

**Protecting Families at Home:
Best Practices, New Products and
Resources**

April 8, 2009

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Director, Injury and Violence Prevention Programs
HRSA, MCHB



▶ **Welcome**



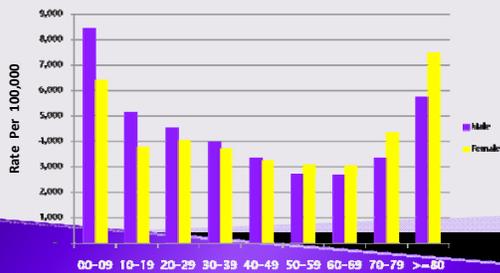
**What do you need to know for this
webcast?**



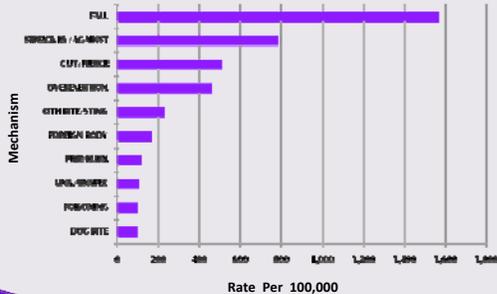
Where do we spend our time?

Home/Play
Work/School
Community/Sleep

ED Visits for Unintentional Home Injuries by Age Group and Gender, NEISS-AIP 2000



ED Visits for Unintentional Home Injuries by Top 10 Mechanisms, NEISS 2000



ED Visits for Unintentional Home Injuries by Top 10 Mechanisms, NEISS 2000, Ages 0-29

| Rank | Ages 00-09 | Ages 10-19 | Ages 20-29 | Ages 0-29 |
|------|-------------------|-------------------|-------------------|-------------------|
| 1st | FALL | FALL | FALL | FALL |
| 2nd | STRUCK BY/AGAINST | STRUCK BY/AGAINST | STRUCK BY/AGAINST | STRUCK BY/AGAINST |
| 3rd | CUT/PIERCE | CUT/PIERCE | CUT/PIERCE | CUT/PIERCE |
| 4th | OTH BITE/STING | OVEREXERTION | OVEREXERTION | OVEREXERTION |
| 5th | FOREIGN BODY | OTH BITE/STING | OTH BITE/STING | OTH BITE/STING |
| 6th | FIRE/BURN | PEDAL CYCLIST | FOREIGN BODY | FOREIGN BODY |
| 7th | OVEREXERTION | UNK/UNSPEC | FIRE/BURN | FIRE/BURN |
| 8th | POISONING | DOG BITE | UNK/UNSPEC | DOG BITE |
| 9th | DOG BITE | FOREIGN BODY | POISONING | UNK/UNSPEC |
| 10th | PEDAL CYCLIST | FIRE/BURN | OTHER SPECIFIED | POISONING |

ED Visits for Unintentional Home Injuries by Top 10 Mechanisms, NEISS 2000, Ages 30-59

| Rank | Ages 30-39 | Ages 40-49 | Ages 50-59 | Ages 30-59 |
|------|-------------------|-------------------|-------------------|-------------------|
| 1st | FALL | FALL | FALL | FALL |
| 2nd | STRUCK BY/AGAINST | OVEREXERTION | STRUCK BY/AGAINST | STRUCK BY/AGAINST |
| 3rd | OVEREXERTION | STRUCK BY/AGAINST | CUT/PIERCE | OVEREXERTION |
| 4th | CUT/PIERCE | CUT/PIERCE | OVEREXERTION | CUT/PIERCE |
| 5th | OTH BITE/STING | OTH BITE/STING | OTH BITE/STING | OTH BITE/STING |
| 6th | FOREIGN BODY | FOREIGN BODY | FOREIGN BODY | FOREIGN BODY |
| 7th | FIRE/BURN | FIRE/BURN | FIRE/BURN | FIRE/BURN |
| 8th | UNK/UNSPEC | POISONING | UNK/UNSPEC | UNK/UNSPEC |
| 9th | POISONING | UNK/UNSPEC | POISONING | POISONING |
| 10th | OTHER SPECIFIED | OTHER SPECIFIED | DOG BITE | OTHER SPECIFIED |

