CHOP Directors Report

Flaura Winston, MD, PhD
CChIPS Director

WELCOME IAB MEMBERS, FACULTY & VISITORS!
Welcome to our Newest Member: Lear Corporation
Topics to Cover

• CHOP/CIRP News & Update

• CChIPS Update
  • News Highlights
  • Funding Highlights
  • Knowledge Products
  • Educational Impact
• Leadership Transitions
  – **Madeleine Bell**, new President and Chief Executive Officer
  – **Bryan Wolf, MD**, new Chief Scientific Officer and Executive Vice President

• Research strategic planning process underway
  – Faculty-led; not top-down
    • Winston and Durbin on leadership group
  – Vision:
    • What does CHOP want to become?
    • What impact do we want to have?
    • What is the Roadmap to get there?
  – Your input is welcome! I’ll carry the messages back to the committee.
• Head impact sensors
  – Sports Illustrated
• Teen driving
  – Philadelphia Inquirer
  – NPR
  – cars.com
• Child Passenger Safety
  – Philadelphia Inquirer,
  – Consumer Reports
• Also, violence prevention, traumatic stress & others
CIRP’s 2015 Web presence

CIRP Website from launch to present:

• 332, 502 page views
• *Research in Action* blog:
  – 264 blog posts, 65,123 page views;
  – just over 400 subscribers

Since April 2015:

• More than 50 blogs published in *Research in Action*
  – 16 blogs on CChIPS-related topics
  – ***Sign up for alerts: http://feeds.feedburner.com/ResearchInActionBlog***

http://injury.research.chop.edu
National Teen Driver Safety Week, October 2015

- In its 8th year, the theme was ‘Avoid the Regret, Avoid Impaired Driving’

- Topic – impaired driving and distraction
  - Teens understand that they are vulnerable and are well aware of many risks that affect safety.
  - One of the major factors that increases the risk of a crash is impaired driving, which not only includes alcohol or drug use, but also distraction, fatigue and strong emotions.

- CHOP created fact sheets to share with parents and other stakeholders

- Which of our IAB members were involved? How can we keep the awareness going during the year?
• 20% teens have police-reported crashes in 1st year of licensing.
• Addressable gap: inadequate testing, in part due to risks to examiners, lack of validated tool
• PA Department of Health funded initial line of work that produced simulated driving test
• Validation study published in Spring 2015 (flagship paper following 16 foundational development papers) with media coverage (NPR, Forbes, Philadelphia Inquirer, WSJ)
• CHOP invested in spin-out company, Diagnostic Driving
  – Traction with large corporate fleets and interest from DMV’s
  – Piloted with a global Fortune 100 pharma (Assess-Coach-Improve)
  – Built diagnostic mobile prototype
  – Raising $1M seed round with 30% committed
    • Additional commitments needed
    • Follow up: Venk Kandadai, Co-founder - venkkandadai@gmail.com
Kristy Arbogast inducted as a fellow to the Association for the Advancement of Automotive Medicine (AAAM)
  – Focus: Child Safety

Flaura Winston gave Keynote for AAAM

Matthew Maltese served as AAAM Scientific Program Chair

Kate McDonald won the Eastern Nursing Research Society “Rising Star Research Award”
• Thank you to our IAB members for sponsored and collaborative research projects
  – Minnesota Health Solutions
  – TK Holdings
  – Toyota
  – State Farm
Select CIRP Faculty Publications of Relevance to CChIPS

Child Road Traffic Safety & Biomechanics


Teen Driving/Driving

Select CIRP Faculty Publications of Relevance to CChIPS

**General**

- Winston FK, Puzino, K, Romer D. “Precision prevention: time to move beyond universal interventions” Inj Prev, Month 2015. PMID: 25748568

**Concussion**

Child Road Traffic Safety & Biomechanics

- Arbogast K and Maltese M presented at the 2nd International Conference on Children’s Car Safety Technology in Shanghai, China on Oct 21-22:

* CChIPS-funded research presentations
Select CIRP Faculty Presentations of Relevance to CChIPS

Teen Driver Safety

- McDonald C, (Grand Rounds) Keeping Teens Safe on the Road & Out of our Units. Wake Forest Baptist Medical Center and Childress Institute for Pediatric Trauma, Winston-Salem, NC.
- McDonald C. Teens and Distracted Driving. Nemours Alfred I. DuPont Hospital for Children, Wilmington, DE.

General


* CChIPS-funded research presentations
• **DOT award**
  - Pennsylvania DOT: Teen Driving Outreach Evaluation (PI’s: Winston, Fleisher)

• **NSF awards**
  - REU site: Injury Science
  - Phase III Center award for next 5 years
  - Innovative Managing Director Supplement Year 3
  - CORBI Supplement Year 2 (co-PIs: Lee and Ontanon)
  - Connected Health grant with Drexel
    - Diagnostic Driving: Real Time Driver Condition Detection Through Analysis of Driving Behavior (co-PIs: Lee and Ontanon)
  - NSF STTR Phase 1: with MHS
    - Seifert/Belwadi/Arbogast: Child Safety Seat with Time-of-Crash Sensor for Passive Safety Systems

• **Pending:**
  - NSF STTR Phase 2: – AIR follow-up
    - Co-PI’s: Fleisher/Misfeldt: Enabling an Evidence-Based Digital Health Revolution through Do-It-Yourself (DIY) Evaluation
Select Outreach Relevant to CChIPS Research

