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.

Office of Epidemiology and Planning, Baltimore City Health Department (BCHD). Childhood Injury Deaths in Baltimore City, 2002-2006. Baltimore City, Md: BCHD. February 2008.

Existing Solutions Limited by Barriers

- SOCIAL PROBLEMS
- HOUSING ISSUES
- LITERACY
- CULTURAL RELEVANCE
- ATTENTION
- AFFORDABILTY
- 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%)

Gielen AC, McDonald, Piver J. *Fire and life safety education in U.S. Fire Departments: Results of a National Survey*, Final Report to the Home Safety Council. Baltimore (MD): Johns Hopkins Center for Injury Research and Policy, 2007.

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?

***Gielen, A.C., McDonald, E.M.,** et al. (2002). Effects of improved access to safety counseling, products, and home visits on parents' safety practices. Arch Pediatr Adolesc Med, 156: 33-40.

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

CareFirst BlueCross BlueShield

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

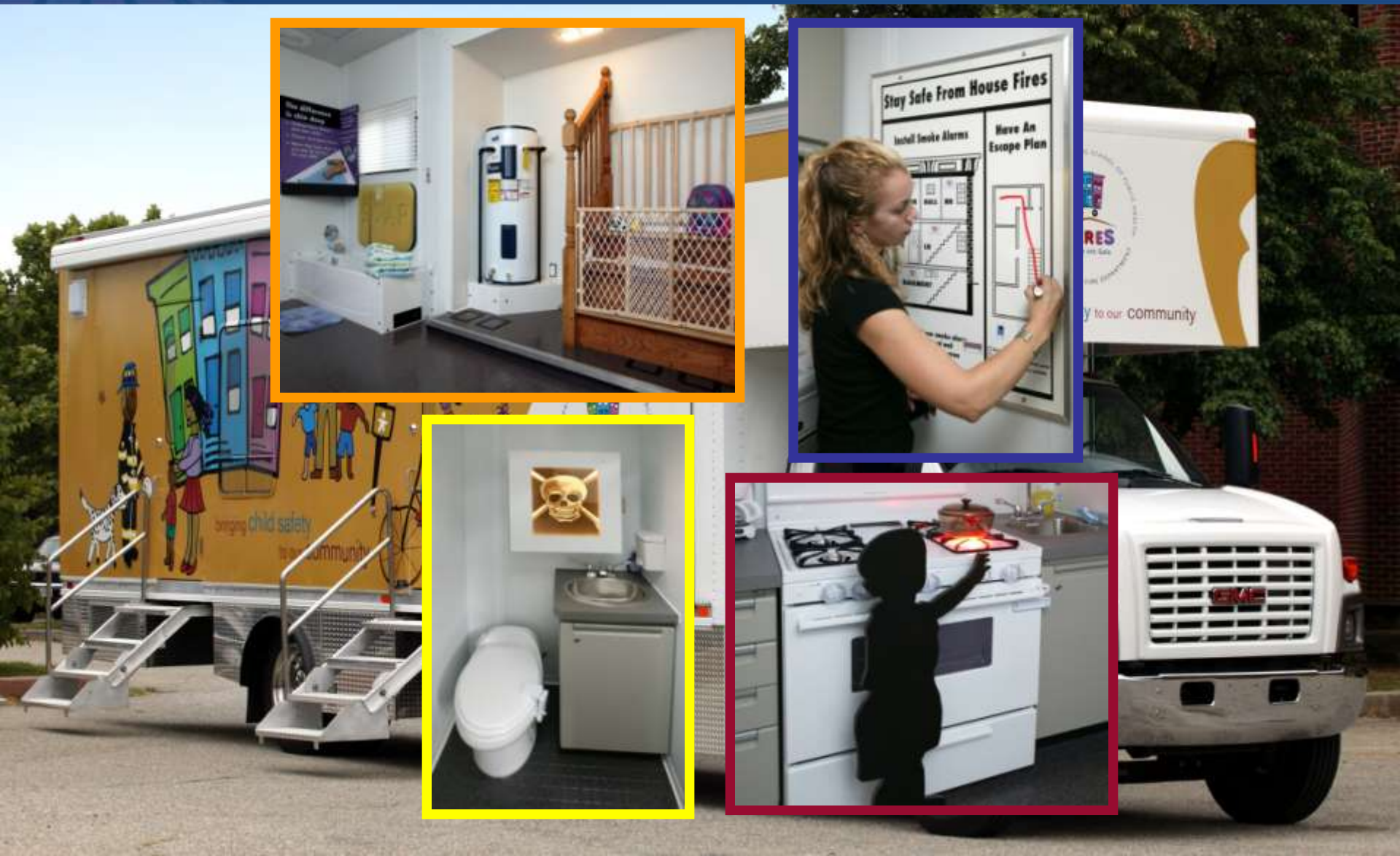
2005-2008

- 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

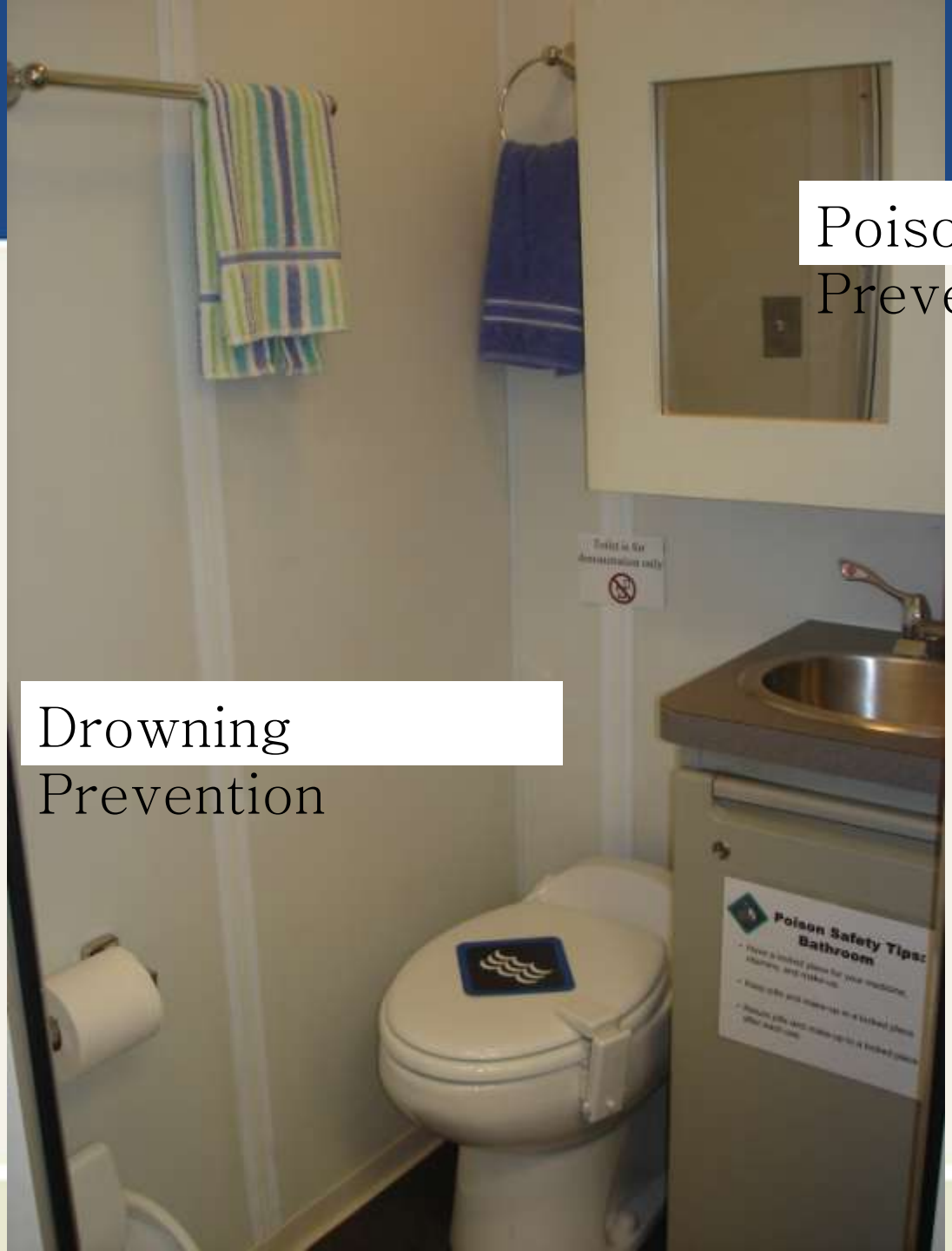
- Develop educational curriculum and materials
- Manage safety product inventory and purchases
- Co-coordinate scheduling of CARES
- Serve as injury prevention educator on CARES
- Conduct promotion and media outreach
- Seek support and funding

