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ABSTRACT

This report provides a detailed description of a statewide injury prevention program of the Wisconsin Emergency Medical Technician Association. A project introduction is followed by brief descriptions of the components of the injury prevention program: occupant protection seminars; mock crash seminars; Emergency Medical Services (EMS) Buckle Bear, an official mascot used to reach young children with the very basic injury prevention message; Lifesaver's 8 Conference; public service announcements; EMS--The Invisible Public Health Service, a series of five regional workshops intended to help EMS providers learn how to develop effective public information and education programs; EMS Week activities; posters; and an exhibit booth at the Wisconsin State Fair. The 12-page report is accompanied by appendixes that contain sample campaign materials developed to implement the program, including the following: staff biographies; schedule of activities and publicity dealing with EMS Buckle Bear; public service announcements; EMS Week schedule and publicity; posters; curriculum and publicity materials from the occupant protection and mock crash seminars; publicity dealing with the Wisconsin State Fair; safety belt use data; and data on impaired driving. (YLB)

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Final Report

September 1990

# Wisconsin EMT Association: A Statewide Injury Prevention Program

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16. Abstract  <p>The Wisconsin Emergency Medical Technicians (EMT) Association implemented under contract a statewide injury prevention program by EMS providers intended to increase public awareness of the effects of impaired driving, and the importance of safety belt use and correct child safety seat use. The project's goal was to involve EMS providers in on a statewide basis in highway injury prevention efforts.</p> <p>The results of this project indicate that EMS providers are willing and able to participate in organized injury prevention activities. The Association trained over 350 EMS volunteers as injury prevention activists and assisted them in developing highway safety injury prevention programs within their local communities.</p> <p>These trained volunteers provide an important resource for conducting injury prevention programs, particularly in rural communities where they represent one of the few credible organizations available to conduct such programs. EMS providers speak from first-hand experience of the disastrous results of not employing safe driving practices.</p> <p>The report includes a description of the injury prevention program components and sample campaign materials developed to implement the program.</p>					
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# WISCONSIN EMT ASSOCIATION

## A STATEWIDE INJURY PREVENTION PROGRAM

### Preface

This report provides a detailed description of a statewide injury prevention program completed by the Wisconsin Emergency Medical Technical (EMT) Association. Funding and guidance for most of this program was provided by the National Highway Traffic Safety Administration (NHTSA). The Wisconsin EMT Association was awarded a \$28,972.53 contract from NHTSA. This project covered the 12 months between October 1, 1989 and September 30, 1990.

The Wisconsin EMT Association is a professional association of EMS providers. The mission statement of the Association is to seek improvement in the quality of emergency medical services available in Wisconsin.

The goal of the Wisconsin EMT Association in developing this project was to reduce highway mortality and morbidity associated with driver behaviors that have a known inherent risk, that is, failure to use safety belts and driving while alcohol impaired.

To accomplish this goal, the Association trained 360 volunteer EMS providers as injury prevention activists and assisted them in developing highway safety campaigns within their local communities. Two series of seminars were offered throughout the State. One focused on advocacy of the use of occupant restraint systems and the other on the risks associated with impaired driving.

# PROJECT INTRODUCTION

Historically, emergency medical services (EMS) in Wisconsin have played a key role in the reduction of highway related mortality and morbidity. As in other states, the efforts of Wisconsin EMS providers have focused on postcrash rescue activities, including extensive training in care of the trauma patient. Until recently, EMS providers in Wisconsin have not been active in any coordinated fashion in the prevention of motor vehicle crashes.

In 1989 the Wisconsin Emergency Medical Technician (EMT) Association became aware of the leadership role of the National Highway Traffic Safety Administration (NHTSA), the National Association of Emergency Medical Technicians (NAEMT), the National Council of State Emergency Medical Services Training Coordinators (NCSEMSTC), and the National Association of State Emergency Medical Services Directors (NASEMSD) in developing projects designed to help EMS providers become effective injury prevention advocates. These national EMS organizations encouraged state and local EMS organizations to expand their traditional role of crash response by becoming involved in the prevention of death and injury, and particularly by the prevention of motor vehicle crash related death and injury. This philosophy of EMS involvement in injury prevention has been adopted by the leadership of the Wisconsin EMT Association.

Motor vehicle crashes are the leading cause of death for people between 6-32 years of age. Extensive research has demonstrated that safety belts reduce motor vehicle fatalities by about 50%, yet many people choose not to buckle up. Wisconsin has a mandatory safety belt law that is all too often ignored because of citizen misconceptions related to safety belt use.

A recent study by the U.S. General Accounting Office (GAO) suggests that a significant portion of highway fatalities could be eliminated by continuing to educate the public on the perils of driving while intoxicated and failing to use safety belts. According to the GAO study, more than 35% of reported fatal accidents involved at least one intoxicated driver since 1977. In Wisconsin, 817 people died in motor vehicle crashes in 1989 and 272 of those deaths involved alcohol.

EMS providers all too often see the tragic injuries and deaths that result from motor vehicle crashes. Experiencing the tremendous consequences of motor vehicle crashes often compels EMS providers to search for ways to prevent crashes. Many EMS providers are quite eager to expand their role and become involved in prevention programs.

In the fall of 1989, the Wisconsin Emergency Medical Technicians Association recognized the need to focus some attention toward the precrash phase of injury prevention based on study of existing research, analysis of Haddon's Matrix (which examines the factors related to traffic injuries in the precrash, crash and postcrash phases), review of materials provided by the Department of Transportation, and guidance from the EMS Section of the Wisconsin Department of Health and Social Services. This research, coupled with an intuitive feeling that EMS providers should do more than provide care for those injured on our highways, led to the development of a program to prevent some of those injuries.

The Wisconsin EMT Association was awarded a contract by the National Highway Traffic Safety Administration to conduct a statewide injury prevention program. The project proposal noted that many motor vehicle crashes can be directly attributed to intoxicated drivers, and that many injuries and deaths are the result of an individual's failure to use safety belts. The Wisconsin EMT Association decided to concentrate injury prevention efforts in those two specific areas. Specifically, the impaired driving prevention efforts were geared to young drivers, aged 16 to 22 who are statistically the most likely to be fatally injured in a crash involving alcohol. It was determined that an effective way to educate the public about the importance of safety belt usage would be to utilize the existing NHTSA curriculum "Occupant Restraint Systems: Lesson Plans and Instructor Guide For EMS Personnel."

The program developed by the Wisconsin EMT Association had two primary components and several supporting components, all built around the central theme of "Thank an EMT" by changing behaviors to prevent injuries. The two primary components were a series of seminars designed to help EMS providers become effective injury prevention advocates. The first series of seminars addressed occupant protection based on the NHTSA curriculum. The second series of seminars addressed the problem of impaired driving by youthful drivers based on a program developed by the Wisconsin EMT Association.

Other components of the project included a statewide tour by an EMS costume character, "EMS Buckle Bear," that was designed to encourage children to buckle up. The program was supported by a series of Public Service Announcements and posters based on the "Thank an EMT" theme. In addition, the Wisconsin EMT Association participated in a series of seminars presented by the EMS Section of the Wisconsin Department of Health and Social Services that focused on the need for EMS providers to become involved in public education and information.

# INJURY PREVENTION PROGRAMS

## Occupant Protection Seminars

The Wisconsin EMT Association used the NHTSA curriculum "Occupant Protection Systems, Lesson Plans and Instructor's Guide for EMS Personnel." These lesson plans include current information related to occupant protection and drinking and driving. The primary purpose of the program was to train EMS providers to become effective in educating the general public to reduce their risks of death and injury related to motor vehicle crashes. The curriculum takes advantage of the credibility and recognition that EMS providers have within their community, with a premise that EMS providers, as a group, are respected within their communities and statements by this special group can change driving behaviors.

The curriculum is well organized and is written in a format that is both easy to understand and concise. The material is structured so that most EMS providers could present the curriculum to groups in their community without needing to spend many hours in preparation and doing detailed research. The existing lesson plan also helps ensure that all presenters are providing accurate and consistent public education and information.

In the Wisconsin program, adaption was made by adding a half hour section to the program titled, "Networking with Existing Programs." This portion featured a variety of injury prevention activists from other injury prevention groups that gave short presentations on their ongoing programs. This turned out to be extremely valuable as this section often led to discussions of interagency cooperative efforts and led to initial planning of future joint projects.

The program was further modified to include information regarding seeking assistance from the Wisconsin EMT Association and coordination of the local programs with the Association's statewide project. The project sought to support the efforts of local EMS providers by providing technical assistance for the local campaigns by telephone consultations with the Association's project director.

Information presented at the seminars included all of the NHTSA curricula, with a special emphasis placed on: forming Public Relations committees within the local ambulance services, working with local school authorities to adapt their lesson plans to include "EMS Buckle Bear" and safety belt information, and the importance of EMS professionals setting a good example by driving safely and buckling up.

Each of the Occupant Protection Seminars used existing videotapes and other materials available through the Wisconsin Department of Transportation. The "Road Warriors" video was shown and EMS providers were taught how to access the large library of highway safety materials available from the Wisconsin Department of Transportation. "Road Warriors" is a multi-media EMS education series that provides public information related to the role of EMTs in the EMS system. "Road Warriors" materials include videos, posters and brochures developed by the Wisconsin Department of Transportation and Division of Health, EMS Section. Many EMTs have used these materials and have acquired copies of the "Road Warriors" tape and many cable TV public access stations have aired the video. In addition, the videos are being used at ambulance open houses, health fairs and schools. A large supermarket chain in Wisconsin with video monitors in their stores were convinced by local EMS providers to include the "Road Warriors" videotape in their mix of videos shown daily. One of the strengths of the project was the use of existing materials, wherever possible, already developed by the EMS Section and by the Department of Transportation.

#### Mock Crash Seminars

The second component of the statewide project was to expand to other parts of the state a program developed first in 1987 in Kenosha, Wisconsin. The Kenosha Hospital and Medical Center developed a program designed to reduce impaired driving by young drivers. The program involves the staging of a mock crash that graphically demonstrates to young drivers the results of impaired driving.

The curriculum is designed to educate EMS providers on how the mock crash program can be used to reach young drivers with the message that impaired driving is a behavior that includes a substantial risk of death from a motor vehicle crash. The four-hour program titled, "EMTs Fight Back Against Drunk Drivers," demonstrates in detail the enormity of the impaired driving problem and details why EMS providers ought to have a role in preventing teens from driving drunk. The curriculum explains how to develop a mock crash program, emphasizing that a mock crash is effective only to the extent that it fits into an overall drunk driving awareness program. The highlight of the program is the showing of a videotape titled, "EMTs Fight Back - The Kenosha Experience," which is a professional production of an effective mock crash program.

As a result of these presentations, several EMS providers have developed mock crashes as part of their local campaigns to reduce impaired driving by young drivers. One such event, the Oostburg mock crash, was attended by 1,200 people and generated strong

interest from the local media. Other mock crash events have been held or are being planned in a number of Wisconsin cities that include Madison, Green Bay, and Tomahawk.

Clearly, there are many other injury prevention projects taking place at the local level that are being presented by EMS providers as a result of this project stimulating their interest. We have found that this idea travels and grows with a life of its own, not dependent on the original authors.

### EMS Buckle Bear

The Wisconsin EMT Association adopted "EMS Buckle Bear" as its official mascot. The character is used to reach young children with a very basic injury prevention message: Buckle Up. EMS Buckle Bear was chosen, in large part, because the Wisconsin Extension Homemakers Council had successfully used Buckle Bear in many parts of the state to reach children with their occupant protection campaign. Existing Buckle Bear material is abundant in Wisconsin including a videotape, "Going Riding With Buckle Bear," that is freely available for use by EMS providers from the Extension Office in each Wisconsin County, along with other support as a result of past NHTSA and Wisconsin Department of Transportation funding.

It was determined that the injury prevention character needed to be both relevant to Emergency Medical Services and appealing to the general public. An ambulance jacket was made that featured the Wisconsin EMT Association shoulder patch and EMS Buckle Bear lettering to transform the character into "EMS Buckle Bear." Buckle Bear support materials, hand puppets and vendor catalogs were provided to each EMT attending the Occupant Protection conference. In addition, participants were encouraged to use the character as part of their ongoing public information and education efforts.

The Wisconsin EMT Association held an EMS Buckle Bear kickoff event in conjunction with the annual conference in Oconomowoc on January 26th, 1990. EMS Buckle Bear made an appearance at the evening banquet, an event attended by 550 members of the Wisconsin EMT Association. The goals and directions of the project were discussed and EMTs were encouraged to become involved in the Association's injury prevention project. An exhibit booth was set up at the conference trade show to introduce the other components of the Association's injury prevention initiatives.

EMS Buckle Bear was instrumental in allowing the project to reach thousands of people at some of Milwaukee's summer festivals. The popular public event "Summerfest" includes an event developed by the city park and recreation department known as "Children's Fest."

The Wisconsin EMT Association attended this event as EMS Buckle Bear, and greeted children from 10 a.m. to 3 p.m. A display with infant car safety seats and occupant protection brochures was made available in the exhibit area. EMS Buckle Bear encouraged each child to "Buckle Up!" in a fun, non-threatening way acceptable to young children and their parents. The total attendance of Children's Fest was 23,000 and the EMS Buckle Bear attracted many of the children present. That single event represented the record for the most people reached in one day by the project.

EMS Buckle Bear has been used by EMS providers for injury prevention projects every week during 1990 and in all parts of the state. (See Appendix A for details.) The 1991 calendar is filling up quickly, with major public information and education events and scheduled classroom use of the character. Demand for the character has far exceeded availability and the Association is currently looking at purchasing additional bear costumes. Requesters, whose needs for the character cannot be met, are referred to either the Wisconsin Department of Transportation for the use of the Vince and Larry costumes as an alternative or to the Wisconsin Association of Women Highway Safety Leaders for the use of their Beltman character. Requests for use of the costume character are prioritized, giving preference to large events that are expected to reach larger groups of people. The Association's policy gives preference to EMS providers over other requesters. In general, Wisconsin EMTs prefer to use EMS Buckle Bear but other available characters can effectively be used until additional costumes are acquired.

