
The American Public's Views of and Support for Trauma Systems

A Congressional Briefing

Survey Conducted for:
The Coalition for American Trauma Care

March 2, 2005



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Objectives and Methodology

- The Coalition for American Trauma Care commissioned Harris Interactive to conduct a survey of the public's views of and support for trauma systems.
- Telephone interviews were conducted with a nationally representative sample of 1000 adults aged 18 and over, between November 3rd and 14th, 2004.
- Final data were weighted by age, education, gender, income, and region, where necessary, using 2003 Current Population Survey data to adjust for sampling biases, if any.
- With 1,000 respondents, the sampling error is +/- 3%.



Key Topics

- Knowledge about leading causes of death
- Perceived value of and expectations about trauma centers
- Perceived value of and expectations about trauma systems
- Willingness to support funding of trauma centers and systems
- Disaster preparedness and trauma systems



Harris Interactive Ground Rules For Publicly Released Surveys

- Harris Interactive Inc. has very strong ground rules for surveys which may be publicly released. No other survey firm has stronger rules.
- Our **Five Rules** ensure that our surveys are never used to lead or mislead policymakers or the public. We do not do “hired gun surveys.”
 1. **The survey must be fair, balanced and comprehensive.**
 2. **If the survey is publicly released, the full survey report must be released.**
 3. We will not include questions for possible publication about our clients' company or their products or brand names, or the names of their competitors. (The one exception: we sometimes do readership surveys or audience measurement surveys which ask about our clients.)
 4. **The survey must not be used to mislead the public, the media, policymakers or anyone else.**
 5. **We need to review the information that is being released prior to its release in order to check for accuracy.**



Overview

- Most Americans are not aware that injury is the leading cause of death for children, youth, and adults under the age of 34.
- After hearing a description of a trauma center, Americans value them highly and appreciate the importance of having one within easy reach.
 - Almost all Americans feel it is extremely or very important to be treated at a trauma center in the event of a life-threatening injury.
 - Nearly nine in ten Americans think it is extremely or very important for an ambulance to take them to a trauma center in the event of a life-threatening injury, even if it is not the closest hospital.
 - Nearly all Americans *believe* that if they had a serious or life-threatening injury, they *would* be taken to the hospital that is best equipped to handle their specific injury in less than 1 hour.
- Majorities of Americans feel that having a trauma center nearby is as important as or more important than having a Fire Department or Police Department.



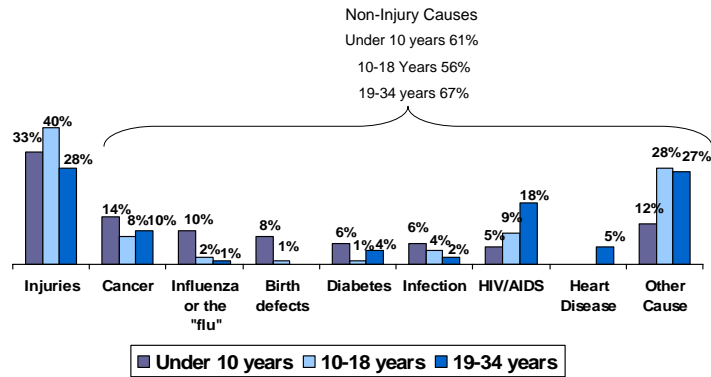
Overview (cont.)

- After hearing a description of a trauma system, nearly all Americans recognize the importance of having a trauma *system* in place in their state.
- Large majorities feel that having a trauma *system* in place is as important as or more important than having State Police or HAZMAT teams.
- About two in three Americans would be extremely or very concerned if they learned that the trauma system in their state did not meet recognized standards. (*However, a 2002 survey of the status of trauma system development conducted by the Health Resources and Services Administration of the U.S. Department of Health and Human Services shows that only 8 states have fully developed trauma systems, 12 states do not have the authority to designate trauma centers, and the rest are in varying stages of partial development.*)
- Americans are willing to spend their own money to have trauma centers and systems in place in their states.
- Generally, Americans have high expectations of their states' trauma centers and systems when it comes to handling natural disasters or terrorist attacks.



Most Americans fail to identify injury as the leading cause of death for children under 10, youth 10-18, and young adults age.

% indicating the leading cause of death for Americans...