Fire and Burn Prevention

Poison Prevention

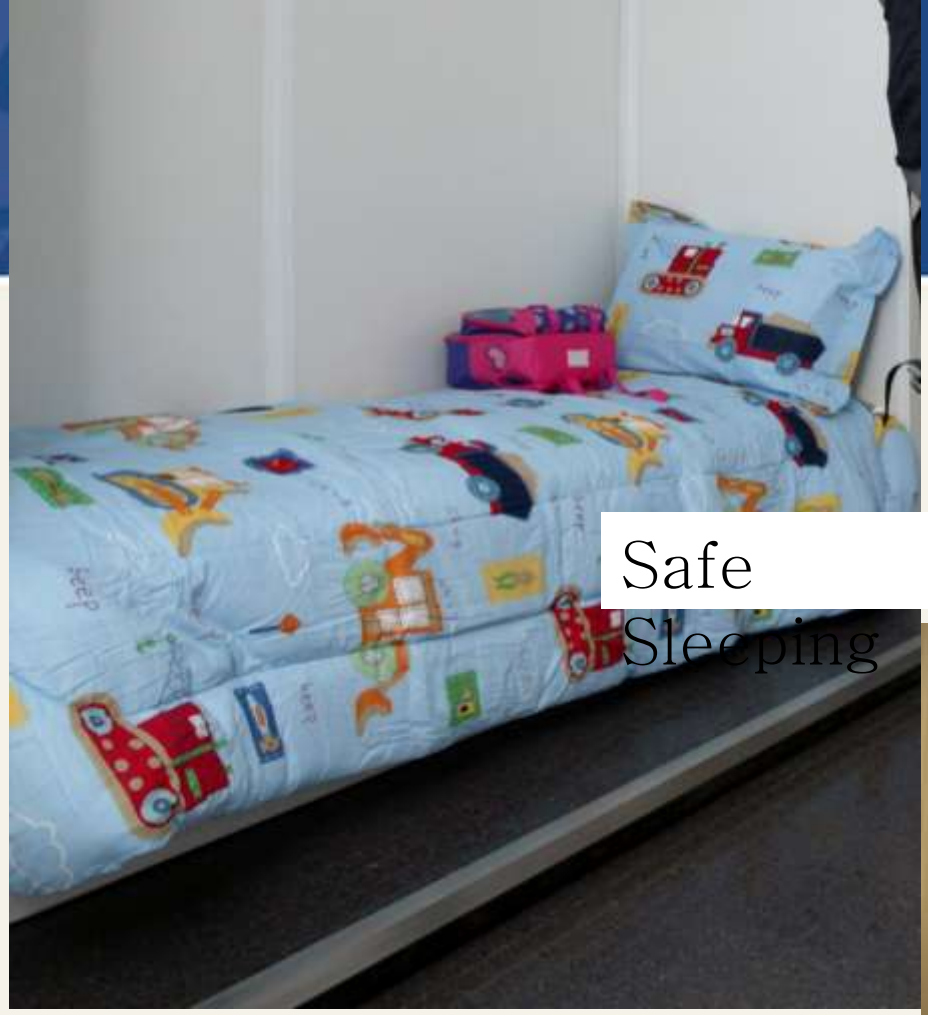
Fall
Prevention
IT'S NO JOKE
KIDS CAN CHOKE
INFANT
CHILD
ADULT
Choking
Prevention