#### Lifesaver's 8 Conference

Representatives from the Wisconsin EMT Association presented information related to the Injury Prevention Project at the Lifesaver's 8 Conference held in San Diego, April 30 to May 2, 1990. EMS Buckle Bear greeted each person who walked into the exhibit hall. Many individuals attending the Lifesaver's conference left San Diego with information related to this project, including the role of EMS Buckle Bear and the use of the existing NHTSA curricula to help EMS providers become effective injury prevention advocates.

The presentation of the poster session was beneficial, not for the number of EMS providers that we talked to, but for the great number of highway safety advocates from other walks of life that were exposed to the idea of networking with EMS providers in their own community. Many commented that they were not yet using EMTs to support their injury prevention initiatives but would investigate this as an important new resource.

## Public Service Announcements

A member of the Wisconsin EMT Association produced several radio Public Service Announcements that featured children asking their parents to thank the EMTs for saving their lives. These radio PSAs are built around the "Thank an EMT" theme and are quite effective. Each radio station in Wisconsin was mailed a copy of the audiotape. The mailing was followed up by local EMTs visiting their radio stations to request that the PSAs be played. The combination of a high quality production and local volunteer interest resulted in many stations playing the tapes.

(No public funds were spent on this portion of the injury prevention project. An Association member volunteered the use of his commercial recording studio and was able to acquire volunteer voice talent. The cost of the tapes and mailing was funded by the Wisconsin EMT Association.)

## EMS - The Invisible Public Health Service

The Wisconsin Division of Health, EMS Section was awarded funding by the Wisconsin Department of Transportation, Office of Transportation Safety to hold five regional workshops intended to help EMS providers learn how to develop effective public information and education programs. The Wisconsin EMT Association was invited by the EMS Section to present a one-hour session during this program related to the ongoing public information and education project of the Association. By design, the project developed by the EMS Section was complementary to the project developed by the Wisconsin EMT Association. The EMS Section seminars addressed the idea of EMS involvement in injury prevention and public information in the broadest of terms; whereas the seminars that were a part of the Association's project gave very specific information related to highway safety programs.

The presentation included an analysis of the problem of motor vehicle crashes and a motivational discussion of why EMS providers have an obligation to provide public information and education on the subjects of safety belt use and prevention of drunk driving. EMS providers were challenged to take a proactive approach to the problem of motor vehicle crashes rather than the existing reactive approach of responding to repetitive unnecessary car crashes. We made the case that EMS response to motor vehicle crashes is analogous to fire department response to structure fires: If it is the job of fire departments to promote installation of smoke detectors and do building inspections (proactive fire fighting) in addition to their fire suppression duties (reactive fire fighting), then it must be the job of EMS providers to educate the public

about seat belts and impaired driving (proactive EMS) in addition to responding to emergencies (reactive EMS).

### EMS Week Activities

During the week prior to EMS Week, September 10th through the 16th, the Wisconsin EMT Association sponsored "CPR Across Wisconsin," a week long CPR (cardiopulmonary resuscitation) marathon that toured the entire state. A group of three Wisconsin EMT Association members stopped at several cities, including all of the state's media centers and disseminated information related to the role of EMTs in the EMS system and included some basic highway safety messages. This event was intended to serve as a lead in to local public education and information activities to be held during EMS Week.

The tour started in Madison and went into almost every corner of the state, touring over 2,000 miles and 35 cities. CPR was continuously performed during the tour.

To further promote EMS Week, the Wisconsin EMT Association Public Relations Committee sent press releases to all major media in the state reminding them of the importance of covering EMS Week.

At each stop along the tour, members of the Association's team met with the local media and provided interviews and information about the work of EMTs and Paramedics. Local event coordinators were used in each city to contact the media to confirm times and locations when "CPR across Wisconsin" would be stopping. The local city coordinator was also responsible for contacting local EMTs to assist with CPR during the stops. Local EMS providers were invited to use this event to promote EMS in their area and to provide media interviews.

The Wisconsin EMT Association did not sponsor any activities itself during EMS Week. Rather, the Association sought to assist local EMS providers in developing their own public awareness programs. For example, Eau Claire area EMS providers developed a series of informational booths and exhibits in the commons area of Oakwood Mall. This event featured demonstration of EMT-Intermediate skills and included showing of the Road Warriors video, highway safety brochures, and the "Thank an EMT" poster. Participants at this event included members of Gold Cross Ambulance Service, Chippewa Valley Technical College, Luther Hospital, Sacred Heart Hospital, and the Wisconsin EMT Association.

## Posters

Posters were developed on the "Thank an EMT" theme and include the following messages:

"Thank an EMT, wear safety belts,"

"Thank an EMT, drive sober,"

"Thank an EMT, wear bike helmets,"

"Thank an EMT, buckle up your baby."

(See Appendix E to see poster artwork and layout.)

These posters were printed prior to EMS week and were used at some EMS Week events. They will also be used as a part of ongoing injury prevention efforts in Wisconsin. Existing posters, readily available from other sources, were used extensively during the course of the project. Existing posters found to be most relevant to the program included: "Road Warriors" (Wisconsin Department of Transportation), "Heaven can wait, buckle up" (Wisconsin Safety Belt Coalition), and "Wisconsin Cares for Kids" (Wisconsin Department of Transportation).

## Wisconsin State Fair

The EMS Section of the Wisconsin Division of Health funded and developed an exhibit booth at the Wisconsin State Fair that was staffed by volunteer EMS providers. The Association's official publication, Wisconsin Emergency Professionals, ran a full page ad seeking volunteers to help with the booth. (See Appendix H.) The Wisconsin EMT Association provided EMS Buckle Bear for the entire run of the state fair, reaching thousands of children with a basic injury prevention message. Volunteer EMS providers wore the costume periodically from 10 a.m. to 10 p.m. Other volunteers assisted by handing out public education materials and answering questions related to Emergency Medical Services. A variety of videotapes featuring highway safety and other issues were shown. Materials related to bike helmets, EMS access, EMS for children, driving sober, safety belts, and infant car safety seats were distributed. Total State Fair attendance was 393,000 and we estimate that perhaps 10% of that number received at least some information about EMS. (See Appendix H for an article detailing the experience of one of the volunteers staffing the booth.)

## PROJECT SUMMARY

The Wisconsin EMT Association believes that injury prevention by public education is an important part of the appropriate role of professional EMS providers. We remain committed to the view that EMS providers ought to take a proactive approach to the problem of motor vehicle crashes instead of accepting to the historical job description limitations of just making a reactive response to motor vehicle crashes. We found that many EMS providers do not yet fully appreciate the expanded role that we envision and that many EMS providers were uninformed about the benefits of involvement in public information and education activities. On the other hand, we did find a growing number of intensely committed EMS professionals that have eagerly become involved in a variety of public safety issues. It is evident that future initiatives should focus some attention on the tangible benefits of injury prevention activities by EMS providers, such as lower emergency worker attrition rates and higher job satisfaction. EMS is a relatively young public health service that will become increasingly involved in injury prevention as the field matures.

There is a continuing need to educate the public about the importance of occupant protection use. The Association found the existing NHTSA curricula an excellent modality to begin to accomplish this. Wisconsin has experienced an increase in the number of drivers using safety belts in the last year, in large part due to growing acceptance of the mandatory safety belt law. (See Appendix I.) However, it should be noted that public interest in this subject may be waning in Wisconsin and that drivers may be becoming more clearly demarcated into two distinct camps: a group that has gotten the message, follows the law and always buckles up, and a second group that refuses to buckle up despite the presentation of clear evidence of the value of occupant protection. We need to identify new and innovative means to reach those people with entrenched views of opposition to safety belt use and enlist the support of those who are buckling up.

Reducing driving by impaired drivers ought to be a primary focus of attention of EMS providers. Far too many (259 deaths during 1989) fatal motor vehicle crashes in Wisconsin still involve drivers that are intoxicated or impaired by other drugs. Societal attitudes about drinking and driving are in fact changing in Wisconsin, but societal acceptance of impaired driving remains prevalent and as a result many lives are lost on our state's highways. Many of those who die in alcohol related crashes are people in their teens and early twenties.

The mock crash concept developed by the Wisconsin EMT Association should be expanded to reach more of these young drivers, both

within Wisconsin and other states. The mock crash program is an excellent mechanism to teach youthful drivers the results of driving while impaired. The strength of the mock crash concept is that it gives youthful drivers the experience of seeing a drunk driving crash the same way that an EMT sees a drunk driving crash and learning from that experience. In general, young drivers are resistant to changing their behaviors or attitudes based on reading a poster or a brochure or being told the facts by an older adult. However, once they actually experience the alcohol crash sequelae that a mock crash provides, young drivers often experience a change of attitude and become less accepting of those who drive while impaired.

In general, the Wisconsin EMT Association believes that EMS providers are very effective injury prevention advocates. While this hypothesis seems intuitively true, based on the status of EMS providers in American society, this hypothesis has not been fully researched. Future research should test this statement: "Injury prevention programs by EMS providers are effective in changing high risk behaviors." Research methodology should include random selection of a group of communities that would be provided with an injury prevention project such as a mock crash. Data from communities included in the project, such as pre-project alcohol related motor vehicle crashes and post-project alcohol related motor vehicle crashes, could be compared to a group of similar communities in size and socioeconomic makeup.

The injury prevention efforts of the Wisconsin EMT Association during the last year have led to improved highway safety in 1990. We are confident that our efforts in enlisting the support of EMTs in the fight for safer highways will lead to fewer traffic fatalities on Wisconsin highways for years to come.

## APPENDIX DIRECTORY

- A. PROJECT STAFF
- B. EMS BUCKLE BEAR
- C. PUBLIC SERVICE ANNOUNCEMENTS
- D. EMS WEEK
- E. POSTERS
- F. OCCUPANT PROTECTION SEMINARS
- G. MOCK CRASH SEMINARS
- H. STATE FAIR
- I. SAFETY BELT USE DATA
- J. IMPAIRED DRIVING DATA
- K. ACKNOWLEDGEMENTS

# Appendix A

## Program Staff

William Tefft . . . . .	Page A.1
Diane Evans . . . . .	Page A.2
William Beetschen . . . . .	Page A.3
WEMTA Volunteer Staff . . . . .	Page A.4

## William Tefft

The NHTSA "Occupant Restraint Systems: Lesson Plans and Instructor Guide For EMS Personnel" curriculum was primarily presented by William Tefft.

Tefft has served as President of the Wisconsin Emergency Medical Technician's Association for several years and is in large part responsible for building the state EMT Association into a well recognized and reputable professional association. The existing strengths of the Wisconsin EMT Association include an annual conference that is the largest in the state and a high quality bimonthly publication. In addition to injury prevention initiatives, the association has become active in the development of regional Critical Incident Stress Debriefing Teams.

Tefft is an active member of the Sun Prairie Ambulance service at the EMT-Basic level. Tefft is a graduate of the University of Wisconsin - Stout and has taught Industrial Arts at the Sun Prairie Junior High School for 15 years.

A.1

## Diane Evans

Diane Evans was hired by the Wisconsin EMT Association to coordinate the statewide injury prevention program over the course of the first year of the project. She also assisted Tefft in presenting the "Occupant Protection Systems" curriculum and was responsible for adapting the existing NHTSA curriculum to meet the needs of Wisconsin EMS providers.

Evans is a highway safety activist, serving as the Treasurer of the Wisconsin Child Passenger Safety Association for the past three years, and is an active member of the Eau Claire Safety Belt Task Force. Evans also is an active member of the Wisconsin Safety Belt Coalition Steering Committee. Her activism in the highway safety projects of other groups in Wisconsin was useful in that her existing contacts made networking with established injury prevention programs a natural part of the education of EMS providers.

Evans works on a part time basis as an EMT-Basic for Gold Cross Ambulance of Eau Claire. She was formerly employed by the Chetek Ambulance Service, this year's winner of the Leo R. Schwartz Emergency Service of the Year, as awarded by the National Association of EMTs.

## William Beetschen

William Beetschen is the creator of the Wisconsin EMT Association's Drunk Driver Awareness Demonstration. He is currently a medical sales representative for Medical Products, Incorporated of Milwaukee, having recently completed ten years as the administrative manager of Emergency Medical Services and the Westosha Emergency Center for Kenosha Hospital and Medical Center. He is an EMS Instructor for Gateway Technical College, the Western Racine County EMS System, the North Lake County, Illinois EMS-MIC System, and a guest faculty member of the ADN Program at Gateway Technical College. He presently serves as assistant fire chief, training officer, and medical officer of the Newport Township Volunteer Fire Department in Wadsworth, Illinois, and has been a certified Paramedic since 1975.

Beetschen recently served as a member of the Wisconsin EMT Association Board of Directors, and as former associate editor of the Wisconsin Emergency Professionals magazine. Beetschen was recognized for service excellence as the "Paramedic of the Year" by the Wisconsin chapter of the American College of Emergency Physicians and the Emergency Nurse's Association, in part for his development of the mock crash concept.