Q520 Which of the following do you think is the leading cause of death for children in America under age 10?

Q525 Which of the following do you think is the leading cause of death for adolescents in America between ages 10 and 18?

Q530 Which of the following do you think is the leading cause of death for adults in America between ages 19 and 34?

Base: All respondents (N=1000)

Note: Q520 and Q525 do not ask about heart disease and Q530 does not ask about birth defects.

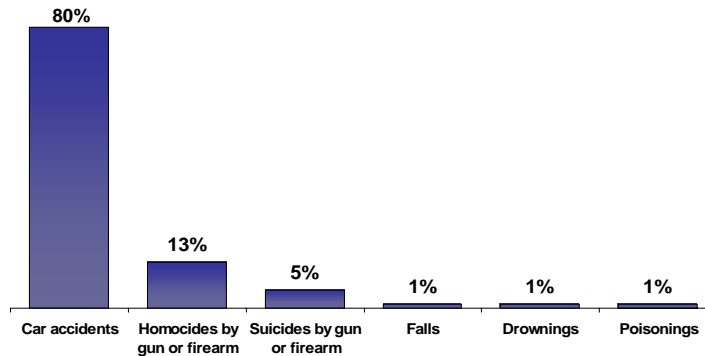
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Motor vehicle crashes are overwhelmingly identified as the leading cause of injury-related death.

% indicating the leading cause of injury related death is...



Q535 Which of the following do you think is the leading cause of injury related death?

Base: All respondents (N=1000)

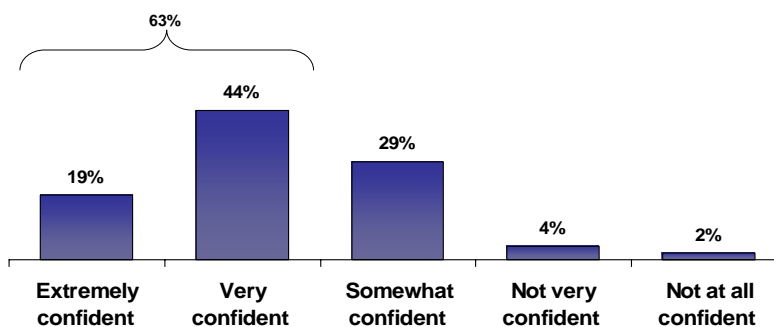
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About two thirds of Americans are extremely or very confident that they would receive the best medical care if they had a serious or life threatening injury.

% indicating how confident they are that they would receive the best medical care for their particular injury if they had a serious or life-threatening injury:

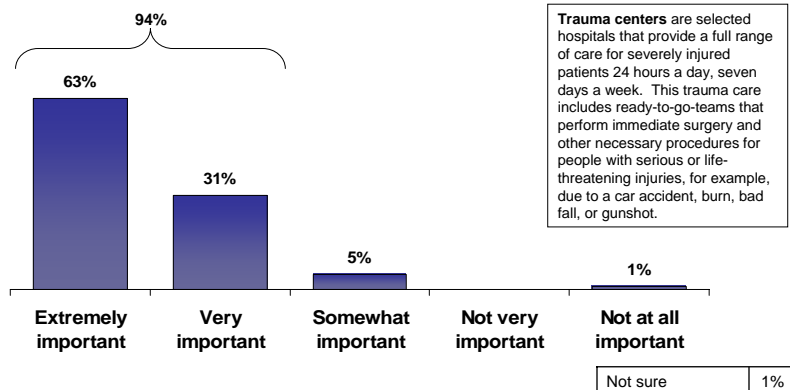


Q720 If you had a serious or life-threatening injury, how confident are you that you would receive the best medical care for your particular injury? Would you be...
Base: All respondents (N=1000)



Almost all Americans feel it is extremely or very important to be treated at a trauma center in the event of a life-threatening injury (after hearing a description of a trauma center).

