



Equity in Child Passenger Safety

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Equity in Child Passenger Safety Parallel Session

Presenters:

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Treasure Coast Safe Kids Coordinator



Children's Safety
Network



Education
Development
Center

PrevCon Annual Conference

11:00-12:15p EST

Monday, July 24, 2023

Equity of Access to Resources
and Services for Child Passenger
Safety



Funding Sponsor

This project 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.



[ChildrensSafetyNetwork.](http://ChildrensSafetyNetwork.org)



Vision: All infants, children, and adolescents are safe and healthy, with nurturing, safe relationships and environments.

Mission: Work with the national Children's Safety Now Alliance, partners, and state and jurisdiction maternal and child health and injury and violence prevention programs to achieve results and innovation in child safety nationwide.

Our work: Providing training and technical assistance, including our learning collaborative, webinars, white papers, fact sheets, publications, and infographics in **child injury prevention topics** such as:

- Bullying Prevention
- Poisoning Prevention
- Safe Sleep



Child Safety

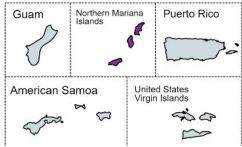
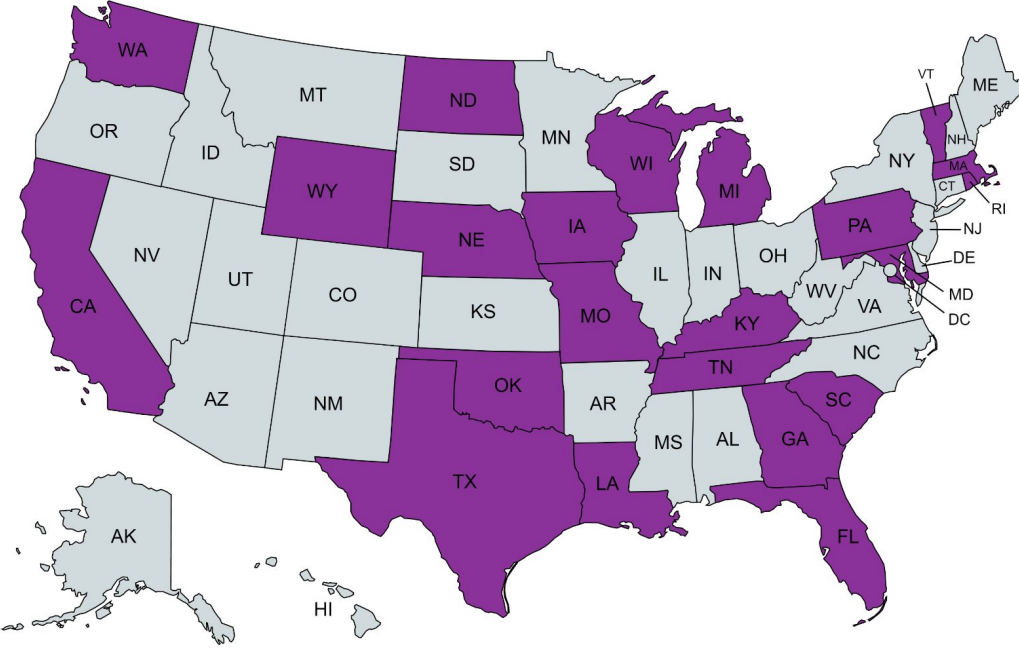
LEARNING COLLABORATIVE

The aim of the Child Safety Learning Collaborative (CSLC) is to **reduce fatal and serious injuries** among infants, children, and youth ages 0-19 by supporting **collaborative improvement** among states and jurisdictional level Title V agencies. We do this through:

- Using a shared “all teach/all learn” model of collaborative learning
- Supporting states to use a quality improvement approach to their child safety strategies
- Addressing shared strategies to increase the potential for collective impact across CSLC states.

CSLC 2018-2023: 24 States/36 Strategy

Teams/5 Topics



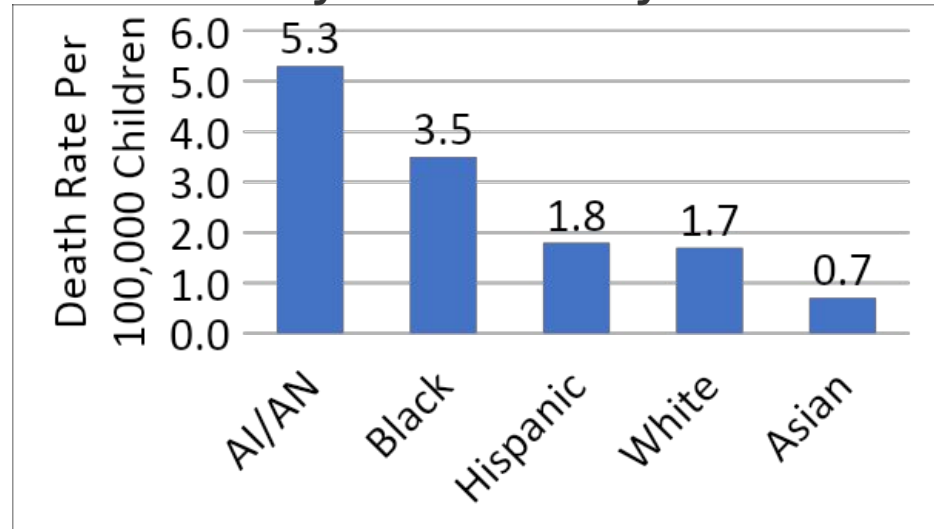
Created with mapchart.net



MVT Injury Deaths in Children

- On average, about 3 children ages 14 years and younger die every day in traffic crashes
- Compared to White children, MVT death rates are approximately:
 - 3 times higher in AI/AN children
 - 2 times higher in Black children

U.S. Children MVT Injury Death Rate by Race/Ethnicity

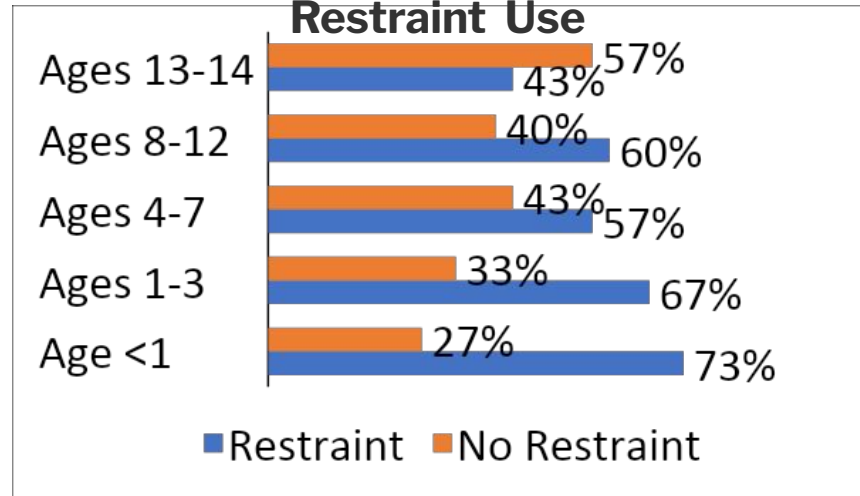


Source: Centers for Disease Control and Prevention WONDER Data, 2018-2021

MVT Injury Deaths in Children

- Child occupants are involved in approximately 3 in 4 MVT fatalities involving children
- A large proportion of MVT occupant deaths (about 40%) occur in children when they are not properly restrained or buckled up