ED Visits for Unintentional Home Injuries by Top 10 Mechanisms, NEISS 2000, Ages 60-80+

| Rank | 60-69 | 70-79 | >=80 | Ages 60-80+ |
|------|-------------------|-------------------|-------------------|-------------------|
| 1st | FALL | FALL | FALL | FALL |
| 2nd | CUT/PIERCE | STRUCK BY/AGAINST | STRUCK BY/AGAINST | STRUCK BY/AGAINST |
| 3rd | STRUCK BY/AGAINST | OVEREXERTION | OVEREXERTION | OVEREXERTION |
| 4th | OVEREXERTION | CUT/PIERCE | CUT/PIERCE | CUT/PIERCE |
| 5th | OTH BITE/STING | OTH BITE/STING | OTH BITE/STING | OTH BITE/STING |
| 6th | FOREIGN BODY | FOREIGN BODY | UNK/UNSPEC | FOREIGN BODY |
| 7th | UNK/UNSPEC | UNK/UNSPEC | FOREIGN BODY | UNK/UNSPEC |
| 8th | FIRE/BURN | FIRE/BURN | OTHER TRANSPORT | FIRE/BURN |
| 9th | DOG BITE | DOG BITE | FIRE/BURN | DOG BITE |
| 10th | POISONING | POISONING | POISONING | POISONING |

The word is getting out, but ...
there are always new people who need
to hear the messages



What you will learn today

- ▶ What should be done to address home safety?
- ▶ How to create and deliver safety messages?
- ▶ Partnerships to increase your ability to reach all populations
- ▶ Action ideas for prevention
- ▶ Resources

Today's Speakers

- ▶ Meri-K Appy, President
Home Safety Council
- ▶ Linda Church, Associate Director of Special
Projects, ProLiteracy
- ▶ Ellen Schmidt, National Outreach Director
Children's Safety Network National Injury and
Violence Prevention Resource Center



MCHB Webinar
Protecting Families at Home: Best Practices, New
Products and Resources
Meri-K Appy, President
April 8, 2009

Home Safety Council



The Home Safety Council (HSC) is the only national non-profit organization solely dedicated to preventing home related injuries that result in nearly 20,000 deaths and 21 million medical visits on average each year. Through national programs, partnerships and the support of volunteers, HSC educates people of all ages to be safer in and around their homes.



- Founded in 1993 as the Lowe's Home Safety Council
- Became an independent nonprofit in 2002
- HSC reaches *millions of families* through innovative safety programs each year.
- Safety programs target children, caregivers, employees, safety advocates, at risk communities, public educators and community leaders.



“Storytime”

- HSC public service announcement





Home Safety Research

Conducted the largest and most comprehensive study of injuries at home – the State of Home Safety in America™

Each year, preventable injuries in the home:

- Result in nearly 20,000 deaths
- Cause nearly 21 million medical visits
- Are the fifth leading cause of death overall
- Are 2.5 times more likely to cause injury than car crashes
- Cost our nation up to \$380 billion
- Cost employers up to \$38 billion

Commissioned by the Home Safety Council and conducted by the University of North Carolina's Injury and Prevention Research Center

| Cause of Death | Number | Percentage | Rate |
|-----------------------|--------|------------|-------|
| Fall | 5,961 | 33.0 | 2.23 |
| Poisoning | 4,833 | 26.0 | 1.83 |
| Fire/Burn | 3,462 | 19.8 | 1.29 |
| Choking/Suffocation | 1,592 | 8.1 | 0.61 |
| Drowning/Submersion | 823 | 4.6 | 0.31 |
| Firearm | 590 | 3.3 | 0.22 |
| Natural/Environmental | 427 | 2.4 | 0.16 |
| Struck By/Against | 285 | 1.6 | 0.11 |
| Miscellaneous | 230 | 1.3 | 0.09 |
| Unspecified | 215 | 1.2 | 0.08 |
| Machinery | 127 | 0.7 | 0.05 |
| Cut/Pierce | 80 | 0.3 | 0.02 |
| Overexertion | 3 | <0.1 | <0.01 |
| Motor Vehicle | 0 | 0.0 | 0.00 |
| Pedal Cyclist, Oskee | 0 | 0.0 | 0.00 |
| Pedestrian, Other | 0 | 0.0 | 0.00 |
| Transport, Other | 0 | 0.0 | 0.00 |
| TOTAL | 18,048 | 100.0 | 6.83 |

Data Source: National Vital Statistics System, 1992-1999.

