Summer Safety Webinar
Navy and Marine Corps Public Health Center (NMCPHC)
Health Promotion & Wellness (HPW) Department
Naval Safety Center (NSC)

“The views expressed in this presentation are those of the author and do not necessarily reflect the official policy or position of the Department of the Navy, Department of Defense, or the U. S. Government.”
Summer Safety Introduction
Incidence and Impact
Ms. Diana Strock, MAT, ATC
Manager, Injury Prevention Program
NMCPHC Health Promotion & Wellness
Objectives

- Identify the impact of injuries on readiness.
- Discuss how the summer season impacts injury rates.
    Mishap analysis reporting – summer
  - Medical: 2007 - 2012
    Standard inpatient & outpatient data
- Identify the most common types of injuries – emphasis on sprains/strains.
Impact of Injuries

- Injury is undisputedly the leading health and readiness threat to the armed forces.¹

- Injuries resulted in over 2.1 million medical encounters among more than 592,000 service members in 2011.²

- A 2006 OSD White Paper reported that injuries resulted in approx. 25,000,000 days of limited duty in 2005.³

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Top Causes of Injury, Summer 2005 - 2012

Commander, Naval Safety Center, Off Duty Mishaps by Season, USN & USMC. 2013.
Summary

- If efforts could be focused on safety outside of work, during leisure-time activities, a greater reduction in injury rates may be seen.¹

- Continue to emphasize the importance of physical training safety that could reduce sprains and strains, the most common injury type.²

- Based on the likelihood of success in decreasing injuries having the greatest impact on military readiness (lost duty days), focus on sports- and physical training-related injuries.³

¹,² NMCPHC EpiData Center Department, US Navy Annual Injury Report, FY 2012, Prepared February 2013.
INJURY AND VIOLENCE FREE LIVING

YOU FALL. WE CATCH.

Injuries create more of an ongoing threat to the health and readiness of our U.S. Armed Forces than any other medical condition. Every day, injuries put service members on the sidelines, derailing their productivity and threatening their fitness for duty. Exposure to violence does, too — whether it’s physical or psychological trauma. The thing is, many of the injuries and distress triggers are preventable. We offer practical tools, educational resources and evidence-based prevention strategies that help keep Sailors and Marines performing at their peak — on and off the job.

Key Products and Topic Areas
- Articles and Publications
- Resources and Presentations
- Specific Resources for Providers and Professionals
- Summer Safety Fact Sheets

For More Information
- Injury and Violence Free Living Brochure
- Injury and Violence Free Living Fact Sheet
- Injury and Violence Free Living Poster

Contact Information
(757) 492-7617
(757) 953-1015
Email: injury_prev@nmcphec.med.navy.mil

Objectives

1. Learn of the increased threat to motorcycles.
2. Understand why motorcycle training is important.
3. Learn the sources for Motorcycle Training
**Motorcycles are the most dangerous vehicles on the roadways**

- Cars have many more safety features than Bikes.
  - Drivers don’t always see motorcycles.
  - Bikes carelessly maneuver into blinds spots or another vehicle’s path of travel.
- Driver complacency, distraction and/or impatience results in cars hitting motorcycles.
  - Riders are most likely ejected in a crash.
  - Riders rarely wear sufficient protection to prevent injuries.
  - Riders who “assume the right-of-way” are often involved in a crash.
  - Sport Bikes require more skill and rider awareness.
  - There are more vehicles on the road increasing exposure to a crash.
  - Roadways are designed to protect car drivers and presents more hazards to riders.
Motorcycle Mishaps impact Readiness and is very costly

**USN Fatalities (FY08-12)**

- **30%** of USN fatalities involve a motorcycle but only **7%** of our personnel ride.

