Expanding Access to Evidence-Based Injury Prevention Science Training: The Development of a Pediatric Injury Prevention Massive Open Online Course

Learning Objectives
Presentation attendees will:
understand the barriers to accessing comprehensive injury prevention training
learn methods used to create a massive open online course for pediatric injury prevention
be able to describe how massive open online courses are a solution to many barriers to the availability of comprehensive injury prevention science training

Statement of Purpose
Injuries are the leading cause of death for children and teens in the United States; however, timely formal training in Injury Prevention Science is unattainable for many public health practitioners, medical professionals, and injury prevention advocates, due to expensive tuitions, inflexible in-person course structure, competing time constraints, and distance to traditional educational settings.

Methods
Due to this lack of training availability, the University of Michigan Injury Prevention Center extended its training opportunities through the creation of a comprehensive, massive open online course (MOOC) in pediatric injury prevention consisting of 59 video learning segments featuring high-definition lectures, interviews and demonstrations that are grouped into modular themes and taught by a multidisciplinary panel of 25 nationally-recognized injury prevention experts. Learners gain new skills to improve clinical practice, support families and their communities, and learn detailed strategies and techniques to apply best injury prevention practices. Individuals may progress through a self-paced course to advance their current knowledge or earn certification for completing content and assessments in one or more of the modules that include segments on the prevention of opioid overdose, ACEs, concussion, youth violence, dating violence, suicide, transportation safety, burn prevention, and across unintentional and intentional injury foundations. Up to 25.5 AMA PRA Category 1 Credit(s)™ are available at no cost to learners who qualify.

Results
The Injury Prevention MOOC was released to the public in April 2018. Additionally, the MOOC is being used as part of the University of Michigan Medical School’s elective curriculum, and as part of the University of Michigan School of Public Health’s Injury Certificate Program. To date, 2,315 learners from 126 countries have enrolled in the MOOC, with 56% of learners from outside the US and Canada. 177 physicians have enrolled for CME credits.

Conclusions
The “Injury Prevention for Children and Teens” online curriculum addresses the previous lack of a formal, widespread curriculum for pediatric injury prevention education. With access to training in Injury Prevention evidence-based best practices, the injury prevention community can make a stronger impact on the burden of injuries on the United States.
Ms. Roche is the Managing Director of the University of Michigan Injury Prevention Center. She has been a part of the CDC-funded U-M Injury Prevention Center since 2010 and has worked in the field of injury prevention science since 2009. Ms. Roche has several years of experience managing hospital injury data, and managing hospital-based youth violence prevention interventions. Ms. Roche has expertise in developing, evaluating, and translating evidence-based programs into practice.
How to Build Creative Continuing Education for Grass Roots Organizations

Learning Objectives
Capacity building
Grassroots reach
Providing grassroots confidence

Statement of Purpose
This presentation will provide grassroots organizers with ideas on providing capacity-building educational assets (as opposed to substantive research-based educational sessions or materials). Safe Kids is a grassroots based organization with over 420 domestic coalitions and 33 globally, and one of the most significant roles of its network department is to organize and continue to grow continuing education for them. It will look at continuing education throughout the year, beyond what is presented at conferences. How do you make programs engaging? Who should the speakers be? What are the best platforms for continuing education? It will also outline the goals of a strong continuing ed programs ranging from capacity and confidence building, to encouraging grassroots entities to expand the breadth of its program reach.

Methods
Depending on length as defined by Safe States, the presentation will use several case histories to communicate different approaches, including:
Bringing Outsiders Inside: Safe Kids recently held a webinar in which Go Fund Me, the largest on-line fundraising platform in the world, providing secrets of micro-fundraising based on cause, stories and developments.
The Play’s the Thing: Using play acting, interactive exercises to educate on effective advocacy.
Taking Advantage of Immediacy: Organizing emergency-based education, e.g. during or after a natural disaster; responding to a new, startling study.
Numbers Matter: Best practices on attracting a large and diverse audience.
Don’t Call Me by My Name: Because “webinar” and “panel discussion” can be synonymous with boring, branding a program with a stronger label can lure more participants, e.g. town meeting, listening session.

Results
Building our continuing education programs at Safe Kids has had the following impact thus far: 1) increasing coalition confidence and capacity; 2) drawing more coalitions into advocacy efforts; 3) improving attendance at Safe Kids' education webinars; 4) broadening the reach of coalitions.

Conclusions
Growing our grass roots base has expanded the reach and effectiveness of Safe Kids Worldwide and its coalitions. We have had an influx of new local coalitions in the past year. We would like to share what we've learned. Grassroots organizations are thirsty for ways to innovate and motivate their team.
Hopefully, this will encourage organizers to go home and launch more continuing ed programs, with larger audiences and five-star reviews.

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Anthony Green is Chief Advocacy and Network Officer at Safe Kids Worldwide. Growing the organization's continuing education program is an initiative he has designed and considers part of his legacy. The advocacy program at Safe Kids is mostly mounted at the state level but is now taking advantage of new opportunity in Congress. Previously, Green was the author of a study on gun spree killings for the Center for American Progress, was Chief of Staff to Members of Congress, acted as Senior Advisor at a U.S. Embassy and began his career in journalism. He lives in Washington, DC with his husband and two cats.