

Injury Prevention Strategic Plan

2016 – 2021

Tennessee Department of Health
Injury and Violence Prevention Program

Injury is the leading cause of death and disability for Americans¹ and Tennesseans 1-44 years of age, regardless of race, gender or economic status. For the age group 15-24, the top three causes of death are all injury related (unintentional, homicide and suicide). These injuries – to include car crashes, falls, poisonings, and other violent deaths- are commonly referred to as accidents, and are viewed as random events that occur inevitably. However, like diseases, they are often predictable and preventable through education, change of surroundings, interventions and policy implementations. Public health plays a key role in identifying the causes of these injuries to minimize the risk factors that can affect not only individuals but communities and populations within the state as a whole.

Injury: A Public Health Issue Injuries in Tennessee

In 2019, the daily toll of injuries in Tennessee is 13 injury deaths. Table 1 provides a breakdown of the leading causes of death in the state by different age groups. The younger population is particularly at risk of experiencing an injury related fatality, both unintentional and those caused by acts of violence. The unintentional injury leads to an overwhelming **90 thousand years** of potential life that are lost (YPLL)² in the state of Tennessee for one year alone. Regardless of the age or the circumstances that led to the fatality, many of these deaths are predictable and preventable.

Table 1. Leading causes of death for Tennessee residents, 2019

Rank	Age Groups										All Ages
	<1	1-4	5-9	10-14	15-24	25-34	35-44	45-54	55-64	65+	
1	Congenital Anomalies 122	Unintentional Injury 31	Unintentional Injury 24	Unintentional Injury 15	Unintentional Injury 349	Unintentional Injury 759	Unintentional Injury 691	Heart Disease 1,044	Malignant Neoplasms 3,014	Heart Disease 12,669	Heart Disease 16,814
2	Short Gestation 88	Congenital Anomalies ---	Malignant Neoplasms ---	Suicide 14	Homicide 150	Suicide 198	Heart Disease 334	Malignant Neoplasms 981	Heart Disease 2,602	Malignant Neoplasms 10,009	Malignant Neoplasms 14,382
3	Unintentional Injury 35	Heart Disease ---	Congenital Anomalies ---	Malignant Neoplasms 11	Suicide 135	Homicide 166	Malignant Neoplasms 249	Unintentional Injury 768	Chronic Low. Respiratory Disease 739	Chronic Low. Respiratory Disease 3,624	Unintentional Injury 4,856
4	SIDS 34	Homicide ---	Homicide ---	Homicide ---	Heart Disease 31	Heart Disease 118	Suicide 209	Liver Disease 240	Unintentional Injury 717	Alzheimer's Disease 3,221	Chronic Low. Respiratory Disease 4,556
5	Maternal Pregnancy Comp. 25	Malignant Neoplasms ---	Septicemia ---	Heart Disease ---	Malignant Neoplasms 26	Malignant Neoplasms 78	Homicide 121	Suicide 202	Cerebro-vascular 395	Cerebro-vascular 2,796	Cerebro-vascular 3,435

¹ Data source: Centers for Disease Control and Prevention, National Centers for Injury Prevention and Control. Web-based Injury Statistics Query and Reporting System (WISQARS) [online] (2021). Available from: www.cdc.gov/injury/wisqars

² Years of Potential Life Lost (YPLL) is an estimate of premature mortality that has been defined as the number of years of life lost among persons who died before the age 75.

2016-2021 PRIORITIZED FIVE YEAR GOALS

The TDH Injury Prevention Program, through input from the statewide injury prevention stakeholder group, established goals and objectives to achieve the mission of injury prevention for Tennessee. These goals also were informed by the CDC CORE State Violence and Injury Prevention (SVIPP) Grant objectives.

