

Partnering to Ensure Child-focused
Crash Surveillance
After Partners for Child Passenger Safety



Dennis Durbin, MD, MSCE
The Children's Hospital of Philadelphia



Epidemic of childhood injury

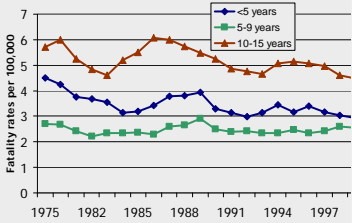
This year, over 5,000 children and adolescents under age 20 will die on our nation's roads

- ✓ Twice as many as cancer
- ✓ Crash deaths: Tip of iceberg
 - ✓ 38,000 Hospitalizations
 - ✓ 593,000 ER visits





Trends

Child occupant fatality rates



Year	<5 years	5-9 years	10-15 years
1975	4.5	2.8	6.0
1976	4.2	2.5	6.2
1977	4.0	2.4	5.8
1978	3.8	2.3	5.5
1979	3.6	2.2	5.2
1980	3.5	2.2	5.0
1981	3.4	2.2	4.8
1982	3.3	2.2	4.6
1983	3.2	2.2	4.4
1984	3.1	2.2	4.2
1985	3.0	2.2	4.0
1986	3.1	2.2	4.2
1987	3.2	2.2	4.4
1988	3.3	2.2	4.6
1989	3.4	2.2	4.8
1990	3.5	2.2	5.0
1991	3.6	2.2	5.2
1992	3.7	2.2	5.4
1993	3.8	2.2	5.6
1994	3.9	2.2	5.8
1995	4.0	2.2	6.0
1996	4.1	2.2	6.2
1997	4.2	2.2	6.4



Source: Fatality Analysis Reporting System

Child-focused crash surveillance 1998-2007

Partners for Child Passenger Safety

- Unique industry-university research partnership
- Child-focused crash surveillance system
- Integrated surveillance with in-depth investigation
- Rigorous science in support of good public policy



PCPS Impact Supporting industry

- Impartial respected source of data
 - “Neutral voice”
- Evidence for industry priority setting
 - Trends in child frontal airbag related injuries
 - Exposures to side air bag deployments
 - Importance of age-appropriate restraint
 - Rear seat environment for children
 - Safety of vehicles used by families
- Foundation for important additional research



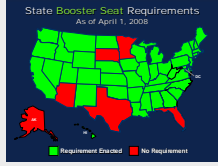
PCPS Impact Supporting NHTSA

- Responsive
 - Providing scientific evidence to respond to crises as they arise
 - *Freakonomics* question of CRS effectiveness
 - *Consumer Reports* sled tests
 - NCAP tests as reported in *Chicago Tribune*
- Supportive
 - Providing evidence to support development and real world evaluation of safety regulations
 - Second generation and advanced airbags
 - 10- year old ATD
 - LATCH
- Proactive
 - Providing support of NHTSA's child passenger safety programs
 - Child passenger safety week
 - Analyses of interest

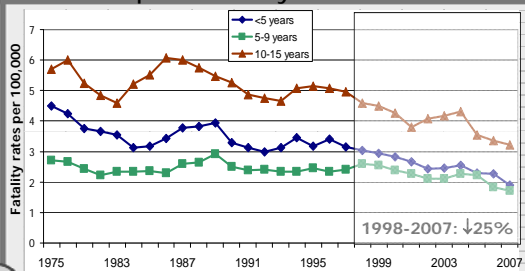


PCPS Impact Supporting the public

- Dissemination networks
 - Closed gaps in laws
 - Public awareness efforts
- Age-appropriate restraint use increased to 80% for children under 9 years
- Booster seat use to 46% for 4- 8 yr olds
- Substantial reduction in front seating



Impact U.S. occupant fatality rates



2600 lives saved since 2000



The need for child surveillance Challenges remain

- Benefits realized but MVC remain the leading cause of death for children
- The vehicle safety and traffic landscape is rapidly changing
- Success should not make us complacent
 - We have not cured the disease of pediatric motor vehicle injuries.
 - Future challenges remain, known and unknown today
 - A new target population emerges daily



Vision for a better system Combining PCPS & NASS strengths

Partnership to enhance quality and sustainability

- Greater national representation and diversity.
- Enhanced integration of surveillance data and crash investigations.
- Government partner with a mandate to improve motor vehicle safety.
- Enhanced credibility, relevance and timeliness of child data to facilitate priority setting and messaging
- Direct, independent stakeholder access to the data.



