

# VDH, Division of Injury and Violence Prevention 2009 Preventing Unintentional Injury Community Projects

*The Division of Injury and Violence Prevention partners with local organizations to reduce preventable injuries in high risk communities. Each year, the Division supports community-based prevention projects that offer best or promising practice interventions and that reflect the leading causes of unintentional injuries in Virginia. These projects can be easily replicated at low cost in other high risk areas throughout the state. The following projects were selected through a competitive process. Organizations were asked to propose projects based on recommendations included in the Virginia Department of Health, Division of Injury and Violence Prevention's five-year Unintentional Injury Prevention Strategic Plan. For additional information, contact Leonard Recupero at [Leonard.recupero@vdh.virginia.gov](mailto:Leonard.recupero@vdh.virginia.gov) or (804) 864-7734. For questions about any of the projects listed below, contact the agency or organization that is listed.*

## Elderly Fall Prevention

Agency/Organization:

Andrea Saccoccia  
Project Mend-A-House  
7987 Ashton Avenue, Suite 231  
Manassas, VA 20109  
Telephone: 703.792.7663  
E-mail: [projectmendahouse@msn.com](mailto:projectmendahouse@msn.com)



Project Title:

*A Surer Step Toward Reducing Fractures and Falls for Seniors Age 65 and Over*

Proposal Abstract: Project Mend-A-House's fall prevention project will help the frail, low-income elderly in Prince William County to live safely and independently in their homes for as long as possible. Volunteers will conduct home safety assessments, and based on the assessment, will do what's necessary to reduce the risk of falls for fragile elderly residents. Volunteers will install safety aids, grab bars, interior and exterior hand rails, hand-held showers, transfer benches, night lights, bath mats, and raised toilet seats. Volunteers will also repair or replace carpeting and other flooring deemed tripping hazards. Portable four – six foot ramps will also be made available to residents and their aging caregivers who are most at risk for falls.

**This is the third year that Project Mend-A-House was awarded funding for their safety device installation project.**

## PROJECT RESULTS

### Outcomes

- 1,030 seniors were impacted by the intervention
- 13 homes were modified to reduce fall risks

### Highlights

- New volunteers recruited that have made our organization much more efficient
- Volunteers installed grab bars, hand rails, flooring, and a ramp
- Organization nominated for the Chamber's Excellence in Business Community Service

### Lowlights

- Could not address all of our clients' needs; some home repairs were too expensive
- More clients than funds and it has been difficult to find other sources of funding to sustain the program

### Anecdotes

- Although we do not have statistics on how many injuries were prevented, we do know that we are addressing our clients' home modification needs. Securing flooring, installing grab bars, or replacing a light fixture does prevent our clients from falling and injuring themselves.

### Sustainability

- Project Mend-A-House is pursuing other funding opportunities from both grants and partnerships with other not-for-profit agencies.

.....

### Agency/Organization:

Cheryl Cooper  
Jefferson Area Board for Aging  
674 Hillside Drive, Suite 9  
Charlottesville, VA 22901  
Telephone: 434-817-5227  
E-mail: ccooper@jabacares.org

### Project Title:

*Reducing Falls Among Residents of Mountainside Senior Living*

Proposal Abstract: The Jefferson Area Board for Aging (JABA) will implement an exercise pilot project in an assisted living facility that is based on the Stay Safe, Stay Active evidence-based fall prevention intervention. 35 residents will be recruited to participate in a pre-assessment and a bi-weekly group exercise program that includes one-on-one exercises, group fall prevention education sessions, and home safety and post-project assessments. Assessments will be conducted by a physical therapist and the exercise portions of the project will be provided by an exercise physiologist under the supervision of the physical therapist.

