

Quick Shot Presentation

# Safety Town

An Interactive Injury Prevention Program Across the Lifespan

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Banner Health Trauma System

Level 1 Trauma Centers



# Identifying Need

- ▶ Injury data or ranking
  - ▶ Falls: #1 Trauma Center Injury, #2 Leading Cause of Death by Unintentional Injury in All Ages in AZ
  - ▶ MVC: #2 Trauma Center Injury, #1 Leading Cause of Death by Unintentional Injury in AZ Ages 0-17, #3 Leading Cause of Death by Preventable Injury All Ages in AZ
  - ▶ Unintentional Poisoning: #1 Leading Cause of Death by Unintentional Injury in All Ages in AZ
  - ▶ Struck By or Against: #3 Trauma Center Injury
  - ▶ Firearm Injuries: #4 Trauma Center Injury
  - ▶ Drownings and Fire/Burn Injuries Also Ranked in the Top Causes of Death by Unintentional Injury in AZ
- ▶ Data sources
  - ▶ Trauma Registry
  - ▶ Arizona Crash Facts
  - ▶ Arizona Child Fatality Review
  - ▶ Arizona Injury Data Report
  - ▶ WISQARS

# Intervention Design

- ▶ New program
  - ▶ Statewide mobile injury prevention program addressing fourteen categories of injury prevention
  - ▶ Flexible content and customizable
- ▶ Target population
  - ▶ Targets all ages throughout the lifespan
  - ▶ Customizable for target audiences
- ▶ Community engagement
  - ▶ Partner Agencies: Fire Department, Police Department, Schools, Local Businesses, Senior Centers, Churches, Parent Groups, Poison Control, Department of Health Services, Indian Health Services, Governor's Office of Highway and Safety, Arizona Trauma System
- ▶ Type of intervention
  - ▶ Interactive Education, Awareness, & Direct Service
- ▶ Program objective
  - ▶ To provide injury prevention education through a hand on educational experience, decreasing severe injuries and injury related deaths to all at risk populations and promote a healthy lifestyle.

# Program Implementation

## ▶ Summary of program

- ▶ Safety town is a mobile educational program that provides key elements of an effective IP program to both pediatric and adult audiences through hands on experience. Multiple life size safety modules are packed into a wrapped box truck and transported to various locations both within the trauma center community and throughout the state of Arizona.
- ▶ The program streamlines and focuses on the mechanisms of traumatic and unintentional injuries and deaths. It targets specialty areas of focus including the injuries themselves, as well as the root causes of injuries.

## ▶ Staffing

- ▶ 2 full time coordinators and 1 part-time coordinator
- ▶ Community partnerships and volunteers

## ▶ Budget and funding sources

- ▶ Grants, sponsorships, hospital foundation, trauma department

## ▶ Implementation timeline

- ▶ Funding obtained in June 2016 → Program Design & Build Completed April 2017 → Kickoff Event April 2017 → Official Program Launch September 2017
- ▶ Concept design thought of seven years prior

## ▶ Community stakeholders

- ▶ SRP, State Farm Insurance, AAA, Banner Health Foundation, Target, Arizona Governor's Office of Highway Safety

# Program Evaluation

- ▶ Types of evaluation
  - ▶ Pre and Post Testing
  - ▶ Follow up calls
  - ▶ Program surveys
- ▶ Data collected
  - ▶ Pre/Post test scores
  - ▶ # of seats checked
  - ▶ Behavior changes
- ▶ Other measures of program success
  - ▶ Repeat requests to return
  - ▶ Adaptation of program from community partners
  - ▶ Rapid growth within two years
  - ▶ Letters of recommendation

# Program Outcomes

- ▶ Process
  - ▶ 2017: 9,366 community members educated
  - ▶ 2018: 18,190 community members educated
  - ▶ 2019: 7,822 community members educated (Jan-Apr)
- ▶ Impact
  - ▶ Pre and post testing showed an overall 36% increase in knowledge after attending the program
- ▶ Outcome
  - ▶ Overall reduction in hospitalization and mortality in all ages from unintentional injury in the state of Arizona
  - ▶ Increased awareness and knowledge in injury prevention by community members throughout the state of Arizona
- ▶ Dissemination of findings
  - ▶ Arizona Health Improvement Plan (publication)
  - ▶ City of Phoenix (Community Forum)
  - ▶ Hospital System Administrative Report
  - ▶ State of Arizona Injury Prevention Advisory Council Report
  - ▶ Multiple Conference Presentations
- ▶ Successes and/or barriers
  - ▶ Establishing partnerships with schools
  - ▶ Establishing community partnerships
- ▶ How other programs can adapt
  - ▶ Flexible program and easily customizable for the needs of any facility or organization
  - ▶ Can be modified as individual programs or created as a whole program