The National Action Plan for Child Injury Prevention - Webinar IV

Education

January 30, 2013 – 3:00-4:15 p.m.

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Moderators

Ellen Schmidt
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National Association of County and City Health Officials (NACCHO)
Launching a Roadmap for Injury-Free Childhood – National Action Plan

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National Center for Injury Prevention & Control
Centers for Disease Control & Prevention

January 30, 2014
Percent of All Deaths Among Children 1-19 Years

From: WISQARS 2010 data. Cancer includes benign neoplasms; Birth Defects includes other perinatal mortality and pregnancy complications; Infectious Diseases includes influenza, HIV, meningitis.
INJURY
The #1 killer of children in the US

For every 1 child that dies there are...

25 hospitalizations

Many more treated in doctors’ offices

SOURCE: CDC Vital Signs, 2012
US Rates Poorly Compared with Others

Rate per 100,000 population 0-14 years

SOURCE: CDC Vital Signs, 2012
Unintentional Injury Deaths and Trends among U.S. Children 0-19 Years

4,564 Deaths
Motor Vehicle
41% decrease

1,160 Deaths
Suffocation
30% increase

151 Deaths
Fall
19% decrease

983 Deaths
Drowning
28% decrease

391 Deaths
Fire/burn
45% decrease

824 Deaths
Poisoning
80% increase

Total Deaths 9,143

CDC’s Role

- Identify and share data, tools and strategies
- Support organizations and individuals

*Protect the Ones You Love*  
National Action Plan for Child Injury Prevention

- Raise awareness
- Highlight prevention solutions
- Mobilize action
A Framework for Action

- Data & Surveillance
- Research
- Communication
- Education & Training
- Health Systems & Health Care
- Policy
EDUCATION
Education vs. Training

- Education improves knowledge necessary to influence behaviors, change policies, modify environments and design products
- Education is a primary, cross-cutting intervention
- Training is used to improve skills and to apply knowledge
- Target: children and those who interact with families
Educate the public about injury risks and effective strategies to prevent child injuries

- Integrate injury prevention education into broader child health promotion efforts (e.g., MIECHV)
- Educate decision makers about the burden of child injuries, the importance of prevention
- Educate textbook and periodical publishers, newspaper editors, and free-lance writers about the importance of child injury prevention
Develop and test evidence-based materials, tools, and resources

- Develop and incorporate specific materials into schools of education, public health, medical and allied fields, and safety professions
- Develop health and safety education curricula and programs for use at all school levels
- Develop resources to assist concerned citizens to promote child injury prevention in their communities
- Develop criteria for national, state, and local injury report cards to bring focus to improving scores
- Establish a clearinghouse to catalogue and provide access to accurate information and resources
- Catalogue all available curricula and create an evaluation framework
Implement and disseminate injury education programs in allied health professions

- Improve coverage of child injury prevention in undergraduate and graduate education programs
- Incorporate child injury prevention information in health, education, and safety professionals training by offering continuing education credits
- Include child injury prevention into minimum standards for competency for selected credentialing, licensing, and certification in health and safety
Develop venues for delivering child injury education programs

- Establish child injury prevention internship opportunities at agencies and organizations
- Use technology such as the Internet to improve access to child injury prevention training
- Provide training that is relevant to child injury in fields such as engineering, architecture, environmental science, and transportation safety.
- Provide education and training in child injury prevention and emergency response to all expectant mothers and their families, pre- and post-term
Use community-based organizations to educate the public

- Support nonprofit organizations to promote education at local, state, and national levels
- Integrate prevention education into community health programs that serve at risk families
- Further integrate child safety education into pediatric & well-baby visits, and post-partum discharge
- Design and disseminate education materials to educate employees about family safety off-the-job through corporate health and wellness programs
- Engage community-based organizations, voluntary groups, and merchants in sponsoring injury prevention events and educational campaigns
NAP Implementation Projects

- Funded nine pilot projects
- Test the feasibility of implementing specific actions in the NAP
- Identify potential next steps and new avenues
Implementation Projects

- EDC is working to engage health plans in child injury prevention
- NSC is working with employers to develop quick, effective materials to influence the employee off-the-job safety of their families
- ACPM is working to develop a simple home safety checklist with brief intervention for home visiting professionals
- EVMS is working to develop a path to approval for continuing education for evidence-based programs
- CIPA is working to improve the consistency and reach of safety messages through a national collaboration
CDC Resources

Protect the Ones You Love: www.cdc.gov/safechild

Prevention Tips

• Remove ladders, rafts, and inflatable boats from pools to prevent children from falling into the pool.