% indicating how important it would be to be treated at a trauma center if they or a family member had a serious or life-threatening injury:



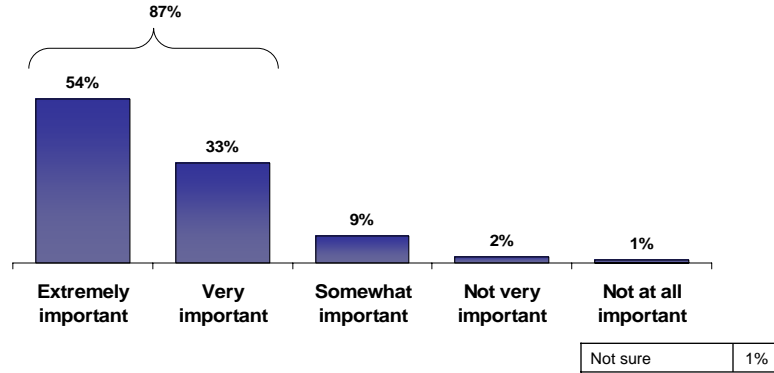
Trauma centers are selected hospitals that provide a full range of care for severely injured patients 24 hours a day, seven days a week. This trauma care includes ready-to-go-teams that perform immediate surgery and other necessary procedures for people with serious or life-threatening injuries, for example, due to a car accident, burn, bad fall, or gunshot.

Q605 If you or a family member had a serious of life-threatening injury, how important would it be to be treated in a trauma center?
Base: All respondents (N=1000)



About nine in ten Americans think it is extremely or very important for an ambulance to take them to a trauma center in the event of a life-threatening injury, even if it is not the closest hospital.

% indicating how important it would be taken by ambulance to a trauma center even if it were not the closest hospital:



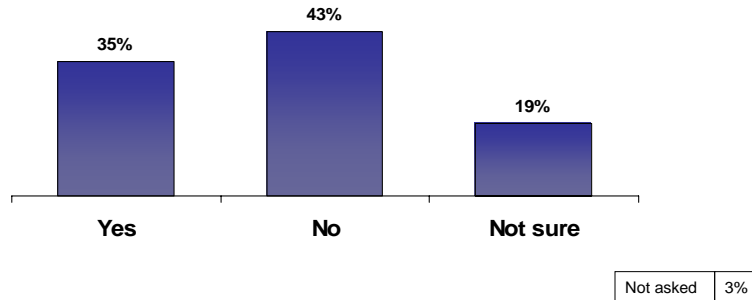
Q610 If you or a family member had a serious of life-threatening injury, how important would it be to be that an ambulance be instructed to take you to a trauma center able to handle your specific injury, even if it is not the closest hospital?
Base: All respondents (N=1000)



About one in three Americans believe that the hospital nearest to them is a trauma center.

(Less than 8% of hospitals have a trauma center)

% who believe there is a trauma center in their state and that the hospital nearest to them is a trauma center:

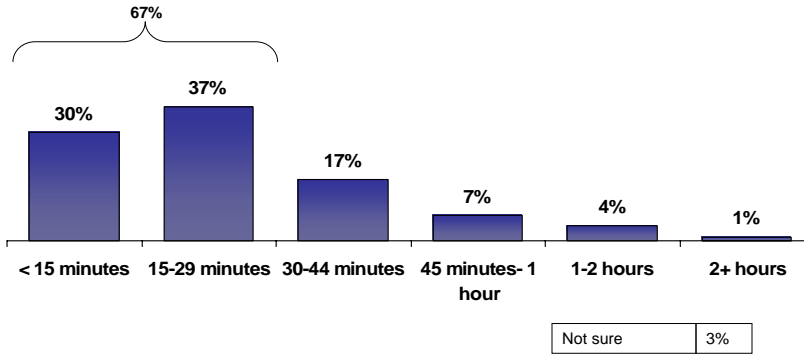


Q635 Is the hospital nearest to you a trauma center?
Base: Respondents who believe there is a trauma center in their state (N=967), recalculated to all respondents (N=1000)



Two thirds of Americans believe it would take less than 30 minutes to get them to the hospital best equipped to handle their life-threatening injury. Nearly all believe it would take less than 1 hour.

