“While You were Sleeping”
Success Stories in Injury Prevention

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Harvard Injury Control Research Center
The Elves and the Shoemaker
To read all of the success stories, type “hicrc” or “Success stories in injury prevention” into Google
Public Health
often unrecognized
Maurice Hilleman
(1919-2005)
Public Health Approach

- Prevention (pro-active v reactive)
- Community (v one-at-a-time)
- No fault/blame
Injury & Violence Prevention
Categories

- Road
- Home
- Play
- Work
- Nature
- Violence
- Medicine
Motor Vehicles
Hugh deHaven
(1895-1980)
Dr. William Haddon, Jr
(1926-1985)
## Haddon Matrix

<table>
<thead>
<tr>
<th></th>
<th>Human</th>
<th>Agent</th>
<th>Environment</th>
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Graduated Driver Licensing

- Crashes of 16 & 17 year olds fall ~30% (MI, FL, NC, OH, PA, CA)
Collapsible Steering Column

• Risk of driver death in frontal crash falls 12%
Highway Crash Cushions

• Reduce death in crashes by 70%
Tap Water Scalds

• Seattle child scalds fall from 5.5/year in 1970s to 2.3/year in the 1980s
Hair Dryers

- 18 electrocution deaths/yr in the 1980s
- 1 death in 2000
Kids Can’t Fly

- Harlem child window falls deaths decrease 96% (from 5/year to 0.3/year)
Andrew McGuire
Fire-Safer Cigarettes

• New York
• California
• Vermont
• Canada
Play
Harvard Football, 1905

In one year, injuries tumble:
Fractures
29 to 5
Dislocations
28 to 3
Concussions
19 to 4
Hockey Eye Injuries

1972:
287 eye injuries
20 blind eyes

2000:
6 eye injuries
1 blind eye
Hockey Goalie Masks

Jacques Plante,
aka “Jake the Snake”
Work
Building the Golden Gate Bridge

Expected deaths 35+

Actual deaths 11
Nature
Icebergs
Hurricanes

Deaths:
1900-30  130/yr
1931-70  70/yr
1971-00  20/yr
Violence
Suicide in the Air Force
(deaths per 100,000)

1994: 16.4
1999: 3.5
DC Metro

Murder, rape, robbery, assault 75% lower than in comparable cities
Medicine
Anesthesia

From early 1980s to late 1990s, deaths fell 98%!
Injury and Violence

- Still a major health problem
- Predictable patterns, usually preventable
- Many types of interventions possible
Public Health

• Public health matters

• Individuals can (& have) made a difference

• Change takes longer than hoped

• Neither fame nor fortune
The Elves and the Shoemaker

Public Health never sleeps and deserves your support.