



2023 STRATEGIC COMMUNICATIONS FORUM



REACHING UNDERSERVED COMMUNITIES

**Moderator: Pam Fischer,
GHSA**



NHTSA Communications Forum

Torine Creppy | October 11, 2023



Vision

A world in which every child is protected from unintentional injuries.

Mission

We work to reduce unintentional injuries to children ages 0-14 and build equitable and sustainable systems that support injury prevention.



Equity in Child Safety

To protect every child from preventable injury we must **prioritize our efforts** on identifying and engaging with communities that have been **marginalized and underserved and are at increased risk.**

While our efforts to raise awareness and educate families need to continue, we also need to **pivot to change the systems** that have created the inequities we see today.

Prioritize equity. Every child should have access to, and benefit equitably from, injury prevention strategies. As we form our priorities, we consider the systemic, historical factors that have impacted safety among groups that have been marginalized.

Lead with science. We are well positioned with our large network to take research to practice. Our efforts are data driven and based on best evidence. We focus our efforts in the areas in which we can have the highest impact on reducing deaths and serious injuries.

Be proactive. Unintentional injury patterns change over time. We look ahead and address emerging injury vulnerabilities created by new technologies and social conditions.

Cultivate collaboration. Preventing childhood unintentional injury is difficult, especially for those who are most vulnerable. We believe in meeting families and communities where they are. We believe strategic partnerships with other organizations are crucial to creating the best outcomes for kids.

Change systems. We believe in a systems approach to injury prevention. While awareness and education are important, they are not enough. We must also advocate in support of legislative, regulatory, and civil society/industrial measures to address systemic sources of child injury. We will collaborate and help coordinate efforts across the local, state, and national levels.

Foster sustainability. Critical aspects of kids' unintentional injury prevention involve changes that take multiple years to fully embed in society. We help states, communities, and families build a culture of safety through sustainable, long-term systems change.

Live our values every day. We approach our work with passion, positivity, pace, and perseverance while prioritizing impact. We pay attention to diversity and inclusion in how we build our team.



**Our vision
and mission
are supported
by our core
values.**

Safe Kids' Work

Safe Kids is more than Child Passenger Safety.

**Bike
Safety**

32+ years



**Child
Passenger Safety**

25+ years



**Pedestrian
Safety**

23+ years



**Certification
Certifying Body**

20+ years



**Off Highway
Vehicles**

20+ years



**Rail
Safety**

10+ years



**School Bus
Safety Support**

30+ years



Ready for the Ride

Keeping Kids Safe on Wheels

May 2017

Kids and Wheeled Sports Safety

Every hour, nearly 50 children visit emergency departments with an injury related to **bikes, scooters, skates or skateboards**.

Serious head injuries (concussions, internal injuries and fractures) made up 11% of ED visits across the four wheeled sports.

Fractures to the **shoulder, arm, elbow, wrist or hand** were the most frequent diagnoses for hospital admissions.

19% of hospital admissions for **scooter injuries** to children in 2015 were because of a **head injury**.

Almost 40% of parents of children ages 5-14 years indicated that their **child did not always wear a helmet** when participating in one of the four wheeled sports.

Among parents who say they **always wear a helmet** when riding a bike, 86% say their child also **wear a helmet**. However, among parents who say they **never** wear a helmet, only 38% say their child always does.

Reasons why parents report their children do not always wear a helmet:

- 47% Parents think area is safe/View child as experienced/Don't see helmets as necessary.
- 27% Child finds helmet uncomfortable.
- 24% Other kids don't wear one.
- 22% Child thinks helmets aren't cool.

Why no helmet?

- 47% Parents think area is safe/View child as experienced/Don't see helmets as necessary.
- 27% Child finds helmet uncomfortable.
- 24% Other kids don't wear one.
- 22% Child thinks helmets aren't cool.

Top Tips to Keep Kids Safe on Wheels

- All riders should wear a properly-fitted helmet. It is the best way to prevent head injuries and death.
- Ensuring correct fit of a helmet can increase comfort and use.
- Knee pads and elbow pads are recommended for scooters, skaters and skateboarders. Wrist guards are also recommended for skaters and skateboarders.

Child Pedestrian Safety in the U.S.

Trends and Implications for Prevention

September 2020

Trends in Child Pedestrian Injuries

Every hour, about two children age 19 and under are injured or killed after being struck by a vehicle while walking.

While pedestrian injury rates among children have decreased, older teens continue to be at the greatest risk.

Ages 0-11
59% decrease in nonfatal injury rate

Ages 12-19
48% decrease in nonfatal injury rate

Rate decreases between 2004 & 2018

Of teens surveyed...

- 90% said they have a mobile phone
- 54% said they've crossed the street while wearing headphones
- 33% said they've crossed the street while texting

The risk of nonfatal injury increases by **74%** between ages 12 and 14.

Number of Nonfatal Pedestrian Injuries by Age in 2017/2018

Although they perceive being hit by a car to be less likely, teens are 192 times more likely to be struck by a car than by lightning.

Safe Practices for Parents to Teach and Model

- Cross the street at the corner or a designated crosswalk.
- Look left, right and left again when crossing the street.
- Make eye contact with drivers before crossing.
- When possible, walk on sidewalks or paths.
- Remember Heads Up, Phones Down when crossing the street.
- Be visible to drivers after dark.