- One Fatality costs the Federal Government at least **$1.4 Million dollars**

- Motorcycle Training significantly improves rider skills and awareness

Motorcycle Training helps reduce fatalities and injuries
How to Find Motorcycle Training

• Most States provide training through the DMV.
• Navy Installation safety offices provide or can help you find the training.
• Every Navy Command should have a Motorcycle Safety Representative (MSR) that can help you attend training.
• Find training yourself on:

  www.navymotorcyclerider.com
BACKUP/SUPPORTING SLIDES
Sport Bikes are the most dangerous vehicles on the road. Training is effective but more than half our riders are still untrained.

96 Total Fatalities FY08-12

5yr Avg Percentage

- Sport: 79%
- At Fault: 79%
- Speed: 61%
- Day: 61%
- Tng Compliant: 49%
- Single: 47%
- Alcohol: 18%
- PPE: 10%
**Minimum Financial Cost**

to the US Government

for one Active Duty Fatality

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**Demographics**

- Mean age = 25
- Years Svc = 6
- Married = 75%
- Will spouse remarry = no
- Avg # Children = 2
- Avg Training = C school
- Avg Pay Grade = E5
- Avg Billet Gap = 6 months

**Approximate Cost**

<table>
<thead>
<tr>
<th>Cost Description</th>
<th>Amount</th>
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<tr>
<td>Tax free Death Benefit</td>
<td>$100,000</td>
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<tr>
<td>SGLI $400k - $.065/$1000/6 years</td>
<td>$384,400</td>
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<tr>
<td>Survival Spouse: $1195/mo/40 years</td>
<td>$573,600</td>
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<tr>
<td>Child Benefit: $250/mo/2years</td>
<td>$6,000</td>
</tr>
<tr>
<td>Per Child Benefit: $296/mo/child/till age 18</td>
<td>$10,064</td>
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<tr>
<td>Child Education: $915/mo/child/for 45 mo</td>
<td>$82,350</td>
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<tr>
<td>Child in College: $251/mo/age 18 to 23</td>
<td>$30,120</td>
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<tr>
<td>Housing or BAH: avg $1500/mo/1 year</td>
<td>$18,000</td>
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<tr>
<td>Tri-Care: $580/year/3years</td>
<td>$1,740</td>
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<tr>
<td>Delta Dental: $70/mo/3years</td>
<td>$2,520</td>
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<tr>
<td>“A” School $10k/”C” school $30k</td>
<td>$40,000</td>
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<tr>
<td>EMS $500/Tow $250/Emergency Rm $1500</td>
<td>$2,230</td>
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<tr>
<td><strong>MINIMUM</strong> Financial loss for average rider</td>
<td><strong>$1,403,024</strong></td>
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Every death and injury has an impact on readiness.
Sport Bike Characteristics

- High power to weight ratio
- High speed/low drag
- Instant response
- Small profile
- High torque

Rider CG

Foot Controls behind Rider CG
NON-Sport Bike Characteristics

- Built to cruise
- Very stable
- Smooth response
- Heavy and strong
Objectives

1. Understand the danger of texting while driving

2. Improve roadway safety for all vehicle operators, vehicle passengers, bicyclist, pedestrians and other roadway users by preventing crashes related to the act of texting while driving

3. Be motivated not to text and drive
Is Text Messaging Really Worth Your Life?

Each day in the United States, more than 9 people are killed and more than 1,060 people are injured in crashes that are reported to involve a distracted driver.¹

14 June 2013 – San Diego, CA
A pickup truck driver who died in a rollover crash Wednesday was texting at the time of the crash officials said. David Doiron, 43, from Lakeside was not wearing a seatbelt when his Ford F-150 pickup veered off Espola Road and slammed into a tree. He was pinned under the vehicle when deputies arrived. Deputies identified Doiron Friday and updated the cause of the crash saying he was receiving or sending text messages at the time of the collision.
This is not something to “lol” about or “rofl”

TEXTING WHILE DRIVING FACTS

82% of drivers 16 – 24 said they have texted while driving.

85% of young adults who text while driving agree that texting is a problem.

