 Native CARS ATLAS
Native Children Always Ride Safe

The Native CARS Atlas: A web-based tool to improve child passenger restraint use in tribal communities

Lifesavers Conference 2016
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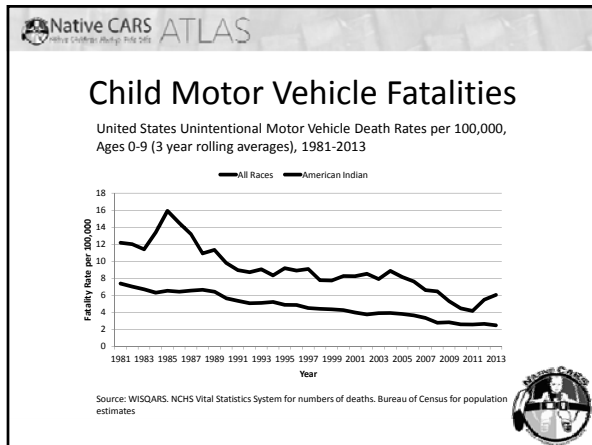
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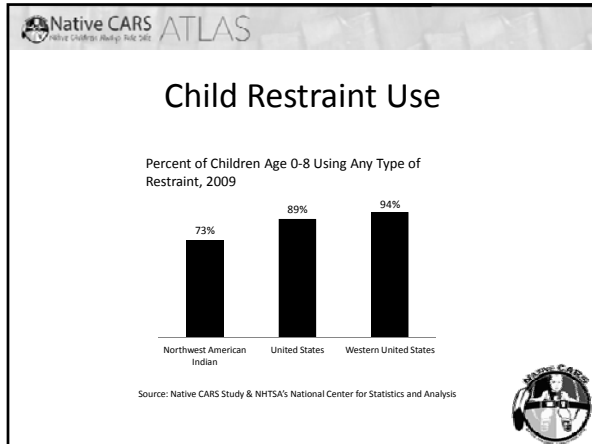






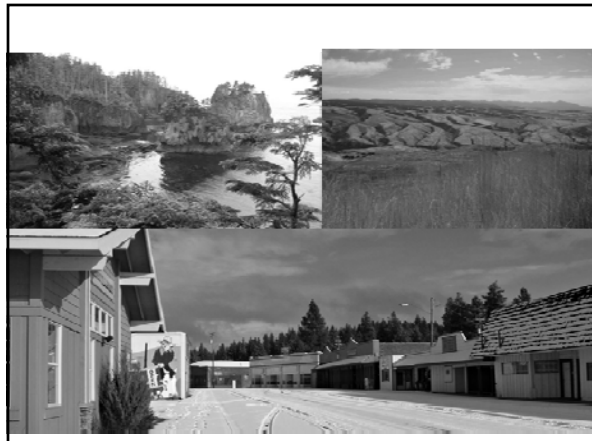
Why the Disparity?

- Difference in road safety?
- Difference in types of vehicles driven?
- Longer EMS response time?
- Is it an urban/rural phenomenon?
 - 71% of American Indians live in urban areas, according to the 2010 US Census
- Difference in restraint use?

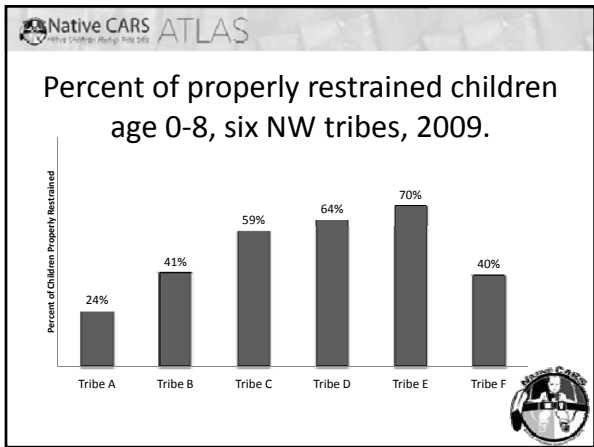


CLICK IT OR TICKET

Because of cultural differences, campaigns that have worked in other US communities may not have been as effective in tribes









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3: Check Your Community's Readiness



- How to determine readiness
- Child passenger safety strategies depending on readiness level