% indicating how long they think it would take 9-1-1 dispatchers and emergency personnel to get them to the hospital that is best able to provide specialized care for their injury:

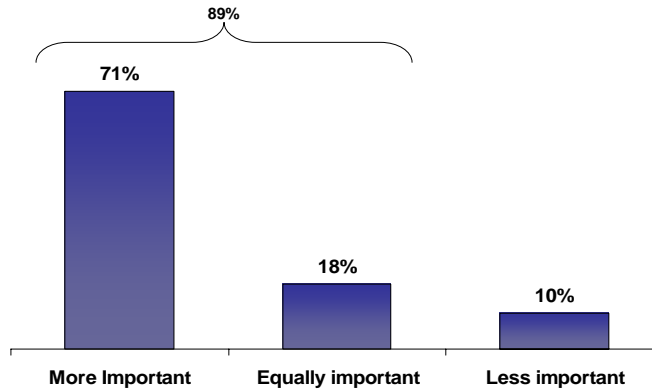


Q730 If you had a serious or life-threatening injury, how long do you think it would take 9-1-1 dispatchers and emergency personnel to get you to the hospital that is best able to provide the specialized care or surgery you needed?
 Base: All respondents (N=1000)



Nine in ten Americans feel that having a trauma center nearby is equally or more important than having a library.

% indicating that compared to a having a public library, a trauma system is ...:

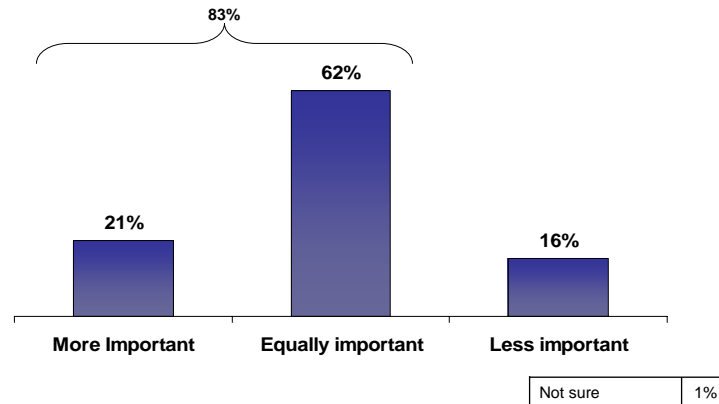


Q617 Is having a trauma center within easy reach of where you live more important, equally important, or less important than having a public library?
 Base: All respondents (N=1000)



Eight in ten Americans indicate that having a trauma center nearby is equally or more important than having a fire department.

% indicating that compared to a having a fire department, a trauma system is ...:

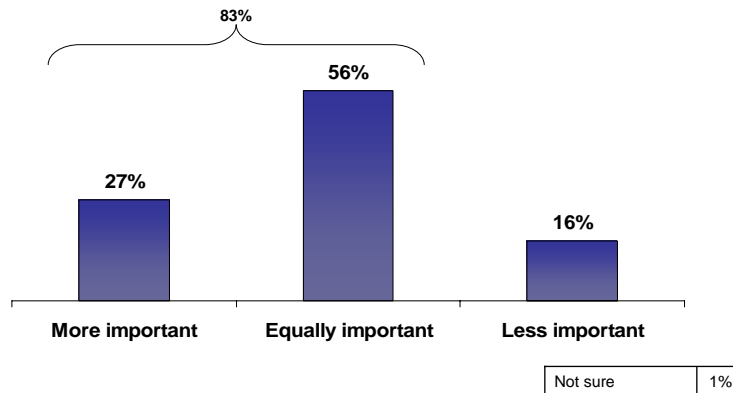


Q618 Is having a trauma center within easy reach of where you live more important, equally important, or less important than having a fire department?
Base: All respondents (N=1000)



Eight in ten Americans feel that having a trauma center nearby is equally or more important than having a police department.

% indicating that compared to a having a police department, a trauma system is ...:

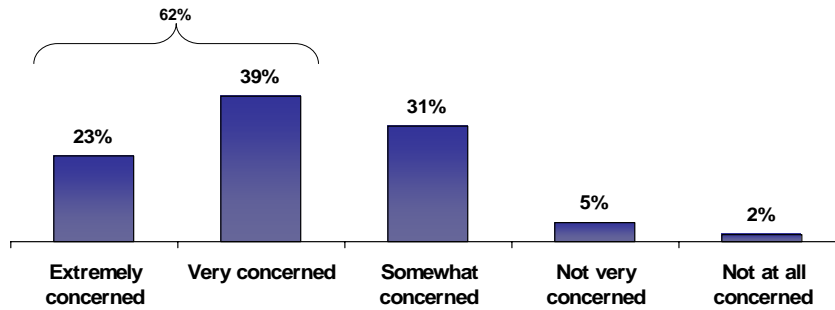


Q619 Is having a trauma center within easy reach of where you live more important, equally important, or less important than having a police department?
Base: All respondents (N=1000)



Six in ten Americans would be extremely or very concerned if they found out there was no trauma center within easy reach of where they live.

