

# TIPCAP NEWSLETTER DECEMBER 2013

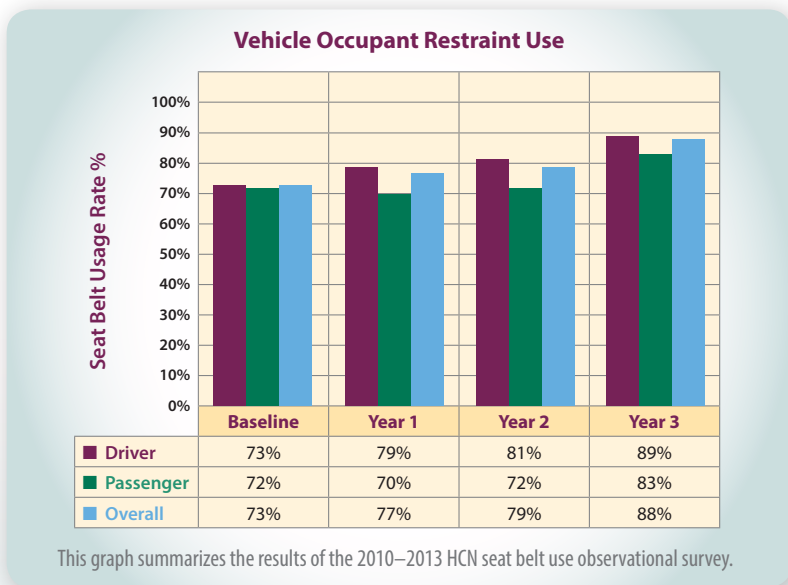
## Ho-Chunk Nation

### THE RISE OF SEAT BELT USE AT HO-CHUNK NATION

Motor vehicle crashes are the leading cause of injury death for the Native American population. The number of Native Americans killed in car crashes is higher than that of any other ethnic group. To address this problem, the TIPCAP Ho-Chunk Nation (HCN) program aims to increase the seat belt usage rate, increase the child passenger seat usage rate, decrease distracted driving among Ho-Chunk Tribal members, and reduce drinking and driving among Ho-Chunk Tribal members. The site has implemented a motor vehicle injury prevention program (MVIPP) to improve road safety and reduce injuries and deaths. Collecting Native American-specific data presented a program barrier. To overcome this challenge, HCN requested that law enforcement collect Native American-specific data during saturation patrols (citations, crash reports, etc.) and through HCN's observational surveys.

Since summer 2010 (baseline), the MVIPP staff has conducted observational seat belt surveys to estimate seat belt usage rates among Ho-Chunk Tribal members.

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**G**reetings to the Tribal Injury Prevention Cooperative Agreement Program Team! We present to you the TIPCAP December 2013 Newsletter.

*Every quarter, we highlight program successes from each TIPCAP area. This quarter's newsletter features highlights from the TIPCAP sites in the Aberdeen and Bemidji Area.*

## Ho-Chunk Nation

### THE RISE OF SEAT BELT USE AT HO-CHUNK NATION



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Based on the results, in Year 1 (2011) the overall seat belt usage rate was 77 percent, in Year 2 (2012) the overall usage rate was 79 percent, and in Year 3 (2013) the overall usage rate increased to 88 percent. The data shows the impact the MVIPP has had in the community: As a result of MVIPP activities, from 2010 to 2013 HCN drivers' use of seat belts grew from 73 percent to 89 percent, and passenger seat belt use increased from 72 percent to 83 percent.

The HCN IP and HCN police department are collaborating to present to the Tribal council on adopting Wisconsin's primary seat belt law and creating an ordinance on seat belt and child safety seat usage for the HCN. Clearly, the program has achieved the TIPCAP program goal to increase seat belt usage by 5 percent. According to HCN, the critical components of program success include enhanced communication with key stakeholders, collaboration with agencies such as other tribal/non-tribal programs, setting reasonable goals and objectives, a media campaign, data collection, and effective program evaluation.

**Reference:**

<http://www.cdc.gov/injury/>

<http://www.ttap.mtu.edu/workshops/2011/WITTC/presentations/Tuesday/Clans/1430%20Clans%20-%20Strategies%20to%20Reduce%20Injuries%20-%20Thunder.pdf>

# FACING THE CHALLENGE AHEAD FOR TIPCAP

## A MESSAGE FROM NANCY BILL, THE IHS INJURY PREVENTION PROGRAM MANAGER



### *Greetings TIPCAP Coordinators,*

It is very exciting to see the great progress of TIPCAP in Year 3. Every effort to properly fit a child in a safety seat, increase seat belt use, or prevent elder falls is making a difference. In Year 4 we will focus on evaluation. Demonstrating the program's success with data is important. But also equally important are the success stories of lives saved due to your efforts. In Year 4, IHS and the Econometrica team will assist in strengthening program evaluation for TIPCAP.

The annual TIPCAP 2014 workshop will be held April 30–May 1, 2014, in Nashville, TN. Due to a major event occurring in Nashville prior to the National Lifesavers Conference, we had to move the TIPCAP workshop to those dates. Please note the date changes.

