



## The National Action Plan for Child Injury Prevention - Webinar II Communication

October 8, 2013 – 2:00-3:00 p.m.

*Audio is streaming through your computer speakers. If you cannot listen via computer, call 866-835-7973.*



# Meeting Orientation Slide

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- Type any additional questions or comments into the Q&A box on the left.



# Presenter



*Ellen Schmidt*

Assistant Director, National Partnerships

*Children's Safety Network*



# Launching a Roadmap for Injury-Free Childhood – **National Action Plan**

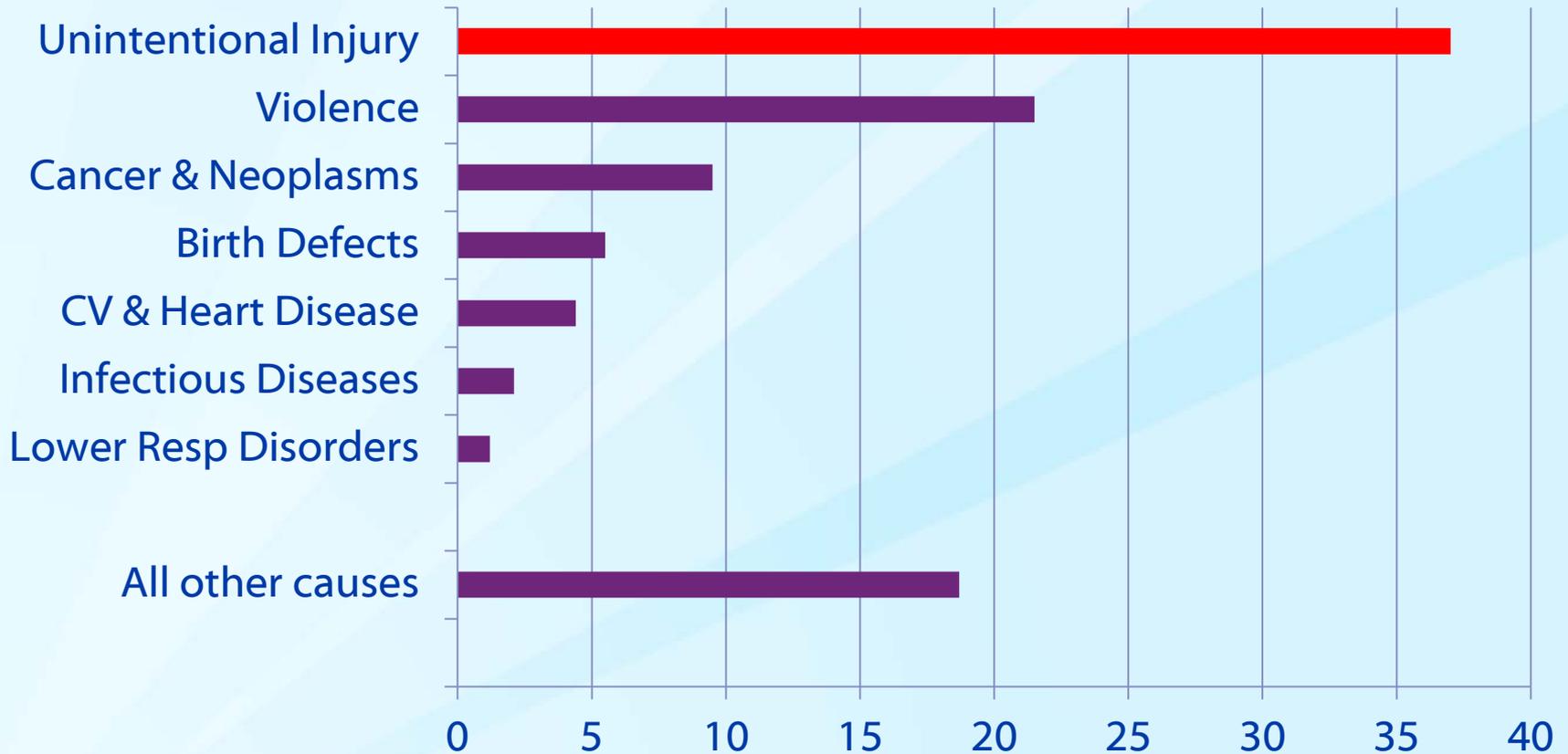
**Julie Gilchrist, MD**

Medical Epidemiologist

National Center for Injury Prevention & Control  
Centers for Disease Control & Prevention

October 8, 2013

# Percent of All Deaths Among Children 1-19 Years



From: WISQARS 2010 data. Cancer includes benign neoplasms; Birth Defects includes other perinatal mortality and pregnancy complications; Infectious Diseases includes influenza, HIV, meningitis

# INJURY

The #1 killer of children in the US



For every **1** child that dies there are...