On average, 2,097 children under age 15 died as a result of unintentional injuries at home each year from 1992 to 1999.

Figure 1.2. Unintentional Home Injury Deaths. Average Annual Rate (per 100,000 persons), by Age Group and Sex, U.S., 1992-1999.

| Age Group | Male | Female |
|-----------|------|--------|
| <1 | 10 | 10 |
| 1-4 | 10 | 10 |
| 5-9 | 10 | 10 |
| 10-14 | 10 | 10 |
| 15-19 | 10 | 10 |
| 20-29 | 10 | 10 |
| 30-39 | 10 | 10 |
| 40-49 | 10 | 10 |
| 50-59 | 10 | 10 |
| 60-69 | 10 | 10 |
| 70-79 | 15 | 15 |
| 80+ | 60 | 40 |

Data Source: National Vital Statistics System, 1992-1999.

Fires/burns, choking/suffocation, & drowning/submersions are leading causes of unintentional home injury deaths among children under age 15.

Table 4.1. Unintentional Home Injury Death Involving Children. Leading Causes of Death, Ranked by Rate (per 100,000 persons), U.S., 1992-1999.

| RANK | Age Group | | | | TOTAL <15 |
|------|---------------------|---------------------|---------------------|---------------------|---------------------|
| | <1 | 1-4 | 5-9 | 10-14 | |
| 1 | Choking/Suffocation | Fire/Burn | Fire/Burn | Fire/Burn | Fire/Burn |
| 2 | Fire/Burn | Drowning/Submersion | Drowning/Submersion | Firearm | Choking/Suffocation |
| 3 | Drowning/Submersion | Choking/Suffocation | Choking/Suffocation | Choking/Suffocation | Drowning/Submersion |
| 4 | Fall/Poisoning* | Fall | Firearm | Poisoning | Firearm |
| 5 | | Struck By/Against | Fall | Drowning/Submersion | Poisoning |

*Tied as fourth leading cause.
Data Source: National Vital Statistics System, 1992-1999.



Safe Haven Research



Home Safety Council Community Touch Points



Media Outreach

- HSC reaches *millions of families* through innovative public awareness campaigns each year.
- Total Media Impressions in 2008: **750+ million and nearly 8,000 placements**



Multiple Media Outlets





New Online Tool

New Research – Bathroom Safety

- According to the recent survey, respondents consider the **bathroom to be the second most dangerous room** in their home.
- Of the **13% of respondents who consider the bathroom to be the most dangerous room in the house, only 36% made any safety improvements in the bathroom.**



Prevent Injuries in the Bathroom

- MySafeHome.org provides the following tips and demonstrations to help adults prevent leading injuries in the bathroom:
 - Stay within an arm's length of children in and around water. This includes bathtubs, toilets, pools and spas – even buckets of water.
 - To reduce the risk of falls, use grab bars and non-slip mats or strips in baths and showers.
 - To prevent hot water burns, set hot water heater to 120 degrees Fahrenheit.
 - Use locks to keep medicines & cleaning products out of children's reach.



New Research – Bedroom Safety

- **60% of respondents have taken important steps to improve their safety in the bedroom** and protect against home injuries while sleeping.
- However, respondents are still failing to install critical safety products to prepare for and prevent emergency situations:
 - Just over half (51%) have installed smoke alarms.
 - Just over one-quarter (26%) have installed a carbon monoxide detector.
 - Only 13% have planned and practiced a family fire drill.



CAUSE FOR ALARM
WILL SMOKE DETECTOR WAKE YOUR KIDS?

THESE 4... THE WIZARDS BEAT THE NEW ORLEANS

HOME SAFETY COUNCIL

Prevent Injuries in the Bedroom

- MySafeHome.org provides the following tips & demonstrations to help prevent leading injuries in the bedroom:
 - Have working smoke alarms on each floor of the home & hold fire drills. Newly built homes should have a fire sprinkler system.
 - To protect children from strangulation, clip the loops in window cords & place them up high where children can't get them.
 - Move furniture away from windows to prevent children from climbing on furniture & falling out of windows.
 - Safe Sleep –baby on back, alone in empty crib

HOME SAFETY COUNCIL

New Research – Backyard Safety

- 82% of respondents report having a backyard and almost four in ten (39%) have done nothing to reduce injury risk.
 - Less than half (49%) place the grill at least ten-feet away from objects including the house, shrubs or bushes before using to cook outside.
 - Less than one in ten (8%) have put in a four-sided fence that goes all around the pool.
 - Only 6% make sure the pool has a gate that closes and locks by itself.