% indicating how concerned they would be if they found out there was no trauma center within easy reach of where they lived:

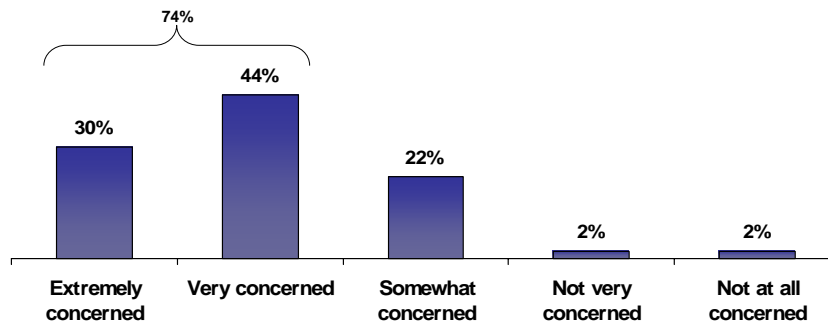


Q650 If you found out that there was no trauma center within easy reach of where you live, would you be extremely concerned, very concerned, somewhat concerned, not very concerned, or not at all concerned?
Base: All respondents (N=1000)



Three fourths of Americans would be extremely or very concerned if they learned trauma centers in their state were closing or reducing services.

% indicating how concerned they would be if they found out trauma centers in their state were closing or reducing services:

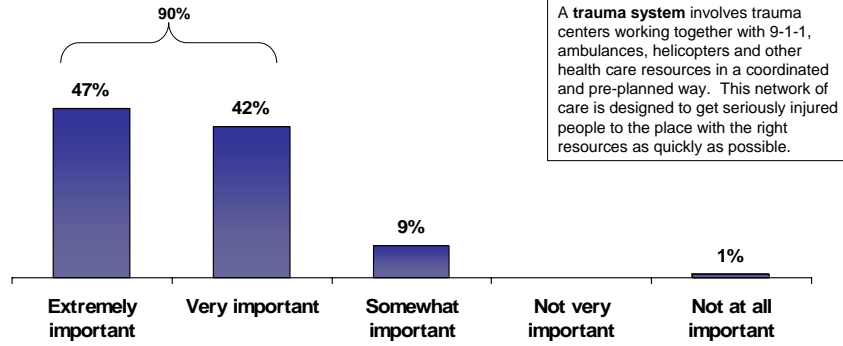


Q625 If you found out that trauma centers in your state were closing or reducing services, would you be extremely concerned, very concerned, somewhat concerned, not very concerned, or not at all concerned?
Base: All respondents (N=1000)



Nine in ten Americans indicate it is extremely or very important for their state to have a trauma system (after hearing a description of a trauma system).

% indicating how important it is for their state to have a trauma system in place:



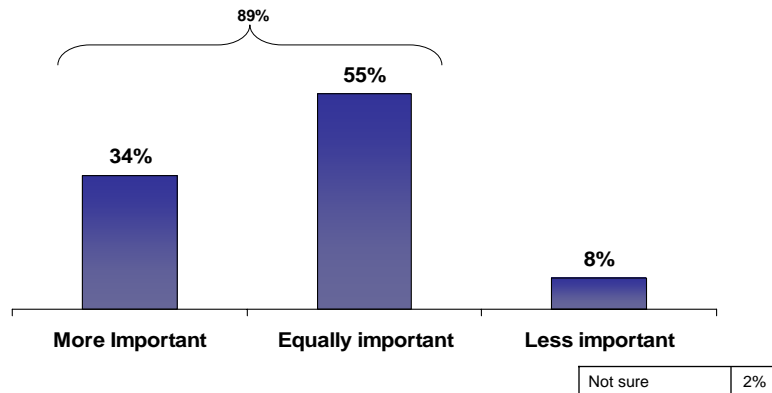
A **trauma system** involves trauma centers working together with 9-1-1, ambulances, helicopters and other health care resources in a coordinated and pre-planned way. This network of care is designed to get seriously injured people to the place with the right resources as quickly as possible.