## PROJECT RESULTS

### Outcomes

- 47 seniors were impacted by the intervention
- 25 residents consistently participated in the bi-weekly exercise sessions led by a physical therapy assistant (PTA)
- Of those who fell prior to the program and during the program, there was a 4.5% reduction in falls

### Highlights

- Resident room assessments were revealing; many residents needed bathmats and night lights or replacement of burned out bulbs. Adaptive equipment for bathing was in use but positioned incorrectly or being used incorrectly by staff. Instruction to staff is resulting in proper and safe use of equipment

### Lowlights

- Performing exercises independently was rare and the need for structures sessions was evident
- Elderly residents with pain, fatigue and forgetfulness required ongoing external motivation to perform directed exercise routines
- There continues to be a significant number of falls, including eight that resulted in fractures

### Anecdotes

- Trends in falls for residents helped identify underlying physical and/or cognitive pathology that could not be resolved through a fall prevention program. Staff attention was heightened, however, and steps were taken for medical work-up and extra precautions implemented to minimize the risk for falls.

### Sustainability

- The relationship that developed between the PT and PTA contracted for this project and the residents of Mountainside Senior Living has led to an offer from the PT to continue to provide the PTA to lead the exercise group twice a week. The Physical Therapy practice contracted for this program will continue to provide the PTA twice a week as an in-kind donation to Mountainside Senior Living.

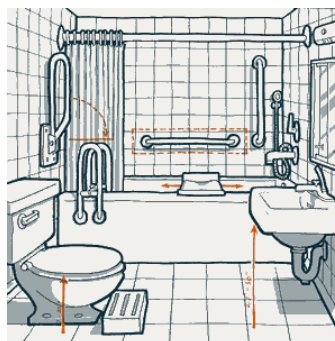
.....

### Agency/Organization:

Dana Collins  
Appalachian Agency for Senior Citizens  
PO Box 765  
Cedar Bluff, VA 24609  
Telephone: 276-964-4915  
E-mail: [dcollins@AASC.ORG](mailto:dcollins@AASC.ORG)

### Project Title:

*Older Virginians Fall Prevention*



Proposal Abstract: The Appalachian Agency for Senior Citizens (AASC) will implement the Falls-HIT (Home Intervention Team) evidence-based fall prevention intervention. The AASC will conduct home safety assessments and provide assistive devices and education where needed. They anticipate modifying 100 bathrooms to make them safer for their older customers. They will provide transfer bath chairs, shower chairs, hand-held shower heads, elevated commode seats with arms, safety tub/shower rails, bath mats and night lights. Modifying bathrooms of their at-risk customers will reduce the risk of falls and allow them to safely maintain their continued independence at home.

## PROJECT RESULTS

### Outcomes

- 181 older adults participated and 175 completed the intervention
- 125 participants had a pre-intervention history of falls
- 175 of 181 participants received assistive devices
- 171 bathrooms were made safer through the use of assistive devices (e.g. transfer benches, handheld showerheads, commode risers with arms, safety rails/tub grab bars)
- 3 post-intervention falls have been documented – none occurred in the bathroom

### Highlights

- Participants and their families are donating items back to the program when they are no longer needed
- Participants report feeling much safer and independent in their homes

### Lowlights

- Four participants died before their safety devices were installed
- Three participants suffered falls after the intervention; one occurred in the living room, another in the kitchen, and one in the yard. No falls occurred in the bathroom.

### Anecdotes

- It is a great accomplishment when someone can once again bathe by themselves or use the toilet without fear of not being able to get back up or to fall.

### Sustainability

- Due to the tremendous need for assistive devices by the older population, we will continue the project.

.....

### Agency/Organization:

Catherine Cole  
Fairfax Area Agency on Aging  
12011 Government Center Parkway, Suite 708  
Fairfax, VA 22035  
Telephone: 703-324-5411  
E-mail: [catherine.cole@fairfaxcounty.gov](mailto:catherine.cole@fairfaxcounty.gov)

### Project Title:

*Independent Living Project*

Proposal Abstract: The Fairfax Area Agency on Aging in conjunction with ElderLink, Options for Caregiving, will implement the *Stepping On* evidence-based fall prevention intervention. The Fairfax Area Agency on Aging’s multifaceted project will conduct in-home reviews and provide assistive equipment or minor home modifications based on individual needs for independent living that increase safety in their homes; offer a series of fall prevention educational workshops at multiple locations in the target area; and conduct exercise classes that build strength and balance. An estimated 1,200 seniors will be impacted by their intervention.

