

Safe Kids – TBI Partnership Project



DOH 341-026 October 2024

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NOTE/ACKNOWLEDGEMENTS: This report was prepared by Will Hitchcock, PhD in the Injury and Violence Prevention Program at Washington State Department of Health. Data was collected through the coalition activity online reporting tool using Microsoft Forms. DOH and IVP would like to acknowledge DSHS/ALTSA and the Traumatic Brain Injury Strategic Partnership Advisory Council of Washington for this collaboration that has expanded and enhanced the work we all do for Washingtonians and visitors to our state. This would not have been possible without the trust, close collaborations, and funding this partnership has built.

Questions regarding this report can be directed to Dr. Hitchcock at safekidswashington@doh.wa.gov.

Overview

The DOH and DSHS AL TSA have a proven successful partnership between the DOH Injury and Violence Prevention Program and the Washington Traumatic Brain Injury Strategic Partnership Council (TBIC). The partnership works with local Safe Kids coalitions to bring awareness and injury prevention education on topics related to traumatic brain injuries. The coalitions use a person-centered, grass roots, public health model to connect with local communities on injury prevention topics. Information includes what is a traumatic brain injury, how to access resource and referral information through 2-1-1, and how to prevent brain injuries. Coalitions engage their communities through fun, interactive educational resources. These activities have supported the TBI community and the places they live and thrive.

Through the partnership with TBIC and added funding DOH has been able to expand the Safe Kids Network for broader reach of public health and injury prevention including TBI related topics. Coalitions have reached communities historically passed over for services. They have improved the quantity and quality of information they provide to communities related to TBI as a direct result of the added funding from the TBIC. This has improved equity and expanded the reach of both Safe Kids and the TBIC.

Coalition Network

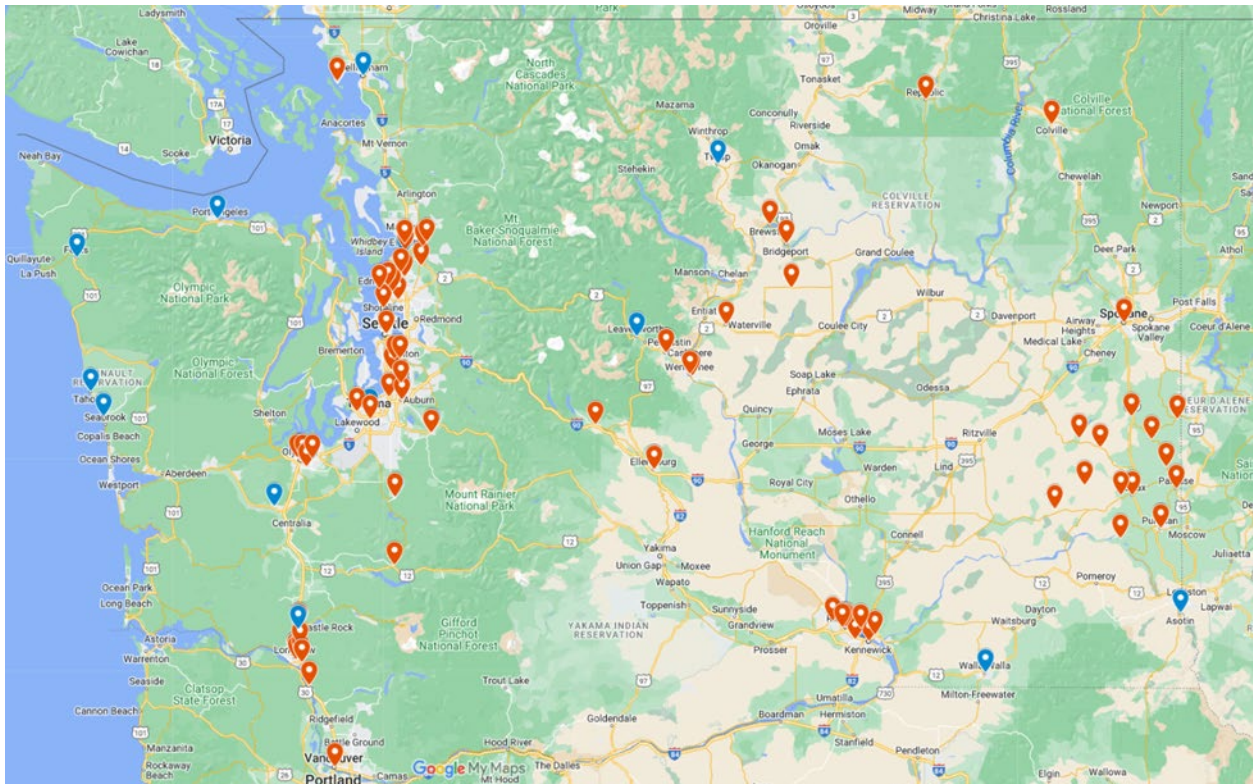
The map below shows the current network and planned expansion.