U.S. Child Passenger Deaths by Restraint Use



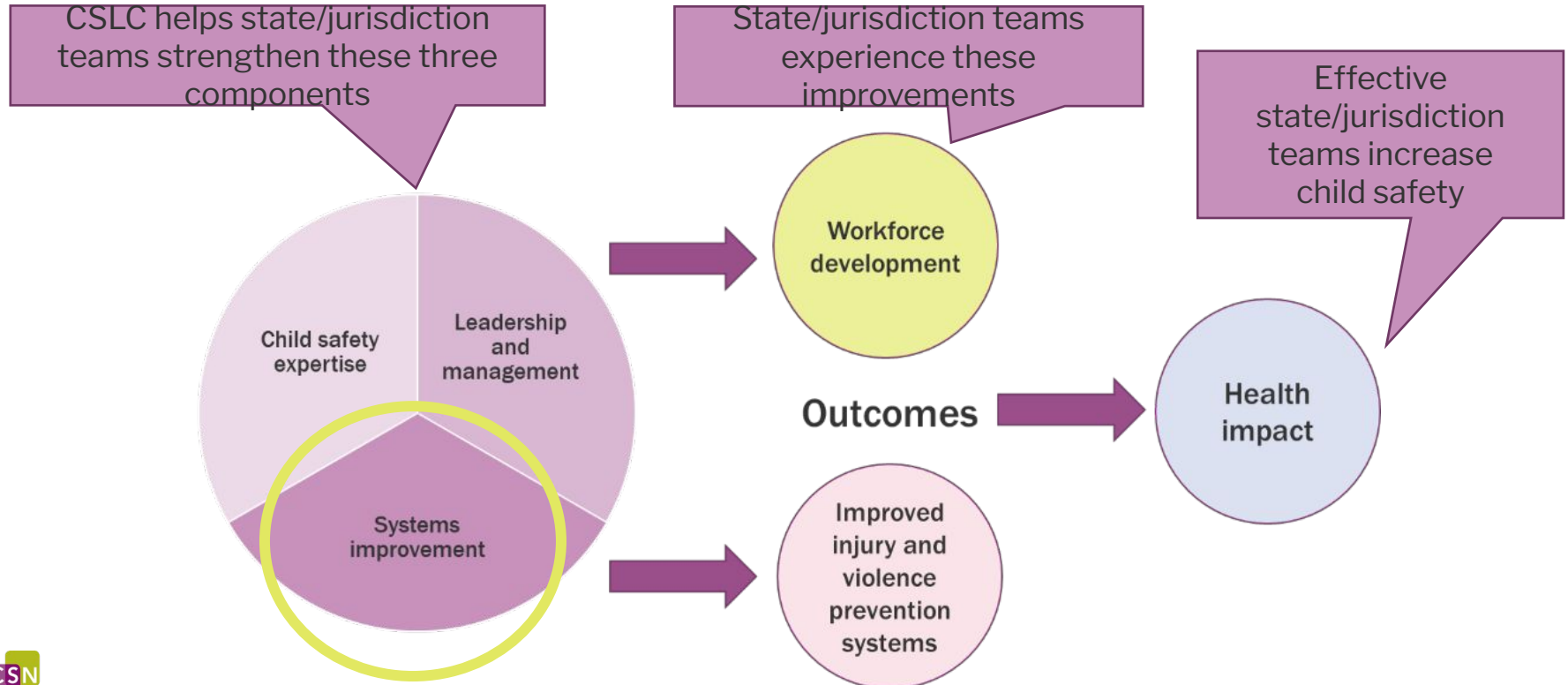
Note: Percent based on known restraint use
Source: National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS) data, 2020

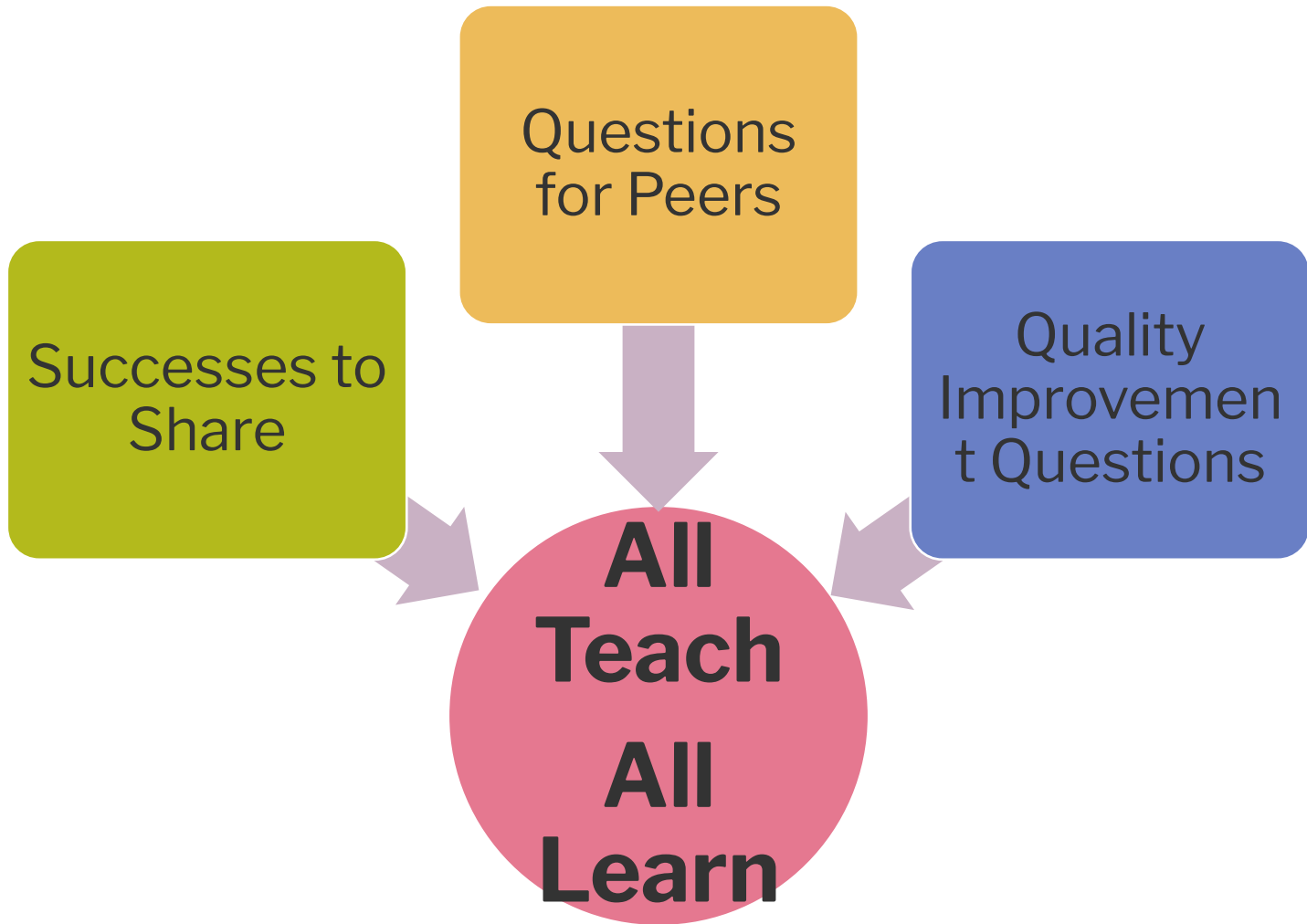
CPS Prevention Recommendations

Strategies to improve child passenger safety include:

- Child safety seat and booster seat distribution and education
- Proper installation and use of child safety seat, booster seat, or a seat belt
- Spread and use of certified child passenger safety technicians
- Community-wide information and enhanced enforcement campaigns
- Incentive and education programs that provide rewards to parents or children for the purchase and proper use of child safety seats

Our Strategy: CSN Framework for Quality Improvement and Innovation in Child Safety





Quality Improvement in the Learning Collaborative

-  Identify areas that are ripe for improvement
-  Develop a system to support innovation and sustainability
-  Use data to inform decision making
-  Implement and spread evidence-driven strategies and programs



Quality Improvement as a Systematic Approach

- Understand your current work system and processes
- Identify the improvement you want to make
- Establish a clear aim and set measurable goals
- Understand the role of baseline and real time data
- Utilize tested quality improvement methods and tools
- Spread evidence-based strategies
- Measure progress
- Define a timeframe and dedicate resources
- Create a strategic plan that integrates partners





DISRUPTION



TALENT
LOSS
CHANGES

LOSS OF
LEADERSHIP

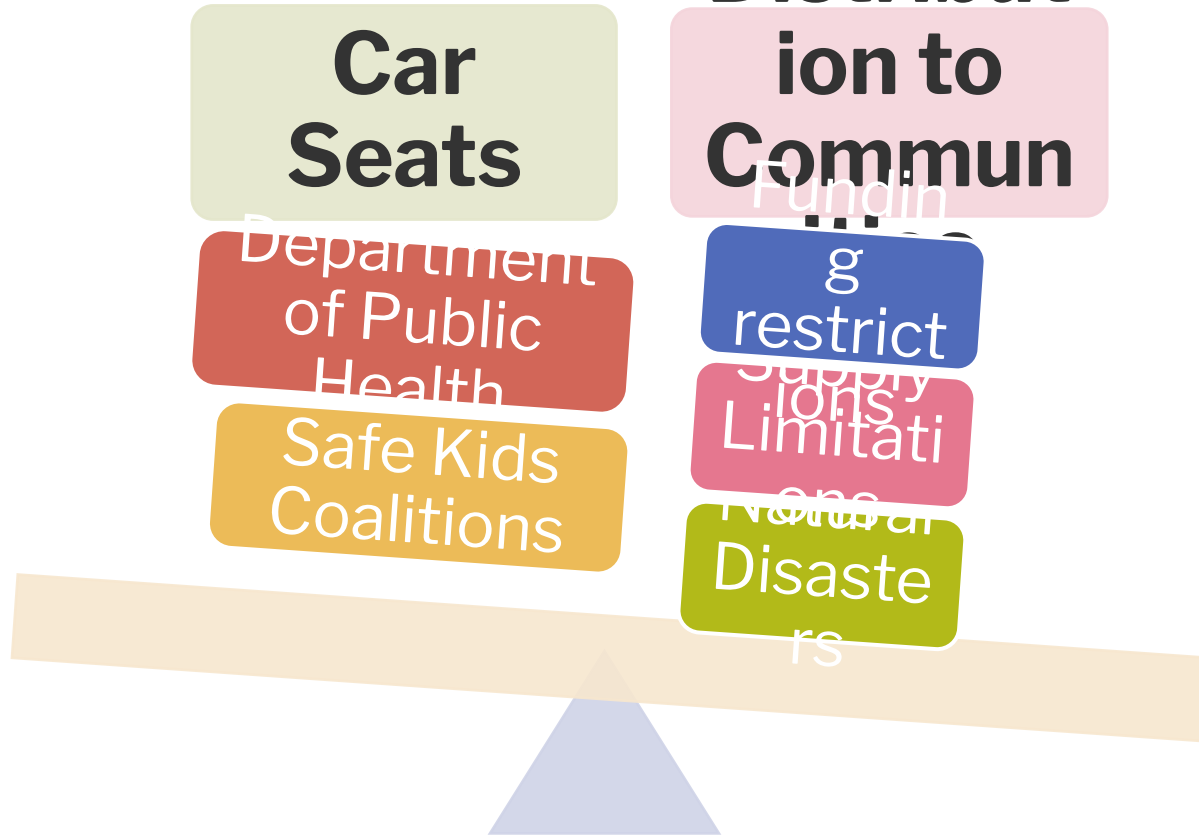
FUNDING
CHANGES

COVID-19

CIVIL
UNREST

NATURAL
DISASTERS

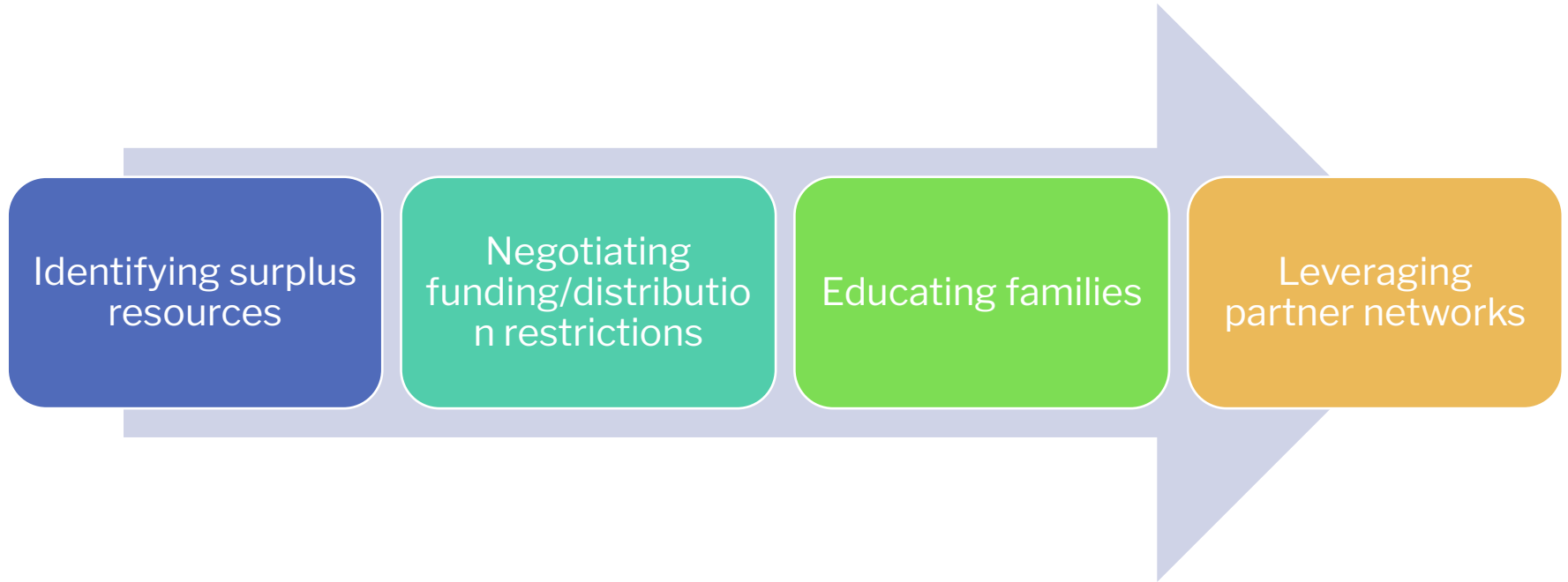
Systemic Imbalances



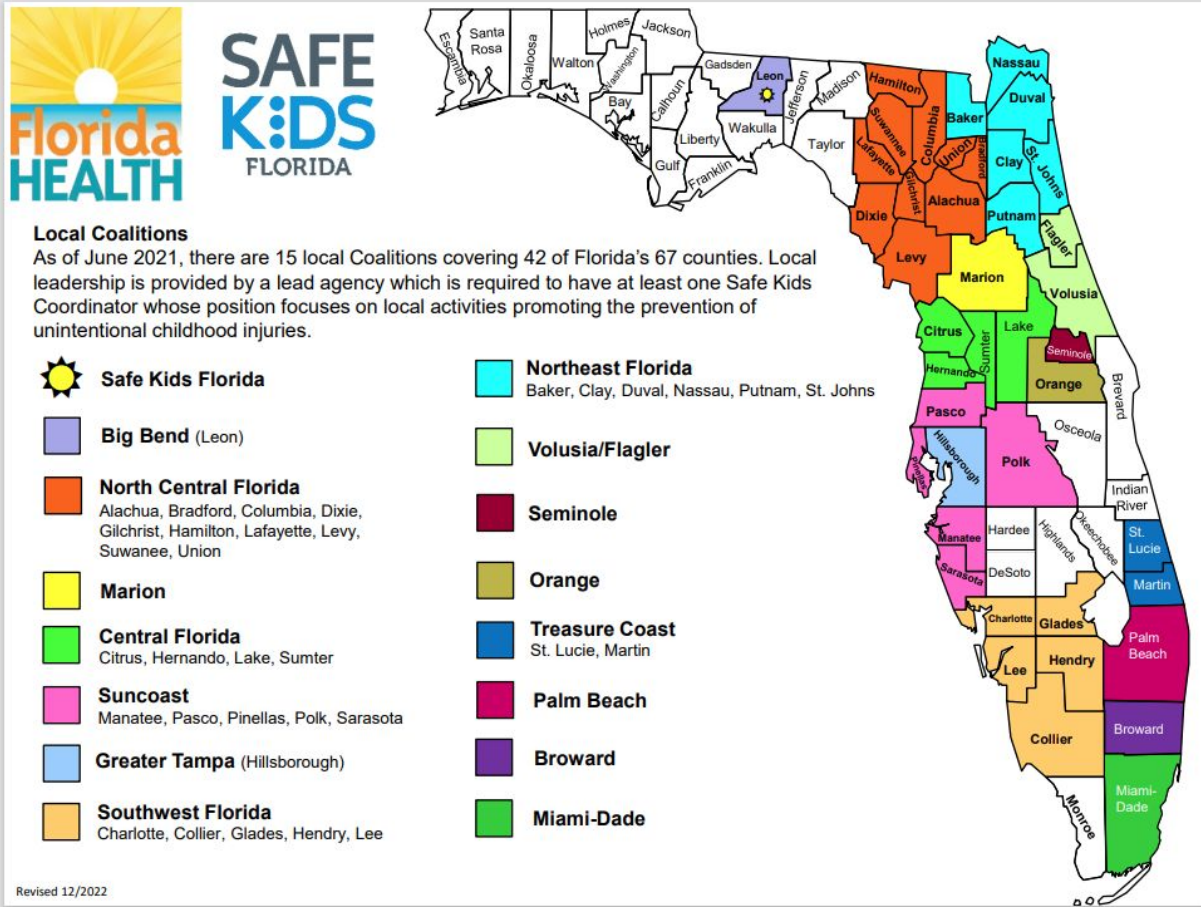
Hurricane Ian



Partnering for Equal Access



Safe Kids Coalitions



Delivery of Car Seats



Strength of Partnership

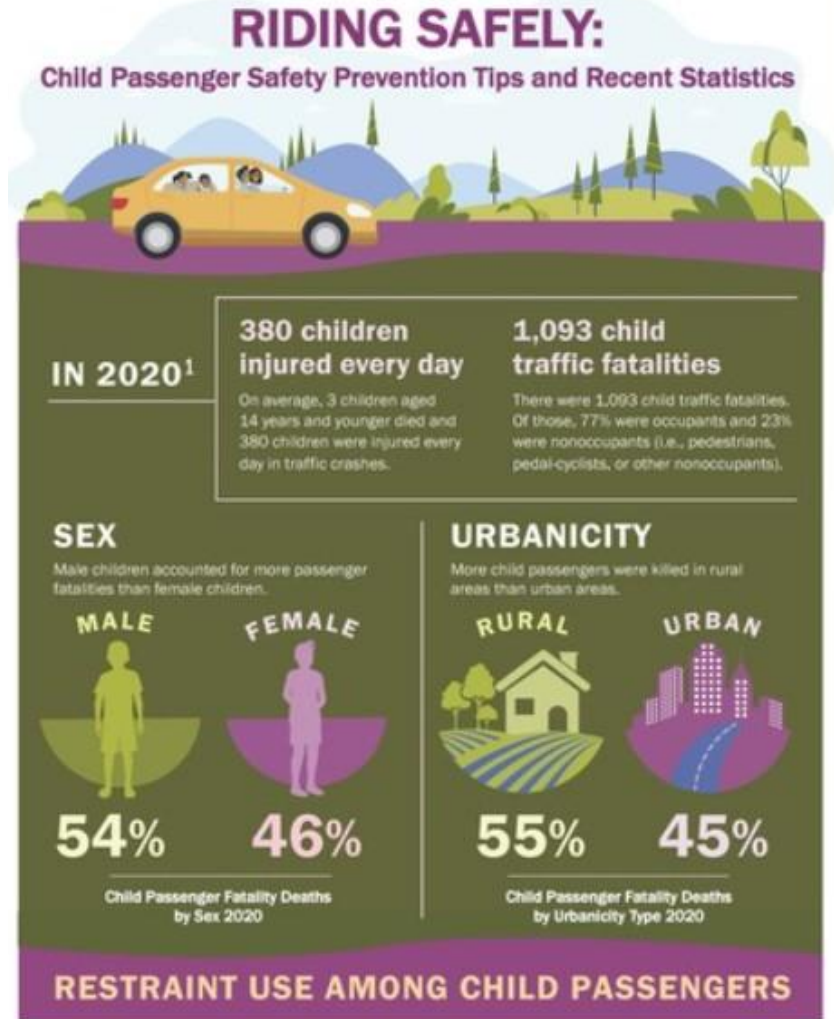
The Florida Occupant Protection Coalition (FOPC) was formed in 2017 to identify and prioritize the state's most pressing occupant protection issues and develop a plan to maximize the state's ability to impact crashes involving unrestrained occupants. FOPC members include representatives from agencies and organizations with a working knowledge and understanding of the various components of occupant protection and how those components interrelate.

Resources to support your CPS work



CPS Infographic

Available in English and Spanish!