Proposed New System NASS- COP

NASS Special Study on Child Occupant Protection

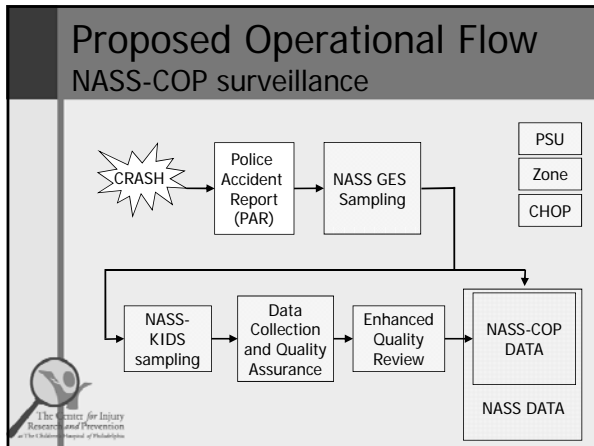
- **Concept**
 - Based on 10-year experience with PCPS
 - Track record suggests feasibility
 - Leverages broad reach and existing protocols of NASS infrastructure
- **Operations**
 - Enhance NASS-GES with child-specific data collection
 - May involve:
 - New data on cases already sampled
 - Additional sampling of cases

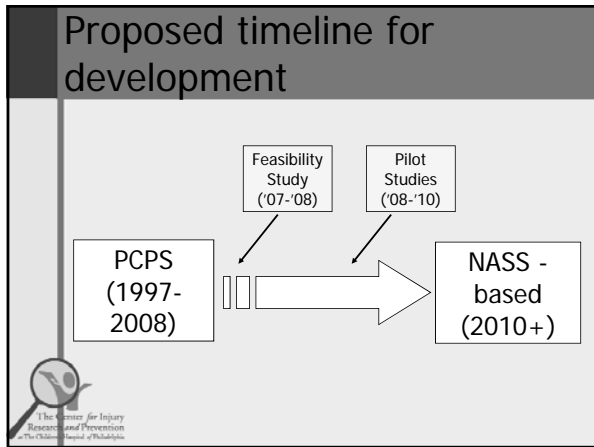


NASS-COP Enhanced data collection for CPS

- **Monitor**
 - Identify new and emerging hazards
 - Measure trends
- **Inform & set priorities**
 - Evidence-based laws
 - Rational regulations
 - New product development
- **Measure impact**
 - Effectiveness of safety products
 - Benefits/trade-offs of designs, policies, decisions
- **Inform & target educational strategies**







Funding Partners Feasibility study- 2007/08

- Funding from Center for Child Injury Prevention Studies
 - Industry/ University Collaborative Research Center at CHOP
 - Diversified funding: NHTSA, Britax, Dorel, Ford, Nissan, State Farm, Takata, Toyota, VW, National Science Foundation
- Conclusions of study:
 - Proposed methods are feasible, in demand and economical
 - NHTSA partnership needed to conduct pilot studies
 - Challenge to secure long-term sustainable funds
 - Incorporation of program into Highway Reauthorization (TEA)
 - Need to ensure funding appropriation

The Center for Injury Research and Prevention at The Children's Hospital of Philadelphia

Legislative advocacy

Need for partners at every step

- “Grass Tops” support
 - White paper vetted
 - “Ask” expanded to include restoration of NASS system
 - List of supporting organizations confirmed
- Congressional leadership buy-in
 - Capitol Hill meetings with PA delegation, Senate Appropriations
 - Described research needs for child occupant protection
- Next Steps
 - Highway Reauthorization Bill drafted by Congress and DOT
 - Bill gets introduced
 - Grass roots support needed to support NASS COP language in the bill



Legislative advocacy

Coalition assembled to date

- Advocates for Highway and Auto Safety
- American Academy of Pediatrics
- Association of International Automobile Manufacturers
- Automotive Occupants Restraints Council
- Automobile Association of America (AAA)
- Juvenile Products Manufacturers Association
- Insurance Institute for Highway Safety*
- National Association of Children's Hospitals and Related Institutions
- National Safety Council*
- Safe Kids USA



2010 Highway Reauthorization

Grass roots partners

- Participate in grassroots effort
- Sign up for Email Listserv
- CHOP will provide details to share with local legislators when bill is introduced
- Contact Suzanne Hill at hillsu@email.chop.edu



Successful Partnerships

Themes from our experience

- Shared mission/ belief systems
- Transparency
- Establishing credibility with partners
- Understanding needs of partners
- Finding middle ground
- Strategic planning