HOME SAFETY COUNCIL

Prevent Injuries in the Backyard

- MySafeHome.org provides the following tips and demonstrations to help adults prevent leading injuries in the backyard:
 - Make sure children always swim with a grownup. No child or adult should swim alone.
 - Use a sturdy ladder when climbing and place it on level ground to lessen the risk of outdoor falls.
 - Prevent playground injuries by covering areas under and at least six feet around play equipment with 12 inches of soft materials, such as rubber mulch or hardwood chips.



New Research – Stairway Safety

- Falls are by far the leading cause of unintentional home injury death and account for an average of 5.1 million injuries and nearly 6,000 deaths each year.
- Yet the new research shows only 25% of adults have taken safety actions to prevent falls in their home.



Prevent Stairway Injuries

- MySafeHome.org provides the following tips and demonstrations to help adults prevent leading injuries on the stairs:
 - Install bright lights and on/off switches at the top and bottom of each stairwell and over porches and entryways.
 - In homes with young children, use sturdy safety gates at the tops and bottoms of stairways.
 - Have handrails on both sides of stairs and steps.
 - Always keep stairs and hallways clear from toys, magazines & other materials that could cause a tripping hazard.





HOME SAFETY COUNCIL

Home Safety Resources

June is Home Safety Month

- Download and print free materials from the Home Safety Council website at: www.homesafetycouncil.org/hsmplanners




Safety Rangers Programs

HSC has partnered with Weekly Reader to create 7 free classroom programs about home safety from Pre-K through grade 8 that have reached more than 75 million teachers, students and family members since 2003.




School Programs



Hands on Home Safety Materials

- HSC offers many tools and resources (in English and Spanish) to help you promote home safety.



Fire Sprinklers



Coming Soon!



Start Safe: A Fire and Burn Safety Program for Preschoolers and Their Families



Start Safe....

- Funded by a grant from the U.S. Department of Homeland Security/FEMA
- Partners include the National Head Start Association, ProLiteracy, Oklahoma State University's Fire Protection Publications
- 6,500+ preschools to receive free packages in March 2009
- 12 community teams will evaluate the materials beginning in April 2009
- A training DVD for fire departments will demonstrate best practices for teaching young children and their parents
- 5,000 sets for members of HSC's Expert Network in Fall 2009



The Expert Network – Outreach through Fire Service and Public Health

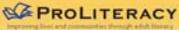
The Expert Network to provides:

- **Free or low cost** high-quality home injury prevention educational materials to safety educators
- More than 4,000 members – 70% from **local fire departments.**
- Additional educators include **nurses, public health educators, literacy teachers and community safety advocates.**
- **No fee to members!**
- www.homesafetycouncil.org/expertnetwork



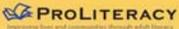


**Reaching Those at Highest Risk:
The Home Safety Literacy Project**



**Home Safety Literacy Project:
Reaching Adults
with Limited Literacy Skills**

Protecting Families at Home Webinar
April 8, 2009
Linda Church, ProLiteracy



A Partner Project

National Partners:

- Home Safety Council
- ProLiteracy
- Oklahoma State University's Fire Protection Publications
- Supported with Fire Prevention and Safety Act funding through the U.S. Department of Homeland Security





Home Safety Literacy Project



• The A-HA Moment

What do we mean when we use the term "Literacy"?

The HSLP Model

Connects two strong community forces – fire service and literacy providers.

Uses safety teaching tools designed specifically to reach adults with low literacy skills.

