The Johns Hopkins CARES Mobile Safety Center: Driving Home Safety

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Burden of Injury in Baltimore City

Injuries...represent a critical public health problem in Baltimore...

Dr. Joshua M. Sharfstein
Commissioner of Health

- Children are twice as likely to die from injury in Baltimore as in Maryland
- Baltimore children are four times as likely to die from residential fires as children in US
- Motor vehicle and residential fire/burn injuries account for 40% of unintentional injury deaths.
Existing Solutions Limited by Barriers

SOCIAL PROBLEMS
HOUSING ISSUES
LITERACY
CULTURAL RELEVANCE
ATTENTION
AFFORDABILITY
ACCESSIBILITY
Fire Service Capacity for FLSE

- 86% of FD conduct some type of FLSE, most frequently with personnel who have multiple responsibilities
- 85% of FD spend less than 10 hours per week on FLSE
- FLSE activities: elementary school presentations (80%), fire safety week/month events (68%), health fairs (40%)
- FLSE subjects: fire prevention (82%), fire escape planning (73%), smoke alarms (71%), fire extinguishers (53%)

A Model Solution: Johns Hopkins Children’s Safety Center

Safer homes among families who visited the Children’s Safety Center*

• National program modeled after CSC
• More than 15,000 people served in CSC
• Became BCFD’s leading referral source to free smoke alarm distribution program

How can we get more families to access our services?

Creating Unique Partnerships for Prevention

Funders:
BP
FEMA
Annie E. Casey Foundation
Weinberg Foundation

Mobile Safety Center Partnership:
Maryland Institute College of Art
Maryland Science Center
Baltimore City Fire Department
Johns Hopkins Medical Institutions
Johns Hopkins Children’s Safety Center
Johns Hopkins Center for Injury Research and Policy

CARES Parent Advisory Board
CARES Timeline

2001-2003
- Idea development
- Fund raise
- Partnerships
- Find vendors

2003-2005
- Formalize partnership
- Build vehicle & exhibits
- Identify goals & objectives & content
- Create policies & procedures & evaluation measures

2005-2008
- Conduct research to with local medical clinic
- Determine CARES effectiveness as “dissemination” vehicle
- Find sustainable funding

2008-2010
- Expand educational impact of CARES
- Expand to reach the growing Hispanic communities in Baltimore
- Develop replication guide to assist others interested in creating a mobile safety center for their own community
- Determine CARES effectiveness as “dissemination” vehicle
- Find sustainable funding
CARES Today (2010 and beyond)
Priority Populations

- Prioritize needs of low-income, urban families
- Expand outreach to growing Latino population
  - 5 focus groups conducted with Latino parents
  - Results indicate need of tailored injury prevention education
  - Educational materials and exhibits adapted to be used with both English and Spanish-speaking audiences
Implementation Strategy: What we offer

- Personalized injury prevention education
- Low-cost safety products
- Free educational materials
- Smoke alarm referrals
- Child safety seat installation/checks
Implementation Strategy: Where we go

- Community Events
- Health Fairs
- Religious Organizations
- Schools
- Medical Clinics
- Professional Conferences
Partnership in Action

BCFD Roles
• Maintain and house vehicle as part of Baltimore City fleet
• Drive vehicle
• Co-coordinate scheduling of CARES
• Serve as injury prevention educator on CARES
• Manage smoke alarm referrals
• Seek support and funding

Hopkins Roles
• Develop educational curriculum and materials
• Manage safety product inventory and purchases
• Co-coordinate scheduling of CARES
• Serve as injury prevention educator on CARES
• Conduct promotion and media outreach
• Seek support and funding
Fire and Burn Prevention

Poison Prevention
Fall Prevention

Choking Prevention
Scald Burn Prevention

Drowning Prevention

Fall Prevention
Poison Prevention

Drowning Prevention
Safe Sleeping

Strangulation Prevention
Fire Escape Planning

Smoke Alarm Placement
CARES Data Snapshot, 2004-2009

- ~ 18,000 Visitors
- ~ 20,000 Educational Materials
- ~ 750 Safety Products
- ~ 1,200 Free Smoke Alarm Referrals

Chief Clack visits CARES, 2009

CARES team receives Nicolas Rosecrans Award, 2007
Lessons Learned

- Partner, partner, partner!
- Remain flexible and open minded
- Stay abreast of injury prevention research, media, recalls, etc.
- Do not underestimate the importance of vehicle maintenance
Next Steps

- Continue to expand CARES educational outreach and impact
- Implement new carbon monoxide prevention exhibit
- Measure CARES effectiveness as a “dissemination” vehicle as part of the BCFD home visitation program
- Find sustainable funding
- Develop mobile safety center replication guide
  - Planning, design and training staff
  - Understanding your community
  - Behavior change 101
  - Developing educational content, services & materials
  - Operating procedures
  - Marketing, evaluating and sustaining your center
  - And more!
Thank You!

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