





Preventive care reduces death and disability and improves health. These services prevent and detect illnesses and diseases in earlier, more treatable stages, and reduce or prevent injury, significantly reducing the risk of illness, disability, early death, and medical care costs for individuals and the community (*Healthy People 2020*).

From 2006 to 2009, sports-related TBIs (traumatic brain injury) accounted for 15% of all TBIs reported during this timeframe. There was a 75% increase in the number of children, ages 10 to 18, who went to the ED for treatment of a sports-related TBI (from 154 to 269).

Duval County saw the highest number of hospital admissions for patients with Traumatic Brain Injury (TBI). Incidence of TBI increases overall with age. However, ages 12 and 14 have the highest proportion sports-related TBI. Hospital stays for patients with a traumatic brain injury tend to be longer and more costly than hospitalizations for non-TBI injuries.

Source: *Community Health Needs Assessment, 2012*

Age-Adjusted Death Rate per 100,000 Persons due to Unintentional Injury

Location	Rate	Status
County : Clay		
2012	41.1	
2014	43.6	
County : Duval		
2012	47.1	
2014	49.7	
County : Nassau		
2012	48.8	
2014	44.1	
County : St. Johns		
2012	42.1	
2014	38.3	

Source: www.nfloridacounts.org

Unintentional Injuries: Sports-Related Concussions and Head Injuries

The Healthy People 2020 national health targets focus on reducing fatal traumatic brain injuries to a rate of 15.7 deaths per 100,000 persons, and reducing hospitalizations for nonfatal traumatic brain injuries to a rate of 77 hospitalizations per 100,000 persons.

Programs:

- Jacksonville Sports Medicine Concussion Screening Program
- Safety education and community events
- Athlete screenings
- Strategic Investments

Strategies:

1. Work with Jacksonville Sports Medicine Program to provide Concussion Baseline Testing for pre & post injury with middle and high school athletes.
2. Support sports injury education opportunity and one conference to educate and train emergency room physicians, primary care physicians, pediatricians, parents, and coaches on how to recognize and manage concussion appropriately.
3. Assist with the provision of annual athlete screenings for middle and high school athletes prior to the start of school sports.

Program Results:

FY13

- 943 middle school and high school students received screening physicals
- Over 2,200 parents and youth received sports safety education materials.
- Offered 19 sports safety events
- Two community partners joined the Safe Kids Coalition

FY14

- Five education events were presented to 500 professionals involved in injury prevention among youth
- Over 430 parents and youth received education to reduce head injuries

FY15

- Three education events were presented to 51 individuals

Strategic Investments:

FY13

- Jacksonville Sports Medicine Concussion Prevention and Awareness program provided outreach, education and information packets to physicians, 943 youth athletes received education with 95% improvement in knowledge, 3,440 pre-participation screenings, 17 Duval County schools and 4 Nassau County schools, 50 reported concussions. 925 athlete screenings were completed.

FY14

- Jacksonville Sports Medicine Concussion Prevention and Awareness program provided a baseline assessment to 5,622 student athletes, 215 post-injury tests administered with a 95% gain in knowledge. 300 physicians reached with information. 998 athlete screenings were completed.

FY15

- Jacksonville Sports Medicine Concussion Prevention and Awareness program provided a baseline assessment to 8,352 student athletes, 365 post-injury tests administered

Partners:

Area Schools
Baker County Fire Rescue
Baptist Pediatrics
Buy Buy Baby
Century Ambulance
Chick-Fil-A
City of Jacksonville
Destination Maternity
Firehouse Subs
Head Start
Healthy Start
Jacksonville Children's Commission
Jacksonville Sheriff's Office
Jacksonville Sports Medicine Program
Kohl's
Media outlets – Jax4kids.com, Channel 4 and Channel 12
Nemours Children's Clinic
Police Athletic League
Putnam County Health Dept
Safe Kids – Kingsland, GA
Safe Kids Northeast Florida
Safe Kids Worldwide
Shadco
St. John's County Health Department
Swimming Companies
UF Health
Wolfson Children's Hospital nursing staff
YMCA