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261 Brooklyn,  
Berlin, WI 54923

A.4

## Appendix B

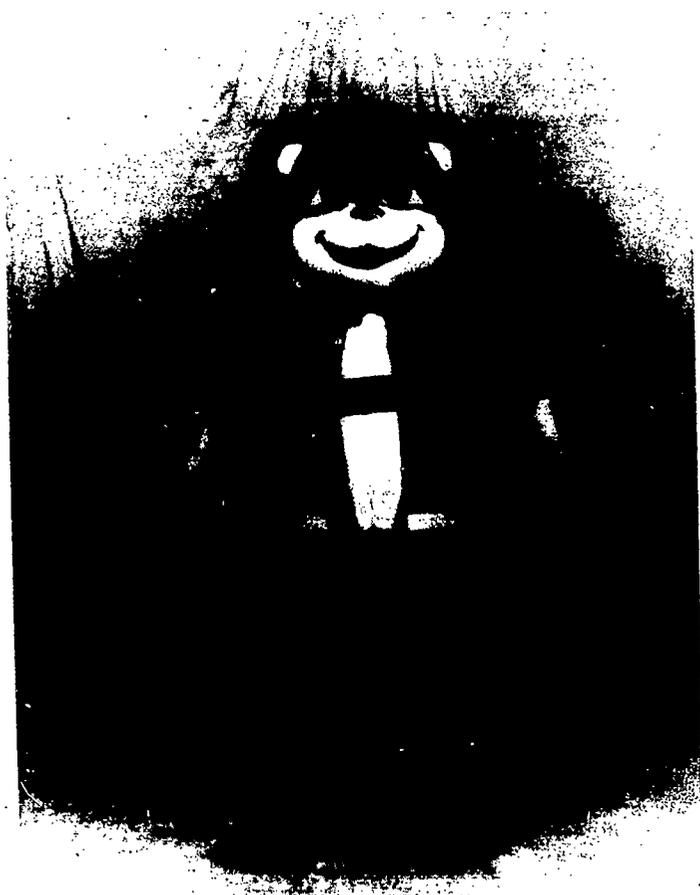
### EMS Buckle Bear

1990 Tour Schedule . . . . .	Page B.1
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Adventures of Buckle Bear . . . . .	Page B.7
Lifesaver's Conference . . . . .	Page B.8

"EMS Buckle Bear"

Date	Number of Attendees	Site
1-26	600	Oconomowoc, 4th Annuzl WEMTA Conference
1-31	150	Eau Claire, Lincoln School
2-3	70	LaCrosse, Lutheran Hospital
2-7	150	Berlin, Grade School
2-10	30	Ashland, WITC
2-11	100	Hallie, Shopko Shopping Mall
2-17	30	Marshfield, St. Joseph's Hospital
2-24	50	Milwaukee, St. Francis Hospital
2-27	150	Oxford, Grade School
3-5	150	Viola, Kickapoo EMS and Grade School
3-16	100	Milwaukee, Media Event
3-23	50	Chippewa Falls, HomeMakers
3-30	20	Green Lake, Sheriff Office
3-31	100	Eau Claire, Oakwood Mall
4-1	100	Markesan, Pancake Breakfast
4-6		Photo Shot, Eau Claire
4-14	50	Madison, St. Mary's Hospital
4-27	1,000	San Diego, LifeSavers 8
5-5	200	Deergrove, Deerfield EMS
5-8	200	Avoca, School function
5-12	50	Eau Claire, Luther Hospital
5-13	50	Greenwood, Sunday School
5-26	20	Rhineland, St. Mary's Hospital
5-28	500	Cross Plains, Memorial Day Parade
5-31	400	Madison, Public Health Conference
6-2	10	Fort Atkinson, Hospital
6-4	50	Menomonee, School Function
6-9	20	Kenosha, St. Catherine's Hospital
6-12	100	Milwaukee, St. Francis' Hospital
6-16	20	Green Bay, St. Vincent's Hospital
6-17	500	Evansville, Car Show
6-23	500	Sun Prairie, Parade
6-30	100	Milwaukee, St. Francis' Hospital
7-1	500	Princeton, Parade
7-8	500	Bristol, Parade
7-13		Spooner (ambulance runs, missed parade)
7-15	500	Cadott, Parade
7-21	500	Cornell, Parade
7-23	300	Menomonee, School Event
7-28	200	Cedar Grove, EMS Event
8-1	2,300	Milwaukee, Children's Fest 10% of 23,000 gate
8-2	39,300	Milwaukee, State Fair 10% of 393,000 gate count
8-17	500	Bandordville, Centennial
8-25	500	Middleton, Good Neighbor Festival
9-1	500	Hillsboro, Parade
9-8	500	Wabeno, Parade
9-10	500	McFarland, EMS Steam Train
Total of <u>52,220</u>		people from January 26, to September 10, 1990

B.1



**MILLER AREA**

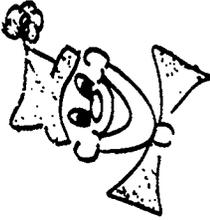
**THEATRE/ENTERTAINMENT**

**Miller Stage:**

- 10:10 AM Kids Corps
- 10:50 AM The Fabulous Fero
- 11:30 AM Professor Foolzum: Magic Show
- 12:30 PM Kids Corps
- 1:15 PM Betty Salaman's Dance Circus - Dance to Go
- 2:10 PM Professor Foolzum Magic Show

**ACTIVITIES/DISPLAYS:**

- Ambulance
- Amphibious Fire Engine (Fire Boat)
- Fire Safety House
- Green Fire Engine
- Red Fire Engine
- Safety Village
- Talking Police Car



**FOOD:**

- Saz's Hamburgers
- Cheeseburgers
- Brats
- Chips
- Pepsi-Cola Products
- Milk
- Martino's Chicago Style Hot Dogs
- Italian Roast Beef
- Brats
- Pepsi-Cola Products
- Root Beer Barrels
- Koepsell Popcorn Wagon

**SERVICES:**

- Agency Lunch Drop-off
- Gazebo
- First Aid

**MASCOTS/CLOWNS**

**PABST AREA**

**THEATRE/ENTERTAINMENT:**

- 10:30 & 1:00 Singing Machine
- 12:00 & 2:00 Western Publishing Company's Golden Music Label Presents David Jack an award winning children's recording artist - new songs for little kids to dance to

**ACTIVITIES/DISPLAYS:**

- Giant Truck
- Little Circus Train Ride's

**FOOD:**

- Cousin's Submobile
- Assorted Submarine Sandwiches
- Pepsi-Cola Products
- Venture Club
- Pizza Bread
- Fast Sticks
- Hot Dogs
- Corn Dogs
- French Fries
- Milk
- Coffee
- Pepsi-Cola Products
- Good Humor Cart
- Root Beer Barrel
- Koepsell Popcorn Wagon

**SERVICES:**

- Free Chocolate Milk - Compliments of Dairy Council of Wisconsin Incorporated (1 per child) and Golden Guernsey Dairy
- Face Tattoos

**CLOWNS/MASCOTS**

**RESTROOMS/DRINKING FOUNTAINS/TELEPHONES**  
Located throughout the grounds.

Welcome to the 6th Annual

# CHILDREN'S FEST DAY

Wednesday, Aug. 1, 1990  
10:00 a.m.-3:00 p.m.

brought to you by...



The Milwaukee Public Schools Recreation Department  
and the Metro Area Park and Recreation Departments  
Milwaukee Safety Commission  
Summerfest & WTMJ-TV, Channel Four

Sponsored by

- SUMMERFEST • WTMJ-TV Channel Four • Brown Deer Recreation Department • Cudahy Recreation Department • Fond du Lac Recreation Department • Franklin Parks and Recreation Department • Germantown Recreation Department • Glendale Recreation Department • Greendale Parks and Recreation Department • Greenfield Recreation Department • Hartland Recreation Department • Menomonee Falls Recreation Department • Milwaukee County Parks Recreation and Culture • Milwaukee Public Schools-Department of Municipal Recreation and Community Education • Milwaukee Safety Commission • Muskego Park and Recreation Department • Oak Creek Recreation Department • South Milwaukee Recreation • Shorewood Recreation • Wauwatosa Recreation Department • West Allis-West Milwaukee Recreation Department • West Bend Parks, Recreation & Forestry Department



"EMS Buckle Bear" made his debut during the "Working Together" conference, here giving Bill Locke an EMS bear hug.



Miss Wisconsin Teen visited the conference and trade show site.



UW Med Flight nurses enjoy the banquet at the 1990 "Working Together" conference.

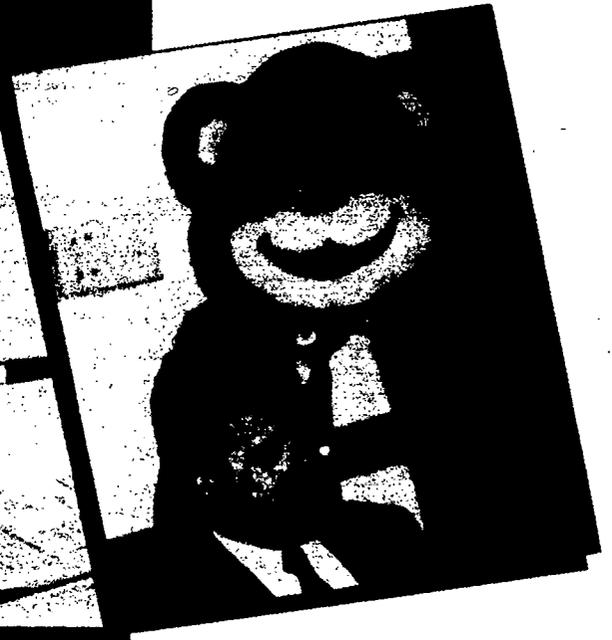


WEMTA President Bill Tefft addressed 500 people at the banquet Friday evening.

Wisconsin Emergency Professionals



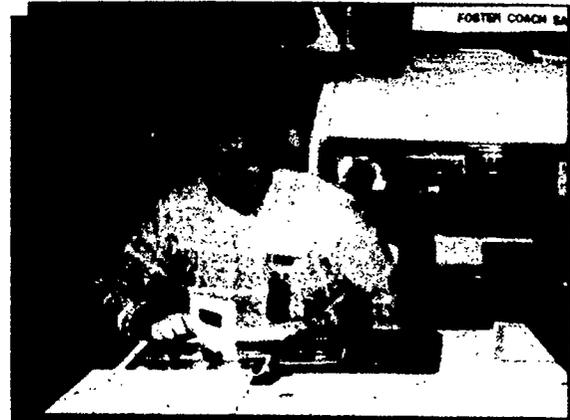
**Bob Brown, one of the many WEMTA volunteers who helped organize this year's conference, enters on site registrations into the computer.**



**EMS Section Chief Mike French meets WEMTA's new mascot, "EMS Buckle Bear."**



**Micky Hayes and Chris Metallo were among the 500 participants in this year's "Working Together" conference.**



**Dr. Dean Steuland had time to look at some of the 9 ambulances exhibited in the exhibit hall between his lectures on agricultural emergencies.**



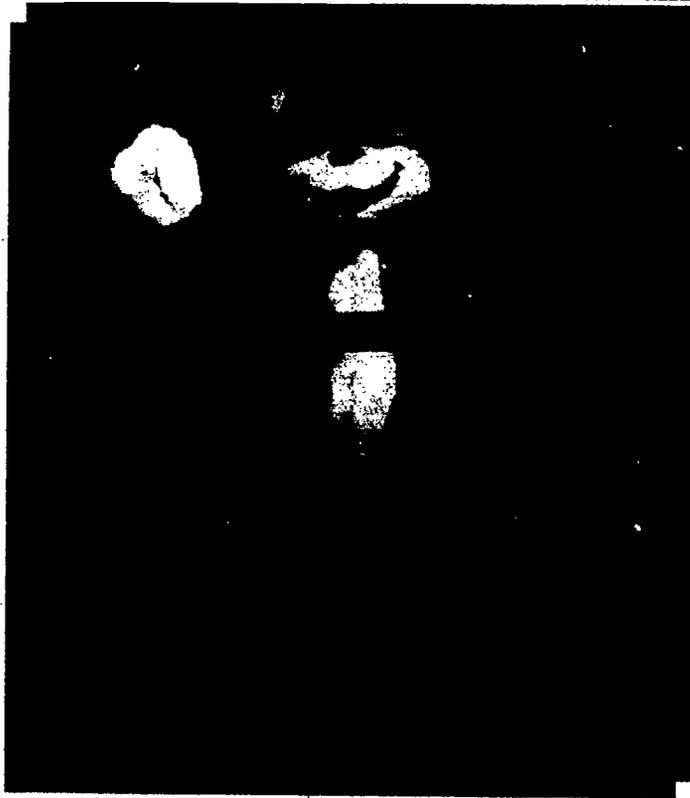
**Bob Brunning and Bill Tefft exchange unbelievable tales.**

Find out how WEMTA's new mascot can be a part of your department's public relations campaign. EMS Buckle Bear is available free to any WEMTA member.

For details write:

Diane Evans  
1703 Arlene Place  
Eau Claire, WI 54703

or call WEMTA at:  
(715) 833-0093



## Senator Feingold Seeks To Clarify Code/No Code Status

By Ralph Edwards

State Senator Russ Feingold has been working with Department of Health officials to develop new guidelines concerning the use of CPR and patient's rights to have CPR withheld.

The decision to not give CPR is a complex ethical decision that EMTs are seeing more and more often. Because of Department of Health requirements, nursing homes are now required to establish a plan of care for each nursing home resident that specifies whether CPR is desired or not.

Part of the admission process into nursing homes includes sitting down with the new resident and discussing whether they desire CPR when their heart stops. Often, these elderly people will decide that they do not want CPR after talking it over with their physician, family and religious counselors.

Many of these "No Code" residents are active and live for years. EMTs see these patients when they transfer them to a hospital for diagnostic tests or for IV therapy not available in the nursing home. EMTs are generally taught to always provide CPR so they are in a difficult position when these "No Code" patients code while in transport. In most cases, EMTs feel compelled to provide CPR. However, from an ethical standpoint many people strongly feel it is morally wrong to pound on the chest of a corpse when that patient had decided they didn't want CPR after talking it over with their family, their pastor and their physician.

One proposal that Senator Feingold is considering is the use of Living Will bracelets. Those who do not want CPR could wear a bracelet similar to a diabetes or allergy bracelet which would be respected by all health care personnel, including EMTs.

Senator Feingold told WEMTA that he is looking for a solution to the Code/

No Code issue. Feingold said, "I agree that a problem exists for nursing home transfers. I believe that the patient's decision regarding CPR should always be respected. Obviously, EMTs cannot be expected to follow the patient's request if they have not been informed of the request."

**"In most cases, EMTs feel compelled to provide CPR."**

**-Senator Feingold**

Comments on this issue can be directed to Senator Feingold. His address is Room 28 South, State Capitol, P.O. Box 7882, Madison, WI 53707.

The Wisconsin EMT Association is also seeking comment and advice on this complex ethical and legal issue. WEMTA has established an ethics subcommittee of the legislative committee, chaired by Ralph Edwards. Comments on this subject can be directed to: Ralph Edwards, 1703 Arlene Place, Eau Claire, WI 54703.



# Adventures Of EMS Buckle Bear

By Diane Evans

A big brown bear with seat belt on his tummy was first sighted in Wisconsin a few years ago, telling children to ride in car safety seats. Bear would go with Homemaker groups, and sometimes with Police Officers to speak to schools. Then, at the 1990 WEMTA Conference in Oconomowoc, Buckle Bear took on a new challenge. Donning a blue jacket with a Star of Life, he became "EMS Buckle Bear." Willing to respond to any call, "EMS Buckle Bear" has been to schools in Berlin, Kickapoo, Oxford, Eau Claire and other special events. "EMS Buckle Bear" has also been at the "Occupant Protection Systems" seminars in six cities.