77% of young adult drivers are somewhat to very confident they can safely text while driving.
Texting Laws by State

Resources:
Insurance Institute for Highway Safety (IIHS)

NHTSA – Distracted Driving
http://www.distraction.gov/

AAA – Foundation for Traffic Safety
https://www.aaafoundation.org/distracted-driving?gclid=CLLayMPq_LcCFW7N0godQgEACw
What You Can Do

How To Stop:

**OUT OF SIGHT OUT OF MIND**
When you're in the car, put your phone where you can't get it. A place where you won't even be tempted to look for it. No phone. No texting.

**SILENCE IS GOLDEN**
Turn those notifications off. The less you hear your phone, the less tempted you'll be to respond while you're driving.

**DESIGNATE A TEXTER**
Borrow thumbs from a friend. Or lend yours to a friend. Passengers get the privilege of texting while in motion.
Inform & Educate: Current Policy

**DoD Inst; 6055.04** - Prohibit DoD personnel, while driving any vehicle whether or not on official Government business, from using Government-supplied electronic equipment for text messaging or other hand-held uses unless the vehicle is safely parked or they are using a hands-free device, except for receiving or placing calls in performance of duties from tactical or emergency vehicles.

**OPNAVINST 5100.12F** - All motor vehicle operators on Navy installations and operators of government-owned and leased vehicles (including rental cars while on temporary additional duty) on and off Navy installations shall not use cell phones or other hand-held electronic devices unless the vehicle is safely parked.

**MCO 5100.19F** - Marine Corps personnel shall not use any cell phone without a hands-free device when operating any motor vehicle on any Marine Corps installation. Each Marine is responsible to ensure strict compliance to local, state jurisdiction for rules and regulations pertaining to cell phone use while driving outside of the installation. Whenever possible, all activities that detract from attentive driving will be conducted only when the vehicle is safely parked. Government motor vehicle operators shall not use cell phone or text while driving.

**Executive Order 13513** - Federal employees shall not engage in text messaging (a) when driving GOV, or when driving POV while on official Government business, or (b) when using electronic equipment supplied by the Government while driving.
Questions?

STOP THE TEXTS.

STOP THE WRECKS
RECREATION AND OFF-DUTY SAFETY

Ms. Bonnie Revell, NSC Traffic and Recreation Off-Duty Safety Specialist
LEADING CAUSES OF RECREATION DEATHS AND INJURIES

Drowning
Water Sports

Falls

Outdoor Recreation

Team and Contact Sports

RODS Takeaways

**Leadership:**
- Promote ORM in Recreational Off-Duty Safety
- Identify personnel engaged in high-risk activities
- Provide training/tools (checklists) to mitigate risky behavior

**All hands:**
- Use risk management
- Use available checklists
- Inform supervisor when engaging in high-risk activities
- Inform leadership of injuries
MISHAPS REDUCTION EFFORTS:

- Knowledge of mishaps is key to preventing future mishaps
- Know what your personnel are doing
- Promote recreational off-duty safety during safety stand-downs; mentorship meetings; and long weekends
- Summer Safety Campaign; Sports SME’s discussions
- Utilize risk management principles

- Wear required PPE
- Avoid alcohol while participating in water-related sports
- Use CNATRA Checklists for personnel engaging in High-Risk activities

Mishap Reporting:

- Governing Instruction 5102.1D
- Final WESS Reports due w/in 30 days of mishap
- New WESS/RODS module (similar to MVRS)
LIST OF CURRENT OFF DUTY RECREATIONAL SAFETY RESOURCES

USCG Boating Safety
http://www.uscgboating.org/

Web page designed to offer information on various rules and regulations for recreational boats and other items of general boating interest. The BSRC is a valuable source of information on established or proposed regulations and standards and other boating safety topics.

