

IMPACT Newsletter



Impaired Minds Produced by Alcohol Cause Trauma

IMPACT Program Honours Volunteers

"Poor choices don't just affect you; they ripple through your community." This is the message that the LHSC IMPACT (Impaired Minds Produced by Alcohol Cause Trauma) program has been giving to adolescent students for over 16 years now.

IMPACT's goal is to reduce drinking and driving and other high-risk behaviour among teenagers, and to heighten their awareness to the potential medical consequences of high-risk behaviour. IMPACT relies heavily on volunteerism for its sustainability, and for this reason, the

New Format- Same Message

The new and improved IMPACT program had its debut this October.

Due to Milestone 1 and a needs assessment, the program format has changed, but the message remains the same.

The new format consists of a mock resuscitation, and then students are broken up into small groups and rotate stations. The stations include an ER

program continues to acknowledge its volunteers with achievement awards.

Tillsonburg District Memorial Hospital and the UWO Medical Class of 2007 were presented with the awards for their dedication and endless hours of volunteerism to the IMPACT program.

Tillsonburg District Memorial Hospital is credited for founding a new peripheral IMPACT program. The University of Western Ontario Medical Student Class of 2007 is recognized for research work with IMPACT, local fundraising and raising awareness to health care provider's role in injury prevention programs and on-going education.

component, an RT component, a Paramedic component and a CCTC component with a bedside visit.

On initial findings, the program is using more interaction and involvement with the students, which increases the learning curve, and keeps things interesting. Focus groups surveys will be done in the future, to evaluate the effectiveness of the new program.

IMPACT Volunteer Winners

From photo left to right:

- **Derek Barnard, Respiratory Therapist & Lisa Gardner, Former Clinical Nurse Educator, TDMH**
- **Presenting awards- Dr. Murray Girotti, Medical Director & Denise Polgar, Injury Prevention Educator, Trauma Program, LHSC**
- **Ramnique Malik & Ronen Behar, Medical Students, UWO**

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Research data and information courtesy of:
Tanya Charyk Stewart,
Epidemiologist & Data Specialist, Trauma Program:



Does IMPACT Save The Community Money?

The Trauma Program will present a study on IMPACT at the upcoming Canadian Injury Prevention and Safety Promotion Conference in Halifax, NS in November 2005.

The purpose of the study was to quantify the direct and indirect hospital costs of preventable injury as a result of a MVC in 15-25 yr olds and the costs of operating the IMPACT program aimed at reducing MVC's in this age range.

Does preventing injury make a positive "IMPACT" on the bottom line?

Here's what we found:

- Injury Prevention Program costs at LHSC approx \$50,000 per year.

- Acute care hospital costs of treating 15-25 yr olds in 2002/03 totalled **\$1.9 Million**.

- Each injury prevented would save society **\$22,979.29**

- Only **2 injuries** need to be prevented to re-coup the investment of program costs!

Therefore, there is a significant return on investment with each injury prevented! An investment in injury prevention represents an opportunity for hospitals to efficiently manage costs while improving outcomes in a population vulnerable to preventable injury. Injury prevention is the right thing to do for society, in terms of saving personal and economic costs of injury.

No More Accidents- A Culture Shift

On September 8th experts and injury prevention advocates got together and asked the media, health care providers and the general public to rethink their use of the word 'accident'.

LHSC hosted the event, which was well attended, and received coverage from the media.

The premise is easy- injuries are predictable and preventable. An accident is defined as "without apparent cause", but the experts know that most injuries have a cause, which doesn't make it an accident.

The question: Are people starting to accept the campaign and shift to more appropriate language such as, incident, crash or collision?

The answer: Slowly. The media decided to continue using the word in "appropriate" circumstances after the campaign, and health care providers support the campaign, but admit that consciously remembering to use different language will take some time.

Through the London-Middlesex Road Safety Committee in which LHSC is a member, they will continue to inform and educate the community on preventable trauma. Their ultimate goal is to prevent injury and death, and by communicating this simple concept of appropriate language- we start the cultural shift.



IMPACT guest speaker Heather Glowacki explains to attendees that her crash was no 'accident'.