Title V Maternal and Child Health (MCH) Program
Injury Prevention Pilot

Division of Public and Behavioral Health
Bureau of Child, Family and Community Wellness
Title V Maternal and Child Health (MCH) Program

Injury Prevention Pilot Project

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Nevada Title V MCH Program Includes:

- Maternal and Infant Health Program (MIP)
- Children and Youth with Special Health Care Needs (CYSHCN)
- Adolescent Health and Wellness (AHW) Program
- Rape Prevention and Education (RPE) Program
- MCH Epidemiology
- Fiscal Staff
Priority Areas

- Improve preconception and interconception health among women of childbearing age
- Breastfeeding promotion
- Increase developmental screening
- Promote healthy weight
Priority Areas

• Reduce teen pregnancy
• Improve care coordination
• Reduce substance use during pregnancy
• Increase adequate insurance coverage among children
Injury Prevention Need

• Nevada lacks a statewide formal childhood injury prevention program
• Limited services and resources available
• Limited funds available to provide car seats, despite available occupant protection grant funding available through the Office of Traffic Safety
• No shaken baby/abusive head trauma training available outside Division of Child and Family Services and the Nevada Registry
  • Survey of resources available from partners were missing components and not always culturally relevant
Injury Prevention Pilot Overview

• Increase collaboration with tribal clinics
• Provide services and resources related to injury prevention
• One year time frame, started August 2017
• 4 Indian Health Service Clinics
  • Owyhee Community Health Center
  • Southern Bands Health Center
  • Walker River Paiute Tribe
  • Washoe Tribe
Partnerships

• Indian Health Services
  • Jason Hymer, REHS, MPH, LCDR, United States Public Health Service (former District Injury Prevention Coordinator: Phoenix Area IHS/Reno District)
  • Loren Ellery, Director of Nevada Area Operations, Indian Health Services

• Tribal Liaison
  • Erika Pond (Director’s Office, Department of Health and Human Services)

• Nevada Home Visiting Program

• Title V MCH Subgrantees
Planning

• Meetings with Indian Health Services
  • Warm handoff and leveraged existing relationships
  • Identification of key points of contact
• Presentations to Tribal Council and clinics
• Meetings with each site
  • Conference calls, emails, and in person, when possible
  • Customize to fit their needs
  • Chain of command, multiple meetings
• Introductions to other partners
  • Warm handoff
  • Follow up
  • Check in
Implementation

• Identify specific components of the plan, specify with whom, by whom, how and when
• Shared vision and mission with all partners
• Leadership-strong and driven
• Be flexible
• Continue with check ins, follow-up, offer assistance
• Build community support - share your ideas, invite others to see what you are doing
Coordination

• Share materials
• Leverage resources
  • Regional Emergency Medical Services Authority (REMSA) Point of Impact Program
• Combine opportunities
  • Staff from Owyhee travel to Elko
Abusive Head Trauma Education

- Train the trainer provided by Nevada Institute for Children’s Research and Policy (NICRP)
- Created from existing best practice materials
- Provided to two different locations (Elko and Reno)
- On-going coaching, support, and technical assistance provided
- Trainers complete a brief evaluation to determine knowledge gains and perceived self-efficacy to teach parents the information
- Parent survey provides staff an ongoing assessment
Safe Sleep Education

• Cribs for Kids Program offered by REMSA
• Train the Trainer program offered to clinic staff
• Clinic staff provide education to parents
• Clinic staff complete 3 month and 12 month follow up surveys
  • 10 questions
Safe Sleep Incentive

- Safe Sleep Survival Kit
  - Pack ‘n Play Crib
  - Halo Sleep Sack
  - Pack ‘n Play Crib Sheet with Safe Sleep message
  - ABC’s of Safe Sleep Photo Magnet
  - Philips Soothie Pacifier
  - Educational Materials (temperature card, brochure, other tips)
  - Safe Sleep DVD
  - Safe Sleep Children’s Book

[Image of Safe Sleep Survival Kit and DVD]
Safe Sleep Survival Kit Distribution

• All four sites have received the Train the Trainer Training
• Owyhee Community Health Center: 20 Safe Sleep Kits
• Southern Bands : 3 Safe Sleep Kits
• Walker River Paiute Tribe : 10 Safe Sleep Kits
• Washoe Tribe: Two nurses trained, 20 Safe Sleep Kits ordered
Car Seat Safety

• Car Seat Technician Training
• Car Seat Inspections at Community Events
• 320 Car Seats available
  • 80 per site
  • 80 infant, 120 convertible, 120 booster seats
• Sites were surveyed to determine the appropriate quantity and type of car seat
Car seats Distributed

• Owyhee Community Health Center: 47 car seats distributed
• Southern Bands: 17 car seats distributed
• Washoe Tribe: car seats will be ordered once a technician completes training
• Walker River Paiute Tribe: 5 car seats distributed to date, community event planned in May
Other Relevant Materials

• All materials shared at each site were well received and requested!