When he shakes paws in pediatric wards, such as at St. Francis Hospital in Milwaukee, "EMS Buckle Bear" gets all the children to smile. But he takes his job seriously, knowing what happens to people who do not buckle up.

"EMS Buckle Bear" wants

to come to your ambulance service to tell all the children "Buckle Up!" A visit by "EMS Buckle Bear" can be an excellent Public Relations

campaign for your service, while you help educate people how to avoid unnecessary head injuries.



"EMS Buckle Bear" will be appearing at Injury Prevention Seminars in Eau Claire, Rhinelander, Fort Atkinson, Kenosha and Green Bay during May and June. If you come to one of those seminars you can learn more about what "EMS Buckle Bear" says and does.

Do you have a parade, fundraiser or Health Fair coming up? Call Diane Evans at 715-833-0093 to arrange to use "EMS Buckle Bear." Use of "EMS Buckle Bear" is free

to any WEMTA member, though it will cost you about five dollars to ship the Bear costume to the next location.

Would you like a chance to help "EMS Buckle Bear?" He will be appearing at the State Fair in West Allis from August 2 to 12. We need volunteers to be "EMS Buckle Bear" and are able to arrange for free motel rooms and tickets to enter the state fairgrounds for EMT's willing to help with the EMS booth or wear the costume. "EMS Buckle Bear" tells children to "Buckle up!"

# Intubation by EMT-Intermediates Starts

By Ralph Edwards

**E**MT-Intermediates in Eau Claire have started clinical practice with oral intubation. The Eau Claire Intermediates are the first non-Paramedics to be allowed by the state to intubate.

According to Dr. Chris Peterson of Sacred Heart Hospital, "oral intubation is generally safe and is an important emergency skill that all EMT-Intermediates ought to be trained in." However, Wisconsin law does not yet allow for EMT-I intubation. Current law allows only Paramedics to intubate.

Dr. Peterson, along with Dr. Mark Tomasi of Luther Hospital, have started a research project into the feasibility of teaching EMT-Intermediates intubation skills. Their study will look at the change in morbidity and mortality when intubation and IV skills are added to existing defibrillation skills. The research proposal was approved by the EMS Section in February and the first EMT-I intubation was done April 10 at Luther Hospital.

Chippewa Valley Technical College in Eau Claire is providing the training, including four hours of didactic instruction. The first EMT - Intermediate class that Chippewa Valley Technical College trained

was organized by Gary Allen, Health Occupations Coordinator and is being taught by Ralph Edwards.

Clinical practise in endotracheal intubation is being supervised by Dr. Stephen Endres, an Eau Claire anesthesiologist. Endres was an EMT in Austin, Minnesota before his medical training. Other anesthesiologists helping the Eau Claire EMT - Intermediates to practice intubation in the operating room include Dr. Daniel Bowman, Dr. Brett Gardner, and Dr. Chris Humphreys.

While endotracheal intubation by EMT - Intermediates is new, and somewhat controversial in Wisconsin, it is standard practise in several other states. Alabama, Arizona, California, Maine, Massachusetts, Michigan, Montana, Nevada, New York, North Carolina, Oklahoma, Oregon, South Carolina, Texas, Wyoming are among the states that already allow EMT - Intermediates to intubate.



**Esophageal Obturators are taught, even though the Eau Claire Intermediates will be intubating with endotracheal tubes.**

**S**everal members of the Wisconsin EMT Association attended Lifesavers 8, which was held in San Diego, California on April 29 - May 2, 1990. The



**Ron Fiedler, Secretary of the Wisconsin Department of Transportation talked with EMS Buckle Bear, Cathy Stumpner, and Bill Tefft at the Lifesaver's 8 Conference in San Diego.**

purpose of the conference is to exchange ideas on how to reduce deaths on our highways. Wisconsin representatives included "EMS Buckle Bear", who greeted everyone with bear hugs and admonished all to "Buckle Up!" William Tefft, president of WEMTA, liked especially the California State Patrol's display of what happens in a roll-over, and has written for the plans to

build the roll-over demonstrator. Kathy Stumpner of WEMTA's Public Relations Committee returned with a list of projects to promote WEMTA. Ralph Edwards, editor of Wisconsin Emergency Professionals, met several other public safety activists and is working on ideas for WEMTA's continued involvement in public health education and traffic safety.

The Wisconsin EMT Association's injury prevention project showed off this year's accomplishments during the billboard session, which WEMTA was an invited participant.

Diane Evans, Project Coordinator said of the Lifesaver's Conference, "It is time for Emergency Medical Services to take the lead in preventing car crashes, because we see first hand the damage that results from traffic accidents. LifeSavers Conference was excellent training in injury prevention."

## Appendix C

### Public Service Announcements

WEMTA Releases PSAs . . . . .	Page C.1
Smile, You're On The Radio . . . . .	Page C.2

c.

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# WEMTA Releases Radio Public Service Announcements

## “Thank An EMT” Airs Across The State

A little boy walks into a hospital room to visit his dad who is recovering from a heart attack. He is not sure what has happened to his dad. He asks if they can go fishing on Saturday. His dad answers “maybe next week”. Then he asks “Dad... what was it like being dead?”. His dad simply says that he can't really remember. “Oh”, says the boy. “Will you help me write a thank you note?” the boy asks. To who? his father wonders. “To the people who started your heart beating again”.

That is just a part of one of four new public service announcements created for radio by WEMTA. By the time you read this, every station in the state of Wisconsin should have received a copy of “Thank an EMT”. The commercials we're written by Holding Pattern Creative of Milwaukee, and produced by HG Studio, which is owned and operated by Don Hunjadi, the new publisher of Wisconsin Emergency Professionals.

Together, Holding Pattern and HG Studio donated their time and talent to create four radio PSAs. Each one delivers a message about the dedication and hard work of EMTs throughout Wisconsin.

Also donating his time and talent is Richard Hageman. He is the announcer that reads the body of the message in the commercials. You've already heard Rich's voice on national spots for Mc Donalds, as well as Tuffys Dog Food, Wisconsin Lottery, Midwest Express, and Door County Coolers, just to name a few.

The theme “Thank an EMT” lets people know that there are two ways they can thank EMTs for the work they

perform. They can write them a letter; or better yet, they can buckle up, drive sober, and wear their helmets as the four commercials tell us.

Maybe you have already heard one of these announcements. If not, you need to call, write, or stop in at your local radio station and let them know how much your Fire Department or Ambulance service would appreciate hear-

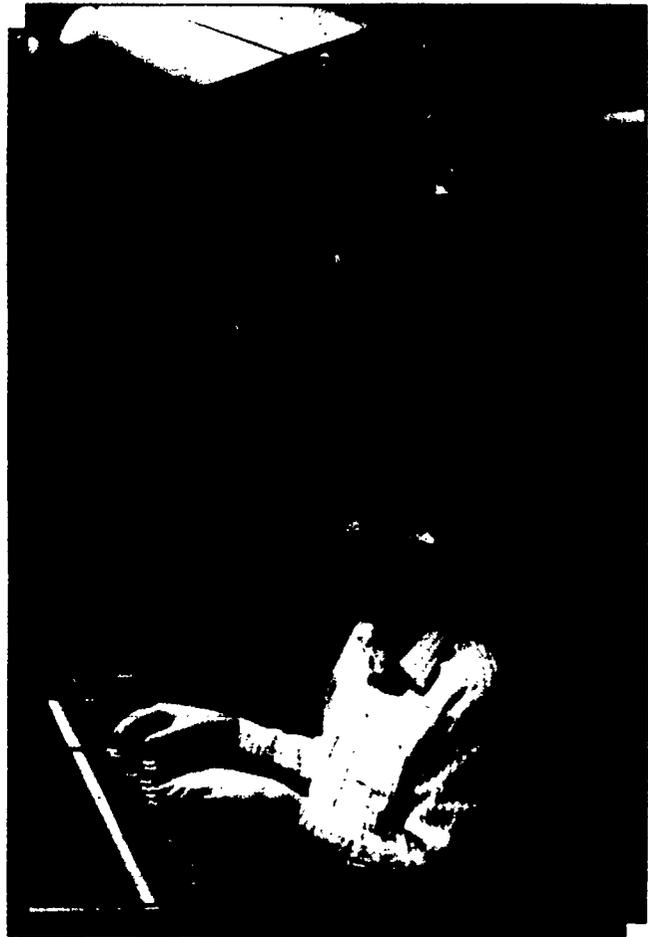
ing these announcements. The more EMTs we can get to contact their local stations, the more of a chance we have of educating the public about what an EMT is, and does, and how they can thank you for the work you perform. Please take the time to contact any stations in your area.

If for some reason your local station did not receive a copy, or if you would like to obtain a copy, contact:

HG Studio  
21332 7 Mile Rd.  
Franksville, WI 53126

Tapes will be mailed with WEMTA funds to the radio station. Copies for individuals will cost \$2.00 to cover tape, duplication, and postage.

**Don Hunjadi  
of HG Studio  
and Terry  
Flynn of  
Holding  
Pattern  
Creative  
work on the  
final mix of  
“Thank An  
EMT”**



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Wisconsin Emergency Professionals

C.1

36

**BEST COPY AVAILABLE**

# Smile!?!

## You're On The Radio

In April, WEMTA launched a radio public service campaign called "Thank An EMT". Copies were mailed to every radio station in Wisconsin. Now we'd like to know how effective they've been. Please take the time to fill out and mail this short questionnaire.

Have you heard the PSAs on the Radio?

If yes, what stations?

What city?

How many times have you heard it?

What did you think of the commercial?

What future campaigns should WEMTA produce?

Please mail to: HG Studio, 21332 7 Mile Rd., Franksville, WI 53126

# Appendix D

## EMS Week Activities

CPR Across Wisconsin Schedule . . . . . Page D.1  
EMS Week Activities . . . . . Page D.2-4

# CPR Across Wisconsin

**Y**ou may see an unfamiliar ambulance in your area soon. During the week of September 10th through the 16th, the Wisconsin EMT Association will be sponsoring "CPR Across Wisconsin," a week long CPR marathon that will tour the entire state.

The tour will start in Madison and go into almost every corner of the state, touring over 2000 miles and visiting 35 cities. Continuous CPR will be performed during the tour and at all city stops.

The primary purpose of this program is to kick off EMS Week, which will be held September 17 - 24. The WEMTA Public Relations Committee has sent press releases to all major media in the state reminding them of the importance of covering EMS Week. At each stop along the tour, WEMTA will meet with the media and provide interviews and additional information about the work of EMTs and Paramedics.

The second goal of this event is to promote CPR as an issue that the general public should be interested in and learn. The EMT Association feels

## CPR ACROSS WISCONSIN SCHEDULE

### Sep 10, 1990

0800 Madison  
0930 Janesville  
1030 Beloit  
1200 Monroe  
1400 Platteville  
1600 Prairie du Chen

### Sep 11

0830 Richland Center  
1030 Tomah  
1230 LaCrosse  
1500 Eau Claire

### Sep 12

0830 Rice Lake  
1100 Superior  
1300 Ashland  
1500 Park Falls

### Sep 13

0830 Eagle River  
1000 Rhineland  
1200 Wausau  
1330 Stevens Point  
1500 Marshfield  
1630 Wisconsin Rapids

### Sep 14

0830 Portage  
1000 Beaver Dam  
1130 Fond du Lac  
1300 Oshkosh  
1400 Appleton  
1530 Shawano  
1730 Marinette

### Sep 15

0830 Green Bay  
1000 Sturgeon Bay  
1200 Manitowoc  
1330 Sheboygan  
1530 Milwaukee

### Sep 16

0830 Racine  
1030 Fort Atkinson  
1200 Watertown  
1330 Madison

that all EMTs have a professional responsibility to reduce cardiac deaths by helping citizens learn how to perform CPR.

Local event coordinators will be used in each city to confirm with the media times and locations when CPR across Wisconsin will be stopping. The local city coordinator will also be responsible for contacting local EMTs to assist with CPR at the local level. The city coordinator will also be encouraged to use this event to promote EMS in their area and provide print and electronic media interviews.

This event is part of WEMTA's mission of improving EMS in Wisconsin. Financial support is being provided, in part, from W. O. S. Safety of Green Bay, Aid Association For Lutherans, the Wisconsin Restaurant Association, and other organizations.

WEMTA needs your help to make CPR Across Wisconsin successful. If you want to help, please call Peg Beuthin at (414) 361-3135.



EMS Professionals,  
When Every Second Counts  
We Count On You!

Join Luther Hospital  
In Saluting the Chippewa Valley  
Emergency Medical Team

**EMS**  
EMERGENCY MEDICAL SERVICES WEEK  
SEPTEMBER 16-22, 1990

**LutherHospital**

Eau Claire, Wisconsin  
839-3311



### ***Practice makes perfect***

Jon Foster, an EMT-I from Gold Cross Ambulance, practices endotracheal intubation on a practice model Friday in Oakwood Mall as part of Emergency Medical Services Week. Demon-

Staff photo by Jason Tetzloff

strations will continue through the weekend. Most emergency medical technicians in the city will qualify for the more advanced intermediate skill level October 1.

Eau Claire Leader-Telegram

D.3

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# Appendix E

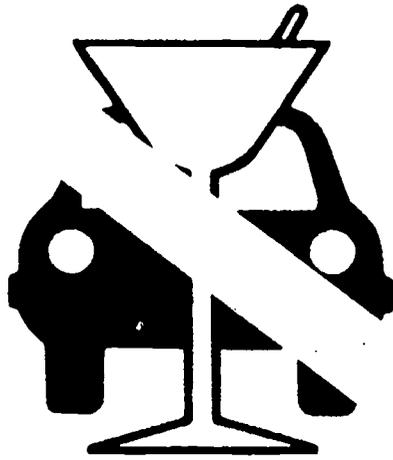
## Posters

Thank An EMT Posters (size reduced) . . . . . Page E.1-4  
Wisconsin Buckle Up . . Just Do It . . . . . Page E.5

E.

