

# **Tribal Injury Prevention Successes and Challenges from the Tribal Injury Prevention Cooperative Agreement Program (TIPCAP)**

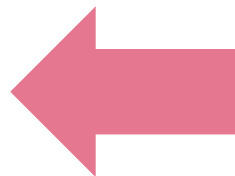
# Tech Tips



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Use the Q & A to ask questions at any time

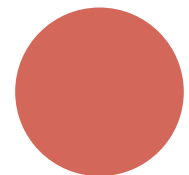
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# Presenters



**Monique Sheppard, Ph.D.**  
Econometrica, Inc.



**Nancy Bill, M.P.H.**  
Indian Health Service



**Kai Baker Stringfield, J.D.**  
Econometrica, Inc.



**Norma Bowman, A.A.S.**  
Navajo Department of  
Highway Safety/NDOT



Children's Safety Network Webinar Presentation

# SUCCESSSES FROM THE TRIBAL INJURY PREVENTION COOPERATIVE AGREEMENTS PROGRAM (TIPCAP), 2011–2015

Presenters:

Monique Sheppard, Ph.D., and Kai Baker Stringfield, J.D., Econometrica;  
CAPT. Nancy Bill, M.P.H., Indian Health Service; Norma Bowman, Navajo Nation Department of Highway Safety

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Rockville, MD 20852

**June 29, 2016**

**ECONOMETRICA, INC.**

# Who's in the room?

Welcome!

Who's in the room?

Do you work for a:

- a. State agency
- b. Federal agency
- c. Nonprofit
- d. Other



Monique Sheppard, Ph.D.  
Econometrica, Inc.

Please answer the poll on the left

# Polling Questions:



Please answer the poll on the left

1. Have you worked with Tribal communities?
  - a. Yes
  - b. No



Please answer the poll on the left

2. Are you interested in working with Tribes?
  - a. Yes
  - b. No
  - c. Maybe

# Today's Agenda

1. Overview of the Indian Health Service
2. TIPCAP Background Information
3. Strategic Use of Technical Assistance
4. Program Results
5. TIPCAP Success Stories
6. TIPCAP Grantee: Navajo Nation Department of Highway Safety
7. Key Findings and Takeaways
8. Questions



# INDIAN HEALTH SERVICE



**Mission:** In partnership with American Indian and Alaska Native people, to raise their physical, mental, social, and spiritual health to the highest level.

**Goal:** Ensure that comprehensive, culturally acceptable personal and public health services are available and accessible to all American Indian and Alaska Native people.

**Foundation:** Uphold the Federal Government's obligation to promote healthy American Indian and Alaska Native people, communities, and cultures, and to honor and protect the inherent sovereign rights of Tribes.



Nancy Bill, M.P.H.  
Indian Health Service





# INDIAN HEALTH SERVICE (IHS)



## IHS

- 🌐 28 Hospitals
- 🌐 58 Health Centers
- 🌐 31 Health Stations

## Urban

- 🌐 34 Urban Indian Health programs
- 🌐 600,000 AI/AN in service areas

## Tribal

- 🌐 17 Hospitals
- 🌐 235 Health Centers
- 🌐 92 Health Stations
- 🌐 166 Alaska Village Clinics

*1.9 million users*

**In fulfillment of the treaty and trust obligations of the  
U.S. Government to American Indian Tribes and Alaska Native People**





