

2006

## Community-Based Unintentional Injury Prevention Projects

### Fire and Fall Prevention for Elderly 65 and Over



*In 2003, two-thirds of all unintentional fall injury hospitalizations were for elderly adults over the age of 65. This age group also accounted for 30 percent of fire-related deaths in Virginia. The following two projects were awarded funding to plan, implement and evaluate the Virginia Department of Health's **Home Safe Home, Virginia!** fire and fall safety education program for residents 65 and over. The **Home Safe Home, Virginia!** program educates older citizens on fall and fire prevention and installs smoke alarms, bathmats, and nightlights. The National Fire Protection Association intervention, "Remembering When: A Fire and Fall Prevention Program for Older Adults" is used in the **Home Safe Home, Virginia!** program. The goal of the project is to help older adults live safely at home for as long as possible.*

Agency/Organization:

Lenowisco Health District  
134 Roberts Street, S.W.  
Wise, VA 24293  
Telephone: 276.328.8000

Project Title:

*Home Safe Home, Virginia!*

Proposal Abstract: The Lenowisco Health District's unintentional injury prevention program will collaborate with the Rural Areas Development Association's (RADA) Weatherization Program, the local area agency on aging, and the Scott County Fire Department to implement the *Home Safe Home, Virginia!* program. Through referrals provided by the area agency on aging and RADA 50 financially burdened clients 65 years of age or older will be provided safety devices and education in fire and fall prevention. The "Remembering When" educational program and materials will be discussed by the RADA Home Visitor before and after installation of the safety devices. RADA Home Visitors will assess each home for safety device needs while conducting their weatherization assessment visit. Safety devices such as smoke alarms, bath mats, night lights and oven mitts will be provided as needed per home. Three "Remembering When" group presentations will be facilitated by the Unintentional Injury Prevention Coordinator at area agency on aging recommended sites. Group participant follow-up home visits will be scheduled after each presentation.

Project Results:

64 households received fall and fire safety education and home safety assessments; 200 smoke alarms were installed; and 160 bathmats, 130 night lights and 160 oven mitts were distributed. An additional 47 seniors participated in the “Remembering When” small group level fall and fire safety education sessions. 519 seniors received fall and fire safety education at 3 community-level events. Pre/post survey used to measure results of project. Pre and post-survey analysis included the following:

- √ 58 percent increase in the number of participants who stated that they will test their smoke alarms monthly.
- √ 47 percent increase in the number of participants who have a fire escape plan.
- √ 44 percent increase in the number of participants who plan to exercise regularly after the intervention.
- √ 49 percent increase in the number of participants who now have a non-slip bath mat.
- √ 31 percent increase in the number of respondents who stated that they plan to have an eye exam.
- √ 11 percent increase in the number of respondents who plan to keep clutter away from walking areas & stairways because of the intervention.

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Agency/Organization:

York County Department of Fire and Life Safety  
301 Goodwin Neck Road  
P.O. Box 532  
Yorktown, VA 23690  
Telephone: 757.890.3600

Project Title:

*Home Safe Home, Virginia!*

Proposal Abstract: The York County Department of Fire & Life Safety will implement and evaluate the *Home Safe Home, Virginia!* program in York County. Using group presentations and home visits, the Fire Department will share the “Remembering When” curriculum with over 240 adults over the age of 65 in York County. Pre and post surveys will be given to measure the success of the project. As part of the group level intervention, the Hazard House, a three-dimensional, educational, animated, interactive, easy to transport simulator will be used. This hands-on manipulative will enhance our presentations by making them more interactive, interesting, and therefore more effective in seniors retaining key fire and fall safety messages.

Project Results:

35 seniors participated in the “Remembering When” small group-level fire and fall safety education intervention. 125 seniors interacted with the Hazard House at community-level events. 6 households received fall and fire safety education and home safety assessments. Project was unable to meet stated objectives due to lack of follow-through from identified referral partners and the late delivery of the Hazard House. York County Department of Fire and Life Safety will continue to offer the fall and fire safety education and home safety assessment project as part of their scope of services.

# Pedestrian Injury Prevention and Bus Safety for Children Ages 5-14

*Virginia Department of Health, Center for Injury and Violence Prevention selected the following pedestrian injury prevention project to award funding for this year. The Center for Injury and Violence Prevention's 2003 report tells us that for children ages 5-9, pedestrian unintentional injury hospitalizations was the fifth leading mechanism. It was the leading cause of unintentional injury death for children 10-14 in Virginia.*

## Agency/Organization:

Chesterfield County Police Department  
10001 Iron Bridge Road  
P.O. Box 148  
Chesterfield, VA 23832  
Telephone: 804.717.6014

