

CCIC Home Safety Program

Reducing Barriers to Prevention

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Setting the stage for successful and scalable intervention(s)

- 178,204 children ages 0-16 in Hamilton County
 - Do we focus on a mechanism of injury?
 - Do we focus on an age range of children?
 - Do we focus on a location of injury?
 - Where do we start within Hamilton County?

Trauma Registry Data Collection

- CSN
- Medical Record Number
- Name
- Date of Birth
- *Age*
- *Age Group*
- Gender
- *Mode of Injury*
- Date of Surgery
- *Injury location (address)*
- Street Address
- City
- State
- *Zip Code*

Mode of Injury Collected

- Abuse
- Bicycle/Non-Motorized scooter
- Bite
- Burn
- Fall/Jump
- Motorized Vehicle/Bike/
Cycle/Scooter
- Pedestrian
- Penetrating/Cut/Piercing
- Poison
- Sports Injury
- Struck by, against

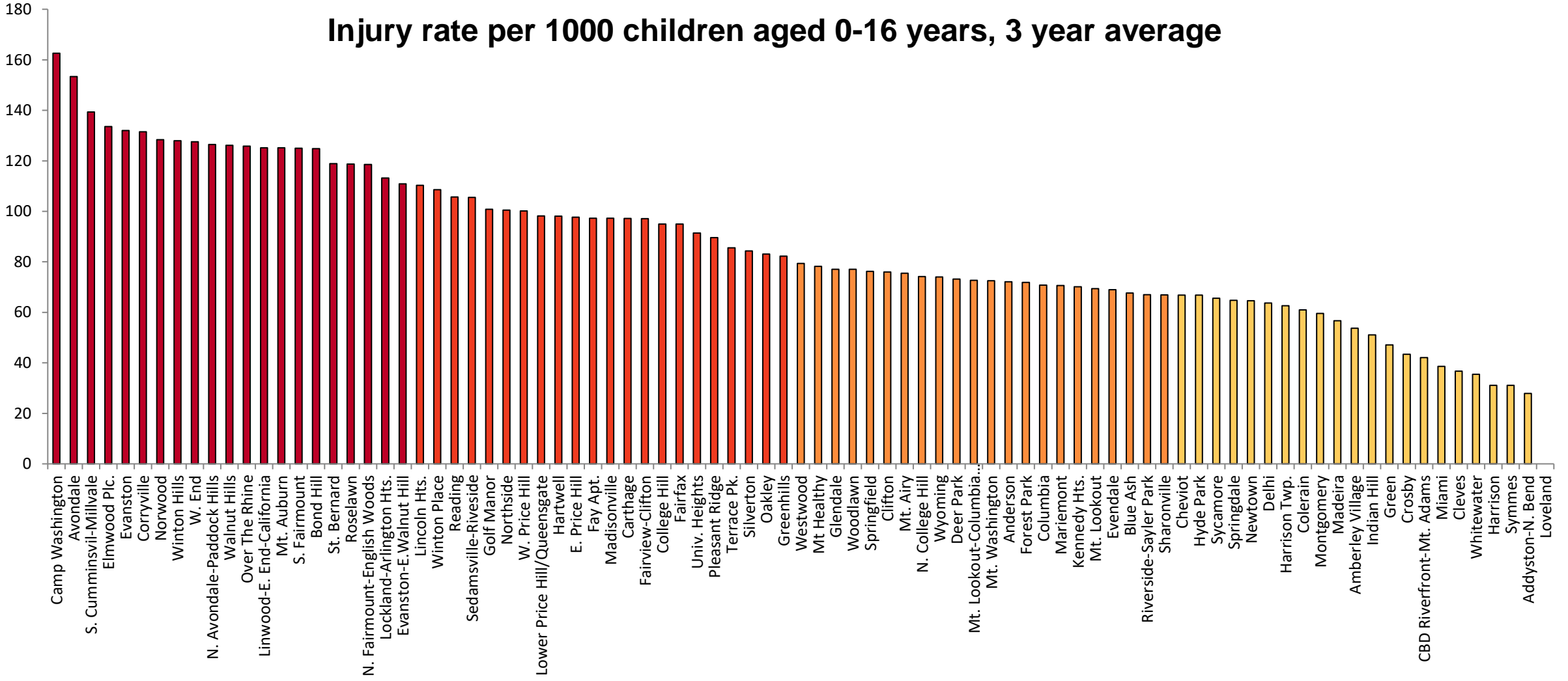
MOI:	Jan	Feb	March	April	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Abuse	0	0	0	0	0	0	0	0	0	0	0	0	0
Bicycle/Non Motorized scooter	0	0	0	0	0	1	0	0	0	0	0	0	1
Bite	0	1	0	0	0	0	0	0	0	0	0	2	3
Burn	0	0	0	0	0	0	0	0	0	0	1	0	1
Fall/Jump	8	4	10	4	8	8	12	12	6	10	3	2	87
Motorized Vehicle/Bike/ Cycle/Scooter	0	0	0	0	0	0	0	0	0	0	0	0	0
ND	1	0	3	0	3	2	4	2	2	1	2	1	21
NOT-Unable to obtain injury information	0	0	0	0	0	1	0	0	0	0	0	0	1
Other (comments)	0	1	0	1	1	1	0	1	0	2	0	0	7
Pedestrian	0	0	0	0	0	0	0	0	0	0	0	0	0
Penetrating/Cut/Piercing	0	0	1	1	2	0	0	3	0	0	0	1	8
Poison	1	1	0	0	0	1	1	1	0	0	0	2	7
Struck by, against	2	3	1	4	0	1	4	2	2	4	0	1	24
Unable to obtain injury information	0	0	0	0	0	0	0	0	0	0	0	0	0
Total MOI for Age Group:	12	10	15	10	14	15	21	21	10	17	6	9	160