Scald Burn Prevention
Drowning Prevention
Fall Prevention
The difference is skin deep
SOAP



Poison Prevention

Drowning Prevention

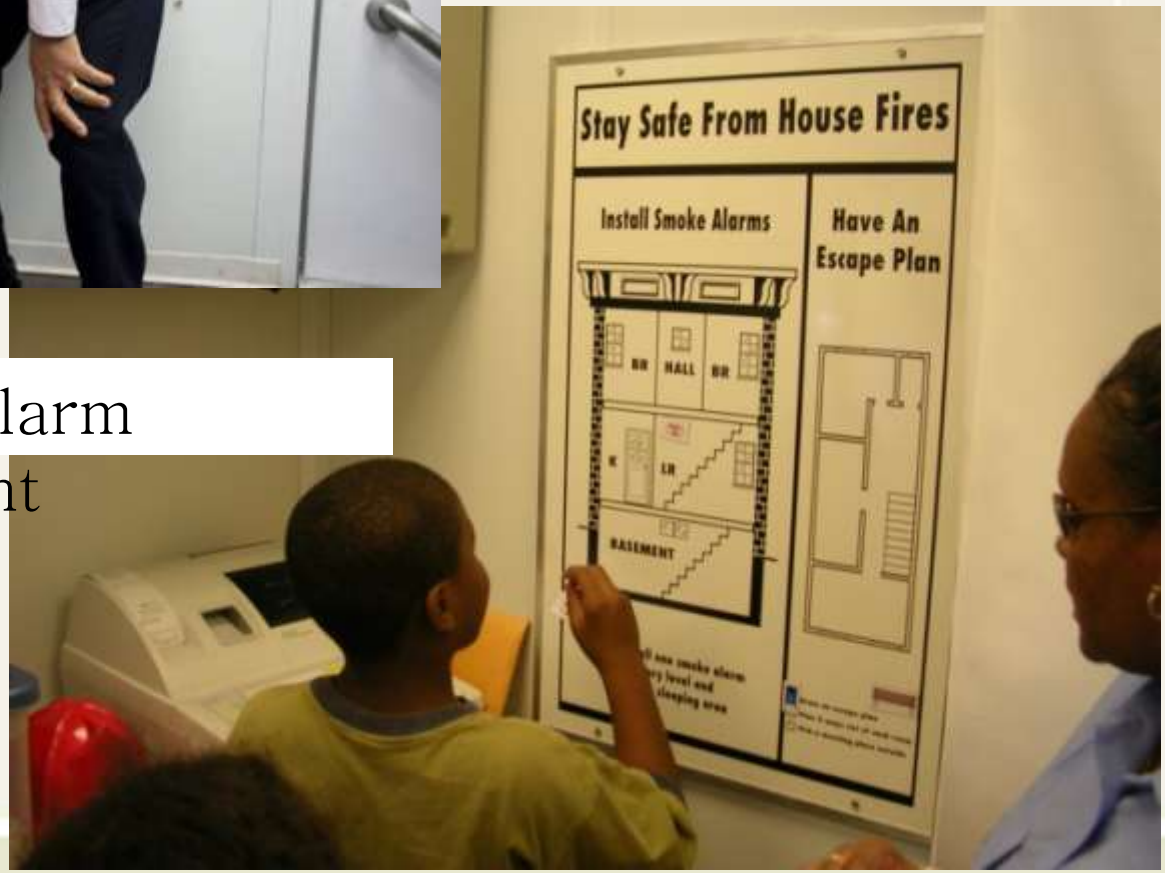


Safe Sleeping

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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