# INDIAN HEALTH SERVICE

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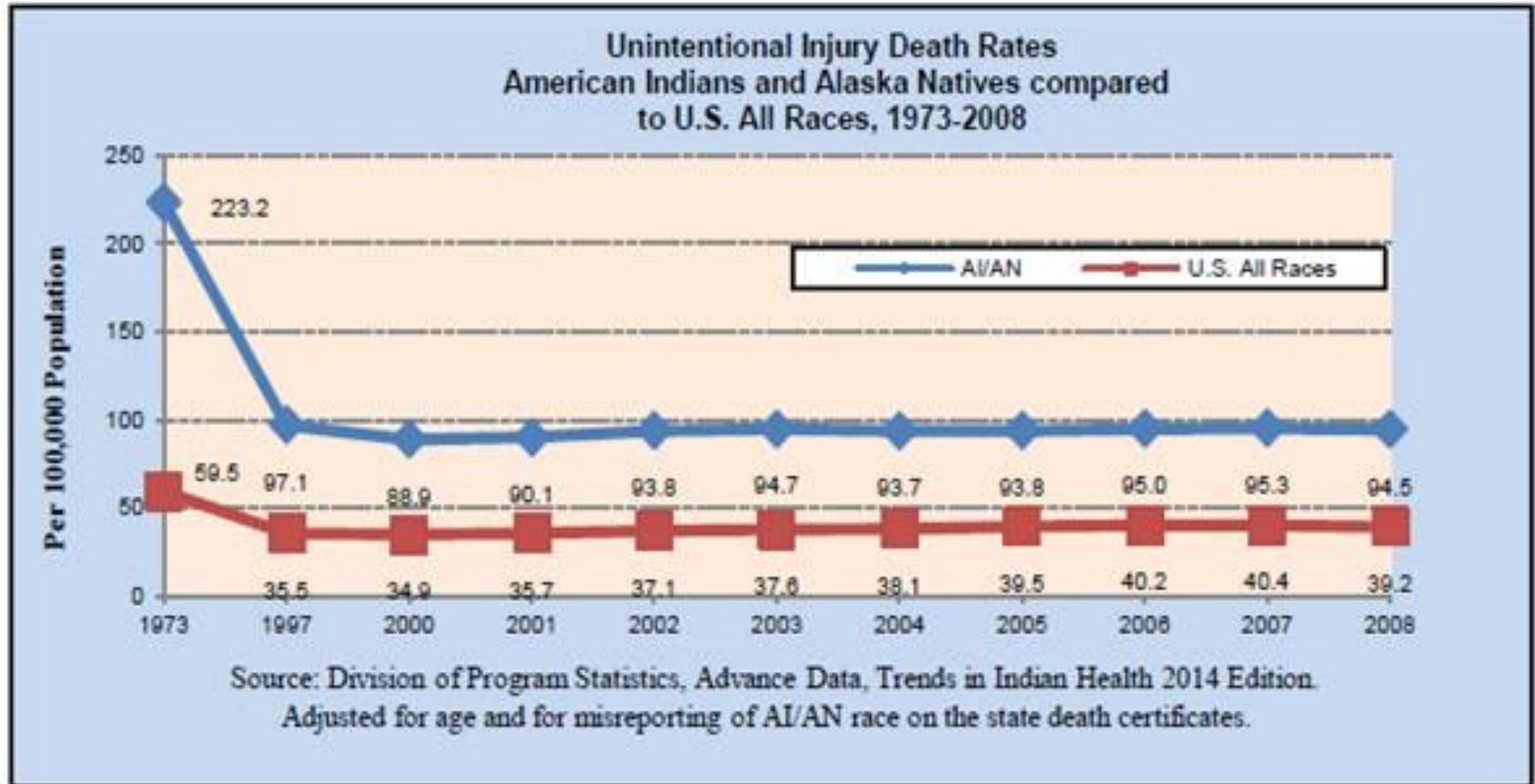
## Injury Prevention Program

**Mission:** To raise the health status of American Indians and Alaska Natives to the highest possible level by decreasing the incidence of severe injuries and death to the lowest possible level and increasing the ability of Tribes to address their injury problems.

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# Injury Prevention

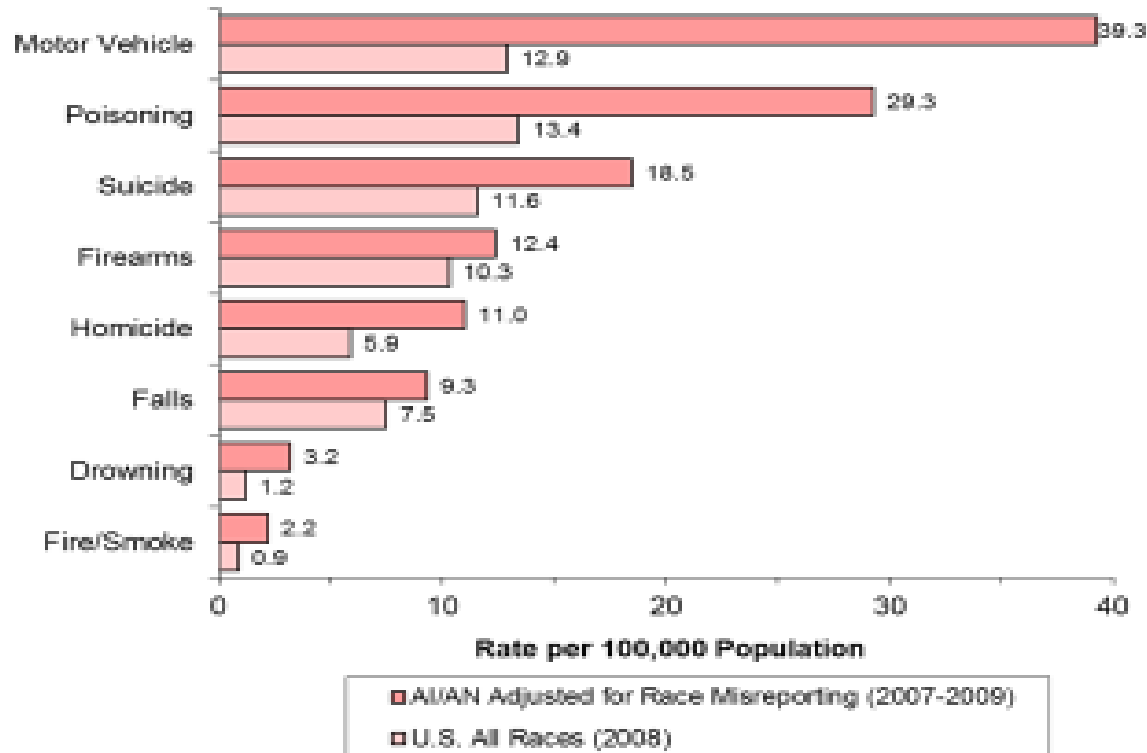




# Leading Causes of Death Due to Injury



Leading Causes of Death Due to Injury  
American Indians and Alaska Natives, 2007-2009,  
and U.S. All Races, 2008  
(Age-Adjusted Rate per 100,000 Population)



The AI/AN age-adjusted leading cause of death due to injury is motor vehicle accidents, followed by poisoning and suicide.

