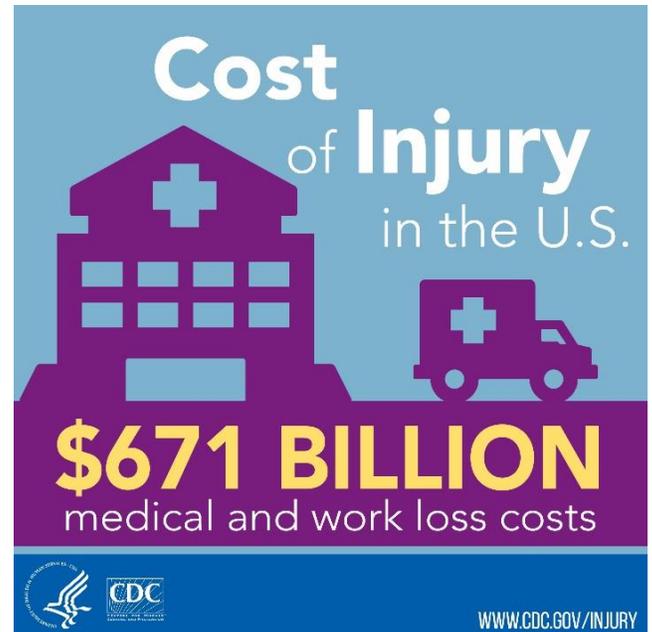


Cost of Injury: Tools for Partners

The Centers for Disease Control and Prevention (CDC) released new research on the cost of injury in the [Morbidity and Mortality Weekly Report \(MMWR\)](#). According to the research, the combined estimated lifetime medical and work loss costs associated with fatal and non-fatal injuries in the United States were \$671 billion in 2013. The lifetime medical and work loss costs associated with fatal injuries were \$214 billion while nonfatal injuries accounted for over \$457 billion, more than twice as much as the costs associated with fatal injuries.



The cost data presented in this report represent an important update of previously used cost of injury data (\$406 billion¹) and document significant increases in the cost of both fatal and nonfatal injury. The increases reflect changes in:

- Methodology, including the use of current dollars (cost of medical care, and worker earnings) and changes in population, and
- Injury trends, including increases in poisoning, suicide and falls.

These MMWRs highlight the significant economic consequences of injury. The magnitude of costs associated with injury underscores the need for creating awareness of the burden of injury and effective prevention. This toolkit is designed to help you share this important information with your colleagues and partners. The tool kit includes the following tools:

- Press Release Template
- Social Media Messages
- Infographics
- Slides

For more information or assistance using this tool kit please contact, DARPI@cdc.gov.

¹ Finkelstein EA, Corso PS, Miller TR, Associates. Incidence and economic burden of injuries in the United States. New York, NY: Oxford University Press; 2006.

Sample Press Release

A press release, or news release, provides members of the media useful, accurate, and interesting information about a newsworthy activity. Typically, press releases are emailed to individuals in a media contact list. The press release below can be customized with your local information to call attention to the burden of injury in your state.

Sample State or Local Press Release

[Place on your letterhead]

EMBARGOED UNTIL [insert date]

Date
Contact:
Telephone:
E-mail:
Website:

Injuries Cost the U.S. \$671 Billion in 2013

CDC study shows injuries and violence create substantial economic burden

[Insert city/state] - The total estimated lifetime medical and work loss costs of injuries and violence in the United States was \$671 billion in 2013, according to new research released by the Centers for Disease Control and Prevention (CDC). The lifetime medical and work loss costs associated with fatal injuries was \$214 billion while nonfatal injuries accounted for over \$457 billion. Each year more than 3 million people are hospitalized, 27 million people are treated in emergency departments and released, and over 192,000 die as a result of unintentional and violence related injuries each year.

Injuries and violence are a significant public health problem in [insert state/locality]. [insert key state statistics including cost data].

[Insert quote from Injury Director, Health Department Lead or State Official]

Although injuries are among the most common and costly health problems in the U.S. and [insert state], they are also one of the most preventable. [Insert state] is working to implement evidence-based programs and policies to prevent injuries and violence to reduce not only the pain and suffering of victims, but also the considerable costs to society. For example, [insert description of work to implement evidence based strategies to address violence and injuries].

To learn more about violence and injury prevention in [insert state] visit [insert url].

To read the new CDC research visit <http://www.cdc.gov/mmwr>. To learn more about the CDC's National Center for Injury Prevention and Control works to prevent injury and violence visit <http://www.cdc.gov/injury>.

