

PREVENTING  
INJURIES  
THROUGH  
COLLABORATION  
EDUCATION  
AND EVALUATION

THE INJURY PREVENTION CENTER OF GREATER DALLAS  
ANNUAL REPORT 2008



# THE INJURY PREVENTION CENTER OF GREATER DALLAS

In 1991, Dallas was facing a crisis. Injuries and trauma-related deaths had increased by 38 percent over previous years. Trauma-related injuries were growing at such a rate that by 1995, the number of trauma patients would eventually exceed the capacity of Dallas area hospitals to treat them.

**SOMETHING HAD TO BE DONE – BUT NOT THE SAME THINGS THAT HAD ALWAYS BEEN DONE.**

In 1992, more than 100 area health, government and business leaders examined the issue and developed a unique plan to address the problem and established the Injury Prevention Center of Greater Dallas (IPC). Why? Because prevention works and saves money.

- Every \$46 spent on a child safety seat, saves \$1,900 in societal costs.
- Every \$31 spent on a booster seat, saves \$2,200.
- Every \$33 spent on a smoke detector, saves \$940.
- Every \$10 spent on a bicycle helmet, saves \$570.
- A Safe Communities program costs an average of \$16 per child and saves \$38 in medical costs.

In 1996, the IPC assisted Dallas in becoming the first World Health Organization (WHO) endorsed Safe Community in the United States. Dallas was recertified by the WHO in 2007. The Manifesto for Safe Communities states that “All human beings have an equal right to health and safety.” This is a fundamental aspect of the WHO’s “Health for All” strategy and for the WHO Global Program on Accident Prevention and Injury Control. The Safe Communities model builds infrastructure in local communities for injury and violence prevention by actively involving the communities in program planning, implementation and evaluation.

To receive designation/recertification, an organization must:

- 1 Have an infrastructure based on partnership and collaborations, with a Steering Committee/Advisory Board, that is responsible for safety promotion in the community;
- 2 Document the frequency and causes of injuries;
- 3 Implement long-term, sustainable programs covering both genders and all ages, environments and situations;
- 4 Implement projects that promote safety among high-risk groups and environments;
- 5 Evaluate programs to determine changes in the community; and
- 6 Participate in national and international Safe Communities networks.

