

Care, Comfort and Hope

Wisconsin Hospitals Community Benefits

Alcohol and Other Substance Abuse and Addiction

Alcohol and substance abuse can have a devastating effect on individuals, families and society. Armed with expertise and determination, Wisconsin hospitals are fighting the war on drugs and alcohol in their communities with counseling and services aimed at prevention and treatment.

Mock crash condenses consequences

Over 1,000 Hudson High School students watched as the accident scene unfolded after a head-on collision the morning of April 15, 2009. Hudson High School SADD group, in collaboration with many community organizations,



including Hudson Hospital & Clinics, staged a mock crash in preparation for prom.

It can happen in the blink of an eye, a crash resulting from the mixture of alcohol and teenage drivers. The results and consequences can sometimes take months to play out. Students had the chance to see all the sobering ramifications



condensed into one day, from the crash to the ER, funerals and a trial.

From the first call to police, a two-car accident staged in St. Patrick Church parking lot was a graphic demonstration of what transpires as the events unfold. Police, firefighters and emergency medical technicians all respond. Coordinated emergency care with Life Link (on the scene) and Hudson Hospital & Clinics was provided.

The driver, who is celebrating prom and drunk, walks away without a scratch, while seven other students suffer injuries. Two die as a result of the crash.

The event was sponsored by Hudson High School's SADD chapter. Also participating were Hudson Hospital & Clinics, Hudson Police Department, Hudson Fire Department, St. Croix EMS & Rescue, Life Link, O'Connell's Family Funeral Home, Youth Action Hudson, Alwins Towing, RMF Auto, Green Mill and Judge Howard Cameron.



Hudson Hospital & Clinics, Hudson

Real life lessons – hospital ER helps teach teens consequences of drunk driving

St. Joseph's Hospital's Emergency Department Responds to Mock Crash to Help Teach Teens Consequences of Drunk Driving

They did what they do best – responding rapidly and professionally to a life-threatening emergency. This time the doctors, nurses, EMTs and technicians who rushed to treat two teens critically hurt in a drunk driving crash April 30, 2009, were only acting, but they were well prepared.

For the third year, St. Joseph's Hospital's Emergency Care Center (ECC) and other staff members participated in a community education program called Every 15 Minutes aimed at teaching West Bend high school students the real-life consequences of drunk driving. A cooperative community education program presented by the Washington County Injury

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Wisconsin Hospitals Community Benefits (continued)

Prevention Coalition, the program involves a mock crash, a retreat, an emotion-filled assembly program, and a videotaped presentation. Nearly a year of preparation is involved.

The consequences of drunk driving come alive on the video shown at a school assembly the day after the mock crash. Filmed and edited by students, it begins with clips set to upbeat music of typical classroom and sports activities. It abruptly switches to the crash scene showing mangled cars and bloody bodies with the sounds of screaming, confusion and sirens. The video shows the drunk driver being booked and sentenced, parents grieving when they hear the news, and the furious pace in the hospital's ECC as staff worked to save the teens' lives – using defibrillators on the mock crash victims, closing wounds, performing CT scans and comforting families. Copies of the video were later made available to the community and shown on cable TV.

In one of the wrap-up meetings following the event, organizers shared feedback from students and parents that showed the impact on their lives. Students who had watched and participated in the mock crash thanked police and school representatives for holding the program; one parent said that the event convinced him to change his own drinking and driving habits.

“Even though the victims are not real, we take our roles very seriously,” said emergency nurse Sue McHugh, RN, CEN. “Through our participation, we feel we are helping to teach a valuable real-life lesson – without the real-life tragedy – for young people in our community.”

St. Joseph's Hospital, West Bend

Mock Car Crash educates students and medical personnel

On April 16, 2008, Memorial Hospital of Lafayette County (MHLC), along with Rural Medical Ambulance, Lafayette County Sheriff's Department and the Darlington High School, performed a mock car crash prior to the upcoming high school prom.

A car accident was “performed” in the area involving several teens in real formal attire on their way to the prom. The “mock” accident involved teen alcohol use, not wearing seatbelts and excess speed resulting in severe injuries and even death. Memorial Hospital was able to “test” the skills of the trauma team activation, as clinical hospital personnel were unaware of the planned drill. Physicians and staff from lab, radiology, surgery and nursing responded in record time to care for the students transferred by ambulance to the hospital. Also, extra personnel took on the role of communicating with family members throughout the course of their care. Videotape documentation was also provided by MHLC of this exercise to share with high school students throughout the area.

Memorial Hospital of Lafayette County is committed to providing educational opportunities for our staff, local youth and EMS to continue to provide excellence in quality health care to our community.

Memorial Hospital of Lafayette County, Darlington

Submit community benefit stories to Mary Kay Grasmick, editor, at mgrasmick@wha.org.