Pool Safety
http://www.poolsafely.gov/

News, Events, Videos

Rip Current Safety
http://www.ripcurrents.noaa.gov/

Media and Educational Tools, Real Life Rip Current Stories, Safety Tips., Video

Safety At Home
http://www.safetyathome.com/

Electrical Safety
http://esfi.org/

Outdoor Home Playground Safety

Storm Safety
http://www.nws.noaa.gov/om/severeweather/index.shtml

Thunderstorms, High Wind, Hail, Lightning, Tornadoes, Floods
LIST OF CURRENT TRAFFIC SAFETY RESOURCES

Base/Installation Safety Office
Alive@25
AAA-Driver Improvement Program
General Safety Presentations
Motorcycle Safety Training
Various other programs
Base/Installation Family Services Center

Navy Drug and Alcohol Abuse Prevention Program Coordinator


Presentations, information and screenings
Naval Hospital/Clinic
General Safety
Alcohol/Drug Awareness

National Safety Council
http://www.nsc.org/

National Highway Transportation Safety Administration (NHTSA)
http://www.nhtsa.dot.gov/

Presentations, information, campaign planners and statistics
Presentations, information and courses
(Courses may require funding)

US Army Combat Readiness Center
https://safety.army.mil/

Presentations, information and statistics

USAF Safety Center
http://www.afsc.af.mil/

Presentations, information and statistics
List of Current Traffic Safety Resources (continued)

Navy Knowledge Online (NKO)
https://wwwa.nko.navy.mil/portal/home/
Drive for Life (Driver Improvement Course)

State DMVs
Presentations, information and statistics

Insurance Institute for Highway Safety
http://www.irhs.org/
Presentations, information and statistics

National Sleep Foundation
http://www.sleepfoundation.org/
Fatigue, drowsy driving presentations and information

Motorcycle Safety Foundation
http://www.msf-usa.org/
Motorcycle safety training, presentations, statistics

Mothers Against Drunk Driving
http://www.madd.org/
Presentations, information and programs

That Guy
http://www.ThatGuy.com
Interactive website uses humor to exemplify the short-term social consequences of excessive drinking among active duty, junior enlisted personnel, ages 18 to 24, pay grades E1 – E4 across all four services. News letters, resources (playing cards, posters, stickers).

Street Smart (Stay Alive From Education (S.A.F.E)
http://www.safeprogram.com
Alcohol, Drugs and Seat Belts Presentation (will require funding)
Planning for High-Risk Times

Evelyn Odango
Communications and Marketing Department
Commander Naval Safety Center
Playbook for Campaign Planning

1. Adopt a Navy/Marine Corps program and localize.

2. Determine support level: time, leadership, community (safety organizations) and resources (money/manpower).

3. Discuss the ethics of harm reduction. Some believe that risk-management programs (SafeRide, designated driver) encourage irresponsible behavior by eliminating consequences. Discuss with your group or legal officer.


5. Evaluate. Successful safety campaigns adapt and evolve over time. Monitor highs and lows of campaign. Make changes to reflect concerns and suggestions from command personnel and campaign partners.

High-Risk Times
- Holiday breaks
- Big-game days of the season (Superbowl, Navy-Army Game)
- Extended liberty
- Winter break/seasonal sports
- High-risk sports/activities
- Summertime activities
- Observances (St. Patrick’s Day, Cinco de Mayo, Halloween)
- Pre- and post-deployment activities
Live to Play ... Play to Live

→ Seasonal campaign to promote risk management
→ Helps safety managers/campaign coordinators
→ Encourages peer-to-peer responsibility

→ Underscores human error as a major contributing factor in mishaps
  • Complacency (ego, attitude)
  • Crew factors (stress, fear, group mindset, no communication)
  • Task loading (overload/underload)
  • Additive conditions (unpredictable situations or flow of information)

→ Increases awareness of risk factors in deaths and injuries
  • Speed
  • Night-time driving
  • No seat belt
  • Alcohol
  • Fatigue

Resources
• Presentations
• Posters
• Hand-out Materials
• Image Collection
• Military Campaigns
• Web External Resources
Campaigns and Initiatives

- Marine Aircraft Group 24 Alcohol-Related Incident and Driving Under the Influence of Alcohol Prevention Campaign → Tool kit of best practices
- Naval Special Warfare Command Recreation and Off-Duty Continuity Binder → Checklists for high-risk activities
- VFA-22 Fighting Redcocks Safety Fair → Interactive booths and activities
- Fleet Readiness Center Northwest Ergonomics Initiative → Lifting devices to prevent back injuries

SAFE-COMMUNITY PARTNERS AND MILITARY PROGRAMS

- MADD (Mothers Against Drunk Driving)
- Street Smart Program (Stay Alive From Education)
- Safe a Life Tour
- SafeRide
- Force Preservation Council
- Navy Hazard Abatement Program
Lead and Enable

• As the leader in risk-management, you’re in a unique position to show members where they can find the right resources.