**25**

hospitalizations



**925**

treated in ER

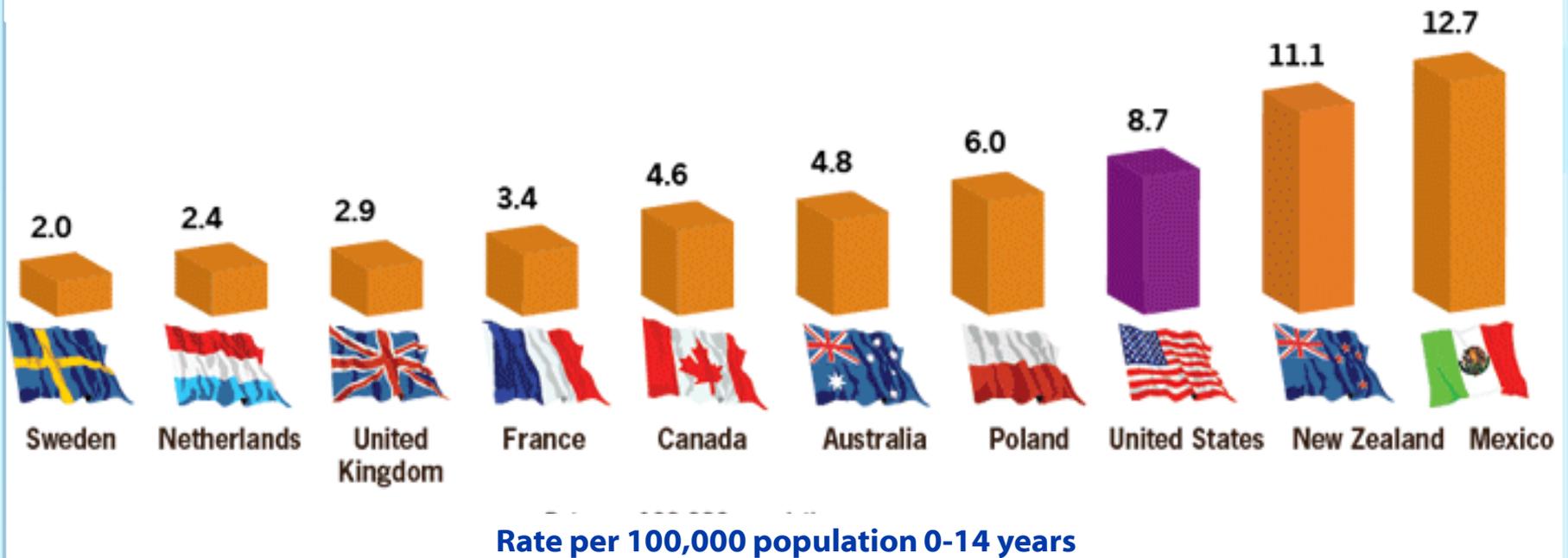


**Many**

more treated in  
doctors' offices

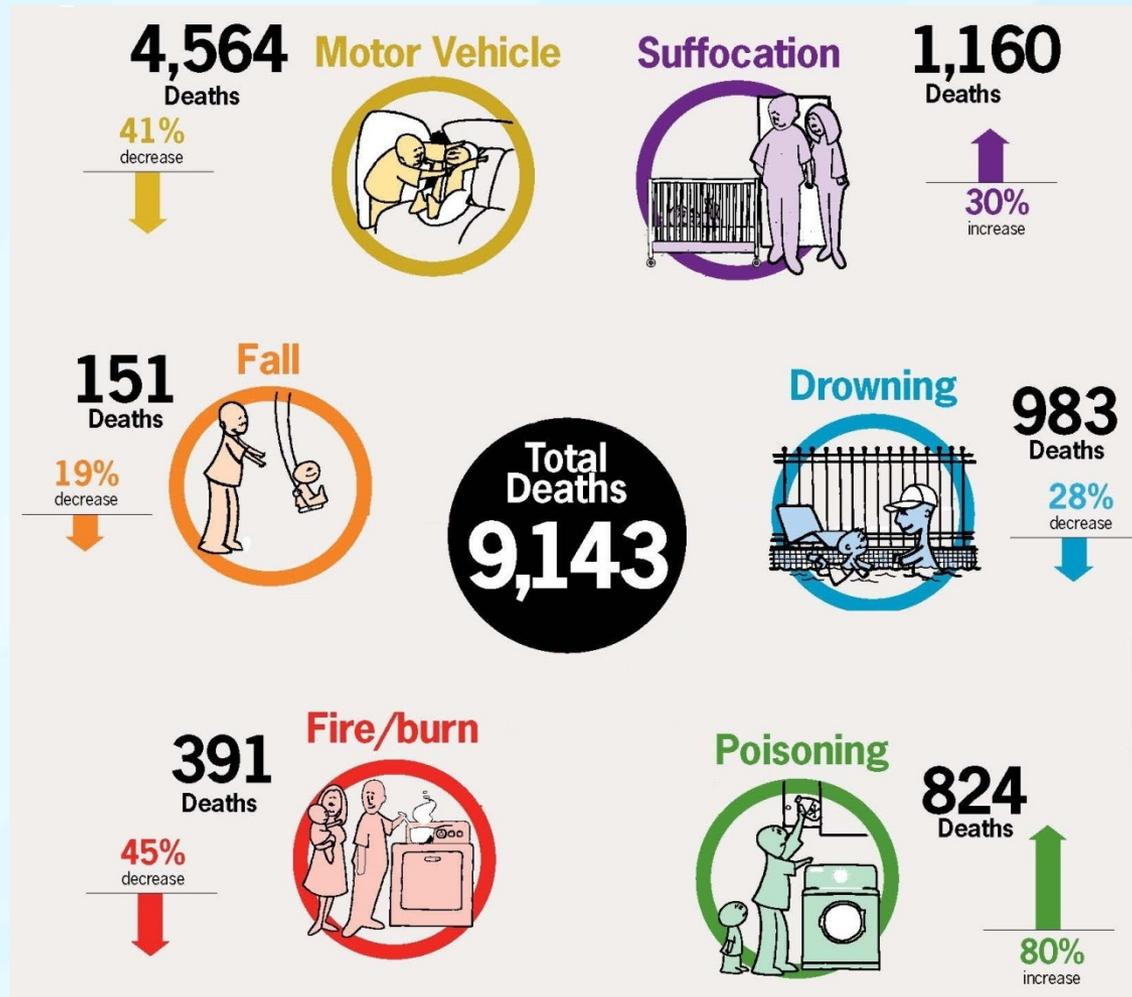


# US Rates Poorly Compared with Others



SOURCE: CDC Vital Signs, 2012

# Unintentional Injury Deaths and Trends among U.S. Children 0-19 Years



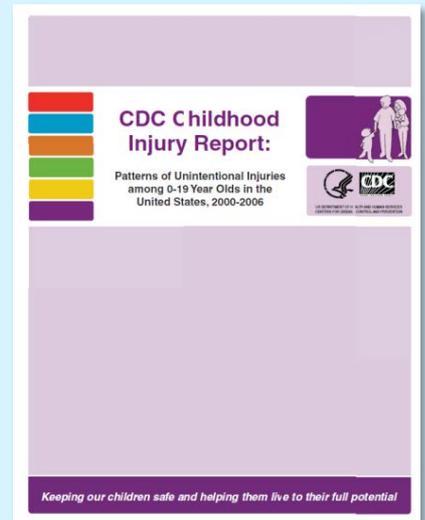
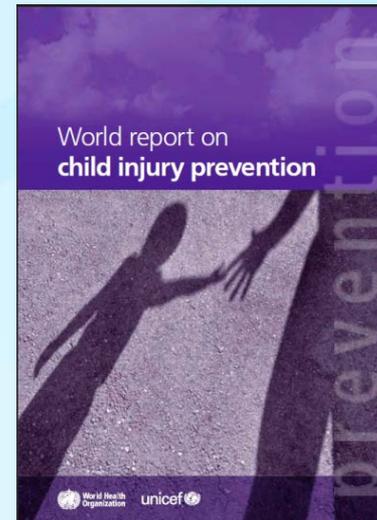
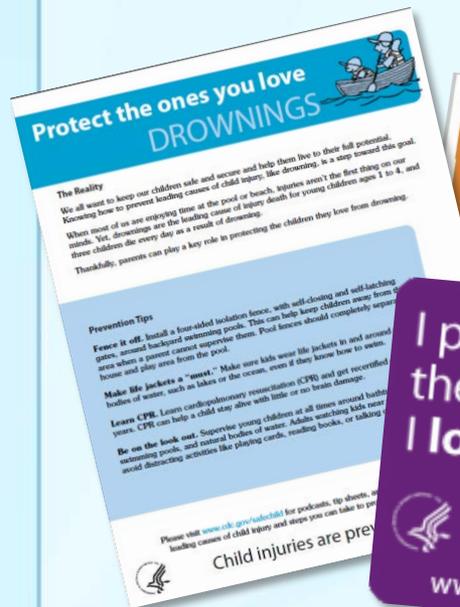
SOURCE: CDC Vital Signs, 2012; deaths – 2009, trends – 2000-2009

# CDC's Role

- ❑ Identify and share data, tools and strategies
- ❑ Support organizations and individuals

*Protect the Ones You Love*

*World Report on Child Injury Prevention & CDC Childhood Injury Report*



# National Action Plan for Child Injury Prevention

- ❑ **Raise awareness**
- ❑ **Highlight prevention solutions**
- ❑ **Mobilize action**



# A Framework for Action

- ❑ **Data & Surveillance**
- ❑ **Research**
- ❑ **Communication**
- ❑ **Education & Training**
- ❑ **Health Systems & Health Care**
- ❑ **Policy**



**COMMUNICATION**



## **Develop and use targeted, compelling, and consistent child injury prevention messages**

- ❑ Create or implement local and national campaigns on child safety.**
- ❑ Create a bank of messages by topics and themes that are relevant to the public and timed to events and seasons. Use stories to bring messages to life.**
- ❑ Establish Web-based, comprehensive communication tool kits for child injury topics.**
- ❑ Develop and implement a coordinated message strategy across all child injury topics.**



## **Use audience-specific communication sources to deliver child injury prevention messages**

- ❑ Find local young people and parents who have been injured who are willing to speak out publicly about the importance of injury prevention.**
- ❑ Create a network of available professional spokespeople and victim and safety advocates who are trained to deliver compelling, evidence-based messages to the media.**
- ❑ Use local businesses that value safety for injury prevention events and distribution sites.**



## **Use audience-specific communication sources to deliver child injury prevention messages**

- ❑ Encourage children's hospitals and other health care facilities to use their communication channels to share safety information.**
- ❑ Sponsor local injury prevention events to raise awareness about a specific cause.**
- ❑ Identify opportunities for media coverage in unexpected places.**

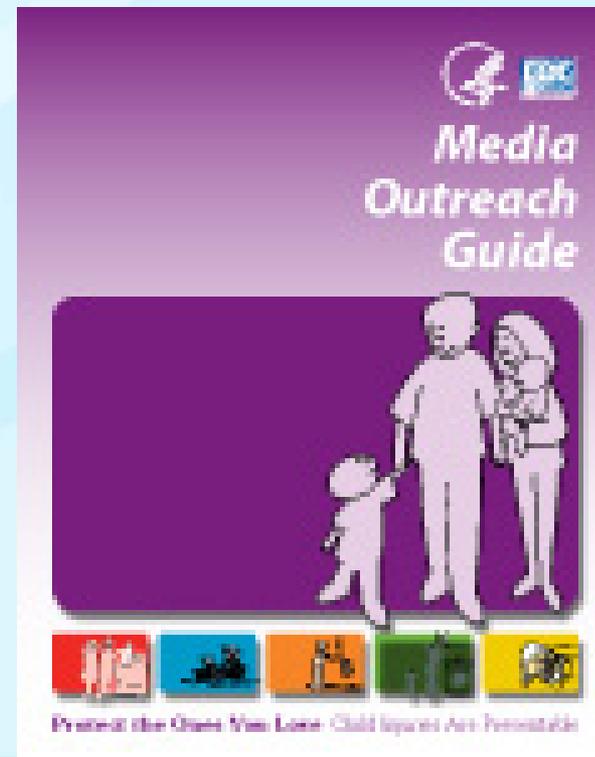
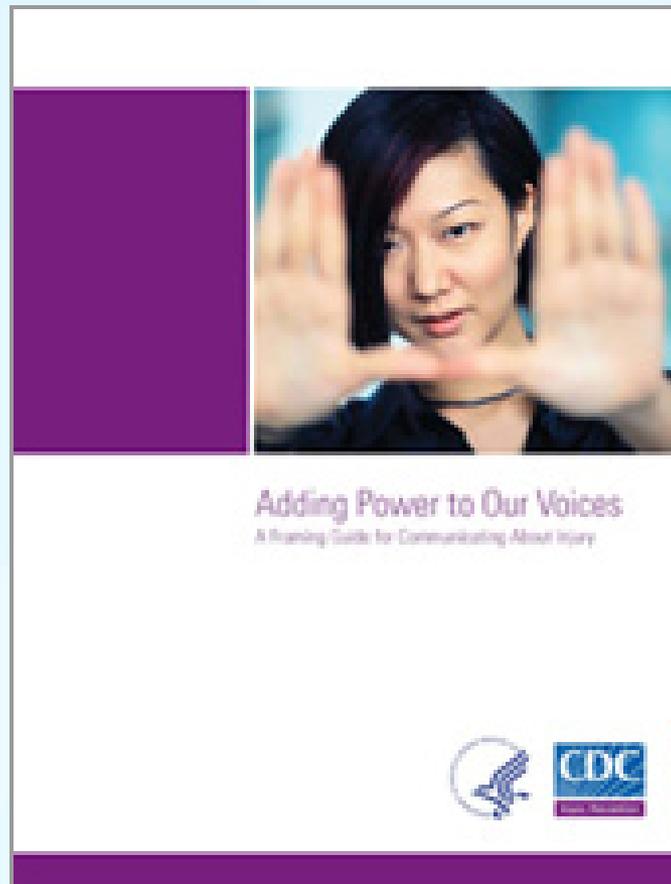


## **Strengthen and engage partnerships at every level to support communication strategies**

- ❑ Create a task force of organizations, decision makers, researchers, public health agencies, safety experts, and other stakeholders to share knowledge, expertise, and resources.**
- ❑ Generate a collaborative plan for refining, prioritizing, and implementing communication recommendations at the state or local level.**
- ❑ Develop a shared system to track and publicize progress made in adopting, implementing, or enforcing recommendations in the NAP.**
- ❑ Identify and partner with organizations for which safety is already part of their mission and highlight their efforts as examples others should follow.**

# Key Components in Communication

- ❑ Framing the issue
- ❑ Storytelling
- ❑ Working with the media





# **IMPLEMENTATION**

# NAP Implementation Projects

- ❑ **Funded nine pilot projects**
- ❑ **Test the feasibility of implementing specific actions in the NAP**
- ❑ **Identify potential next steps and new avenues**