# THANK

an  
**EMT**



# Drive Sober



This message is from the  
Wisconsin EMT Association.  
**EMTs care about you.  
Let's not meet by accident.**



E.1

# THANK

an  
EMT



# Wear Your Bike Helmet

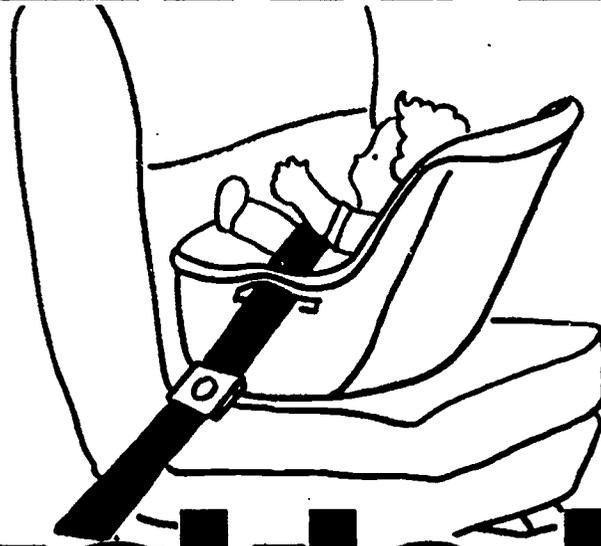


This message is from the  
Wisconsin EMT Association.  
EMTs care about you.  
Let's not meet by accident.



# THANK

# an EMT



# Buckle Up Your Babies



This message is from the  
Wisconsin EMT Association.

**EMTs care about you.  
Let's not meet by accident.**



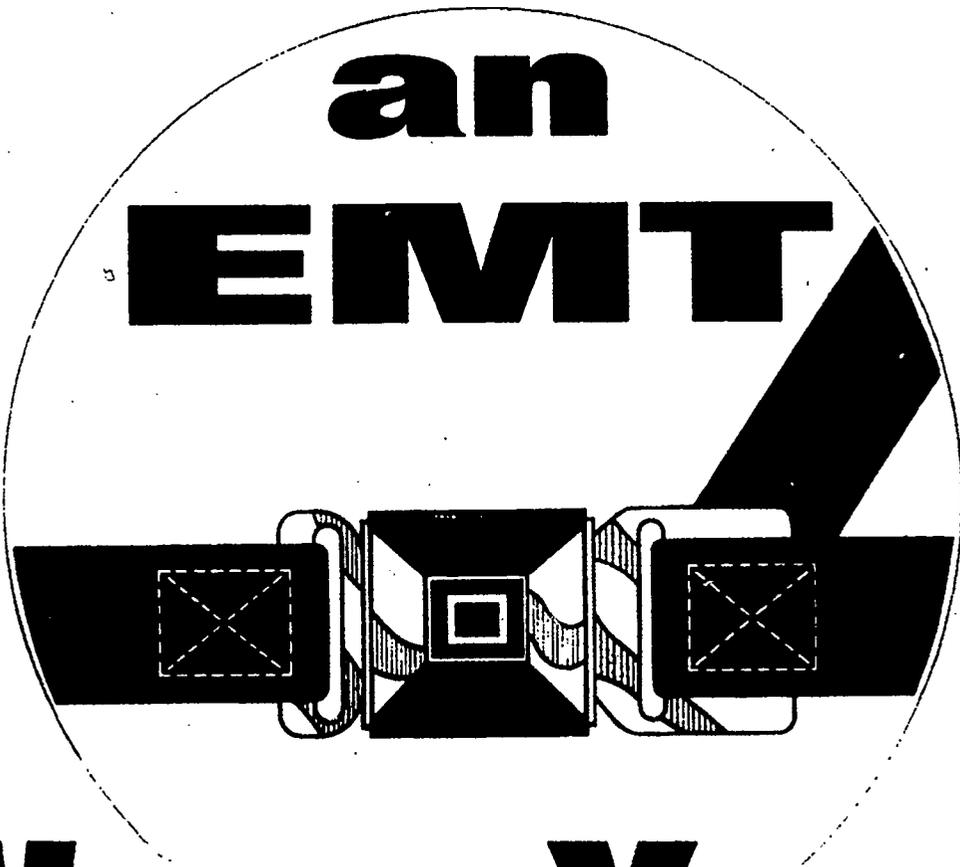
E.3

45

# THANK

an

# EMT



# Wear Your Seat Belt



This message is from the  
Wisconsin EMT Association.  
**EMTs care about you.  
Let's not meet by accident.**



E.4

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E.5

## Appendix F

### Occupant Protection Seminars

Curriculum . . . . .	Page F.1
Registration Brochure . . . . .	Page F.2-3
Mazamonie EMTs Get Kids To Buckle Up . . . . .	Page F.4
Why Injury Prevention . . . . .	Page F.5

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## Introduction

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The purpose of this training program is twofold in nature. The primary outcome of the training program is for the EMS provider to use these materials to educate the general public that prevention is indeed the most successful key to the reduction of mortality and morbidity in the event of a motor vehicle crash. This is particularly significant since the EMS provider has recognition and credibility within the community. It has always been the goal of Emergency Medical Services to save lives. Unfortunately we have not concentrated on the preventive aspects of that task. This training program will allow and encourage EMS providers to contribute to this life saving effort.

Secondly, it is designed to convince the First Responders, Emergency Medical Technicians, EMT-Intermediates, EMT-Critical Care Technicians, or EMT-Paramedics that each and every time they enter the ambulance as a driver, passenger, or emergency care provider they *must* fasten their own safety belts. While it can be documented that the general population is at extreme risk when they are driving without appropriate protective devices, those problems are only exacerbated when an ambulance is being operated in an emergency mode.

Each of the three lessons contained in this document has a particular audience in mind. The first lesson is designed to provide EMS personnel with factual information to be used in presenting material to the general public, and sufficient information and justification for the use of occupant protection devices by EMS personnel both on and off the job. Additionally it is designed to be used by EMS personnel to train the general public.

The second lesson is designed to train EMS providers to become instructors of highway safety issues. This module introduces the concept of EMS involvement in prevention of injury and death as an appropriate community activity.

The third lesson is designed for the individuals who will be responsible for coordinating community educational efforts. They will, in fact, be responsible for the two levels of involvement mentioned previously. They will coordinate the initial EMS orientation and will also facilitate the community-wide effort. The intended use of materials is as follows:

Lesson 1. To train EMS personnel and the general public about the fundamental considerations relative to the use of occupant protection systems.

Lesson 2. Provides additional information for those EMS providers who will serve as instructors in the community.

Lesson 3. Is designed to provide a full range of information which will assist individuals who are responsible for the establishment and maintenance of community-wide programs.

Each of these lessons may be used to stand alone depending upon the audience. The EMT conducting a community program would use Lesson 1. An ambulance service may conduct Lesson 2 for its members with a demonstration of Lesson 1 if a community program will involve the EMTs on the ambulance service or rescue squad. The full three lesson program may be conducted in an area preparing to develop a State, regional, or local occupant protection program involving EMS. In summary, these materials are designed to be adapted to the needs of the EMS providers.



Wisconsin  
Emergency Medical Technician's Association

presents

Two new seminars for EMS Public Relations Officers  
and other EMTs interested in protecting their community  
from car crashes and drunk drivers.

Both Seminars are FREE Both are limited to the first 40 EMTs who sign up, so register today  
National Registry credits applied for.

## OCCUPANT PROTECTION SYSTEMS

Presented by: William Tefft and Diane Evans Edwards

**PROGRAM:**

9:00-10:00 Saving Lives Through Educating  
the Public  
10:00-10:15 Break  
10:15-12:00 EMS Involvement in Prevention  
12:00-1:00 Lunch (on your own)  
1:00-1:30 Networking with Existing  
Prevention Programs  
1:30-2:30 Using the Media Effectively  
2:30-2:45 Break  
2:45-3:30 Planning Your Public Relations  
Program  
3:30-4:00 Coordinating Your Program with  
WEMTA- How to Be "EMS Buckle Bear"

**LOCATIONS:**

February 3 La Crosse, Lutheran Hospital  
February 10 Ashland, WITC  
February 17 Marshfield, St. Joseph's Hospital  
February 24 Milwaukee, St. Francis' Hospital  
March 3 Prairie Du Chien, Prairie Du Chien Hospital  
March 31 Green Lake, Green Lake County Sheriff's Department  
April 14 Madison, St. Mary's Hospital  
May 12 Eau Claire, Luther Hospital  
May 26 Rhinelander, St. Mary's Hospital  
June 2 Fort Atkinson, Fort Atkinson Hospital  
June 9 Kenosha, St. Catherine's Hospital  
June 16 Green Bay, St. Vincent's Hospital

## EMTs FIGHT BACK AGAINST DRUNK DRIVERS

Presented by: Bill Beetschen

**PROGRAM:**

1:00-1:45 Drunk Driving-A Problem EMS Can Help Solve  
1:45-2:15 EMTs Speak Out  
2:15-2:30 Break  
2:30-3:00 Developing a Drunk Driving Awareness Program  
3:00-3:15 Slide Presentation: The Mock Crash  
3:15-3:30 Break  
3:30-3:45 Results of an Effective Demonstration  
3:45-4:30 Video Presentation: "EMTs Fight Back-The Kenosha Experience"  
4:30-4:50 How to Get Started: Putting on Your Own Awareness Demonstration

**LOCATION:**

February 17 La Crosse  
March 3 Fort Atkinson  
March 17 Eau Claire  
March 31 Green Bay  
April 21 Madison  
May 5 Rhinelander

### REGISTRATION FORM

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ AMBULANCE SERVICE \_\_\_\_\_

Which "Occupant Protection" location do you prefer?

Which "EMTs Fight Back" location do you prefer?

**Seminars may be limited to 40 participants so mail in early!**  
Send no money—these seminars are provided free of charge by the  
Wisconsin EMT Association by a grant provided by NHTSA.

Return Registration form to:

Diane Evans • WEMTA Injury Prevention Project • 1703 Ariene Place • Eau Claire, WI 54703

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# Mazomanie EMTs Get Kids To Buckle Up

Reprinted from the Madison Capital Times

**W**hen Penny Anstice started a recognition program for kids who were wearing seat belts in an automobile accident, she didn't anticipate that one of her sons would soon receive that honor, while the other, in the same accident wouldn't.

Anstice, a volunteer Emergency Medical Technician in Mazomanie, got the idea for the program after responding to a rollover automobile accident. The three teenagers in the car were wearing seatbelts and sustained no major injuries. Anstice contacted other EMT's in the area and Pizza Hut about starting a program, in hopes of encouraging children to wear safety belts. The program is under way and several children have been rewarded.

In January, Anstice, who works in purchasing and accounting at Wicks Homes in Mazomanie, was driving out of town

after a rain storm when her car slid off Highway Y and into a tree. She and her son Joshua, in the front seat, were wearing seat belts. Moments earlier, Anstice had warned both sons to buckle up, but Jason in the back seat, couldn't find his in time. Luckily, he wasn't injured.

---

**“The Three Teenagers in the car were wearing seatbelts and sustained no major injuries”**

---

“I should have dug them out before we left,” Anstice said noting the backseat seatbelts were buried between the seats.

She has since bought a new car that is designed so seatbelts can't disappear. Children in kindergarten through 12th grade who have an accident and are wearing a seatbelt in the Mazomanie, Cross Plains and Black Earth area will receive a discount coupon from Pizza Hut and a T-Shirt featuring a seatbelt and the caption “Click! I'm convinced.

“Diane Evans, Injury Prevention Project Coordinator for the Wisconsin EMT Association cites the efforts of the Mazomanie area EMTs as an example of how EMTs can change people's thinking about highway safety issues.

**PUBLISHERS NOTE:** *This article was reprinted from the Madison Capital Times.*

# Paged Out

By Diane Evans

## Why Injury Prevention?

How do we save lives? Fast response times, basic medical knowledge, rapid decision making? Establish the airway, stop hemorrhage, provide CPR? Obviously yes, yet there is more.

The leading cause of death for people under 40 is not cancer or heart disease; the leading cause of death in young people is trauma. Highway Trauma. Head and neck injuries. Chest injuries.

What can we do about it? As Health Care Professionals, and we are becoming recognized as Health Care Professionals, first we need to set a good example. Buckle your seat belt. Make sure your children ride in their car safety seats. Drive sober. Insist your friends don't drive after drinking.

It has been said that the first step in saving lives by an injury prevention program is to create an awareness and understanding of the many approaches which may encourage safety belt and child safety seat use and discourage drunk driving. The second step is to educate the public on injury prevention issues and highway safety as a public health issue.

More EMTs should become involved with injury prevention. The payoff may come someday, when a neighbor says to you "My whole family was wearing seat belts when we were in that car crash, and we all lived because we listened to you."

Another reason that you should help with injury prevention education is because it will mean fewer unneces-

sary runs. By changing the public's attitude towards drunk driving, there will be fewer drunks on the road and fewer wrecked cars in the ditch containing broken and twisted bodies. We all say the saddest part of the job is to lose a child.

We must get the message across to the public that there is a need for every child to be buckled up every trip. A child without a seat belt is neglected, a child who crashes into a windshield has been abused.

The series of Seminars that WEMTA is presenting faces the issue. At the free Injury Prevention Seminars, you will learn how to be an effective public health educator and how to help your community become safer. You will meet and learn how to network and work with other people who have been active in promoting seat belt use. You will meet other EMTs from other ambulance services interested in Public Relations and health education. And to top it all off you will meet EMS Buckle Bear and learn how he can help you.

Help create an awareness and educate the public. Save lives. Send in your registration to attend the WEMTA Injury Prevention Seminars. Do it now.

One last thought: It is 1 AM and the wind chill is 40 below. You are sleeping, and the crash that might have been on the highway was avoided by a sober driver wearing a seatbelt. You sleep on, scanner peacefully quiet, your ambulance ready for the next run.

## Appendix G

### Mock Crash Seminars

Schedule and Registration Form . . . . .	Page G.1
Oostburg Mock Crash Details . . . . .	Page G.2-3
Madison Mock Crash Coverage . . . . .	Page G.4

G.



Wisconsin  
Emergency Medical Technicians Association

Two new seminars for EMS Public Relations Officers and other EMTs interested in protecting their community from car crashes and drunk drivers.