## PROJECT RESULTS

### Outcomes

- 124 seniors completed the intervention
- 80% reported that they would change some behaviors
- 95% reported that the information would increase their ability to remain independent
- 96% of those tested showed improvement in balance through pre/post testing
- 47 home safety evaluations occurred and 35 home modifications were completed

### Highlights

- Beginning in June, the Department of Community and Recreation Services which operates the senior centers in Fairfax County initiated a “Center without Walls” pilot program. This was a direct result of the success of the project servicing the same geographic area. Project participants are now registering for exercise and educational program through the Center without Walls.
- Awarded the *Best Practice in Education Award* from the Commonwealth Council on Aging.

### Lowlights

- The number of home safety reviews was initially resisted by the seniors participating in the project. The project coordinator arranged those who had a home review to speak about their experience at workshops. This had a positive impact and the number of requests for home assessments increased.

### Anecdotes

- Bringing programs to participants in their local neighborhoods allowed them to have access while being in their “comfort zone.” Providing them with not only information about support services but also with practical information that increases their sense of independence has made them more engaged and accepting of strategies that will help them to remain in their homes for as long as possible. Home reviews focused on the positive, not what’s wrong but what is right or can be altered to increase safety.

### Sustainability

- The Department of Housing and Community Development provided a half day hands on training session for those who have volunteered to perform the grab bar installations providing sustainability to our program.
- The project will continue as long as it is supported by our partners.



## Agency/Organization:

Marti Wachtel, Wellness Program Coordinator  
Senior Service of South Eastern Virginia  
6350 Center Drive  
Norfolk, VA 23502  
Phone: 757-963-9207  
Email: mwachtel@ssseva.org



## Project Title:

*Stay Safe! Stay Active! Virginia*

Proposal Abstract: Senior Services of Southeastern Virginia (SSSV) will implement an exercise project based on the evidence-based fall prevention intervention, *Stay Safe, Stay Active*. SSSV will offer group exercise and participant contact once weekly at senior centers in conjunction with a fall prevention educational component and additional exercises to be done at home. An estimated 163 seniors will participate in the *Stay Safe! Stay Active! Virginia* project. As part of the evaluation, participants will be divided into 3 groups; those who are unafraid of falling, those who are afraid of falling, and those who have fallen. Pre and post data will be examined to measure and report on increased flexibility, strength and balance control, and increased confidence.

## PROJECT RESULTS

### Outcomes

- 184 older adults participated; 182 completed the intervention
- 102 of 109 (93%) of those afraid of falling or those who had fallen are no longer afraid, based on pre/post Functional Performance Inventory
- 110 of the participants reported improved balance, decreased muscle stiffness, lessened arthritic pain, increased self-confidence, and higher energy levels

### Highlights

- The project led us back into three centers where space or other environmental issues had caused us to discontinue wellness programming previously.
- The high enthusiasm demonstrated by the seniors from the beginning and throughout the 12-week class indicates that enhanced physical activities would also be welcomed by the seniors

### Lowlights

- Original work plan had two student interns conducting the program at multiple locations. The plan was revised to hire one degreed program assistant to develop and conduct the program.

### Anecdotes

- Two women, each 94 years old, successfully completed the program at two different centers. One participated with her 76 year old daughter. At the beginning of the program, she reported that she was afraid of falling. At the program's conclusion, she was no longer afraid and reported that the class was beneficial to her arthritis, particularly in her back. Two other individuals, both with low vision, who reported that they were somewhat afraid of falling, found that at the conclusion of the program, they were no longer afraid of falling and had improved balance and increased confidence when engaging in other kinds of physical activities.

