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

April 8, 2009
CAPT Stephanie Bryn, MPH
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

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

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

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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
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

On average, 2,097 children under age 15 died as a result of unintentional injuries at home each year from 1992 to 1999.
Fires/burns, choking/suffocation, & drowning/submersions are leading causes of unintentional home injury deaths among children under age 15.

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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

- Parenting
- Reader's Digest
- Men's Health
- Better Homes
- CNN.com
- Working Mother
- U.S. News
- World Report
- Chicago Tribune
- The New York Times
- The Wall Street Journal
- Chicago Tribune
- Good Housekeeping
- Today
- Home Journal
- Village
- Parenting
- The Washington Post
- Good Morning America
- Knight Ridder
- Redbook

New Online Tool
New Research – Kitchen Safety

- When asked which room of the home they consider the most dangerous, survey respondents overwhelmingly named the kitchen.
- 20 percent of respondents have suffered a cooking-related burn in the past year.
- Of those who consider the kitchen the most dangerous room of the home, less than one-third (28 percent) have taken any steps to make their kitchen safer.

Prevent Injuries in the Kitchen

- MySafeHome.org provides the following tips and demonstrations to help adults prevent leading injuries in the kitchen:
  - Always stay in the kitchen while cooking, especially when frying food.
  - Keep all dangerous products away from food and drinks and lock them up after use.
  - Protect little ones from burns by using tape to mark a 3-foot safety margin around the stove.
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.
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.

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.
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.
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.
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!

I Spot something Hot!

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
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

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<td>White</td>
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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)
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+

Age

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.

“How’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
Posters and Tearpads

Easy Reader “B”
Illustrated easy-to-read story about installing and maintaining smoke alarms (including working batteries)

“A”: Same Story—More Text
Illustrated, high-interest, limited vocabulary reader about smoke alarm installation
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

Teacher’s Manual
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: Case Study

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

• And…celebrating that success

Show me KFT NEWS for Bill Coleman, Valens, Ark.
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.famlit.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 School Health
  - Child Care Poisoning Prevention
  - Early Intervention Home visits
  - Adolescent Health Care

Making the Link with Program Partners

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<th>IP Activities</th>
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<tr>
<td>Home Visiting by:</td>
<td>• Home safety checks</td>
</tr>
<tr>
<td>• nurses</td>
<td>• Drowning prevention</td>
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<tr>
<td>• trained community</td>
<td>• Working smoke alarms</td>
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<td>• Install safety devices</td>
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<tr>
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<td>• Evacuation Plan</td>
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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

Ellen Schmidt
National Outreach Director
Children’s Safety Network
Education Development Center
www.ChildrensSafetyNetwork.org
eschmidt@edc.org
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