

***Translating Science into Action:
The Johns Hopkins CARES
Mobile Safety Center***

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***Congressional Study Group on Public Health
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Injuries:

The leading cause of childhood death

- About 138,000 entertainment centers were recalled Wednesday after a 19-month-old child died when the furniture collapsed on the child, the government said. 12/5/07
- A 3-year-old boy died Sunday afternoon after he fell in his family's home while trying to reach out a second-floor window for an icicle, state police said. 12/3/07
- Andrea Wheeler and her two children, Tashawn, 4, and Tanejiona, 8, are in fair condition at Children's Hospital after their home caught on fire. The child who died, Asia Edward, 6, was a neighbor who was at the home playing. 11/29/07

We know how to prevent many injuries and deaths



- Reduce fatalities by 50%



- Reduce head injury by 74-85%



- Reduce fatalities by 45%-71%

Barriers to Use

Availability

Access

Advice

Attention

Partnership Council, 2001

- Johns Hopkins Bloomberg SPH
Center for Injury Research and Policy
Children's Safety Center
- Baltimore City Fire Department
Office of the Fire Marshal
- Johns Hopkins Community Physicians
East Baltimore Medical Center
- Johns Hopkins Pediatric Trauma Service
Injury Free Coalition for Kids Baltimore
- Maryland Science Center
- Maryland Institute College of Art
- CARES Parent Advisors



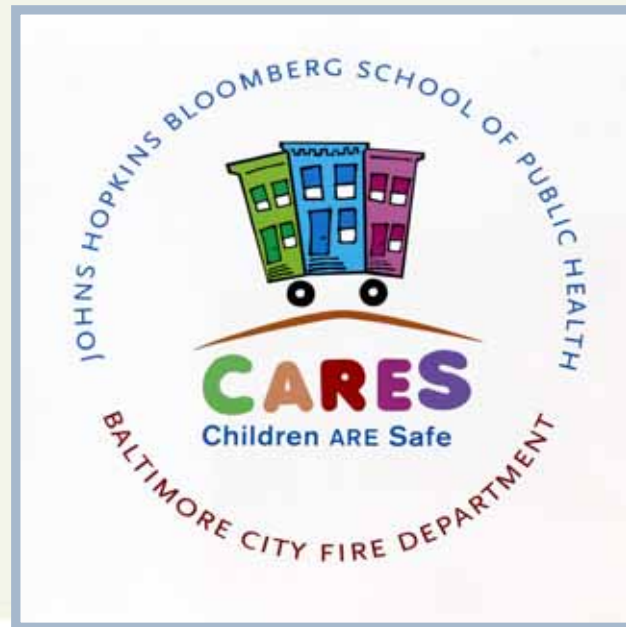
CARES – Children ARE Safe - Mobile Safety Center



Opened Summer 2004 with funding from BP, Annie E. Casey Foundation, Harry and Jeanette Weinberg Foundation, FEMA, CDC

CARES Safety Center Mission

To promote the safety of children and families by delivering fun, interactive education and affordable safety products to the community.









The difference is skin deep

- Children have thinner skin than adults
- Thinner skin burns faster
- Water that feels okay to you may be too hot for your child

Steps for a safer bath

- Test the water using a bathtub thermometer
- Stir away hot spots
- Always supervise your child





Venues

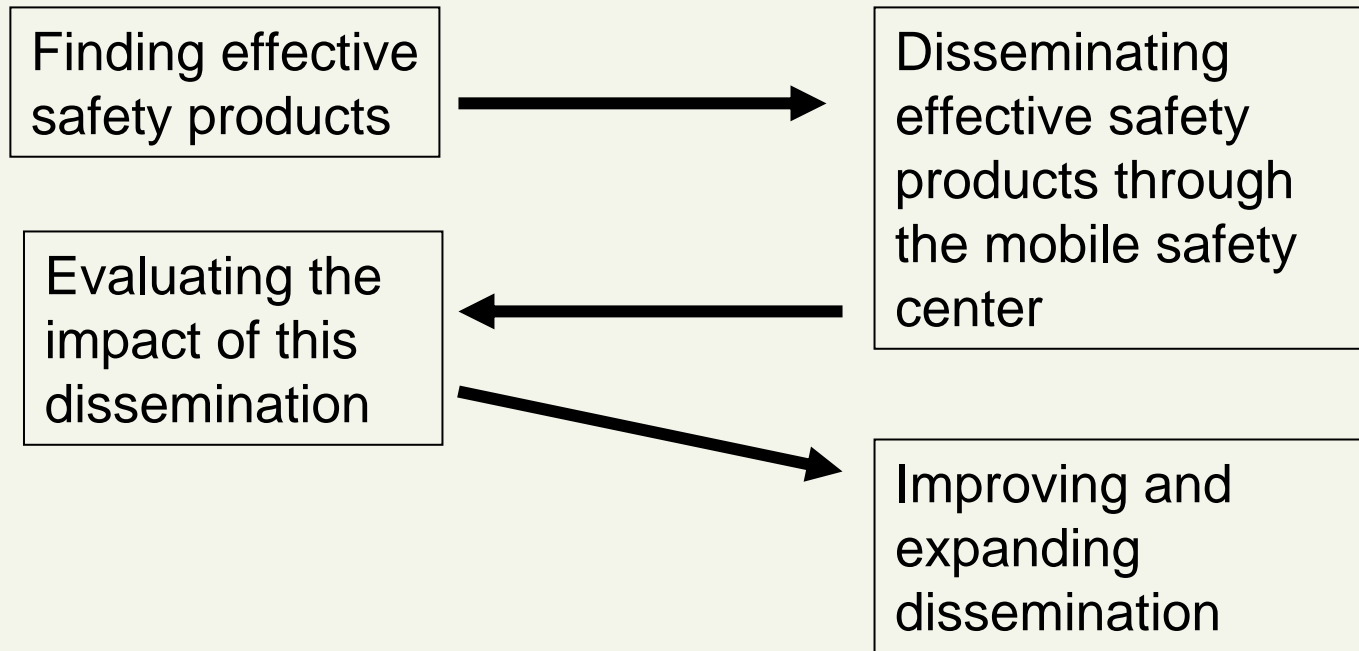


**Medical centers
Sporting events**

**Community fairs
Churches
Schools**



Bridging the Research to Practice Gap



CARES Dissemination Research

Purposes

- Study adoption and implementation
- Evaluate utilization and impact

Data collection

- Community medical center
- Community events

Who did we reach?

- 197 days at the medical center
 - 1,796 visitors (~ 9 visitors per day)
 - 56% adults
 - 24% received safety products
- 93 community event appearances
 - 5,514 visitors (~59 visitors per event)
 - 25% adults
 - 2% received safety products

What did visitors say?

- 90% reported learning “a lot”
- 90% described staff as “excellent”
- 98% would refer family and friends to **CARES**

Data from 244 Visitor Feedback Forms at medical center

What happens if you prescribe a visit as part of well child care?

- 294 families in medical center enrolled in RCT and followed 2 to 4 months
 - Prescribed group
 - Optional group
 - Comparison group
- Prescribed group
 - More likely to visit (68%, 41%, 10%)
 - More likely to make positive changes in car seat and poison storage behaviors

Preliminary Conclusions

- Services valued and well-regarded by many potential clinical and community partners
- Partnership with BCFD essential
- More intensive services in clinical setting, but wider reach in community settings



If you build it, they will come, and

- like it,
- learn a lot,
- recommend it others, and
- obtain life saving safety products



The first thought that crossed my mind was Thank God I listened to Kisha. Had I not done that, I'd likely be visiting my son in a trauma center or at a grave.