## Sustainability

- We were unable to retain the services of the exercise physiologist originally hired to design and conduct the program. We ensured the sustainability of the program through trained senior center managers and lead participants.

# Drowning Prevention

## Agency/Organization:

Alysia Alister  
American Red Cross – Hampton Roads Chapter  
4915 W. Mercury Blvd.  
Newport News, Virginia 23650  
Telephone: 757-838-7320  
E-mail: aalister@hrredcross.org



## Project Title:

*Preventing Drowning Among Diverse Teens*

Proposal Abstract: The American Red Cross, Hampton Roads Chapter, will offer drowning prevention activities for minority teens. Students will participate in water safety education workshops and Learn-to-Swim classes that increase their swimming ability and confidence in and around water. An estimated 50 teens will participate in the project.

## PROJECT RESULTS

### Outcomes

- 16 minority at risk children ages 11-14 learned how to swim and received water safety education in a total of 6 weeks
- Based on the Customer and Partner Satisfaction Survey, 75% of the participants strongly agreed or agreed that they had an increase in their knowledge of basic water safety; 92% strongly agreed or agreed that they felt more confident in and around water; and 84% strongly agreed or agreed that they swim with more confidence.

### Highlights

- The participants and their parents were so pleased to be a part of this program that they repeatedly asked if the lessons could somehow be extended

### Lowlights

- The local school systems did not promote and support the training opportunities as we had first imagined. We reached out to community partners to help recruit course participants.

### Anecdotes

- None reported.

## Sustainability

- Due to our organization's overall budget constraints, we are unable to offer this program in its fullness at this time. However, the Chapter's grants planning team will pursue other sources of funding to support and continue this positive project for our community's youth.

.....

## Agency/Organization:

Terrance Afer-Anderson  
Norfolk City Health District  
830 Southampton Avenue, Suite 200  
Norfolk, Virginia 23410  
Telephone: 757-683-2796  
E-mail: [terrence.aferanderson@vdh.virginia.gov](mailto:terrence.aferanderson@vdh.virginia.gov)

## Project Title:

*Waterline Teens, Keeping Heads Above Water*

Proposal Abstract: Utilizing a health communication intervention, the Norfolk City Health District in partnership with the Aquatics Division, Norfolk Recreation Parks & Open Space will develop the *WaterLine Teens, Keeping Heads Above Water* project. The project is a multi-faceted (seminars, electronic media, print media, and clearinghouse) educational and social marketing project, expressly designed to enhance and support water safe behavior and risk-reduction practices among teens. In addition, the project will offer workshops to water safety professionals that increase awareness of safety practices among teens; explanation of the project and their potential roles; and to inform them of available local resources (swimming lessons, etc.). The Norfolk City Health Districts estimates that 7,638 high school and middle school age children will be impacted by the intervention and 50 water safety professionals (life guards, Beach Police, etc.).

## PROJECT RESULTS

### Outcomes

- Waterline Teens: Keeping Heads Above Water instructional video developed.
- 2,258 teens viewed the video at multiple venues throughout the Norfolk area. Participants were afforded increased awareness of water safety practices and the importance of bans implemented at natural bodies of water to prevent drowning.
- An estimated 284,000 Norfolk residents viewed the video that was broadcast on local cable, television, and internet web sites.

### Highlights

- The video aired three times daily on the City of Norfolk Public Schools channel; potentially accessing some 34,000 high, middle and elementary schools students and their parents.

### Lowlights

- Gaining access to the Norfolk Public School system proved an extraordinary challenge. Still, the project was presented at two middle schools and at community centers and pools throughout the Norfolk area.