“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

~Margaret Mead

**Julie Gilchrist, MD (jrg7@cdc.gov)**

**For more information please contact Centers for Disease Control and Prevention**

1600 Clifton Road NE, Atlanta, GA 30333

Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

E-mail: [cdcinfo@cdc.gov](mailto:cdcinfo@cdc.gov) Web: <http://www.cdc.gov>

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

National Center for Injury Prevention and Control  
Division of Unintentional Injury Prevention





# Presenter



*Tracy Mehan*  
*Executive Director*  
*Child Injury Prevention Alliance*



# PREVENT CHILD INJURY



**CIPA** CHILD INJURY  
PREVENTION ALLIANCE

# BACKGROUND

## Domains of NAP

Data & Surveillance

Research

Communications

Education & Training

Health Systems & Health Care

Policy



# GOALS FOR COMMUNICATIONS PROJECTS

Develop and use targeted, compelling and consistent messages

Use relevant, audience-specific communication channels and sources

Strengthen and engage local, state and national partnerships and coalitions for implementation

# CURRENT SITUATION

"Accident"  
Nothing I can do



Silos  
Focus on 1 injury area



Information overload



# OUR VISION: ONE VOICE

"Accident"  
Nothing I can do



Combat

Silos  
Focus on 1 injury area

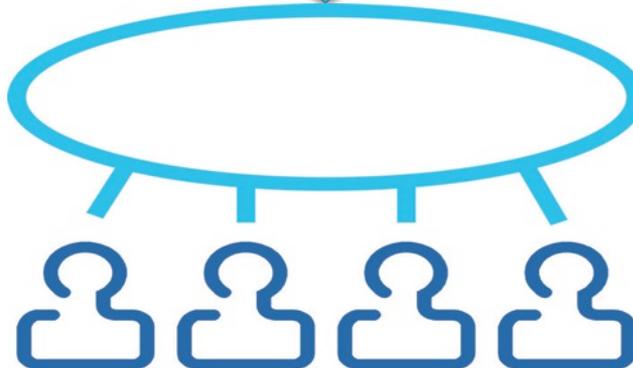


Unite

Information overload



Prevent



# UNITING THE VOICES

## Network

- Establish national partnership
- Create connections

## Coordination

- Create bank of free child injury prevention materials
- Coordinate timing of prevention campaigns

## Communications

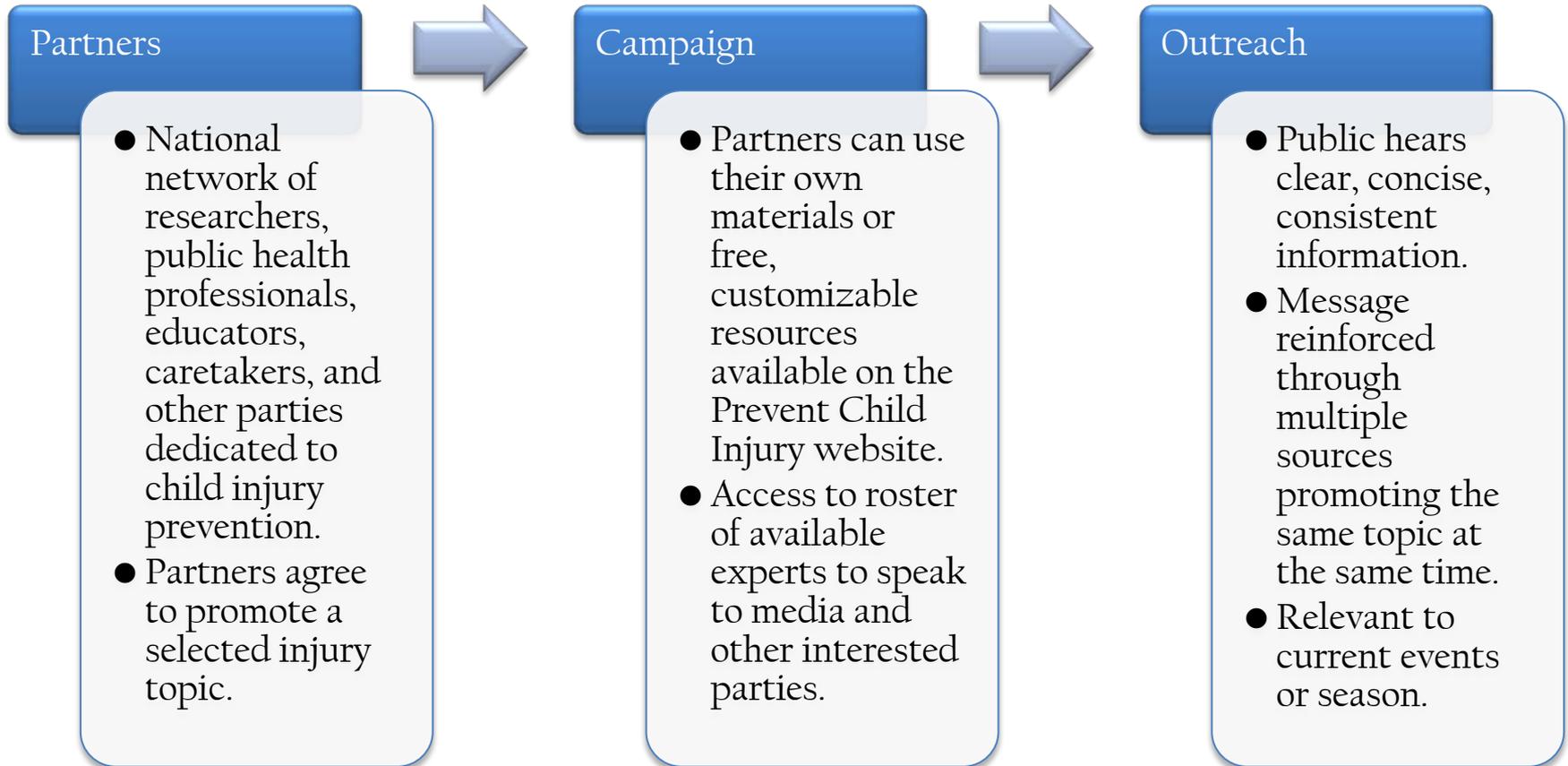
- Focus on clear, concise, consistent messaging
- Tips for talking to the media and reaching the public.

## Expertise

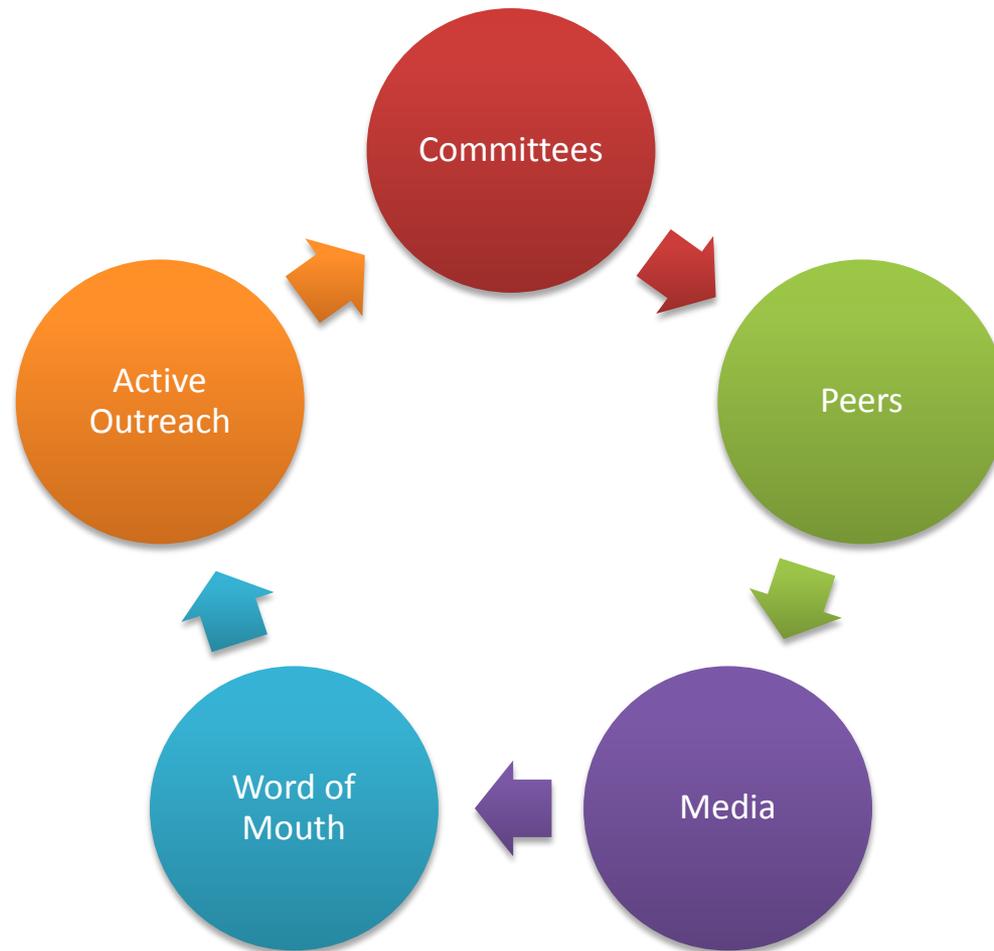
- Assemble national roster of professional spokespeople