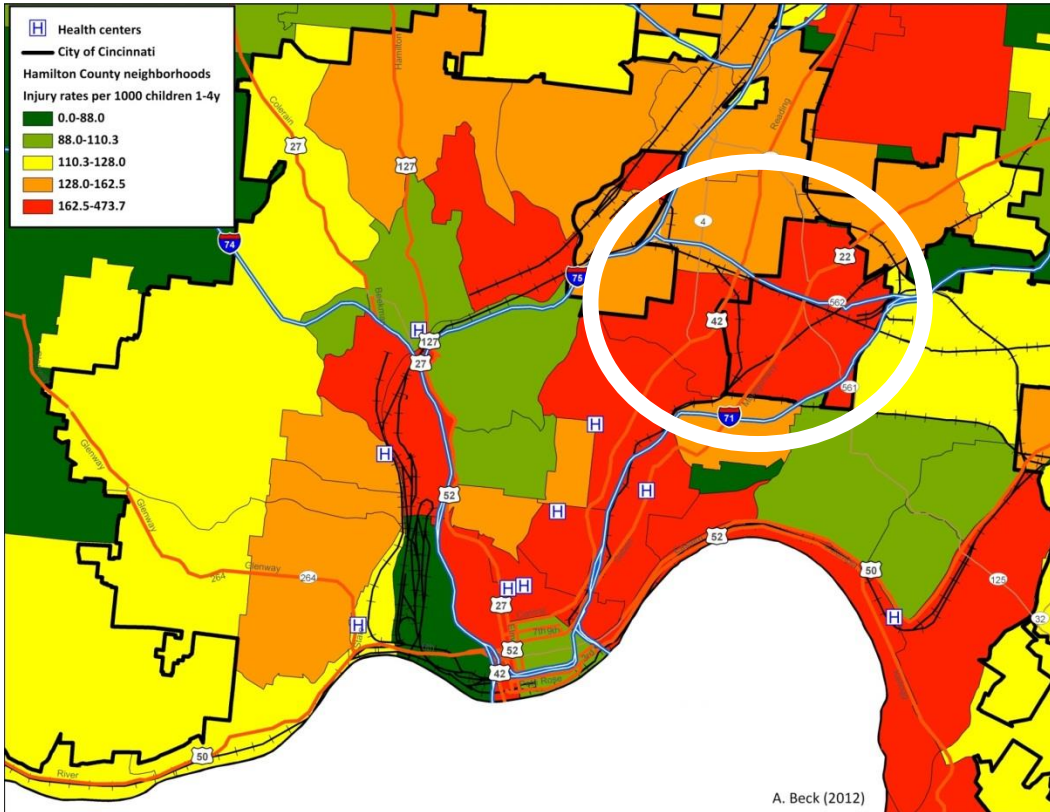
Calculating Injury Rate

- Monthly Injury Rate = Number of Injuries per month / Census Population
- 12 Month Moving Average = Average Monthly Injury Rate