### Anecdotes

- The Norfolk Tides mascot Rip Tide re-enforced the drowning prevention and water safety message with a delightful and memorable rendition of the popular classic 60's era dance "The Swim". It was surprising to learn that a fair number of the middle schoolers in attendance seemed familiar with both the dance and the song; making the drowning prevention and water safety message more accessible and memorable.

### Sustainability

- The Norfolk Aquatics Division continues to use the WaterLine Teens videos as an important and viable water safety and drowning prevention education tool. Having been posted on numerous websites, the video shall remain an important awareness and instructional tool for views across the Commonwealth.

.....

### Agency/Organization:

Tom Marshall, Director of Major and Planned Giving  
YMCA of South Hampton Roads  
250 W. Brambleton Avenue, Suite 100  
Norfolk, Virginia 23510  
Telephone: 757-962-5519  
E-mail: tmarshall@ymcashr.org

### Project Title:

*YMCA Swim Lessons and Lifeguard Training to Prevent Teen Drowning in Natural Bodies of*

Proposal Abstract: YMCA of South Hampton Roads will provide activities to 60 at-risk teens from Portsmouth and Norfolk. These teens will build skills by learning personal water safety and basic rescue; use of various flotation devices; water movement education with emphasis on endurance and fitness; mechanical principles; and stroke progression. Fifty of these teens will become American Red Cross CPR certified and ten of them will become licensed life guards and use those skills as employees at YMCA sponsored summer swim camps and programs. Education and risk-reduction activities to change the water safety behavior of teens in the program will also be provided.

## PROJECT RESULTS

### Outcomes

- Thirty-one teens indicated that they will continue to practice swimming skills at area YMCA's
- 22 teens (55%) earned CPR Certification
- Four teens indicated that they will pursue lifeguard training in 2010
- Parents reported that their children gained important life-saving skills over the eight-week program and that they built bonds with caring and qualified program staff

### Highlights

- The grant was a great opportunity for the Norfolk Family YMCA and the community.
- In-kind support in the form of bus transportation for the teens and incentives were received from the community.
- In addition to swimming at the pool, we were able to take the group to the beach on the Chesapeake Bay for a morning of swimming so that they were able to test their new skills.

### Lowlights

- The largest hurdle to overcome was the teen's commitment of time to the program. As an incentive, we offered a free wild water rafting trip during the grant period. Six teens responded and have registered for the six-week lifeguard class.

### Anecdotes

- Injuries were prevented because all teens who registered were given the basic water safety/drowning prevention class. Lives were potentially saved since they were also taught how to use an object to pull someone from the water and other various safety skills to use from the water's edge. Furthermore, the CPR/first aid course reviewed how to handle an emergency related to drowning and other injuries.

### Sustainability

- We will offer swim lessons and the free lifeguard certification program to low-income teens next summer. The grant provided the stimulus to offer the program on an ongoing basis.



# Poison Prevention

## Agency/Organization:

Dr. Sue Kell  
Blue Ridge Poison Center  
UVA Health Systems  
PO Box 800774  
Charlottesville, VA 22908  
Telephone: 434-982-3158  
E-mail: sok@virginia.edu



## Project Title:

*Preventing Poisoning Injuries in Adults*

Proposal Abstract: The Blue Ridge Poison Center will conduct five regional workshops in rural settings that target adults between the ages of 25 and 35 with the goal of teaching them the knowledge, skills, and abilities concerning the proper use of household products and chemicals, the scope of poison center services and utilization, and safe use and storage of products and medicines. The Blue Ridge Poison Center is hoping to educate 375 adults by the end of the project period.

## PROJECT RESULTS

### Outcomes

- 564 adults were impacted by the intervention
- Based on pre/post testing, the average change in knowledge increased by 25%
- The average cumulative score on the posttest was 83.9 out of 100 points

### Highlights

- Poison Jeopardy game that was embedded in the presentation was a big hit with participants. The game increased attention in the instructor's talk; increased interactivity with other participants; fostered a sense of playful competition; and gave students a break from the talk to focus on another type of education activity.
- Virginia Department of Education contacted us with an urgent request for a speaker at their nursing Administrators Conference in Charlottesville. The majority of the nurses in attendance work at community colleges and universities. Our program was promoted among these participants.