For more pedestrian safety tips visit safekids.org

Railroads: An Often-Overlooked Danger to Children

September 2019

Kids and Railroad Safety

The Facts

- A child dies every 5 days as a result of being struck by a train (Ages 0-19)
- Boys are nearly 3 times as likely as girls to be fatally struck by a train.
- 71% of parents are not concerned about their teen being hit by a train.
- Half of parents admit to taking risks around railroads, such as walking along train tracks and driving around gates.
- 7 in 10 parents do not recognize "walking on, near, or along train tracks" as trespassing.
- Less than half of parents (47%) have conversations with their children about rail safety.

ReTrain Your Brain

- Only cross train tracks at designated crossings.
- If lights are flashing or the gate is down at a railroad crossing, wait for the train to pass completely, for the gates to lift, and for the lights to stop flashing before crossing the tracks.
- Allow enough space for your vehicle to completely clear the tracks, not just the tracks, before you attempt to cross.
- If you are using a cell phone, headphones or playing a game on your mobile phone, remember: Heads Up, Phones Down when you cross the tracks.
- Don't walk along the train tracks. It might be a shortcut, but it is dangerous and illegal.

Car Seat Tethers

Essential for Safety but Consistently Overlooked

September 2017

Tethers Make a Difference

What's a tether?

It's the strap with a hook hanging on the back, at the top of your child's car seat.

When attached and tightened to one of the vehicle's tether anchors, a tether helps keep a forward-facing car seat from tipping forward.

Car Crash Using a Tether

Car Crash Not Using a Tether

Is it necessary?

Yes! A forward-facing car seat secured only at the bottom may tip dangerously forward in a crash, which can result in the child's head hitting the back of the front seat, other occupants or even the console, causing serious harm. Using the tether could be the difference between a brain injury or no injury at all.

How do you use a tether?

Find the tether anchor then attach the hook on the tether strap to it and tighten. Depending on the type of vehicle you have, the tether anchor will likely be found one of three places.

Check your vehicle owner's manual to find your tether anchors. Look for this symbol.

Most Common Tether Anchor Locations

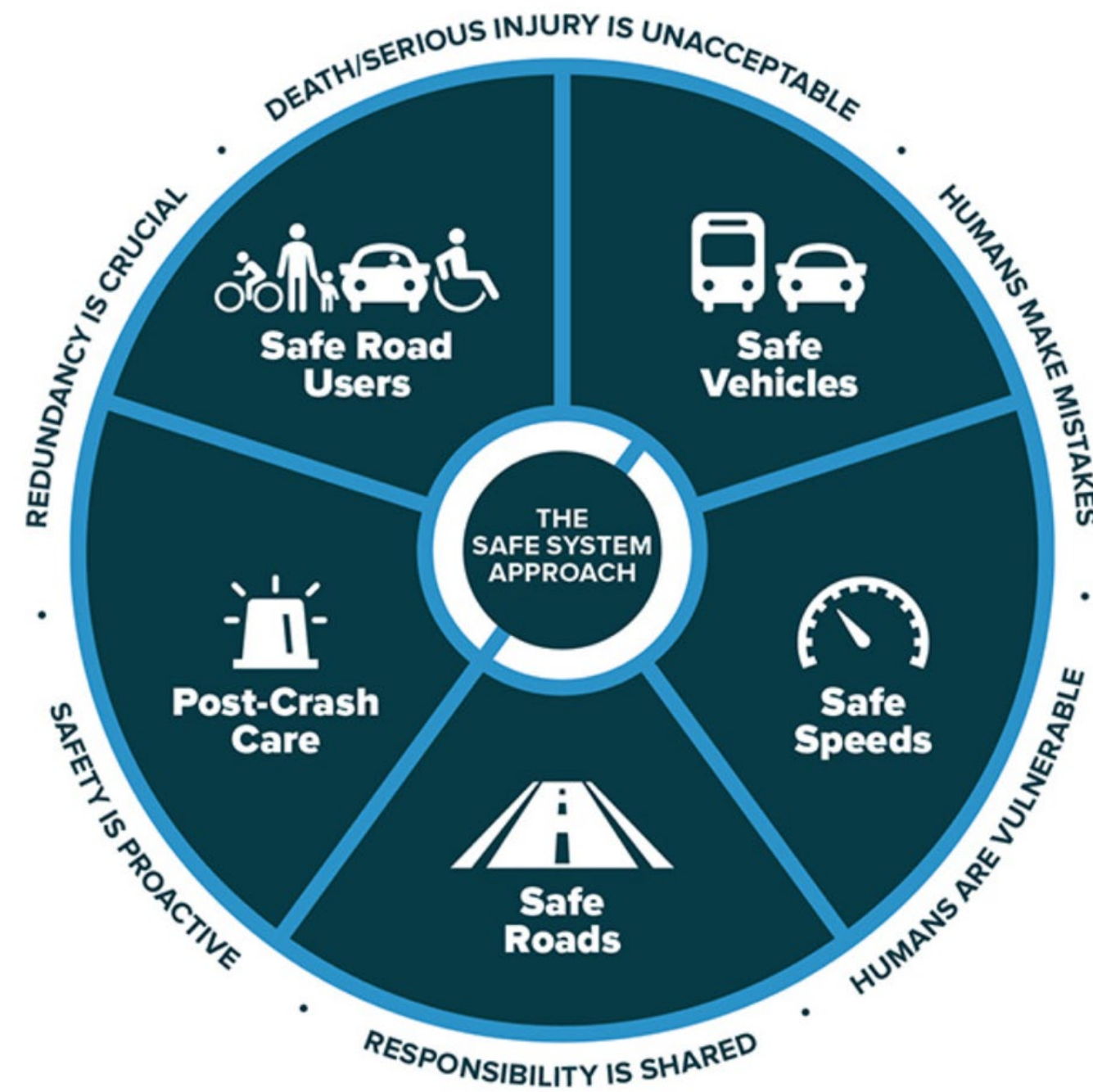
- Ceiling
- Back of vehicle seat
- Base of seat

Did you know?