• Keep children away from the pool area when not supervised. Close supervision is essential to prevent drowning.

• Make sure children wear life jackets when around water. Life jackets should be properly fitted and have a whistle or哨 sounder. They should also be checked regularly.

• Use a secure fence around pools to prevent accidental falls. Fences should be at least 48 inches high and have self-closing, self-latching gates.

• Teach children water safety skills through swimming lessons and life-saving techniques. It is important to learn how to swim and understand basic water safety principles.

• Keep rescue equipment, such as a rescue tube, ladder, and throw line, readily available near the pool area.

When it comes to protecting children from falls...

I protect the ones I love

www.cdc.gov/safechild
Parents are the Key

- Talk to your teen about safe driving.
  
  [CDC.gov/ParentsAreTheKey](https://www.cdc.gov/ParentsAreTheKey)

- 1 in 10 teens in high school drinks and drives.
  
  [Vitalsigns.com](https://www.cdc.gov/vitalsigns)
CDC Resources

- Heads Up: www.cdc.gov/concussion
CDC Resources

- Framing Guide

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

~Margaret Mead

Julie Gilchrist, MD (jrg7@cdc.gov)

For more information please contact Centers for Disease Control and Prevention

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.
Polls
Presenter

Michael Bernstein
Health Educator for Injury Prevention at the Southern Nevada Health District

www.ChildrensSafetyNetwork.org
Southern Nevada Health District
Child Drowning Prevention Public Information Campaign
Michael Bernstein, M.Ed.
Health Educator II/Injury Prevention
History

- Data collected on child drowning (14 years old and younger) by EMS office starting in 1994 through 1998
- Data showed drowning death rate of children 0-4 years of age two to four times national
- EMS staff shared data with OCDPHP staff
- Data then presented to Chief Health Officer
• Chief Health Officer asks staff to work together to develop program to address problem and educate the public

• First Public Information Campaign 1999 – Infant shoe floating in pool – “It only takes Seconds”
  • Brochures – distributed throughout community with help of Clark County Safe Kids
  • Bus stop Shelters

• Got attention of Clark County Commission

• SNHD received $20,000 grant for 2000 P I Campaign
Expansion of Child Drowning Campaign in 2000

- SNHD hired (bid process) media company to assist OCDPHP Programs
- Developed ABC & D’s of Drowning Prevention
  - Adult Supervision (active supervision)
  - Barriers (for your pool)
  - Classes (swim lessons and CPR)
  - Devices (life jackets, rescue tools and safety drain covers)
- With help of media company we solicited program sponsorship from four local businesses
- Additional funding allowed us to:
  - Develop TV and radio spots and fund media campaign from May – Labor day
  - Print 20,000 brochures in English, 10,000 in Spanish
• Worked with Clark County Safe Kids and local Fire Departments to distribute ABC & D’s of Drowning Prevention information

• Over the next decade ABC & D’s of Drowning Prevention became branded in County

• New partners recruited including local Building Departments

• Southern Nevada Pool Code (developed by committee of local building department representatives) added requirement of secondary barriers to residential pools built after April 2003
Prevent drowning!
It's as easy as A-B-C-D

A = adult supervision
B = barriers
C = classes
D = devices
Continued Program Development

- SNHD EMS developed Submersion Incident Report Form (SIRF) to increase data collection including ethnicity in 2006
- Ethnicity data showed disproportionate number of Hispanic children involved in submersion incidents
- Public Information campaign developed more Spanish language materials for distribution
Legislation Proposed

- CC Building Department called a meeting of community drowning prevention advocates in late 2008
- Group included Public Health, Building Departments, Fire Departments, Pool Builders, Safe Kids, interested parents and additional child drowning prevention advocates.
- This group formed the Pool Barrier Steering Committee
- Legislation proposed to require all new residential pools to have secondary barrier in place and older homes to meet the new law upon resale
- Bill opposed and defeated by Nevada Realtors Association during 2009 session
SNCDPC Formed

- Steering Committee met during late 2010 and formed the nucleus of the Southern Nevada Child Drowning Prevention Coalition
- SNCDPC was officially formed in 2011 and has filed the paperwork to become a 501 (c) 3 non profit organization
- Mission of SNCDPC is to educate all citizens of the dangers backyard swimming pools pose to young children – in particular children 4-years old or younger – in order to ensure a safe pool environment for Southern Nevadans of all ages
Coalition has adopted and officially promotes the ABC & D’s of Drowning Prevention

Additional advocates have joined to promote water safety awareness and education to prevent drowning and water-related injuries in pools, lakes, rivers as well as bathtubs, buckets and other sources of water.