### Lowlights

- The initial attempt to involve PTO parents was only successful in 1 of the 5 locations chosen.
- The results of questions 5 & 6 on the knowledge posttest indicate that participants do not know that poison center calls are answered by professionals and that poisoning has increased in the last decade. A possible explanation is that the participants do not know the meaning of the word 'volunteer' and/or do not understand the statistical information that was presented.

Anecdotes

- Some of the comments from the speaker/program evaluation completed by participants included:
  - A+
  - The presentation was thought-provoking and interesting
  - Very informative. Good common sense approach to the dangers of poisoning that are around us all the time. Sensible ways of prevention.
  - Very well put together
  - Very effective speaker
  - Speaker answered all questions that were asked with appropriate and well understood answers.

Sustainability

- We have already used this program for other adult groups. It is accessible to other educators from our website in the Educators’ Archive database of programs.



Agency/Organization:

Regina M. Whitsett, Education Coordinator  
 Alcohol and Aging Awareness Group  
 Virginia Department of Alcoholic Beverage Control  
 2901 Hermitage Road  
 Richmond, Virginia 23261  
 Telephone: 804-213-4445  
 E-mail: [regina.whitsett@abc.virginia.gov](mailto:regina.whitsett@abc.virginia.gov)

Project Title:

*The Best Is Yet To Come*

Proposal Abstract: The Virginia Department of Alcoholic Beverage Control, Alcohol and Aging Awareness Group (AAAG) will design, produce, air and evaluate a television media campaign. The goal of the media campaign is to raise awareness among older adults of the risk of poisoning when mixing alcohol and medication. A 30 and 10 second television ad will be developed using local resources and will air in major markets during the Noon news hour. The success of the campaign will be determined by the number of phone calls made to 2-1-1 Virginia and visits to the SeniorNavigator Web site requesting information on substance abuse counseling, poison control, and services to seniors.

**PROJECT RESULTS**

Outcomes

- 30 second video PSA produced and aired in major media markets by collaborative partners
- 394,100 older adults 50+ were reached with a minimum 3.0 frequency with a health and safety awareness message aimed at preventing unintentional injuries from alcohol and medication poisonings in older adults 65+
- 2-1-1 Virginia reported an increase in calls relating to substance abuse counseling, poison control, and all services to senior citizens. From March through June 2009, 2-1-1 Virginia received 281 calls and gave 762 referrals regarding substance abuse counseling, poison control, and services to senior citizens.

- An approximate 11% increase in total searches on SeniorNavigator from March to April in the Richmond area occurred; a 13% increase in the Roanoke/Lynchburg area was noted; and no increase was indicated for the Harrisonburg area. Searches were related to substance abuse counseling, poison control, and services to seniors.

Highlights

- “The Best is Yet to Come” PSA was posted on YouTube.
- The Virginia Beer Wholesalers Association financed \$1900 to expand the media campaign in the Harrisonburg/Winchester area
- The PSA was posted on the National Council of Aging’s Web site.
- VA ABC received Best Practices Special Recognition from the National Conference of State Liquor Administrators for the PSA as an example of successful community collaborations

Lowlights

- The Northern Virginia and Eastern Shore media markets are expensive and the PSA did not air in these markets.
- The PSA shoot had to be rescheduled due to weather.

Anecdotes

- VA ABC received special recognition during the Best Practice Awards at the NCSLA conference on June 17, 2009. The conference was attended by representatives from all 50 states, Puerto Rico and Guam.

Sustainability

- The AAAG is pursuing additional funding to air the commercial in the Northern Virginia and Eastern Shore areas.

.....