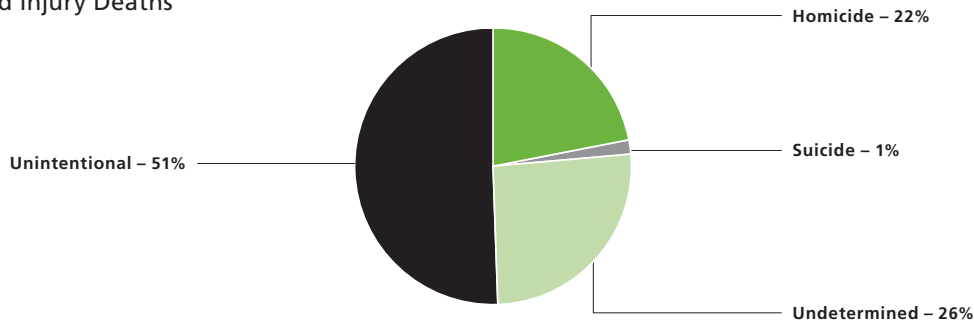
# DOCUMENTING

## THE FREQUENCY & CAUSES OF INJURIES

### Dallas County Child Death Review Team

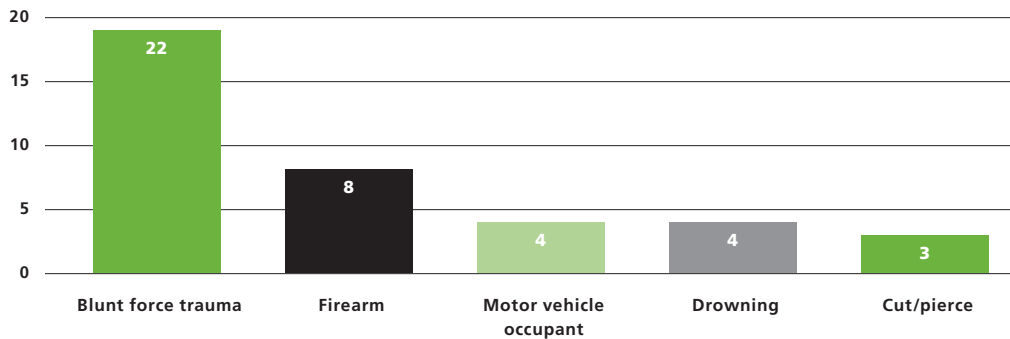
The purpose of a child death review team is to conduct a comprehensive, multidisciplinary review of child deaths 0-17 years of age, to better understand how and why children die, and use the findings to take action that can prevent other deaths and improve the health and safety of children. Founded in 1992, the Dallas County Child Death Review Team (CDRT) was the first multi-agency, multi-disciplinary team to review child and adolescent fatalities in the state of Texas.

### 2006 Child Unintentional, Undetermined and Injury Deaths



**NOTE:** For children under 1 year, 68% of the undetermined deaths and 61.5% of unintentional injury deaths involved bed sharing.

### Top 5 Causes of Child Abuse and Neglect Deaths, 2006-2007



**NOTE:** The rate of child deaths due to abuse/neglect in Dallas County tripled from 2006-2007.

**In 2006, nearly one in five child deaths in Dallas County were preventable.**



### Bed Sharing Study

During 2008, the CDRT noticed a pattern of child deaths related to bed sharing. Bed sharing in conjunction with infants sleeping on their stomachs or sleeping outside of a crib has been shown to have an association with unexplained infant deaths. Previous child sleep surveys have found varying levels of bed sharing. In an attempt to quantify the prevalence of bed sharing among infants less than 1 year of age in Dallas County, the IPC began a population-based, self-administered survey of parents regarding their infant's sleep pattern. Parents were asked to complete the survey for their infant while waiting to see their medical provider. Surveys were conducted at a sample of large public and private pediatric practices in Dallas County. Initial results from the survey indicate:

- Bed sharing in the previous 24 hours is common.
- The lack of a crib was highly associated with bed sharing.
- Families without a crib spent more hours on average bed sharing (3.9 hours a night with a crib vs. 7.3 hours for those without a crib).

Having this local information offers the potential for a targeted community-based intervention, such as a program to increase crib use to maximize safe sleeping environments.

# LONG-TERM SUSTAINABLE PROGRAMS FOR ALL KIDS



### Child Passenger Safety Fitting Stations

Motor vehicle crashes are the leading cause of death for children in the United States. Properly securing a child in a correctly installed child safety seat reduces the risk of serious and fatal injuries by 67 percent. However, four out of five child safety seats are installed incorrectly. In order to promote the use of age-appropriate, correctly installed child safety seats, the IPC staff conducts two weekly child passenger safety fitting stations in high-risk areas of Dallas. At fitting stations, parents/guardians are able to obtain educational information and hands-on training on installing child passenger safety seats correctly. If a child safety seat has been recalled or is no longer appropriate for the child's age and weight, then a child safety seat is provided and installed by the IPC. To be eligible to receive a free child safety seat inspection, parents/guardians are required to bring the child safety seat and child to the appointment.

**EVALUATION:** *The IPC conducted process evaluation on this program. Measurable objectives included: the number of fitting stations held monthly, number of families served and number of child safety seats distributed.*

- *Checked 911 car seats*
- *Replaced 821 car seats*
- *Distributed 236 car seats to children who had no car seats*
- *94% of car seats had never been checked*
- *97% of car seats checked were installed incorrectly*

### **HIPPY Home Safety Intervention**

In 2008, the IPC began a partnership with the Grand Prairie Home Instruction for Parents of Preschool Youngsters (HIPPY) to pilot test a home safety intervention project. HIPPY is a school readiness program that helps parents prepare their 3, 4 and 5 year old children for success in school. The program is delivered by trained lay educators who are members of the participating communities. Lay educators meet with parents in their homes biweekly to provide instruction on using HIPPY educational materials. As part of the home safety intervention project, lay educators will provide education on fires, scalds, smoke detectors and decreasing the hot water temperature for the household. Parents will receive referral information on obtaining smoke detectors.

