

Oklahoma Injury Prevention Advisory Committee
Meeting Minutes

April 25, 2008

Members Present:

Dr. Mark Brandenburg, Oklahoma Institute for Disaster & Emergency Medicine;
Dr. Roxie Albrecht, OU Medical Center;
Cyndi Basch, OU Medical Center Trauma Services
James Cox, Oklahoma Association of Chiefs of Police;
Martha Ferretti, OU Health Science Center;
Laura Gamino, OU Medical Center Trauma Services;
Tabitha Garwe, Titus Oyeladan, and Ken Stewart for Patrice Greenawalt, Oklahoma State Department of Health Trauma Division;
Dr. Alan Grubb, Cleveland County Board of Health;
Jeff Hamilton, Interfaith Alliance Foundation of Oklahoma
Tina Johnson, Pottawatomie County Health Department;
Gayle Jones, Oklahoma State Department of Education;
Chief Jerry Lojka, Midwest City Fire Department;
Lee McGoodwin, Oklahoma Poison Control Center;
Carlos Reynolds for David A. Bates, U.S. Department of Labor;
Amy Roff, Safe Kids Oklahoma;
R. Shawn Rogers, Oklahoma State Department of Health Emergency Medical Services;
Capt. Chris West, Oklahoma Department of Public Safety;
Carol Williams, Oklahoma Highway Safety Office

Special Guests:

John Mann, Assignments Director, KWTW Channel 9;
Beth Myers, Managing Editor, Oklahoma News Network;
Tony Thornton, Senior Staff Writer, Daily Oklahoman

Members Absent:

Harold Cully, Indian Health Service;
Mike Echelle, Pittsburgh County Health Department;
Shawna McWaters-Khalousi, Oklahoma State Department of Health Terrorism Preparedness and Response Service;
Mendy Spohn, Carter County Health Department;
Marcia Smith, Oklahoma Coalition Against Domestic Violence and Sexual Assault;
Dr. Inas Yacoub, Office of the Chief Medical Examiner

Staff:

Pam Archer, Oklahoma State Department of Health Injury Prevention Service;
Regina McCurdy, Oklahoma State Department of Health Injury Prevention Service;
Emily Samuel, Oklahoma State Department of Health Injury Prevention Service

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Welcome/Introduction

Pam Archer called the Oklahoma Injury Prevention Advisory Committee meeting to order. She welcomed committee members and introduced the new chairperson, Dr. Mark Brandenburg. Dr. Brandenburg took a few moments to share his career background. He also shared some memories in honor of Dr. Edward Brandt, former committee chair. Members then took turns introducing themselves and sharing their backgrounds.

Legislative Update

Emily Samuel reported that SB 2086 passed in the House 99 to 0; this bill allows ATVs to be operated on streets and highways within a community when the community has decided to adopt such an ordinance. "Scum of the Earth," HB 1897, passed 45 to 0 creating a misdemeanor offense for domestic abuse against a pregnant woman with knowledge of the pregnancy and a felony if the abuse results in a miscarriage or injury to the unborn child. The Senate approved HB 3341, the Cigarette Fire Safety Standard and Firefighter Protection Act, 46 to 0. This bill requires certain testing and prohibits the sale of cigarettes that do not meet certain standards. Chief Jerry Lojka, Midwest City Fire Marshall, explained details of HB 3341 and fire safe cigarettes. Chief Lojka also stated that imports of novelty lighters are a rising problem and feels that regulation of these items into the U.S. is necessary. Novelty lighters have no safety devices and are made in the shape of children's toys; currently there is no regulation on these items. Dr. Roxie Albrecht mentioned that ATV safety regulations may become standard through registered dealers and there is a possibility that this idea could be taken nationally.

Injury Prevention Service Update

Pam Archer reported that Martha Collar passed away last November and former Injury Prevention Service Chief, Shelli Stephens-Stidham, is now the Director at the Injury Prevention Center of Greater Dallas. Mrs. Archer has taken her place as Chief of the IPS. Two new staff members have joined the IPS department as well: Elizabeth Kruger and Emily Samuel. The department has prepared one new grant application for the Oklahoma Violent Death Reporting System and five grant continuations for Traumatic Brain Injury surveillance, car/booster seats, smoke alarms, traffic data linkage, and core program funding. The two new rural smoke alarm communities for this year are Coalgate and Tecumseh. Dr. Brandenburg reported on the Rodeo Medicine Conference, including sports/concussion management and the "cowboy culture" in regards to rodeo competitions. A formal statement has been submitted to the National High School Rodeo Association requesting helmet use be mandated for all rodeo competitors as of January 1, 2009.

Promoting Injury Prevention in the Media

Special guests John Mann, Beth Myers and Tony Thornton spoke on promoting injury prevention in the media. Each guest gave background on his/her organization and process by which news topics are selected. The following topics were discussed:

- need for topic ideas and information on current injury concerns; importance of submitting news topics and video ideas to the media for coverage

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- partnering with more contacts that will provide the media with awareness of injury prevention events/news
- opportunities for guest spot appearances and invitation to participate in open meetings
- short news “bits” for complex issues (media is hoping that viewers will be persuaded to check the website for detailed information about news stories)
- possible alienation of certain viewer groups (e.g., all persons do not have internet access)
- attempt to identify news topics that would appeal to different demographic groups and the different media avenues in which to reach them
- communication barriers across viewer/listener audiences
- limited statistical information conveyed to the general public (hope to platform and validate news stories through journal articles and “real stats”)
- importance of presenting press conferences creatively
- rising popularity of video news via the internet; the future of video news broadcasts, podcasts, and blogs
- “proactive” media coverage (based on prevention; success stories) rather than “reactive” media coverage (based on tragedy)

Guests provided their contact information, encouraging committee members to contact them via phone *and* email: John Mann: (405) 841-9956, newsdesk@news9.net
Beth Myers: (405) 858-1438, bethmyers@clearchannel.com
Tony Thornton: www.newsok.com and go to “MyNewsOK”

Open Discussion

Committee members also discussed the following ideas:

- community awareness that media is accessible to youth (organizing a positive youth forum/leadership conference with media representatives to educate teens on getting media coverage for their positive community events/influence)
- suicide awareness through media
- focus on success stories of survivors rather than victims; poster children
- finding a balance between creating an issue where it does not exist vs. waiting until a tragedy happens to report the issue
- reaching grandparents, parents, and teen parents through parent education; balancing parent education and student education; ways to spark interest
- legislative/communication barriers
- difficulty “selling” prevention to legislators and to the general public

Announcements

- Revision of the State Strategic Plan; request was made for members to begin thinking about any topic specific committees on which they would like to serve
- April 26, 2008-May 6, 2008: National Safe Kids Week
- May: Injury Prevention Month

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Upcoming Injury Prevention Advisory Committee Meetings

Friday, June 27, 2008 (later changed to Friday, September 26, 2008)
Friday, October 31, 2008

Adjourn

Pam Archer adjourned the Oklahoma Injury Prevention Advisory Committee at 1:09pm.