Agency/Organization:

Kristin Wenger  
 Blue Ridge Poison Center  
 UVA Health Systems  
 PO Box 800774  
 Charlottesville, VA 22908  
 Telephone: 434-982-3158  
 E-mail: KLW2S@hscmail.mcc.virginia.edu

Project Title:

*Training Care Providers of Senior Citizens to Perform Medication Management and Poison Prevention Education to Their Clients*

Proposal Abstract: The Blue Ridge Poison Center will conduct four regional poison prevention train-the-trainer sessions for care providers of senior citizens. By attending these training sessions, providers will be prepared to teach seniors about poison prevention and awareness. Trainings will occur in Lexington, Winchester, Bedford, and Farmville. 160 caregivers from senior centers, senior day care and senior residential facilities are targeted for this project.

**This is the second year that the Blue Ridge Poison Center was awarded funding for their train-the-trainer poison prevention project for seniors.**

## PROJECT RESULTS

### Outcomes

- 29 people trained to teach poison prevention and poison center awareness to seniors in their community
- Participants collectively performed 21 poison prevention programs throughout the region
- An estimated 3,157 Virginians received information on poisoning prevention and poison center services
- An analysis of pre and posttests completed by course participants indicated an increase of 18% in knowledge about poison prevention and poison center awareness

### Highlights

- Participants in all 4 of the train-the-trainers expressed a real need for the information and support that was provided to them
- New partnerships have been formed with three state community colleges and the Winchester Medical Center. All four organizations participated in marketing the course and have expressed interest in continued collaboration in future public poison prevention education projects.

### Lowlights

- Registrations for the courses were low. This was possibly due to budget cutbacks and lack of ability to travel
- Only 22 posttests were collected.

### Anecdotes

- Even one highly motivated trainee can reach a lot of people with poison prevention information.

### Sustainability

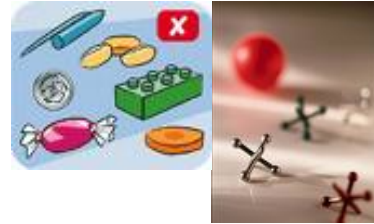
- We will continue to schedule and perform the train-the-trainer course at no charge based on our ability to absorb travel expenses.



# Suffocation Prevention

## Agency/Organization:

Cindy Reeves, Coordinator of Community Health  
Education and Awareness  
Rockingham Memorial Hospital  
Community Health  
235 Cantrell Avenue  
Harrisonburg, VA 22801  
Telephone: 540-433-4421  
E-mail: creeves@rhcc.com



## Project Title:

*Keep Kids Breathing*

Proposal Abstract: Rockingham Memorial Hospital (RMH) will target parents of children ages zero to four years with a multi-faceted approach to suffocation prevention in children. Their goal is to reduce the risks of unintentional suffocation/choking that are related to toys and food among this age group through home visits; small group educational sessions; and community outreach efforts. By the end of their project, RMH anticipates impacting 1,000 parents as a result of this initiative.

## PROJECT RESULTS

### Outcomes

- An analysis of pre and post-survey data indicated a 20% increase in practicing suffocation prevention in the home after the intervention occurred
- 57 child care providers received instruction in suffocation prevention including the use of small part testers
- 183 home visits were conducted; 75 visits were with new parents (low income, pregnant and parenting teenagers)
- 311 adults participated in the intervention
- 1,190 children were impacted by the project

### Highlights

- We were thrilled to see the improvement in the high risk population. This group scored higher on the post-survey than the general population.
- Older siblings learned how to use the small object testers and were engaged in helping to remove choking hazards from the home.

### Lowlights

- We collected less surveys than we originally had hoped.

### Anecdotes

- Healthy Families of the Blue Ridge staff reported that the survey encouraged discussion with families and they were able to talk about safety issues that had previously been unaddressed.
- Project staff collaborated with WHSV TV3 to participate in the Children First Fair.

