

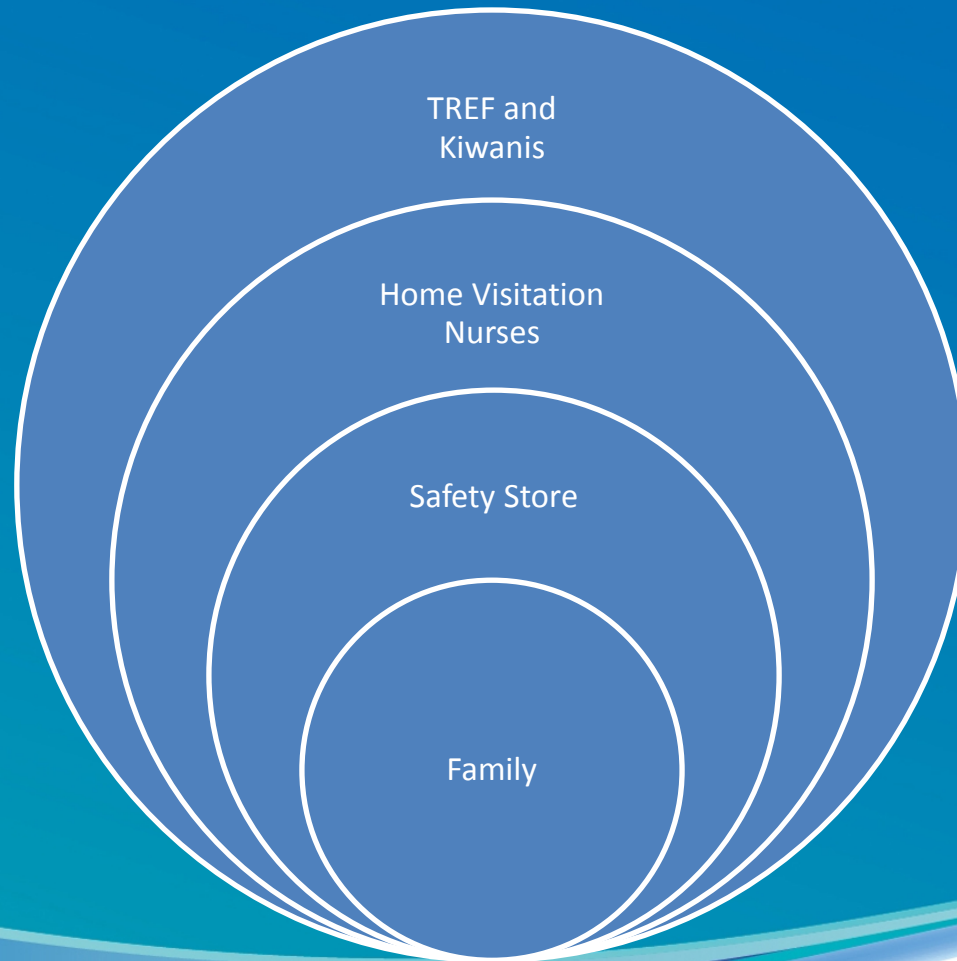
Collaboration, Coordination and a Common Goal- Producing a Home Safety Makeover Video

Learning Objectives

- Identify the most prevalent injury trends
- Coordinate complimentary programs for maximum community benefit
- Leverage resources to maximize scope of work
- Develop Goals and Measure Outputs



Complimentary Programs



Collaboration





- Coalition of 6 Trauma Centers
- Rady Children's Only Level 1 Pediatric Trauma Center
- Contribute Annually into Injury Prevention Fund
- Funded "Home Safety Makeover"

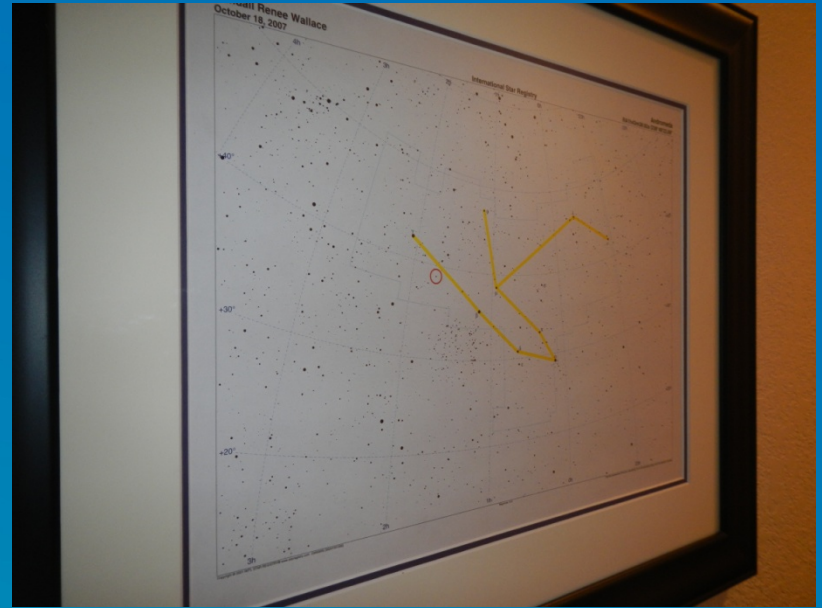
Leveraging Resources



Home Safety Makeover

- History and Inception
- Intergenerational to respond to growing trend
- Address issues common to all Trauma Centers
- Precaution Adoption Model (Weinstein 1988)
- Use “high threat” appeal to engage families
- Improve self efficacy and ability to make changes
- Address issues of literacy by creating good visuals