AI/AN deaths due to motor vehicle accidents are 3.0 times higher than that of all U.S. races.



# IP Program Priorities

## Motor Vehicle

- Policy
- Environment: infrastructure
- Education (advocacy)



## Unintentional Fall Prevention

- Comprehensive: multifactorial focus
- Clinical
- Home assessments
- Exercise: Tai Chi





# TIPCAP Overview

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Since 1997, IHS Injury Prevention (IP) has funded more than \$26 million in Cooperative Agreement grants to 136 Tribal/urban/nonprofit AI/AN organizations. IHS IP values the partnerships with Tribal communities in building Tribal capacity to address the injury disparities in AI/AN populations.

Motor vehicle crashes (MVC) continue to be a leading cause of injury morbidity and mortality for Tribes. Effective strategies to reduce motor vehicle injuries and fatalities have been implemented. The Tribal grantees implemented effective strategies to increase child safety seat (CSS) use and correct child car seat use.

During the 2010–2015 grant cycle, 25 Tribal Injury Prevention Coordinators were certified as Child Passenger Safety (CPS) Technicians, and 6 Tribal IP Coordinators became National CPS Instructors. We estimate that more than 100 CPS Technicians received certification over the grant cycle as the result of TIPCAP Coordinators.

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# TIPCAP



- 33 Tribal Injury Prevention Cooperative Agreement Programs; 7 IP Projects
- Capacity building
- Grantee newsletter
- Partnerships: Tribal, State, national
- Innovative effective strategies
- IHS Project Officer
- Econometrica, Inc. – TIPCAP Monitor Contractor



2015 Annual Workshop





# TIPCAP Success Stories 2010–2015



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## **Kiowa Tribe Oklahoma**

- 2015 seatbelt use rate was 89.2 percent.
- 2010 Ride Safe program car seat use rate was 29 percent.
- Bus Safety video was developed.

## **Ho-Chunk Nation**

- Seatbelt use increased 122.6 percent between 2010 and 2014, surpassing the State and national averages.
- IP Program success led to the Ho-Chunk Nation funding an IP Project Coordinator position.

## **San Carlos Apache Tribe**

- Enacted a Tribal primary occupant restraint law (fifth Arizona Tribe to pass a more stringent law than the State's secondary law).
  - Police-reported MVCs decreased between 2010 and 2014.
  - Nighttime-reported MVCs, including those with injury/fatality, decreased.
  - Seatbelt and CSS use increased.
-



# TIPCAP Success Stories 2010–2015



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## **Kaw Nation**

- Seatbelt use increased from 60 percent in 2010 to 80 percent in 2015.
- Partnered with Tribal Police, Bureau of Indian Affairs, and Oklahoma's ENDUI campaign to conduct an Impaired Driving activities event.

## **Northern Native American Health Alliance (NNAHA), Ojibwa Tribes of Bad River and Red Cliff Band of Lake Superior Tribe of Chippewa Indians**

- NNAHA dispersed \$35,000 grants for IP projects.
  - The Creating Caring Communities (CCC) program's accomplishments included:
    - Bullying prevention program improved school policies.
    - Ashland school board adopted the *Speak Your Peace* social curriculum/anti-bullying program.
    - Promoted community and stakeholder capacity through training.
    - CCC project outcome reported reduced truancy.
    - CCC received local business support with funding resources.
    - In 2015, the school received a Touchstone Award of \$2,500 for the CCC project.
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# TIPCAP Success Stories 2010–2015

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## **Pueblo of San Felipe:**