A brief note about the upcoming holiday season, as we know this increases the risk of alcohol-related crashes. High-visibility impaired-driving enforcement programs, including those supported by the National Highway Traffic Safety Administration, provide important national strategies to combat impaired driving. Evidence-based research on high-visibility impaired-driving enforcement campaigns (i.e., sobriety checkpoints or saturation patrols, etc.) shows the effectiveness of these campaigns. Collaborations with law enforcement to support a high-visibility impaired-driving campaign are an effective strategy for injury prevention.

Promotion of safe driving practices this holiday season and throughout the upcoming New Year continues to be one of our strategies, i.e., sober driving, use of seat belts, proper use of child safety seats, no texting/no drowsy drivers, etc. Together we will strive to keep the holidays injury-free. Have a safe and enjoyable holiday season!

*Ahe'hee' thank you*

***Nancy M. Bill***

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# Menominee Indian Tribe of Wisconsin

## SEAT BELT USAGE RATE INCREASES IN MENOMINEE INDIAN TRIBE OF WISCONSIN



Educational flyer for the National Teen Driver Safety Week on "Tips on How to be a Good Passenger."



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Injury Prevention

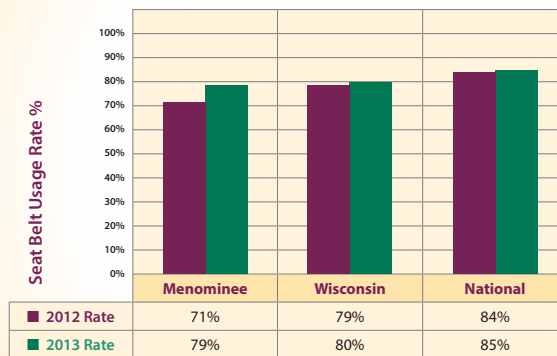
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The number one cause of death among teens in the United States is motor vehicle crashes. The fatality rate for drivers ages 16–19 is four times that of drivers ages 25–69 years. Not using seat belts is a top predictor for fatality. To improve highway safety in the community, one of the goals of the Menominee Indian Tribe of Wisconsin’s Injury Prevention (IP) Program is to decrease motor vehicle crashes and injuries by 10 percent and increase seat belt use by 10 percent.

In October, the program participated in the National Teen Driver Safety Week to raise awareness of motor vehicle crashes among teens and find solutions to lower the fatal-crash risk of teen drivers. The Menominee Indian Tribe of Wisconsin IP Program worked on advertisement and developed educational flyers such as “Tips on How to be a Good Passenger” and “10 Tips for Teen Drivers and Their Parents.” These resources will serve as a guide to help teens and parents understand ways to practice safe driving.

Moreover, Alan Tomow, Injury Prevention Coordinator, conducts biannual observations of seat belt use utilizing an adaptation of the University of North Carolina (UNC) safety belt observation methodology. The UNC Protocol requires the program to locate eligible sites that meet specific criteria, and the team observes drivers for 15-, 30-, or 60-minute intervals at random. The program has also collected data in the Menominee Tribe’s two most populated communities, Keshena and Neopit. Mr. Tomow has established a good working relationship with the Police Chief, and Tribal law enforcement supports the seat belt study and other injury prevention initiatives. The seat belt observations have been conducted routinely and are now a practice recognized by police and community members alike. The Menominee Tribal Newspaper highlighted the results of a seat belt survey the IP Program completed in May. The article focused on data over the years and compared the program’s data to State and national data. Based on the results, Menominee drivers’ seat belt usage rate increased from 71 percent in 2012 to 79 percent in 2013.

**Comparison of Seat Belt Usage Rates: Menominee, Wisconsin, National**



This graph shows the 2012–2013 seat belt usage rates for the Menominee Tribe, State of Wisconsin, and United States.

Furthermore, the collaboration with the police commissioner and police department has garnered support for a focus on issuing citations. The Tribe has passed seat belt ordinances that impose higher and stricter penalties than those required under Wisconsin State law. Over the years, the Menominee Indian Tribe of Wisconsin Injury Prevention Program has demonstrated improvement in seat belt use and has been successful in achieving TIPCAP’s goal of increasing seat belt use by 5 percent. The program continues to work toward improving highway safety in their community.

**Reference:**

<http://www.chop.edu/service/teen-driver-source/home.html>.

## Fond du Lac Band of Lake Superior

### SAFETY SEAT LAW AND EDUCATION INTERSECT IN MINNESOTA



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The Fond du Lac Band of Lake Superior Ojibwe Car Seat Program is happy to report a very successful year in TIPCAP.

Prior to Coordinator KaRee Lockling joining the Injury Prevention program, a strong working relationship had been established between Injury Prevention and Fond du Lac Band law enforcement.

One result of this working relationship was collaboration between the Police Chief and prior Injury Prevention Coordinator to increase the fine for failure to use child passenger restraint systems from \$25 to \$150.

However, despite implementation of a more severe penalty, the child passenger restraint ordinance still faced several enforcement challenges. As a result, children of the Fond du Lac community were not experiencing full protection from potential motor vehicle injury. Recognizing that citation-driven enforcement was not working well in the Fond du Lac community, Ms. Lockling advocated a transition from a citation-based system to one that incorporates safety education.