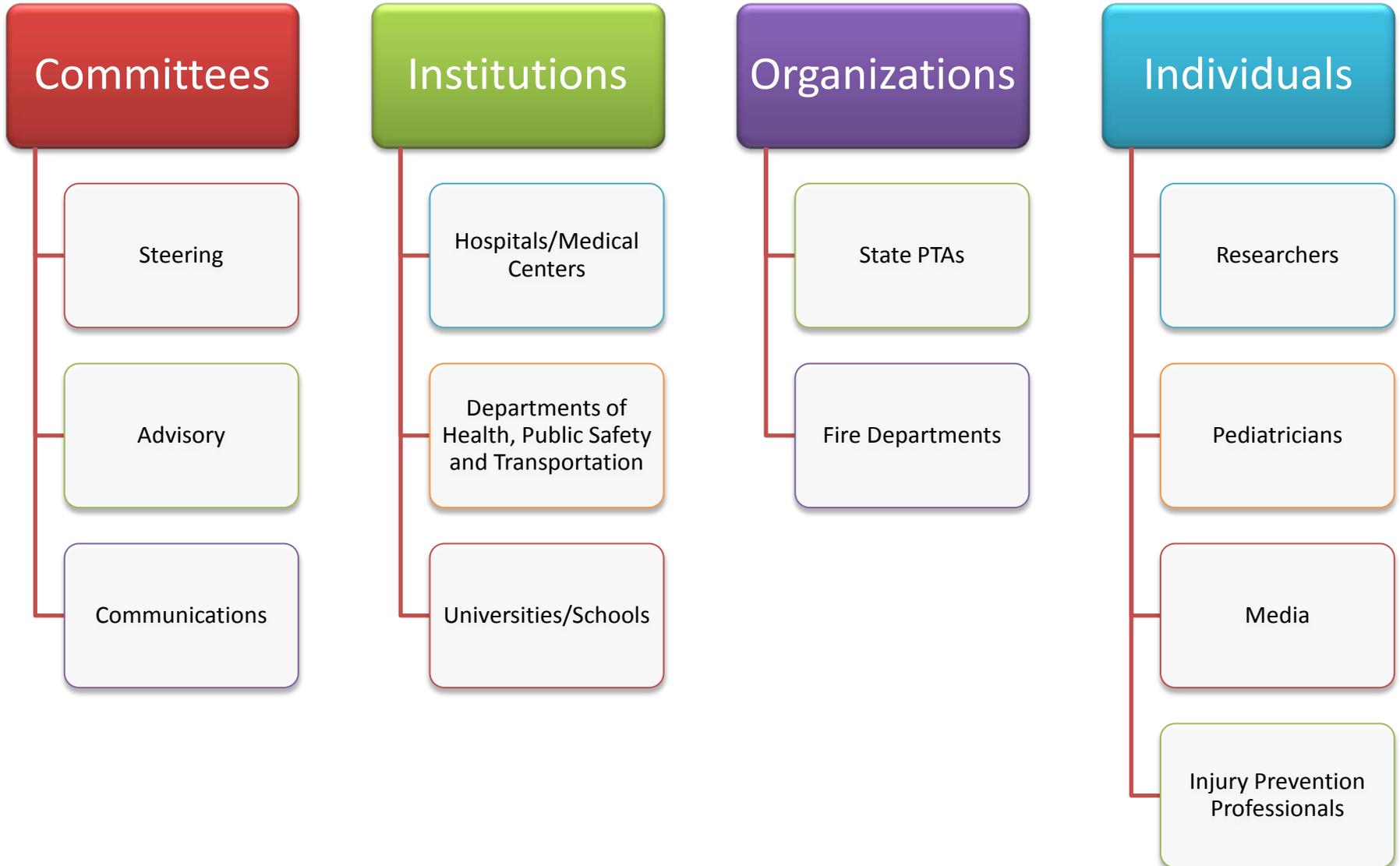
# HOW IT WORKS



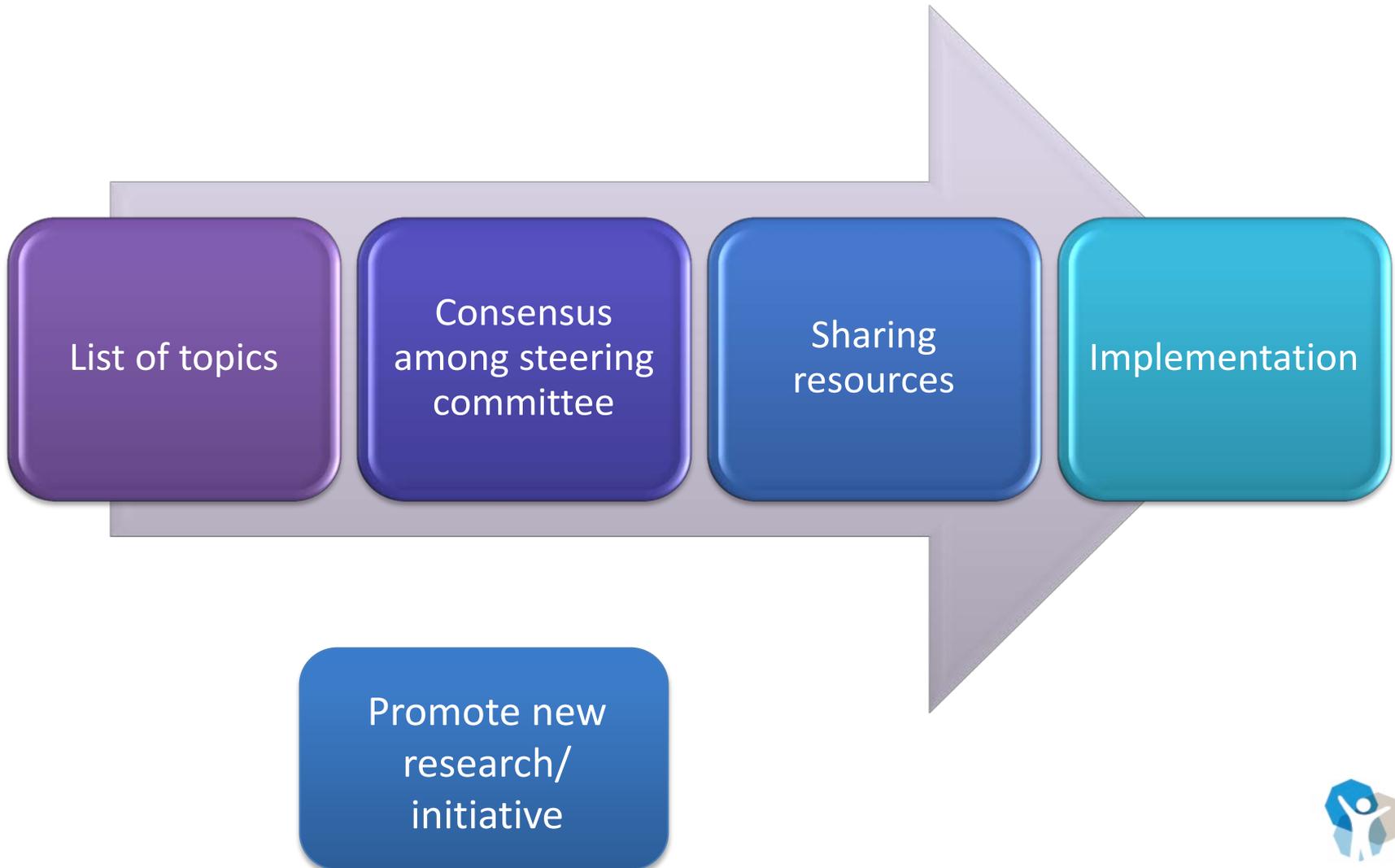
# BUILDING A NETWORK



# MEMBERS



# COORDINATION



# TOPICS COVERED



TV Tip-Overs



Child Passenger Safety



Youth Sports Injuries



Teen Driving



Magnet Ingestion



Toy Safety





# TOPIC POLL QUESTION



# TV TIP-OVERS

## TV TIP-OVER INFOGRAPHIC



## The Problem:

- Every 3 weeks in the U.S., a child dies from a TV tip-over.
- Every 45 minutes in the U.S., a child is treated in a hospital emergency department for an injury received when a TV tipped-over on them.
- The numbers of deaths and injuries from this preventable event are increasing.

# TV TIP-OVERS TOOLKIT



PREVENT  
CHILD INJURY

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[Resources](#)

Every 45 minutes a child is treated in a U.S. emergency department for a TV tip-over injury.



PREVENT  
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# USER GUIDE



## TV TIP-OVERS USER GUIDE

### PURPOSE

This user guide is a brief description of the materials available to you as you begin planning your outreach on prevention of TV tip-over injuries to children. Research has shown that the number of injuries and deaths from TV tip-overs is increasing. Our hope is that by having all of us talk about the topic at the same time, it will increase the reach and magnitude of our messages. Feel free to use the materials included here or others you may already have. Please plan your outreach efforts to take place during the week of July 22 – 28, 2013. Join us in whatever way you can – by talking to the media, discussing the issue on social media, or planning an event. Together we can Prevent Child Injury.



### SWISS CHEESE PRESS RELEASE

The press release included in this packet has options for personalization, including open spaces for quotes and information about your organization. The press release can also be customized with your logo and branding. Example quotes are provided for your convenience, so feel free to use these quotes or use your own.



### MEDIA GUIDE

The media guide includes answers to questions commonly asked by reporters on this topic as well as suggested sound bites. Sound bites are short, clear statements that reinforce key information about the importance of preventing TV tip-over injuries to children. If you are interviewed by a member of the media, the sound bites will help you stay on topic while getting across the substance of your message.



### FACT SHEETS

The packet includes two fact sheets created by Prevent Child Injury as well as links to fact sheets from some of our members. The first Prevent Child Injury fact sheet explains the issue of TV tip-over injury while the second explains how TVs can be safely secured. Links to member fact sheets include tips in English and Spanish from Children's Hospital of Philadelphia and Safe Kids Worldwide, as well as guidelines from the Consumer Product Safety Commission. Feel free to print them out or link to them online. Fact sheets are often displayed in places such as doctors' offices and local health departments, but be creative and think about where families might see the information in non-traditional settings.



### NEWSLETTER ARTICLE

This article can be easily dropped into a newsletter, blog, or website. If you choose to edit the article for length, remember to keep the key information about TV tip-over awareness and prevention.



## TV TIP-OVERS



### EXISTING RESOURCES

One of the strengths of Prevent Child Injury is that we share injury prevention materials and benefit from each other's knowledge and resources. The materials in the "Existing Resources" section were created by some of our members and include special research reports, brochures, fact sheets, infographics, and links to videos that promote awareness and prevention of TV tip-over injuries to children.