Safe Kids Worldwide (SKW) is the parent organization and authorizes all coalitions. SKW is working on a reorganization of the Safe Kids program. The goal is to ensure coalitions are strong and have improved sustainability. During the restructuring, SKW put a hold on new coalition applications. The application process is now expected to open in January 2025. The proposed expansion sites have already been working with the state office of Safe Kids at DOH to begin building capacity and holding events in preparation for official membership.

Data Reporting

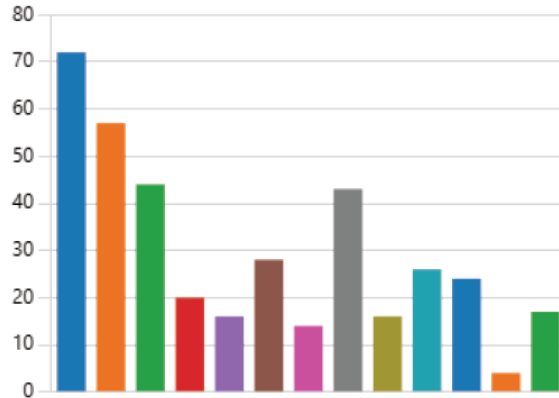
From July 1, 2023 to June 30, 2024 coalitions held 112 events. As seen in the map below, local Safe Kids coalitions held events across the state in Benton, Chelan, Clark, Cowlitz, Douglas, Ferry, Franklin, King, Kittitas, Okanogan, Pierce, Snohomish, Thurston, and Whitman counties. Orange pins show locations of 2024 events, and blue pins show additional 2023 event locations. We estimate an approximate direct reach of 30,000 people.



DOH estimated reach based on an average of known attendance sites and when available reports from large event organizers of their attendance estimates or materials distributed. This number does not include impressions from SafeKidsWashington.org website managed by the Center from Brain Injury Research and Training (CBIRT) or from participants sharing information with friends, families, schools and their community.

Coalitions cover a variety of topics related to activities associated with traumatic brain injuries and other health topics. Transportation related topics are the most covered. These are also a leading cause of death and hospitalization for children.

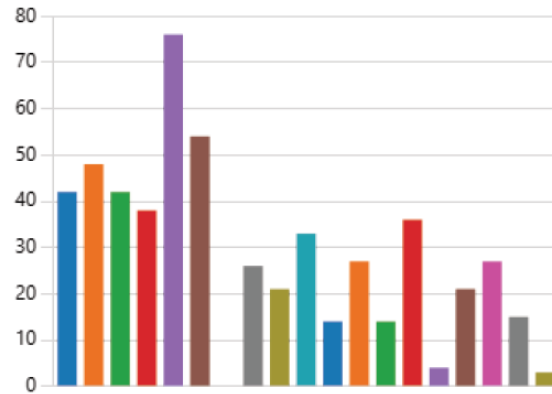
● Bike/Skate/Scooter Safety	72
● Pedestrian Safety	57
● Vehicle Safety - Passenger	44
● Vehicle Safety - Driver	20
● Window Fall Prevention	16
● Sports safety – Concussion prev...	28
● Ski/Snowboard other winter spo...	14
● Open Water Safety/Drowning Pr...	43
● Firearm Safety	16
● Poison Prevention	26
● Fire/burn safety	24
● Furniture Tip Over	4
● Other	17



Coalitions engage with a wide variety of community sectors to plan and hold events and activities. We have seen a significant increase in the sectors partnered with since receiving the TBI funding. By partnering with a wider range of community sectors it allows coalitions to address health topics beyond injury prevention that could benefit a variety of health and service programs led by DSHS and DOH. This gives a positive return on investment that extends beyond our immediate programs.

The one sector we have not been successful in engaging is our Tribal communities. DOH is dedicated to continue working with tribal partners to build trusting relationships to better serve these vital communities. The Arts and Culture sector is also a place where improved efforts to build partnerships could have positive benefits to message sharing and acceptance. The bar graph below shows all the different community sectors that are regularly taking part in Safe Kids events and activities.