KaRee Lockling was able to collaborate with the Tribal Court to make major revisions to regulation of child passenger restraint use on Fond du Lac Band territory. The ordinance now matches Minnesota State booster seat legislation and boasts more stringent age requirements for rear-facing child restraint. In addition, the updated ordinance requires that Fond du Lac community members, upon citation for failure to utilize a child restraint system, participate in a safety education course that Ms. Lockling conducts in the area. This provision allows community members to receive education on child passenger safety that can be shared with family and neighbors, with the added opportunity to circumvent a \$150 fine and have the citation rescinded.

The revised ordinance is still new and citations have not increased, but Ms. Lockling is optimistic and sees the situation as a win-win: “The ordinance change was highlighted in our local media, and I have been very active in educating the community on the new regulation and how to avoid citations and protect children during vehicle crashes,” says Ms. Lockling. She has not seen an increase in cited community members, but suggests this may point to the effectiveness of other child passenger safety initiatives implemented by the Car Seat Program.

KaRee Lockling’s efforts are a great example of how collaboration between the Tribal community, courts, and law enforcement can enforce tough child passenger safety regulation and simultaneously educate the community.





## The Northern Native Alliance– Bad River

# BAD RIVER STRATEGIES IN PROGRAM SUSTAINABILITY



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The Northern Native American Health Alliance (NNAHA)

has been working with the Bad River and Red Cliff reservations in northern Wisconsin on both intentional and unintentional injury prevention. Prior to the TIPCAP program, there were no certified technicians on the two reservations. Currently, the Child Passenger Safety (CPS) project has seven CPS technicians in Red Cliff and seven in Bad River. The Red Cliff CPS team includes two senior checkers who are working on their instructor candidacies. Together, the technicians safely distribute more than 100 car seats each year. Based on observations at the most recent car seat clinic, nearly 90 percent of participants arrived at the clinics with correctly installed seats. NNAHA has taken the lead in developing and implementing an unintentional injury project in high schools in both Bad River and Red Cliff.

One indicator of the program's success since the implementation of the Creating Caring Communities (CCC) more than 4 years ago is that the Ashland High School has been able to document a steady decline in the truancy rate. Within the last 2 years the TIPCAP Coordinator, Luis Salas, located on the Bad River Reservation, has made efforts to extend the reach of injury prevention activities through a community-based coalition. In 2010, Luis accepted the position of Co-Chair of the University of Wisconsin School of Medicine and Public Health's Community Advisory Board (CAB). The CAB seeks creative ways to leverage resources to promote healthy lifestyles and a safe community environment. Part of a larger State-wide effort, this CAB looks to identify, prioritize, and create community interventions to reduce environmental barriers to healthy diet and exercise. Members of the coalition include representatives of a number of Bad River Reservation departments, staff from the nearby Ashland school district, individuals responsible for operating community-based programs funded by the Federal Government or foundations, and representatives of public safety agencies.

Over the past 3 years, CAB has assisted in accomplishing two environmental modifications and a smoking ban at the Bad River Restaurant. These environmental modifications have enhanced the safety of all Bad River community members. CAB addressed the development of a wild woods playground for preschool-age children where none existed before. CAB, with help from the Wisconsin School of Medicine, brought a wild woods architect to design the playground for Bad River. The Head Start and Day Care led the construction of the playground, which was recognized in an article in the journal of the Wisconsin School of Medicine. A second environmental modification involved redesigning the entrance to Lake Superior on the Bad River Reservation. The capstone project of University of Wisconsin student Nick Thierer, this modification was designed to provide elders access to the waterfront



Playground at Bad River reservation, the Wisconsin School of Medicine and Community Advisory Board partnership project.

*Continued on page 7.*

## *The Northern Native Alliance– Bad River*

### **BAD RIVER STRATEGIES IN PROGRAM SUSTAINABILITY**

*Continued*

and was supported by the University of Wisconsin School of Medicine. The smoking ban at the Bad River Restaurant, which CAB supported, became effective October 2, 2013.

Members of the coalition recognize the limitations in available funding due to budget cutbacks at the Federal level, as well as the recent recession's impact on State budgets and foundation funding. CAB's midterm objective is to develop a process whereby many TIPCAP-related activities will be sustained by local entities beyond the current TIPCAP grant cycle. One effective strategy has been to develop linkages with graduate students in local architecture programs. Such students are required to construct a capstone project in order to obtain their certification. CAB has been able to use the expertise of these students to design several injury-prevention projects, with labor and materials provided by community organizations.

This past summer, CAB tapped into community mobilization to address a traffic-safety issue. During the summer, many children walked along residential streets to reach playgrounds or other local facilities. Parents worried that the traffic on these streets endangered the children. CAB coalition members were able to engage the support of parents and children to address this problem. Local community youth volunteers formed a "safety patrol," manned by teenage high school students and a number of adults who assumed responsibility for the patrol activities. The major objective of the patrol was to warn vehicles of the presence of children walking down the residential streets.

NNAHA, in partnership with CAB, will enhance capacity building to increase the outreach of the TIPCAP. TIPCAP's community partnerships were supported by the coalition of community stakeholders. This is an effective strategy in community mobilization in support of TIPCAP's goals for achieving a safer community.