In our study, 64% of parents were not using the tether on a forward-facing seat.

Now you know -- Look for the tether anchor symbol. Hook and tighten the tether on it. Safe travels!

Safe Systems Approach



Source: FHWA.

Safe Kids Coalition Network

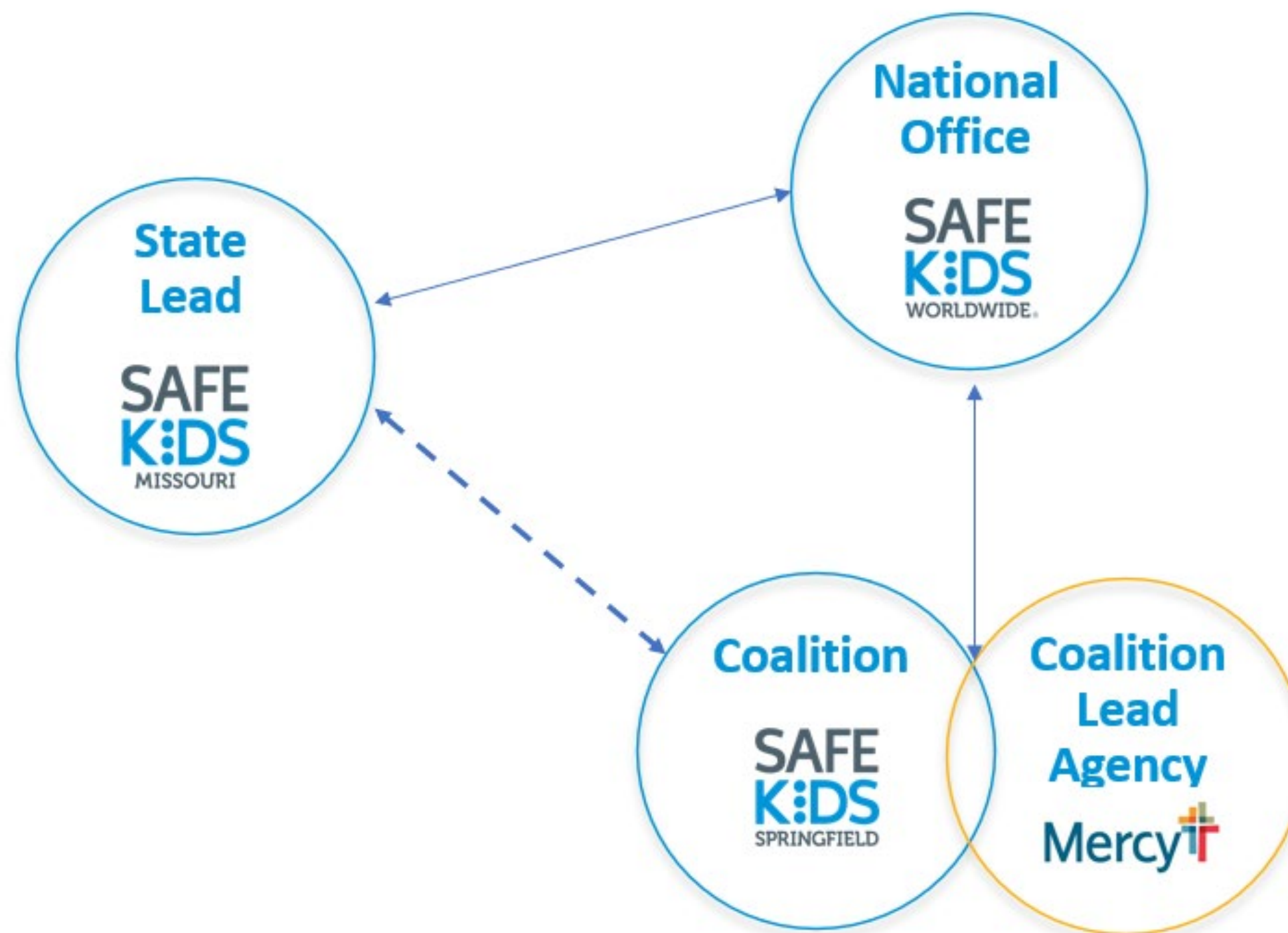
Coalitions

State Leads

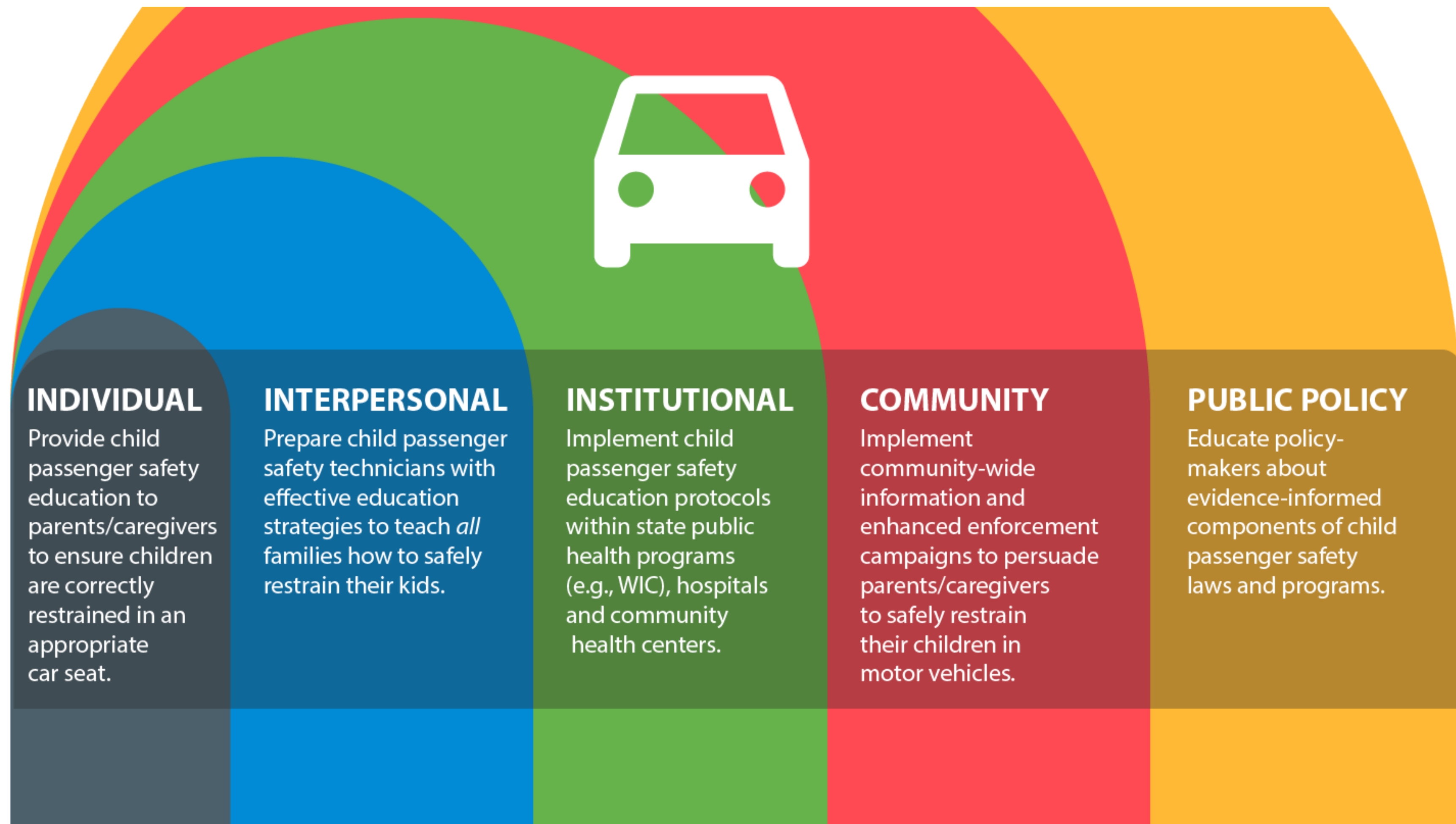
Lead Agencies

Regional Field Team

National Office



Meeting families where they are through a comprehensive systems approach



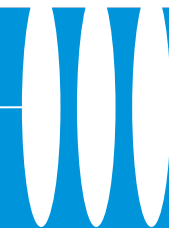
Engaging Highway Safety Offices

- Triennial Highway Safety Plan
- Certification data and workforce analysis
- Engagement i.e. Listening sessions
- Coordinating resources and programming

Child Safety Index

What is the Child Safety Index (CSI)?

- Safe Kids Worldwide has developed the Child Safety Index (CSI) which maps the risk of unintentional child injury at the ZIP Code Tabulation Area (ZCTA) level.
- Risk scores are weighted towards community characteristics that are associated with increased risk of child injuries.
- Risk score categories range from 0 (Very low risk) to 5 (very high risk).