Q700 How important is it that your state have a trauma system in place?
Base: All respondents (N=1000)



Nine in ten Americans feel that having a trauma system in place is equally or more important than having a HAZMAT team.

% indicating that, compared to a having a HAZMAT team (a state and local hazardous material response team) in place, a trauma system is:

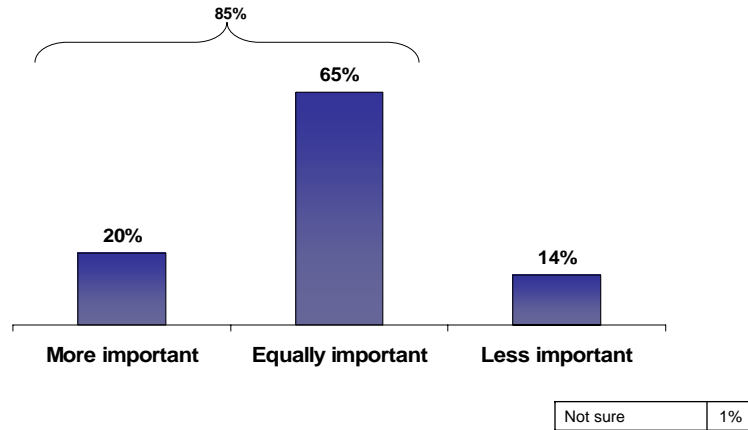


Q707 Is having a trauma system more important, equally important, or less important than having state and local hazardous material response teams, also known as HAZMAT?
Base: All respondents (N=1000)



Eight in ten Americans feel having a trauma system in place is equally or more important than having state police.

% indicating that compared to having state police, a trauma system is ...:



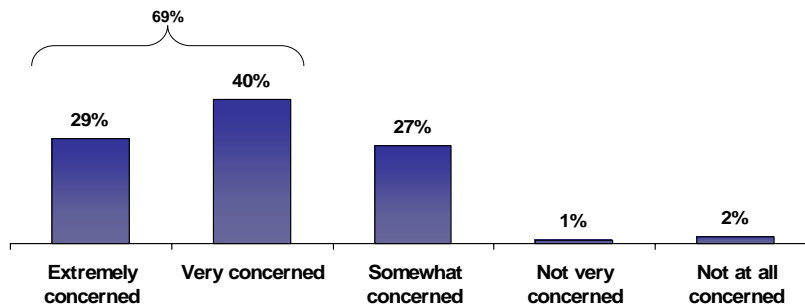
Q708 Is having a trauma system more important, equally important, or less important than having state police?
Base: All respondents (N=1000)



About two in three Americans would be extremely or very concerned if they learned that the trauma system in their state did not meet recognized standards.

(Only 8 states have fully developed trauma systems)

% indicating how concerned they would be if they found out the trauma system in their state did not meet the recognized standards for a trauma system:

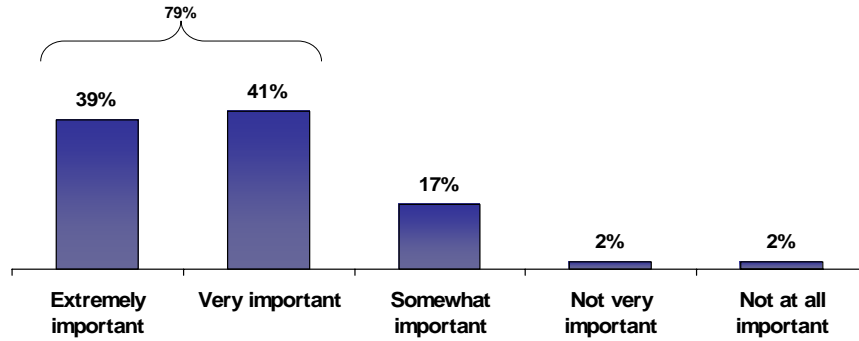


Q710 If you found out that the trauma system in your state did not meet the recognized standards for a trauma system, would you be extremely concerned, very concerned, somewhat concerned, not very concerned, or not at all concerned?
Base: All respondents (N=1000)



A large majority of Americans feel it is extremely or very important for people in rural areas to have the same access to trauma care as do people in urban or suburban areas.