Key Messages

- Install and maintain smoke alarms
- Create and practice a home fire escape plan
- Develop a communications plan for disasters
- Assemble “Ready-to-Go” and “Ready-to-Stay” kits



2003 National Assessment of Adult Literacy (NAAL)

- 19,000 individuals over age 16
- Everyday materials
- Measured literacy skills in these areas:

Prose: continuous text

Document: charts, graphs, forms

Quantitative: numeracy

Four Levels of Literacy

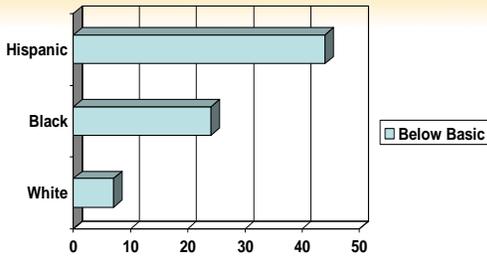
- Proficient
- Intermediate
- *Basic*
- *Below Basic*

Prose Results

14% (30 million) Below Basic
+ 29% (63 million) Basic
43% (93 million)

Source: 2003 National Assessment of Adult Literacy (NAAL)

Ethnic/Racial Group



Source: 2003 National Assessment of Adult Literacy (NAAL)

Education Level

- 50% of people without a High School diploma **were** in the Below Basic category
- **BUT SO WERE:**
 - 11% of people with a High School diploma
 - 2% of college graduates

Source: 2003 National Assessment of Adult Literacy (NAAL)

Age

The school dropout rate in some large cities is now 50% or higher, BUT

- People age 65+ are more than twice as likely to have Below Basic skills as younger people.

11%-12%: ages 16-49

13%: ages 50-64

23%: age 65+

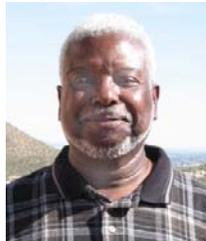
How Does This Affect You?

We want the home to be safe for everyone.

If you want to improve children's safety in the home, consider that the caretakers you may work with may have literacy problems.

"It's hard to tell people you can't read as good as a 2nd- grade kid."

Johnnie Gilchrist
New York



Some Providers of Adult Basic Education and Literacy

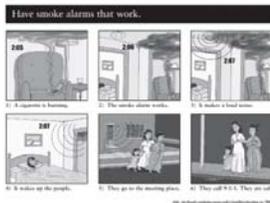
- Local Education Agencies
- Community Colleges
- Community-Based Organizations

HSLP Components

- Overview video
- Pictographs
- Readers – 2 levels
- Newspapers
- Posters and tearpads
- Computer slide show
- Pencils
- Community Leader's Guide
- Literacy Teacher's Manual



Pictograph



PROLITERACY
Improving lives and communities through adult literacy

Posters and Tearpads

Talk about disasters with your family.

- 1 Talk about the kinds of disasters that can happen where you live.
- 2 Make plans so everyone will know what to do.
- 3 Pick up plans to your home where you can get it done in a breeze.
- 4 Pick up plans to take cover fast if there is an earthquake.
- 5 Learn the phone numbers to call if your family is ever together.
- 6 Make a copy of the phone numbers to call for each person to keep with them.
- 7 Pick someone out of town to call if you get separated.
- 8 Put together the things you will need for an emergency.
- 9 Be prepared to sleep out for an emergency.

PROLITERACY
Improving lives and communities through adult literacy

Easy Reader "B"

Illustrated easy-to-read story about installing and maintaining smoke alarms (including working batteries)

PROLITERACY
Improving lives and communities through adult literacy

"A": Same Story—More Text

Illustrated, high-interest, limited vocabulary reader about smoke alarm installation

Chapter 1
What's the Deal?

It is the middle of the night.
The man is sleeping.
Bang! Bang! Bang!
Something is wrong in the house.

A woman calls, "Don't! Don't! Wake up!
Don't! Don't! Wake up!"

She wakes up fast.
She goes to the alarm and looks at it.
She sees a light on the back.
She is thinking, "What's wrong?"
"What's wrong? Don't! Don't! Wake up!"
"There is a fire in the building near the house!"

She gets up fast.
She calls to the man and says, "Wake up!"

Newspapers

Home safety articles prepared in partnership with ProLiteracy's weekly newspaper, *News for You*, and written at reading levels 4-6



Community Leader's Guide

Home Safety Literacy Project
Community Leader's Guide



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Home Safety Literacy Project
Teacher's Manual



Teacher's Manual

Plano: Case Study

Plano, TX, was one of 7 pilot sites.

Fire department educator, Lt. Peggy Harrell, co-taught weekly home fire safety lessons to **parents and other caregivers in the Even Start Program.**



FD members made **home visits** to install smoke alarms and discuss the family's emergency escape plan.