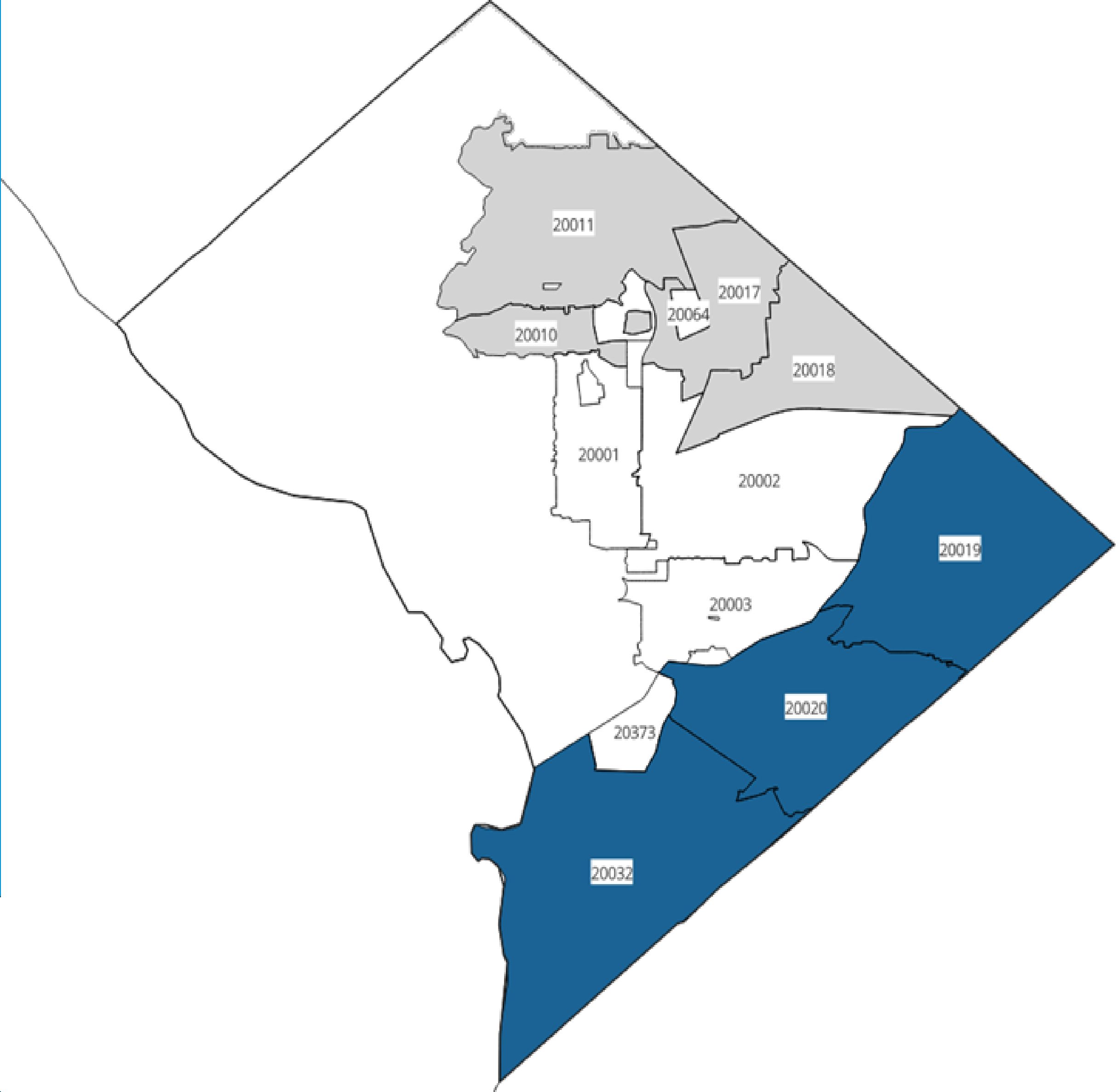
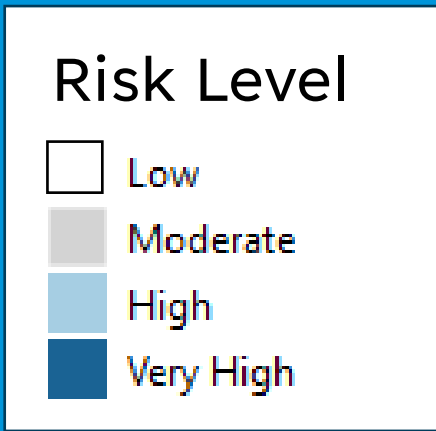