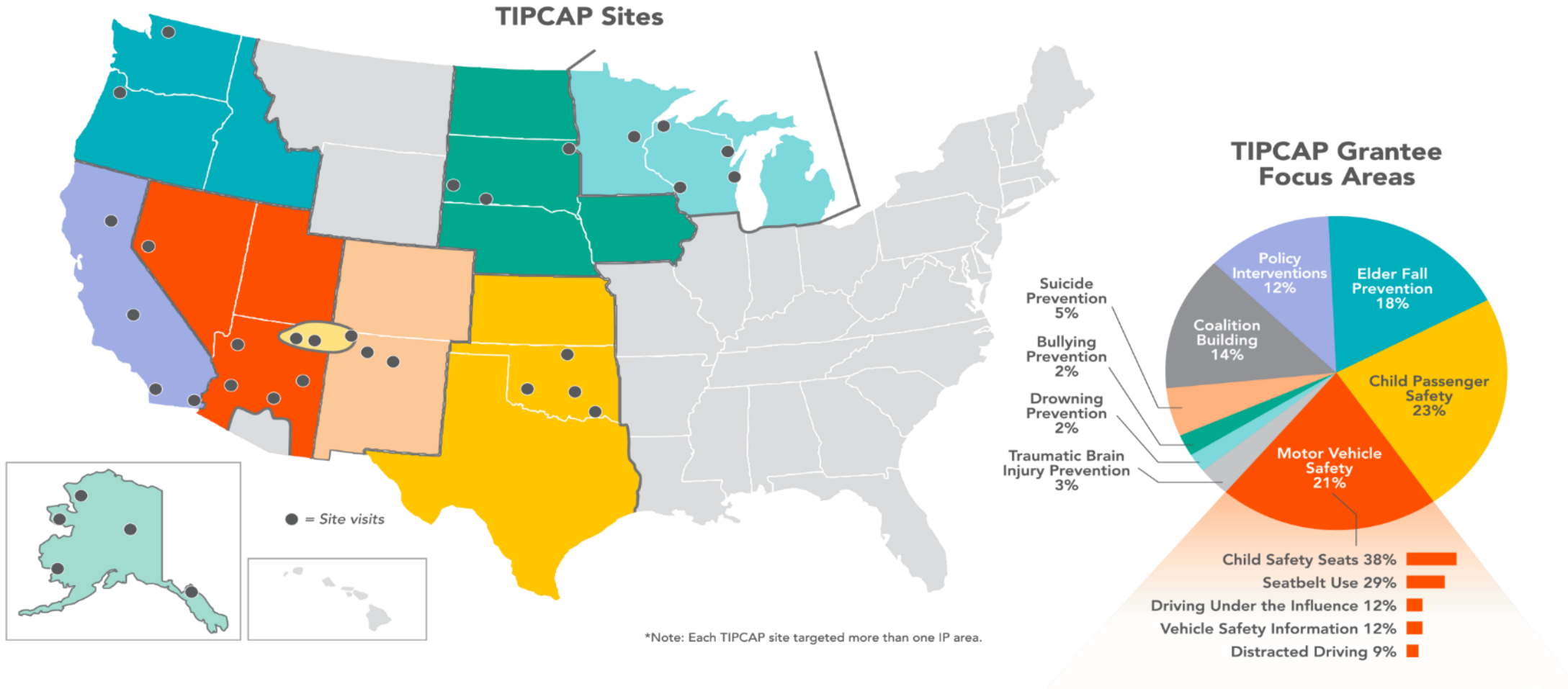
- Seatbelt use increased from 22 percent in 2010 to 72 percent in 2015.

## **Menominee Indian Tribe of Wisconsin:**

- Seatbelt use increased from 71 percent in 2010 to 85 percent in 2015.
  - Overall injuries from MVC decreased from 22 percent in 2010 to 14 percent in 2013.
  - Overall injuries from MVC involving alcohol decreased from 75 percent in 2010 to 33 percent in 2013.
-

# TIPCAP

# 2010–2015 Grantees



# Grantee Injury Prevention Focus Areas

| IP Area                           | Number of TIPCAP Sites Targeting Area | Strategies/Activities   |
|-----------------------------------|---------------------------------------|---|
| Child Passenger Safety            | 30                                    | Distribute car seats, provide education, certify and retain CPS Technicians, and influence Tribal policy.   |
| Motor Vehicle (MV) Safety         | 28                                    | Increase seatbelt use. Decrease driving under the influence (DUI) violations and distracted driving through education campaigns and increased enforcement.    |
| Elder Fall Prevention             | 23                                    | Conduct fitness and balance classes, home assessments and modifications, medication checks and management, and educational programs focusing on vision care.  |
| Coalition Building                | 19                                    | Establish, maintain, and meet regularly with a multidisciplinary group of individuals to target specific IP concerns.   |
| Policy Interventions              | 16                                    | Target areas include CSS and seatbelt use, DUI, and distracted driving.   |
| Suicide                           | 7                                     | Increase education and awareness. Utilize methods for identifying at-risk individuals; use targeted methodology for unique populations (e.g., teens, adults). |
| Traumatic Brain Injury Prevention | 4                                     | Distribute helmets; track the number of helmets sold and distributed. Conduct education and promotional campaigns.  |
| Drowning                          | 3                                     | Distribute and promote float coats.   |
| Bullying                          | 2                                     | Establish a peer-advisory group among youth ages 11–19 to target bullying and work toward prevention.   |

# Program Challenges and Solutions

## Top Three Challenges

**Challenge:**  
IP staff turnover.

**Challenge:**  
Program implementation in rural environments.

**Challenge:**  
Lack of data collection and documentation for program outputs and impact.



## Solutions and Lessons Learned

**Solution:**  
Work with new IP coordinators to ensure program continuity and avoid losing ground during staff turnover.