% indicating how important it is that people in rural areas have the same access to trauma care as people living in urban or suburban areas:

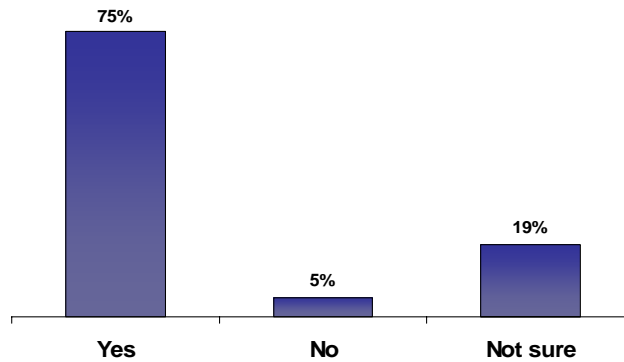


Q715 How important is it that people in rural areas have the same access to trauma care as people living in urban or suburban areas?
Would you say it is...
Base: All respondents (N=1000)



Three quarters of Americans believe there is a trauma system in place in their state.

% who believe there is a trauma system in place in their state:

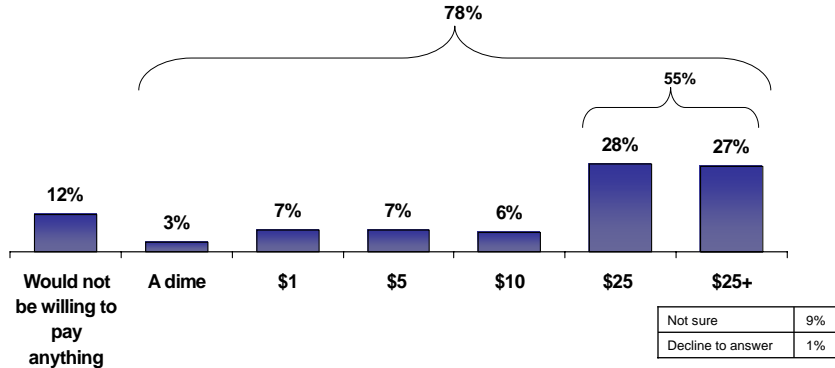


Q725 To the best of your knowledge, is there a trauma system in place in your state?
Base: All respondents (N=1000)



Nearly eight in ten Americans would be willing to pay a dime or more per year to have trauma centers and systems in their state. Over half would be willing to pay \$25 or more.

% indicating how much they would be willing to pay per year to have trauma centers and a trauma system in their state ready to provide care if they or their families were seriously injured:

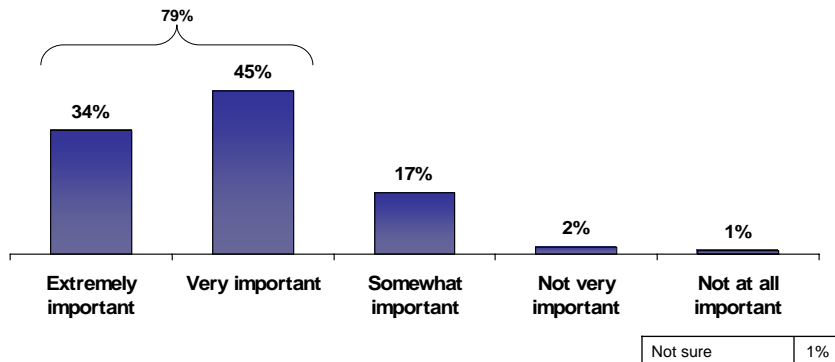


Q735 How much would you be willing to pay per year to have trauma centers and a trauma system in your state ready to provide care to you and your family if you were seriously injured?
Base: All respondents (N=1000)



Emergency Preparedness
Eight in ten Americans believe it is extremely or very important that hospitals in their state are prepared to handle large numbers of patients after a natural disaster or terrorist attack.