In November 2013, the UW School of Medicine and Public Health received the Spencer Foreman Award for Outstanding Community Service. NNAHA and the Bad River CAB were one of the three tribes that were recognized for their participation.

## Oneida Tribe of Wisconsin

### ONEIDA ROYALTY WITH A MESSAGE



Oneida royalty are being prepped for the 2013 movie trailer.



Cue cards are being held for the filming of the 2012 Injury Prevention Trailer



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Nearly 75 percent of motor vehicle crash fatalities occur when passengers do not use a car restraint. Yet the Centers for Disease Control and Prevention (CDC) and the National Highway Traffic Safety Administration (NHTSA) report that the overall rate for car seat belt use on reservations is low, averaging around 55 percent. Given these statistics, the Oneida Tribe of Wisconsin has focused on car seat belt usage as a component of their TIPCAP program. In addition to participating in the annual Click It or Ticket campaign, Oneida has used media to raise awareness of seat belt safety. In 2012 and 2013, the Oneida TIPCAP program developed 30-second movie trailers to spread the word about injury prevention and seat belt use. The 2012 movie trailer was viewed by 31,581 people, and the 2013 trailer, shown May 20–June 2, was viewed by 37,435 people. The trailers preceded every movie shown during the specified time period. In addition to reaching several Tribal members, the trailers feature the Oneida police department and Oneida royalty. The 2013 trailer features Miss Oneida, Junior Miss Oneida, and Little Miss Oneida speaking the Oneida language. Including the Tribal language makes the trailer culturally significant and promotes the learning and use of the Oneida language.

The Oneida TIPCAP site is also using the power of social media to promote motor vehicle safety: Miss Oneida included the link to the trailer on her Facebook page, and the Oneida Environmental Safety Facebook page also posted the link. The Oneida site reports that the trailer is more cost-effective than a commercial that would only air late at night. While developing a brief movie trailer has its challenges, such as coordinating the actors' schedules and finding a theater that most Tribal members frequent, the Oneida site reports that the project was great fun and that participants enjoyed writing the script and learning their lines. Since 2005, the Oneida Tribe has noted a 30 percent increase in seat belt use, from 54 percent to 84 percent in 2013. There is no doubt that the trailers have helped, and the tribe plans to develop a new trailer for 2014.



#### Click It or Ticket Campaign ads - Oneida EH&S Injury Prevention Program

These PSAs were produced internally by the Oneida Tribe of Wisconsin's Executive Communications Specialist, in partnership with the Environmental Health & Safety Injury Prevention Department.

#### Reference:

<http://www.cdc.gov/Motorvehiclesafety/native/factsheet.html>



# Sisseton Wahpeton Oyate of Lake Traverse Reservation

## TIPCAP TOUCHES THE SISSETON WAHPETON OYATE COMMUNITY



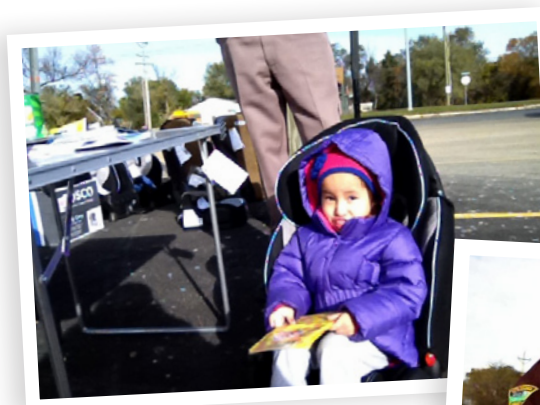
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The use of child safety seats significantly reduces the risk of injury and death resulting from motor vehicle crashes. However, reported rates of child safety seat usage in some areas of Indian country are as low as 12–21 percent. Increasing awareness of the importance of child safety seat use and educating parents and caregivers on the proper use of child safety seats is a priority for the Sisseton Wahpeton Oyate of Lake Traverse Reservation (SWO) TIPCAP site. To understand the need for child safety seat education, the SWO TIPCAP team conducted a pre-post observational study in collaboration with their Head Start Program. The pre-test was conducted in the fall of 2012; of the 158 child passengers counted, 37 were in child safety seats for a 23.4-percent rate of child safety seat use. In the spring of 2013, a post-test was conducted in which 91 child passengers were observed, and 26—or 28.6 percent—were using child safety seats. Even though this number is still below the national average, it shows a 5-percent increase in less than a year. Given this progress, the SWO TIPCAP team has been hard at work in engaging the community. On October 26, the SWO site hosted a community education event focusing on injury prevention and child passenger safety. The TIPCAP site made sure to inform Tribal members that the event would focus not on enforcement, but on education. A State trooper instructed parents and caregivers on the proper way to install child safety seats and said the site “did more in 1 day than [he’s] done in the last 2 years.” Even better, the site distributed 3 infant car seats, 5 convertible seats, and 51 car seats to 46 people, including 17 grandparents. Due to the site’s engagement with the community, they learned that grandparents need these seats as well, as it is difficult to reinstall safety seats from parents’ cars. Thus, grandparents also received child safety seats so that they will not feel “stuck at home” when babysitting grandchildren. As an extra bonus, families donated 240 canned goods to the Tribe’s food pantry in exchange for child safety seats. All in all, the SWO TIPCAP site is promoting happy and healthy behavior.



