Opportunities to Increase Awareness of the Importance of Child Passenger Safety Among Healthcare Professionals
Why Child Passenger Safety?

• Motor vehicle crashes remain a leading cause of death for children in New York State and across the nation.

• Research tells us that age and size appropriate child safety restraints reduce the risk of serious and fatal child occupant injuries by half.

• Unfortunately, many children are riding at risk due to the misuse of child safety seats, premature use of safety belts, or lack of seat belt use.
In 2014, 41,998 children 12 years old and under were passengers in motor vehicle crashes across New York State.

Among children hospitalized, 1 in 6 were unrestrained.

Those unrestrained had the highest average hospitalization charges:

- Child Restraint: $17,782
- Other Restraint: $20,202
- Unrestrained: $28,680
Sources of Information for Parents

• Healthcare professionals are trusted sources of information for parents.

• Parents who receive information about child safety seats from their children’s doctor’s office are nearly twice as likely to use the correct child restraint.

• Opportunities to educate these audiences about child passenger safety (CPS) best-practice recommendations and their importance to parents can serve to raise awareness about the topic and ultimately improve CPS.
Methods
“Importance of Child Passenger Safety” Public Health Live

• Utilizing CORE SVIPP funding, staff partnered with the Center for Public Health Continuing Education at the University at Albany, School of Public Health

• Developed and broadcast a free live, webcast on the importance of child passenger safety and the role healthcare professionals can play in preventing child injuries and deaths due to misuse and encouraging healthier and safer communities.
“Importance of Child Passenger Safety” Public Health Live

• Public Health Live is a monthly webcast series through the University at Albany (UAlbany), designed to provide opportunities for CEUs on public health issues.

• Free and available to all

• CEUs available for physicians, nurses, social workers, and certified health education specialists (CHES)

• Aired on January 18, 2018, available “On Demand” on the UAlbany School of Public Health website.
Promotion of Public Health Live Webinar

- Staff at the Center for Public Health Continuing Education were primarily responsible for promotion.

- NYSDOH staff also promoted via listserv and distributions lists maintained by the Bureau.
Results
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• Approximately 1,200 people registered to view the webcast, including people from other states and countries.

• Evaluation results of the webcast were positive.

• Participants indicated they are confident in their ability to use what they learned about child passenger safety to make a change or enhance their practice, as well as committed to doing so.
“I’m going to look into obtaining National Child Passenger Safety Certification”

“Provide education verbally and in writing to the patients I work with in my Care Management position at a local OB/GYN office”

“Approaching parents with information on how to get car seat checked”

“Better education and resources for the families in our private pediatric practice”

“Will include best practices in weekly parenting classes”
Conclusions and Next Steps
Conclusions

• Healthcare professionals who viewed this webcast reported increased awareness about child passenger safety and commitment to using this knowledge to enhance or better their practice.

• As parents and caregivers often look to this group for advice, these results show significant potential to improve CPS through this audience.
Next Steps

• A recording of the webcast is posted online (https://www.albany.edu/sph/cphce/phl_0118.shtml) and CEUs remain available for physicians, nurses, social workers, and CHES.

• Continued promotion of the webcast among health care professionals
  ➢ Safe Kids Capital District
  ➢ EMS for Children Advisory Board
  ➢ BOHIP Newsletter
  ➢ Health Commerce System
Thank You!

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