### SOCIAL MEDIA

Social media is a powerful tool for public health. Sample posts for Facebook and Twitter on preventing TV tip-overs have been included. Feel free to use these or create your own. If your organization does not have the resources to create your own posts, "like" or follow other injury prevention organizations and repost their messages to your followers. Be creative – also post on Pinterest, Instagram, and other social media channels.

One way users of social media find content is through hashtags. Hashtags are used to sort content by key words and are created by placing a # symbol before words or phrases in posts so that they appear in searches. Remember to add the hashtag #TVTipovers to your social media posts.

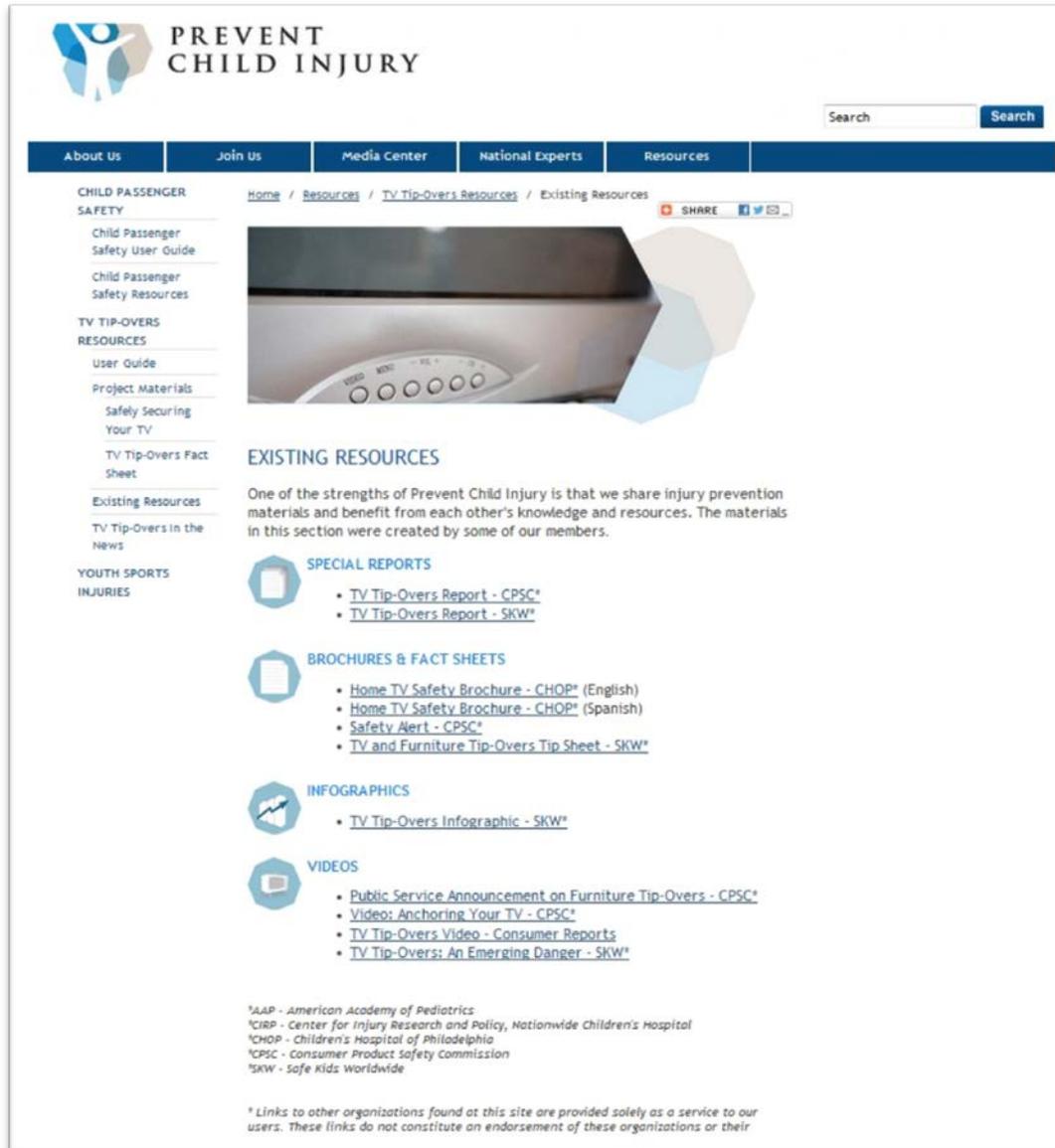


### TRACKING

We'd love to hear stories of how you are using the included materials. Please share your successes with us – include media coverage, outreach efforts, etc. This will help guide the development of materials in the future.



# EXISTING RESOURCES



The screenshot shows the 'PREVENT CHILD INJURY' website. The header includes the logo and a search bar. A navigation menu contains 'About Us', 'Join Us', 'Media Center', 'National Experts', and 'Resources'. The main content area is titled 'EXISTING RESOURCES' and features a breadcrumb trail: 'Home / Resources / TV Tip-Overs Resources / Existing Resources'. Below the breadcrumb is a 'SHARE' button and social media icons. A large image of a TV control panel is partially visible. The 'EXISTING RESOURCES' section contains a paragraph and four categories of resources: 'SPECIAL REPORTS', 'BROCHURES & FACT SHEETS', 'INFOGRAPHICS', and 'VIDEOS'. Each category lists specific reports, brochures, infographics, and videos with their respective source organizations.

**PREVENT CHILD INJURY**

Search

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[Home](#) / [Resources](#) / [TV Tip-Overs Resources](#) / Existing Resources

SHARE   

**EXISTING RESOURCES**

One of the strengths of Prevent Child Injury is that we share injury prevention materials and benefit from each other's knowledge and resources. The materials in this section were created by some of our members.

**SPECIAL REPORTS**

- [TV Tip-Overs Report - CPSC\\*](#)
- [TV Tip-Overs Report - SKW\\*](#)

**BROCHURES & FACT SHEETS**

- [Home TV Safety Brochure - CHOP\\* \(English\)](#)
- [Home TV Safety Brochure - CHOP\\* \(Spanish\)](#)
- [Safety Alert - CPSC\\*](#)
- [TV and Furniture Tip-Overs Tip Sheet - SKW\\*](#)

**INFOGRAPHICS**

- [TV Tip-Overs Infographic - SKW\\*](#)

**VIDEOS**

- [Public Service Announcement on Furniture Tip-Overs - CPSC\\*](#)
- [Video: Anchoring Your TV - CPSC\\*](#)
- [TV Tip-Overs Video - Consumer Reports](#)
- [TV Tip-Overs: An Emerging Danger - SKW\\*](#)

\*AAP - American Academy of Pediatrics  
\*CIRP - Center for Injury Research and Policy, Nationwide Children's Hospital  
\*CHOP - Children's Hospital of Philadelphia  
\*CPSC - Consumer Product Safety Commission  
\*SKW - Safe Kids Worldwide

\* Links to other organizations found at this site are provided solely as a service to our users. These links do not constitute an endorsement of these organizations or their

# PROJECT MATERIALS

## Newsletter Article



PREVENT  
CHILD INJURY

**Newsletter/Top 5 Article**

Nearly every home in the United States has at least one television. Unfortunately, when not installed correctly, televisions can present real safety concerns.

Recently, there has been an increase in the number of news stories about children being seriously injured or killed by TV's tipping over. With a new study on TV injuries coming out in *Pediatrics* this month, now is a good time to revisit this injury risk.

According to the Consumer Product Safety Commission, on average, a child dies from a TV tipping over every three weeks in the United States. As people buy flat screen TV's, the older CRT TV's may be moved to less safe locations in the home, like on top of dressers and other furniture not designed for TV's. By placing TV's on furniture not designed for televisions, the risk of tip-overs increases because the furniture is now more top-heavy. In addition, the furniture may have drawers that children can pull open to use as stairs to help them reach the TV, which can cause the furniture and TV to topple over on them.

It is important to note that TV tip-overs are preventable. With that in mind, here are the Top Five Tips for preventing TV tip-overs:

- All TV's should be secured to the wall. Use safety straps or L-brackets for cathode ray tube (CRT) TV's and wall mounts for flat screen TV's.
- Place TV's only on furniture designed to support televisions, such as TV stands and entertainment centers. Dressers, armchairs, and chests of drawers are not safe places for your television.
- Secure TV stands and entertainment centers to the wall using safety straps or L-brackets.
- Do not place toys or the remote control on top of the furniture or the TV. Your child could climb the furniture to reach the item and cause the TV and furniture to tip over onto him.
- Make sure TV's are safely secured in all the places your child spends time—not just in your home.

Using these Top Five Tips, you can help reduce the risk of a TV tip-over in your home.

 [www.PreventChildInjury.org](http://www.PreventChildInjury.org)

## Fact Sheet



### SAFELY SECURING YOUR TV

*TV tip-overs can cause serious – sometimes fatal – injuries. Safety products that reduce the risk of tip-overs are available at many electronics, home improvement, and online stores. The type of TV determines the type of safety product that should be used.*



**FLAT SCREEN TV'S**

- Mount all flat screen TV's to a wall.
- Read the owner's manual or visit the manufacturer's website to find wall mounts that work best with your TV.



**ALL TV'S**

- If they will not be mounted on the wall, place televisions only on furniture designed to support TV's.
- Purchase appropriate straps and mounts for your TV.
- Flat screen TV mounts are available where TV's are sold and online starting at \$30.
- Safety straps for CRT TV's and furniture can be purchased at home improvement or online for as little as \$5.
- Follow all manufacturer instructions when installing safety straps, brackets, and wall mounts.
- For help with installation, contact your local electronics store.



**CATHODE RAY TUBE (CRT) TV'S**

- Secure all CRT TV's and the furniture on which they are placed to the wall with safety straps or L-brackets.
- Look at the back of your TV to decide which type of straps or brackets will work best with the model you own.