Social Media Messages

Encourage conversation about the burden of injury in your state by disseminating social media messages on your organization's social media platforms and sharing violence and injury prevention resources. Below are some sample messages you can customize.

Join us in using the hashtag **#671billion** to help spread the message!

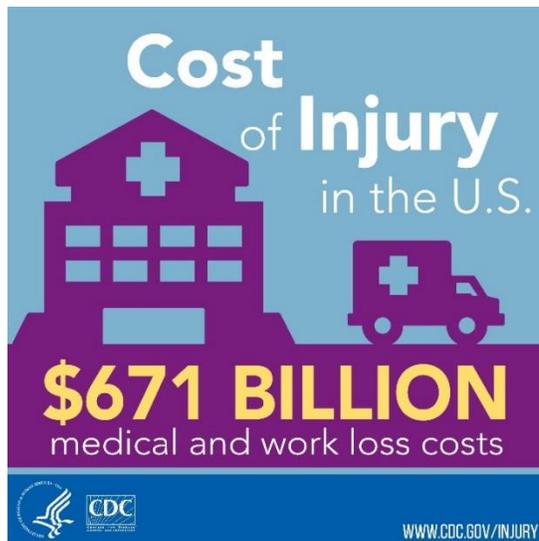
Platform	Content
Facebook	New CDC reports finds the cost of injury in the U.S. totaled \$671 billion in medical and work loss costs in 2013. Injury and violence prevention strategies can save lives and reduce costs. Read the reports: www.cdc.gov/mmwr
	New CDC research shows injuries and violence cause substantial economic burden. They cost the U.S. \$671 billion annually. Injury and violence prevention strategies can save lives and reduce costs. View the new reports to learn more about this preventable problem: www.cdc.gov/mmwr
	Injuries cost the U.S. \$671B annually. The magnitude of costs associated with injury underscores the need for effective prevention. Injury and violence prevention strategies can save lives and reduce costs. Find out ways to prevent injuries and violence: www.cdc.gov/injury
	Each year, injuries cost the U.S. \$671 billion. The magnitude of costs associated with injury underscores the need for effective prevention. Injury and violence prevention strategies can save lives and reduce costs. Get the full story in this week's MMWR. www.cdc.gov/mmwr
	Preventing injuries helps save lives and money. The cost of injury and violence in the US totaled \$671 billion in medical and work loss costs in 2013. Learn more: www.cdc.gov/injury/
Twitter	Injuries cost the U.S. \$671B annually new CDC study says. #671billion www.cdc.gov/mmwr
	Cost of injury in US tops #671billion new CDC report says. www.cdc.gov/mmwr
	New CDC research finds the cost of injury in the US: \$671B in medical & work loss costs in 2013. #671billion www.cdc.gov/mmwr
	New CDC study shows injuries and violence cause substantial economic burden. www.cdc.gov/mmwr
	Preventing injuries helps save lives & money. The cost of injury in the US: \$671B medical & work loss \$ in 2013. www.cdc.gov/mmwr

Infographics

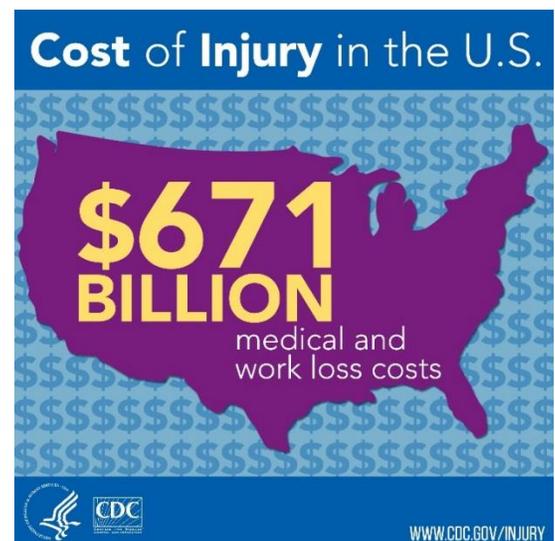
Infographics get noticed, invite engagement, and are very flexible. They can help draw attention to your message and can be shared across social media channels, in presentations and on websites. The tool kit includes two infographics highlighting the cost of injury that you can share across your social media channels.

[Click on the infographics below to access the jpeg files.](#)

Option 1



Option 2



Slides

Use this set of five slides (pdf file) to drop into injury and violence presentations to convey the economic cost of the problem.

Click [here](#) to access the slide images.

