

From: nscsbj@mail.questionpro.com
To: [SCAifa](#)
Subject: QuestionPro - [Safe Communities - Annual Coalition Report] - 28069469
Date: Monday, April 13, 2015 8:46:51 AM

Response Details

ID	28069469
Timestamp	04/06/2015 12:51:42
IP Address	192.12.105.1
Time Taken	793 seconds
Survey Language	English
Email Address	shellie.stephens-stidham@phhs.org
Email List	L260315325

Integration/Custom Tags

Custom 1	Dallas
Custom 2	TX

Geo Coding

Country	US
Region	TX
City	Dallas
Area Code	214
DMA Code	623

Community Injury Data

What are the leading causes of injury in your community? Please select the top three causes of injury. *

- » Falls
- » Motor vehicle crashes
- » Unintentional drug overdoses

Initiative Name:

Give Kids a Boost

Injury Issue it addresses. (Select one.) *

- » Motor vehicle crashes

Does this initiative align with one of the three leading causes of injury in your community you identified at the start of the survey? *

- » Yes

What is the goal of this initiative?

(i.e. Reduce falls in older adults, increase the number of employers in the coalition implementing a no cell phone use while driving policy)

The goal is to increase booster seat use among children 4-7 years of age in selected elementary schools in Dallas.

Is this initiative based on promising or evidence based practices? *

- » Yes

If Yes, please provide a link to the evidence in the space below.

(i.e. Link to peer reviewed journal article, CDC compendium on Falls, SAMHSA's National Registry of Evidence-based Programs and Practices, etc.)

The Community Guide: <http://www.thecommunityguide.org/mvoi/childsafetyseats/index.html>
NHTSA Identifying Strategies to Improve the Effectiveness of Booster Seat Laws: http://www.google.com/url?url=http://www.nhtsa.gov/DOT/NHTSA/Communication%2520%26%2520Consumer%2520Information/Traffic%2520Tech%2520Publications/Associated%2520Files/It359.pdf&ct=j&frm=1&q=&escr=s&sa=U&ei=clVYW3CqZsAWC1oCYAg&ved=0CCeQFjAB&sig2=OT1kQtzFTPuaiZS2P_16kQ&usq=AFQjCNHjSI-qszM01tDulU6fB8BCVd1smQ

Please indicate what this initiative is trying to accomplish? (Select all that apply.) *

- » Enhancing an individual's knowledge and skills to prevent injuries or illness and promote safety and health
- » Reaching the community with information and resources to promote safety and health
- » Educating public health and safety professionals, doctors, and other providers who will disseminate knowledge and skills to others
- » Bringing coalitions and networks together to work on Safe Communities goals for greater impact
- » Changing organizational practices to improve safety and health

What type of funding do you have (are you seeking) for this initiative? (Select all that apply.) *

- » Grant (s)

How are you measuring progress or impact?

(i.e. Number of people reached, number of med drop units, pounds of medications collected, pre and post surveys, pre and post data analysis, etc.)

Observational surveys to measure booster seat use.

Initiative Name:

Operation Installation

Injury Issue it addresses. (Select one.) *

- » Other (Please specify): Pedestrian safety

Does this initiative align with one of the three leading causes of injury in your community you identified at the start of the survey? *

- » No - Why not? (Please explain.) This is a project that started with a small amount of funds from NSC and has continued because of political and social will.

What is the goal of this initiative?

(i.e. reduce falls in older adults, increase the number of employers in the coalition implementing a no cell phone use while driving policy)

To reduce residential fire injury death rates in neighborhoods with the highest death rates.

Is this initiative based on promising or evidence based practices? *

» No

If Yes, please provide a link to the evidence in the space below.

(i.e. Link to peer reviewed journal article, CDC compendium on Falls, SAMHSA's National Registry of Evidence-based Programs and Practices, etc.)

Istre GR, McCoy MA, Moore BJ, Roper C, Stephens-Stidham S, Barnard J, Carlin DK, Stowe M, Anderson RJ. Preventing deaths and injuries from house fires: an outcome evaluation of a community-based smoke alarm installation programme. Inj Prev Published Online First [July 19, 2013] doi:10.1136/injurypre-2013-040823.

McCoy MA, Roper C, Campa E, Stephens-Stidham S, Carlin DK, Istre GR. How long do smoke alarms function? A cross-sectional follow-up survey of a smoke alarm installation programme. Published Online First [July 19, 2013] doi:10.1136/injurypre-2013-040824.