% indicating how important it is that trauma centers or hospitals in their state are specifically prepared to handle a large number of patients in the event of a natural disaster or terrorist attack:

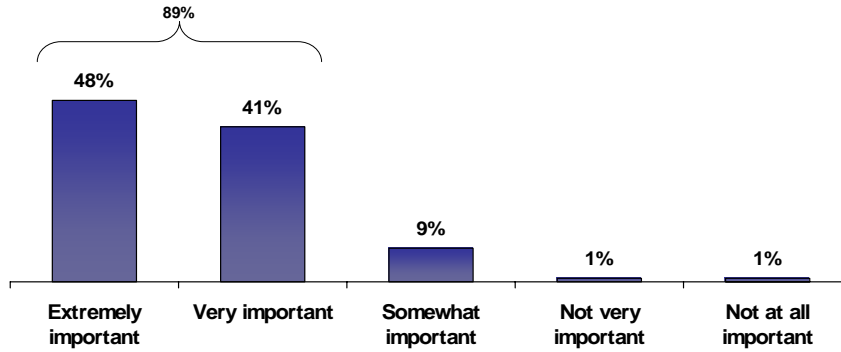


Q815 How important is it that trauma centers or hospitals in your state are specifically prepared to handle a large number of patients seriously injured due to a natural disaster or terrorist attack? Would you say it is...
Base: All respondents (N=1000)



Nine in ten Americans feel it is extremely or very important for their state trauma systems and hospitals to be prepared to respond in a coordinated way to a natural disaster or terrorist attack.

% indicating how important it is that trauma centers or hospitals in their state are specifically prepared to handle a large number of patients in the event of a natural disaster or terrorist attack:

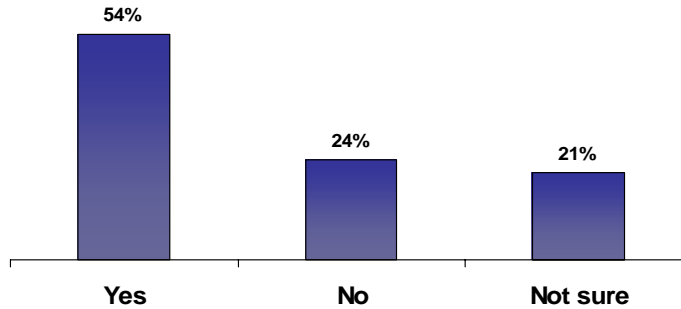


Q820 How important is it that trauma centers, hospitals, emergency personnel, and 9-1-1 services in your state are prepared to respond in a coordinated way in the event of a natural disaster or terrorist attack? Would you say it is...
Base: All respondents (N=1000)



More than half of Americans believe trauma centers and hospitals in their state are prepared to handle a large number of patients in the event of a natural disaster or terrorist attack.

% who believe the trauma centers or hospitals in their state are prepared to handle a large number of patients in the event of a natural disaster or terrorist attack:



Q810 To the best of your knowledge, are the trauma centers or hospitals in your state prepared to handle a large number of patients in the event of a natural disaster or terrorist attack?
Base: All respondents (N=1000)



Summary of Key Findings

- Most Americans are not aware that injury is the leading cause of death for children, youth, and adults under the age of 34.
- After hearing a description of a trauma center, Americans value them highly and appreciate the importance of having one within easy reach.
 - Almost all Americans feel it is extremely or very important to be treated at a trauma center in the event of a life-threatening injury.
 - Nearly nine in ten Americans think it is extremely or very important for an ambulance to take them to a trauma center in the event of a life-threatening injury, even if it is not the closest hospital.
 - Nearly all Americans *believe* that if they had a serious or life-threatening injury, they *would* be taken to the hospital that is best equipped to handle their specific injury in less than 1 hour.
- Majorities of Americans feel that having a trauma center nearby is as important as or more important than having a Fire Department or Police Department.



Summary of Key Findings (cont.)

- After hearing a description of a trauma system, nearly all Americans recognize the importance of having a trauma *system* in place in their state.
- Large majorities feel that having a trauma *system* in place is as important as or more important than having State Police or HAZMAT teams.
- About two in three Americans would be extremely or very concerned if they learned that the trauma system in their state did not meet recognized standards. *(However, a 2002 survey of the status of trauma system development conducted by the Health Resources and Services Administration of the U.S. Department of Health and Human Services shows that only 8 states have fully developed trauma systems, 12 states do not have the authority to designate trauma centers, and the rest are in varying stages of partial development.)*
- Americans are willing to spend their own money to have trauma centers and systems in place in their states.
- Generally, Americans have high expectations of their states' trauma centers and systems when it comes to handling natural disasters or terrorist attacks.