

Broaden Your Horizons: Leveraging
Partners to Expand Impact and Reach:
Lifesavers Conference 2017
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Primary Children's Hospital is a Level 1 Pediatric Trauma Center located in Salt Lake City, UT, providing care for children and teens in a five state area as well as specialized care for children from all over the nation. Nationally ranked in 9 specialties by US News and World Report.

- Developed the Hold On To Dear Life Injury Prevention Campaign in 1991. Originally focused on child passenger restraints use and child abuse prevention.
- Developed other injury campaigns over the years based on data from community health needs assessments and ER physician requests; including Spot the Tot (driveway back-over prevention) in 2005
- As campaigns were added, the need for more partners increased which opened new opportunities and new networks. The cycle continues.

In 2007, became involved with the Teen Driving Task Force started by the Utah Highway Safety Office and the Utah Department of Health.

- Members represent a variety of partners concerned about improving the safety of teen drivers, passengers, and pedestrians.
 - Many initiatives created to help teen drivers and pre-drivers
 - Don't Drive Stupid high school program and web site
 - Annual Teen Memoriam Book - books are also given to Driver's Ed classes
 - Annual Family Remembrance Event
 - Parent Night classes – "Teens who have parents involved with their driving education are twice as likely to wear seat belts. • 70% less likely to drink and drive. • Half as likely to speed. • 30% less likely to talk on a cell phone while driving". (CHOP Teen Driver Source– 2016)

In 2015 - Zero Fatalities ran focus groups to determine what would make low or non-seat belt wearers more likely to use them. Answer: Loved Ones – children, grandchildren, spouse, family members, and friends.

Now What? Consider the type of work you do now and how you want to expand on it. Our specific issue: Low seat belt use – teens, rural drivers, Native Americans, men in general.

- How can we increase seat belt use in teens and other low-use drivers? Methods tried: Social Media: Facebook, web pages, Click It Club in Elementary Schools, *Click It Utah* web site, press events, Hispanic Seat Belt campaign: "Ponte el Cinturon."
- Another approach: Start Earlier. How can we encourage younger kids to be good passengers, to learn early to buckle up, and then be the influencer in their families?

Objective: Incorporate booster, seat belt, and good passenger safety education into the elementary classroom.

Look At Your Own Strengths and Needs.

- We had experts, time, but did not have a current classroom teacher. Teacher buy-in was crucial.
- Who else could benefit from partnership? It must be a win-win for both parties.
 - We wanted to get education into the classroom, UOE needed presenters for their Professional Learning Conference and teachers need CEU's.
- Research to see if anyone else is working on this problem. Facebook, Linked In, Google.

- Partners do not have to have a pure motive. Marketing needs and good community PR are motivators for businesses and other agencies to form partnerships.
- Partnership funding is important, but make sure the partnership doesn't hurt your brand.

Think Outside the Box – Did You Know?

Not for profit hospitals are required by IRS to complete a Community Health Needs Assessment every 3 years and create an implementation plan. They must provide community benefit through charity care and outreach.

Hospitals with American College of Surgeon Verified Trauma Centers must also provide injury prevention programs for the community.

(Each trauma I, II, center must have someone in a leadership position that has injury prevention as part of his or her job description. Trauma centers must have an organized and effective approach to injury prevention and must prioritize those efforts based on local trauma registry and epidemiologic data (CD 18–1). Level I and II trauma centers must implement at least two programs that address one of the major causes of injury in the community (CD 18–5)

A trauma center's prevention program must include and track partnerships with other community organizations (CD 18–6).

What we did with and for our partners.

- Utah State Office of Education: Webinar on Utah seat belt/booster seat law for teacher CEU's, Presentation at PLS Conference, workbook with tweaked standard core lessons plans and activities for seat belt/booster seat safety to be used in the elementary classroom.
- Mr Mac's Clothing Store: Press Conference in store, Buckle-Up Father's Day ties for customers
- Fresh Market Grocery Stores: Signs with seat belt/child restraint information and tags on scales in produce section showing appropriate weight for different stages of car seats.
- Local Pediatric Clinics: Provided Safe Seats Save Lives inservice to physician and staff.
- Indian Health Services, Navajo Nation: Participated in Four Corners Without Borders Injury Prevention conference; provided CEU's for CPS technicians and car seat checks for families.

Other Methods: printed materials, booths at safety fairs, social media contests, blog posts, Facebook, Twitter, in-kind donations, media spots, press conferences, YouTube, mailings.

Other successful partnerships:

- Humane Society: Honk 'n Waves to promote Heat Stroke awareness in hot cars for children and pets. Other partners: Health Choice Utah (Iasis Health Care) and Salt Lake County Safe Kids.
- Division of Natural Resources - Promote ATV/motorcycle helmet safety and increase certifications through safety fairs, hands-on courses, Facebook, and blog posts. Worked with Utah Safe Kids
- ATV Dealers: Provided hang tags on ATV's with certification info and coupons for lower fees.
- ST Vincent's Healthcare Pediatrics in Billings, MT – new partnership –Providing our safety campaign materials and participating in annual Kids Day events.

Also: AAA, car dealerships, Babies R Us, Chick-Fil-a, Costco, Walmart, Delta Airlines, Discover Card, Junior League, Old Navy, Rotary Clubs, Target, UPS, Univision television, children's museums, furniture stores, Head Start, and Mommy Bloggers – don't underestimate the power of Mommy Bloggers.

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other resources:

Primarychildren's.org/safety
Clickitutah.org
Dontdrivestupid.com
Safekidsutah.org