The Kendall Project



Video Production



Video Premier



Distribution

- 2003- Provided Seed Money to for Safety Store
 - Mobile Safety Store to provide community education
 - In house Safety Store in the Center For Healthier Communities
- 2011-Provided Grant to provide CEU course for Home Visitation Nurses



Home Visitation Nurses

- David Olds Model
- Provide Home Visitation and anticipatory guidance to “at risk” new and expectant mothers
- Trained 75 nurses
- Each nurse serves 20 families
- 1500 families receive will benefit



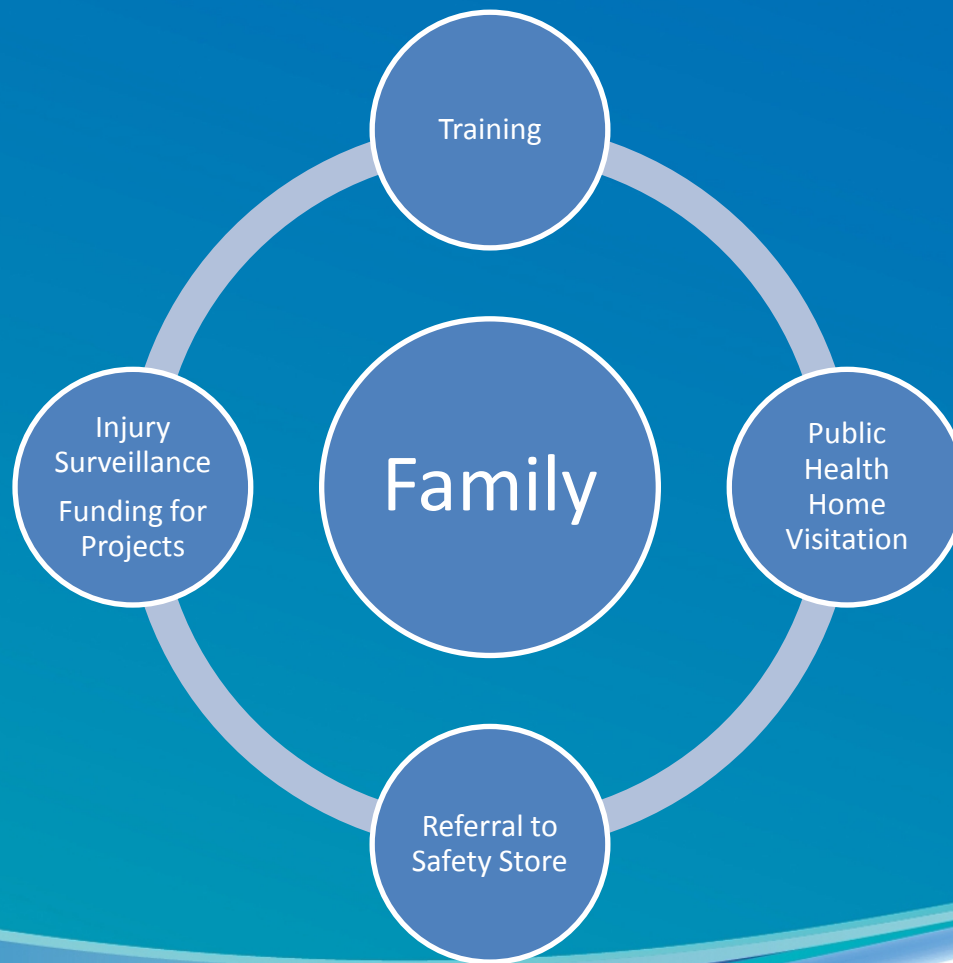
Home Visitation Nurses

- ✓ Starter Kits
- ✓ Developmental Checklists, supplemental reading
- ✓ Fall Assessment Form
- ✓ Video
- ✓ List of resources: Safety Store, Websites, Child Passenger Safety Inspection sites



- Provides Information on website for nurses and families to download
- Can watch video on site
- Provide product at low cost
- Provide one to one counseling upon referral from nurses
- Provide “Safe Beginnings” and “Safe Start” Classes

What goes 'round comes 'round



Next Steps

- Provide Academic Detailing to Primary Care Physicians for anticipatory guidance, encourage use of video in offices, exam rooms, identify resources for referral
- Expand collaboration to home inspectors working on County Healthy Home Collaborative
- Injury Surveillance on ED Visits post nursing intervention

What Worked, What Didn't

- Really need to focus simple topics
- Identify partners and resources in the community
- Politics, Positioning, Recognition
- Get the Product in the Right Hands
- Patience!