## Project Title:

*Pedestrian Injury Prevention and Bus Safety for Children Ages 5-14*

Proposal Abstract: The Child Safety Officer Unit of the Chesterfield County Police Department will offer a three-pronged approach to the problem of pedestrian and bus safety for children ages 5-14. Children identified as high-risk from Head Start and Kindergarten programs that participate in the Communities in Schools Program will be targeted. The first program will provide a classroom lecture on bus and pedestrian safety followed by a visit to Safety Town where the children can practice their newly acquired knowledge. Secondly, children ages 10-12 that participate in Cadet Safety Camp will engage in problem solving exercises designed to encourage awareness of pedestrian hazards and how to improve unsafe situations. Lastly, Child Safety Officers will provide instruction on pedestrian safety to over 25,000 elementary students attending Chesterfield County Public Schools. Each classroom will receive information on pedestrian and bus safety. Checklists will be sent home for the parents of children who walk to school to use in the mapping of the pedestrian route their child travels each day. Parents will be encouraged to report hazards that are uncovered during the route investigation to the Chesterfield School Traffic Safety Committee for review.



## Project Results:

Children learned about pedestrian, bus and traffic safety as a result of this multi-intervention project. Over 26,000 Chesterfield County students and their parents received pedestrian safety tips through a school outreach campaign. 240 children and parents from Head Start schools received small group-level education sessions including field trips to the County's Safety Town. 50 pre-teens were educated through interactive games and activities at the Cadet Safety Camp that was held in the summer.



Project Title:

*Bright Stars are Safe Kids: A Poison Prevention Education Plan for At-Risk Children under Age 5*

Proposal Abstract: Albemarle County Department of Social Services (DSS) in partnership with SAFE Kids-Jefferson Area will implement and evaluate a poison prevention education program that targets children and families served through the Bright Stars Program of Albemarle County DSS. Through one-hour group presentations to each Bright Stars Program school site and three to four follow-up home visits per child, the program will offer poison prevention education to approximately 96 children identified at-risk for unintentional poison injuries. This program pilots a unique approach to poison prevention education. Poison prevention educators will have the opportunity to conduct in-home follow-up visits to assess education retention and behavioral change regarding poison prevention for children under the age of 5.

Project Results:

Lessons were presented by trained Bright Stars Family Coordinators to approximately 90 children. 1/3 of the children's families received a home visit to assess retention and behavioral change regarding poison prevention. 800 local residents and county employees were given poison prevention education materials at community-level events. Pre and post survey data indicated that children could identify common poisons in their homes and that they needed to call an adult for help.

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Agency/Organization:

Consortium for Infant and Child Health (CINCH)  
Center for Pediatric Research  
Eastern Virginia Medical School  
855 W. Brambleton Avenue  
Norfolk, VA 23510-1001  
Telephone: 757.668.6458

Project Title:

*Poison Prevention Pals Project*

Proposal Abstract: The Poison Prevention Pals Project will intervene with parents of preschool children and children less than 6 years of age to increase knowledge and awareness of the statewide poison control telephone number, as well as poison prevention behaviors. The project will use health communications directed towards parents and a group-level intervention utilizing "Spike's Poison Prevention Adventure" curriculum with preschool children to accomplish outcomes of increased knowledge and awareness. The project will be evaluated using an interrupted time series pre-post design with similar wait-list control sites for comparison. Outcome measures will include knowledge, attitudes, and beliefs self-report questionnaires of parents, and demonstration of knowledge of prevention behaviors by children receiving the curriculum. Emergency and hospital admissions for unintentional poisoning at the Children's Hospital of the King's Daughters will be monitored in addition to call volume at the Virginia Poison Control Center serving the Hampton Roads Region.

Project Results:

The project's start date was delayed due to Eastern Virginia Medical School's Internal Review Board (IRB). Approval by the IRB was not granted until July 2006. However, the project identified 33 "study" daycare centers that have been randomly assigned to a control or intervention group. The parent pre-assessment was completed with input from 8 centers and the child consent form was developed. 17 "non-study" daycare centers have been recruited. The project was extended through September 2007. Results of the project will be reported in 2007.

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Agency/Organization:

Prince & Princess, Inc.  
P.O. Box 333  
Petersburg, Virginia 23804  
Telephone: 804.520.5696

Project Title:

*KEYS (Keeping Every Youth Safe) Project*

Proposal Abstract: Prince & Princess, Inc. is a non-profit organization providing leadership development activities for at-risk youth. The KEYS project will provide poison prevention programming to reduce the risk of unintentional poisoning related to inhalants among children between the ages of 10-14 who reside in selected housing developments in the City of Petersburg. The project will use group-level interventions and community outreach strategies that will take place in the Community Centers of each housing development. The nine-session group-level intervention will focus on behavior change and will use peer and non-peer models involving a wide-range of age-appropriate skills, information and support.

