

# **Injury Prevention Center of Greater Dallas 2005 Annual Report**

*Injuries are the number one cause of death for children, youth, and adults up to 44.*

*You must be the change you want to see in the world. –Mahatma Gandhi*

## **Overview**

The Injury Prevention Center of Greater Dallas (IPC) was created in 1993 when five area hospitals and more than 100 local agencies and leaders collaborated to address a staggering 38% increase in traumatic injury among Dallas County residents. The Injury Prevention Center's mission is to reduce the incidence and severity of injuries in Dallas County through education, public information, data collection, collaboration, community-based interventions and research. The IPC has identified injuries resulting from motor vehicle crashes, violence, falls, and burns to be the most emotionally and financially burdensome to Dallas County residents. Throughout its existence, Parkland Health and Hospital System, Baylor Health Care System, Methodist Health Systems, Texas Health Resources, Children's Medical Center of Dallas, as well as multiple private foundations and corporations have supported the center.

The IPC, developed according to a best practice study of trauma and injury prevention centers throughout North America, adopted the World Health Organization's (WHO) Safe Communities Model. In 1995, the center helped Dallas achieve the WHO's first Safe Community designation in the United States. The IPC promotes injury prevention initiatives within Dallas County by stimulating and mobilizing residents to take an active part in identifying injury control issues, developing interventions, and reducing the number of intentional and unintentional injuries and deaths within local communities. All interventions are data-driven, while working with communities to analyze injury patterns, identify and implement prevention tactics and evaluate results.

Under the umbrella of the Safe Communities Model, the center maintains nine coalitions with more than 135 agencies and individuals working to eliminate child abuse, family violence, domestic violence, as well as death and injury due to motor vehicle crashes, falls, and fires. The IPC has an excellent reputation for maintaining collaborative efforts particularly as it relates to violence and traffic safety. The center offers child passenger safety classes, low-cost child safety seats, senior falls prevention, and Operation Installation – a smoke detector distribution program. All participants served by these programs are low-income and the vast majority are minorities. Each program is rigorously evaluated to determine the effect on target populations.

*In 2005, the IPC was awarded the International Distinguished Safe Community Award by the World Health Organization, and the Michael M. Faenza Mental Health Advocate Award.*

*In the summer of 2005, the city of Dallas changed its tow truck management plan based on information presented by the Dallas Citizens for Traffic Safety Coalition.*

In 2005, the IPC was awarded the International Distinguished Safe Community Award by the World Health Organization in recognition of its outstanding dedication and leadership in safety promotion and injury prevention with contributions and achievements that have led to significant and long-term impact on Safe Community Development.

## **Description of Injury Prevention Center Programs**

### **Motor Vehicle Crash-Related Programs**

#### **Citizens for Traffic Safety Coalition**

The Citizens for Traffic Safety Coalition utilizes current motor vehicle crash data to identify and respond to critical traffic safety issues in Dallas County. Last year, the annual coalition sponsored traffic safety summits covered the effects of media on traffic safety and the impact of alcohol on driving capacity. In the summer of 2005, the city of Dallas changed its tow truck management plan based on information presented by the coalition. The new tow truck management plan has resulted in quicker response time when clearing motor vehicle wrecks in Dallas thereby reducing congestion, gridlock, and post-wreck injuries. In 2006, the Citizens for Traffic Safety Coalition will publish, "Surviving Driving in Dallas" a guidebook for all Dallas drivers.

#### **IPC Fitting Stations**

A fitting station is a permanent, consistent location where parents can obtain information and hands-on training/assistance installing child passenger safety seats. Because nearly 80% of child safety seats continue to be improperly installed, the National Transportation Safety Board (NTSB) has recommended a nationwide network of fitting stations for child safety seats to prevent injuries and deaths of children in motor vehicle wrecks. In 2005, the IPC successfully maintained weekly fitting stations on Live Oak Street and at the Southeast Community Health Clinic.

*In 2005, the IPC successfully maintained weekly fitting stations on Live Oak Street and at the Southeast Community Health Clinic.*

*In 2006, the IPC is slated to complete an ESL Traffic Safety curriculum to teach new immigrants how to drive safely in the United States.*



### **Teaching Traffic Safety to English-as-a-Second Language Students**

In order to teach new immigrants to drive safely in the United States, the Injury Prevention Center has teamed up with the AAA Foundation for Traffic Safety and the Spring Institute for Intercultural Learning to develop a Traffic Safety Curriculum for ESL programs. This unique curriculum will teach English language acquisition using traffic safety content and has generated intense interest from ESL administrators and instructors throughout the country. The ESL curriculum is slated to be complete in the summer of 2006.