## OCCUPANT PROTECTION SYSTEMS

Presented by: William Tefft and Diane Evans Edwards

**PROGRAM:**

9:00-10:00 Saving Lives Through Educating the Public  
10:00-10:15 Break  
10:15-12:00 EMS Involvement in Prevention  
12:00-1:00 Lunch (on your own)  
1:00-1:30 Networking with Existing Prevention Programs  
1:30-2:30 Using the Media Effectively  
2:30-2:45 Break  
2:45-3:30 Planning Your Public Relations Program  
3:30-4:00 Coordinating Your Program with WEMTA- How to Be "EMS Buckle Bear"

**LOCATIONS:**

February 3 La Crosse, Lutheran Hospital  
February 10 Ashland, WITC  
February 17 Marshfield, St. Joseph's Hospital  
February 24 Milwaukee, St. Francis' Hospital  
March 3 Prairie Du Chien, Prairie Du Chien Hospital  
March 31 Green Lake, Green Lake County Sheriff's Department  
April 14 Madison, St. Mary's Hospital  
May 12 Eau Claire, Luther Hospital  
May 26 Rhinelander, St. Mary's Hospital  
June 2 Fort Atkinson, Fort Atkinson Hospital  
June 9 Kenosha, St. Catherine's Hospital  
June 16 Green Bay, St. Vincent's Hospital

## EMTs FIGHT BACK AGAINST DRUNK DRIVERS

Presented by: Bill Beetschen

**PROGRAM:**

1:00-1:45 Drunk Driving-A Problem EMS Can Help Solve	4:50-5:00 Conclusion-"If I Could Turn Back Time"
1:45-2:15 EMTs Speak Out	
2:15-2:30 Break	
2:30-3:00 Developing a Drunk Driving Awareness Program	
3:00-3:15 Slide Presentation: The Mock Crash	
3:15-3:30 Break	
3:30-3:45 Results of an Effective Demonstration	
3:45-4:30 Video Presentation: "EMTs Fight Back-The Kenosha Experience"	
4:30-4:50 How to Get Started: Putting on Your Own Awareness Demonstration	

**LOCATION:**

February 17 La Crosse  
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March 31 Green Bay  
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May 5 Rhinelander

### REGISTRATION FORM

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ AMBULANCE SERVICE \_\_\_\_\_

Which "Occupant Protection" location do you prefer?  
\_\_\_\_\_

Which "EMTs Fight Back" location do you prefer?  
\_\_\_\_\_

Seminars may be limited to 40 participants so mail in early!  
Send no money—these seminars are provided free of charge by the  
Wisconsin EMT Association by a grant provided by NHTSA.

Return Registration form to:  
Diane Evans • WEMTA Injury Prevention Project • 1703 Arlene Place • Eau Claire, WI 54703

# "Mock Crash" In Oostburg

**I**t was a scene that law enforcement and emergency medical people technicians see all too often—the prom night car crash, the kids broken bodies, the empty beer cans, the plaintive cries.

On Monday night, in the parking lot at Oostburg High School, there were 1200 witnesses to a bloody simulation of a three-car accident involving kids and alcohol.

It was a scene of penetrating realism, beginning with the amplified voice of the sheriff department dispatcher directing officers to the crash site and ending with arrival of local funeral home personnel, placing one of the 11 young victims in a body bag.

**"When it comes to drunken drivers, I will do my job; I'm going to take you off the road. Don't expect compassion and understanding"**

**-Deputy Bryon Schaefer**

Surveying the crowd at the accident scene, Steve Wunsch, director of Orange Cross Ambulance, said, "This turn-out is beyond our expectations."

Wunsch was one of the organizers for the simulation called "EMTs Fight Back Against Drunk Drivers." "Before tonight, the biggest turn-out for a mock crash like this was the first one, and that was in 1987 in Kenosha County when 800 people came."

The Oostburg drunk driving awareness simulation was patterned after the Kenosha program and was organized by emergency medical services personnel from Orange Cross, Oostburg Rescue, Plymouth Ambulance, Random Lake Fire Department Ambulance and Sheyboygan County First Responders. The program was a direct result of the Wisconsin EMT Association's

ongoing project to reduce teenage drunk drivers.

Othersponsors were: Valley View Medical Center, Plymouth; St Mary's Hospital-Ozaukee, Port Washington; St Nicolas Hospital and Sheyboygan Memorial Medical Center. More than 100 people were involved in the total production. Playing the teen-age victims were Sheyboygan North High School students, while actors from Sheyboygan Community Players were the distraught parents, arriving at the scene to identify their dead child.

All others at the crash site played themselves in what Deputy Sheriff Bryon Schaefer called the most difficult role of his real-life job.

In a program prior to the simulation, Schaefer warned the capacity crowd in the school gym that, when it comes to drunken drivers, "I will do my job; I'm going to take you off the road. Don't expect compassion and understanding." John Steimke, program director for Memorial Medical Center's Chrysalis Unit for alcoholism and drug treatment, advised young people to risk offending a friend if it means getting into a car with a drunk driver.

Parents, he said, can help by making a contract with their child that allows the child to call home with the assurance that the parent "will provide them with a safe ride with no questions asked until tomorrow."

One of the most poignant moments of the evening came in reflections from a 15 year-old Random Lake girl who had been seriously injured in an accident a year ago.

Her message was delivered by Larry TeStroete, vice president of Wisconsin Medical Technician's Association. The message told of the pain of her injuries, her long recovery, and the anguish of her parents.

When the huge crowd left the gymnasium for the parking lot, the three automobiles were shrouded with drop clothes, their outlines barely visible in the semi-darkness.

With the audience in bleachers and lining both sides of the "stage" the drama began. Spotlights illuminated the scene, sirens sounded, and the penetrating screams of the injured overwhelmed the moans of the dying.

As the drunken driver emerged from his car, reeling and disoriented, his injured passenger slammed his fists on the car top, howling in pain and frustration.

Around them were the horrifying results of mixing alcohol and driving.

Emergency units arrived with their lights flashing. Backboards were taken from ambulances and Jaws of Life was used to extricate two wailing girls.

Some in the audience covered their eyes and ears. Standing curbside with their two teenage daughters were Jack and Susie Kampmann of Sheyboygan. Like many parents, they had brought their children to impress on them some harsh realities.

Susie Kampmann, a nurse, said, "I see accident victims in my work at the hospital and I try to tell the girls about the dangers of drinking-but this, this seems real."

## For Sale

2 Laerdal portable suction units in good condition, sold as is

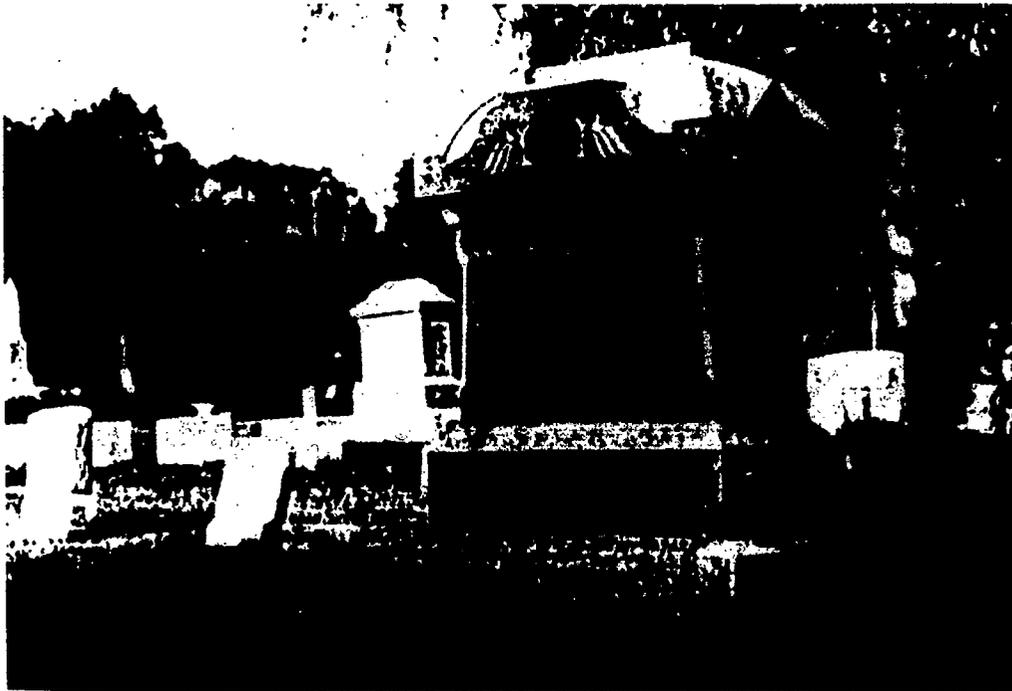
**\$100 Each**

3 Ferno-Washington model 30 cots with mattress, 3 straps, and mounting bracket in good condition sold as is

**\$200 Each**

Contact Oneida County  
Ambulance Service  
1044 Kabel Ave.  
Rhineland, WI 54501  
(715) 369-6600

**“What Could Be Fun . . .  
Could Be A Monumental Decision  
In Your Life” . . .**



*It was prom night. . . John and his date were looking forward to a great time . . .  
and then . . . I don't remember the rest. Find out what happened after that,*

**April 23, 1990**

**7:30 p.m.**

**Oostburg High School**

**Sponsored by:**

Valley View Medical Center, Plymouth

St. Mary's Hospital, Port Washington

St. Nicholas Hospital, Sheboygan

Sheboygan Memorial, Medical Center

**And**

Oostburg Rescue

Orange Cross Ambulance

Plymouth Ambulance

Random Lake Fire Dept. Ambulance

Sheboygan County First Responders

**PARENTS AND STUDENTS**

**Being There . . . Could Make The Difference Between Life And Death!**

**For More Information Contact**

G.3

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### **Drunken driving dramatization**

AP

The drama club at J.I. Case High School in Racine County worked with the police and fire departments to depict a drunken driving accident Thursday in the town of Mount Pleasant. Above, Maile Moore screams at the sight of "victims" Troy Wright and Peter

Ritt during the dramatization. Below, students watching the dramatization laughed at first while watching simulated rescue efforts. Their mood changed when they saw Ritt placed in a body bag, which was then closed and removed from the scene.



## Appendix H

### Wisconsin State Fair

WEMTA Ad for Volunteers . . . . .	Page H.1
WEMTA Coverage of Event . . . . .	Page H.2

H.

# State Fair Volunteers Needed

The Wisconsin EMS Section will be sponsoring a booth at the Wisconsin State Fair in West Allis. EMS volunteers are needed to man the booth at The Fair which runs from Thursday, August 2 through Sunday, August 12, 1990. Shifts available are 10AM to 3PM and 3PM to 10PM. Volunteers will be given an entry pass for the day and hotel accommodations (if needed). Hotel accommodations may need to be double occupancy, so it is helpful (and more fun) if you can sign up with a spouse or a friend.

Notification of assignments will be made 3 to 4 weeks prior to The Fair.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone Number \_\_\_\_\_

Service Affiliation \_\_\_\_\_

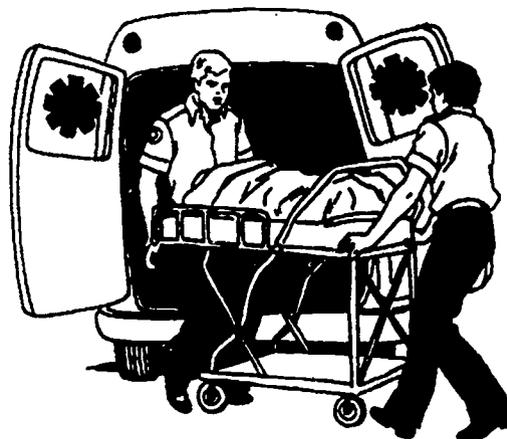
I/We will be available to staff the EMS booth at the Wisconsin State Fair on the following date (s):

	9AM-3PM	3PM-10PM
Thursday August 2	<input type="checkbox"/>	<input type="checkbox"/>
Friday August 3	<input type="checkbox"/>	<input type="checkbox"/>
Saturday August 4	<input type="checkbox"/>	<input type="checkbox"/>
Sunday August 5	<input type="checkbox"/>	<input type="checkbox"/>
Monday August 6	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday August 7	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday August	<input type="checkbox"/>	<input type="checkbox"/>
Thursday August 9	<input type="checkbox"/>	<input type="checkbox"/>
Friday August 10	<input type="checkbox"/>	<input type="checkbox"/>
Saturday August 11	<input type="checkbox"/>	<input type="checkbox"/>
Sunday August 12	<input type="checkbox"/>	<input type="checkbox"/>

**Return To;**  
**Nicky Anders**  
**EMS Section**  
**P.O. Box 309**  
**Madison, WI 53701**

I/We will need hotel accommodations for the night of

One Room      Two Rooms      (circle one)



# Live... From The Wisconsin State Fair!

By Paula Nordwig

**F**or years I had thought that EMTs ought to have an informational "EMS booth" during the State Fair. It was something I had always wanted to do; so when I got the issue of "Professionals" listing the person to contact, a little pager went off in my head saying, "This is what you've been waiting for. Just do it!"

**Step one:**

Send off letter of request to staff the booth.

**Step two:**

Receive letter stating that the shift I had chosen was taken. Please choose another.

**Step three:**

Make numerous phone calls and finally get the August 6th shift from 9 to 3

**Step four:**

Breathe sigh of relief and wonder what I've gotten myself into.

The fateful morning finally arrived and after spending the night at a Muskego friend's house, it was time to head for State Fair Park. It had been suggested that workers park on the streets near the park, and that we should get there by "8 or so" in order to find space. Arriving at 7:45 AM, I found that "or so" must have meant 6:30. Five blocks from the park, I found the first available spot.

Upon entering the grounds, I was greeted warmly by the ticket attendant, gatepersons, etc. (Was it my charming morning personality, or the uniform with the badges that say I know CPR and First Aid?) The booth wasn't hard to find at all. Walk through the front doors, first ambulance on the left.

**Step one:**

Introduce myself to two other EMT's at the booth.

**Step two:**

Set up videos and brochures.

**Step three:**

Wait for the crowd to arrive.

The next six-plus hours would be one of the most rewarding times I've ever had as an EMT. I'll never forget the two older gentlemen that said, "If it hadn't been for EMT's, they wouldn't be alive today." And then there were the kids. When they heard that they could actually go inside an ambulance, (on loan from Road Rescue), their faces practically beamed. Parents were

"Yes," I'd answer. "All 5' 3 1/2" of me!"