- **CHOP highlighted CChIPS work**
  - CHOP website highlighted engineering students, Hanna & Hullfish
  - Teen driving research highlighted in blog & publications

- **Philadelphia Inquirer Healthy Kids Blog**

- **General Motors highlighted CChIPS work**
  - CChIPS CRS Digitization project featured on GM site

- **Conference Leadership**
  - Arbogast & Maltese: 2\textsuperscript{nd} International Conference on Children’s Car Safety Technology, Shanghai
  - AAAM: Multiple CChIPS presentations; focus on child/teen
Addressing IAB needs

• Seventeen webinars conducted by CChIPS investigators for member companies.
  – All final project webinars are now available on new sharefile site
  – Number of attendees ranged from 20 to over 40 per webinar
  – 12 webinars offered CEU Credit

• New, highly accessible cloud-based sharefile replaces wiki site

• CChIPS Website Updated
  – Portfolio section expanded with full summaries from Annual Reports
  – Publications section added to include recent CChIPS-related pubs
  – Great traction since April 2015!
    • Website received 3,464 visits and 9,000 page views

• Upcoming Promotion: CChIPS 10 Year Anniversary
  – Press Release promoted through CHOP PR and NSF PR
  – NSF will share with congressional reps and health & transportation committees
  – #cchipsturns10 and other hashtags; will be on twitter and facebook
  – Guiding traffic to cchips.research.chop.edu and PDFs of promotional materials
• November 19\textsuperscript{th}-20\textsuperscript{th}, 2015 at Inn at St. John’s in Plymouth, MI
  – Evening Reception (November 19th)
  – Conference Presentations (November 20th)

• 10 sponsorships secured for a total of $26,000
  – Thank you to our
    • **Gold Sponsors:** American Honda Motor Co., Inc.; FCA US LLC; Nissan Technical Center North America Inc; Toyota America Inc; Volkswagen Group of America
    • **Silver Sponsors:** Britax Child Safety Inc.; Diversified Technical Systems; General Motors Holdings LLC.; TK Holdings Inc.; Transportation Research Center Inc.
  – Receipts after expenses will be used to offset CChIPS operating costs
17 New Pubs since Spring including:


• 16 CChIPS Projects funded in 2015-2016 research portfolio
• 22 faculty LOIs received for consideration for funding in 2016-2017
• Emily Mathews received PhD; employed by Consumer Union
• Richard Hanna received MSE; employed by GS Medical
• CChIPS supported 14 students at CHOP on the 2015/2016 projects
  – 1 Masters Student
  – 13 Undergraduate Students
• REU award supported 1 Masters Student at CHOP working on CChIPS projects this summer
Budget Review
## Current Budget 5/1/15-4/30/16

### 2015-2016 CCHIPS Balance Sheet

<table>
<thead>
<tr>
<th>Member Contributions**</th>
<th>710,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toyota Additional Project (Wake Forest)</td>
<td>50,000</td>
</tr>
<tr>
<td>FAA First Year Project</td>
<td>25,000</td>
</tr>
<tr>
<td>State Farm Additional Project</td>
<td>71,798</td>
</tr>
<tr>
<td>Director’s Discretionary contribution to CORBI (from 2014 – 2015 Carryover)</td>
<td>19,865</td>
</tr>
<tr>
<td>Less Director's Discretionary</td>
<td>(71,000)</td>
</tr>
<tr>
<td>Less IAB Discretionary</td>
<td>(25,000)</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td><strong>780,663</strong></td>
</tr>
</tbody>
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### Other Research Revenue

| CORBI Supplement | 25,000 |
| VRS Supplement | 10,000 |
| **Subtotal** | **35,000** |

### Operating Revenue

| NSF Center Award | 23,881 |
| Spring 2016 IAB Mtg. Registration (est) | 8,000 |
| ACIP Revenue (FALL 2015) Est. | 38,000 |
| Managing Director Award (direct dollars) | 156,356 |
| **Subtotal** | **226,237** |

### Other Research Funds Available

| 2015 IAB Discretionary | 25,000 |
| **Subtotal** | **25,000** |

### Total Revenue: **1,066,900**

### CChIPS 2015-2016 Operations

#### Research Expenses

| 15 Projects (includes Toyota, SF Addl’ Project and FAA 1st yr) | (784,266) |
| State of the Art Science | (10,010) |
| VRS Supplement | (10,000) |
| CORBI Project | (50,000) |
| **Total Research Expenses** | **(854,276)** |

#### Operating/Other Expenses

| Evaluator | (9,000) |
| CChIPS Leadership/Admin. Personnel (excl. Man Dir. support)* | (48,469) |
| Managing Director Expenses (est) | (121,356) |
| ACIP Expenses – fall 2015 (est.) | (23,000) |
| IAB Meeting expenses (Spring 2016 est) | (8,000) |
| Marketing Plan | (35,000) |
| Supplies | (500) |
| **Total Operating Expenses** | **(245,325)** |

#### Grand Total: Projects + Expenses (being covered by Director’s Discretionary) **(1,099,601)**

**Research/Operating Expense Gap**

| 32,701 |

**Projected Managing Director Revenue to Carryover**

| 35,000 |

*Other Expenses Not Included: CHOP Research Institute admin personnel

** Lear Corp. member contribution will be reflected in 2016-2017 budget.
See You All Next in...

Philadelphia!
April 19th-21st

CChIPS | Center for Child Injury Prevention Studies