This is state trooper Sgt. Johnson and the little girl is Wadutawin, who is two years old.



**Reference:**

<sup>1</sup>Smith ML, Berger LR. Assessing community child passenger safety efforts in three Northwest Tribes. *Injury Prevention* 2002; 8:289–292.

# Oglala Sioux Tribe

## SOUTH DAKOTA'S SAFETY SEAT SUPERHEROES



Super Car Seat Lady, Scruffy, and McGruff help spread the word about car seat safety.



It's a bird, it's a plane... No, it's Pam Pourier!

When Ms. Pourier was first brought on board as an Injury Prevention Coordinator for the Oglala Sioux Tribe, baseline child restraint observation surveys revealed reservation-wide usage rates as low as 8 percent. As she conducted safety education activities with Head Start programs in the Pine Ridge area, Ms. Pourier noticed that presentations were better received when they were infused with fun and humor. Inspired by youth in the community who had dubbed her “the car seat lady,” she had an idea. With just a quick trip to a local dollar store to purchase a bright orange rain slicker, Ms. Pourier amped up her advocacy efforts by becoming the Super Car Seat Lady of the Oglala Sioux Tribe in Pine Ridge, SD.

As Super Car Seat Lady, Ms. Pourier works extensively with Head Start and Family and Child Education (FACE) programs in the Pine Ridge Area to make presentations to families about child restraint use and to distribute free car seats. The FACE program is active in all nine Pine Ridge districts, and Head Start programs are active in two districts, Oglala College and Badlands. Super Car Seat Lady meets with groups of 10 caregivers at least twice a month. Ms. Pourier’s outreach educates parents, grandparents, and children alike about the importance of child restraint systems while infusing fun, excitement, and great branding that attendees recognize out in the community long after receiving a presentation.

The popularity of Super Car Seat Lady has surged so highly that she, along with co-heroes Scruffy and McGruff, was featured on a float in the region’s annual Pow Wow and parade. Super Car Seat Lady, Scruffy, and McGruff helped Ms. Pourier nearly triple her record for monthly distribution of car seats, from an average of 35–40 seats to 101 seats in March 2013. Her most recent child restraint observational survey efforts revealed usage to be up to 73 percent across 15 sites in Oglala territory. She is currently expanding the visibility of Super Car Seat Lady in the media even more by collaborating with local radio personalities on a child passenger safety public service announcement that will feature a jingle sung by none other than the Super Car Seat Lady herself!

Ms. Pourier is currently accepting applications from other safety seat superheroes interested in filling a Buckle Up Bear vacancy in Pine Ridge.



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# Great Plains Tribal Chairmen's Health Board

## RIDE SAFE CHILD PASSENGER SAFETY PROGRAM CREATES AN IMPACT IN ABERDEEN AREA

Ciggy Butts, a.k.a. Kills Many, visits classroom to discuss the dangers of smoking and secondhand smoke and encourages the children to remind parents and family members to buckle up and to be the buckle patrol.



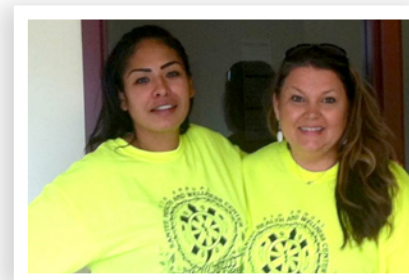
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According to the Centers for Disease Control and Prevention, the low rates of seat belt and child safety seat use contribute to an increased risk of injury and death among American Indian/Alaska Native motorists. In order to address this issue, Great Plains Tribal Chairmen's Health Board's (GPTCHB) Ride Safe Child Passenger Safety (CPS) Program aims to significantly reduce injury and death rates from motor vehicle crashes in the age range of 0-7 years by increasing the appropriate usage of child safety seats. The program has implemented the Ride Safe Curriculum in the Aberdeen Area with Rural America Initiatives (RAI) Prenatal to Five Head Start Programs in Rapid City (three Head Start sites) and Fort Thompson, SD. GPTCHB has continued to work with RAI staff to integrate CPS activities into their current class structure. The classroom visits highlight the dangers of secondhand smoke, smoking in the vehicle and home, and the importance of child safety seats and seat belts. Child safety seats are provided to students attending the RAI Head Start program, and home visits are also conducted at student homes to demonstrate to parents and guardians how to properly use child safety seats.



Gina Yellow Eagle, Child Passenger Safety Instructor, and Jodi Reynolds, Santee Sioux Nation, Northern Plains Healthy Start Program.



Since implementing Ride Safe CPS Program activities and child safety seat distribution efforts, the GPTCHB has seen improvement in the rate of child safety seat usage over the past three years. Based on car seat observation data collected at the beginning and end of each school year, in Year 1 the start-of-year usage rate was 13 percent compared to the end-of-year usage rate of 68 percent; in Year 2 the start-of-year usage rate was 48 percent compared to the end-of-year usage rate of 68 percent; and last year the start-of-year usage rate was 33 percent compared to the end-of-year usage rate of 68 percent. While the end-of-year rates have remained

consistent over the past three years, GPTCHB continues to strive to keep the rate of child safety seat usage high. The data is evidence that the Ride Safe CPS Program has had an impressive impact for the community.

