

From: [Marketing Research](#)
To: [Suja Shunmugavelu](#); [Carrie Nie](#)
Subject: FW: QuestionPro - [Safe Communities - Annual Coalition Report - Jan-D] - 33769860 - Dallas
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From: noreply@mail.questionpro.com [mailto:noreply@mail.questionpro.com]
Sent: Thursday, March 10, 2016 4:06 PM
To: Marketing Research
Subject: QuestionPro - [Safe Communities - Annual Coalition Report - Jan-D] - 33769860

Response Details

ID	33769860
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Email Address	shelli.stephens-stidham@phhs.org
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Integration/Custom Tags

Custom 1	Dallas
Custom 2	TX
Custom 3	Shelli
Custom 4	Stephens Stidham

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 1 Name:

Operation Installation

Injury issue it addresses. (Select one.)

»Fire Safety

Does Initiative 1 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 an ongoing program that started in 1999 using local data to identify neighborhoods at highest risk of residential fire deaths.

What is the goal of Initiative 1?

(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 decrease residential fire deaths among residents in Dallas County.

Is Initiative 1 based on promising or evidence-based practices? *

»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.)

http://www.injurypreventioncenter.org/resource_images/233outcome%20evaluation.pdf
http://www.injurypreventioncenter.org/resource_images/389Surveillance%20and%20prevention%20of%20residential%20fire%20injuries.pdf

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 Initiative 1? (Select all that apply.)

*

- »Grant (s)
- »Other type of funding (Please specify): Dallas Fire-Rescue currently has funding through a FEMA grant for this project.

What specific type of grant(s) do you have (are you seeking) for Initiative 1? (Select all that apply.)

»Federal government grant

How are you measuring progress or impact for Initiative 1?

(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.)

Decrease in residential fire deaths and injuries

What were the results of Initiative 1?

(i.e. Percentage decrease in injuries, percentage increase in attendance, change in policy, observed behavior change, total number of pounds of medications collected)

Multivariate analysis including several demographic variables showed that the adjusted HF-D/I rate in program houses was 63% lower than non-program houses. The program was most effective in the first 5 years after smoke alarm installation, with declining difference in rates after the 6th year, probably due to the smoke alarms becoming non-functional during that time.

Initiative 2 Name:

Give Kids a Boost

Injury issue it addresses. (Select one.)

»MVC – Child passenger safety

Does Initiative 2 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 Initiative 2?

(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 increase booster seat use among children 4-7 years of age in selected Dallas County schools.

Is Initiative 2 based on promising or evidence-based practices? *

»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.)

<http://www.thecommunityguide.org/mvoi/childsafetyseats/distribution.html>

Please indicate what Initiative 2 is trying to accomplish? (Select all that apply.)

*

- »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 Initiative 2? (Select all that apply.)

*

»Grant(s)

What specific type of grant(s) do you have (are you seeking for Initiative 2? (Select all that apply.)

»State government grant

How are you measuring progress or impact of Initiative 2?

(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.)

In the 8 target schools, booster seat use for children 4-7 years of age increased an average of 20.9 percentage points between P0 and P1 (P0=4.8%, P1=25.7%; O.R.=6.9, 95% CI 5.5 to 8.7; P<.001). Comparison schools (n=14) experienced no change in booster seat use (P0=4.7%, P1=4.9%; O.R.=1.0, 95% CI 0.8 to 1.3; P=0.4). In 3 of the 4 years, booster seat use remained at a high level at the P2 time period (P2=31.5%).

What were the of Initiative 2?

(i.e. Percentage decrease in injuries, percentage increase in attendance, change in policy, observed behavior change, total number of pounds of medications collected)

In the 8 target schools, booster seat use for children 4-7 years of age increased an average of 20.9 percentage points between P0 and P1 (P0=4.8%, P1=25.7%; O.R.=6.9, 95% CI 5.5 to 8.7; P<.001). Comparison schools (n=14) experienced no change in booster seat use (P0=4.7%, P1=4.9%; O.R.=1.0, 95% CI 0.8 to 1.3; P=0.4). In 3 of the 4 years, booster seat use remained at a high level at the P2 time period (P2=31.5%).