Change Packages

Driver Diagram

| Primary Driver | Secondary Driver | Change Ideas | Recommended Measures |
|--|---|---|----------------------|
| PD1: Societal Level Culture of child passenger safety | SD1: Knowledgeable partners and policy makers | <ol style="list-style-type: none"> Educate policymakers about evidence-based components of child passenger safety laws (see GHSA Child Passenger Safety Laws) and programs Partner with communities and organizations to engage and participate in NHTSA's child passenger safety campaigns Implement community-wide information and enhanced enforcement campaigns that utilize mass media and enforcement strategies to convince parents/caregivers to use child safety seats, booster seats, and seat belts Use social media, blogs, and infographic infographics to increase parents'/caregiver passenger safety | 1, 6, 12 |
| | SD2: Multi-stakeholder partnerships | <ol style="list-style-type: none"> Establish and expand child passenger safety multiple stakeholders, including health care providers, police, EMS, Healthy Start, WIC, health insurance organizations, etc. Engage non-traditional partners (e.g., private industry) on safety efforts Work with partners on adherence to and enforcement of child passenger safety laws Ensure representation of child passenger safety on state Fatality Review teams Create or update Memoranda of Understanding with key stakeholders to increase clarity regarding child passenger safety Create or update a strategic and operational plan for state/jurisdiction child passenger safety | |



Access all Change Packages here!

3. Train and certify child passenger safety technicians throughout the state or jurisdiction

Primary

3. Number of child passenger safety technicians trained and certified

Secondary

3a. Number of child passenger safety technicians retained.
 3b. Number of child passenger safety technicians trained and certified who are bilingual

Guidance

For the primary measure, identify the number of child passenger safety technicians you aim to reach. Report on a monthly basis the number of technicians trained and certified

4. Distribute child safety seats and booster seats throughout the state or jurisdiction

Primary

4. Number of organizations distributing child safety seats and booster seats

Secondary

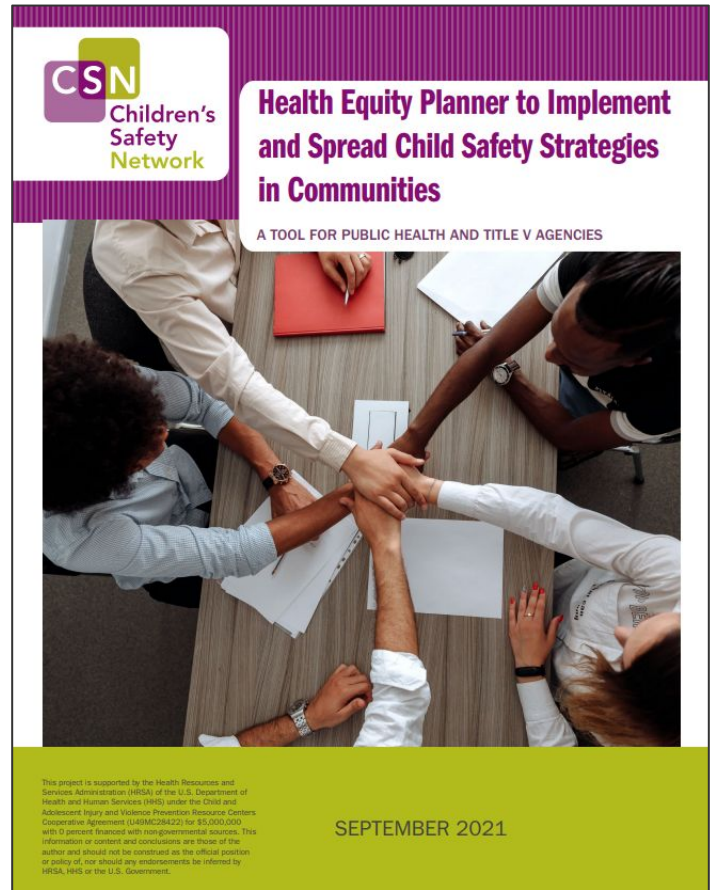
4a. Number of child safety seats distributed for 0 to 4-year olds
 4b. Number of booster seats distributed for 5 to 7-year olds

Guidance

For the primary measure, identify the number of organizations you aim to reach. Report on a monthly basis the number of organizations distributing child safety seats and booster seats

Equity Resources

- Children's Safety Network, Health Equity Planner to Implement and Spread Child Safety Strategies in Communities A TOOL FOR PUBLIC HEALTH AND TITLE V AGENCIES
- Health Equity: Diversity, Equity, and Inclusion Assessment Guide for Multidisciplinary Teams developed in partnership with the National Center for Fatality Review & Prevention and Safe Kids Worldwide, and in consultation with Event Garde and Terri D. Wright, PhD, MPH,



CSN
Children's
Safety
Network

Health Equity Planner to Implement and Spread Child Safety Strategies in Communities

A TOOL FOR PUBLIC HEALTH AND TITLE V AGENCIES

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SEPTEMBER 2021

We are Here to Support Your Work!

- Visit our website: www.ChildrensSafetyNetwork.org for
 - Upcoming and archived webinars
 - Change packages
 - Resources, templates, infographics, guides and more
- Check out our highlighted [resources](#):
 - [Framework for Quality Improvement and Innovation in Child Safety: A Guide to Implementing Injury and Violence Prevention Strategies and Programs](#)
 - [Adapting Child Safety Interventions Resource Guide](#)
 - [Evidence-based and Evidence-informed Strategies for Child and Adolescent Injury Prevention](#)
 - [Injury and Violence Prevention Systems Toolkit](#)
- Request Technical Assistance: go.edc.org/CSNTARequest



Apply to Join the CSLC !! Cohort 1 Begins December 2023

Applications due **11:59 PM**
ET on September 27, 2023

Learn more!! Attend an
informational webinar – 3
national

Learning Session in
Waltham, MA February 1 &



**Learn
more about
t
the CSLC**

NOTE: Applicants must have leadership and support from Title V, but can include non-Title V organizations and members

Thank you! Contact CSN:



Jenny Stern-Carusone, MSW

CSN Associate Director/CSLC
Lead

JStern-Carusone@edc.org



at Education Development Center

Visit our website:

www.ChildrensSafetyNetwork.org



Get added to the CSN
distribution list to
receive our newsletter
and find out about
upcoming events and
opportunities



CPS Partner Champions Inside Communities

Presented by: Liz Pérez



PHOENIX CHILDREN'S Hospital

Child Passenger Safety Team



INPATIENT &
OUTPATIENT
CONSULTS



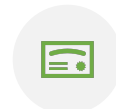
CAR SEAT CLASSES



STAFF TRAININGS



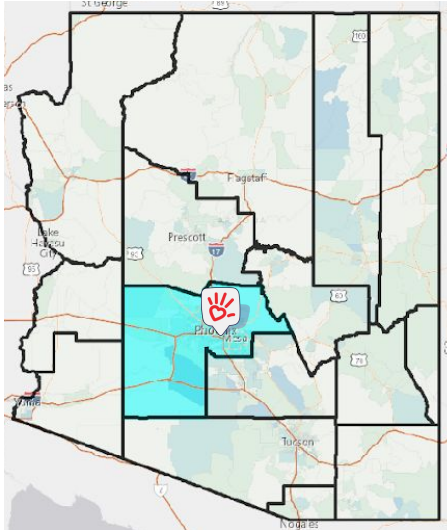
COMMUNITY
OUTREACH



CERTIFICATION
COURSES



Maricopa County Demographics



| Race and Ethnicity | |
|--------------------------------|-------|
| Total Population | |
| Hispanic | 31.1% |
| Non-Hispanic | |
| White, Non-Hispanic | 54.6% |
| Black, Non-Hispanic | 5.4% |
| Native American, Non-Hispanic | 1.5% |
| Asian, Non-Hispanic | 4.1% |
| Pacific Islander, Non-Hispanic | 0.2% |
| Other, Non-Hispanic | 0.3% |
| Two or More, Non-Hispanic | 2.7% |
| Minority | 45.4% |