- GOAL 1:** Establish a sustainable and funded infrastructure necessary to provide leadership, coordination and support for injury prevention dedicated staff and core functions; and engage internal, nongovernmental, and external partners, including Regional Injury Control Research Centers. (goal 2 SVIPP)

- GOAL 2:** Increase the quality and availability of statewide and community-specific data for planning, surveillance, and evaluation by enhancing the surveillance system to capture injury and violence prevention data. (goal 7 SVIPP)

- GOAL 3:** Build capacity for implementation and evaluation of evidence-based injury prevention initiatives; and develop evaluation plans reflecting process and outcome measures to inform continuous quality improvement. (goals 5 & 6 SVIPP)

- GOAL 4:** Provide centralized technical support and training to dedicated injury prevention staff and collaborative network partners and educate health department and policy leaders about public health approaches to injury prevention. (goal 1 SVIPP)

- GOAL 5:** Communicate and provide scientific information on the magnitude and burden of injury, associated risks, proven interventions and cost impact to policy makers to assist them in making informed decisions

- GOAL 6:** Enhance the statewide Injury and Violence Prevention Plan to include logic models for priority areas address priority focus areas and implement strategies that address risk and protective factors. (goals 3 & 4 SVIPP)

Goal 1: Establish a sustainable and funded infrastructure necessary to provide leadership, coordination and support for injury prevention dedicated staff and core functions; and engage internal, nongovernmental, and external partners, including Regional Injury Control Research Centers (goal 2 SVIPP)

STRATEGY	LEAD(S)	RESOURCE(S)	STATUS	
Objective 1: Provide the TIVPP with support necessary to accomplish goals/objectives of the strategic plan.				
1A	Sustain a comprehensive injury and violence prevention (IVP) website to provide communication and disseminate information.	Violence Injury Prevention Program (VIPP*) Staff	Tennessee Department of Health (TDH) Web Development Staff	Completed & Ongoing
1B	Conduct social media campaigns to educate stakeholders and public about IVP website resources.	VIPP Staff	TDH Public Relations Department TDH Social Media Injury Community Implementation Group (ICIG) Partners Social Media	Completed & Ongoing
1C	Educate health department leaders and policy makers about the role of public health in injury and violence prevention.	VIPP Staff	TDH Public Relations Department TDH Social Media Injury Community Implementation Group (ICIG) Partners Social Media	Completed & Ongoing
Objective 2: Provide coordination and support to the injury steering group (ICIG).				
1A	Increase the number of internal and external partners by 50.	VIPP Staff & ICIG Members	TDH Staff ICIG Members TN Injury Prevention Professionals	Ongoing
2A	Identify injury program and policy priorities through the ICIG, utilizing internal, external, and ICRC partner input.	ICIG Policy Committee	TDH Epidemiologist Access to TDH Data ICIG Policy Committee Injury Control Research Center	Completed & Ongoing
2B	Update the charter document for ICIG members to reflect the inclusion of new priorities.	ICIG Planning Committee	TDH Epidemiologist Access to TDH Data ICIG Policy Committee	Completed
2C	Obtain Memorandums of Understanding from ICIG participants and injury prevention stakeholder groups.	VIPP Staff	ICIG Members TDH Staff	Completed & Ongoing
2D	Schedule quarterly meetings for ICIG (1 yr. in advance).	VIPP Staff	TDH Staff State Meeting Space	Completed
2E	Incorporate at least one skill building activity at each quarterly meeting.	VIPP Staff & ICIG Members	TDH Staff ICIG Members TN Injury Prevention Professionals	Completed
2F	Update orientation packet for new membership (roles and responsibilities and terms of reference).	VIPP Staff	TDH Staff	Ongoing; in progress
2G	Implement activities outlined in collaborative/integrative partner MOUs.	VIPP Staff	TDH Staff	Ongoing; in progress
2H	Identify resources for ongoing support of the strategic plan as needed.	ICIG Planning Committee & VIPP Staff	TDH Staff ICIG Members	Completed & Ongoing

Measures of Success

- Annual collection and analysis of data.
- Annual cost analysis of data.
- An updated strategic IVP plan will exist.
- Funding will be increased for state and local efforts.
- Voluntary organizational policies will support IVP efforts.
- Community partnerships will exist to address IVP.