After a few hours of public contact, I finally got up the nerve to try on the EMS Buckle Bear costume and run around and shake a few preschool hands. Phew! Or should I say "pew!" Not only is that costume hot, but EMS Buckle Bear really needs to take a trip to the dry-cleaners.

Working the EMS booth turned into a family affair for the Ben Gould fam-



**The Ben Gould family at the EMS booth at this year's Wisconsin State Fair.**

very happy with the fact that their children could become familiar with an ambulance, so that in the event that the child may someday need transport, the ride may be less stressful.

Part of the job of staffing the EMS booth involved answering questions from the public. Inquiries ranged from "How long does it take to become an EMT?" to "What's the worst call you've ever been on?" (Answer: All of them. Right?) A few even requested information on how they could start training. My favorite question of the day generally came from 10-year old boys. "You really drive one of these?"

ily who served as our replacements during the 3 to 10 shift. Ben and his EMT wife, Cindy, brought children Ashley, Stephanie, and Jeremy all the way from Brillion to experience the State Fair. Each of the girls took a shot at being "EMS Buckle Bear" also.

I definitely want to do this sort of thing again sometime. As mentioned before, it was one of the most rewarding experiences of my EMS career. I'm wondering if they'll let me back next year though, because I think I've broken one of the State Fair "rules". I left without eating a cream puff.

## Appendix I

### Safety Belt Use Data

Traffic Fatalities: Sobering Numbers . . . . .	Page I.1-2
Wisconsin Leading Causes of Injury To Children . . . . .	Page I.3
Field Observation Of Safety Belt Use In Wisconsin . . . . .	Page I.4-5

I.

## Traffic Fatalities: Sobering Numbers

Dan Gordon

There's good news and bad news in a major highway-safety study recently released by the U.S. General Accounting Office.

The good news: The rate of motor-vehicle-accident deaths is declining, according to a survey of fatal traffic accidents over a 13-year period for which there are data in the Fatal Accident Reporting System.

But as any EMT or paramedic knows, the bad news is that the roads are far from safe. In fact, the actual number of fatal traffic accidents rose by 20% from 1975 to 1987. Moreover, the lower death rate hasn't kept pace with the rate of decline for other types of accidental death. The National Safety Council reports an average of nearly 100,000 accidental deaths per year over the last 40 years; half result from motor-vehicle accidents.

What does this mean to you?

Among other things, the study indicates the need for a close examination of the systems in place to respond to traffic accidents, says Clay Hall, director of the National Highway Traffic Safety Administra-

**SINCE 1977, MORE THAN 35% OF REPORTED FATAL ACCIDENTS INVOLVED THE PRESENCE OF AT LEAST ONE DRINKING DRIVER.**

tion's Office of Enforcement and Emergency Services.

"It justifies the necessity of improved EMS and trauma systems to serve the needs of the highway-crash patient—particularly, getting him to the most appropriate

facility in the least amount of time," Hall asserts.

### PREVENTABLE DEATHS

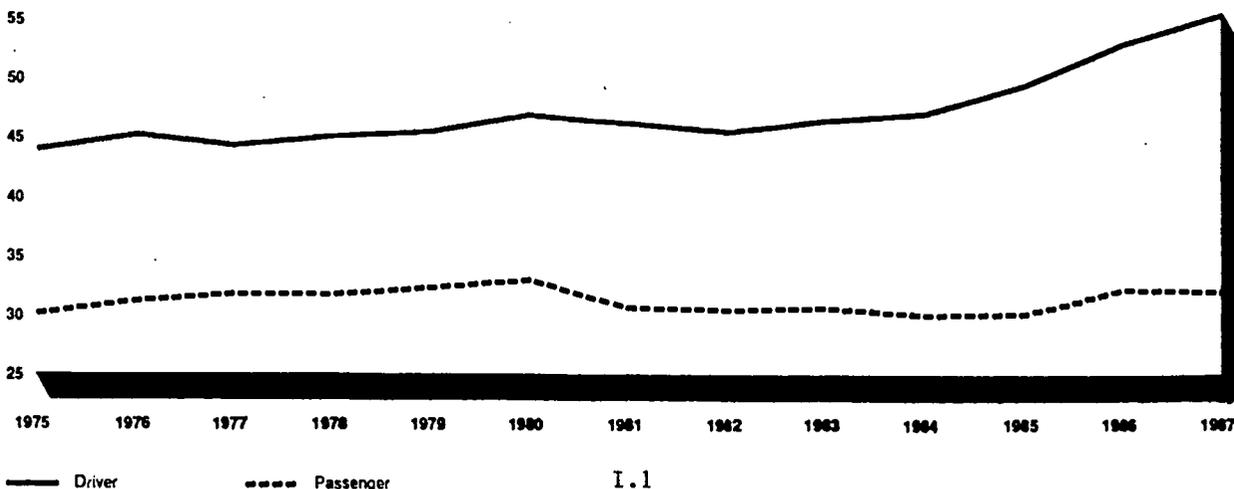
The GAO study also suggests that a sizable chunk of all highway fatalities could be eliminated by continuing to educate the public on the perils of driving while intoxicated and failure to use seat belts, Hall says. That's where he hopes EMS personnel will play an important role.

Since 1977, more than 35% of reported fatal accidents involved the presence of at least one drinking driver. Between 2% and 3% of those accidents involved two or more drinking drivers.

Progress has been made in safety-restraint usage, and this has saved many lives, according to the study. The percentage of occupants not using restraints rose from 1975 until 1981 for both drivers and pas-

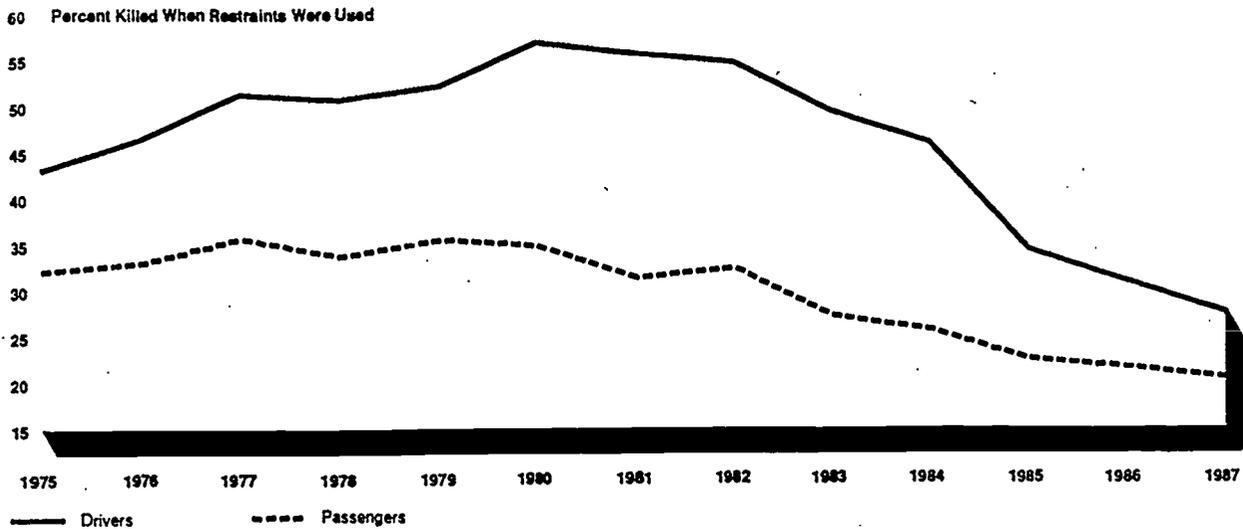
Figure 1: Occupants Killed Who Were Not Using Safety Restraints

60 Percent Killed When Restraints Were Not Used



60 EMERGENCY MEDICAL SERVICES, Volume 19, Number 9, September 1990

Figure II : Occupants Killed Who Were Using Safety Restraints



sengers, but it has been on the decline ever since. Nonuse by drivers peaked at approximately 73% in 1981 and dropped to about 54% in 1987. Nonuse by passengers fell from 78% to about 64% over the same period.

Drivers' reported use of safety restraints increased from about 6% to approximately 30% during that time, while the reported

use for passengers increased from 3% to 23%.

Still, the percentage of occupants not using safety restraints who were killed has continued to increase. And, usage remains well below where it should be, Hall says.

"Drunk driving and seat-belt wearing are still overrepresented in the statistics reported," he contends. "Those are the areas we

should really focus on more because that's where we can make the most improvement."

#### THE EMS ROLE

Hall would like to see more EMS professionals involved with injury-prevention programs to educate the public on the importance of driving within the speed limit.

*continued on page 74*

**FATALITIES** from page 61—  
wearing safety belts, using child-safety seats and not driving under the influence.

"Through their presentations to schools and civic clubs, and by giving grass-roots support, EMS providers can say 'this is the way,'" Hall explains. EMTs and paramedics, he adds, should offer support to law-enforcement officials and attend public hearings and meetings to ensure that driving laws are applied sufficiently.

Hall believes EMS personnel have a special responsibility when it comes to public education on highway issues.

"People listen to members of the medical field," he says. "EMTs and paramedics have credibility in their communities, so if we can get them to carry the message that citizens must obey the speed limits, not drive when they've been drinking, use safety restraints and buckle the children up properly, it'll help a great deal."

Hall says his office has already seen positive results in communities where EMS personnel have become strong advocates on these issues.

"EMS providers don't enjoy picking these people up after accidents," he says. "They would like to see prevention as much as anyone."

Dan Gordon is an EMS associate editor. ■

**WISCONSIN**

**LEADING CAUSES OF INJURY DEATH  
WISCONSIN CHILDREN AGES 0-14, 1980-1985**

<u>INJURY CAUSE</u>	<u>NUMBER OF DEATHS</u>
1. MOTOR VEHICLE OCCUPANT	157
2. HOUSEFIRE	139
3. DROWNING	121
4. PEDESTRIAN, TRAFFIC	107
5. HOMICIDE	58
6. FARM MACHINERY	52
7. BICYCLE	46
8. SUFFOCATION	37
9. PEDESTRIAN, NON-TRAFFIC	25

**INJURY DEATH RATES BY AGE AND SEX  
(Deaths/100,000/year)  
WISCONSIN, 1980-1985**

AGE GROUP	MALE	FEMALE	TOTAL
UNDER 1 YEAR	23.8	21.0	22.4
1-4 YEARS	24.0	16.4	20.3
5-9 YEARS	14.5	7.0	10.8
10-14 YEARS	18.8	8.0	13.5
TOTAL	19.2	10.8	15.1

1.3

*The Johns Hopkins Injury Prevention Center*



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## FIELD OBSERVATION OF SAFETY BELT USE IN WISCONSIN

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FALL 1989

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The Wisconsin Department of Transportation performed the fifth in a series of field surveys to determine statewide safety belt use in October, 1989. The results of that survey are summarized below.

### KEY FINDINGS

- Safety belt use in the fall of 1989 was nearly identical to the spring of 1989. Over 50 percent of all motor vehicle occupants observed in Wisconsin during October, 1989 were wearing safety belts. Safety belt use in Wisconsin was 26 percent in the spring of 1987, 56 percent in the spring of 1988, 49 percent in the fall of 1988, and 50 percent in the spring of 1989.
- Females continue to wear safety belts more than males. Overall safety belt use by females was 57 percent in both 1989 surveys.
- Safety belt use continues to be highest on the rural interstate system, with nearly 61 percent of the occupants surveyed in October wearing belts. Safety belt use on other highways continues to be nearly double what it was before the safety belt use law went into effect in December 1987 (25 vs 49 percent).
- The fall 1989 survey observed the highest belt use in the southeastern portion of the state, averaging over 59 percent. The La Crosse, Madison, and Eau Claire areas had the next highest observed belt use averaging 54, 53, and 47 percent respectively. Safety belt use in the Green Bay area was 47 percent and it was 46 percent in the Wisconsin Rapids area. The Superior and Rhinelander areas continue to have the lowest belt use at 33 and 31 percent respectively. Safety belt use in northern Wisconsin declined from the spring survey. (Belt use in the spring 1989 survey was 37 percent in the Superior area and 41 percent in the Rhinelander area.)
- Children under age 4 continue to be observed in a restraint device more than any other age group; 72 percent were observed in restraint devices. Occupants over age 60 were the second highest safety belt use group with 60 percent observed wearing safety belts, a decline of 3 percent from the spring 1989 survey.

### SURVEY METHOD

This survey is the fifth in a series of observational surveys performed by the Wisconsin Department of Transportation. The survey was performed in October, 1989, by observing actual safety belt use by the occupants of autos, pickups and vans at 257 sites throughout the state. Safety belt use was observed during daylight hours on weekdays and weekends. The observations were made at freeway off ramps controlled by stop signs or traffic signals and at at-grade intersections controlled by traffic signals. The vehicles were not stopped by the observer, nor were the occupants questioned about safety belt use.