Month	No of Injuries/month	Denominator-Census Data	Monthly Injury Rate	12 Month Moving Average	UCL	Baseline (Jul2008-Jun2010)	LCL	Moving Average Rows	Goal
Jan-07	321	42724	7.51	7.5133414	11.29	8.74		12	6.120194
Feb-07	266	42724	6.23	6.8696751	10.54	8.74	6.94	Target (Baseline)	6.120194
Mar-07	344	42724	8.05	7.2636769	10.21	8.74	7.27	8.743134226	6.120194
Apr-07	356	42724	8.33	7.530896	10.01	8.74	7.47	Stdev	6.120194
May-07	375	42724	8.78	7.7801704	9.88	8.74	7.61	0.847760977	6.120194
Jun-07	398	42724	9.32	8.0360765	9.78	8.74	7.70	from SAS	6.120194
Jul-07	382	42724	8.94	8.1653671	9.70	8.74	7.78		6.120194
Aug-07	371	42724	8.68	8.2301517	9.64	8.74	7.84		6.120194
Sep-07	378	42724	8.85	8.2987444	9.59	8.74	7.90		6.120194
Oct-07	372	42724	8.71	8.3395749	9.55	8.74	7.94		6.120194
Nov-07	355	42724	8.31	8.3368088	9.51	8.74	7.98		6.120194

Injury rate per 1000 children aged 0-16 years, 3 year average





- 832 homes with 1,150 children <5 years old
- 80% of children living below the poverty level
- 92% of injured children seeking emergency care presenting to CCHMC
- 11.3/1000 injuries per month compared to county baseline of 8.7/1000



Barriers to Prevention (internal brainstorming)

Social Determinants of Health (SDH)

- Neighborhood Socioeconomic Status
- Geographic Isolation
- Race/Ethnicity
- Language and limited English proficiency
- Health Literacy
- Historical and current unequal distribution of social, economic, and environmental resources
- Access to Education
- Insurance Status

Understanding Injuries in Norwood

- Inequities in who gets injured and how severe their injury is
- Trying to understand individual and community factors associated with injuries

- Two specific questions:
 - Are there things about individual children that makes them more likely to be injured?

 - Are there things about the neighborhood (social determinants of health) that increase the rate of injury for children in the neighborhood?

Community Identified Barriers to Prevention

- Access to Education/Resources
 - Not easily accessible
 - Community suggested traditional & non-traditional outreach days/hours
 - Cost of equipment
 - Tools to install equipment
- Location
 - Education/resource dissemination
- Presentation of Outreach
 - Educational material
 - Literacy level
 - Don't make families feel they are doing it wrong
 - "Don't tell us what to do."
 - "Don't talk at us"
 - Who is doing the outreach?
 - Trusted resource

**“Meet Us Where
We Are”**

Grassroot Outreach Model

Community members co-leading the community/hospital partnership, Preventing Injuries in Norwood (PIN), identified best methods of outreach for Norwood families:

- In-home safety education
- Free safety equipment bundle
- On-the-spot installation




Home Safety Bundle:

- **Smoke/CO Detector**
- **Pressure Mounted Safety Gate**
- **Outlet Covers**
- **Cabinet/Drawer Locks**
- **Bathtub Thermometer**
- **Non-Slip Bathtub Appliques**
- **Bathtub Spout Cover**
- **Nightlight**
- **Doorknob Covers**
- **Magnet, Emergency Phone List**
- *Pack-N-Play (case-by-case basis)*
- *Gun lock Box (case-by-case basis)*
- *Medication Lock Box (case-by-case basis)*

In-Home Safety Visit (Outreach Awareness Strategies)

- Utilized word of mouth to spread awareness
 - “PIN Was Here” yard signs identifying homes that received outreach
 - Community could seek outreach information from neighbor's w/yard signs (*trusted resource*)
- Created urgency with limited number of resources and an outreach deadline
- Norwood 100 home safety visits provided Monday-Friday during business hours

The **Norwood100** Project

-  **100 Homes** Do you live in **Norwood**?
And, do you care for at least one kid **under 5**?
-  **100 Bucks** Want **FREE** stuff? (\$100 value)
-  **100 Days** Sign up **NOW!** (the clock is ticking...)

www.norwood100.org

The *Norwood100* Project is a **100-day** campaign to provide **100** homes in Norwood, Ohio with \$**100** worth of child safety equipment, for free. **Yes, free.**



who?

