

Native Children Always Ride Safe – A Health Education Program of the Shoshone Bannock Tribes

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Introduction

The Shoshone-Bannock Tribes, Fort Hall Indian Reservation, Coffee Point is located in SE Idaho. There are approximately 5,551 enrolled members, 61% of whom reside on reservation.



Methods

- Conducted observational surveys & driver interviews
- Conducted elicitation interviews with community members to discern factors that are relevant to child passenger restraint use
- Developed community intervention plans based on mixed method findings to improve child passenger safety
- Conducted focus groups to review, refine, and finalize intervention plans

Survey Results

- A significant decrease in unrestrained children from 2003 to 2009 (68% to 52%)
- In 2009, 23% of children age 8 years old and younger were properly restrained

Funding and Partnership The Native CARS study is funded by the National Center on Minority Health and Health Disparities (NCMHD) Grant # 1R24MD002763, and is a partnership with the NPAIHB, UW HIPRC, and six Northwest tribes.

U.S. Census Bureau

Elicitation Interviews Results

Participant responses indicated the following:

- awareness campaign
- Need for in the field education and assistance in proper installation
- Cost/availability of seats prohibitive to consistent use
- More reported child safety seat use off reservation
- Community acceptance of a tribal law

Interventions

Based on study data, four intervention areas:

- Improving community awareness
- Distributing child safety seats

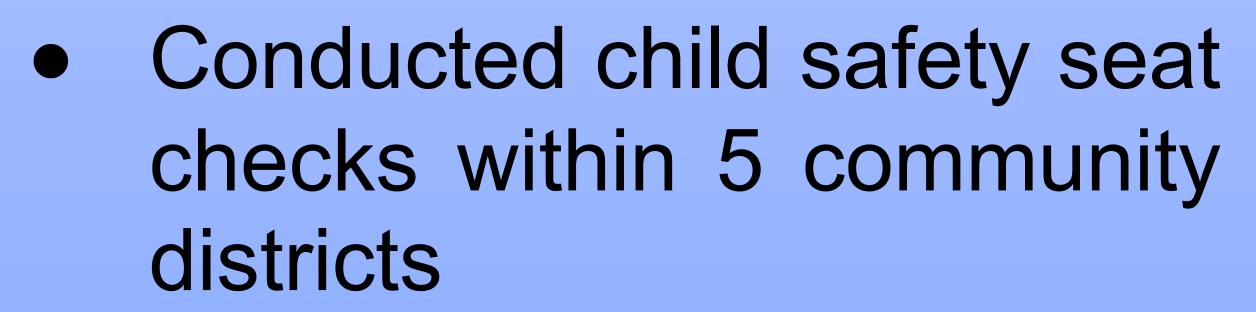
"CHILD SAFETY

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through Health Education Program.

- Educating drivers through child safety seat checks
- Developing tribal child safety seat law

Child Seat Checks



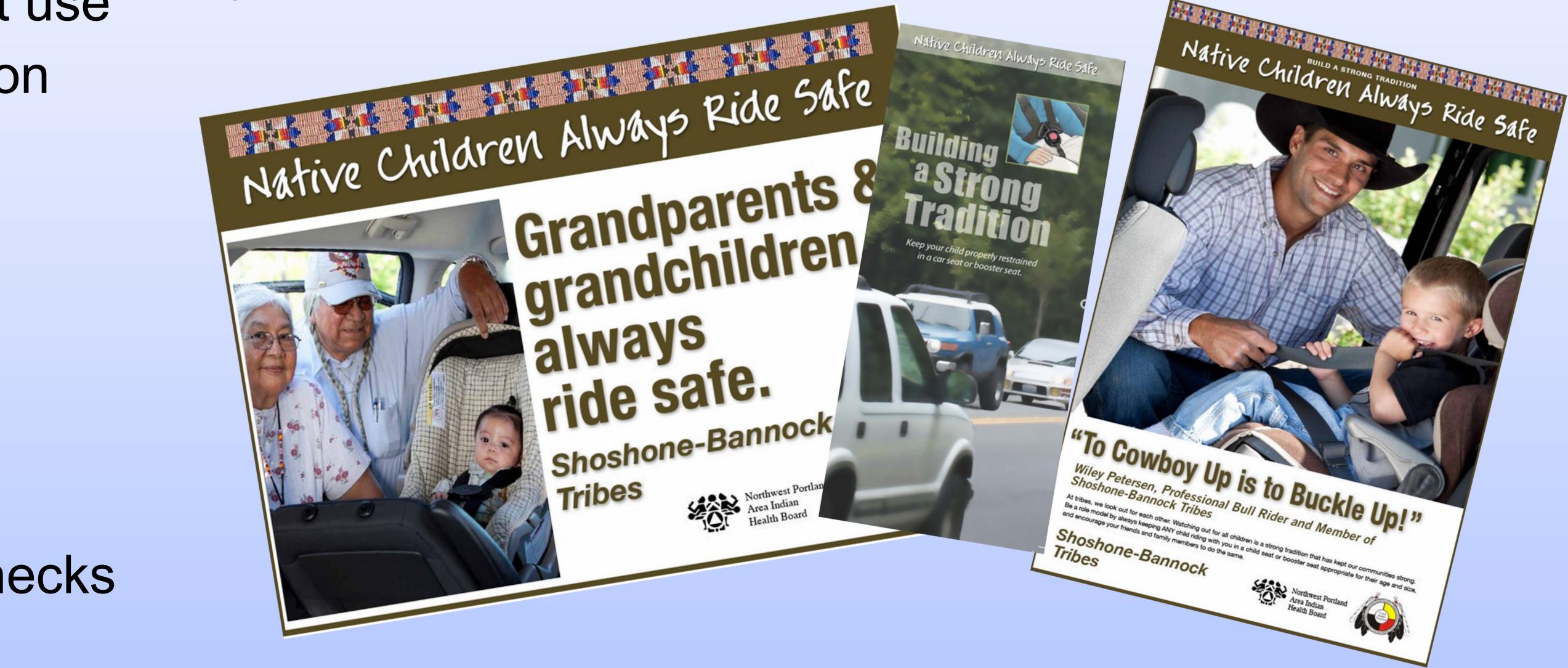
demonstrate proper seat installation

Child Safety Seat Distribution

- Free 1st Seat
- 2nd Seat at manufacturer cost for those with multiple vehicles

Seatbelt & Child Safety Seat Law

There is no child safety seat law on the reservation. An in-• Need for a programmatically cross cutting community ter-disciplinary tribal team (health, law enforcement, legal, council, and community) are working to enact a new law. The tribe is mounting a tribe-specific media campaign with community friendly messages to promote the new upcoming law.



Education Campaign



Empowering community through providing education across tribal service programs and community venues.

- Provider presentations
- Service recipient presentations (i.e., TANF, IHS)
- Information booths

Next Steps

- Pass tribal law
- Mount media campaign on law change
- Examine process evaluation measures of interventions
- Assess post intervention child safety seat use through observational surveys and driver interviews in both spring 2011 and spring 2013

