Diverse Populations: Techniques to Increase Seat Belt Use

Lifesavers Conference Nashville, TN April 27, 2014

Irwin A. Goldzweig Director, Injury Prevention Team Department of Family & Community Medicine Meharry Medical College Nashville, Tennessee

Presenter

Hannah Ward-Harper, Coordinator

- Colorado River Indian Tribes Police Department
- CRIT Tribal Motor Vehicle Injury Prevention Program (funded by CDC)
- ▶ Parker, AZ

Presenter

Dr. Morya Willis

- ▹ Co-Chair, Florida Minority Task Force on Occupant Protection
- Programs reaching out to African American and Hispanic populations

Why Is Emphasis on Diversity Important?

Disparity in Seatbelt Use – 1999 Meharry Medical College Study

- African Americans less likely to use seatbelts than Whites
- Behavior change leading to 100% seatbelt usage rates would:

Save >1,300 lives annually Prevent >26,000 injuries

Reduce medical costs by \$2.6 billion

*Public health crisis

Blue Ribbon Panel Recommendations

- ▶ Pre-K-12
- Young African-American males
- Research & evaluation
- Comprehensive seat belt laws
- Collaborative relationships
- Child safety seats
- Rogue behaviors

Not enough to just focus on African Americans but rather all diverse sub-populations

NHTSA Guidelines November 2006

- Evaluate need for multiple languages
- Collect and analyze data
- Representation of diverse groups coalitions
- Conduct outreach in diverse communities
- Utilize leaders from diverse communities
- Conduct outreach efforts during mobilizations

Cultural Competence Continuum

<u>Cultural Ignorance</u> - no knowledge about racial/ethnic, language-isolated or other cultural groups

<u>Cultural Knowledge</u> - some knowledge about characteristics, history, values, beliefs and behaviors of racial/ethnic, language-isolated or other cultural groups

<u>Cultural Awareness</u> - greater understanding of differences that can exist between cultural groups on multiple levels

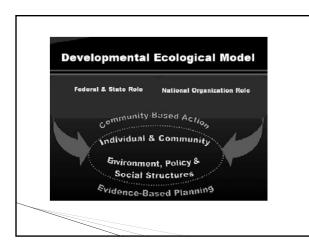
Adapted from Community Tool Box, by the Meharry-State Farm Alliance

Cultural Competence Continuum

<u>Cultural Sensitivity</u> - openness to differences between cultural groups without value judgments (e.g., better or worse)

<u>Cultural Competence</u> - integration of cultural knowledge, awareness, and sensitivity with capacity to promote health and safety in cross-cultural settings by developing and implementing effective, culturally and linguistically appropriate interventions

Adapted from Community Tool Box, by the Meharry-State Farm Alliance





- Identify one (1) idea to bring back to your community
- Initial thinking about how to adapt an intervention to your community's needs

Key Resources

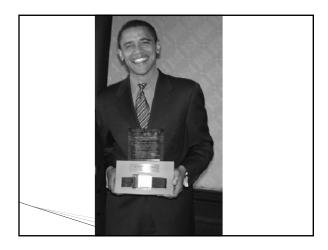
- <u>Building Culturally Competent Organizations</u> (Community Toolbox)
- http://minorityhealth.hhs.gov/assets/pdf/checke d/finalreport.pdf

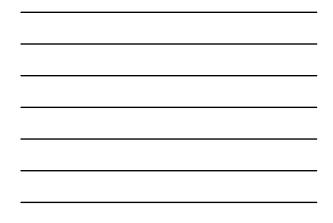
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http://minorityhealth.hhs.gov/templates/browse .aspx?lvl=2&lvlID=15

Some Examples of Outreach to Diverse Groups

> Seat Belt Champion Awards



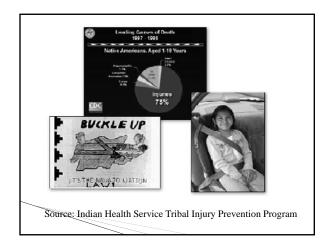




Cool Kids Buckle Up! So, you are invited to a presentation by Metro Police May 13 at 8:22-8:52 am (during Advisory) in the auditorium. *Please accompany and remain with students during the presentation.

¡Abrocharte el cinturón de seguridad! ¡¡¡Estás cordialmente invitado a asistir a una presentación de usar el cinturón de seguridad el 13 de Mayo a las **8:22-8:52**!!! El CINTURÓN DE SEGURIDAD puede salvar una vida, la tuya. Por eso siempre acuérdate de usarlo.

استخدم حزام الامان your Advisory مختارة لحضور عرض حول استعمال حزام الامان يرجى محمرة تحصور على عون على عون المعنو حضور. نريد أن نراكم هناك ! 13 مايو ، من 8:28–8:22















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