**Solution:**  
Work with Tribal Councils and IHS Division staff on program rollout.

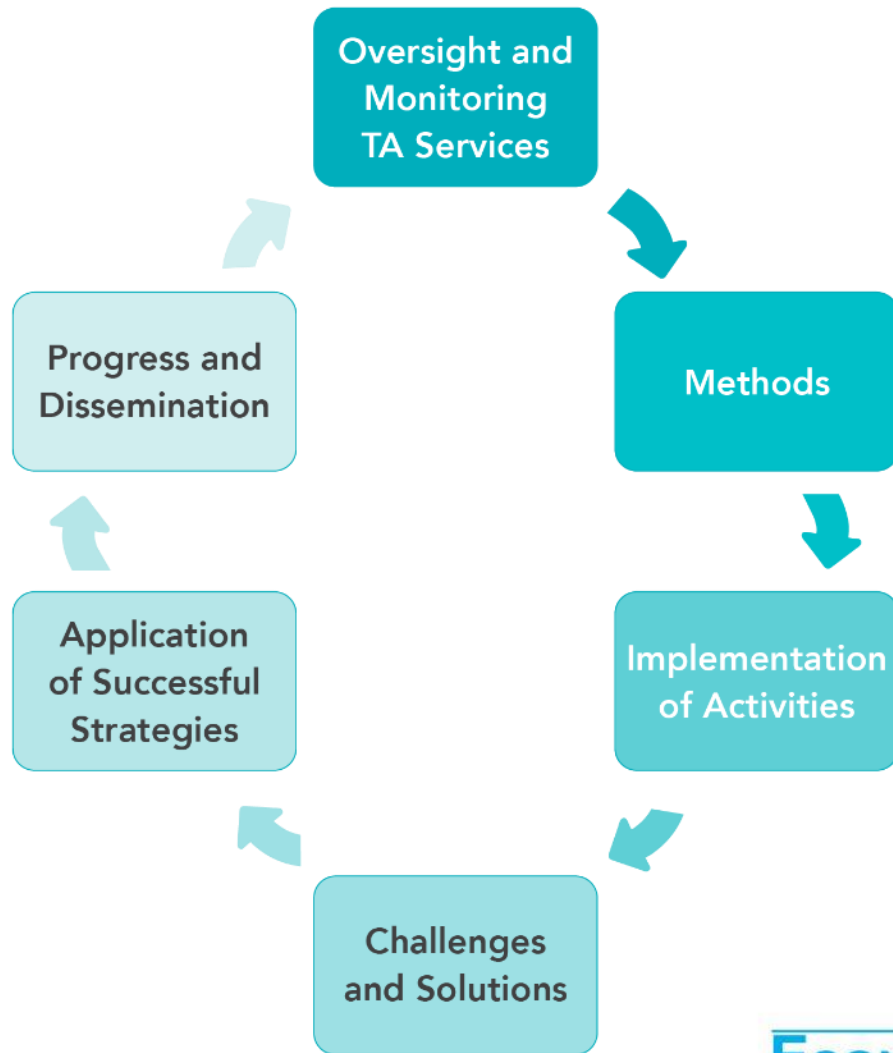
**Solution:**  
Emphasize importance of data collection and data documentation from the beginning of program.

# Background: Econometrica's Role

- Fielded **528** requests for technical assistance (TA).
- Developed **209** reports and/or event summaries.
- Produced and maintained **203** member profiles.
- Completed **132** grantee worksheets.
- Conducted **121** site visits.
- Supported the **33** grantees.
- Produced **15** quarterly newsletters.
- Developed and hosted **9** webinars.
- Planned, conducted, and hosted **4** in-person collaborative workshops.
- Build and launched **1** online data collection platform.