The GPTCHB Ride Safe CPS Program collaborates with Northern Plains Healthy Start. They are collaborating with a total of four Healthy Start sites. The program has also partnered with the State of South Dakota's CPS Program. Through this partnership, the Ride Safe CPS Program has access to child safety seats at no cost to Ride Safe families residing in Rapid City, SD. The community recognizes their effort to reduce injury and death rates from motor vehicle crashes. The site continues to be successful in providing exemplary services and training to the Aberdeen Area on the significance of child passenger safety.

Congratulations to IP Coordinator Gina Yellow Eagle for obtaining Child Passenger Safety Instructor Certification in Powell, WY, in August 2013!

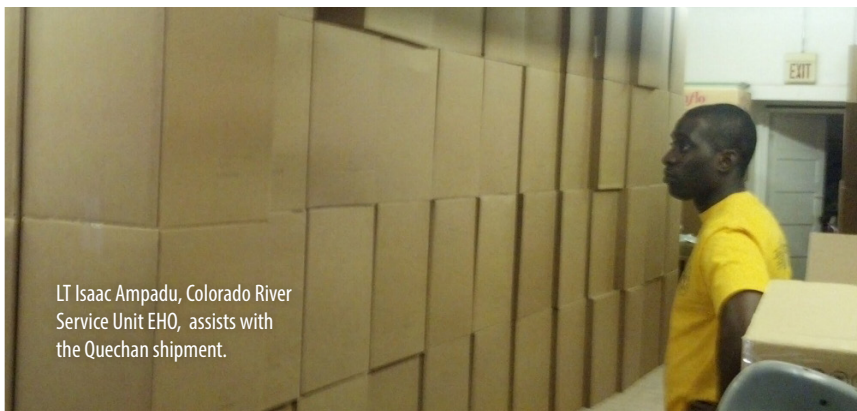
**Reference:**

<http://www.cdc.gov/features/tribalprograms/>



## Phoenix Area

# ARIZONA-BASED TIPCAP SITES PARTNER WITH THE ARIZONA DEPARTMENT OF HEALTH SERVICES ON A CAR SEAT PROJECT



LT Isaac Ampadu, Colorado River Service Unit EHO, assists with the Quechan shipment.

Despite the financial challenges faced by the sites and Tribes, the Phoenix Area Indian Health Service (IHS) was able to acquire car seats for its Arizona-based TIPCAP sites. This acquisition was made possible by an effective partnership with the Arizona Department of Health Services' (ADHS) Director of Injury Prevention, Ms. Tomi St. Mars. The Phoenix Area partnered with ADHS to acquire 600 Safety 1st All-in-One Sport convertible car seats for their communities. This project helped to offset TIPCAP's 5-percent budget reduction due to the Federal sequestration. IHS and ADHS collaborated with two TIPCAP sites, Gila River Indian Community and the Quechan Tribe, to receive and store two large shipments of 250 car seats each, while IHS and other Tribes made arrangements for pickup.

SHIPMENT	TRIBE	SEATS
<b>Gila River</b>	Ak-Chin Indian Community ( <b>TIPCAP Part 2</b> )	<b>50</b>
	Gila River Indian Community ( <b>TIPCAP</b> )	<b>150</b>
	Salt River Pima-Maricopa Indian Community	<b>50</b>
<b>Phoenix Indian Medical Center</b>	Multiple Urban American Indian/ Alaska Native	<b>100</b>
<b>Quechan</b>	Cocopah Tribe	<b>25</b>
	Chemehuevi Tribe	<b>20</b>
	Colorado River Indian Tribes ( <b>TIPCAP</b> )	<b>60</b>
	Hualapai/Havasupai Tribe ( <b>TIPCAP</b> )	<b>50</b>
	Fort Mojave Tribe	<b>40</b>
	Kaibab Paiute Tribe	<b>30</b>
	Quechan Tribe ( <b>TIPCAP</b> )	<b>25</b>
<b>Total</b>		<b>600</b>



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Overall, 11 Tribes and the Phoenix Indian Medical Center were served by this initiative. There is no doubt that the key to this success is effective partnership. Partnerships among local agencies, Tribes, and schools are a vital part of the injury prevention program's sustainability. Obtaining 600 car seats for the community represented an ambitious goal that would have been difficult to accomplish without great teamwork and collaboration. Congratulations to the Phoenix Area TIPCAP sites and ADHS for their hard work with the coordination of this effort!