**EVALUATION:** *Lay educators will complete a pre and post intervention home assessment to determine the use of functional smoke detectors, proper placement of detectors and appropriate setting of hot water heater temperature. Assessments will also be conducted in a comparison group in Dallas. In 2009, the IPC will assist in the project analysis to assess the impact of the intervention.*

### **Tween, Pedestrian and Traffic Safety Intervention**

Over the past decade, the number of motor vehicle crashes in the United States has declined slightly. However, thousands of children under the age of 15 continue to be killed and seriously injured as a result of motor vehicle crashes. In 2005, IPC was selected as one of two national pilot projects and funded to conduct research and develop a "tween" (children between 8 and 12 years of age) occupant safety intervention. During 2008, the IPC received funding to build upon this research and implemented an occupant safety intervention designed to increase properly restrained youth in the Vickery Meadow area of Dallas. Additionally, the intervention included educational modules on teen driver and pedestrian safety.

**Number of Participating Youth:** 900

**EVALUATION:** *Observations were conducted to assess the impact of the tween occupant safety program on tween vehicle riding behaviors. The results indicated that the program led to a 22 percent increase in proper restraint use among tweens.*

The IPC utilized the Texas Transportation Institute-developed Teens in the Driver Seat educational and social marketing materials to engage teenagers at Emmett J. Conrad High School in Dallas to promote teen driver safety. Four interactive, educational presentations were conducted with students. After receiving education on risk factors associated with crashes involving teen drivers, students volunteered to champion teen driver safety messages and distribute Teens in the Driver Seat campaign items (tee shirts, key chains, air fresheners, etc.) to peers.

**EVALUATION:** *Process evaluation on the teen driver safety program included: number of participating youth, number of educational presentations and number of promotional materials distributed.*

**Results of the Tween Occupant Safety Program indicate the program led to a 22 percent increase in correct restraint use among tweens.**



### Senior Falls

In a collaborative effort to prevent falls among older Dallas residents, the IPC partnered with the Geriatrics Department at Parkland Health & Hospital System and the Community Council of Greater Dallas to conduct a home modification project in zip codes in West and Southeast Dallas. An initial environmental assessment of the home was conducted and minor home repairs were completed. Participating seniors received educational materials and additional referral and resource information.

**Number of homes modified:** 59

**EVALUATION:** *Nurses completed a follow-up phone survey to determine whether any subsequent falls occurred in the home 30 days after the modifications were completed. Results indicate that 93 percent of those seniors responding to the follow-up survey did not have a fall in the home.*

## PROGRAMS THAT TARGET HIGH-RISK GROUPS AND PROMOTE SAFETY FOR VULNERABLE GROUPS



### Residential Fire Injury Prevention – Operation Installation

The elderly, minorities, low-income populations and people living in homes without a working smoke alarm are more likely to suffer a life-altering injury or die as a result of a house fire. However, nearly 40 percent of all house fires and more than half of all fire-related deaths occur in the 6 percent of homes that do not have a functional smoke alarm. Operation Installation is a collaborative effort between the IPC, American Red Cross Chapter of Dallas and Dallas Fire-Rescue Department (DFRD). The goal of the intervention is to eliminate deaths and reduce house fire-related injuries in high-risk areas of Dallas. This goal is accomplished by providing on-site installation of lithium-powered (long life) smoke detectors and replacement batteries. Each month, fire fighters and volunteers install smoke detectors and/or batteries in high-risk census tracks throughout Dallas. During 2008:

- 5,875 homes were visited
- 6,106 smoke detectors were installed (installed an average of 3 smoke detectors per house)
- 7,930 lives were potentially saved

**EVALUATION:** *The IPC has collected baseline data on all participating homes and is awaiting data from the DFRD on residential house fires within participating census tracks. This data will determine whether or not residential house fires occurred within houses that were served by Operation Installation.*