 PREVENT CHILD INJURY [www.PreventChildInjury.org](http://www.PreventChildInjury.org)

# PROJECT MATERIALS



INSERT YOUR  
LOGO HERE

**NEWS RELEASE**

**Embargoed for Release**  
12:01 AM July 22, 2013

*For more information, contact*  
INSERT YOUR CONTACT INFORMATION HERE

**TV Tip-Overs Pose Serious Safety Concern for Young Children**

Television is a popular form of entertainment in the United States, and almost all American households own at least one television set. Yet, many parents may not realize the serious safety concerns related to their TVs. In light of the new national study recently published online in *Pediatrics* on the dangers of TV tip-overs and the increasing number of families affected by this hidden danger, INSERT NAME OF YOUR ORGANIZATION HERE is working to make sure that parents understand how often these injuries occur and what they can do to prevent TV tip-over injuries.

Studies have found that every 45 minutes, a child is treated in a U.S. emergency department for a TV tip-over injury, and every three weeks, a child in the U.S. dies from a TV tipping over. "INSERT QUOTE," said INSERT NAME, TITLE OF PERSON BEING QUOTED, a member of Prevent Child Injury.

INSERT NAME OF YOUR ORGANIZATION HERE is committed to educating the public about injury prevention and safety concerns, such as TV tip-overs. "INSERT OWN QUOTE HERE," said INSERT NAME, TITLE OF PERSON BEING QUOTED HERE. "INSERT ADDITIONAL QUOTE HERE."

Parents can reduce the risk of injury from TV tip-overs by following these tips:

- All TVs should be secured to the wall. Use safety straps or L-brackets for cathode ray tube (CRT) TVs and wall mounts for flat screen TVs.
- Place TVs only on furniture designed to support televisions, such as TV stands and entertainment centers. Dressers, armchairs, and chests of drawers are not safe places for your television.
- Secure TV stands and entertainment centers to the wall using safety straps or L-brackets.
- Do not place toys or the remote control on top of the furniture or the TV. Your child could climb the furniture to reach the item and cause the TV and furniture to tip over onto him.
- Make sure TVs are safely secured in all the places your child spends time—not just in your home.



INSERT YOUR  
LOGO HERE

More prevention tips are available at [www.preventchildinjury.org](http://www.preventchildinjury.org).

Prevent Child Injury is a national group of organizations and individuals, including researchers, health professionals, educators, and child advocates, working together to prevent injuries to children and adolescents in the U.S. In collaboration with the U.S. Centers for Disease Control and Prevention, Prevent Child Injury promotes coordinated communication to the public about prevention of child injury, which is the leading cause of death of our nation's youth. To become a member of Prevent Child Injury or for more information and resources on this and other injury topics, please visit [www.preventchildinjury.org](http://www.preventchildinjury.org).

PARAGRAPH ABOUT YOUR ORGANIZATION HERE



INSERT YOUR  
LOGO HERE

**Example Quotes:**

**One-Part Quotes:**

- 1) "As consumers buy new flat screen TVs, they should remember to put their older CRT TVs on furniture specifically designed to support televisions."
- 2) "On average, every three weeks a child in the U.S. dies from a TV tipping over. Such incidents are preventable, and parents can take action to reduce the risks of TV tip-overs."

**Two-Part Quotes:**

- 1) "On average, every three weeks a child in the U.S. dies from a TV tipping over. As consumers buy flat screen TVs, older TVs are often moved to less safe locations in the home, such as on top of dressers and other furniture not designed for TVs." ... "Children sometimes pull dresser drawers open to use as stairs to help them reach the TV, potentially pulling both the dresser and TV over onto themselves."
- 2) "It is important that parents understand what preventive actions they can take." ... "To reduce the risk of TV tip-overs, TVs should be placed on furniture designed for TVs, and both the TV and the furniture should be securely attached to the wall."

...Or feel free to come up with your own quote.

- Swiss cheese press release with sample quotes

# MEDIA GUIDE



## TV TIP-OVERS MEDIA GUIDE

### Answers to Common Questions Asked by Reporters

#### WHY SHOULD PARENTS BE CONCERNED ABOUT THIS TYPE OF INJURY?

Every three weeks in the U.S., a child dies from a television tipping over. Many parents and caregivers, however, are not aware of the dangers of a falling TV. These injuries are completely preventable. TV tip-over injuries are more likely to involve a young child under the age of 5 and can result in cuts and bruises, skull fractures, concussions, and even death.

#### WHAT MIGHT BE CAUSING THE INCREASE IN TV TIP-OVERS?

As consumers buy new flat screen TVs, older cathode ray tube (CRT) televisions may be placed on bedroom furniture or other items not designed to safely support a television. Children can pull out drawers or use shelves to climb furniture to reach the TV, causing the furniture to tip over and the TV to come crashing down on the child. Furniture that was not designed to support TVs, such as dressers, armoires, and chests of drawers, is often involved in TV tip-over injuries.

#### WHAT TYPE OF TV IS MOST DANGEROUS?

Both flat screen and CRT televisions have risks. TVs are often placed on furniture not designed to support televisions. Flat screen TVs are top-heavy with a small base, making them at risk of toppling over. CRT TVs are heavier than flat screen TVs and carry weight toward the front screen, which causes the TV to tip forward easily. Also, CRT TVs are often placed in a bedroom or playroom, where children may try to use them while unsupervised. Don't be fooled by size. TVs of all sizes have tipped over and caused injuries to children.

#### IS SECURING A TV EXPENSIVE OR DIFFICULT?

Flat screen TVs can be secured using a wall mount for as little as \$30 and 30 minutes of your time. Make sure you follow all manufacturer's instructions when installing a wall mount. If you are not comfortable installing the mount yourself, contact your local electronics store to find help.

CRT TVs can be attached to the wall using straps, available for as little as \$5 from home improvement stores or online. Make sure the TV is placed on a low piece of furniture designed to hold a TV and push the TV as far back as possible on the furniture. Attach the furniture holding the TV to the wall using straps or L-brackets.

## TV TIP-OVERS MEDIA GUIDE

#### WHAT ACTIONS CAN PARENTS TAKE TO PREVENT TV TIP-OVERS?

- All TVs should be secured to the wall. Use safety straps or L-brackets for cathode ray tube (CRT) TVs and wall mounts for flat screen TVs.
- Place TVs only on furniture designed to support televisions, such as TV stands and entertainment centers. Dressers, armoires, and chests of drawers are not safe places for your television.
- Secure TV stands and entertainment centers to the wall using safety straps or L-brackets.
- Do not place toys or the remote control on top of the furniture or the TV. Your child could climb the furniture to reach the item and cause the TV and furniture to tip over onto him.
- Make sure TVs are safely secured in all the places your child spends time—not just in your home.



### Sample Sound Bites for Media Interviews

Every 45 minutes, a child is treated in an U.S. emergency department for a TV tip-over injury.

On average, a child dies every three weeks from a TV tipping over.

For \$5 dollars, you can purchase a strap to secure your CRT TV to the wall and reduce the risk of a tip-over.

A flat screen TV can be secured using a wall mount for as little as \$30 and 30 minutes of your time.

TV tip-over injuries are preventable. Make sure TVs are safely secured in all the places your child spends time—not just in your home.

Buckle up! A TV without a safety strap is like a car without a seatbelt. Always use appropriate restraints for both.

# IN THE NEWS



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CHILD INJURY

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## CHILD PASSENGER SAFETY

Child Passenger  
Safety User Guide

Child Passenger  
Safety Resources

## TV TIP-OVERS RESOURCES

User Guide

Project Materials

Safely Securing  
Your TV

TV Tip-Overs Fact  
Sheet

Existing Resources

TV Tip-Overs In the  
News

## YOUTH SPORTS INJURIES

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SHARE



## TV TIP-OVERS IN THE NEWS

On this page you will find links to stories on TV tip-overs that have previously appeared in media outlets.

- [Mother Knows Best: TV Tip-Over Injury Story](#)
- [StatePoint Media: Protecting Kids From Furniture And TV Tip-Overs](#)
- [Nationwide Children's: Furniture Tip Overs Lead to Injury](#)
- [The Today Show: Rossen Reports on TV Tip-Overs](#)



PREVENT  
CHILD INJURY

# SOCIAL MEDIA



## TV TIP-OVERS SOCIAL MEDIA

### f Facebook Posts

1. Did you know your flat screen TV can be a danger to your children? Check out TV Tip-Overs By the Numbers to get the facts! <http://bit.ly/1X7Qd46>
2. Every 45 minutes, a child visits the ER because of an injury from a TV tipping over. Be sure to follow this safety check-list when installing your TV. <http://bit.ly/1X0M71c>
3. The who, what, where, and why of TV tip-overs. <http://t.asa.gov/W96fgn>
4. Furniture tip-overs can cause serious injury to children. Here is an example of just one of the tragic child deaths due to a TV. <http://bit.ly/1G439Q2>
5. Where is your television? How is it displayed? Each year, more than 12,000 children are injured by TV tip-overs. Prevent your child from being one of these. <http://bit.ly/1D86WFD>
6. Young children are curious. Don't let them be around an unsecured television. Prevent TV tip-over injuries. <http://bit.ly/1UR3G56>
7. Want to help teach others about the dangers of #TVtipovers? Great resources here [www.preventchildinjury.org](http://www.preventchildinjury.org)
8. Looking for an article for your newsletter to parents? How about teaching them how to prevent #TVtipovers. <http://bit.ly/1UR1ejg>
9. Want to learn about #TVtipovers from Pinterest - check out this board. <http://bit.ly/1Q9Pzys>

PREVENT CHILD INJURY

[www.PreventChildInjury.org](http://www.PreventChildInjury.org)



