



The Nez Perce Tribe's Media Campaign to Increase Child Safety Seat Use

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INTRODUCTION

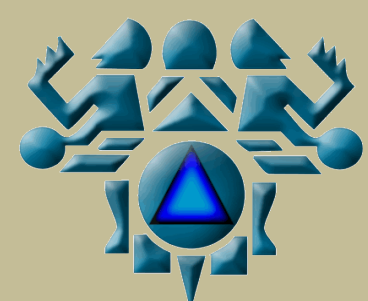
Like many cultures, the Nez Perce Tribe not only values the safety of their children but seeks to prevent health disparities. Under-utilization and lack of education about car seats is one of the main obstacles the Nez Perce Tribe faces today. Native CARS implements community interventions & evaluates their impact on motor vehicle restraint use on the Nez Perce reservation.

METHODS

- Conducted observational surveys & driver interviews on the Nez Perce reservation
- Interviewed community members to discern factors relevant to child passenger restraint use
- Developed a community intervention plan to increase child passenger safety
- Intervention plans reviewed by community focus groups, refined, and implemented

FUNDING & PARTNERSHIP

Native CARS (Children Always Ride Safe) a research study funded by the National Center on Minority Health and Health Disparities and is partnered with Northwest Portland Area Indian Health Board, Nez Perce, and five other tribes.



SURVEY RESULTS

- 40% of kids were properly restrained
- 37% were completely unrestrained
- 48% of 5 and 6 year old children rode unrestrained
- Qualitative results indicated that a media intervention would be appropriate for the Nez Perce tribe

INTERVENTIONS

- Newspaper articles published
- Facebook page created to share information on child safety seats: www.facebook.com/nezpercecars search “Nez Perce Native CARS”
- Posters & billboard developed
- Radio and television public service announcements aired
- Child safety seat information distributed with employee paychecks
- All media features members of the local community

NEXT STEPS

- Media interventions have been well received in this rural, tribal community
- Participation has been remarkable, and community feedback has been positive
- The impact on child safety seat use will be assessed through observational surveys and driver interviews in both spring 2011 and spring 2013