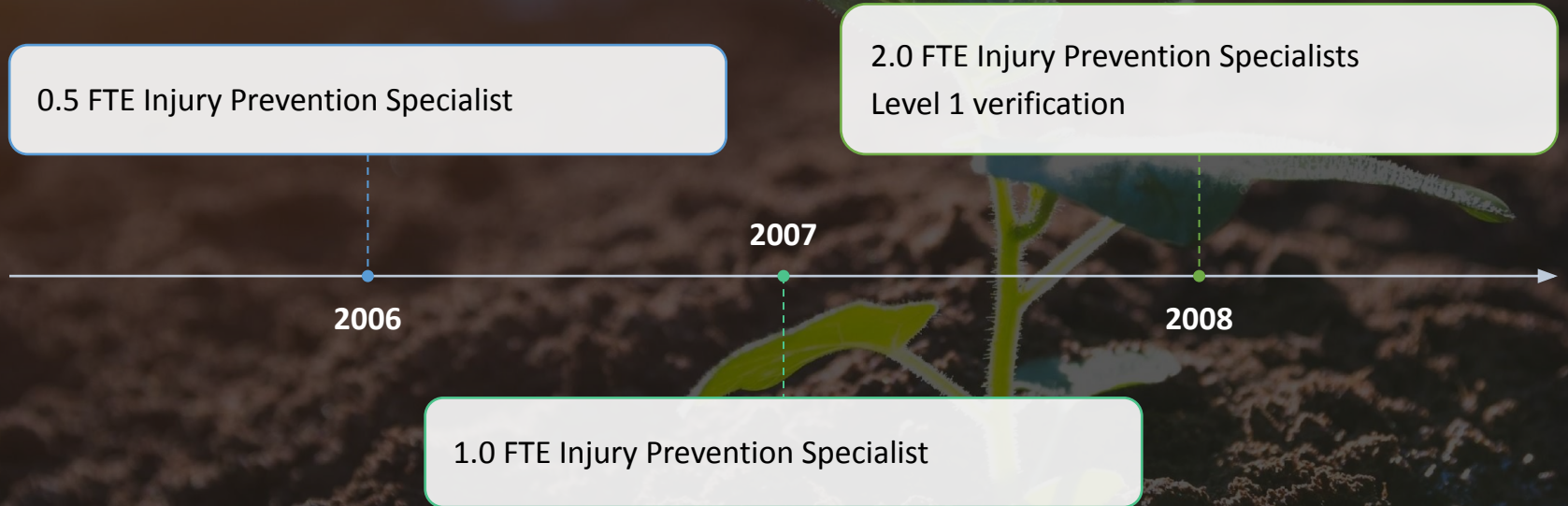
| Age | |
|-------------------|-------|
| Median Age | |
| Under 5 years | 6.3% |
| 5 to 9 years | 6.5% |
| 10 to 14 years | 7.0% |
| 15 to 19 years | 6.7% |
| 20 to 24 years | 6.6% |
| 25 to 34 years | 14.6% |
| 35 to 44 years | 13.0% |
| 45 to 54 years | 12.5% |
| 55 to 59 years | 6.0% |
| 60 to 64 years | 5.5% |
| 65 to 74 years | 8.8% |
| 75 to 84 years | 4.6% |
| 85 years and over | 1.8% |

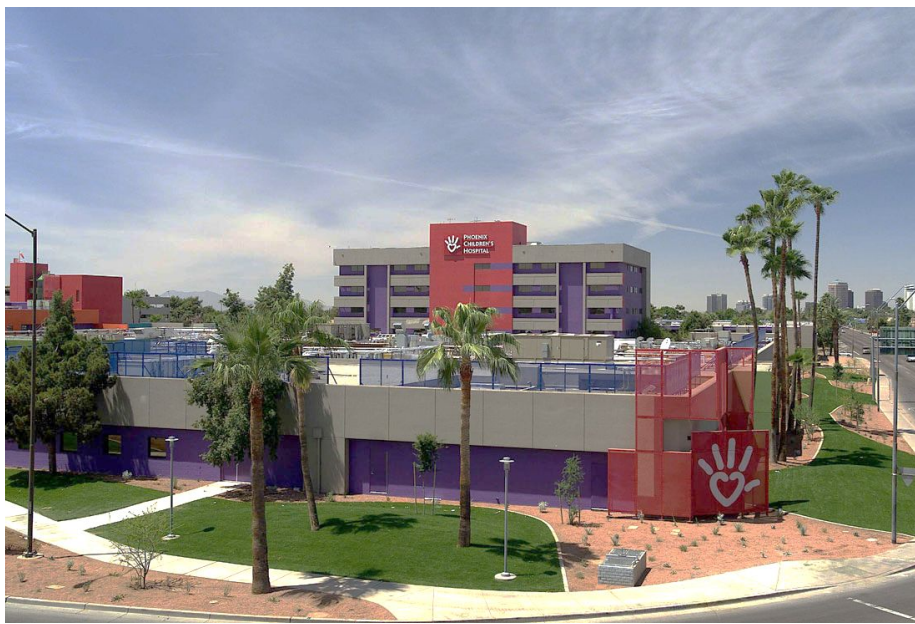
| Educational Attainment | |
|---|-------|
| Less than 9th Grade | 5.3% |
| 9th to 12th Grade, No Diploma | 6.4% |
| High School Graduate (includes equivalency) | 22.4% |
| Some College, No Degree | 23.9% |
| Associate Degree | 8.7% |
| Bachelor's Degree | 21.1% |
| Graduate or Professional Degree | 12.4% |
| Ability to Speak English | |
| Population 5 years and over | |
| Speak Only English | 73.4% |
| Speak Other Languages | 26.6% |

