

State Technical Assistance Webinar

October 15, 2025



EDC.ORG



Children's
Safety
Network



Child Safety
Learning
Collaborative

Welcome!

Please share in chat or unmute:

- Name
- Role
- State
- Topic area

What is a favorite fall activity?



Funding Sponsor

The Children's Safety Network is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under the Child and Adolescent Injury and Violence Prevention Resource Centers Cooperative Agreement (U49MC28422) for \$5,000,000 with 0 percent financed with non-governmental sources. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.



Engagement



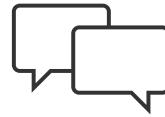
Closed **Captions** can be viewed by clicking the CC button at the bottom of your Zoom screen



We will provide **verbal descriptions and summaries** of slide content and chat messages



Follow-up materials such as recordings and handouts will be available and meet or exceed compliance guidance



Use the **chat feature** to ask questions and make comments throughout



Please stay muted when not speaking



Please turn your **camera on**, if possible, to facilitate our engagement



This **session will be recorded** and posted in the CSLC web portal



Rename yourself with your state abbreviation and full name

Community Guidelines

We ask during today's session that you:

- Focus on intentional presence
- Bring a curious stance
- Be partners in learning
- Honor others' perspectives, experiences and learning styles
- Take care of yourself as needed



Today's Presenters



Jenny Stern-Carusone,
MSW
CSN Associate Director



Lauren Gilman, M.A.
Sr. Training and Technical
Associate

Child Safety Learning Collaborative



Bullying Prevention



Motor Vehicle Traffic Safety



Suicide and Self-Harm Prevention



Sudden Unexpected Infant Death Prevention

The key to success is to learn the CQI process and find key strategies you really want to lift up and improve and focus on that.

It has been a catalyst for a lot of **other work** – the team at CSN is incredibly supportive and takes you through a practical approach to improvement and learning that can help you start some great work across your state.

Being part of the CSLC helped us think about the voices who might be missing from our conversation and team.

What Does Quality Improvement Look Like?



What is Quality Improvement?

Quality Improvement (QI) is a structured, data-driven process used to systematically enhance services, programs, or systems to better meet goals and outcomes



For public health professionals QI is an essential tool to ensure that efforts are effective, efficient, meet community needs, and make an impact

Why Focus on Quality Improvement in Child Safety?