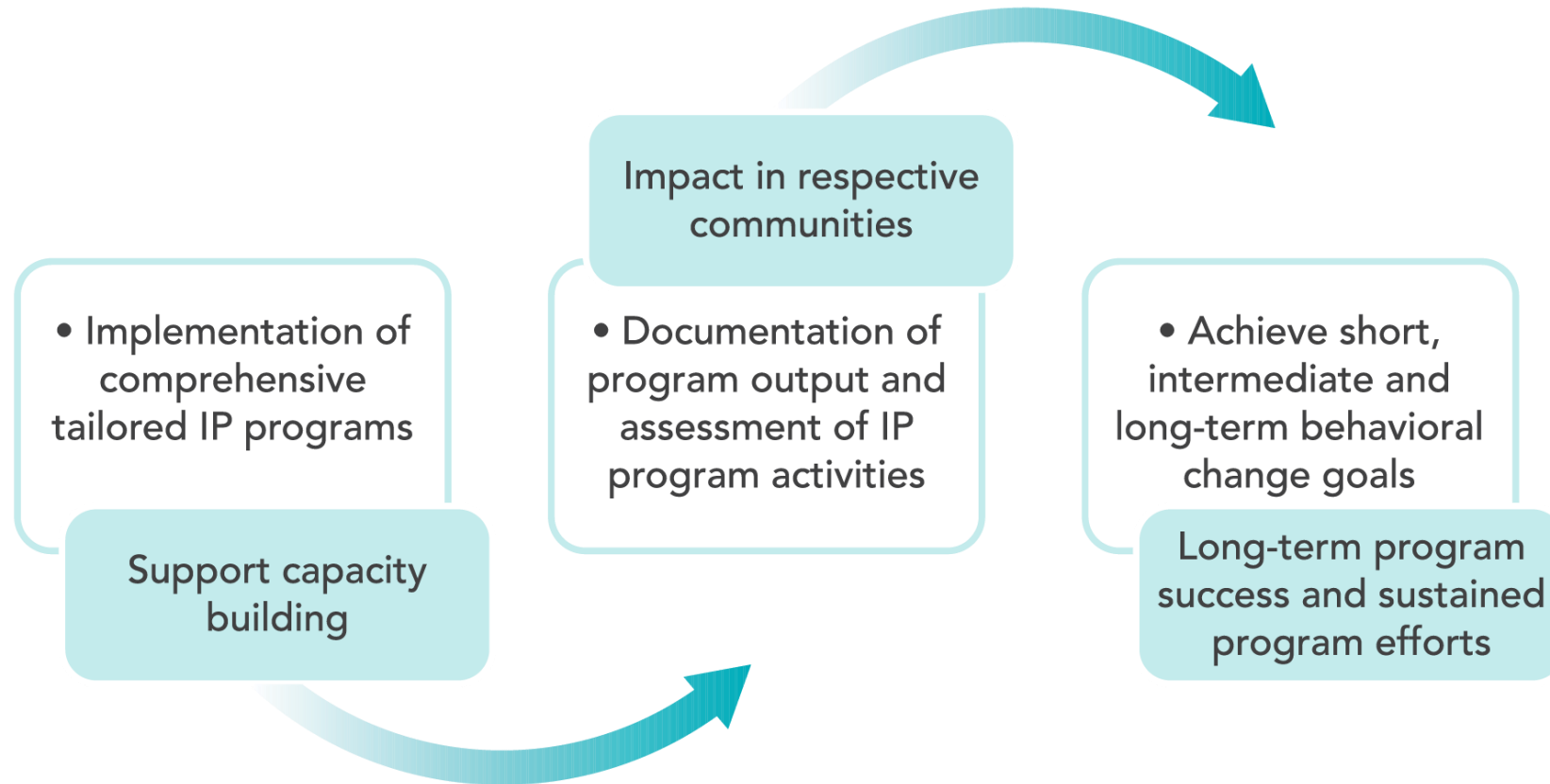


# Econometrica's TA Process

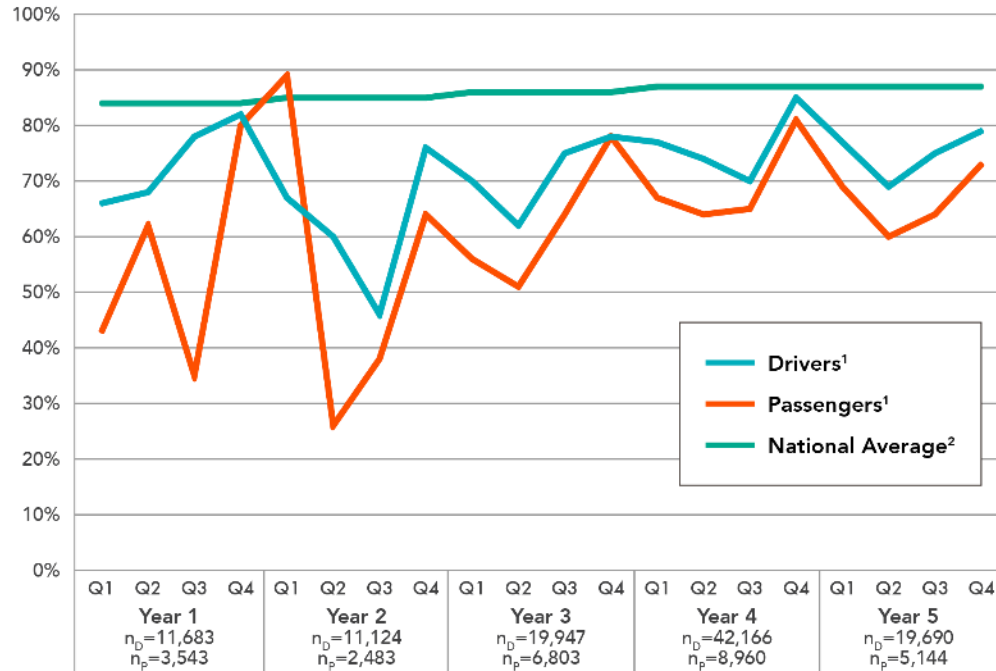


- TA with focus on empowerment and sustainability.
- Iterative TA process that improves outcomes over time.
- Work *with* grantees, not *for* grantees, to aid communities to build sustainable programs.

# Strategic Use of TA



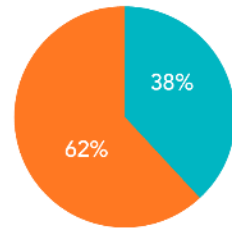
# Program Results: Seatbelt Use



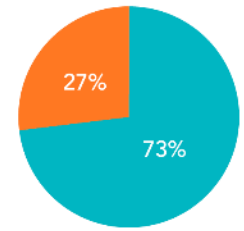
1. Source: TIPCAP Data Online 2. Source: US Department of Transportation (2014)



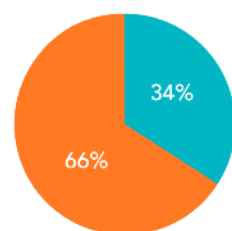
Drivers: At Start of TIPCAP Program



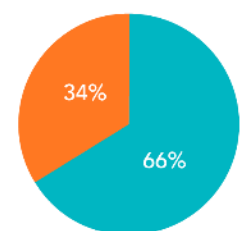
Drivers: At End of TIPCAP Program



Passengers: At Start of TIPCAP Program



Passengers: At End of TIPCAP Program



Key = ■ Seatbelt Use Rate ■ Seatbelt Non-Use Rate

- Driver seatbelt checks conducted: **137,760.**
- Passenger seatbelt checks conducted: **38,527.**

# Program Results: Child Safety Seats (CSS)

## CSS Distribution or Checked:

- Total number of CSS distributed: **8,900.**
- Total CSS proper-use checks: **6,800.**
- CSS use corrections: **1,100.**



# TIPCAP Success Stories



Kai Baker Stringfield, J.D.  
Econometrica, Inc.