New Tools

SKW Child Safety Index

DC Wards 5,7, and 8

12 ZCTAs, 3 are very high or high risk

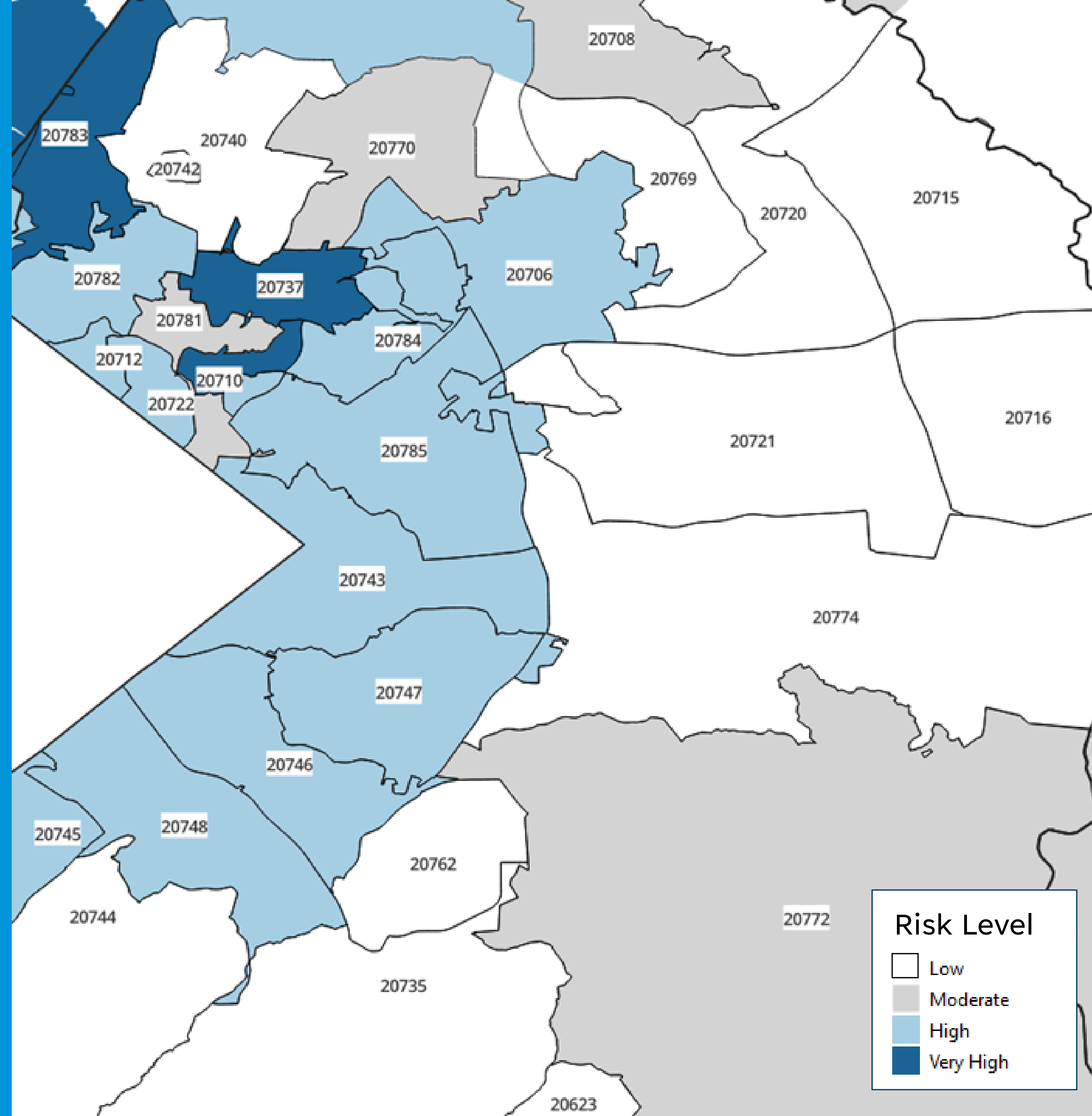


New Tools

SKW Child Safety Index

Prince George's County, MD

31 ZCTAs, 15 are very high or high risk

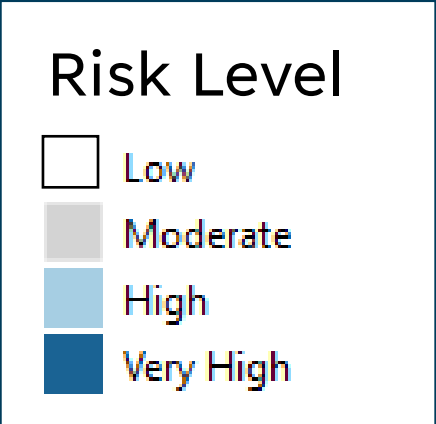
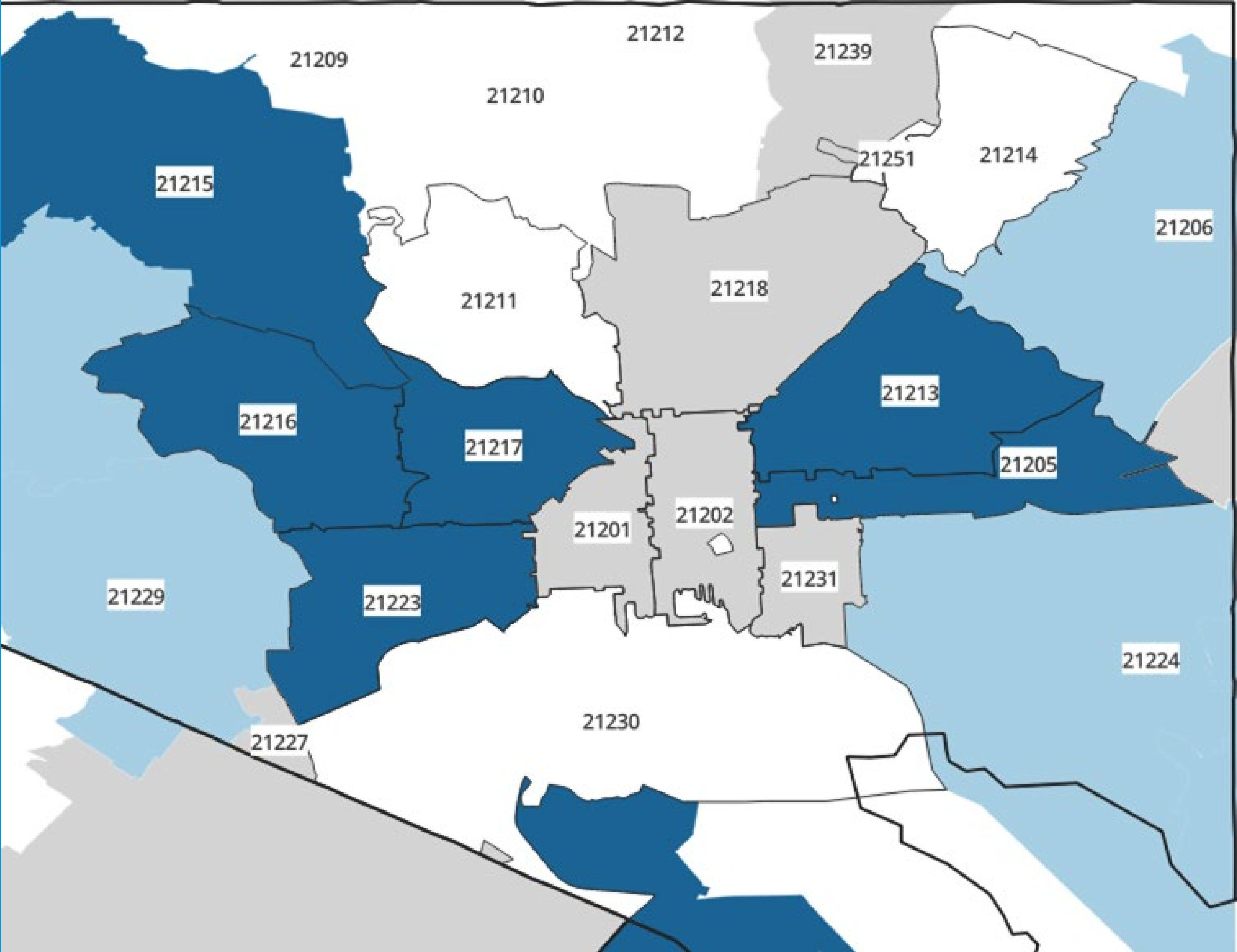


New Tools

SKW Child Safety Index

Baltimore, MD

68 ZCTAs, 11 are very high or high risk





EQUALITY

is everyone getting a pair
of shoes.