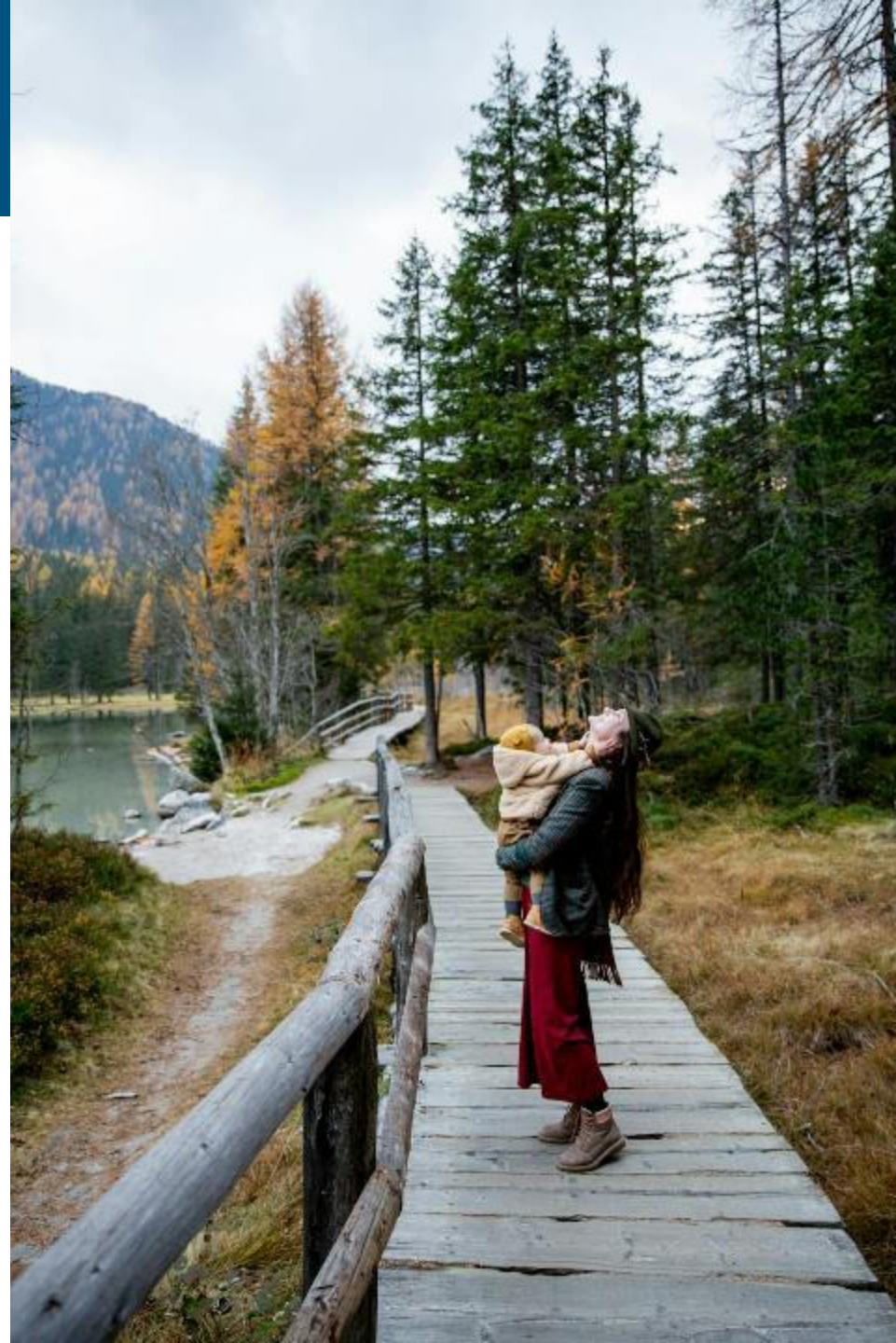
- Injury is the leading cause of death for children ages 0-19, with over 16,000 injury deaths per year between 2020 and 2022. Many of these deaths are preventable (Centers for Disease Control and Prevention, 2024)
- The complex system of individual and community factors of health, cross-sector partners and political influence must be navigated in public health efforts
- **Quality Improvement provides a means to accelerate change through the use of evidence based/informed strategies and small tests of change**