### Tailored Injury Prevention Program

Funded in September 2008 by the Texas Department of State Health Services, the IPC is partnering with deHaro-Saldivar Health Center, a community-oriented primary care clinic of Parkland Health & Hospital System, to implement a culturally-competent, evidence-based anticipatory guidance curriculum for parents of pediatric patients less than 5 years of age. Implementation of the project will begin in July 2009. During a well-child visit, participating parents will complete a computer assessment identifying their child's top two injury risks. Parents will receive information about the risk areas from their health care provider and will subsequently receive health education materials in the mail on prevention of these injuries as well as local resources. It is anticipated that parents will adopt behaviors to decrease the risk of their children being injured.

**Anticipated number of project participants:** 8,550

**EVALUATION:** *Baseline data on parental attitudes and behaviors regarding child safety will be collected. Follow-up telephone interviews with parents will be conducted three weeks after the well-child visit to assess impact of the intervention.*

### Child Abuse Prevention, La Voz de la Familia Community Partnership

La Voz de la Familia, the voice of the family, is a community partnership to prevent child abuse established by the IPC and the Bachman Lake Community in 2004. Funding for the project is provided by the Texas Department of Family Protective Services and ended in June 2009. During 2008:

- The community partnership provided weekly support groups, parent education classes, monthly classes for new and expectant mothers and monthly community partnership meetings.
- The Parents Anonymous Inc. support group model, which aims to strengthen families and reduce child maltreatment, was used to implement weekly support groups. More than 40 parents attended these parent-led support groups throughout the year.
- The third annual Dia del Nino, Day of the Child, celebration was held in April in recognition of child abuse awareness month. More than 250 community residents and stakeholders attended the celebratory event with featured speakers on family violence prevention, baile folklorico traditional singing and a performance by community parents on healthy parenting.
- The Creative Girls program was offered, where mothers and daughters worked on and taught craft-based activities. The goal of the program was to encourage bonding between mothers and daughters, which is a protective factor against child abuse.
- Classes were implemented in partnership with the Salesmanship Club of Dallas to provide education to parents on effective ways to communicate while teaching children about their family culture and heritage.

**Number of Participating Youth and Parents:** 224

**EVALUATION:** *An overall analysis of program satisfaction found that participants strongly agreed that the program improved their parenting skills and helped reduce stress in their lives.*

**More than 200 youth and parents participated in La Voz de la Familia, a community partnership to prevent child abuse.**

### **Injury Prevention Center of Greater Dallas Steering Committee**

Ron Anderson, M.D.	Parkland Health & Hospital System
A. Compton Broders, M.D.	Emergency Medicine Consultants
Raul Catetano, M.D.	University of Texas School of Public Health, Dallas Regional Campus
Jennifer Coleman	Baylor Health Care System
Dot Howard	Methodist Dallas Medical Center
Jorie Klein, R.N.	Parkland Health & Hospital System
Joseph Minei, M.D.	Parkland Health & Hospital System
Paul Pepe, M.D.	University of Texas Southwestern Medical Center
Claudia Romo	Children's Medical Center of Dallas
Karen Cavazos	Children's Medical Center of Dallas
Shahid Shafi, M.D.	University of Texas Southwestern Medical Center
David Tessmer	Texas Health Resources

### **IPC Coalitions**

The IPC facilitates five coalitions, aimed at reducing injuries and associated deaths:

- Citizens for Traffic Safety of Greater Dallas
- Dallas Area Pedestrian Safety Coalition
- Family Violence Prevention Council
- Child Abuse Prevention Coalition
- Domestic Violence Awareness Coalition

### **National and International Safe Communities Networks**

In November 2008, IPC staff attended the Safe Communities Canada Conference in Winnipeg, Manitoba. Carrie Nie, IPC Associate Director, and Shelli Stephens-Stidham, IPC Director, completed qualifying certification to serve as peer reviewers for applicants to the International Safe Communities Network.