## California Rural Indian Health Board (CRIHB)

### SUSTAINABILITY: THE IMPACT OF PARTNERSHIP



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Sustainability is the ability to be used without being completely used up or destroyed and to last or continue for a long time. Since 2000, the California Rural Indian Health Board (CRIHB) has had an injury prevention program with an overall goal of decreasing injuries and death among American Indians. During that time, CRIHB has been providing a centralized location to serve and assist tribes in California to coordinate and disseminate injury prevention resources. CRIHB’s goal and mission is to assist their clinic members in developing strong injury prevention programs that are self-sufficient, sustainable, and able to seek funds to support a program. Every 5 years, the TIPCAP grant becomes available and CRIHB has always encouraged programs to apply for this funding. In 2010, the Tule River Indian Health Program was the only CRIHB member program that applied for this funding. The oversight and technical assistance provided by CRIHB played a role in Tule River’s success at receiving this grant. To continue the efforts at assuring their success in reducing injuries and death in their area, CRIHB’s IP staff encouraged Adrianna Gibson to become a Child Passenger Safety Instructor. Julie Adams, CPS Instructor, was able to mentor Adrianna and coach her to become a certified CPS instructor, and now Adrianna is able to serve as a senior checker in her area! This certification will enable Adrianna to serve others on her reservation and the surrounding area providing expertise and training in child passenger safety.



On the far left, Adrianna Gibson, Tule River Indian Health Center IP Coordinator, at the UC Davis Trauma Unit and the Safe Kids California event to complete her CPS instructor candidacy in September 2013.

## TULE RIVER CHILD PASSENGER SAFETY INSTRUCTOR



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Adrianna Gibson was certified as a Children Passenger Safety (CPS) technician at the Riverside Police Department when she began serving as the Tule River Indian Health Center’s Injury Prevention Coordinator in 2009. She completed all necessary Continuing Education Units and seat installations that were needed to renew her certification and continued as a technician for nearly 4 years. She decided to become an instructor after talking with Julie Adams from the California Rural Indian Health Board about the benefits to her clinic and community of becoming an instructor. Currently, Tule River Indian Health Center, Inc., employs three technicians and has four employees interested in becoming certified CPS technicians. Adrianna’s becoming an instructor will help with the recertifying of current technicians as well as certifying new technicians.

Adrianna’s mentor during here instructor candidacy was Julie Adams. During the first part of the candidacy, she was only able to watch how the instructors taught and interacted with their students, learning various teaching methods used by the team and serving as a refresher course for Adrianna. During her second course, she was able to be a little more hands-on in working with the students. Following the second course she became an instructor and then took a test to become lead instructor.

Adrianna recommends anyone who has the opportunity to take the course, whether it is to become a technician or an instructor.

# THE 2013-2014 TIPCAP ADVISORY COMMITTEE

The TIPCAP Advisory Committee meets every second Monday of the month by conference call to discuss and address current issues. The TIPCAP Advisory Committee serves as a vital link between TIPCAP grantees and IHS. Currently the committee is providing guidance in the planning for the upcoming 2014 TIPCAP Annual Workshop. Please feel free to contact your local committee member for discussion topics.



Nancy Bill, IHS Injury Prevention Program Manager



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## The following new resources are available from the TIPCAP Technical Assistance Team:

### ARTICLES

- An article entitled “Making Indian Country Safer” by the Native News Online Staff <http://nativenewsonline.net/currents/making-indian-country-safer/>
- An article entitled “Exercise Prevents Injuries From Falls in Older People” by Rick Lewis, Medscape Medical News <http://www.medscape.com/viewarticle/813523>
- An article entitled “Seniors With Serious Injuries Often Don’t Receive Specialized Care” by Mary Elizabeth Dallas, HealthyDay <http://consumer.healthday.com/senior-citizen-information-31/age-health-news-7/older-people-with-severe-injuries-often-don-t-receive-specialized-care-681243.html>

### TOOLS

- Developing Effective Coalitions: An Eight Step Guide by Prevention Institute <http://www.preventioninstitute.org/component/jlibrary/article/id-104/127.html>
- State Policy Toolkit for Advancing Fall Prevention by National Council on Aging <http://www.ncoa.org/improve-health/center-for-healthy-aging/falls-prevention/state-policy-toolkit-for.html>

### PRESS RELEASE

- A press release entitled “US Transportation Secretary Foxx Announces 8.6 Million for Tribal Transportation Safety Improvements” by United States Department of Transportation <http://www.dot.gov/briefing-room/us-transportation-secretary-foxx-announces-86-million-tribal-transportation-safety>
- A press release entitled “Global System of Toy Safety Works to Keep Kids Safe This Holiday Season; Recalls Down, Port Seizures Up” by the United States Consumer Product Safety Commission <http://www.cpsc.gov/en/Newsroom/News-Releases/2014/Global-System-of-Toy-Safety-Works-to-Keep-Kids-Safe-This-Holiday-Season-Recalls-Down-Port-Seizures-Up/>

### EVENTS

- December is National Drunk and Drugged Driving Prevention Month
- Safe States Alliance Webinar: Leadership Development Committee: Lessons Learned in Injury Prevention- December 4, 2013
- 2014 LifeSaver Conference in Nashville, Tennessee - April 27-29, 2014
  - o Registration Information can be found at: <http://www.lifesaversconference.org/registration.html>
  - o Poster Submission Application Deadline is February 28, 2014. For more information, please visit <http://www.lifesaversconference.org/posters.html>
- 2014 TIPCAP Annual Workshop in Nashville, Tennessee - April 30–May 1, 2014

