^2\)
- 2.5 million people hospitalized each year\(^2\)
- 31.6 million treated in ED each year\(^2\)
- $406 billion in medical care and lost productivity each year\(^3\)

Injuries in Indiana

- Number 1 killer of residents age 1–44 years
- Nearly 4,200 died from injuries in 2012
  - Fifth leading cause of death overall
  - Contributes to nearly 7% of all deaths in IN
- Nearly 31,900 hospitalizations for injuries in 2013

- Unintentional injuries leading cause of Years of Potential Life Lost

4) Indiana State Department of Health, Epidemiology Resource Center, Data Analysis Team, 2014.
Definition of Motor Vehicle Traffic Collision

- Injury resulting from any vehicle incident known or assumed to be traveling on public roads, streets, or highways

- Vehicle:
  - Automobile
  - Vans
  - Bus
  - Trucks
  - Motorcycles
  - Other Motorized Vehicles
Definition of Motor Vehicle Traffic Collision

- Injury resulting from any vehicle *incident* known or assumed to be traveling on public roads, streets, or highways

- **Incident:**
  - Collision
  - Loss of Control
  - Crash
  - Other Event
MVT Injured Persons

- Injured person varies by event
  - Motorcyclist
  - Occupant
  - Pedal Cyclist
  - Pedestrian
  - Unspecified
Energy Transfers

- Three different collisions occur during an MVC event at the same rate of speed
  - Vehicle Collision
  - Human Collision
  - Internal Organ Collision

- Energy is transferred at every stage

- Most common form of rapid forward deceleration
Types of Collisions

- Head-On (drive into object)
- Lateral-Impact or T-Bone
- Rear-Impact
  - Double impact to front & rear
- Rollover
  - Occupants have greater chance of being ejected
  - 25 times more likely to die if ejected
  - Second impact may be more severe than initial impact
Vehicle Collision

- Initiates crash event
  - Vehicle crashes against object
  - Also called vehicle impact
  - Damage on front and/or back end, driver’s or passenger’s side, etc.
Human Collision

- Occupant collides with interior structures of vehicle

- Head–On
  - Windshield spider web pattern
    - Hyperextension or flexion of C–spine; brain, scalp, face & neck injuries
  - Steering Wheel
    - Soft tissue neck, larynx & tracheal, fractured sternum, myocardial contusion, pericardial tamponade, etc.
  - Dashboard
    - Knee, femur, hip, pelvis injuries, head, face & C–spine injuries

Human Collision, continued

- Occupant collides with interior structures of vehicle

- Lateral
  - Intrusion of structure of car into occupant’s space
    - Door, window, arm rest, etc.

- Rear-impact
  - Neck will end up hyperextended over top of headrest if headrest too low

Internal Organ Collision

- Internal organs continue to move until hit bony structures

- **Head–On Collision**
  - Soft tissue injuries (lacerations, abrasions, bruising, contusions)
  - Fractures to head, neck, chest and abdomen

- **Lateral–Impact**
  - Head injury, C–spine injury, chest and abdomen injuries, upper arm, shoulder & clavicle injuries, pelvic, hip or femur injuries

MVC Injuries in the US

- Every 10 seconds someone in U.S. injured in MVC requiring treatment in an ED\textsuperscript{5}

- Every 12 minutes someone dies in MVC on U.S. road\textsuperscript{6}

- Nationally, MVC leading cause of death among ages 5–34\textsuperscript{2}

- Leading cause of death among children\textsuperscript{2,7}
  - A third of children who died in crashes in 2011 were not buckled up\textsuperscript{7}


\textsuperscript{7} CDC. Child passenger safety fact sheet. U.S. Department of Health and Human Services, CDC. Available at \url{http://www.cdc.gov/motorvehiclesafety/child_passenger_safety/cps-factsheet.html}. 