## Publications

Runyan CW, Villaveces A, Stephens Stidham S. **Improving Infrastructure for Injury and Violence Control: a call for policy action.** *Injury Prevention* 2008 14: 272-273.

Barber CW, Azrael D, Hemenway D, Olson LM, Nie C, Schaechter J, Walsh S. **Suicides and suicide attempts following homicide: Victim suspect relationship, weapon type, and presence of antidepressants.** *Homicide Studies* 2008; 12(3):285-297.

## Scientific Presentations

Istre GR, Stowe M, Mubasher M, McCoy MA, Culica D, Womack KN, Anderson RJ. **"Evaluation of a Community-based Approach to Increase Child Restraint in Motor Vehicles."** 9th World Conference on Injury Prevention and Safety Promotion, Merida, Mexico March 15-18, 2008 (poster)

Stephens Stidham S., Hardman S, Williams A. **"Strengthening Injury and Violence Prevention Practice and Improving Efficiency Through Professional Association."** 9th World Injury Conference on Injury Prevention and Safety Promotion, Merida, Mexico, March 15-18, 2008. (oral)

Alberson B, Stephens Stidham S, Williams A. **"Lessons Learned and Promising Practices in Collaborating to Prevent Injuries and Promote Health Through Land Use Policies and Community Design."** ASTHO-NACCHO Joint Conference, Sacramento, California, September 9-12, 2008.

Hardman S, Stephens Stidham S, Williams A. **"Keeping Older Adults Living Independently Longer: Reducing the Risk of Falls."** 2008 Society of Public Health Education Annual Meeting, San Diego, California, October 23-25, 2008 (poster).

Stephens Stidham S, Williams A, Hardman S. **"Changing the Environment to Change Behavior."** 2008 Society of Public Health Education Annual Meeting, San Diego, California, October 23-25, 2008 (oral).

## Other Oral Presentations

**"Addressing Traffic Safety Through the Safe Communities Model"** Presented by Jessica Trudeau at TexITE Winter Meeting, Irving, Texas, January 2008.

**"Injury Epidemiology"** Presented by Greg Istre at UTSW School of Medicine, Dallas, Texas, February 2008.

**"Dallas County Child Death Review Team"** Presented by Carrie Nie and Amy McSpadden at North Texas Police Chief's Association, Dallas, Texas, March 2008.

## Other Oral Presentations *(continued)*

**"From Data to Action: Child Safety and Window Sill Height"** Presented by Greg Istre at 2008 Joint Annual Meeting of STIPDA & CDC Core State Injury Grantees, Oklahoma City, Oklahoma, April 2008.

"Using local data to drive prevention" Presented by Greg Istre at UTSW School of Public Health (Dallas campus), March 2008.

**"Dallas County Child Death Review Team"** Presented by Amy McSpadden at School Nurse Administrator's Meeting, Dallas, Texas, April 2008.

**"Community injury prevention: increasing the use of child restraints in motor vehicles"** Presented by Greg Istre at UTSW School of Public Health (Dallas campus), April 2008.

**"Injury Prevention for Seniors"** Presented by Jessica Trudeau and Marissa Rodriguez at the Dallas Area Gerontological Society Meeting, Dallas, Texas, August 2008.

**"Elder Abuse"** Presented by Jessica Trudeau at University of Texas, School of Public Health Seminar, Dallas, Texas, September 2008.

**"Finding Common Ground: Building Collaborations with Trust,"** Presented by Shelli Stephens Stidham at Iowa Child and Youth Injury Prevention Conference: Keeping Kids Safe (invited key note), Des Moines, Iowa, September 2008.

**"Showcase of Child Fatality Review Team Successes"** Presented by Amy McSpadden at Protecting Texas Children, Houston, Texas, October 2008.

**"Dallas Children Safe and Secure: A Tween Occupant Protection Intervention,"** Presented by Shelli Stephens Stidham and Jessica Trudeau at 2008 Safe Kids Worldwide Conference, Washington, DC, October 2008.