Source: <https://geo.azmag.gov/maps/azdemographics/>



CPS Program Origins





That was Then



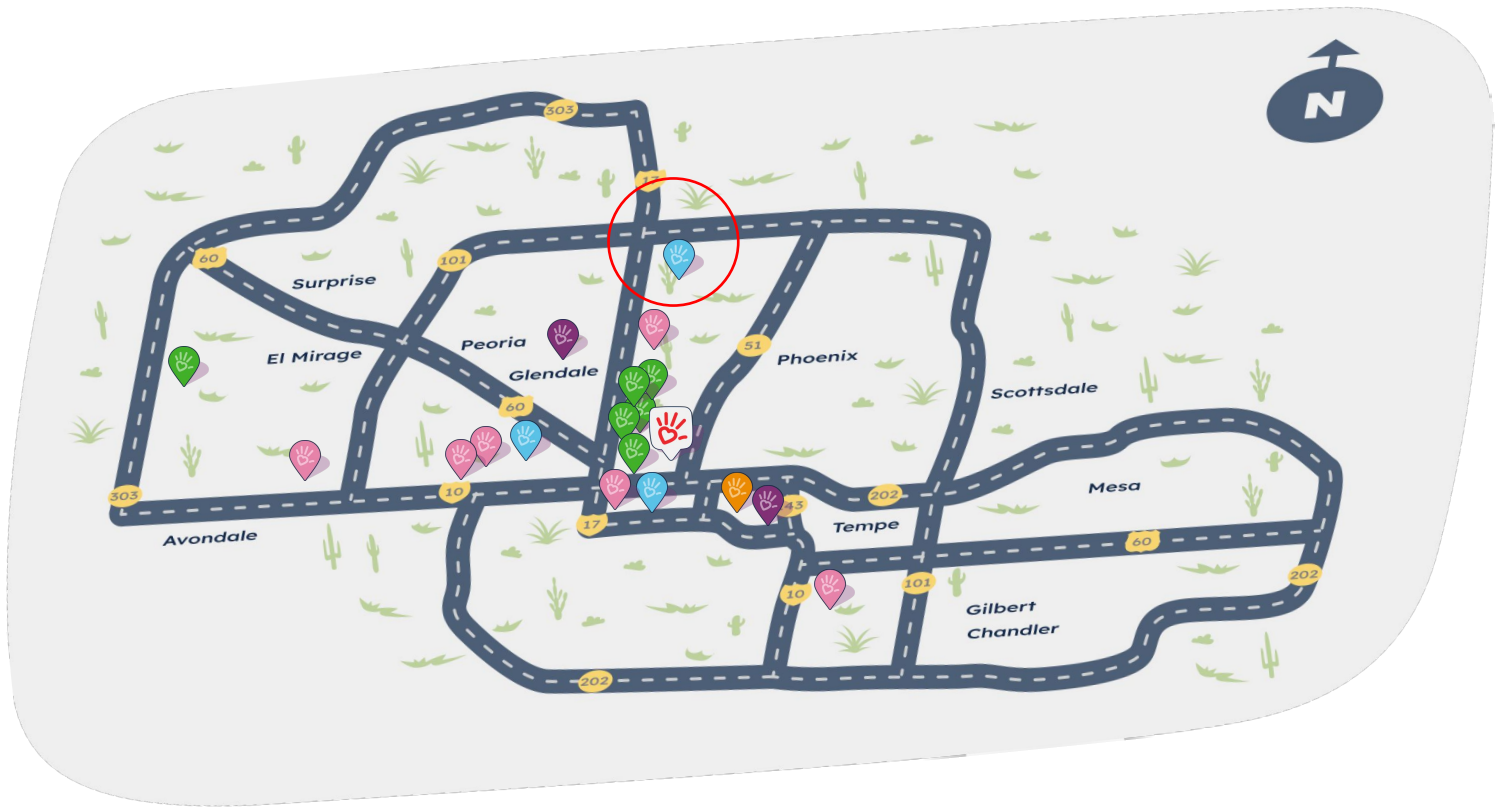
This is Now



We experienced an Increase

- ↑ Increase in reoccurring classes at current partner agencies
- ✉ Incoming requests received from new community organizations
- 👤👤 Classes hosted at PC campus were getting filled with-in a day or two
- ↑ We increased the # of classes at PC from 2 to 3 per month
- 👤👤📄 Calls from schools and head starts grew
- 🩺 Inpatient consults increased
- ↑ MVC death rate increased from 2015-2017





Selection





Paradise Valley Family Resource Center



Partnership started in 2014



Classes were always full



High demand for families who could not afford a car seat





Pitched the idea

Identified a staff member already working with their families

Explained the benefits of having a CPST at their agency

- They already had an established relationship with the families
- Opportunity to offer CPS services in their community
- Additional service to their programming
- A CPST on-site who can work one on one with families or in group settings
- Didn't rely on my availability

Recruitment





Figuring out Logistics

- Training days taken away from job responsibilities
- Certification Fee
- When can they attend a certification course



- Invited to CPS events, workshops and car seat inspections
- Had her observe classes
- Gradually had her teach sections



Mentored





PHOENIX CHILDREN'S
Center for Family Health and Safety

Car Seat Helper

The Car Seat Helper is an easy way to choose and learn about the right car seat for a child. This is a great resource for parents, health care providers and caregivers.

The Car Seat Helper is designed to...

- Help you choose the right seat for a child's age, height and weight
- Provide information about all car seat types
- Find local resources to help with installation of a car seat
- Plus, verifying car seat facts

Recommended by experts

"The Car Seat Helper provides clear information about choosing and using the right car seat for a child of every age. It's a useful tool for families and health professionals written by true experts in car seat safety."

David Nixson, MD, FAES, CBAP
Trauma Medical Director
ACS Titled Level I Pediatric Trauma Center
Phoenix Children's Hospital

Available for iPhone, iPod Touch and Android



For more information on Car Seat Safety, please visit
www.phoenixchildrens.org/childseat or call (602) 933-3350

4 Steps to Car Seat Graduation

| | | | |
|---|---|--|---|
| <p>1</p>  <p>Rear-Facing as long as possible</p> <p>Infants and children should ride in a rear-facing car seat until they reach the upper height or weight limit of the rear-facing convertible car seat (generally 40-50 pounds).</p> | <p>2</p>  <p>Forward-Facing with a 5-point harness as long as possible</p> <p>Children should ride in a forward-facing car seat with a 5-point harness as long as possible, up to the highest height or weight limit allowed by the car seat manufacturer.</p> | <p>3</p>  <p>Booster Seat until 4 feet 9 inches tall</p> <p>Children should ride in a booster seat until they are between 8 and 12 years old, and are under 4 feet 9 inches tall. Booster seats help make a lap and shoulder seat belt fit a child better.</p> | <p>4</p>  <p>Seat Belts</p> <p>Children who are 4 feet 9 inches tall should wear a lap and shoulder seat belt just like adults. The lap and shoulder belt should fit low over the thighs and hips and snug over the shoulder.</p> <p>Children under the age of 13 should always ride in the back seat.</p> |
|---|---|--|---|

Locate the labels on your car seat to find the maximum height or weight limits. For more information on Car Seat Safety, please call (602) 933-3350 or visit us at www.phoenixchildrens.org. Check out our Car Seat Helper App. Search for "car seat helper" in the iTunes App Store and Google Play, available in English and Spanish.

Child Passenger Safety



 **Phoenix Children's**

Offered Resources

- Education Materials/handouts
- Registration Template
- Curriculum
 - English
 - Spanish