Homes, apartments,
and daycares located
in zip code **45212**.

* Parents, guardians,
day care providers
and babysitters...
we're talking to you!



what?

What's in the \$100-value bundle?

- Smoke Detector
- Carbon Monoxide Detector
- Pressure Mounted Safety Gate
- Electrical Outlet Covers
- Cabinet/Drawer Locks
- Door Knob Covers
- Window/Patio Locks
- Bathtub Thermometer
- Non-Slip Bathtub Stickers
- Bathtub Spout Cover
- Nightlight
- Emergency Contacts Magnet
- Child Safety Book



when?

Hurry!

Sign up before
September 8, 2015.

The clock is ticking!

QUESTIONS? Contact: Dawne Gardner | dawne.gardner@cchmc.org | 513-636-3153

Volunteer Driven Safety Day

- Saturday volunteer event (*non-traditional day*)
- Event held 4-5 times a year
- 4-hour volunteer commitment
- Multiple homes engaged in one day
- Volunteers included businesses, employees of outreach funders, Cincinnati Children's employees, social groups



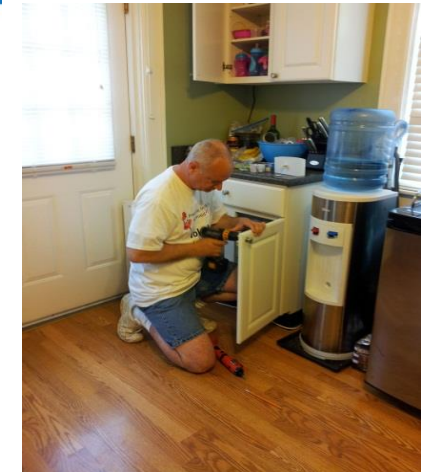
Cincinnati Children's

229 Norwood children were injured from falls in 2011

Norwood Safety Day
Saturday, May 12th

[facebook.com/norwoodPIN](https://www.facebook.com/norwoodPIN)

KOHL'S Cares
Committed to Kids' Health and Education



Volunteer Driven Safety Day (Day of Schedule)

- Volunteers meet at Home Safety Hub (located in the community)
 - Light breakfast
 - Receive Day of Logistics
- Safety Team Assignments (teams of 2)
 - Volunteers encouraged to bring a friend😊
- Safety Team Decisions
 - Who will install?
 - Who will educate?
- Training-approx. 20 min
 - Installer-cabinet locks, smoke/CO detector, safety gate
 - Educator-safety script for all bundle equipment
- From Hub to Homes
 - Teams receive pre-registered home visit assignments (4-5 homes per team)
 - Load safety bundles in car & depart to home visits
- Return to Home Safety Hub
 - Lunch/feedback

Did you know that kids under 5 are most injured in the home?