Goal 2: Increase the quality and availability of statewide and community-specific data for planning, surveillance, and evaluation by enhancing the surveillance system to capture injury and violence prevention data (goal 7 SVIPP)				
STRATEGY		LEAD(S)	RESOURCE(S)	STATUS
Objective 1: Increase the quality and availability of statewide and county specific data for planning, surveillance, and evaluation.				
1A	Collect baseline health impact measures for focus areas annually and analyze data.	VIPP Staff & CCIP Members	TDH Epidemiologist TDH Data Centers for Disease Control (CDC) Data	Completed & Ongoing
1B	Produce reports annually: Burden of injury report, injury fact sheets for decision makers and IVP advocates and annual injury indicator report (with timely submission).	VIPP Staff	TDH Epidemiologist TDH Data Centers for Disease Control (CDC) Data	Annual Injury Indicator Report Completed & Ongoing
1C	Post on comprehensive IVP website, health statistics site.	VIPP Staff	TDH Web Development Staff	Ongoing; in progress
Objective 2: Develop web-based reporting systems and partner to develop a centralized injury data clearinghouse.				
2A	Survey IPCG members and other stakeholders to determine injury data resources.	VIPP Staff ICIG Data Committee	TDH Epidemiologist ICIG Data Committee	Completed
2B	Compile injury data sources and promote resource to injury prevention professionals.	ICIG Planning Committee	TDH Epidemiologist Access to TDH Data Policy Subcommittee	Completed & Ongoing
Objective 3: Partner to improve the quality of external cause of injury coding (e-coding).				
3A	Implement recommendations from the MMWR report to improve e-coding.	VIPP Staff	TDH Epidemiologist TDH Staff	Ongoing; in progress
3B	Evaluate completeness of e-coding in trauma registry data.	VIPP Staff	TDH Epidemiologist	Ongoing; in progress
3C	Produce reports for clinicians and coders to demonstrate the importance and value of their efforts.	VIPP Staff & ICIG Members	TDH Epidemiologist Access to TDH Data Policy Subcommittee	Ongoing; in progress
Objective 4: Assess community needs surrounding injury and violence prevention priority areas and related data.				
4A	Survey local hospitals, health departments, and other programs to determine the types of data they need to conduct community assessments.	VIPP Staff	TDH Staff	Ongoing; in progress

4B	Provide opportunities to build capacity in the interpretation and use of injury data.	VIPP Staff	TDH Epidemiologist Access to TDH Data	Completed & Ongoing
Objective 5: Disseminate surveillance and evaluation information to stakeholders to inform continuous quality improvement (6).				
5A	Present data and evaluation results to stakeholders at quarterly ICIG meetings.	VIPP Staff	TDH Epidemiologist Access to TDH Data	Completed & Ongoing
5B	Utilize evaluation results to improve ongoing injury and violence prevention programs and to inform future interventions.	VIPP Staff ICIG Data Committee	TDH Epidemiologist Access to TDH Data	Completed & Ongoing

Measures of Success

- Injury data will be complete, of high quality, readily available on state website and in a format/type that is based on the needs of the data users.
- Centralized injury data clearinghouse will be published online.
- Hospital survey data and community assessment tools will be shared with stakeholders.

GOAL 3: Build capacity for implementation and evaluation of evidence-based injury prevention initiatives; and develop evaluation plans reflecting process and outcome measures to inform continuous quality improvement (goals 5 & 6 SVIPP).				
STRATEGY		LEAD(S)	RESOURCES(S)	STATUS
Objective 1: Increase state-of-the-art knowledge and skills (capacity) in the IVP workforce.				
1A	Create an evidence based injury and violence prevention program work group within the ICIG.	VIPP Staff	ICIG Planning Committee; CDC Evidence-Based Programs	Ongoing; in progress
1B	Encourage colleges, universities, and medical schools to provide courses in injury related subjects.	VIPP Staff	THD Staff; ICIG Members	Ongoing; in progress (CBIM, Suicide)
Objective 2: Work with CDC appointed contractor (state and cross state) to develop evaluation plan and outcome measures.				
2A	Maintain contact with CDC appointed technical advisor to discuss evaluation of interventions.	VIPP Staff	TDH Epidemiologist ICIG Data Subcommittee	Completed & Ongoing
2B	Identify process and outcome measures for focus area interventions.	VIPP Staff	TDH Contract Evaluators; TDH Epidemiologist	Completed & Ongoing
2C	Collaborate with ICIG to review evaluation plan for current programmatic efforts targeting priority injuries.	VIPP Staff	TDH Staff TDH Epidemiologist	Completed & Ongoing
2D	Partner with Injury Centers, Universities, and Schools of Public Health to conduct program evaluations of	VIPP Staff	TDH Staff TDH Epidemiologist	Ongoing