A close-up, low-angle shot of a person's legs and feet as they step through a shallow pool of water. The person is wearing blue trousers and bright yellow rubber boots. The water is splashing upwards, creating a dynamic and energetic scene. The background is a soft-focus view of a park with green trees and a path.

DIVERSITY

is everyone getting a
different type of shoe.

A close-up photograph of a child's legs from the knees down, standing on a green lawn. The child is wearing light pink leggings with small red polka dots and blue stars. They are also wearing bright pink clogs that have a cartoon face design on the front, featuring large white eyes and a pink nose. The child is standing on a grassy area with a concrete curb visible in the foreground. A blue semi-transparent box with white text is overlaid on the right side of the image.

BELONGING

is wearing the shoes you want
without fear of judgement.

A close-up photograph of a person's leg in a white cast, secured with yellow medical straps. The leg is positioned on the pedal of a stationary bike. The person is wearing a red skirt with black polka dots and white socks. The background is a blurred green outdoor setting.

ACCEPTANCE

is understanding we all wear
difference kinds of shoes.



INCLUSION

is having access to the same shoes as everyone.

A close-up photograph showing a person's hands, with light brown skin and manicured nails, holding a child's foot and a sneaker. The child's foot is wearing a grey sock with a blue and white pattern. The sneaker is white with blue and grey accents. The background is blurred, showing a window and some indoor furniture.

EQUITY

is everyone getting a pair of shoes that fits.

— SHOW — ME —

ZERO



Buckle up. Phone Down. Slow down. Drive sober.