Do you have or care for a child **under the age of 5** and live in **45212**

We will deliver a **FREE** safety equipment bundle to your home/apartment on

Saturday, May 11th

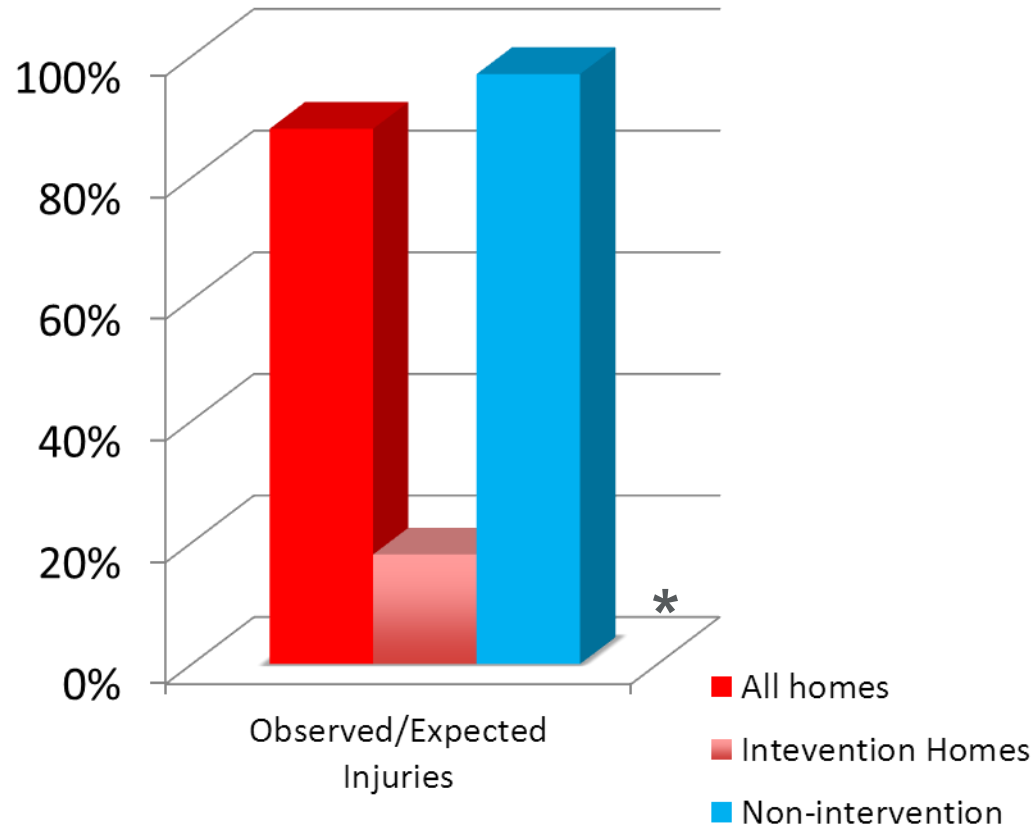
What's in YOUR FREE bundle?
Smoke & Carbon Monoxide Detector (10 year battery)
Safety Gate
Electrical Outlet Covers
Door Knob Covers
Window/Patio Locks
Bathtub Thermometer
Non-Slip Bathtub Stickers
Bathtub Spout Cover
Nightlight
Emergency Contacts Magnet



KEEP YOUR KIDS SAFE!!
Call (513) 517-HOME and sign-up to get your free bundle before it's too late!



Injury Reduction in Intervention Homes



- 1150 Norwood Children Ages 1-4
We have reached 184 (16%) in 130 Homes
- 82% reduction in intervention homes
- Estimate that if intervention into 40% of homes, internal goal of 30% community home injury reduction could be met

COVID Changes to Outreach

- Virtual Education
- Safety Bundle dropped off at door
- Changes in Safety Equipment Bundle
 - Push down cabinet locks replaced with long handled cabinet locks (no tools needed to install)
 - Smoke/CO detector activated and placed on shelf/dresser in sleeping area
 - Safety gate installation video link texted to family
[How to Install a Child Safety Gate | Cincinnati Children's - YouTube](#)



Assembly Style Outreach

- Education/resource dissemination in a community location (reaching families who will never open their door to an in-home visit)
- 1 Hour commitment for family
 - Encouraged not to bring children, but babysitter is provided
 - Light snacks
- Families receive classroom style education & take safety bundles home to install (encouraged to call injury team w/installation issues)
- Outreach schedule in evenings (non-traditional hours)