Project Results:

The project conducted 12 group-level inhalant abuse prevention sessions and 2 community-level events in the Pine Oaks Housing Development in Petersburg, Virginia. Pecan Acres Community participants were transported to Pine Oaks for the project's activities. Peer and non-peer models involving a wide-range of age-appropriate skills, information, education and support were utilized throughout the project. 85 percent of participants demonstrated a reduction in risk for poisoning as indicated from participant surveys and direct observation.

## **Suffocation Prevention for Children Ages Newborn-4**

*VDH will support the following three suffocation prevention projects that seek to reduce the risk of unintentional suffocation injury among children ages newborn to 4. According to the Center for Injury and Violence Prevention's 2003 data report, suffocation was the leading cause of unintentional injury-related deaths for children under 1 year.*

Agency/Organization:

SAFE Kids of the Central Shenandoah Valley Coalition  
Rockingham Memorial Hospital  
Community Health  
235 Cantrell Avenue  
Harrisonburg, VA 22801  
Telephone: 540.433.4421



Project Title:

*Safe TOTS: Preventing Suffocation in Children 0-4 Years Old*

Proposal Abstract: SAFE Kids of the Central Shenandoah Valley Coalition and its community partners will provide in home and group suffocation prevention education to at risk families with children newborn to age 4. Three culturally appropriate displays (English, Spanish, and Russian) on the risks of suffocation for this age group will be rotated monthly among community service groups and agencies that work with culturally diverse populations. The project hopes to reach approximately 1000 individuals with this initiative.

Project Results:

The Coalition developed 2 culturally appropriate displays that were rotated monthly at 13 agencies/businesses. Suffocation prevention educational material was translated into Russian. 7 agencies helped to deliver 500 suffocation prevention messages and informational packets to client households. Over 1000 families and individuals participated in a community-wide outreach campaign. 197 households completed a pre-survey. Pre-survey results indicated a need for the project to address choking food hazards and continued emphasis for infant safe sleep positioning.

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Agency/Organization:

Three Rivers Health District  
P.O. Box 415, VSH 33  
Saluda, Virginia 23149  
Telephone: 804.758.2381

Project Title:

*Three Rivers Health District Suffocation Prevention Project for Teen Parents of Newborns to One-Year Olds*

Proposal Abstract: The Three Rivers Health District Resource Mothers Program seeks to conduct the *Suffocation Prevention Project for Teen Parents of Newborns to One-Year Olds* project. Resource Mothers will provide mentoring services to pregnant and parenting teenagers who lack an effective support system. Clients are enrolled as early as possible in their pregnancies, and can stay in the voluntary program until their infants are one year old. Resource Mothers will share specific suffocation prevention education to their clients, individually, in a home-visiting format using the Stages of Change Behavior Modification Theory. This approach involves a linkage of prevention education strategies to the clients' stage of readiness for behavior change. Primary education topics will include "Back to Sleep" –Sudden Infant Death Syndrome (SIDS)

prevention, crib safety, the dangers of placing babies in adult beds, and the importance of sharing suffocation prevention information with anyone who may watch the child. On average, a client will receive 6-8 hours of exposure to suffocation prevention education, with more time required for those slower to move toward target behaviors. The project will impact a total of 100 current and new clients at the end of the project period.

Project Results:

100 clients received an initial assessment. Prevention education on the 4 targeted prevention behaviors was presented. Staff conducted home safety assessments. All clients who had their babies during the funding period were monitored for movement through the stages of change. The project's initial goal for 75 percent of the clients exposed to suffocation prevention education and activities were to successfully demonstrate application of the desire behaviors was not reached. Only 18 of the 40 clients who had babies improved (40 percent). Many improved for a short time, but reverted back to old behaviors. Project staff learned that many of their teen parent population did not see the dangers of placing a baby in an adult bed. The cultural norms were their greatest challenge. Although they did not reach their target objective, specific cultural norms were identified by staff and will be targeted during future suffocation prevention activities.



Agency/Organization:

Blue Ridge Perinatal Council  
7 Albemarle Avenue, SW  
Roanoke, VA 24016  
Telephone: 540.985.9990

Project Title:

*Suffocation Prevention for Children Ages Newborn to 4 through an Infant Safety Campaign and Distribution of Sleep Sacks*

Proposal Abstract: The Blue Ridge Perinatal Council's project will promote community awareness and facilitate behavior modification by addressing infant suffocation and sleep safety through a comprehensive design. OB clinic patients at Carilion Roanoke Community Hospital (CRCH) will receive an education on infant sleep recommendations and a safety package that contains a Sleep Sack and culturally competent materials that address infant sleep safety, choking & strangulation prevention, and home safety. The Southwest Chapter of SAFE Kids, in cooperation with Carilion Health System, will support the infant safety campaign by providing home safety training during prepared childbirth classes at CRCH. Two three-hour group level intervention sessions will focus on choking prevention, sleep safety, nursery safety and on other infant safety topics. To increase awareness in the overall community, an education presentation on infant sleep recommendations will be given to the medical staff that provides care for CRCH's OB clinic patients. A billboard and bus advertising campaign, highlighting infant safety messages, will be launched during the project period. Also, in-kind PSA announcements addressing safe sleeping practices for infants that have been developed by the SIDS Alliance and will be broadcast on two local radio stations. Blue Ridge Perinatal Council will dedicate space on their Web site for consumers and professionals who want to access current information or links to resources geared to infant safety.