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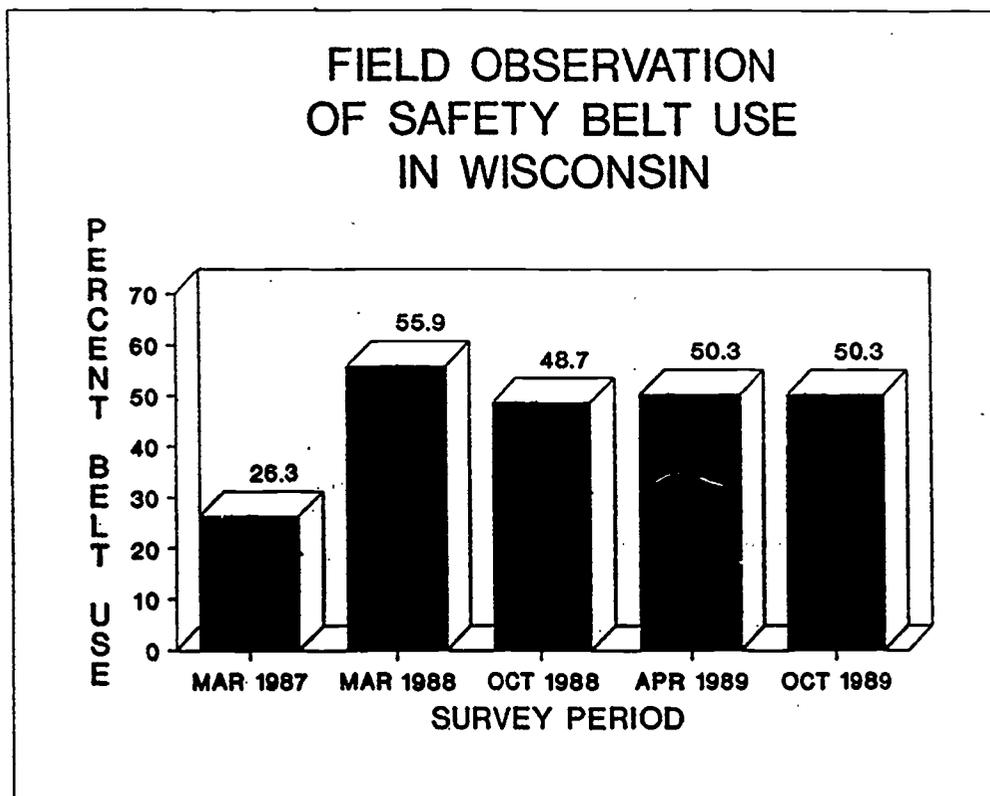
WISCONSIN DEPARTMENT OF TRANSPORTATION / Bureau of Policy Planning and Analysis  
IN COOPERATION WITH THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

## OVERALL SAFETY BELT USE

Over 50 percent of the 21,000 vehicle occupants observed were wearing safety belts. The table below compares the overall safety belt use in October 1989 with the surveys performed in March 1987, March 1988, October 1988, and April 1989. After enactment of the safety belt use law in December 1987, overall safety belt use more than doubled, increasing from 26 percent in March 1987 to 56 percent in March 1988. Observed safety belt use declined to 49 percent in October 1988. The latest two surveys show an overall safety belt use of 50 percent in 1989.

### OVERALL BELT USE SUMMARY SURVEY COMPARISON

Belt Use	March 1987		March 1988		October 1988		April 1989		October 1989	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
No Belts Used	15,683	73.7	9,054	44.1	10,699	51.3	10,178	49.7	10,459	49.7
Belts Used	<u>5,603</u>	<u>26.3</u>	<u>11,470</u>	<u>55.9</u>	<u>10,163</u>	<u>48.7</u>	<u>10,306</u>	<u>50.3</u>	<u>10,597</u>	<u>50.3</u>
TOTAL	21,286	100.0	20,524	100.0	20,862	100.0	20,484	100.0	21,056	100.0



1.5

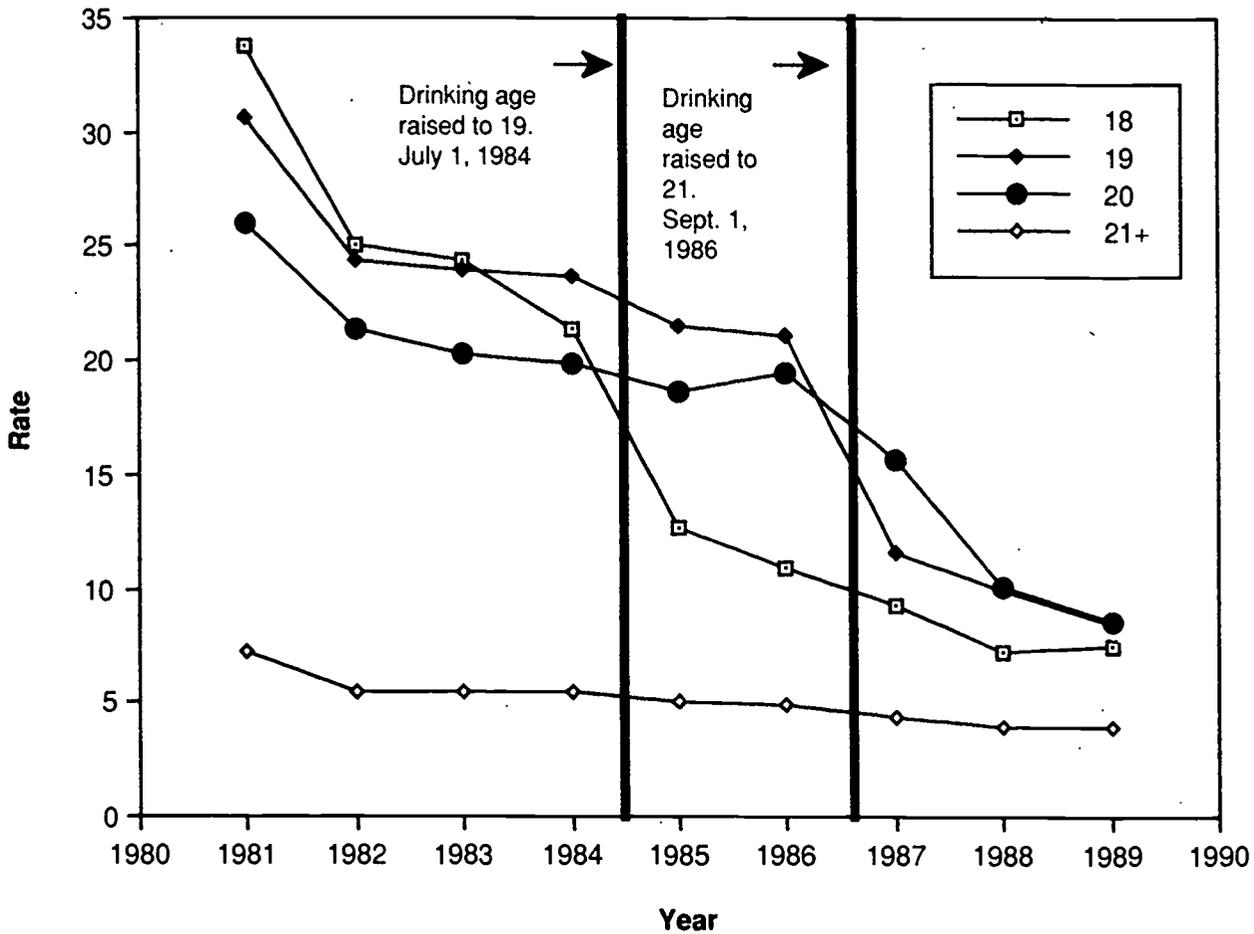
## Appendix J

### Impaired Driving Data

1989 Accident Rate For Drinking Drivers, By Age . . . .	Page J.1
1989 Drivers In Fatal Accidents, By Age and BAC . . . .	Page J.2
1981-1989 'At Fault' OWI Drivers in Fatal Accidents . .	Page J.3

J.

**1989 - ACCIDENT RATE FOR DRINKING DRIVERS  
AGES 18, 19, 20 & 21+  
9 YEAR SUMMARY**



PREPARED BY THE  
WISCONSIN DEPARTMENT  
OF TRANSPORTATION

# 1989 WISCONSIN TRAFFIC ACCIDENT FACTS

J.1

**NOTE:** 'RATE' = Drivers in accidents per 1,000 licensed drivers.

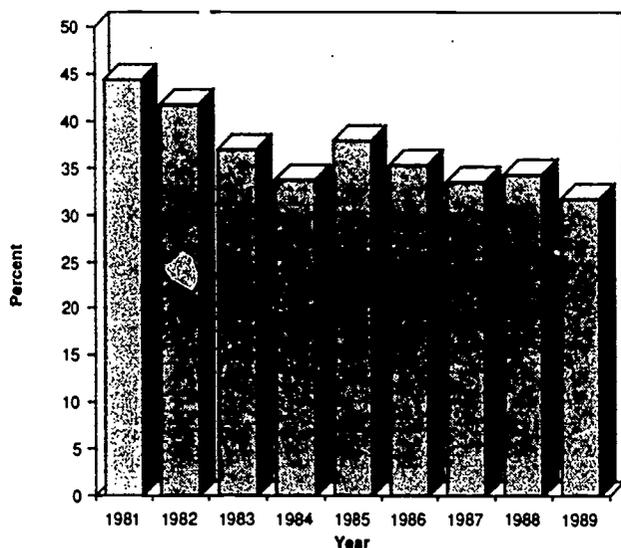
**1989 - DRIVERS IN FATAL ACCIDENTS  
BY AGE AND BLOOD ALCOHOL CONCENTRATION  
TEST RESULTS (BAC)**

AGE	TOTAL DRIVERS		CAUSAL DRIVERS		BLOOD ALCOHOL CONCENTRATION OF KILLED DRIVERS																									
					KILLED DRIVERS			TESTED			NEGATIVE			POSITIVE			.001-.049			.05-.099			.10+							
	M	F	TOT	M	F	TOT	M	F	TOT	M	F	TOT	M	F	TOT	M	F	TOT	M	F	TOT	M	F	TOT	M	F	TOT			
UNKNOWN	2	0	28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14 AND UNDER	2	1	3	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	3	0	3	0	0	0	2	0	2	2	0	2	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
16	7	8	15	0	1	1	4	5	9	4	5	9	2	2	4	2	3	5	1	0	1	1	2	3	0	1	1			
17	32	12	44	4	0	4	12	6	18	11	5	16	8	4	12	3	1	4	0	1	1	0	0	0	3	0	3			
18	31	8	39	4	0	4	11	2	13	9	2	11	6	2	8	3	0	3	0	0	0	1	0	1	2	0	2			
19	26	10	36	10	1	11	15	6	21	14	6	20	4	4	8	10	2	12	0	1	1	3	0	3	7	1	8			
20	24	7	31	7	2	9	9	4	13	9	4	13	2	2	4	7	2	9	0	0	0	2	0	2	5	2	7			
21	37	9	46	14	1	15	21	0	21	21	0	21	7	0	7	14	0	14	3	0	3	0	0	0	11	0	11			
22	31	4	35	13	0	13	13	1	14	13	0	13	3	0	3	10	0	10	0	0	0	0	0	0	10	0	10			
23	39	9	48	16	2	18	15	2	17	14	1	15	3	0	3	11	1	12	0	0	0	2	0	2	9	1	10			
24	26	8	34	9	2	11	12	5	17	11	5	16	0	2	2	11	3	14	1	2	2	2	0	2	8	2	10			
25-34	236	69	305	63	11	74	94	33	127	92	31	123	32	19	51	60	12	72	6	1	7	6	1	7	48	10	58			
35-44	156	43	199	40	5	45	60	19	79	53	16	69	15	10	25	38	6	44	2	0	2	3	1	4	33	5	38			
45-54	86	16	102	12	2	14	28	7	35	27	5	32	13	2	15	14	3	17	3	1	4	3	0	3	8	2	10			
55-64	56	23	79	5	2	7	26	13	39	22	13	35	15	11	26	7	2	9	1	0	1	1	0	1	5	2	7			
65-74	42	24	66	1	0	1	18	13	31	15	9	24	13	9	22	2	0	2	1	0	1	0	0	0	1	0	1			
75-84	38	22	60	3	0	3	28	17	45	19	12	31	15	11	26	4	1	5	1	1	2	0	0	0	3	0	3			
85 AND OVER	8	1	9	1	0	1	5	1	6	4	1	5	3	1	4	1	0	1	0	0	0	0	0	0	1	0	1			
<b>TOTALS</b>	<b>882</b>	<b>214</b>	<b>1182</b>	<b>202</b>	<b>29</b>	<b>231</b>	<b>374</b>	<b>134</b>	<b>508</b>	<b>340</b>	<b>115</b>	<b>455</b>	<b>143</b>	<b>79</b>	<b>222</b>	<b>197</b>	<b>36</b>	<b>233</b>	<b>19</b>	<b>6</b>	<b>25</b>	<b>24</b>	<b>4</b>	<b>28</b>	<b>154</b>	<b>26</b>	<b>180</b>			

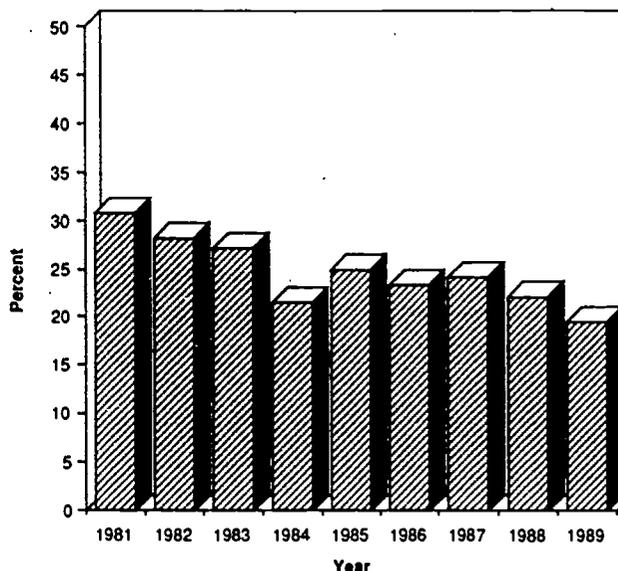
Source: Traffic Accident Section DOT/DMV, taken from Coroner and Police Accident Reports.

## 'AT FAULT' OPERATING WHILE INTOXICATED DRIVERS IN FATAL ACCIDENTS 1981 - 1989

**PERCENT OF FATALITIES  
CAUSED BY 'AT FAULT' OWI DRIVERS**



**PERCENT OF 'AT FAULT' DRIVERS  
OPERATING WHILE INTOXICATED**



YEAR	TOTAL FATALITIES	FATALITIES CAUSED BY OWI DRIVERS	PERCENT	TOTAL DRIVERS	'AT FAULT' OWI DRIVERS	PERCENT
1981	927	411	44.3%	1165	358	30.7%
1982	775	323	41.7%	995	281	28.2%
1983	735	272	37.0%	948	258	27.2%
1984	834	282	33.8%	1047	225	21.5%
1985	750	284	37.9%	1033	256	24.8%
1986	757	267	35.3%	1005	234	23.3%
1987	817	274	33.5%	1029	248	24.1%
1988	813	280	34.4%	1109	246	22.1%
1989	817	259	31.7%	1182	231	19.5%

**Source:** Traffic Accident Section DOT/DMV, taken from Coroner and Police Accident Reports.

**Note:** OWI means Operating While Intoxicated.

J.3

## Acknowledgements

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K

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