• Make Sailors, Marines and civilians feel valuable to your mission. Link job to purpose.

• Reward those who make good decisions. Offer incentives for managing risk and supporting unit objectives.

• Submit stories about best practices and lessons learned to Naval Safety Center magazines:
  
  *Decisions* (shore/ground/industrial)
  *Sea Compass* (ships/submarine/diving)
  *SmartRide* (motorcycle/ATV)
  *Approach* (aviation)
  *Mech* (aviation maintenance)
Multi-Channel Outreach

Personal and Organizational Involvement

- Interactive Media
- USN/USMC Campaigns
- Social Media & Web
- Demographics Segmentation
- Touch-Point Marketing
- Face-to-Face Interaction
- Safe-Community Partnerships
- Traditional PR Strategies

USN/USMC Campaigns

Safe-Community Partnerships

Touch-Point Marketing

Demographics Segmentation

Face-to-Face Interaction

Traditional PR Strategies

Interactive Media

Social Media & Web
# Contacts and Information

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<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Evelyn Odango</td>
<td><a href="mailto:evelyn.odango@navy.mil">evelyn.odango@navy.mil</a></td>
<td>(757) 444-3520, ext. 7220</td>
</tr>
<tr>
<td>Magazine Editor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magazines and Multimedia</td>
<td><a href="mailto:safe-mediafdbk@navy.mil">safe-mediafdbk@navy.mil</a></td>
<td></td>
</tr>
<tr>
<td>Mike Borkowski</td>
<td><a href="mailto:michael.borkowski@navy.mil">michael.borkowski@navy.mil</a></td>
<td>(757) 444-3520, ext. 7136</td>
</tr>
<tr>
<td>Traffic &amp; RODS Specialist</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bonnie Revell</td>
<td><a href="mailto:bonnie.revell@navy.mil">bonnie.revell@navy.mil</a></td>
<td>(757) 444-3520, ext. 7138</td>
</tr>
<tr>
<td>Traffic &amp; RODS Specialist</td>
<td></td>
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</tr>
<tr>
<td>Donald Borkoski</td>
<td><a href="mailto:donald.borkoski@navy.mil">donald.borkoski@navy.mil</a></td>
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**Seasonal Campaign Web Resources:** [http://www.public.navy.mil/navsafecen/Pages/media/seasonal/index.aspx](http://www.public.navy.mil/navsafecen/Pages/media/seasonal/index.aspx)


**Off-Duty Recreation Safety:** [http://www.public.navy.mil/navsafecen/Pages/ashore/off-duty_rec/off_duty_rec.aspx](http://www.public.navy.mil/navsafecen/Pages/ashore/off-duty_rec/off_duty_rec.aspx)

Summer Safety Resources - NMCPHC

Ms. Diana Strock, MAT, ATC
Manager, Injury Prevention Program
NMCPHC Health Promotion & Wellness
Objectives

- Identify the primary components of the NMCPHC Summer Safety Toolbox.

- Introduce the injury prevention fact sheet project and newly developed evidence-based fact sheets for summer safety.

- Discuss the NMCPHC Injury and Violence Free Living Campaign – *emphasis on sports injury prevention resources*. 
July Summer Safety TOOLBOX

- Planning Ahead
- Posters
- Fact Sheets
  - NMCPHC Summer Safety Fact Sheet Series
- Brochures, Guides, and Presentations
- Video
- Learn More

Provides evidence-based guidance for enjoying the summer safely.