## TV TIP-OVERS SOCIAL MEDIA

### t Tweets

1. @ConsumerReports shows smaller TVs are larger risk for TV tip-over injuries. <http://bit.ly/1k4fzdf>
2. What parents need to know to avoid a TV tip-over injury to their child. <http://bit.ly/1mGw52>
3. Parents, watch how to avoid a TV tip-over injury. <http://bit.ly/1mGw52>
4. So you bought a flat screen TV... know the potential injury risks for your children. <http://bit.ly/12ie6fy>
5. Be hi-tech and safe - learn how to wall-mount your TV correctly here. <http://bit.ly/12ie6fy>
6. TV tip-overs are more common than you think. Prevent them. <http://bit.ly/12ie6fy>
7. TV tip-over injuries are preventable. Learn more. <http://bit.ly/12ie6fy>
8. Keep TV tip-over injuries out of your home. <http://bit.ly/1X7Qd46>
9. TV tip-overs: Who, what, where, and why? <http://t.asa.gov/W96fgn>
10. Each year, more than 12,000 children are injured by TV tip-overs. <http://bit.ly/1D86WFD>
11. Every 45 minutes a child visits the ER for a TV tip-over injury. <http://bit.ly/12ie6fy>
12. Want to help teach others about the dangers of #TVtipovers? Great resources here [www.preventchildinjury.org](http://www.preventchildinjury.org)
13. Looking for an article for your newsletter to parents? How about teaching them how to prevent #TVtipovers. <http://bit.ly/1UR1ejg>
14. Want to learn about #TVtipovers from Pinterest - check out this board. <http://bit.ly/1Q9Pzys>

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Pinterest

## TV tip-overs



PREVENT  
CHILD INJURY

# TWITTER CHAT



**COME TWEET WITH US**

Prevent Child Injury is hosting a Twitter chat on TV tip-over injuries  
Friday, July 26, 2013 at 2 pm EST

**PARTICIPANTS WILL INCLUDE:**  
U.S. Centers for Disease Control and Prevention  
Child Injury Prevention Alliance  
Consumer Product Safety Commission  
Kids in Danger

Join the conversation with #TVtipovers

PREVENT CHILD INJURY  [www.PreventChildInjury.org](http://www.PreventChildInjury.org)



**KID Kids In Danger** @kidsindanger 

In the time it takes to finish watching your favorite TV show 2 kids will be injured by a falling TV. #TVtipovers

2:07 PM - 26 Jul 2013

3 RETWEETS   



 **U.S. CPSC**  @OnSafety 

Parents should be concerned because one child dies every two weeks when a TV, furniture or appliance falls over onto him. #TVtipovers

2:07 PM - 26 Jul 2013

7 RETWEETS   



 **Amer Acad Pediatrics** @AmerAcadPeds 

Sharing a video from @AAPNews with Alison Tothy, MD, FAAP, talking about injuries to kids from #TVtipovers. [ow.ly/nkNjx](http://ow.ly/nkNjx)

# NATIONAL EXPERTS



**PREVENT  
CHILD INJURY**

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## NATIONAL EXPERTS

Prevent Child Injury offers members access to spokespeople selected for their knowledge on injury prevention topics. These experts will be available to speak to media and other interested parties.

### TV TIP-OVERS



**Kate Carr**  
Safe Kids Worldwide  
[kcarr@safekids.org](mailto:kcarr@safekids.org)  
(202) 662-0600



**Nancy Cowles**  
Kids in Danger  
[nancy@kidsindanger.org](mailto:nancy@kidsindanger.org)  
(312) 595-0649



**Rennie Ferguson**  
Safe Kids Worldwide  
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(202) 662-0600



**Gary Smith, MD, DrPH**  
Child Injury Prevention Alliance  
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(614) 398-2472



**Tareka Wheeler**  
Safe Kids Worldwide  
[twheeler@safekids.org](mailto:twheeler@safekids.org)  
(202) 662-0600



**Scott Wolfson**  
Consumer Product Safety Commission  
[swolfson@cpsc.gov](mailto:swolfson@cpsc.gov)  
(301) 504-7908



# RESOURCE USE POLL QUESTION



## Activities

- AAP sent mailing about the research to 1500 media outlets
- Partners spoke to local and national media outlets
- Members posted information on their websites
- Johns Hopkins shared information in their mobile safety center
- Incorporated into social media outreach for the week



University of Pittsburgh

Consortium for  
**circa**  
Injury Research & Community Action

Home News History People Related Centers Training Outreach Research Pediatrics Contact

**Welcome to CIRCA**

The Consortium for Injury Research and Community Action (CIRCA) is a university-wide comprehensive Injury Control Research program that provides community based injury prevention, research, training, and service through an extensive collaboration with a broad range of university, state and local organizations. The consortium conducts and promotes injury control research, gathers and disseminates information on injuries, provides training for health professionals, and informs public and community leaders on injury control issues. The unifying theme is a unique focus on social, public policy, environmental change and community participatory-based approaches to injury research and prevention.

**Mission**

Our mission is to understand how the social and physical environment affects injury risk and how social norms, community-based interventions, public policy and environments can be altered to reduce the occurrence, severity and consequences of injury through development of multi-disciplinary research and educational and training activities.

**IN THE NEWS**

05/29/2013  
**Falling TVs send a child to the ER every 45 minutes**  
A part of the Prevent Childhood Advisory Committee, Dr. Sanika Bhattacharya, CIRCA's Children's Injury Prevention Care Director provides an important resource for decreasing this risk: <http://www.preventchildinjury.org/resources-3.aspx>.  
See full story here >

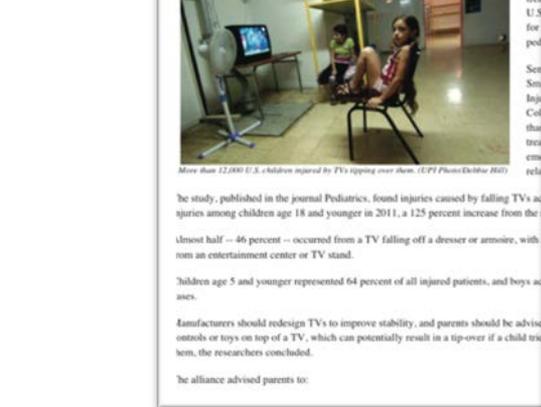
07/06/2013  
**Director Dr. Anthony Fabio interviewed about the summer dangers of drowning.**  
Experts urge adults to be aware of drowning danger.  
See full story here >

06/12/2013  
**Save the Date-CDC ICCPUD Webinar, June 26, 2013**  
Mark your calendars for the next webinar in the Preventing Underage Drinking series sponsored by the federal Interagency Coordinating Committee on the Prevention of Underage Drinking (ICCPUD). The ICCPUD member agency hosting this event is the Centers for Disease Control and Prevention (CDC).  
See full story here >

# SUCCESS

## Media Highlights

- ABC News
- BBC News
- CBS News
- Chicago Tribune
- CNN
- Detroit Free Press
- Fox News Latino
- Huffington Post
- Los Angeles Times
- MSN
- NBC News
- Parent Magazine
- Reuters
- United Press International (UPI)
- US News and World Report
- USA Today



# VIDEO

STIR Home Official Rules See Our Work Learn More About STIR

## THE GREATER GOOD GIVEAWAY

# ENTER TO WIN

A CUSTOM PRODUCED TV COMMERCIAL  
WITH A VALUE OF \$150,000+  
- REGISTER BY 12.31.2012 -



### WE'LL HELP YOU HELP YOUR COMMUNITY

STIR Advertising and Integrated Messaging has designed *The Greater Good Giveaway* to empower healthcare organizations like yours to do... greater good. We're giving you an opportunity to win a custom produced TV commercial with a value of \$150,000. It's the perfect opportunity for your organization to reach out further. Entering is as easy as 1, 2, 3.

- #### 1 TELL US ABOUT YOUR ORGANIZATION

\*Denotes a required field

\*Organization Name:

\*Product/Service Name:

\*Contact Name:

\*Contact Phone:  
 -

\*Contact Email:

\*Mailing Address:

Address #2:

\*City:

\*State:

\*Zip-Postal Code:
- #### 2 TELL US WHAT YOU WILL DO IF YOU WIN

\*We will agree to air the final spot (choices):  
Choose from the following options:

\*Describe how this product helps the community.  
(250 characters or less)

\*What marketing goals would this TV spot help to achieve?

\*Tell us why we should choose your organization.  
(250 characters or less)