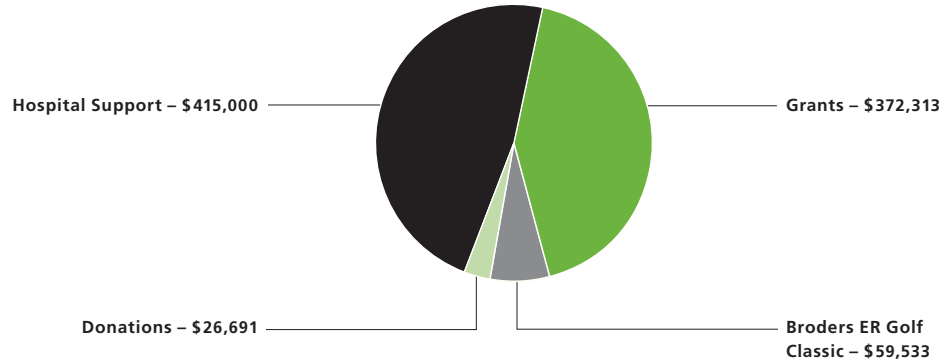
**"Primary Prevention of Family Violence"** Presented by Shelli Stephens Stidham at The Cutting Edge: Innovative Approaches to Family Violence Conference, Dallas, Texas, November 2008.

**"Unintended Pedestrian deaths on Expressways in Dallas"** Presented by Greg Istre at Traffic Safety Statewide Meeting, Houston, Texas, November 2008.

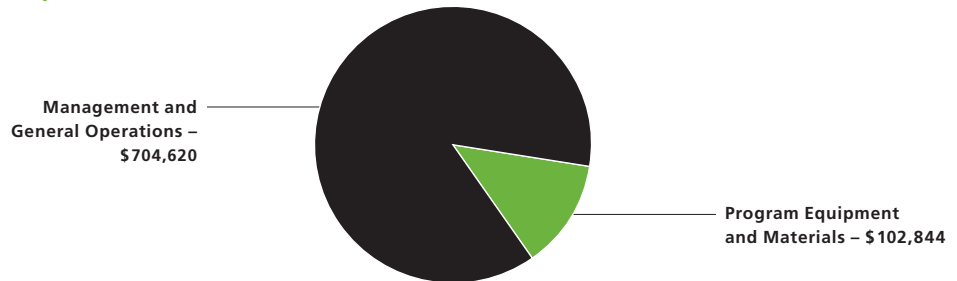
**"House fire injury prevention in Dallas"** Presented by Greg Istre at UTSW School of Public Health (Dallas campus), November 2008.

# FUNDING

**Total Support and Revenue – \$873,537**



**Total Expenses – \$807,464**



On April 28, 2008, the fifth Annual Broders ER Golf Classic was held at Bear Creek Golf Club in Dallas. Led by Dr. Compton Broders and his staff, the Broders ER Golf Classic has helped provide funds for the critical activities and prevention efforts of the IPC.

## Funders

*The Injury Prevention Center of Greater Dallas is housed at Parkland Health & Hospital System and receives support from corporate sponsors, government and private grants, and private donations through the Parkland Foundation.*

### Corporate Sponsors

- Baylor Health Care System
- Children’s Medical Center of Dallas
- Methodist Dallas Medical Center
- Parkland Health & Hospital System
- Texas Health Resources

## Grants

- Best Buy Foundation
- CW33 Foundation
- Exxon Mobile Foundation
- National Safety Council
- Texas Department of Transportation
- Texas Department of Family Protective Services
- Texas Department of State Health Services

## Collaborators

*The activities and successful projects would not be possible without the continued support of the many collaborative relationships the IPC has developed and maintained.*