Shared Value and Goals

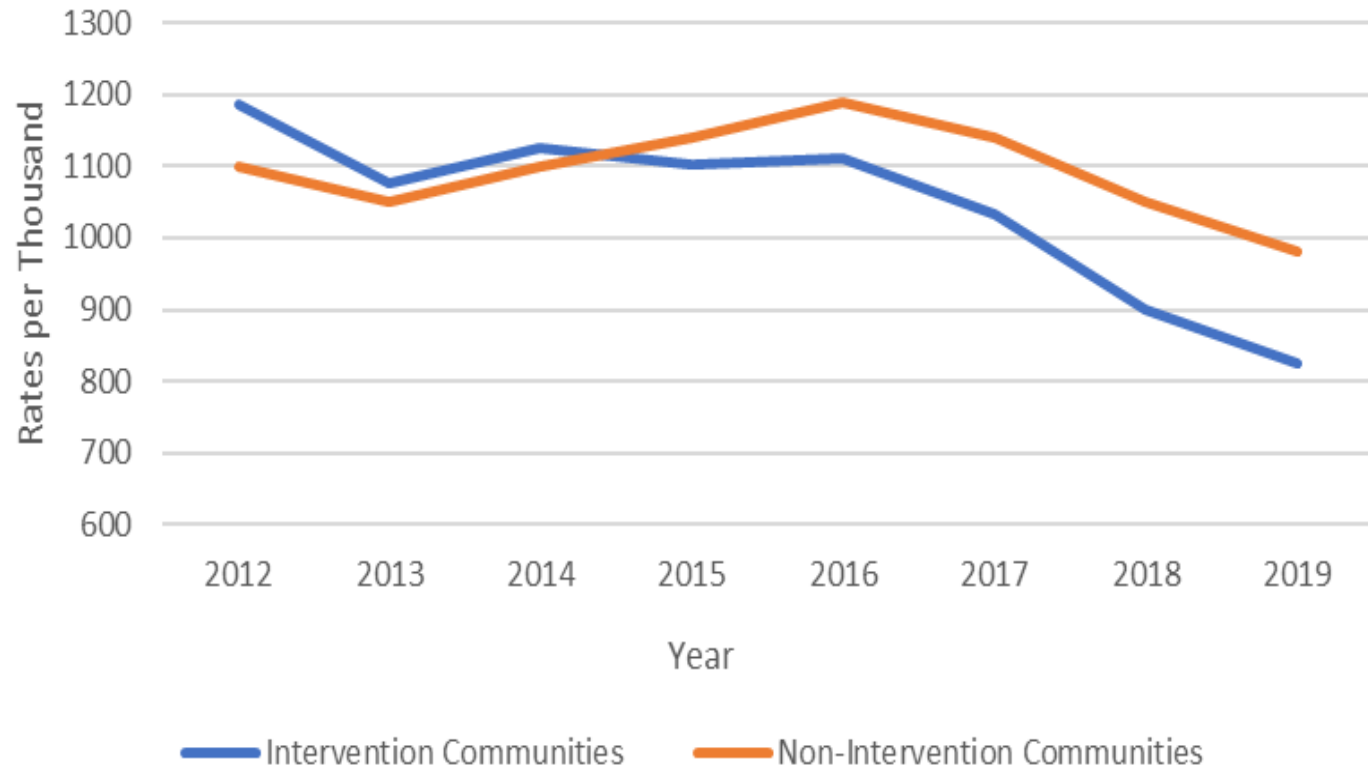
Injury = high cost to society:

Average Cost of One Home Safety Bundle	Vs.	Average Cost of One ED Visit
\$97	<	\$721

Shared Goal:

To keep kids and families safe—thereby making Norwood a healthier and happier city

Injury Rates In Intervention and Non-Intervention Communities



Key Learnings

- Develop an “equitable framework” of outreach that supports opportunities to tier/tweak/share/spread/scale
- Time is needed to listen, engage & develop dialogue in each community to understand specific resources & needs
 - Set aside time to listen to community lived experiences & ask questions. The community will identify what is needed for their framework
 - Follow thru with community input (outreach should reflect the community voices)
 - Be honest about what community identified needs can not be supported & provide other resources, if possible. (i.e., Norwood asked for car seats as part of the safety bundle. CCHMC budget did not allow. Car seat education was included w/safety bundle & families were provided free car seat info from our State program.
- Community needs to engage community (recruit and compensate community champions)
- Need to share successes with community and potential outreach partners
- Need to connect leaders from different communities (word of mouth is powerful and community leaders can provide & influence support)

Questions



Cincinnati Children's Hospital
Comprehensive Children's Injury Center

(513) 517-HOME

homesafety@cchmc.org

<http://cincinnatichildrens.org/ccic>

CCIC Home Safety Video

[Cincinnati Cribs: Home Safety Edition |](#)

[Cincinnati Children's - YouTube](#)