Please indicate what this initiative is trying to accomplish? (Select all that apply.)

*

- » Enhancing an individual's knowledge and skills to prevent injuries or illness and promote safety and health
- » Reaching the community with information and resources to promote safety and health
- » Changing organizational practices to improve safety and health
- » Influencing policy and legislation (local and state)

What type of funding do you have (are you seeking) for this initiative? (Select all that apply.)

*

- » No funding
- » Other type of funding (Please specify): Funding is provided by Dallas Fire-Rescue

How are you measuring progress or impact?

(i.e. Number of people reached, number of med drop units, pounds of medications collected, pre and post surveys, pre and post data analysis, etc.)

Outcome evaluation: 74% lower fire death rates in Operation Installation neighborhoods; 48% lower fire death rates in Dallas. We are also using REAIM to evaluate Reach, Maintenance, and Adoption/Implementation.

Initiative Name:

Operation Installation

Injury Issue it addresses. (Select one.) *

- » Other (Please specify): Residential fire injury prevention

Does this initiative align with one of the three leading causes of injury in your community you identified at the start of the survey? *

- » No - Why not? (Please explain) This is a 15-year project that started by looking at data of a linked database and calculating the census tracts in Dallas that had the highest death rates for residential fire injury.

What is the goal of this initiative?

(i.e. reduce falls in older adults, increase the number of employers in the coalition implementing a no cell phone use while driving policy)

The goal is to decrease the death rate in the Operation Installation census tracts

Is this initiative based on promising or evidence based practices? *

» Yes

If Yes, please provide a link to the evidence in the space below.

(i.e. Link to peer reviewed journal article, CDC compendium on Falls, SAMHSA's National Registry of Evidence-based Programs and Practices, etc.)

Douglas, M, Mallonee S, and Istre GR. Comparison of Community-based Smoke Detector Distribution Methods in and Urban Community. Injury Prevention 1998 4(1):28-32.

56. Douglas MR, Mallonee S and Istre GR. Estimating the proportion of homes with functioning smoke alarms: a comparison of telephone survey and household survey results. American Journal of Public Health 1999 Jul;89(7):1112-1114.

68. Istre GR, Istre GR, McCoy MA, Moore BJ, Roper C, Stephens-Stidham S, Barnard JJ, Carlin DK, Stowe M, Anderson RJ. Preventing deaths and injuries from house fires: an outcome evaluation of a community-based smoke alarm installation programme. Injury Prevention. 2013 Jul 19. doi: 10.1136/injurypre-2013-040823

69. McCoy MA, Roper C, Campa E, Stephens-Stidham S, Carlin DK, Istre GR. How long do smoke alarms function? A cross-sectional follow-up survey of a smoke alarm installation programme. Injury Prevention. 2013 Jul 19. doi: 10.1136/injurypre-2013-040824

Please indicate what this initiative is trying to accomplish? (Select all that apply.)

*

- » Enhancing an individual's knowledge and skills to prevent injuries or illness and promote safety and health
- » Reaching the community with information and resources to promote safety and health
- » Changing organizational practices to improve safety and health

What type of funding do you have (are you seeking) for this initiative? (Select all that apply.)

*

- » No funding

How are you measuring progress or impact?

(i.e. Number of people reached, number of med drop units, pounds of medications collected, pre and post surveys, pre and post data analysis, etc.)

Outcome -- death rates in Operation Installation houses has decreased by 74%; death rates have decreased by 48% in Dallas. We are also evaluating the Reach, Implementation, and Maintenance of the project using the REAIM model.

Please indicate the type and frequency of communications you have used in the past year (January – December 2014).

Did not use in 1-3 times/year 4-6 times/year 7-10 times/year 11+ times/year

	past year				
Emails/electronic-blasts (e-blasts) *			x		
Newsletters sent *		x			
Newspaper articles *	x				
Op-eds *	x				
Word of mouth *	x				
Other (Specify below) *	x				

Please specify the 'other' communication you used in the past year. If other not selected, leave blank.

We've communicated via social media -- Twitter, Facebook, Instagram and YouTube, as well as blogs on our website.

Contact Information

Please provide the following information below of the person who completed the survey.

Name:

Shell Stephens-Stidham

Name of Community:

Dallas

Email Address:

shell.stephens-stidham@phhs.org