Unintentional Injuries

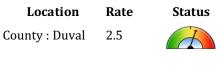
Preventive care reduces death and disability and improves health. These services prevent and detect illnesses and diseases in earlier, more treatable stages, and reduce or prevent injury, significantly reducing the risk of illness, disability, early death, and medical care costs for individuals and the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

Drowning is the leading cause of death for infants and young children in 18 states. Nationally, drowning is the second leading cause of accidental death for persons aged 5 to 44 years. The number of people receiving emergency department care for nonfatal submersion injuries is four times the number of fatalities. Nonfatal drowning can cause serious brain damage resulting in memory loss, learning disabilities, and permanent loss of basic functioning. *Source: www.nefloridacounts.org*

The drowning rate has changed very little in Clay and Duval Counties, as well as the state of Florida. The rates in Nassau and St. Johns Counties have been approximately cut in half, while Putnam County rates have more than doubled.

Source: Community Health Needs Assessment, 2012

<u>Age-Adjusted Death Rate per 100,000</u> <u>Persons due to Unintentional</u> <u>Drowning (2014)*</u>

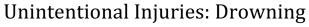


County : St. Johns 3.7



*only one year of data available Source: <u>www.nefloridacounts.org</u>

Wolfson Children's Hospital FY13-15 Community Benefit



The Healthy People 2020 national health target is to reduce the fatal drowning death rate to 1.1 deaths per 100,000 persons.

Programs:

Water safety information, CPR classes, education and community events Swim lessons

Strategies:

1. Provide free swim lessons to low-income children through swim school partners in the community.

2. Distribute water safety education information and awareness by using brochures, DVDs, and water watcher tags in the assessed counties.

3. Collaborate with our multi-county Safe Kids Coalition, Baptist Primary Care pediatric offices, Health Departments, CPR classes and at health/safety fairs to distribute materials.

- 4. Provide water safety PSA on local television.
- 5. Conduct a Water Safety Fair at the Jacksonville Zoo and Gardens.

6. Initiate a "Rapid Response" program in areas where a drowning or near drowning has occurred.

7. Provide Family and Friends CPR in collaboration with the American Heart Association for families who participate in child safety training classes and health fairs.

8. Water safety messages on Wolfsonchildrens.org and Facebook

Program Results:

FY13

- Provided 1,080 swimming lessons through partnership with city
- Broadcast Water Safety PSA on First Coast News
- Provided water safety education through McDonald's tray liners in 106 restaurants
- Reached over 2.7 million people with water safety messages and materials

FY14

- Provided water safety information and drowning prevention tips to over 2,000 people at water safety fairs and other health events
- 1795 vouchers for free swim lessons distributed in 6 counties with partners
- Information on free swim lessons available in the community was provided on Facebook and through local media
- Reached over 750,000 people through television, print and Internet, provided drowning prevention and water safety

FY15

- Provided water safety information and drowning prevention tips to over 1,500 people at water safety fairs and other health events
- Information on free swim lessons available in the community was provided on Facebook and through local media
- Reached over people through television, print and Internet, provided drowning prevention and water safety

Partners:

Action News Channel 47 and 30 American Red Cross Vol. Lifeguards Baptist Primary Care Pediatrics Century Ambulance City of Fernandina Beach City of Jacksonville Mayor's Office Elite Amenities Family Support Services Florida Swimming Pool Association Florida Times-Union Jacksonville Zoo and Gardens Jax4kids.com



JaxParks Aquatics Kohl's McDonald's News4Jax.com Pools by John Garner Jacksonville Public Libraries Putnam County Recreation Dept. Safe Kids Northeast Florida Safety First Jax Southside Newsline Swimming Safari US Coast Guard WJXT Channel 4 WTLV Channel 12 and 25 YMCA