Hispanic sub-committee has formed to directly address the child drowning problem through Hispanic community resources
Some Numbers

- Clark County has over 101,000 residential swimming pools and 5000 public pools
- Average Drowning Death rates for Children 4 years old and younger per 100,000
  - 1994 – 1999 (prior to SNHD PI Campaigns) 9.2
  - 2000 – 2013 - 4.4
  - National average 1994 – 2010 – 2.74
  - Since formation of SNCDPC 2011 – 2013 – 2.79
For More Information

- SNHD OCDPHP site
  http://www.gethealthyclarkcounty.org/be-safe/drowning-prevention-abcd.php

- SNCDPC
  www.sncdpc.org

- Mike Bernstein - (702) 759-1268
  bernstein@snhdmail.org
Presenters

Emilie Crown
Program Manager
Montgomery County Fire Rescue

Larry Branche
Corporate Manager (Director of Child Passenger Safety Program)
Fitzgerald Auto Malls
Engaging Communities in Injury Prevention

Emilie Crown, RN
Program Manager
Montgomery County Fire Rescue
Gaithersburg, MD
This is the crash in 1999 that really started our program.
In the Beginning

- Started in 2000
- Four Full Time staff
- Seat checks done twice a week
- 1 large open seat check a month
- 6-8 certification classes a year
- Hotline number started
By mid 2007

- One FT staff + one Light duty firefighter (CPS Tech)
- Seat checks five times a week at four different locations, total of 20 hours a week. Walk-in appointments are limited, plus one large open seat check each month
- 6-8 certification classes as well as multiple update classes with CEU’s, a renewal and CSHN class yearly
- Multiple Outreach events attended
- Loaner program, includes some CSHN
- Trainings for County employees who transport children at work
- English and Spanish hotline numbers
- Voucher seats for $25 each for low-income families
- Internet based scheduling program
At Fitzgerald’s monthly open seat checks the fire department always sent techs to help.
We have press events whenever possible
Our Program as of Today

- Certification classes and seat checks continue
- Only one full time person left
- Paid tech hours for fire personnel cut by 2/3
- More outreach requests being turned down for lack of staff
- Donations continue to come in, but have decreased in size.
- More requests for weekend and evening classes
AUTO DEALERS AND CHILD SAFETY SEAT PROGRAMS

How did we begin?
DEALERSHIP PROGRAMS HAVE TO START AT THE TOP

- Dealer
- General Manager
- Executive
DEALERSHIP BENEFITS

- Community service
- High degree of satisfaction
- Ability to reach out to different communities
- Provides a valuable resource with low cost
- Builds trust between dealership and community
- Saves lives!
- Partnering with local, state and federal agencies
DEALERSHIP START UP

- Select Candidates for Certification (Longevity, Communication, Passion)
- Design process for appointments, staffing, marketing, location & maintaining supplies.
STARTED A CHILD PASSENGER SAFETY PROGRAM IN 1999

- Over 45,000 Child Seats installed
- National record for most seats in 1 day (777) & most by a private company
- 51 CPS Technicians on staff
- Seats by appointment & monthly events
- CPS Hotline for information & scheduling along with internet appointments
- Provide support to other agencies
Current Challenges

- Adequate staffing at seat checks
- Funding
- Keeping volunteers motivated
- Keeping technicians current with changes in field
Our Accomplishments

- Techs are updated regularly via email and with hands-on classes
- Incentives distributed
- Appointments made based on staffing available
- Websites for information
- We have kept seat checks on same dates for consistency
Our Major Partners

- Auto Dealerships: Fitzgerald’s
- Retail stores
- Kiwanis
- Montgomery County Police
- Hospitals
- Health and Human Services
- Maryland Kids in Safety Seats
Suggestions for starting a program

- Start small
- Get technicians trained
- Start with appointments only
- EVERY SEAT INSPECTED MAKES A DIFFERENCE
- Location selection
Questions?
Please take a moment to complete our short evaluation:

https://www.surveymonkey.com/s/NAP_WebinarIV_013014