### **Tween Traffic Safety Initiative**

The IPC was selected by the Automotive Coalition for Traffic Safety and the Academy of Educational Development to conduct one of two pilot studies in the United States aimed at improving vehicle passenger safety for youth ages eight through twelve (twens). According to the National Highway Traffic Safety Administration's (NHTSA) Fatality Analysis Reporting System, in 2002 twice as many unrestrained children ages eight through fifteen were killed in motor vehicle crashes than children birth to seven years of age. On February 14, 2006, results of the Tween Traffic Safety Initiative were announced nationally, reported by the Associated Press. For more information about this important study, please visit [www.tweensafety.org](http://www.tweensafety.org).

### **Dallas Area Pedestrian Coalition (DAPS)**

The Dallas Area Pedestrian Coalition aims to prevent pedestrian injuries and fatalities in the Dallas area through education, outreach, enforcement, and environmental shifts. This coalition works with neighborhoods, schools and organizations to promote safe walking behaviors and identify dangerous pedestrian walkways. In 2005, the Dallas Area Pedestrian Safety Coalition (DAPS) worked closely with the community surrounding Burnet Elementary School, the most densely populated school in Dallas, and the City of Dallas to institute changes that will increase pedestrian safety. As a result, the city of Dallas increased the number of traffic signs and added a controlled intersection to this neighborhood.

### **Dallas Child Passenger Safety Coalition**

The Dallas Child Passenger Safety Coalition aims to reduce the number of children injured and killed in motor vehicle crashes by linking all of the resources available to provide effective programming and education on the topic of child passenger safety. This coalition works throughout Dallas with area businesses to conduct child safety seat inspections. In the last year, more than 3,000 child safety seats have been distributed at coalition sponsored events.

*On February 14, 2006, results of the Tween Traffic Safety Initiative were announced nationally, reported by the Associated Press.*

*In 2005, the Dallas Area Pedestrian Safety Coalition (DAPS) worked closely with the community surrounding Burnet Elementary School to institute changes that will increase pedestrian safety.*

## Violence Prevention Programs

### Child Abuse Prevention Coalition (CAPCO)

CAPCO is comprised of over 50 local organizations dedicated to preventing child abuse in Dallas County. Since 1983, CAPCO has successfully trained the faith community and professionals throughout Dallas County to recognize and address child abuse. Each year, CAPCO publishes the Help For Parents and Children resource directory in English and Spanish to assist parents in locating resources. In 2004, CAPCO was awarded the Advocacy Angel Award for its tireless passion, dedication and vigilance in the fight against child abuse. CAPCO accomplishments in 2005 include:

- Conducted training for Child Protective Services on the dynamics of domestic violence and the effects on children
- Disseminated 6,000 copies of “Help for Parents” resource directory
- Sponsored a conference during Child Abuse Prevention Month
- Conducted advocacy training
- Collaborated with Texas A&M Extension to develop *Parenting in the Metroplex*



***In 2005, CAPCO conducted training for Child Protective Services, disseminated 6,000 copies of “Help for Parents”, sponsored a conference, and collaborated with Texas A&M Extension to develop “Parenting in the Metroplex”***

### **Domestic Violence Awareness Coalition (DVAC)**

The Domestic Violence Awareness Coalition (DVAC) works with professionals and local businesses to recognize and address issues surrounding domestic violence. DVAC is a twenty-eight member coalition comprised representative from domestic violence shelters, area hospitals, the Dallas District Attorney's Office, Dallas Police Department, local universities, and concerned citizens. The coalition has an overarching goal of increasing the number of domestic violence victims requesting and receiving help. The Domestic Violence Awareness Coalition had the following accomplishments in 2005:

- Provided training to Child Protective Services, as well as violence victims and their children
- Provided a corporate training to the Stemmons Business Corridor on domestic violence in the workplace
- Conducted additional workshops for domestic violence professionals

### **Elder Abuse Coalition**

The Elder Abuse Coalition has developed several innovative strategies to identify elder abuse victims. In 2005, U.S. Postal Service letter carriers in Dallas were trained to recognize potential signs of elder abuse among seniors on each employee's postal route. Additionally, the coalition collaborated with AARP to raise awareness about the needs of seniors/elderly residents raising grandchildren, collaborated with the Mental Health Association, and sponsored the second annual Making Strides for Elder Abuse walk to support the Adult Protective Services Silver Star Room.

### **Latinos against Domestic Violence**

The Latinos against Domestic Violence Coalition works with local agencies and institutions such as AVANCE Dallas and the Dallas Independent School District to educate Spanish-speaking victims on resources available to them. In 2005, the coalition developed a curriculum for training the Hispanic community on Domestic Violence.

### **Family Violence Prevention Council and Commission**

In order to encourage dialogue and collaboration among organizations and professionals that address family violence, the Family Violence Prevention Council and Commission brings together multiple agencies and institutions to address child abuse, intimate partner violence, and elder abuse. In 2005, the Family Violence Prevention Council and Commission worked with local foundations and city leaders to bring the Nurse Family Partnership, a proven child abuse and prevention program, to Dallas. During a fifteen-year longitudinal study, unmarried, pregnant women who participated in this program demonstrated 79% fewer verified child abuse and neglect reports and a 30% reduction in subsequent births as compared to a control group.