- Amusement/Theme Park Safety
- Canoeing/Kayak Safety
- Child Safety in the Home
- Dog Bite Prevention
- Drowsy Driving Prevention
- Grilling, Fireworks, and Fire Safety
- Heat/Sun Injury and Hydration
- Insects and Bugs
- Lightning and Storm Safety
- Mold and Moisture Prevention
- Picnic and Food Safety
- Sexual Assault Prevention
- Snake Bite Prevention
- Texting and Driving
- Yard and Garden Safety
Dog Bite Prevention

How to Prevent Dog Bites

What is the Problem?
In the United States, 4.5 million Americans are bitten by dogs each year and approximately one out of every five (185,000) of those who are bitten require medical attention. In 2006 alone, more than 16,000 people underwent reconstructive surgery as a result of being bitten by dogs. There are several ways to prevent being bitten by a dog.

Who is at Risk?
Children, adult males, and people with dogs in their homes are at a higher risk for incurring a dog bite-related injury. Children, although decreasing, of dog bite-related injuries is highest for those aged 5 to 9 years, and children are more likely than adults to receive medical attention for dog bites. Adult males are more likely than females to be bitten by a dog. People with dogs in their homes. Having a dog in the household is associated with a higher incidence of dog bites and as the number of dogs in the home increases, so does the incidence of dog bites.

Prevention Tips
Dog bites are for the most part, a preventable public health problem. Adults and children can learn to reduce their chances of being bitten by a dog by following the tips below:

- Never approach an unfamiliar dog.
- Never run and scream from a dog and try to avoid direct eye contact with an unfamiliar dog.
- Remain motionless when approached by an unknown dog.
- If knocked over by a dog, roll into a ball and lie still.
- Children should never play with a dog unless supervised by an adult.
- Do not disturb a dog that is sleeping, eating, or caring for puppies.
- Do not pet a dog without allowing it to see and sniff you first.

Plan of the Week (POW):
Dog bites are a largely preventable public health problem, and adults and children can learn to reduce their chances of being bitten. Always remember to consult a professional (e.g., veterinarian, animal behaviorist, or responsible breeder) before bringing any dogs into your household. These professionals will be able to advise you as to what breed will best fit your household. To prevent dog bites from occurring, never approach an unfamiliar dog, run or scream from a dog, disturb a sleeping, eating, or dog that is caring for puppies, and immediately report stray dogs or dogs displaying unusual behavior.

References

INJURY AND VIOLENCE FREE LIVING

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- Articles and Publications
- Resources and Presentations
- Specific Resources for Providers and Professionals
- Summer Safety Fact Sheets
- JLY - Summer Safety Toolbox

For More Information
- Injury and Violence Free Living Brochure
- Injury and Violence Free Living Fact Sheet
- Injury and Violence Free Living Poster

Contact Information
(757) 492-7617
(757) 483-1016
Email: Injv_free@nmcphe.med.navy.mil

Key Products and Topic Areas

- Articles & Publications
- Resources & Presentations
- Specific Resources for Providers & Professionals
- Summer Safety Fact Sheets
- July Summer Safety Toolbox
Resources & Presentations

- NOFFS – Safe Physical Training
- STOP Sports Injuries – Sports Injury Prevention Resources
  - General Resources
  - Sports Specific Resources
  - Athletes’ Resources
  - Coaches’ Resources
  - Health Care Providers’
  - Parents’ Resources
  - Issue Specific Resources
  - Stop Sports Injuries
  - Campaign Items
Summer Safety Resources - NMCPHC

Ms. Diana Strock, MAT, ATC
Manager, Injury Prevention Program
NMCPHC Health Promotion & Wellness
Email: diana.strock@navy.mil
Continuing Education and Feedback

- NMCPHC is a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, INC. This program is designated for Certified Health Education Specialists (CHES) to receive up to 1 total Category I continuing education contact hour.

- E-mail your name and CHES number to: dawn.whiting.ctr@med.navy.mil

- Complete the four question survey found at: http://www.surveymonkey.com/s/RXLQ79Q