## Project Results:

All aspects of the project were implemented. 525 women received an infant safety package that included a Sleep Sack and suffocation prevention information. 4 community-level events were held and the BRPC display board was viewed by an estimated 850 health care professionals. Presentations were made to OB clinic staff on 6 separate occasions; 22 staff members participated. Billboards and bus displays were developed and reached an estimated 41,540 residents. It was difficult to measure the full impact of the multi-intervention project. Response cards were used as an evaluative tool. However, the popularity of the project did not correlate with the limited number of response cards that were returned. It was noted from the responses that a more light-weight Sleep Sack would be preferable for use in summer months. Also, techniques that address how to comfort a crying baby were introduced after responses were reviewed by staff. One parent indicated an unwillingness to place her child on his back because he “fussed” a lot when she made the attempt.

## **Drowning Prevention for Children Ages Newborn-14**

*VDH selected the following drowning prevention projects that seek to reduce the risk for unintentional drowning among children ages newborn to 14. According to the most recent data, drowning was the leading mechanism of unintentional injury deaths for this target group in the State of Virginia (drowning becomes the leading cause of injury deaths for this age group when compared separately with motor-vehicle mechanisms of occupant, pedestrian, pedal cyclist, and motorcyclist).*



### Agency/Organization:

SAFE Kids of the Central Shenandoah Valley Coalition  
Rockingham Memorial Hospital  
Community Health  
235 Cantrell Avenue  
Harrisonburg, VA 22801  
Telephone: 540.433.4421

### Project Title:

*Splash into Water Safety*

Proposal Abstract: By the end of the Splash into Water Safety project, 700 youth, ages 5-14, will demonstrate increased understanding of water safety; 40 youth ages 5-14 will have completed swimming lessons; and parents of children newborn-4 years old will demonstrate an increased understanding of water safety. Children and parents will be targeted among 3<sup>rd</sup> and 7<sup>th</sup> graders in schools, through the Risk Watch program, the Parenting Education and Support Program (PEAS), and the Incredible Years Class. Community-level water safety awareness activities will occur at an April Pools Day event and by rotating culturally competent water safety display boards to different locations each month, specifically among the large Latino and Russian communities in the area.

Project Results:

SAFE Kids implemented school and community – based educational activities throughout the year that included the following:

- 45 youth between the ages of 3-14 completed swimming lessons
- 660 students participated in one or more Risk Watch water safety lessons
- 1,100 youth and 400 parents received water safety education at various community-level events (April Pools Day, the International Festival and Rockingham County Fair)
- 7 display boards were created in English, Spanish, and Russian and were prominently placed in highly visible areas at public and private agencies and businesses in the community
- SAFE Kids translated two water safety tips information cards into Russian in order to target this growing population.
- Age appropriate pre and post surveys were developed by SAFE Kids and completed by project participants in order to measure any increase in water safety knowledge and behavior.

SAFE Kids of the Central Shenandoah Valley will continue the *Splash into Water Safety* project in subsequent years and they will compare pre and post-survey data regularly in order to ensure that their water safety educational activities and interventions are having a positive and measurable impact in their community.

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Agency/Organization:

American Red Cross – Greater Richmond Chapter  
Center for Community and Corporate Education  
420 East Cary Street  
P.O. Box 655  
Richmond, VA 23218  
Telephone: 804.780.2266

Project Title:

*SPLASH (Safe Play at Lakes, Aquatic Sites, and Homes) Initiative*

Proposal Abstract: The SPLASH Initiative offered by the Greater Richmond Chapter of the American Red Cross is intended to leverage nationally supported American Red Cross programs to improve local capacity to deliver free, culturally sensitive water safety programs to vulnerable populations in targeted jurisdictions. The project will implement a water safety outreach program that includes the recruitment and training of 12 new Water Safety Instructors as Water Safety Outreach Coordinators, delivery of classroom-based water safety outreach to after-school and summer youth programs and parent-teacher organizations that serve the target population. The SPASH initiative will also include pool-side education sessions using Water Safety Awareness events at targeted neighborhood pools. Free swimming lessons will be offered to the target audience at selected pools.

Project Results:

Due to unexpected delays, the American Red Cross was unable to complete various aspects of their multi-intervention project. SPLASH will continue through September 2007. The project’s results will be reported in 2007.