*In 2005, the Domestic Violence Awareness provided trainings to Child Protective Services, violence victims and their children, and professionals throughout Dallas County.*

*In 2005, the Elder Abuse Coalition provided multiple trainings, collaborated with the Mental Health Association, and sponsored the second annual "Making Strides for Elder Abuse" walk.*

### **Community –Based Child Abuse Prevention Program (CBCAP)**

The Injury Prevention Center has partnered with the Department of Family and Protective Services, and Parents Anonymous to implement a program aimed at preventing child abuse and neglect in high-risk families living within the Bachman neighborhood of Dallas. This Safe Communities initiative strengthens families and builds strong communities by utilizing a Shared Leadership Model developed, which encourages parents to address the challenges of parenting, gain knowledge and skills to function in meaningful leadership roles, and represent a “parent voice” to help shape the direction of their families, programs, and communities. In 2005, the IPC conducted a community needs assessment within the Bachman community (zip code 75220) and utilized this assessment to implement, and evaluate the shared leadership program.

*In 2005, the Family Violence Prevention Council and Commission worked with city leaders to bring the Nurse Family Partnership program to Dallas.*

*During 2005, the IPC disseminated 1,803 smoke detectors, and 173 batteries were to at-risk communities.*

### **Fire Prevention**

#### **Operation Installation**

Operation Installation is a collaborative effort between the IPC, American Red Cross, and Dallas Fire Department to eliminate deaths and reduce injuries from house fires by providing on-site installation of lithium powered (ten year) smoke alarms and replacement batteries in homes designated at high-risk of house fire. During 2005, the Dallas Area Realtors Association and SAFECO Insurance teamed up with the IPC to provide volunteers, and supplies to Operation Installation. With this assistance, the IPC was able to disseminate 1,803 smoke detectors, and 173 batteries to at-risk communities. Most importantly, having smoke detectors installed potentially saved over 3,000 individuals.



## Senior Falls Prevention

### Senior Falls

Most people would agree that we would like to remain as independent as possible for as long as possible as we age. We want to enjoy our retirement, spend time with our grandchildren, live in our own home, and be financially secure. Unfortunately, many of our older neighbors are not able to take advantage of their golden years because they are injured as a result of a fall. Falls are a serious public health problem among older adults and are the leading cause of injury deaths among people sixty-five years and older.

The Senior Falls Prevention Program reduces the number of fall-related injuries sustained by low-income seniors living in the 75208, 75211, and 75212 zip codes by making minor home repairs. These repairs include installation of grab bars, toilet seats, and railings.



*In 2005, the Pacificare Foundation and Pacificare's Secure Horizons Program for Seniors donated a new truck to the Senior Falls Prevention Program.*

## Budget

<b>2005-2006 Fiscal Year Operating Budget</b>	
Personnel	\$521,865
Contractual Services	\$97,640
Equipment	\$94,736
Lease	\$3,519
Memberships	\$710
Supplies	\$41,606
Travel & Per Diem	\$15,857
Indirect Costs	\$35,772
<b>Total Expense</b>	<b>\$811,705</b>

Because the IPC works to motivate communities to take the leading role in local injury prevention efforts, the majority of the IPC's budget is salary-related. At the beginning of the fiscal year, the IPC employed eleven professionals that included an epidemiologist, data analyst, and community development specialists. The majority of the IPC's equipment costs are incurred by direct services and are used to purchase child passenger safety seats, smoke detectors, and conduct home repairs.

## Financial Timing

<b>2005 Sources of Income – Actual</b>	
Government Grants and Contracts	\$400,780
Hospital Support	\$367,353
Private Foundations	\$90,859
Fundraising	\$18,186
Earned Income	\$37,938
<b>Total Revenue</b>	<b>\$915,116</b>

<b>2006 Sources of Income - Anticipated</b>	
Government Grants and Contracts	\$229,785
Hospital Support	\$435,000
Private Foundations	\$175,000
Fundraising	\$30,000
Earned Income	\$2,360
<b>Total Revenue</b>	<b>\$872,145</b>

For the last two years, the focus of the IPC’s funding strategy has been to become less reliant on federal funds while diversifying and increasing other sources of income in order to increase program flexibility. In 2006, federal funds received by the IPC will decrease by 43%. At the same time, the IPC is working to increase local support from the founding hospitals and foundations, while generating new support from area foundations and corporations. The IPC has increased private support from \$20,000 in 2004 to more than \$90,000 in 2005. As of January 31, 2006, the IPC has raised more than \$106,000 from private local organizations for the fiscal year 2006. This figure represents sixty percent of the 2006 fiscal year goal.