Plano: Keys to Success



- **Spanish Speakers** – *At least one Spanish speaker was present* in every Home Safety Literacy Project session.
- **Familiar Faces** – *The firefighters and public education officers remained consistent* from week to week, building on the trust that was already established.
- **Common Goals** – *Hispanic community a priority*

Expanding the Partnership

Loew's donation of free fire extinguishers helped one student save her neighbor's property and life.



Arkansas: A State-Down Approach

State Partners:

- The Burn Center of Arkansas Children's Hospital
- Arkansas Literacy Councils, Inc.
- State Fire Marshal's Office



Arkansas: Keys to Success

- Communication among state partners
- Resource book for state training teams
- 7 communities = synergy
- Partner commitment
- Weather



Sent to KY3 NEWS by Mel Coleman, Salem, Ark.

- And...celebrating that success



HSLP Benefits

- High priority families were served.
- More people provided life safety education.
- More trust between safety groups and law literacy audiences.
- Direct access to caregivers most able to make safety changes in the home.

Home Safety Literacy Project: Next Steps

1. What does the literacy data say about your home area?

Go to:

<http://nces.ed.gov/naal/estimates/>

2. Find a Local Literacy Program

- <http://www.proliteracy.org>
ProLiteracy: "Ways to get Involved/Find a Program"
- <http://www.nifl.gov/>
National Institute for Literacy: "America's Literacy Directory"
- <http://www.familit.org>
National Center for Family Literacy: "Find a Program"

3. Review the HSLP Materials

- Download free from Home Safety Literacy Project Web site
www.homesafetyliteracy.org
- Order a kit: 1-888-245-1527
- Free kit to HSC Expert Network members

Protecting Families at Home: Best Practices, New Products and Resources

Ellen R. Schmidt, MS, OTR
National Outreach Director
Children's Safety Network
National Injury and Violence Prevention
Resource Center

What Is Integration?

- Inclusion of selected injury prevention (IP) best practices into programs that reach the population at most risk for that injury
- Enhancement of one program (i.e. an MCH service) to expand services to include IP best practices
- Efficient approach to achieving a mutual goal of reducing injuries and violence
- Cost-effective alternative to stand-alone topic specific programs



Integration Fundamentals

- Compliment existing program; don't compete
- Match best practice with available resources
- Provide staff training and support
- Imbed the program to enhance sustainability



Why Partner with State MCH Programs?

- Work for the health, **safety**, and well-being of all children and youth
- Serve the hard to reach and at risk populations
- Are directly or indirectly involved in a broad range of services/programs serving children, adolescents and families. Such as:
 - WIC
 - Child Care
 - Early Intervention
 - Adolescent Health Care
 - School Health
 - Poisoning Prevention
 - Home visits



Making the Link with Program Partners

MCH Service

- Home Visiting by:
- nurses
 - trained community members
 - health aides
 - rehabilitation services

IP Activities

- Home safety checks
- Drowning prevention
- Working smoke alarms
- Install safety devices
- Evacuation Plan



State Examples

New Mexico

Developed a home safety curriculum for home child care providers. Trained 5,000 child care providers in 2 years.

Minnesota & Maine

Public Health Nurses and other trained staff use home safety checklists during home visits. They also install safety equipment and provide safety education

Missouri

Conducted 800 home hazard reviews in child care settings in 2007.



Other Home Safety Partnerships

- Out-of-Home Child Care Providers
- Parent Teacher Associations
- Neighborhood Programs (Home Owner's Assn.)
- Adult Education/Continuing Education programs/ESL programs
- Teen Parenting Programs
- Foster Care Providers



We may not look **exactly** the same, but that is what makes a good team



Integration Partnership Growth

- ✓ What partnerships do you have now?
- ✓ Internal and external to your program?
- ✓ How could this information help expand those partnerships?
- ✓ What new partnerships would strengthen action for home safety?



You never know where you will find partners or what the benefit will be until you look broadly and in the most unexpected places.



Contact Information

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 Education Development Center
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Questions?



Call to Action

What will you do?

- ❖ Make an action plan
- ❖ Take at least one action to increase home safety
- ❖ What will that be for you?
- ❖ Who will you encourage to take the steps with you?



Protecting Children, Adolescents and Families

- Incorporate and Integrate Best Practice
- Improve and Enhance your Messaging
- Strengthen and Enlarge your Partnerships