	existing programs and policies.			
2E	Disseminate surveillance and evaluation data to partner organizations to inform continuous quality improvement (Goal 6).	VIPP Staff	TDH Contract Evaluators; TDH Epidemiologist	Completed & Ongoing
Objective 3: Increase the use of evidence-based injury and violence prevention interventions statewide.				
3A	Update existing “best practices” in research literature and create guide to promote successful injury prevention strategies.	VIPP Staff	ICIG Members TDH Staff	Ongoing; in progress
3B	Disseminate the results of evidence-based interventions for new or emerging injury issues/priorities.	VIPP Staff	TDH Staff State Meeting Space	Completed (Checkpoints)
3C	Perform gaps analysis to determine gaps in injury prevention interventions; encourage the development and dissemination of interventions to fill gaps.	VIPP Staff & CCIP Members	TDH Staff CCIP Members TN Injury Prevention Professionals	Ongoing; in progress
Objective 4: Increase statewide collaboration around injury and violence prevention in Tennessee – Focus on ICIG and collaborative Partners.				
4A	Identify new partners (IVP practitioners and community stakeholders working on IVP projects) and solicit their membership on the ICIG.	VIPP Staff ICIG Members	TDH Staff	Completed & Ongoing
4B	Provide a “Member Spotlight” at ICIG meetings so members can find out more about each other.	VIPP Staff	ICIG Members	Completed & Ongoing
4C	Regularly inventory the ICIG membership and affiliations/connections and determine what groups should be involved.	VIPP Staff	TDH Resources	Completed
4D	Create a list serve to disseminate information about Injury Prevention Efforts.	VIPP Staff	TDH Resources	Completed & Ongoing
4E	Identify contact person at each hospital/medical center/trauma center and local health department to begin communication on the topic of injury and violence prevention.	VIPP Staff	TDH Staff Trauma Center Staff	Completed & Ongoing
4E	Collaborate with other stakeholder prevention leaders/groups to promote injury prevention partnerships.	VIPP Staff	TDH Staff ICIG Members Professional Associations	Completed & Ongoing (TCAC, CoPEC, SE & SW IVPN)

Measures of Success

- New ICIG partners will be recruited annually.
- Injury Prevention Email Networks will be utilized quarterly to connect stakeholders on specific injury topics.
- Individuals will be identified in local health departments and hospitals as a contact person for injury and violence prevention

- Evidence-based injury prevention strategies will be used routinely throughout Tennessee.
- Injury and violence prevention efforts will be well coordinated at the state and local level.
- Program fidelity will be documented by TDH trained volunteers.