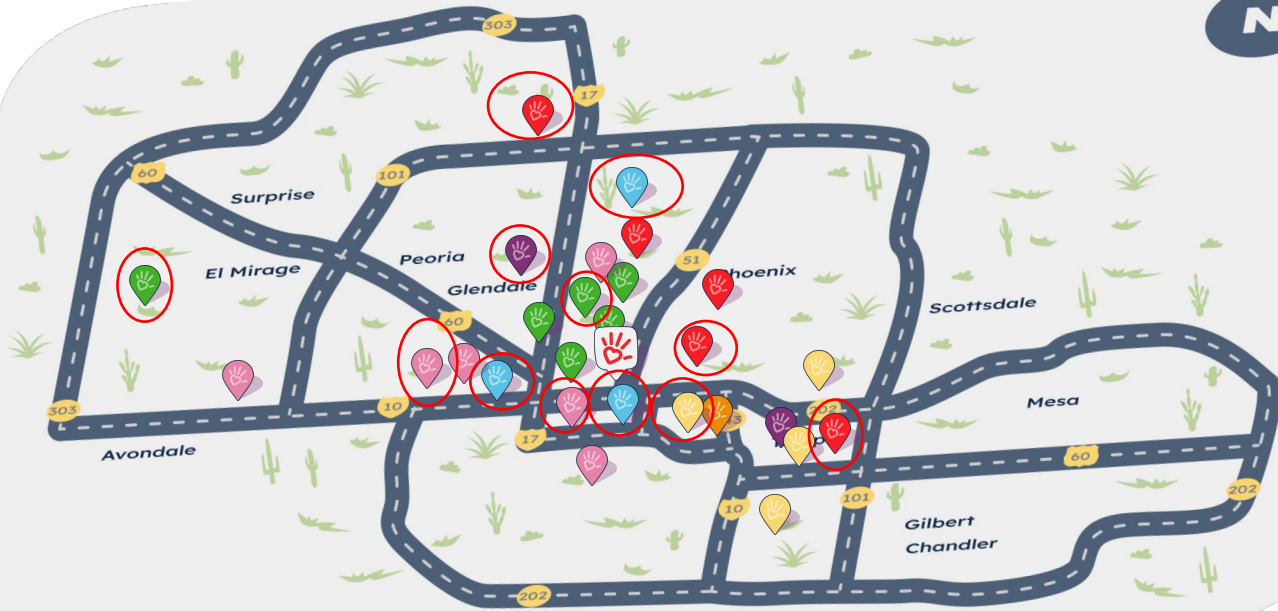




PVFRC

- Car Seats
- Classroom
- Vehicle Training Seat





1. PVRFC
2. Luke Air Force Base
3. Native Health
4. Wesley Community Health Center/Golden Gate Community Center
5. Maggie's Place
6. Refugee Focus
7. Washington Resource Information Center
8. Heart of Isaac
9. Deer Valley Unified School District
10. Tempe Action
11. Unlimited Potential
12. Beyond the Hurt

CPS Champions



- CEU opportunities
- Seat check sign-offs for recertification
- Car seats
- Encouraged to become self sustainable *(some programs already had funding for new programming)*



Continued Support



Challenges



CPST Course currently English only



Staff Hours



Agency Staff Turnover



Cost for Certification Course



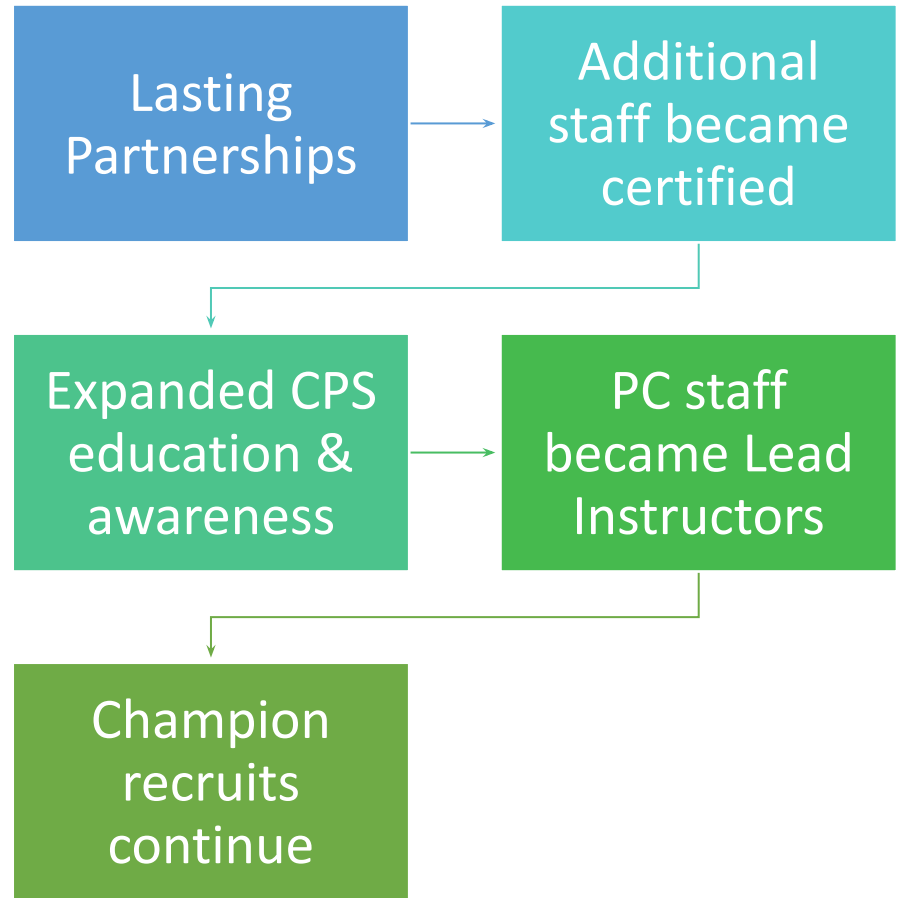
Re-certification



Car Seat Funding



Successes



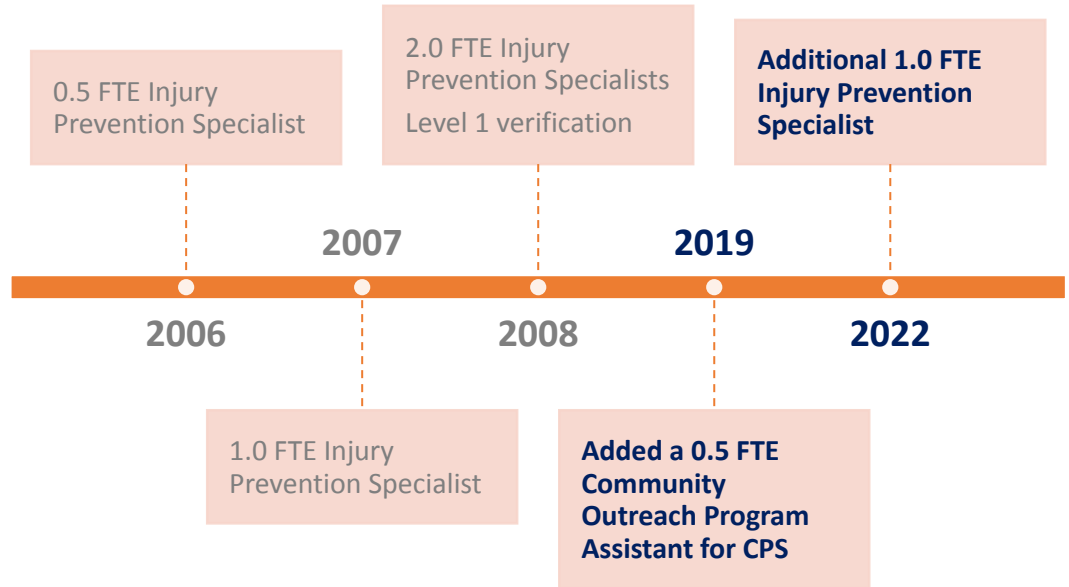


We Concluded

- CPS education and awareness became more beneficial and accessible
- Expanded our outreach
- Decrease in MVC death rates
 - 18% from 2018-2019
 - 21% from 2020-2021



How We've Grown



A photograph of two women and a young child sitting in the back of a car. The woman on the left is wearing a black t-shirt with the text "PHOENIX CHILDREN'S" on it. The woman on the right is wearing a pink top. The child is sitting in a car seat and wearing a red shirt. The car's interior, including the seats and windows, is visible. The text "Thank you and Safe Travels!" is overlaid in white on the image.

Thank you and Safe Travels!



Thank you.



SAFE
KIDS
WORLDWIDE.