



Community Grant Outcome Report

Name: Transporting Children Safely A Public Health Model for WIC (Women, Infants, and Children) Families

Grantee: SAFE KIDS Coalition – Madison Area

Fiscal Sponsor: American Family Children's Hospital

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Academic Partner: Timothy Corden, MD; Adjunct Associate Professor; UW SMPH Population Sciences

Program: Implementation

Grant Duration: 03-01-2006 to 09-30-2009 (43 months)

Expenditures: \$344,924 (100%)

Use of Funds: Health Education and Direct Client Services

► **Description:** Motor vehicle crashes are the leading cause of death among children in Wisconsin. Child safety seats have been found to reduce the risk of fatal injury by 71 percent for infants and 54 percent in toddlers. This affects low-income children disproportionately, who have limited access to car seats. The initiative sought to build a program to provide car seats to low-income families, thereby reducing these preventable injuries in Madison and Dane County.

► **Results:** This project has succeeded in creating an infrastructure to serve low-income families and prevent motor vehicle-related injuries. From June 1, 2006 through September 30, 2009, 4,133 children had their child safety seat evaluated and improved to meet current standards. Of these children, 1786 were WIC program participants referred to the project directly. The misuse rate in car seats was 96 percent.

The project team engaged in education and outreach to low-income families on the importance of safe car seats. Families unable to afford them received vouchers for car seats, which were stored by the Madison Fire Department. The program provided 1,813 car seats to low-income families. The project also reduced barriers to car seat checks, including making sure Spanish translation was available. Widespread community involvement has led to greater child passenger safety awareness.

Project staff attributed their success to a committed academic partner, staff and coalition members.

► **Met Objectives:** Project complete

► **Baseline Progress on State Health Plan Objectives:** The project addressed 1) access to primary and preventive health services, 2) unintentional injuries, 3) social and economic factors that influence health, 4) community health improvement processes and plans, 5) coordination of local public health partnerships, and 6) a sufficient and competent work force. Specific objectives were not measured.

► **Academic Partner Role:** Consultation and evaluation

► **Matched Dollars (cash or in-kind):** \$343,742

► **Dissemination:** The program produced a number of educational materials and fliers to let parents know about these services. English- and Spanish-language media produced stories on the program, helping the public gain awareness of these resources. The success of this program has been shared at professional conferences nationally and regionally. The partners will submit a manuscript for publication in 2010.

► **Sustained:** The Safe Kids Coalition continues to seek funding for staff. In-kind contributions are stellar: office space, storage space for seats, space to hold the clinics (fire stations), funds for car and booster seats, and most importantly, child passenger safety technician time.