CHILD SAFETY AND BOOSTER SEAT USE IN FIVE TRIBAL COMMUNITIES

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Lifesavers Conference
Holly Billie
MAGNITUDE

• American Indians/Alaska Natives (AI/AN) MV death rates 2x – 8x higher by gender and age

• 66% of AI/AN children < 5 years were unrestrained, compared with 35% in general population (2004)

• 46% of unintentional AI/AN deaths due to MVC for ages 1-4 (2009)

• Factor: low rates of child safety seat use
WHAT WORKS: THE COMMUNITY GUIDE

• Three Community Guide strategies:
  • Child passenger restraint laws
  • CSS distribution plus education programs
  • Community-wide information plus enhanced enforcement campaigns
• 2010-2014
• Funded by CDC
• 5 AI/AN Communities
  • Tribe A (OK)
  • Yurok/CRIHB
  • Hopi Tribe
  • Rosebud Sioux Tribe
  • Tribe B (AK)
OBJECTIVE

Increase CSS use by 4th program year by:
5% - Program A
5% - Yurok/CRIHB
25% - Hopi
20% - Rosebud
8% - Program B
METHODS

• Enhanced enforcement
  • Checkpoints with increased citations
  • Publicity

• CSS distribution plus education
  • Check events
  • Office appointments

• Technician Training

• Observation surveys
TAILORING

• Messages
  • Local symbols
  • Language

• Training
  • SNAP – Safe Native American Passengers
  • Found at https://www.ihs.gov/InjuryPrevention/training/
## RESULTS

<table>
<thead>
<tr>
<th>Tribal Program</th>
<th>Location</th>
<th>Tribal Enrollment</th>
<th>Reservation Status</th>
<th>Type of Law Enforcement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tribal Program A</td>
<td>Caddo County, OK&lt;sup&gt;a&lt;/sup&gt;</td>
<td>5200</td>
<td>Non-reservation-based</td>
<td>State and County</td>
</tr>
<tr>
<td>Yurok/California Rural Indian Health Board (CRIHB)</td>
<td>Klamath, CA</td>
<td>5000</td>
<td>Non-reservation-based&lt;sup&gt;b&lt;/sup&gt;</td>
<td>Tribal</td>
</tr>
<tr>
<td>Hopi Tribe</td>
<td>Hopi Reservation, AZ</td>
<td>14,000</td>
<td>Reservation-based</td>
<td>Tribal and BIA&lt;sup&gt;c&lt;/sup&gt;</td>
</tr>
<tr>
<td>Rosebud Tribe</td>
<td>Rosebud Sioux Reservation, SD</td>
<td>24,200</td>
<td>Reservation-based</td>
<td>Tribal</td>
</tr>
<tr>
<td>Tribal Program B</td>
<td>Juneau, AK and surrounding Alaska Native villages</td>
<td>5,100&lt;sup&gt;d&lt;/sup&gt;</td>
<td>Non-reservation-based</td>
<td>State and County</td>
</tr>
</tbody>
</table>
RESULTS

• 91 CSS events
• 1276 vehicles
• 1477 CSS checked or provided
• 896 new seats provided
• 187 re-installed due to misuse
  • 45% incorrect SB placement
  • 17% incorrect harness use
RESULTS
DISCUSSION

- Evidence-based strategies were successfully tailored by tribal programs
- Two reservation-based communities had lower baseline CSS use
- Diverse infrastructure
COMMON ELEMENTS

- Fulltime coordinator
- Use of CSS events
- CSS distribution plus education
- Mass media
- Technical assistance
LESSONS LEARNED

- Strong partners
  - Police
  - Tribal Leaders
- Fulltime coordinator
- Evaluation consultants
- Local technical assistance
July 23-25, 2019
Denver, CO

Conference tracks:
• Violence and Intentional Injury Prevention
• Community and Culture
• Linking Clinical and Community Programs
• Program Development and Implementation
• Program Success, Evaluation, and Continuation
• Innovative Strategies & Emerging Issues in AI/AN Injury & Violence Prevention
QUESTIONS?

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