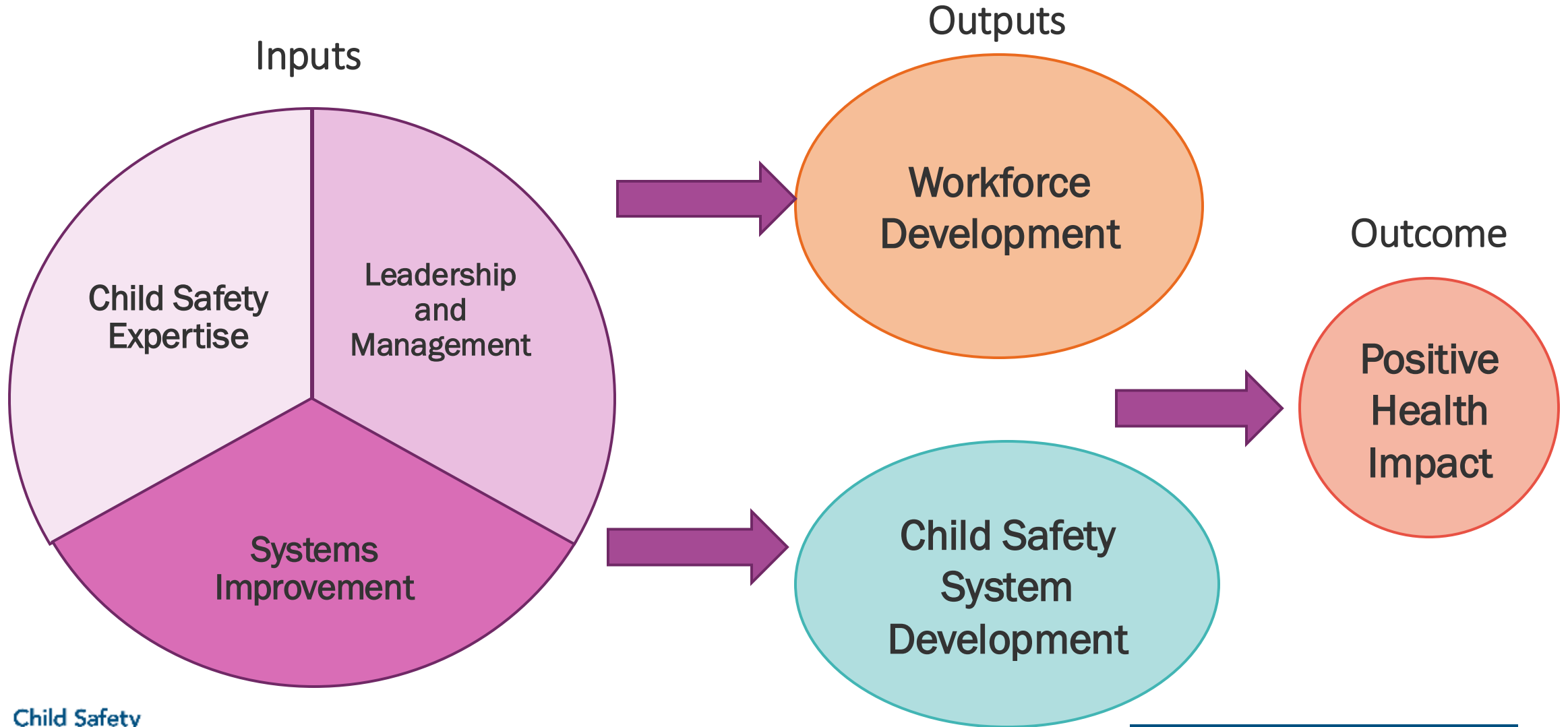
If You Want To Get Somewhere

“...know how to get there,
and how to get back
(and eat first)”

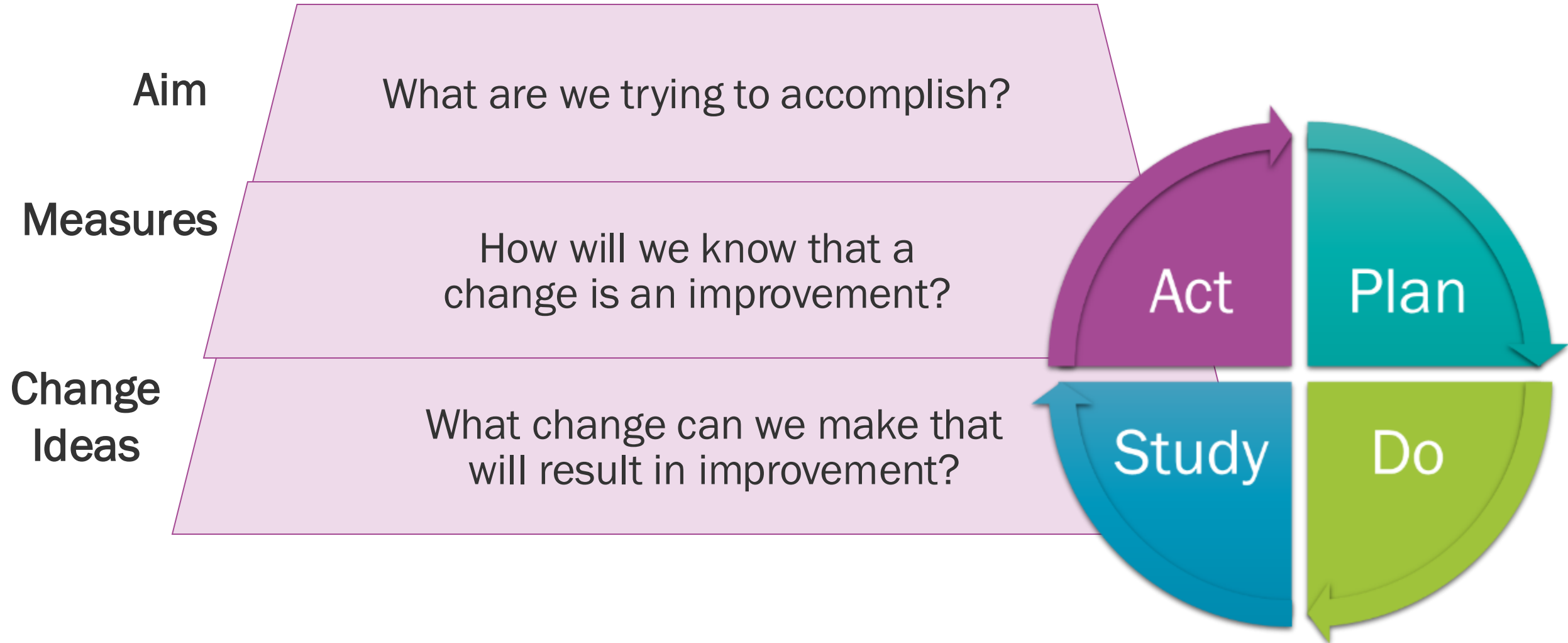
-Into the Woods Finale, Children Will Listen