Reaching Underserved Communities

Jon Nelson, Missouri DOT

January 2023 SWOT Analysis

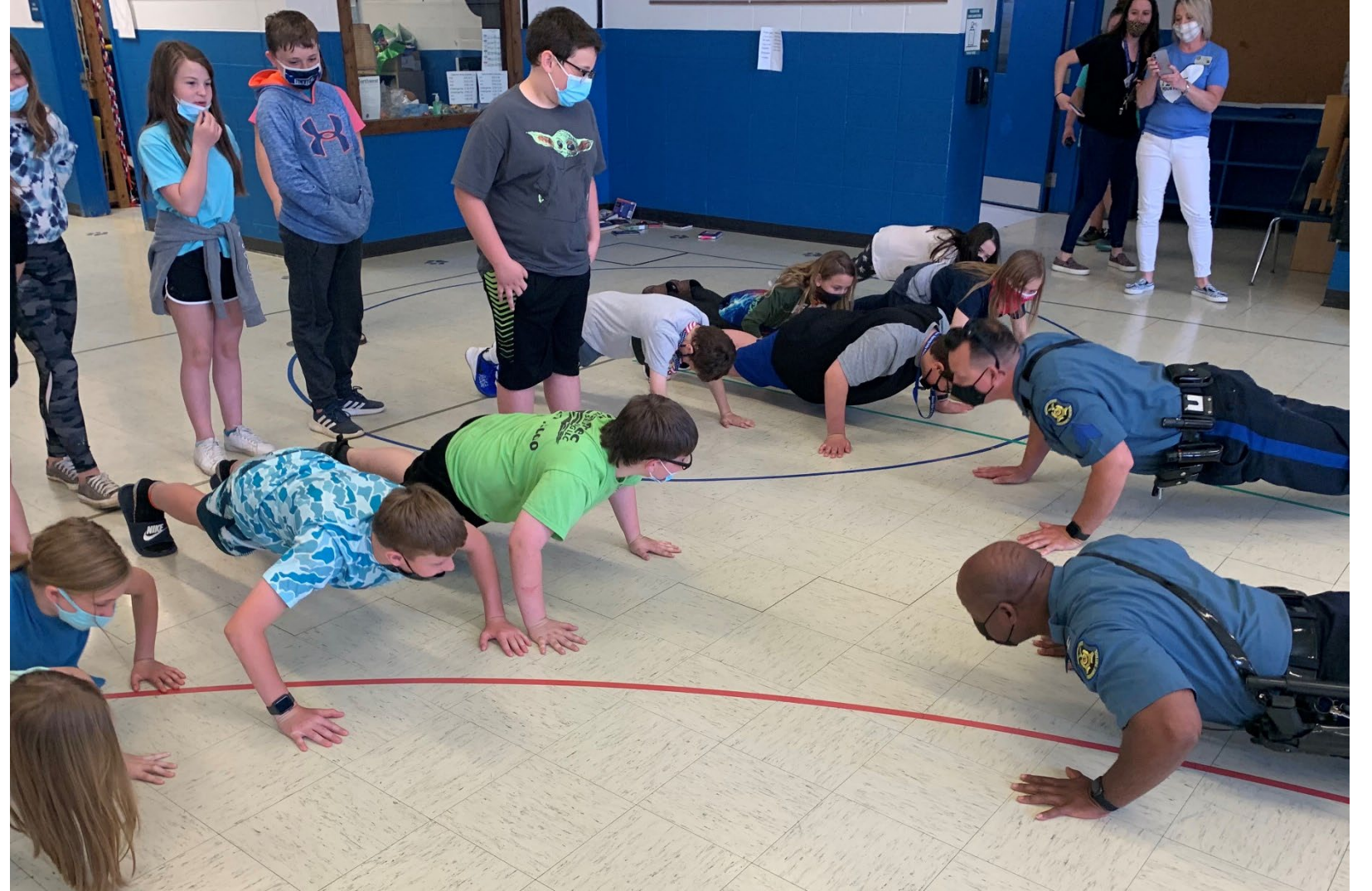


*Missouri Coalition
for **Roadway Safety***



Ferguson, MO ... A New Approach







YOU'RE INVITED!

INAUGURAL
EQUITY & ENGAGEMENT
IN TRAFFIC SAFETY
SUMMIT

JOIN US FOR A PRE-SUMMIT NETWORKING EVENT:
MAY 1 | 6 PM
HOLIDAY INN & SUITES
JEFFERSON CITY
HORS D'OEUVRES PROVIDED

MAY 2, 2023
9 AM – 2:30 PM
LINCOLN UNIVERSITY
SCRUGGS BALLROOM
JEFFERSON CITY

LUNCH & LODGING PROVIDED
Hotel accommodations are available at the Holiday Inn & Suites. To RSVP and reserve a hotel room (if needed), please email Denise Fennewald: denise.fennewald@modot.mo.gov
PLEASE RSVP BY APRIL 21

 
 **NHTSA**
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Equity and Engagement Summit

- Your Community
- Your Experiences
- Your Ideas

—SHOW-ME—
ZERO 



Missouri Equity and Engagement in Traffic Safety Summit

May 2, 2023 – Jefferson City, Mo.

Challenges

- Time
- Resources
- Old habits
- Language/cultural barriers
- Trust
- Cold calling



Key Takeaways

- Greater awareness of programs/resources
- Trusted voices
- Content by the community for the community
- Better access to programs/resources
- Relationships matter



A Summit is Just the Start

- Foster care outreach
- Vitendo 4 Africa
- Hispanic Leaders Group of St. Louis
- Providing core resources in Spanish
- Faith-based community outreach
- Elementary schools
- MO Highway Safety Conference







CT RACIAL PROFILING PROHIBITION PROJECT

Ken Barone

Brief History of Connecticut Reforms

- **1999:** Connecticut enacts The Alvin W. Penn Racial Profiling Prohibition Act (Public Act 99-198)
- **2012:** Connecticut makes major reforms to the law
- **2013:** Requires all 107 police agencies to begin electronically collecting and reporting traffic stop data.
- **2015:** First study was published
- **2016-Present:** 9 statewide studies published annually.



Why Traffic Stop Data?

- On average, Connecticut law enforcement agencies conduct approximately **550,000** traffic stops a year.
- The total number of traffic stops has been significantly impacted since the start of the Covid-19 pandemic.
- Traffic stops are the most common encounter police have with the public.



Fundamental Questions to Address

- Do racial and ethnic disparities exist in traffic stop data?
- What are the factors driving the disparities that are identified?
- What interventions are most effective at reducing/eliminating racial and ethnic disparities and also improving roadway safety?



The Connecticut Model - Four Phases

- **Phase 1:** Continuous data collection
- **Phase 2:** Empirical analysis of the data
- **Phase 3:** In-depth analyses for identified high-disparity agencies, including an officer-level analysis.
- **Phase 4:** Community forums and conversations



The Preponderance of the Evidence Approach

- Advantages of Connecticut's approach
- Guide for policymakers and policing administrators
- No single method is able to fully capture all dimensions of disparity.
- Our approach helped build stakeholder confidence in the findings.



Departmental Intervention

- Each year, all 107 departments are evaluated
- Those identified as high-disparity are invited to an in-depth analysis with researchers.
- 32 municipal police agencies and 5 State Police Troops were identified as “high disparity agencies.”
- What are the factors contributing to racial and ethnic disparities in traffic stop data for departments identified in the annual analysis?
- Success stories: Newington, Hamden, and Madison
- There is not a one size fits all approach.



Community and Stakeholder Input

- Public forums are conducted in communities with high disparity agencies.
- Researchers present findings
- Police administrators are invited to provide comment/feedback
- Thoughtful discussion occurs between the public, police, and researchers about the findings and next steps.



Slow and Steady Wins the Race

- The last three calendar year statewide reports have shown **significant reductions** in racial and ethnic disparities statewide.
- Far fewer departments are being identified as “high disparity agencies.”



Communicating our Message to Stakeholders

- Monthly advisory board meetings open to the public and televised
- 8-10 community forums hosted annually across CT
- Notice with project information provided to every driver when they are stopped by police
- CTRP3 developed a commercial and other video materials
- Online website and easy-to-use public data portal
- Presentations to Police Chiefs' organizations and other law enforcement partners.
- Legislative briefings (online and in-person)
- Participation in statewide legal and other conferences



Conclusions

- Coordinated state and national data collection and analysis is essential to help advance equity in traffic enforcement.
- Good data will allow you to identify the strategies that reduce fatalities, injuries, and disparities, all at the same time.



Questions ?