<table>
<thead>
<tr>
<th>Cause of Death</th>
<th>Number of Deaths</th>
<th>Percentage of All Deaths in Age Group</th>
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<tbody>
<tr>
<td>All Injury Deaths</td>
<td>190,048</td>
<td>100.0%</td>
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<tr>
<td>Unintentional Poisoning</td>
<td>36,280</td>
<td>19.1%</td>
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<tr>
<td>Unintentional MV Traffic</td>
<td>33,783</td>
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<tr>
<td>Unintentional Fall</td>
<td>27,483</td>
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<td>Suicide Firearm</td>
<td>19,990</td>
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<tr>
<td>Homicide Firearm</td>
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<tr>
<td>Suicide Suffocation</td>
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<tr>
<td>Suicide Poisoning</td>
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<tr>
<td>Unintentional Suffocation</td>
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<tr>
<td>Unintentional Unspecified</td>
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<tr>
<td>Unintentional Drowning</td>
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<tr>
<td>All Others</td>
<td>29,298</td>
<td>15.4%</td>
</tr>
</tbody>
</table>

MVT Injuries in Indiana

- 34,182 emergency department visits in 2013 at an age-adjusted rate of 529.3 per 100,000

- 2,631 hospital admissions in 2013 at an age-adjusted rate of 39.8 per 100,000

- 783 total deaths from 709 crashes in 2013
  - 781 total deaths from 720 crashes in 2012

4) Indiana State Department of Health, Epidemiology Resource Center, Data Analysis Team.
Figure 4

Age-Adjusted ED Visits, Indiana, 2007–2013

Age-Adjusted Rate per 100,000 Population

Total  Males  Females

2007  665.4  627.7  591.1
2008  636.6  604.2  572.6
2009  632.5  584.9  538.1
2010  609.2  573.3  538.7
2011  576.4  544.2  512.5
2012  598.7  568.9  539.9
2013  567.7  529.3  491.3

4)Indiana State Department of Health, Epidemiology Resource Center, Data Analysis Team. Figure by Division of Trauma and Injury Prevention.
Age-Adjusted Hospital Admissions, Indiana, 2007–2013

4)Indiana State Department of Health, Epidemiology Resource Center, Data Analysis Team. Figure by Division of Trauma and Injury Prevention.
Age-Adjusted MVT Deaths, Indiana, 2007–2012

4) Indiana State Department of Health, Epidemiology Resource Center, Data Analysis Team.
Figure by Division of Trauma and Injury Prevention.
Hospital Admissions for MVC by Injured Person, Indiana, 2013

- Driver: 48.9%
- Passenger: 17.2%
- Motorcyclist: 18.2%
- Passenger on Motorcycle: 1.4%
- Pedal Cyclist: 7.6%
- Pedestrian: 2.1%
- Other spec. person: 0.9%
- Unspecified Person: 1.4%

4) Indiana State Department of Health, Epidemiology Resource Center, Data Analysis Team. Figure by Division of Trauma and Injury Prevention.
ED Visits for MVC by Injured Person, Indiana, 2013

- Driver: 53.6%
- Passenger: 22.6%
- Motorcyclist: 6.2%
- Passenger on Motorcycle: 11.8%
- Pedal Cyclist: 3.3%
- Pedestrian: 1.4%
- Other spec. person: 0.6%
- Unspecified Person: 0.5%

4) Indiana State Department of Health, Epidemiology Resource Center, Data Analysis Team. Figure by Division of Trauma and Injury Prevention.
Risk Factors for Motor Vehicle Collisions

- Impaired Driving
  - Drunk Driving
  - Drugged Driving
- Speeding
- Risk Taking Behaviors
- Drowsy Driving
- Restraint Use

- Distracted Driving
  - Cell phones/ GPS
  - Passengers
  - Multitasking
- Inexperienced
  - Inadequate Driving Skills
  - Poor Defensive Driving Skills
References

1) Adapted from Safe States Alliance (Formerly known as State and Territorial Injury Prevention Directors Association (STIPDA)): Safe States, 2003 Edition


4) Indiana State Department of Health, Epidemiology Resource Center, Data Analysis Team, 2014.


8) Indiana State Police, Fatality Analysis Reporting System (FARS).
Questions?

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WHAT'S MORE IMPORTANT?
YOUR LIFE OR A MESSAGE.

DON'T TEXT & DRIVE

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PARKVIEW
TRAUMA CENTERS
DON’T TEXT & DRIVE.

Where did this begin?
Statistics: Jessica will give MVC stats
DON’T TEXT & DRIVE.

Who created:
Trauma Services, Marketing, and Community Health: A team
DON'T TEXT & DRIVE.

Let's take this on the Road!
Evans Toyota
Billboards
Radio
St. Mary's
Universities
Parades
Seminar Events
Schools
Gas Stations
Simulators
DON’T TEXT & DRIVE.

Today:
St. Mary’s Video

Parkview: Video or commercial
DON’T TEXT & DRIVE.

What’s next:
Thank you!