CSN Framework for Quality Improvement and Innovation in Child Safety



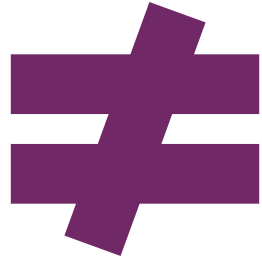
Model for Improvement



Langley, G. J., Moen, R. D., Nolan, K. M., Nolan, T. W., Norman, C. L., & Provost, L. P. (2009). *The Improvement Guide: A Practical Approach to enhancing organizational performance*. Jossey Bass.

Reminder:

Measurement



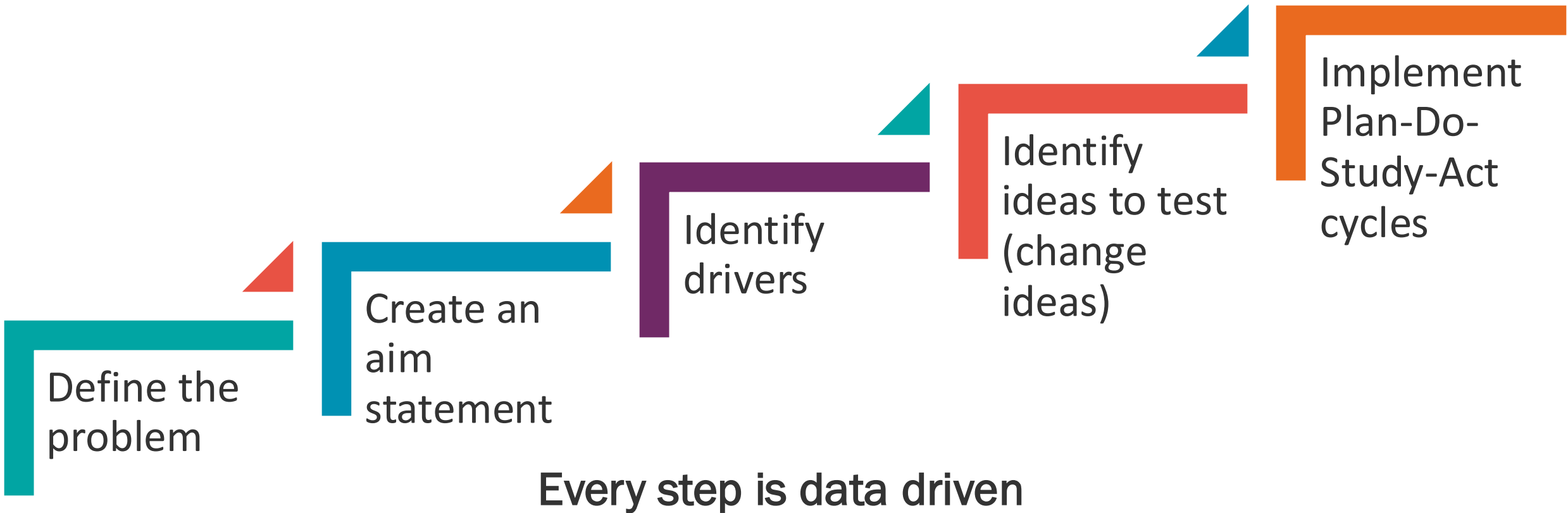
Change or improvement



Building your QI Toolbox



Sample QI Process Overview



Clearly Identify the Problem

- Engage partners and those impacted
- Identify the “why”
- Problem statement should be clear and concise



Examples



Problem: Jake is not independently completing his weekday reading which is impacting his learning and grades (and mom's sanity)



Problem: Rates of SUID among Black Non-Hispanic Families persist at higher rates than White, Non-Hispanic Families

Create an Aim Statement

Consider the following:

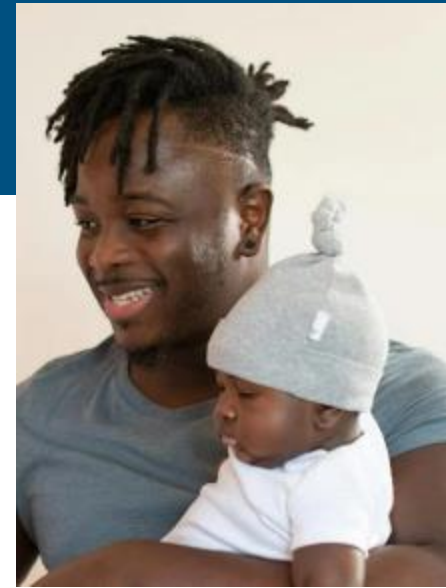
- ☐ **What** do you want to achieve?
- ☐ **For whom**; who will benefit?
- ☐ **By when**: when will it start and stop?
- ☐ **How much**; how much will change/what will the change be and how will you measure it?



Examples



By December 31st, Jake will independently read for twenty minutes each weeknight, before bed, as shown by his reading log, completing at least 4 out of 5 nights for each week in December with no reminders from Mom



By June 30, 2027, we will reduce the gap of SUID deaths between White and Black Non-Hispanic infants from 5% to 3% according to DPH annual maternal and child health statistics report

Ask “Why” - Root Causes and Barriers



Asking Powerful Questions

5 Whys Worksheet

Define the Problem:

Why is it happening?

1.

Why is that?

2.

Why is that?

3.

Why is that?

4.

Why is that?

5.

Reminder:

- ✓ You don't want to list 5 different reasons; you want to go deep on one reason.

Caution:

- ✓ If your last answer is something you can't control, go back up to the previous answer on one reason
- ✓ Final answer cannot be because of a person

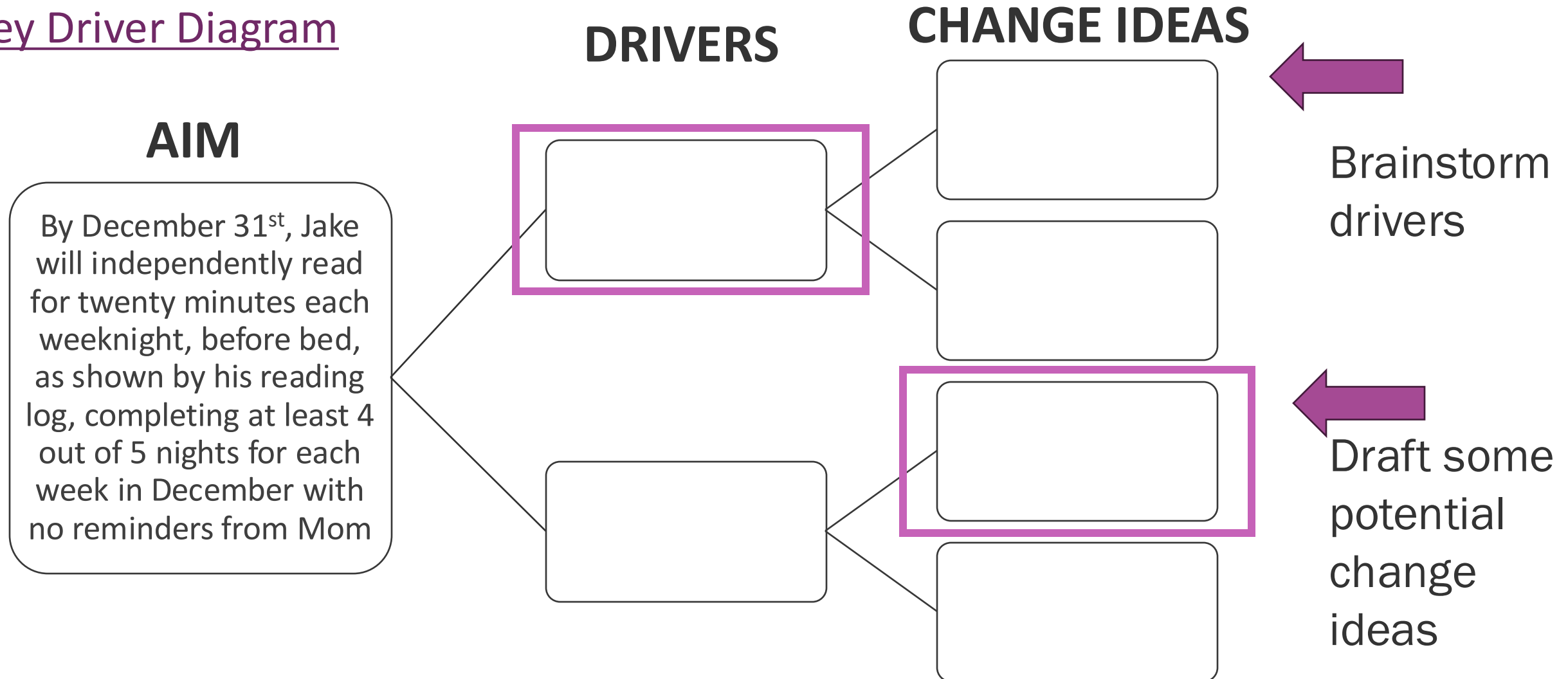
Identified Root Cause:

Change Ideas & Measures



Identify Ideas to Test

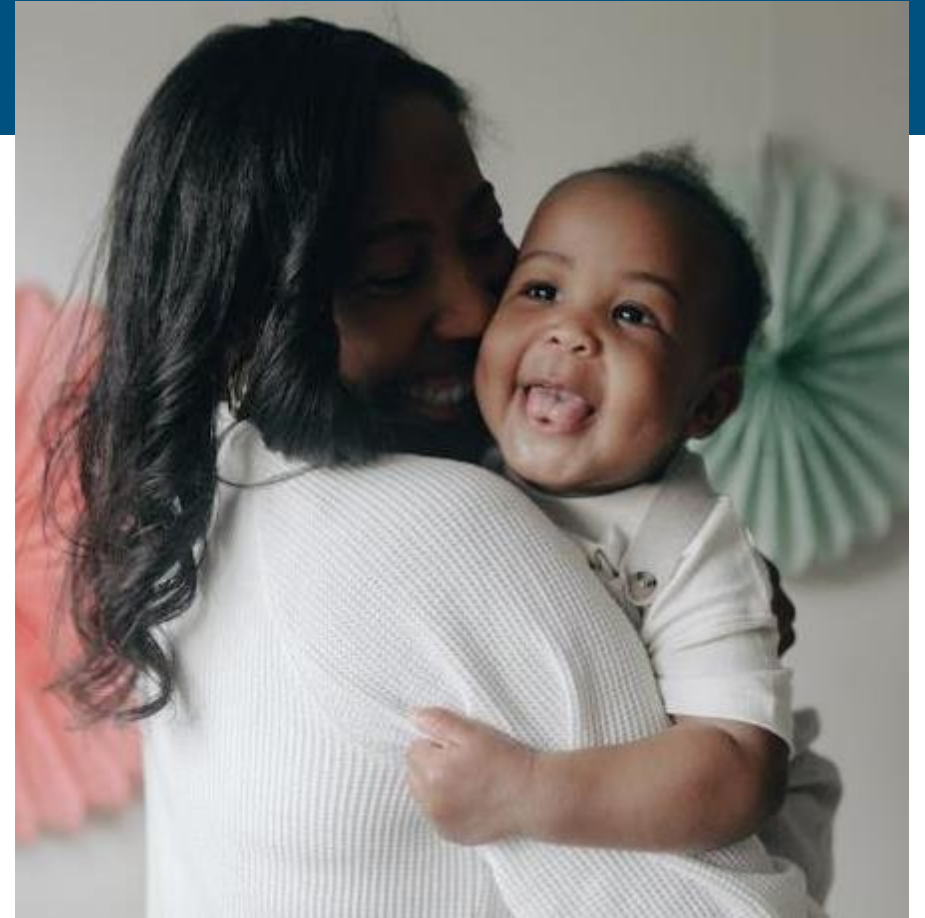
Key Driver Diagram



SUID Example

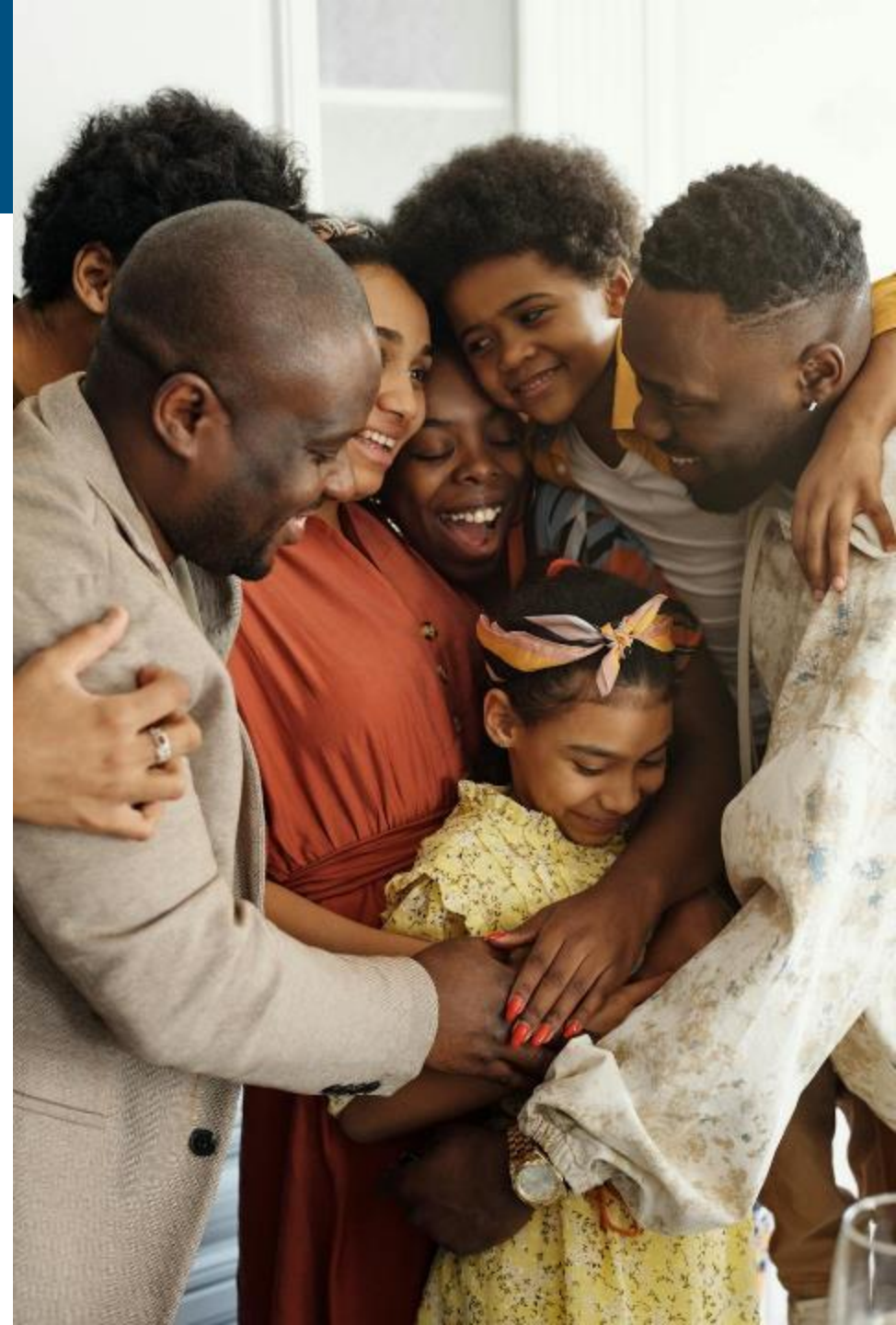
Aim: By June 30, 2027, we will reduce the gap of SUID deaths between White and Black Non-Hispanic infants from 5% to 2% according to DPH annual maternal and child health statistics report

Goal: By February 20, 2026, we will increase the number of partners providing community tailored safe infant sleep education and resources to parents and caregivers from 3 to 25 as measured by completion of quarterly partner questionnaires



SUID Example

- It has been identified that reaching “natural supports” (trusted individuals already connected with caregivers) is challenging
- Persons on our coalition who live in the area we want to reach have identified that salons may be a good way to reach natural supports, especially grandmothers
- We want to find out if engaging salons as partners is an effective strategy to reach this population



Going Further: Operationalize

Provide education to “natural supports” who are trusted individuals and groups that are influential in the lives of parents and other infant caregivers, such as grandparents, aunts, uncles, and others regarding safe infant sleep practices and resources

Measure: Number of organizational partnerships that engage with "natural supports" to promote and spread best practices in infant safe sleep