Initiative 3 Name:

PHOTOVOICE

Injury issue it addresses. (Select one.) *

»MVC – Pedestrian safety

Does this Initiative 3 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 Initiative 3?

(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 improve environmental conditions in the Vickery Meadow neighborhood in Dallas to make walking and bicycling safer.

Is Initiative 3 based on promising or evidence-based practices? *

»No

Please explain why the coalition is not implementing a promising or evidence-based practice at this time.

Dallas Safe Communities implemented this project when we received a small amount of funding (<\$3,000) to address pedestrian safety. PHOTOVOICE methodology was selected because it addressed policy/environmental changes. This project has resulted in positive feedback from stakeholders who want to continue the project. We are in the process of designing an appropriate evaluation for PHOTOVOICE.

Please indicate what Initiative 3 is trying to accomplish? (Select all that apply.)

*

- »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
- »Influencing policy and legislation (local and state)

What type of funding do you have (are you seeking) for Initiative 3? (Select all that apply.)

*

»No funding

How are you measuring progress or impact Initiative 3?

(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.)

Currently, we are measuring the number of environmental improvements made in the neighborhood.

What were the results of Initiative 3?

(i.e. Percentage decrease in injuries, percentage increase in attendance, change in policy, observed behavior change, total number of pounds of medications collected)

In 2015, 2 of 10 pedestrian hazards identified were corrected.

Aside from your Top 3 Initiatives, what other issues is your coalition working on? (Select all that apply.) *

- »Falls
- »MVC – Distracted driving
- »MVC – Teen driving

In the past year, has your coalition (as a whole) received funds to support the work of the coalition?

*

»Yes

In the spaces below, please tell us name of the funder as well as what the funds were used for:

Funder 1:

Texas Department of Transportation -- Give Kids a Boost

Funder 2:

FEMA -- Operation Installation

We are looking for some local stories about Safe Communities impact. Please include a story that you are proud of and/or something exciting that happened in the last year? This is an opportunity to brag about your community, the activities, partners etc.

Examples of stories can include new funding you received, a new partner joining your coalition, learning something new about your community, seeing a reduction in a specific injury because of an initiative you implemented, etc...

In early 2016, a smoke alarm installed during Operation Installation saved the life of an older woman living in Dallas.

Does your coalition use any of the following media platforms? (Select all that apply.)

- »Website
- »Facebook
- »Twitter
- »Instagram
- »YouTube

Website:

<http://www.injurypreventioncenter.org/>

Facebook:

<https://www.facebook.com/IPCDallas/>

Twitter:

<https://www.twitter.com/IPCDallas/>

Instagram:

<https://www.instagram.com/ipcdallas>

Please indicate the frequency of social media used in the past year (January – December 2015).

	Every day	Every week	Every 2 - 3 weeks	Every month	Every 2 - 3 months	Every 4 - 6 months	Once or twice a year
Facebook *			X				
Twitter *				X			
Instagram *						X	
YouTube *							X

Please indicate the type and frequency of communications you have used in the past year (January – December 2015).

	Did not use in past year	1-3 times/year	4-6 times/year	7-10 times/year	11+ times/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 'Did not use' selected in previous question, leave blank.

Blog posts on websites, radio and television interviews

As a member of the Pan Pacific Safe Communities Network we are required to show how accredited Safe Communities are networking through presenting and attending conferences.

Please list the conferences you attended in the past year and if you presented or exhibited. (i.e. Annual Public Health Association Meeting and Expo - , oral presentation on a community prescription drug drop box initiative; Safe Communities America Network Meeting – Attendee).
Conference 1:

Safe States Alliance -- did not present

Conference 2:

Lifesavers Traffic Safety Conference -- did not present

Conference 3:

Safe Communitie America Network Meeting -- How to Deliver the News: Effectively Communicating with Stakeholders When you Need to Change Direction

Conference 4:

APHA -- Evaluation of a multifaceted, school-based intervention to increase booster seat use

Conference 5:

Texas Safety Summit -- Looking at Safety Through a Different Lens

Contact Information

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

Name:

Shellie Stephens-Stidham

Name of Community:

Dallas, TX

Email Address:

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