

**Diverse Populations: Techniques  
to Increase Seat Belt Use**

Lifesavers Conference  
Nashville, TN  
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Department of Family & Community Medicine  
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Nashville, Tennessee

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**Presenter**

**Hannah Ward-Harper, Coordinator**

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

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**Presenter**

**Dr. Morya Willis**

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

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**Why Is Emphasis on Diversity Important?**

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**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**

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**Blue Ribbon Panel Recommendations**

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

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

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**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

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**Cultural Competence Continuum**

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

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

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

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

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**Cultural Competence Continuum**

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

Cultural Competence - 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

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**By The End of This Workshop**

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

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### **Key Resources**

- [Building Culturally Competent Organizations \(Community Toolbox\)](#)
- <http://minorityhealth.hhs.gov/assets/pdf/checked/finalreport.pdf>
- <http://minorityhealth.hhs.gov/templates/browse.aspx?lvl=2&lvlID=15>

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### **Some Examples of Outreach to Diverse Groups**

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### **Seat Belt Champion Awards**

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**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.

**¡Abrochate 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  
حضور .  
، ونحن على وعد بأن ستكون مفيدة بالنسبة لك !!!  
نريد أن نراكم هناك !  
**8:22-8:52** من 13 مايو ،

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Source: Indian Health Service Tribal Injury Prevention Program

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**Teen Safe Driving Champion Award  
2011-2012; Blythewood HS; SC**



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**Meharry Medical College**

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