American Family Children’s Hospital
Child Health Advocacy, Safety Center

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www.uwhealthkids.org

About the Organization:

While taking care of the patients under its roof is paramount, American Family Children’s Hospital’s commitment to Child Health Advocacy --keeping all kids healthy and safe-- is also a cornerstone of its mission. The Hospital's vision is to improve the health status and well-being of Wisconsin's children through community partnerships. Through its Safety and Child Health Advocacy efforts, American Family Children’s Hospital seeks to address several issues including eliminating unintentional childhood injuries. The goal is to keep children safe and healthy!

The organization’s child health advocacy areas of focus include safety, access to medical and dental care, nutrition and physical fitness, literacy and school health.

Project Opportunities 2015:

Project opportunities are available in the “safety” focus area specifically with three programs: Kohl's Safety Center, Safe Kids Coalition and the Safe Sleep Initiative. See specific descriptions and project activities below.

Kohl's Safety Center and Safe Kids Coalition
American Family Children’s Hospital is a state and regional leader in injury prevention and safety advocacy on behalf of children. In child health advocacy efforts, their vision is to measurably improve the health status and well-being of Wisconsin’s children through community partnerships that address top risks to children’s health.

Kohl's Safety Center: Unintentional injuries are the leading cause of death among children 14 years of age or younger. Each year, more than 5,600 children in this age range die in the United States, and more than 120,000 become disabled from unintentional injuries. The Kohl's Safety Center offers a variety of child safety products and injury prevention education materials. Clients can shop for products, receive educational materials and ask trained staff questions about child safety. UW Health Safety Center wishes to evaluate the effectiveness of this program and enhance as necessary.

Safe Kids Madison Area Coalition: The mission of the Safe Kids Madison Area Coalition is to prevent unintentional childhood injuries, the leading cause of death and disability among children ages 1 to 14. We educate families, provide safety devices to families in need, and advocate for better laws to help keep children safe, healthy and out of the emergency room. The Madison branch is one of more than 600 state and local Safe Kids Coalitions in all 50 states. http://www.uwhealthkids.org/kids-health-and-safety/safe-kids-coalition/35398
The project opportunity specific to the Kohl’s Safety Center and/or Safe Kids includes:

- Compiling, integrating and understanding available data profiling use of the Safety Center. Program evaluation and enhancement (as needed) of educational programming.
- Ongoing monitoring and evaluation of the effectiveness of strategies implemented via the Safe Kids Coalition. This may include examining the impact on injury incidence in Dane County and surrounding region.
- Research, collection of evidence of best practice in injury prevention strategies,
- Collaboration with critical local partners and stakeholders to prioritize issues and strategies
- Communicating challenges and successes to key stakeholders
- Advocacy through policy

Dane County Safe Sleep Initiative

Despite a major decrease in the incidence of sudden infant death syndrome (SIDS) since the American Academy of Pediatrics (AAP) released its recommendation in 1992 that infants be placed on their backs for sleep, this decline has plateaued in recent years. Sudden unexpected infant deaths (SUIDs) are related to biological, environmental and behavioral factors acting together or separately.

The Local Child Death Review and Fetal Infant Mortality Review Initiative has identified concerns with unsafe sleep in Dane County. The Initiative is focusing prevention efforts on the factors related to environment (ex: soft bedding and cigarette smoke) and behavior (ex: placing infants on their stomach to sleep and co-sleeping) to educate the families on modifying these risk factors that can lead to an infant’s death. In fact, a county-wide safe sleep message to educate families on suffocation prevention was developed. [http://www.uwhealthkids.org/kids-health-and-safety/safe-to-sleep/35395](http://www.uwhealthkids.org/kids-health-and-safety/safe-to-sleep/35395)

The project opportunity specific to this initiative includes:

- Compiling, integrating and understanding the relevant and available data highlighting disparity in specific populations such as WIC (Women, Infants and Children Program) clients.
- Research, collection of evidence of best practice in prevention and intervention strategies,
- Collaboration with critical local partners and stakeholders to prioritize issues and strategies
- Ongoing monitoring and evaluation of the effectiveness of strategies implemented
- Communicating challenges and successes to key stakeholders
- Advocacy through policy

Required: A student with a demonstrated ability to work and communicate effectively with a diverse range of groups, professionals, agencies, community members, parents and health care providers is the ideal candidate for a project experience with this organization. The student should also have strong written and verbal skills and be self-directed to learn about the topic area when provided resources.

November 10, 2014