● Healthcare/Hospital/Clinic	42
● Public Health	48
● Education/Schools	42
● Law enforcement	38
● EMS/Fire	76
● Civic/Government offices city/c...	54
● Civic/Government - Tribal	0
● Business	26
● Youth	21
● Parents	33
● Media	14
● Human Services	27
● Spiritual/Religious	14
● Service/fraternal/volunteer orga...	36
● Arts & Culture	4
● Housing and development	21
● Sports and recreation	27
● Environment/Conservation	15
● Other	3



Injury Data

Safe Kids coalitions in Washington take a lifespan approach to public health. While the focus of Safe Kids is prevention of injuries for kids 0-19, we know that for kids to be safe everyone in the family and the community must also have safety. The leading causes of death and hospitalization for kids often match those for adults. There are variances on the rank order depending on age but a focus on health and safety for all helps improve injury rates.

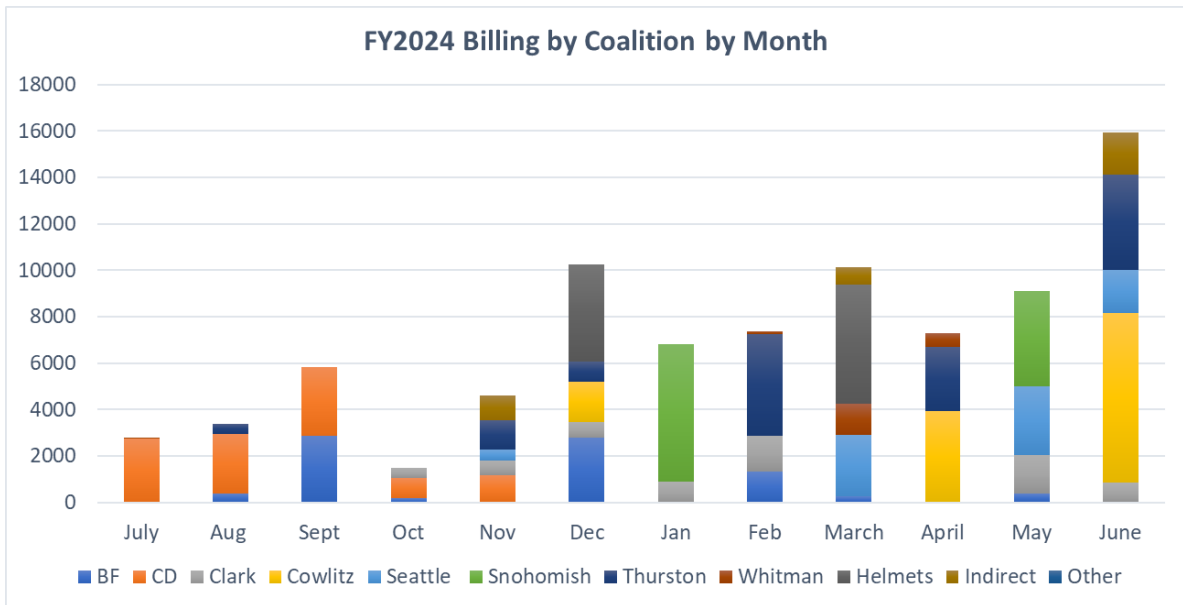
Bike and pedestrian injuries address vulnerable populations. Motor vehicle crash injuries and falls are leading mechanisms of TBI and connects with a larger base. Suicide by firearm and falls continue to be leading mechanisms and broadening partnerships and events with those addressing these topics can allow for greater leveraging of resources. Safe Kids focus on community and a life span approach positions them well to expand scope and ultimately have a broader reach to share TBI prevention, support, and resource information.

Fiscal Report

Most activities occur from May through August. Many coalitions pool or blend funding with local partners and will often buy supplies in bulk for better economy. Funding expenditures in one month may end up supporting future events to some level or coalitions may have opportunities to add events and activities throughout the year because a local funder matched or wanted to cover a particular event as part of their community giving.

In 2024, we had five coalitions use their full allocation. Three of those five coalitions received added funding to complete more activities.