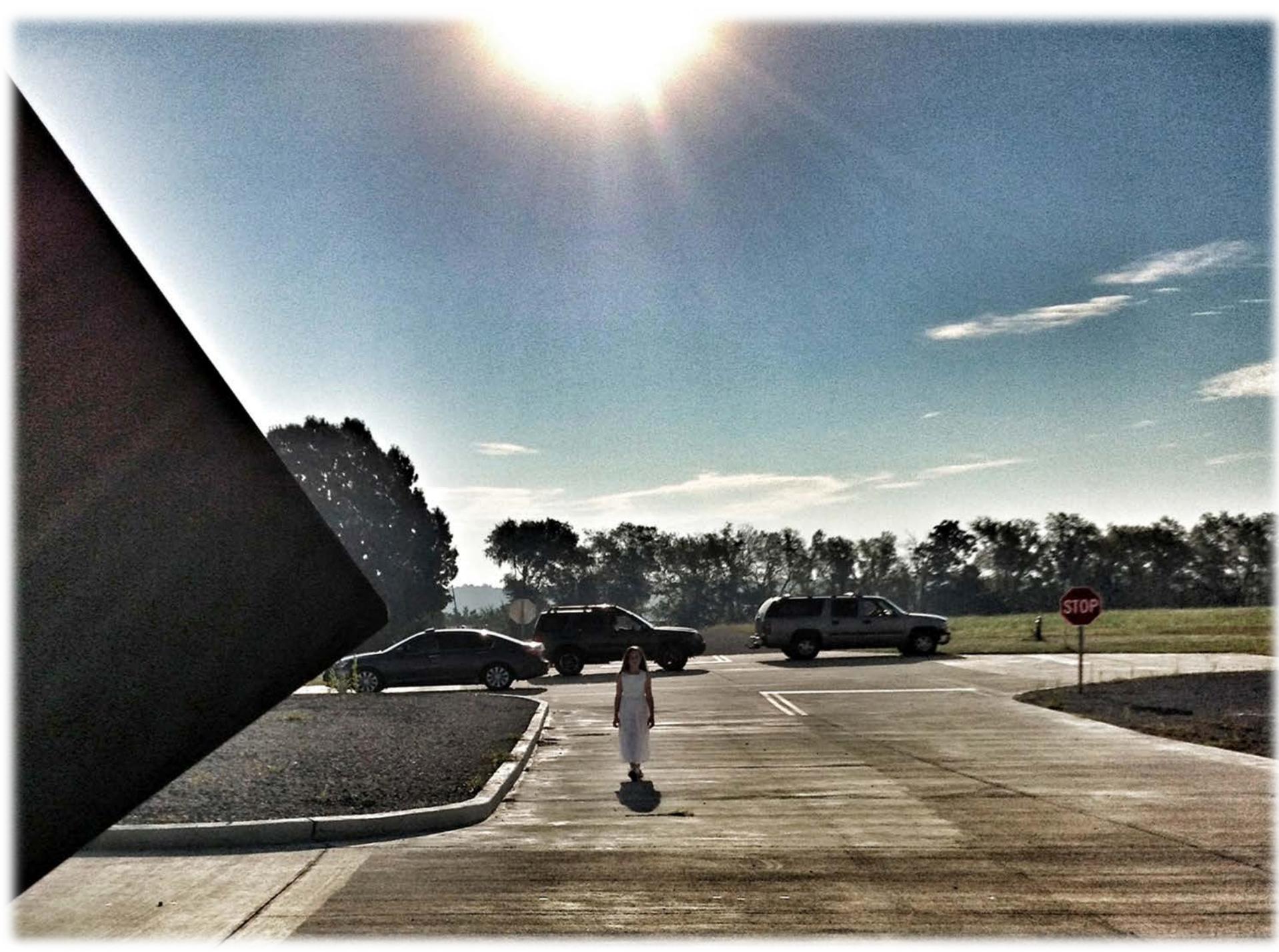
38999466  

Type the text  [Privacy & Terms](#)
- #### 3 ENTER NOW!

Please send me email updates.  
 I have Read and Understand the Rules.















# VIDEO POLL QUESTION



# JOIN US

Want to join the cause? Become a member and get updates when new injury prevention information and toolkits become available.



PREVENT  
CHILD INJURY

[www.PreventChildInjury.org](http://www.PreventChildInjury.org)



[info@preventchildinjury.org](mailto:info@preventchildinjury.org)



PreventChildInj



PREVENT  
CHILD INJURY

To contact Tracy Mehan directly: [tracy.mehan@childinjurypreventionalliance.org](mailto:tracy.mehan@childinjurypreventionalliance.org)



# Presenter



*Diane Holm*

*PIO/HVHP Coordinator*

*Florida Department of Health in Lee County*



# Communication Strategies for Good Messages

By Diane Holm, BSJ  
Florida Department of Health in Lee County

# Who makes up your community?



## How do they get their news?

- Consider:
- Race
- Ethnicity
- Socioeconomics
- Age
- Assimilation or segregation

---

# Who is the Media

Television

—IMZRM—N—

Newspaper

Radio

Magazines, Weekly Newspapers

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# Original Message Sources

- Faith-based institutions
- Schools
- Posters
- Mail
- Phone
- Newsletters
- Coalitions

# Choose the media of your Target Audience



## Lee County, FL

- Higher socioeconomics: daily newspaper, National Public Radio
- Hispanics: Spanish-language radio
- African Americans: phones; faith-based messages
- Homeless: posters
- Teens: Vine
- Low socioeconomics: bus messages
- 20-49 year old adults: internet—key word searches, apps



# Develop and Implement a Message Plan

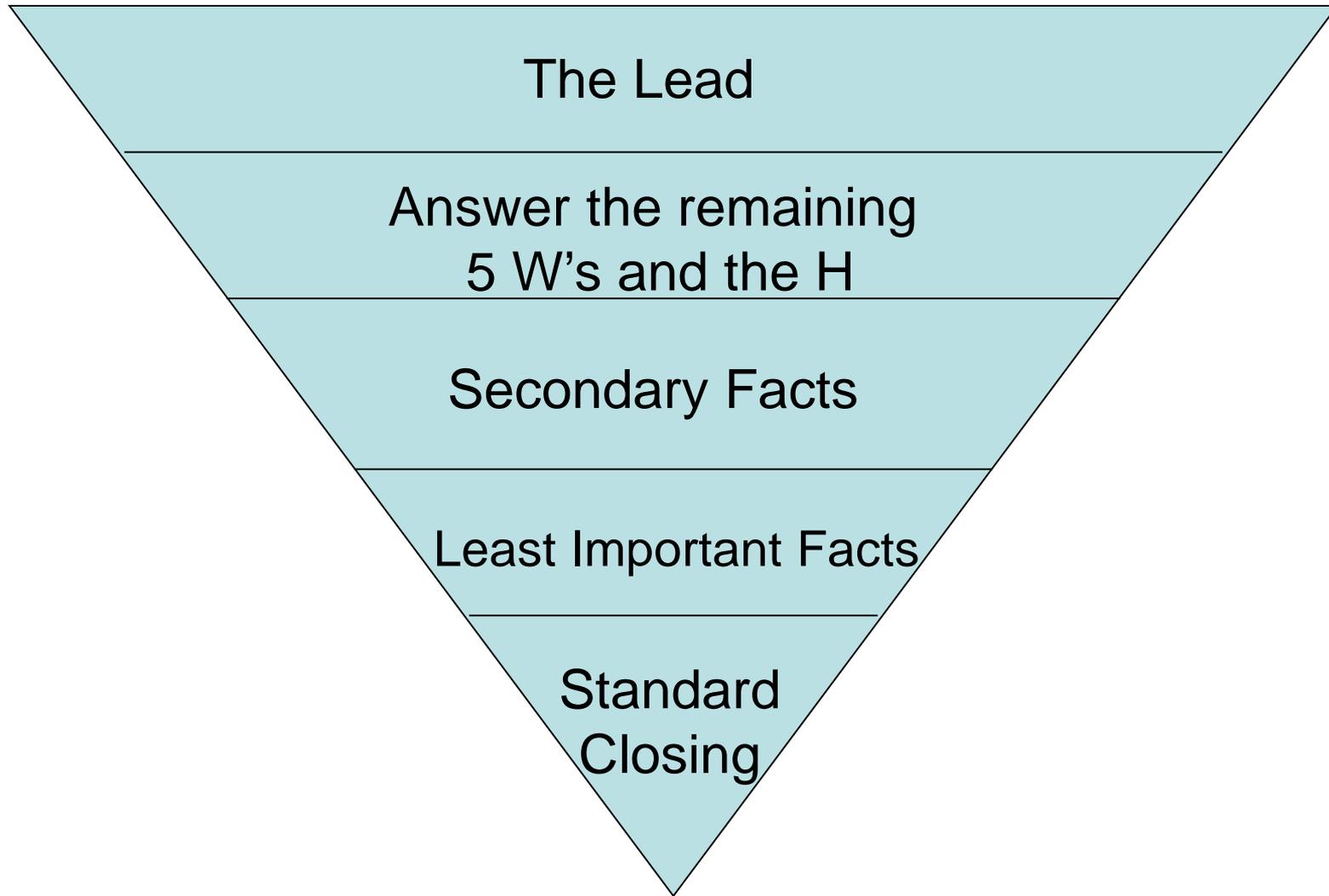
- Frame your message to give the media
  - What they need: news
  - Time to meet deadlines
  - What they want: emotion
- 
- Prepare an evaluation of the message's effectiveness

# What is News to the Media?



- Consequence—Things that directly affect the public
- Timeliness—Things happening now or in the immediate future
- Proximity—Things taking place or headed toward their neighborhood
- Prominence—Persons, places, and institutions that are well known

# The Inverted Pyramid





# Do's

## When working with the Media

- Make the message actionable
- Arrange interviews with affected people
- Arrange interviews with partners
- Make it visual and auditory
- Keep it short, but have details for print

# Effective interviews



- Create 1 primary message
- Create 2 secondary messages
- Stick to those points

# Do's

## When working with the Media



- Limit releases to 1-2 pages
- Send to a current media list
- Attribute all quotes
- Write legibly
- Sentences and paragraphs are brief
- Jargon, acronyms and big words absent



# When to Send Releases

- Magazines: 2-3 months in advance
- Weekly newspapers: 7-10 days
- Daily newspapers: 2 weeks for features
- Radio: 1-2 weeks
- TV: 3 days
- Before and during holidays

# Reminders are News Releases too!



- Create a new lead for every “reminder”
- 1-day before event send release, then call to confirm
- Call day of event to confirm (if not confirmed before)

# Put Emotion in your Message



- Show the effect of a drowned child on the child, parents, siblings
- Create the sound of lightening striking, then deadly silence
- Relate the feeling of overheating in a hot car with people experiencing heat in 10-degree increments

# Develop Media Relationships



- Name the media as a partner in keeping people safe
- Print releases and statistics to give at event or interview
- Write a sincere thank you note to the reporters who covered your event
- Identify yourself as a resource to them

# Create an Evaluation



- Measure your reach, revise
- Measure effectiveness of the message, revise
- Measure behavior change
  1. Use social media—Twitter
  2. Use interviews
  3. Use surveys in email and website

# Communication Strategies



- Prepare: Research community; Identify target audience and their primary news sources
- Develop, implement your plan: Use multiple media; Give media what they need and want; Use an actionable, consistent message
- Evaluate, revise: Reach; Messages' effectiveness; Behavior change



**Thank you for your participation**

Please take a moment to complete our short  
evaluation

[https://www.surveymonkey.com/s/nap\\_100813](https://www.surveymonkey.com/s/nap_100813)

Questions or Comments? Contact:

[Rhunt@edc.org](mailto:Rhunt@edc.org)

617-618-2178