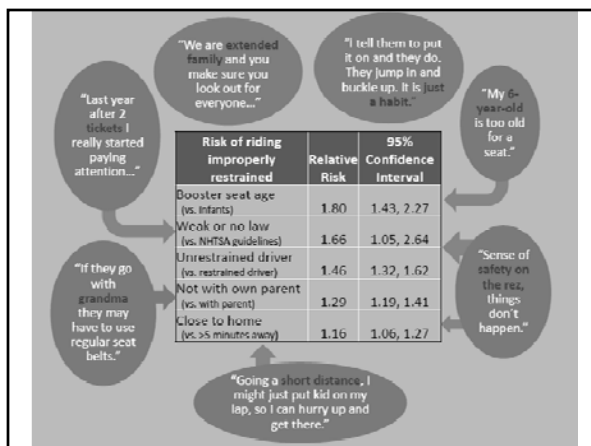
Stage	Description	Activities
High Level of Community Ownership	Detailed and sophisticated knowledge exists about motor vehicle injuries and child passenger safety. Effective evaluation guides new directions. Models applied to other issues.	<ul style="list-style-type: none"> • Expand to related topics (distracted driving, bicycle helmets, etc.) • Establish partnerships • Build awareness more broadly (media about motor vehicle injuries, car seat recommendations) • Data collection • Community outreach
Denial/Resistance	At least some community members recognize that child passenger safety is a concern, but there is little recognition that it might be affecting people locally.	

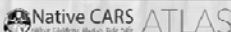
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4: Why & How to Collect & Use Data


- Find and use existing data resources
 - FARS, WISQARS, etc.
- Collect community-specific data
 - Do vehicle observations to determine the proportion of properly restrained kids
 - Determine groups at risk
 - Conduct Elicitation Interviews
 - Conduct focus groups







 **5: Make Data-Driven Plans to Improve Child Passenger Safety**

- Pinpoint mode of intervention: awareness, education, behavior change, public health practice, policy
- Create & evaluate an intervention






 **Intervention Design Process**

- Review observation and interview data
 - Associations with use and non use
 - Barriers & facilitators
 - Community strengths


Issue + Approach + Audience+ Collaborators = Intervention

- Determine what are the main issues
- Determine your best approach
- Determine who is your audience
- Scan community for collaborators and resources



 **6: Create a Data-Driven Awareness Campaign**

- Determine messages & audience
- Create specific types of media
- Download Native CARS media, both ready to customize and ready to print




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<link to actual website>




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Native Children Always Ride Safe Every Trip, Every Time




Use child safety seats on and off the reservation.

Spokane Tribe of Indians  





Native Children Always Ride Safe




Grandparents & grandchildren always ride safe.

Shoshone-Bannock Tribes


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**Protect our children.
Use child safety seats.**
Nez Perce Tribe

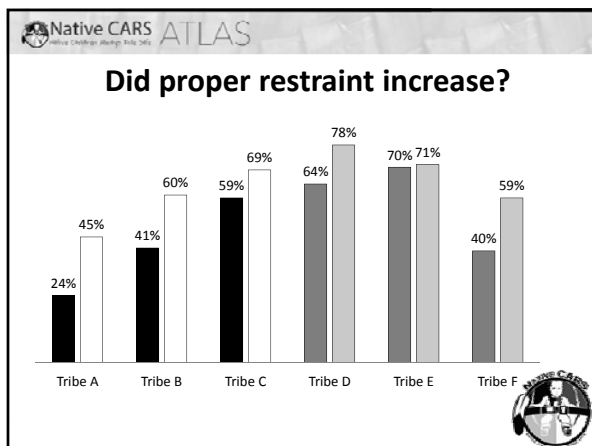
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Native CARS content for download





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Future Use and Sustainability



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Feedback Needed

- Reviewers
- Resource Links
- Partnerships



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Acknowledgements




National Institute on Minority Health and Health Disparities



HARBORVIEW INJURY PREVENTION & RESEARCH CENTER


Northwest Portland Area Indian Health Board



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Tribal Site Resources and Partners

- Washington Safety Restraint Coalition
- Washington Traffic Safety Commission
- Safe Kids
- Indian Health Service
- Tribal Target Zero Program
- Tribal Health Programs
- Tribal Early Childhood/Head Start Programs
- Tribal Police
- Tribal Attorneys
- Tribal Health Boards
- Tribal Workgroups
- Neighboring Police Departments
- Fire and EMS Departments



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Hy'shqe Si'am –Thank You



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