GOAL 4: Provide centralized technical support and training to dedicated injury prevention staff and collaborative network partners and educate health department and policy leaders about public health approaches to injury prevention. (goal 1 SVIPP)				
STRATEGY		LEAD(S)	RESOURCE(S)	STATUS
Objective 1: Provide education and training workshops (and/or webinars) on injury and violence topics.				
1A	Conduct Injury Prevention 101 Class at least once annually.	VIPP Staff	TDH Resources State Meeting Space ICIG Members	Completed
1B	Provide an annual injury prevention symposium.	VIPP Staff	TDH Resources State Meeting Space ICIG Members	Completed
1C	Provide webinars regarding identified injury prevention priority topics and educate partners about public health approaches to injury prevention.	VIPP Staff	TDH Resources State Meeting Space ICIG Members	Completed & Ongoing
1D	Work with ICIG Education and Training Committee to identify other training opportunities for IVP staff and local community coalitions.	VIPP Staff	ICIG Members	Completed & Ongoing (Safe States Training Center)
1E	Identify training opportunities that encourage public health approaches to injury and violence prevention and disseminate to injury prevention partners.	VIPP Staff	TDH Communications Staff	Completed & Ongoing (Safe States Training Center)
Objective 2: Promote and distribute annual injury prevention awards.				
2A	Solicit nominations from CCIP members and other injury prevention professionals.	VIPP Staff CCIP Data Subcommittee	TDH Epidemiologist CCIP Data Subcommittee	Ongoing
2B	Recognize individuals and community groups who impact injury prevention priorities.	VIPP Staff	TDH Resources	Ongoing
2C	Submit press release regarding awards and publish winners on IVP website.	VIPP Staff	TDH Communications	Ongoing

Measures of Success

- Injury Prevention 101, Annual Symposium, and Webinars will be documented annually or as needed, and other IVP training will be documented.
- Annual recognition of persons/organizations/communities making notable contributions to injury and/or violence prevention in the state.

GOAL 5: Communicate and provide scientific information on the magnitude and burden of injury, associated risks, proven interventions and cost impact to policy makers to assist them in making informed decisions.

STRATEGY		LEAD(S)	RESOURCE(S)	STATUS
Objective 1: Increase awareness of injury including violence as a public health problem.				
1A	Use IVP website to increase awareness (inclusion of stakeholder info and links, information about data and program evaluation).	VIPP Staff	TDH Epidemiologist TDH Data CDC Data	Completed & Ongoing (Child and Infant Dashboard)
1B	Provide presentations on the topic of injury and violence prevention at conferences (Coordinated School Health, TN College of Surgeons, Pediatricians, others).	VIPP Staff	TDH Web Development Staff	Completed & Ongoing
1C	Provide presentations at TN public health conferences.	VIPP Staff	TDH Staff	Completed & Ongoing
Objective 2: Create a compelling injury and violence prevention message that galvanizes support.				
2A	Work with executive leadership to identify a safety message and a campaign with materials for local health departments.	VIPP Staff	TDH Staff	Completed & Ongoing (Safe Sleep Hospital Project)
2B	Create an injury prevention/safety calendar for use at local health departments (inclusion of chronic diseases and healthy behaviors).	ICIG Planning Committee	TDH Staff ICIG Members	Completed
Objective 3: Encourage media coverage of injuries as a public health problem.				
3A	Provide training to local communities on methods to address the media on issues pertaining to injury and violence prevention.	VIPP Staff	TDH Communications Staff	Ongoing; in progress
3B	Provide injury media packets as a resource for local communities and/or health councils/ community coalitions.	VIPP Staff	TDH Staff TDH Communications Staff	Not Completed; Ongoing
3C	Work with Commissioner's Office to distribute press releases on topics pertaining to injury and violence prevention.	VIPP Staff & CCIP Members	TDH Staff CCIP Members TDH Communications Staff	Completed & Ongoing
Objective 4: Demonstrate the cost-benefit of injury prevention programs/interventions.				
4A	Provide data on the costs of fatal and nonfatal injury and the benefits of prevention.	VIPP Staff	TDH Epidemiologist TDH Data CDC Data	Completed & Ongoing
4B	Develop a one page sheet depicting costs savings of IVP for distribution to policy makers.	VIPP Staff	TDH Epidemiologist TDH Data CDC Data	Ongoing; in progress