# Success Story: Pueblo of Jemez

“Collaborate and educate to drive change.”

- **IHS Area:** Albuquerque
- **Target IP Area(s):** Transportation Safety, Elder Fall Prevention
- **Major Successes:**
  - Distributed 429 child safety seats.
  - Fitted 422 children with bicycle helmets, and 22 children with ATV helmets.
  - Saw an 87-percent increase in seatbelt use and 82-percent increase in CSS use.
  - Performed 111 home modifications in elders’ homes.
  - Reached 2,100 individuals with outreach and education sessions.
  - Sustained program support for youth and elderly, despite the end of TIPCAP funding.

# Success Story: Oglala Sioux Tribe

## “Education is the key.”

- **IHS Area:** Great Plains
- **Target IP Area(s):** Transportation Safety
- **Major Successes:**
  - Reached 6,000 individuals on an ongoing basis by broadcasting educational messaging on a local radio station.
  - Provided outreach and education at health fairs, Wacipis, and athletic events; in K–12 classrooms; and over the radio.
  - Distributed 2,259 child safety seats.
  - MVCs decreased: 315 in 2010 → 226 in 2014.
  - Motor vehicle fatalities decreased: 15 in 2010 → 2 in 2014.
  - CSS use increased from 8 percent to 78 percent.
  - Sustained program support despite the end of TIPCAP funding.

# Success Story: Quechan Indian Tribe

“Individualized support makes communities safer.”

- **IHS Area:** Phoenix
- **Target IP Area(s):** Assault and Domestic Violence, Transportation Safety, Elder Fall Prevention
- **Major Successes:**
  - Distributed 489 Child Safety Seats.
  - Car seat use increased from 28 percent to 70 percent—a 150-percent improvement.
  - Provided ongoing education and training to 120 parents and guardians.
  - Implemented a fivefold comprehensive fall prevention program called *Fit for Life*.



# Success Story: Gila River Indian Community

## “Assess, Partner, and Plan.”

- **IHS Area:** Phoenix
- **Target IP Area(s):** Transportation Safety, Elder Fall Prevention
- **Major Successes:**
  - Distributed 1,588 child safety seats.
  - Provided training for CSS use to 1,100 parents and caregivers.
  - Saw a 14-percent increase in seatbelt use.
  - Sponsored 16 individuals to become certified CPS Technicians.

# Navajo Nation Department of Highway Safety

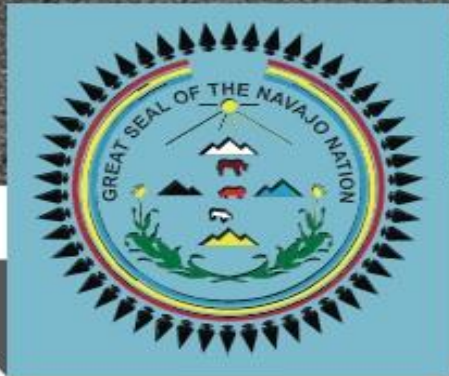


Norma Bowman, A.A.S.



The Department of  
**Highway Safety**

# Our Vision Your Future



▲▲ Our Vision Your Future ▲▲  
**BE SMART   BUCKLE UP**  
NAVAJO NATION DEPARTMENT OF HIGHWAY SAFETY





## STRATEGIC GOALS

**GOAL No. 1:** Increase the correct usage of child passenger safety seat by way of education, distribution, and enforcement throughout the Navajo Nation by 10 percent.

**GOAL No. 2:** Increase current seatbelt usage by way of education and enforcement throughout the Navajo Nation by 10 percent.

**GOAL No. 3:** Reduce injuries and fatalities caused by alcohol-related motor crashes by 5 percent.

# WHAT ARE WE DOING



## Areas of Responsibilities

- Provide IP education and awareness throughout Navajo Nation communities.
- Support campaign drives.
- Support community events.
- Carry out marketing initiatives.
- Conduct CPS Technician courses.
- Conduct Checkpoint and Child Passenger Safety surveys.
- Provide CPS education to communities and identify Car Seat Program Outlets.
- Coordinate with the Safe Kids Navajo Nation Coalition.
- Collaborate with IHS IP Teams.
- Collaborate with the Public Safety Program.


# Know Your History



In **1988**, the Navajo Nation passed a primary enforcement law, for seat belt and child restraint use. In **2002**, a study found a **50%** reduction in motor vehicle injury hospitalization rates for children and youth in the Navajo Nation; comparing before the law, to after.



