



Arkansas Department of Health

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Governor Mike Beebe

Paul K. Halverson, DrPH, FACHE Director and State Health Officer

February 27, 2012

Mr. David Sullivan
Project Officer
Centers for Disease Control and Prevention
4770 Buford Highway, MS F-62
Atlanta, GA 30341

Re: CDC-RFA-CE11-110102CONT12
Core Violence and Injury Prevention Program
Award Number: 5 U17/CE002000-02

Dear Mr. Sullivan:

Per your previous instruction, enclosed are four "Focus Area SMART Objectives."

The Injury Community Planning Group (ICPG), utilizing data from the Arkansas Department of Health's Injury Epidemiologist, met on February 23, 2012 to discuss potential "Focus Area SMART Objectives." Recommendations were made by the ICPG, regarding the objectives to be selected. The following focus area categories were selected: 1. motor vehicle occupant injury and death; 2. unintentional poisoning; 3. intentional injury prevention; and, 4. sports/recreational injury. The first three objectives will remain stable throughout the grant period and the fourth will be flexible in order to meet potential changing demands within Arkansas.

We look forward to working with you as we work toward these objectives.

Sincerely,

William C. Temple
Branch Chief
Injury Prevention and Control

WCT/wct

Enclosures

Arkansas Focus Area SMART Objectives

Focus area/Priority 1:

- **Focus area category:** Motor vehicle occupant injury and death
- **Focus area description:** Improve proper restraint use by adults and children
- **Strategy/Intervention (evidence-based/best practice):**
 - **Type:** Both
 - **Strategy/Intervention(s) Description:**
 - **Strategy 1:** Policy: Informing state policy process
 - **Reach:** State
 - **Strategy 2:** Program: Educating adults and children about restraint use
 - **Reach:** State
- **Health Impact Measurement:**
 - **Proximal:** 10% increase in seat belt use and child restraint use
 - **Distal:** 5% decrease in motor vehicle deaths and hospitalizations
- **S.M.A.R.T. Objective:**
 - Increase overall restraint use in Arkansas by 10% by 2016
 - Decrease the rate of deaths and hospitalizations due to motor vehicle crashes in Arkansas by 5% by 2016

Focus area/Priority 2:

- **Focus area category:** Unintentional poisoning
- **Focus area description:** Awareness and prevention of unintentional prescription and illicit prescription drug misuse/overdose
- **Strategy/Intervention (evidence-based/best practice):**
 - **Type:** Both
 - **Strategy/Intervention(s) Description:**
 - **Strategy 1:** Policy: Support policy initiatives to reduce access to prescription drugs
 - **Reach:** State
 - **Strategy 2:** Program: Educate adults about safe storage and disposal of medications and potential for unintentional poisoning
 - **Reach:** State
- **Health Impact Measurement:**
 - **Proximal:** Increase participation in drug take back programs across Arkansas
 - **Distal:** Stabilize rates of unintentional poisoning in Arkansas
- **S.M.A.R.T. Objective:**
 - Increase the number of organizations participating in the drug take back drop box program in Arkansas from 26 to 75 by 2016
 - Unintentional poisoning deaths will be stabilized in Arkansas by 2016

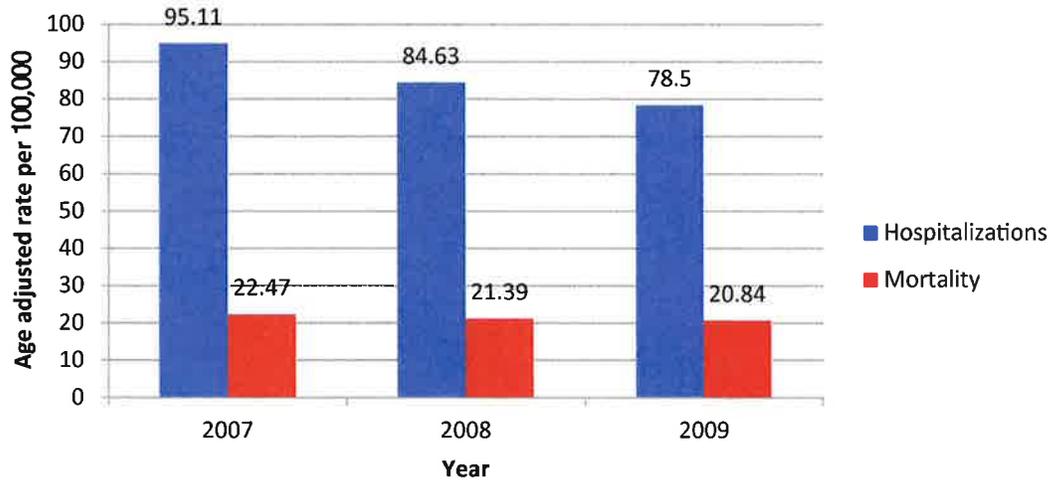
Focus area/Priority 3:

- **Focus area category:** Intentional injury prevention
- **Focus area description:** Reduction in incidence of suicide among teens and adults
- **Strategy/Intervention (evidence-based/best practice):**
 - **Type:** Both
 - **Strategy/Intervention(s) Description:**
 - **Strategy 1:** Policy: Informing state and institutional policy
 - **Reach:** State
 - **Strategy 2:** Program: Increase awareness of suicide risk factors and availability of crisis hotline services
 - **Reach:** Regional
- **Health Impact Measurement:**
 - **Proximal:** Improved educator/stakeholder awareness of suicide risk and management, and increased awareness of suicide risk factors
 - **Distal:** Lower suicide and suicide hospitalization attempt rates for teens and adults
- **S.M.A.R.T. Objective:**
 - Increase the number of educators/stakeholders trained in suicide crisis intervention in Arkansas by 200 by 2016
 - Increase the rate of crisis intervention resource awareness among teens and adults by 25% by 2016

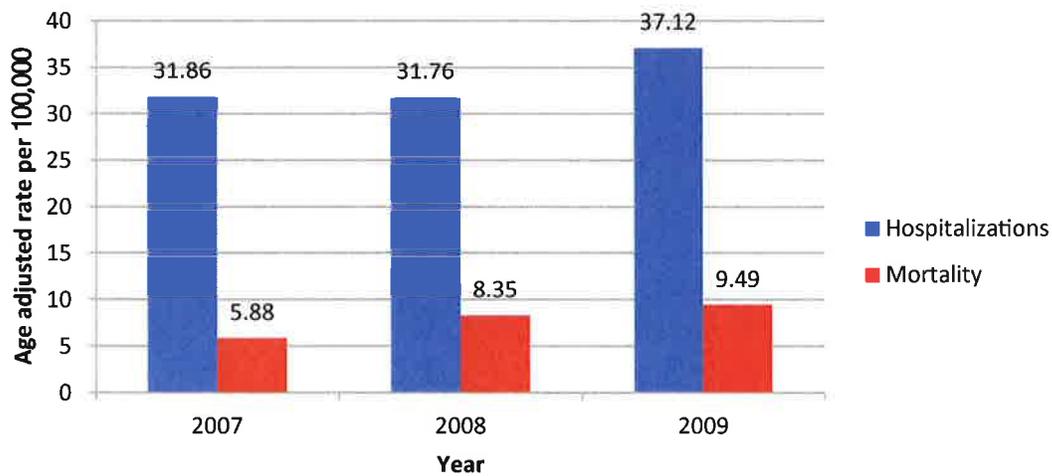
Focus area/Priority 4:

- **Focus area category:** Sports/recreational injury
- **Focus area description:** Reduce youth concussions
- **Strategy/Intervention (evidence-based/best practice):**
 - **Type:** Both
 - **Strategy/Intervention(s) Description:**
 - **Strategy 1:** Policy: Informing state and institutional policy
 - **Reach:** State
 - **Strategy 2:** Program: Support educational efforts for coaches, parents, athletes, and clinicians about concussion prevention and management
 - **Reach:** State
- **Health Impact Measurement:**
 - **Proximal:** Increase awareness of appropriate prevention and management of concussions
 - **Distal:** Increase participation in concussion screening programs in Arkansas by 15%.
- **S.M.A.R.T. Objective:**
 - Increase the number of coaches, parents, athletes, and clinicians trained in concussion management and prevention in Arkansas by 20% by 2016.
 - Increase the number of Arkansas high schools participating in concussion screening programs by 15% by 2016.

Hospitalizations and Mortality Rates from Motor Vehicle Crashes in Arkansas, 2007-2009



Hospitalizations and Mortality Rates from Unintentional Poisonings in Arkansas, 2007-2009



Hospitalizations and Mortality Rates from Suicide/Self-Harm, 2007-2009