### DEADLINES

- 2014 Injury Prevention Program Development Fellowship- Application deadline is December 6, 2013
- Annual Report for Year 3 should be completed and submitted to [www.grantsolutions.gov](http://www.grantsolutions.gov) by December 2, 2013

## TIPCAP Life Events

*Are you a new TIPCAP coordinator? Did you recently have a baby? Did you recently graduate from school? Did you recently receive an injury prevention certification? Did you recently get married? If you can answer “yes” to any of these questions, we would like to feature you in the TIPCAP Life Events section of the next newsletter. Please contact Ciara Zachary at [czachary@econometricainc.com](mailto:czachary@econometricainc.com), or Oladoyin (Doyin) Idowu at [oidowu@econometrica.com](mailto:oidowu@econometrica.com).*

## NEW FACES AT TIPCAP



Tara Clitso is the new Injury Prevention Coordinator at Tuba City Regional Health Care Corporation (TCRHCC) in Tuba City, AZ.

### New IP Coordinator at Tuba City Regional Health Care Corporation

Tara Clitso is the new Injury Prevention Coordinator at Tuba City Regional Health Care Corporation (TCRHCC) in Tuba City, AZ. Originally from Kayenta, AZ, Tara obtained a B.A. in Psychology with a minor in American Indian Studies from the Arizona State University and an M.A. in Health Care Administration with a specialization in Education. Outside of work, she dedicates time to her community, especially for the youth and overall health promotion, by hosting several community sporting events throughout the year. Her hobbies include just about everything that is outdoors, from camping, hiking, hunting, horseback riding, ATVs, and sand volleyball, to staying indoors baking goody treats.

Tara has worked at TCRHCC for 3 years, beginning in Radiology, Nursing Administration, Intensive Care Unit, and finally in Environmental Health. In addition, she has assisted with two grant programs: the Sexual Assault Nurse Examiner/Sexual Assault Response Team and the Trauma Program. Tara is very excited to be a part of the TIPCAP team!

## TIPCAP ANNOUNCEMENTS

### Upcoming TIPCAP Annual Workshop

We are excited to announce the Annual TIPCAP Workshop will be held in Nashville, Tennessee on April 30–May 1, 2014.

The Pre-Annual Workshop meeting will be held on April 29, 2014 with the Project Officers, Advisory Committee, and the Econometrica Team.

### Thank You & Best of Luck!

We wish you a rapid recovery and much success in your future endeavors! Thank you for all of the hard work and dedication you gave to TIPCAP. We applaud your service!

Technical Assistance providers have been assigned to Mary Jo's sites, and Ciara Zachary is the Interim Program Manager.



Mary Jo Vazquez, M.S.  
TIPCAP Program Manager



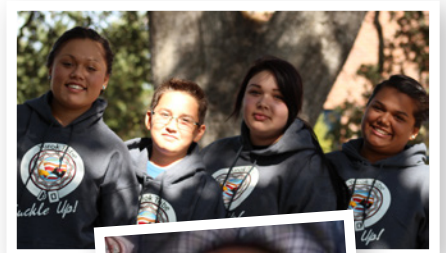
### Bundle of Joy!

On July 10, Nicole Thunder-Kiesow and her husband Kevin welcomed Arianna Jaylyn (AJ) to their family. Arianna weighed 8 pounds 12 ounces and was 21¼ inches long at birth. She has three older sisters, Makaela, Noelle, and Kaileigh, who adore their new little sister.



### A New Addition!

Julie Adams, IP Coordinator at California Rural Indian Health Board, gave birth to her baby boy named Ceasar Maximus Villa on Mother's Day, May 12, 2013. He weighed 2 pounds and 12 ounces. Currently, he weighs 16 pounds and measures 25 inches long. Ceasar is CRIHB's Child Passenger Safety Model! He joins his siblings, Elidia, Julian, Melissa, and Franchesca, whom very proudly represent "Buckle Up Yurok" youth.



# Winter Webinar 2014

*Econometrica, Inc. invites you to participate:*

## ***Sustainability: Building, Activating, and Maintaining Coalitions***

As we continue to accomplish our goals in Year 4 of TIPCAP, many sites have begun to take steps towards sustaining TIPCAP initiatives beyond Year 5 such as building coalitions, expanding injury prevention networks, and researching funding opportunities. In this webinar, you will obtain a shared learning experience from your TIPCAP peers and learn about:

- Strategies on transferring ownership of injury prevention initiatives to the coalitions
- How to use TIPCAP data and evaluation to strengthen your sustainability efforts
- Steps to build, activate, and maintain coalitions and unique partnerships
- How to effectively use storytelling to create new partnerships
- Tips on expanding TIPCAP networks to obtain new funding
- How to assess the success of your coalition
- Success stories from TIPCAP Panelists

### **Presenters:**

Caroline Cruz and TIPCAP Panelists

*Econometrica wants to hear from you! If you are interested in joining this panel, please contact Ciara Zachary [czachary@econometricainc.com](mailto:czachary@econometricainc.com), and Doyin Idowu at [oidowu@econometricainc.com](mailto:oidowu@econometricainc.com), by January 2014.*

*Adobe Connect participant information will be sent on a later date for your calendars!*



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Do you have a newsletter article that you would like to submit?

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