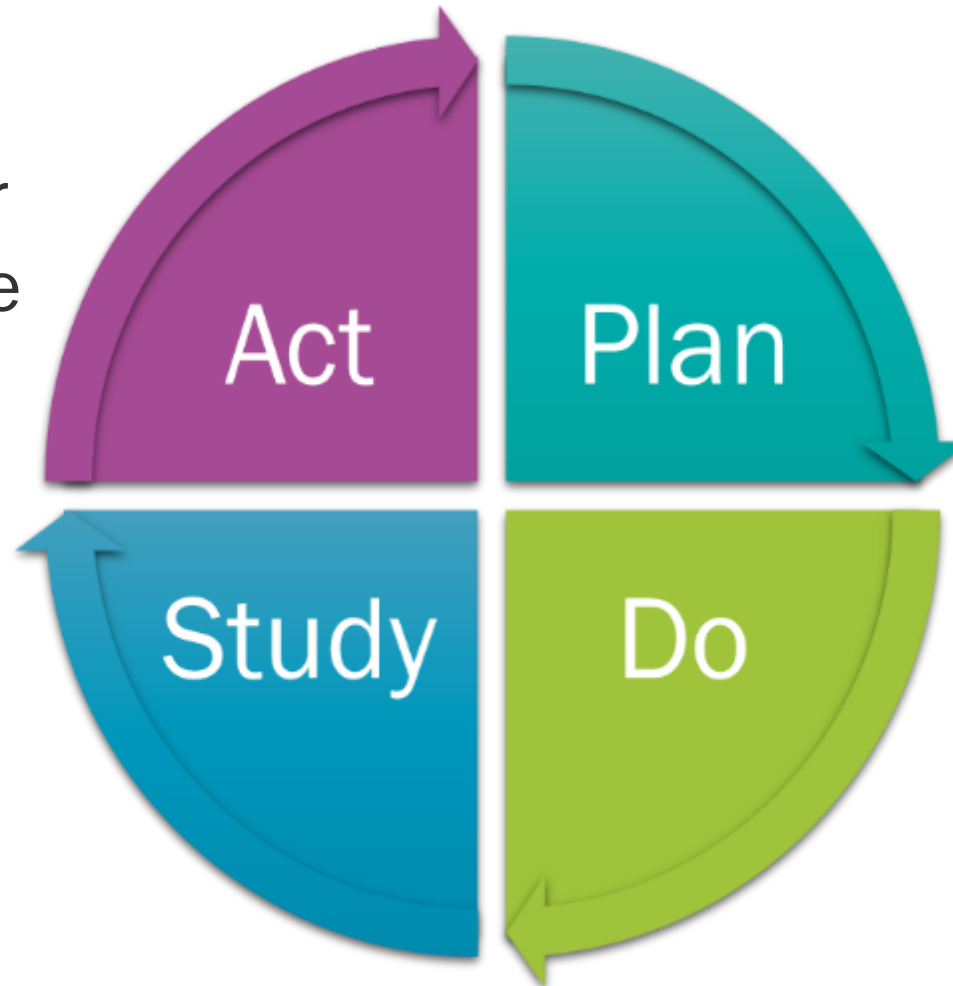
Goal: 22 new partnerships



Plan-Do-Study-Act

Act: Adopt, adapt, or abandon the change based on findings

Study: Collect and analyze data to compare with your predictions



Plan: Determine the questions you want to answer, your predictions and your measurement plan

Do: Implement the Plan and record the data

PDSA Example

AIM: In 90 days, we will reach 40 grandmothers in predominantly Black Non-Hispanic communities, with a campaign distributed through beauty salons, to increase safe sleep behaviors, as measured by questionnaires to salon owners.

- Create an education campaign
- Choose a pilot site to test
- Create a brief questionnaire for salon owners to measure the number of grandmothers who interact with the safe sleep information campaign
- After a period of time (90 days) re-evaluate: Did it work to reach natural supports this way? Was this an effective partnership? Would it help us to reach our goals by increasing partnerships with other salons? Would we need to change anything to spread this strategy to other salons?

QI Share Out

- What QI tools have you found helpful in your work?
- Could you share an example template or process you have used?
- What barriers have you faced when applying quality improvement processes to your work and how did you overcome them?
- What tips do you have for someone who wants to get started with QI or is feeling stuck?



Additional Resources

- National Institute for Children's Health Quality (NICHQ), [QI Tips: A Formula for Developing a Great Aim Statement](#)
- Institute for Healthcare Improvement (IHI), [Quality Improvement Essentials Toolkit](#)
- Children's Safety Network, [Change Packages and Outcome Measure Worksheets](#)

Upcoming Events

State Technical Assistance Webinars (STAWs)

Wednesdays at 2:00 PM ET

December 17th

February 18th

April 15th

CSN Public Webinar

Date TBA soon

Playground Safety

Thank you!

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3

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