Objective 5: Establish a Policy and Advocacy Workgroup for the CCIPC.				
5A	Perform policy gap analyses related to IVP policies.	VIPP Staff	TDH Epidemiologist TDH Data	Ongoing; in progress; review and update annually
5B	Identify best practice and/or evidence based policy strategies.	VIPP Staff	ICIG Policy Committee	Ongoing; in progress
5C	Coordinate the production of Stakeholder Policy Education Alerts/Booklet and distribute to policy makers.	VIPP Staff	TDH Staff ICIG Members TDH Communications Staff	Not Completed
Objective 6: Create a compelling injury and violence prevention message that galvanizes support.				
2A	Work with leadership from the TDH to identify safety messages and materials for local health departments.	VIPP Staff CCIP Data Subcommittee	TDH Staff TDH Communications Staff ICIG Members	Ongoing; in progress
2B	Create a safety calendar for use at local health departments (inclusion of chronic diseases and healthy behaviors).	CCIP Planning Committee	TDH Staff TDH Communications Staff ICIG Members	Ongoing
Objective 7: Assess community needs surrounding injury and violence prevention priority areas and related data				
4A	Survey local hospitals, health departments, and other programs; determine data needs to conduct community assessments.	VIPP Staff	TDH Staff	Ongoing; in progress
4B	Provide opportunities to build capacity in the interpretation and use of injury data.	VIPP Staff	TDH Staff	Completed & Ongoing

Measures of Success

- Documented website, presentations, safety calendar, policy guide, safety message campaigns, trainings, and community needs assessments conducted by hospitals.

Goal 6: Enhance the statewide Injury and Violence Prevention Plan to include logic models for priority areas and implement strategies that address risk and protective factors. (goals 3 & 4 SVIPP)				
	STRATEGY	LEAD(S)	RESOURCE(S)	STATUS
Objective 1: Revise existing logic models for injury and violence prevention priority areas.				
1A	Refine selected Injury and Violence implementation strategies to address risk and protective factors.	VIPP Staff	TDH Epidemiologist TDH Data CDC Data	Ongoing; in progress update annually
1B	Enhance the Injury and Violence Prevention Logic Model for selected strategies.	VIPP Staff	TDH Staff	Completed & Ongoing

1C	Obtain technical assistance from CDC to refine logic model and provide guidance for its use.	VIPP Staff	TDH Staff	Completed & Ongoing
Objective 2: Implement strategies for identified focus areas to address risk and protective factors.				
2A	Partner with Vanderbilt PIPSY Program to deliver a Return to Learn Webinar that will include Return to Play information.	VIPP Staff	TDH Resources (i.e. Adobe Connect Webinar) Vanderbilt PIPSY	Completed
2B	Work with Vanderbilt PIPSY Program to provide a sports injury conference.	Vanderbilt PIPSY	TDH Resources Vanderbilt PIPSY	Completed & Ongoing
2C	Recruit coaches to implement Coaching Boys Into Men Violence Prevention Program.	VIPP Staff	TDH Staff	Completed & Ongoing
2D	Partner with Prevent Child Abuse TN to update online training to prevent Shaken Baby Syndrome.	VIPP Staff & CCIP Members	TDH Staff CCIP Members	Completed
2E	Disseminate Mild Pediatric TBI Guidelines to healthcare providers.	VIPP Staff & CCIP Members	TDH Staff CCIP Members	Completed & Ongoing
2F	Promote REDUCE TN CRASHES and Battle of The Belt to schools.	VIPP Staff & CCIP Members	TDH Staff CCIP Members	Completed & Ongoing
2G	Recruit schools in high teen crash rate counties to implement evidence-based Checkpoints MVC prevention program.	VIPP Staff & CCIP Members	TDH Staff CCIP Members	Completed & Ongoing
2H	Work with the Coffee County Drug Prevention Coalition to provide "Count It, Lock It, Drop It" training to coalitions who adopt the program.	VIPP Staff & CCIP Members	TDH Staff CCIP Members	Completed
2I	Implement other programs as identified by data and address risk and protective factors to reduce injury.	VIPP Staff & CCIP Members	TDH Staff CCIP Members	Ongoing; in progress

Measures of Success

- Injury Prevention Webinars will be documented annually or as needed, and other IVP training and programs will be documented, including CBIM, Reduce TN Crashes, Checkpoints, Count It! Lock It! Drop It! and other relevant IVP programs.