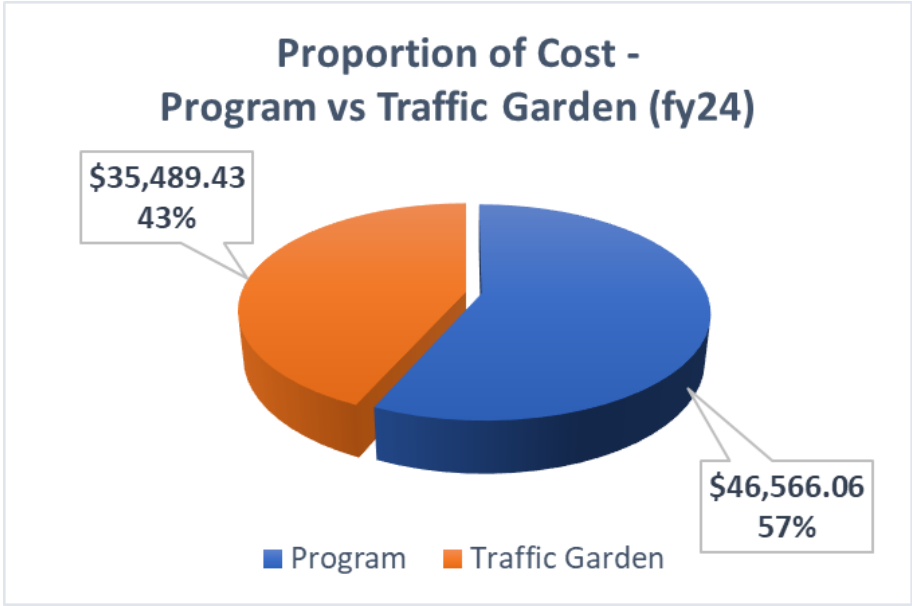
DOH has been working with coalitions to do advanced planning and create a more stable spending rhythm. The goal is to avoid a large roll up of spending in the final month of the contract when state agencies are struggling with end of fiscal year accounting and are heavily burdened. This also prevents DOH from moving unspent funds to another area that may have a higher need or capacity. Trends for billing



showed a more consistent billing pattern across the 2024 fiscal year compared to previous years. June is still the largest expenditure time, followed by March and December. The chart below shows the spending trend by coalition across the year. Each coalition shows a unique rhythm and method in their planning and spending. These patterns can be attributed in part to the focus on local needs, seasonal weather conditions, and small community organization fiscal processes. Coalitions are beginning to work with schools and have events during the winter months in covered or indoor areas and believe this will help level out billing and activity frequency.

The proportion of funding used for Traffic Garden activities vs other program topics has fluctuated slightly year-over-year but has still been close to a 40% - 60% split for the past two fiscal years.

While traffic gardens were the original topic to engage coalitions in this work, spreading effort and funding across other leading mechanisms of TBI will improve our reach.



Next Steps

In 2024, DOH created an event evaluation form for coalitions to use in evaluating traffic garden events. DOH translated the form into five languages. Safe Kids Thurston and Tacoma Safe Routes to Schools piloted the evaluation form. DOH has adapted this form for use across all activities and is having it translated into 14 languages. Coalitions are encouraged to provide this evaluation at all their events in 2025. The survey measures participant learning, participants intent to spread their learning with others, participants feelings of social connectedness from attending the event, overall impression of the event, and suggestions for improvement.

DOH is especially interested in the measure on social or community connectedness. Community or social connectedness is an upstream, shared protective factor that has shown several associations with health benefits in peer reviewed literature. Showing coalitions build community connectedness provides support of public and social health efforts contributing to a return on investment of healthier, happier, and strengthened community members and may bolster future funding applications.

DOH submitted an abstract to present our findings on community connectedness from the pilot and planned data collection of spring coalition events at the 2025 PrevCon injury prevention conference. DOH and CBIRT have presented at past PrevCon conferences on work done in partnership with the TBIC.

DOH is working with Safe Kids Worldwide and Local Health Departments (LHJs) to expand the Safe Kids Washington network to rural parts of the state. Existing coalitions are providing mentorship and technical assistance to LHJ partners in adjacent counties to organize and hold events and start building their local coalition network. We expect Safe Kids Worldwide to authorize new coalitions for each of these mentored areas in 2025. Expanding to these areas allows Safe Kids and TBIC to improve our efforts on equity and reach more rural and frontier parts of our state. These parts of our state show higher rates of injury and are often less resourced due to smaller population sizes and accessibility to support services. Solutions to improving resources and services in these areas is vital.



October 2024

Safe Kids Activity Report