American Association of Retired Persons (AARP)  
Adult Protective Services  
American Association of Safety Engineers – Southwest Chapter  
American Red Cross  
ARC of Dallas  
Avancé Dallas  
Balch Springs Police Department  
Boys & Girls Club of Greater Dallas  
Brighter Tomorrows  
Carrollton Police Department  
Catholic Charities  
Catholic Diocese of Dallas  
Child Abuse Prevention Center  
Child Protective Services  
City of Dallas Environmental and Health Department  
City of Dallas Office of Senior Affairs  
City of Dallas Public Works and Transportation  
Community Council of Greater Dallas  
Community Partners  
Coppell Police Department  
Dallas Area Agency on Aging  
Dallas Area Rapid Transit (DART)  
Dallas Area Safe Kids Coalition  
Dallas Court Appointed Special Advocates – CASA  
Dallas Children’s Advocacy Center  
Dallas Concilio of Hispanic Services  
Dallas County Commissioners Office  
Dallas County Courts  
Dallas County District Attorney’s Office  
Dallas County Health and Human Services  
Dallas County Juvenile Department  
Dallas County Medical Examiner’s Office  
Dallas County Sheriff’s Department  
Dallas Fire-Rescue Department

Dallas Healthy Start  
Dallas Independent School District  
Dallas Police Department  
Dallas Pregnancy Resource Center  
Family Outreach Family Care Connection  
Garland Police Department  
Genesis Women’s Shelter  
Girls Incorporated of Metropolitan Dallas  
Glenn Heights Police Department  
Grand Prairie Police Department  
METROTEX Association of Realtors  
Head Start of Greater Dallas  
Highland Park Police Department  
Home Instruction Program for Preschool Youngsters  
International Rescue Committee  
Irving Family Advocacy Center  
Irving Police Department  
Kin Care Network  
Lancaster Police Department  
Legal Services of North Texas  
Marillac Social Center  
Mosaic Family Services  
Mothers Against Drunk Driving, Metroplex Chapter  
National Highway Traffic Safety Administration  
North Central Texas Council of Governments  
North Central Texas Trauma Regional Advisory Council  
Parent’s Anonymous, Inc (California)  
Parents As Teachers  
Promise House  
Richardson Police Department  
Sachse Police Department  
Salesmanship Club Family Works Center  
Texas Department of State Health Services  
Texas Department of Family and Protective Services  
Texas Department of Transportation  
Texas Transportation Institute  
TexProtects  
The Family Place  
The Senior Source  
United States Attorney’s Office  
Victim’s Outreach  
YWCA

## Churches

Highland Park United Methodist

## Corporations

American Bank  
AT&T  
Ken Benson & Associates  
MarketNet  
Mary Kay Inc.

## Hospitals/Clinics

Baylor Health Care System of Dallas  
Children’s Medical Center of Dallas  
Methodist Hospital of Dallas  
Parkland Health & Hospital System

- *Community Oriented Primary Care Health Centers*
- *Victim Intervention Program/Rape Crisis Center*

Texas Health Resources  
UT Southwestern Medical Center

## Libraries

Walnut Hill Library

## Schools

Bachman Head Start  
David G Burnet Elementary School  
Dallas Independent School District  
Francisco “Pancho” Medrano Middle School  
Head Start of Greater Dallas  
Hotchkiss Elementary School  
Jack Lowe Sr. Elementary School  
Jill Stone Elementary School  
Julian T. Saldivar Elementary School  
Leonides Gonzalez Cigarroa Elementary School  
Lorenzo de Zavala Elementary School  
Mi Escuelita Head Start  
Region 10 ESC  
Southern Methodist University  
St. Clara Catholic Church & School  
University of Texas School of Public Health of Houston, Dallas  
University of North Texas



**Front Row, Left to Right:** Isabel Colunga, Senior Community Assistant; Marissa Rodriguez, Public Health Educator; Jessica Trudeau, Senior Community Development Specialist; David Beveridge, Administrative Assistant

**Back Row, Left to Right:** Carrie Nie, Associate Director; Mary McCoy, Data Analyst; Latisha Walker, Community Development Assistant; Shelli Stephens-Stidham, Director; Amy McSpadden Bailey, Child Death Review Coordinator; Kris Herwig, Public Health Educator

**Not Pictured:** Greg Istre, M.D., Research Director



**The Injury Prevention Center of Greater Dallas**

5000 Harry Hines Boulevard, Dallas, Texas 75235 214.590.4455 [www.injurypreventioncenter.org](http://www.injurypreventioncenter.org)