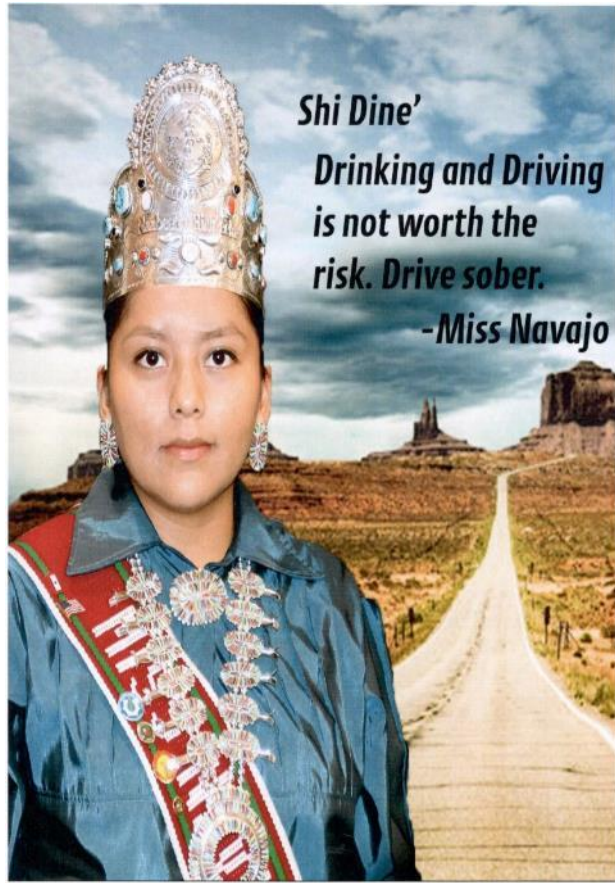
# Education-Marketing Tools



**X the TEXT**

**DHS**  
DEPARTMENT OF  
HIGHWAY  
SAFETY

**T'áadoo béesh bee hane'é chiinił'íni**  
*• Don't Text & Drive.*



**Shi Dine'**  
**Drinking and Driving**  
**is not worth the**  
**risk. Drive sober.**  
**-Miss Navajo**



**SAFE**  
**KIDS**  
NAVAJO NATION

Niha' átchíni baa siiti'  
Áko na'iilbaasgo t'áadoo béesh hane'é  
chiiniil'íni  
T'ah índa ahat hwiilne' doo

**DHS**  
DEPARTMENT OF  
HIGHWAY  
SAFETY



Navajo Highway Safety

**Don't Drink and Drive**  
**ilbaasgo t'áadoo ídlání**

Navajo Highway Safety

100 Likes

Navajo Highway Safety  
Pastor de Mague Water Pl. Wednesday at 11:00am '18  
Our next educating the kids on this safety ok



**• Don't Drink & Drive**  
**• Buckle-Up Every Time**  
**• X the Text**  
**• ALWAYS Buckle Child**  
**• ALWAYS Buckle Child**

# What is Next?



- ❖ Continue to educate our citizens of the Navajo Nation.
- ❖ Promote awareness to our schools and communities.
- ❖ Collaborate with outside agencies including Law enforcement.
- ❖ Promote highway campaigns nationally and locally.
- ❖ Campaign against Drinking and Driving, Texting and Driving, and Restraint Usage.







# TIPCAP Program Findings

# Key Findings for Success

## Successful TIPCAP programs demonstrated that:

- A collaborative approach is key to reaching goals and creating a sustainable program.
- Using data throughout motivates partners and community members, enhancing the impact of IP programs.
- Reporting on successes on an ongoing basis maintains community motivation and momentum.
- Accessing new information, creating new resources, and sharing best-practices and successful strategies with others results in greater community impact and program success.
- Applying evidence-based practices—such as protocols from *A Matter of Balance*, Safe Kids Program, Healthy Homes Program, and Ride Safe Program—provide a path toward successful completion of program goals.

# Most Effective Technical Assistance

## Site-Specific TA

- Between 2011 and 2014, there were 528 unique TA requests fulfilled for TIPCAP sites—more than two per week on average.

## Quarterly Newsletters and Annual Workshops

- These opportunities produced a collaborative, sharing environment that allowed the programs to learn and grow together.

## TIPCAP Guide

- Best practices and lessons learned allowed new IP programs to effectively use resources and prevent duplication of efforts.

## Collaborative Learning

- Econometrica provided a central hub through which information was relayed from one site to others. The strategy allowed all of the sites to learn from each other's successes and mistakes and to share IP strategies widely with programs facing similar challenges.

## Site Visits

- On-the-ground TA staff provided individualized assessment and program operations support.

# Sustainability

## **Important factors include:**

- Commitment from Tribal leadership.
- Retention and continuity of the IP Coordinator.
- Support for capacity building and partnerships.

## **Make a community impact:**

- Implemented comprehensive IP programs—MVC-related injuries, unintentional fall prevention, and violence prevention—that are tailored to meet the needs of each Tribal community.
- Achieve short-, intermediate-, and long-term behavioral change goals .

## **Document program output.**



Thank You!

Questions?

# Thank you!

Thank you for attending our webinar.

Please fill out our brief evaluation:

<https://www.surveymonkey.com/r/DQ3ZVHQ>