### Sustainability

- Part of the project, such as participating in community events, will continue. Without funding, home visits are much more difficult to sustain.

.....

### Agency/Organization:

Betty Connal, Executive Director  
SIDS Mid-Atlantic  
PO Box 799  
Haymarket, VA 20168  
Telephone: 703-933-9100  
E-mail: [bconnal@aol.com](mailto:bconnal@aol.com)

### Project Title:

*Cribs for Kids*

Proposal Abstract: SIDS Mid-Atlantic will distribute 300 portable cribs through their *Cribs for Kids* project. *Cribs for Kids* provides disadvantaged families with the most basic of needs for their babies: cribs to help prevent unnecessary and tragic deaths. SIDS Mid-Atlantic will distribute cribs by referral from various Virginia Healthy Families Programs throughout the Commonwealth. SIDS Mid-Atlantic will provide trainings for the Virginia Healthy Families staff at their regularly scheduled staff meetings as to the nature of the project. In addition, the risks of bed-sharing, soft bedding, and the necessity of babies having a safe place to sleep will be emphasized, along with information on how to obtain cribs for their needy families.

**This is the second year that SIDS Mid-Atlantic was awarded funding for their Cribs for Kids project.**

## PROJECT RESULTS

### Outcomes

- 300 cribs were distributed to needy families in the Virginia Healthy Families or health department programs who cannot afford to purchase a crib for a new baby
- 22 safe sleep practices' education programs were presented between January 1, 2009 and August 31, 2009
- 904 individuals participated in the education programs

Highlights

- Dr. Karen Remley, Commissioner of Health, invited SIDS Mid-Atlantic to participate in the infant mortality commission working group and gave us an opportunity to talk about Cribs for Kids to a wider audience

Lowlights

- The only lowlight is the inability of the Cribs for Kids program to provide cribs to all families who need them.

Anecdotes

- None noted.

Sustainability

- We will continue Cribs for Kids as long as we can raise the money necessary to fund the program.



Agency/Organization:

Patricia Davidson  
 Virginia Beach Health District  
 Pembroke Cooperate Center III  
 4452 Corporation Lane  
 Virginia Beach, Virginia 23462  
 Telephone: 757-518-2672  
 E-mail: pat.davidson@vdh.virginia.gov

Project Title:

*Reduce Suffocation Through Safe Sleeping Practices for Children Four Years of Age and Younger*

Proposal Abstract: Virginia Beach Health District will offer safe sleeping practices’ classes to WIC customers and child care providers in the Virginia Beach area. They will also provide Pack ‘N Play portable baby cribs to low income families in need. Staff will conduct home visits to educate new parents on safe sleeping practices and to set up the portable crib. The project will also offer monthly Happiest Baby workshops to couples in order to reinforce ‘back to sleep’ and other health and safety messages for new or soon to be parents. The health district anticipates that 500 WIC customers will attend the safe sleeping practices’ classes; 200 parents will attend the Happiest Baby workshops; 100 child care providers will be trained in safe sleeping practices; and 30 infants will receive portable cribs.

**PROJECT RESULTS**

Outcomes

- 25 safe sleep education programs were conducted; 466 women participated in the education sessions
- 54 parents participated in the Happiest Baby classes
- 49 child care providers completed the Reducing the Risk of SIDS in Child Care class
- 54 cribs were distributed to families in need
- Of the 54 mothers receiving cribs, 37 had a follow-up assessment. All 37 had shown an increase in the use of safe sleep practices

### Highlights

- We increased the number of pregnant women who participated in the intervention due to our partnership with the WIC program
- We doubled the number of women reached who were in need of a crib for their infant

### Lowlights

- We had a large no-show rate for the Happiest Baby classes even though we called or emailed reminders to those registered

### Anecdotes

- Some additional funding was identified that allowed us to purchase additional cribs

### Sustainability

- We will continue the project and investigate additional sources of funds to purchase cribs