• Substance Use During Pregnancy Materials
  • Marijuana use during pregnancy and while breastfeeding
  • Posters, factsheets, provider guides, wall stickers

• Drowning Prevention

• Not even for a minute – Never leave a child unattended in a car

• Smoking Cessation

• Other topics as requested
  • Special request for breastfeeding materials from Inter-Tribal Council of Nevada Women Infants and Children (WIC) Program
  • Samples of Title V MCH materials offered
  • Teen Pregnancy Prevention materials
Challenges

• Storage at each site for car seats and cribs
• Shortage of certified car seat technician trainings offered delayed one site from receiving the training until June 2018
• Difficult to pass funds directly to tribal sites
• Partners recommended the program to additional sites
  • At capacity for year one, considering for next year
Successes

• Staff from pilot sites are engaged and responsive
• Partners are dedicated to the work, complete projects timely, and follow-up to ensure expectations are being met on all sides
• Leveraging resources
  • Ages and Stages Questionnaire (ASQ) training
  • Additional resources have been requested
    • Additional copies of materials originally provided
    • Provided other information (breastfeeding)
• Owyhee Community Health Center Immunization Clinic
  • Opened at the beginning of the pilot project, furnished waiting room with materials
  • Immunization clinic the third week each month
Next steps

• Qualitative Evaluation Survey in August at each site
• The Title V MCH Injury Prevention Program will continue next year
• Safe Sleep, Car Seats, Substance Use, Tobacco Cessation, Abusive Head Trauma
• Possibly adding sites after year one is completed
Questions?

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Community Efforts to Eliminate Unintentional Injuries in Children - Drowning Prevention

Brady Dehn

May 10, 2018

Southern Nevada Child Drowning Prevention Coalition
Introduction
Risks

Drowning is the leading cause of unintentional death for children in the United States, and in Clark County.

http://www.southernnevadahealthdistrict.org/stats-reports/drowning-statistics.php
Layered Prevention Strategies

- Awareness
- Training
- Adult Supervision
- Barriers
- Assistive Devices
- Emergency Network

Communication Strategies

- Simple
- Consistent
- Appropriate

Drowning Prevention

We all want to keep our children safe and secure and help them live to their full potential. Knowing how to prevent leading causes of child injury, like drowning, is a step toward this goal.

When most of us are enjoying time at the pool or beach, injuries aren’t the first thing on our minds. Yet, drownings are a leading cause of injury death for young children ages 1 to 4, and these children die every day as a result of drowning. In fact, drowning kills more children 1-4 than anything else except birth defects.

Thankfully, parents can play a key role in protecting the children they love from drowning.

Key Prevention Tips

- Learn life-saving skills.
  Everyone should know the basics of swimming (floating, moving through the water) and cardiopulmonary resuscitation (CPR).

- Fence it off.
  Install a four-sided isolation fence, with self-closing and self-latching gates, around backyard swimming pools. This can help keep children away from the area when they aren’t supposed to be swimming. Pool fences should completely separate the house and play area from the pool.

- Make life jackets a must.
  Make sure kids wear life jackets in and around natural bodies of water, such as lakes or the ocean, even if they know how to swim. Life jackets can be used in and around pools for weaker swimmers too.

- Be on the lookout.
  When kids are in or near water (including bathtubs), closely supervise them at all times. Because drowning happens quickly and quietly, adults watching kids in or near water should avoid distracting activities like playing cards, reading books, talking on the phone, and using alcohol or drugs.

https://www.cdc.gov/safechild/drowning/index.html
Summertime safety is about more than SPF.

Drowning remains the leading cause of unintentional injury-related death for young children in Southern Nevada. Being an alert water watcher through Patrol, Protect and Prepare can help us keep summer fun for everyone!

Be a Water Watcher

https://gethealthyclarkcounty.org/be-safe/
Wrap-up

- Risks
- Prevention Strategies
- Effective Communication

Questions?
Appendix

Resources:

- SNCDPC [https://www.sncdpc.com/](https://www.sncdpc.com/)
- Get Healthy Clark County [https://gethealthyclarkcounty.org/be-safe/](https://gethealthyclarkcounty.org/be-safe/)
- Pool Safely [https://www.poolsafely.gov/](https://www.poolsafely.gov/)

Contact:

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Nevada Department of Public Safety

Nevada Highway Patrol (NHP)

Mission Statement:

To promote safety on Nevada Highways by providing law enforcement traffic services to the motoring public.
Dedicated to Keeping our Children Safe:

- Car Seat Inspections
  - Child Passenger Safety Technicians
  - Enforcement
  - Community Events
  - Car Seat Recalls

- Joining Forces
  - Click it or Ticket
  - Pedestrian / Crosswalk Safety

- Education
  - Drive
  - Drivers Edge
  - Zero Teen Fatality Events
# Car Seat Safety Stage Milestones

<table>
<thead>
<tr>
<th>Stage</th>
<th>Rear-facing</th>
<th>Forward-facing</th>
<th>Booster seat</th>
<th>Seat belt</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STAGE-1</strong></td>
<td>Birth to 3-5 years</td>
<td>3-5 to 6-7 years</td>
<td>6-7 to 10-12 years</td>
<td>10-12 years+</td>
</tr>
</tbody>
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*Always follow height and weight maximums of the car seat*
• NRS 484B.157 Child less than 6 years of age and weighing 60 pounds or less to be secured in child restraint system while being transported in motor vehicle;

NRS 484D.495 Safety belts and shoulder harness assembly; Any person driving, and any passenger who:
(a) Is 6 years of age or older; or
(b) Weighs more than 60 pounds, regardless of age, who rides in the front or back seat of any vehicle … shall wear a safety belt if one is available for the seating position of the person or passenger.
#1. Head on crash. Unrestrained child thrown from vehicle and pronounced deceased.
#2. Impaired driver Rollover. Baby in car seat thrown from vehicle. Trooper locates baby still sitting in the car seat near scene of the crash.
Saving Lives Through Education

info@zeroteenfatalities.com
Saving Lives Through Education

https://driversedge.org/our-events/
Enforcement Operations

www.ZeroFatalitiesNV.com