

Getting Safety Products to Families Who Need Them

Eileen M. McDonald, MS

Center for Injury Research and Policy

March 4, 2004 –o– Orlando, FL



Presentation Objectives

- Review the problem of injuries
- Provide an overview of the public health approach to injury control
- Describe innovative strategies to facilitate the use of safety products among parents of young children

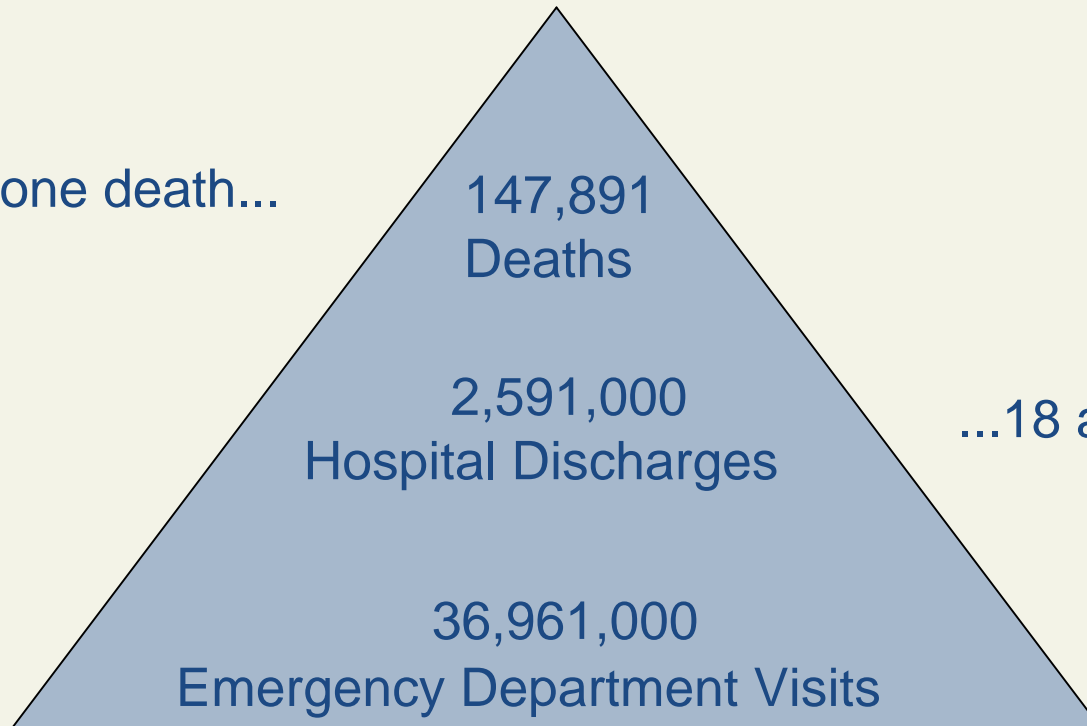
Injuries: Significant Public Health Problem

Rank	1-4	5-9	10-14	15-24	All Ages
1	Injuries 1,898	Injuries 1,459	Injuries 1,632	Injuries 13,656	Heart Disease
2	Congenital Anomalies	Malignant Neoplasms	Malignant Neoplasms	Homicide	Malignant Neoplasms
3	Malignant Neoplasms	Congenital Anomalies	Homicide	Suicide	Cerebro-vascular
4	Homicide	Homicide	Suicide	Malignant Neoplasms	Chronic Low. Resp Dx
5	Heart Disease	Heart Disease	Congenital Anomalies	Heart Disease	Injuries

Source: CDC, NCIPC, 10 Leading Causes of Death, US, 1999

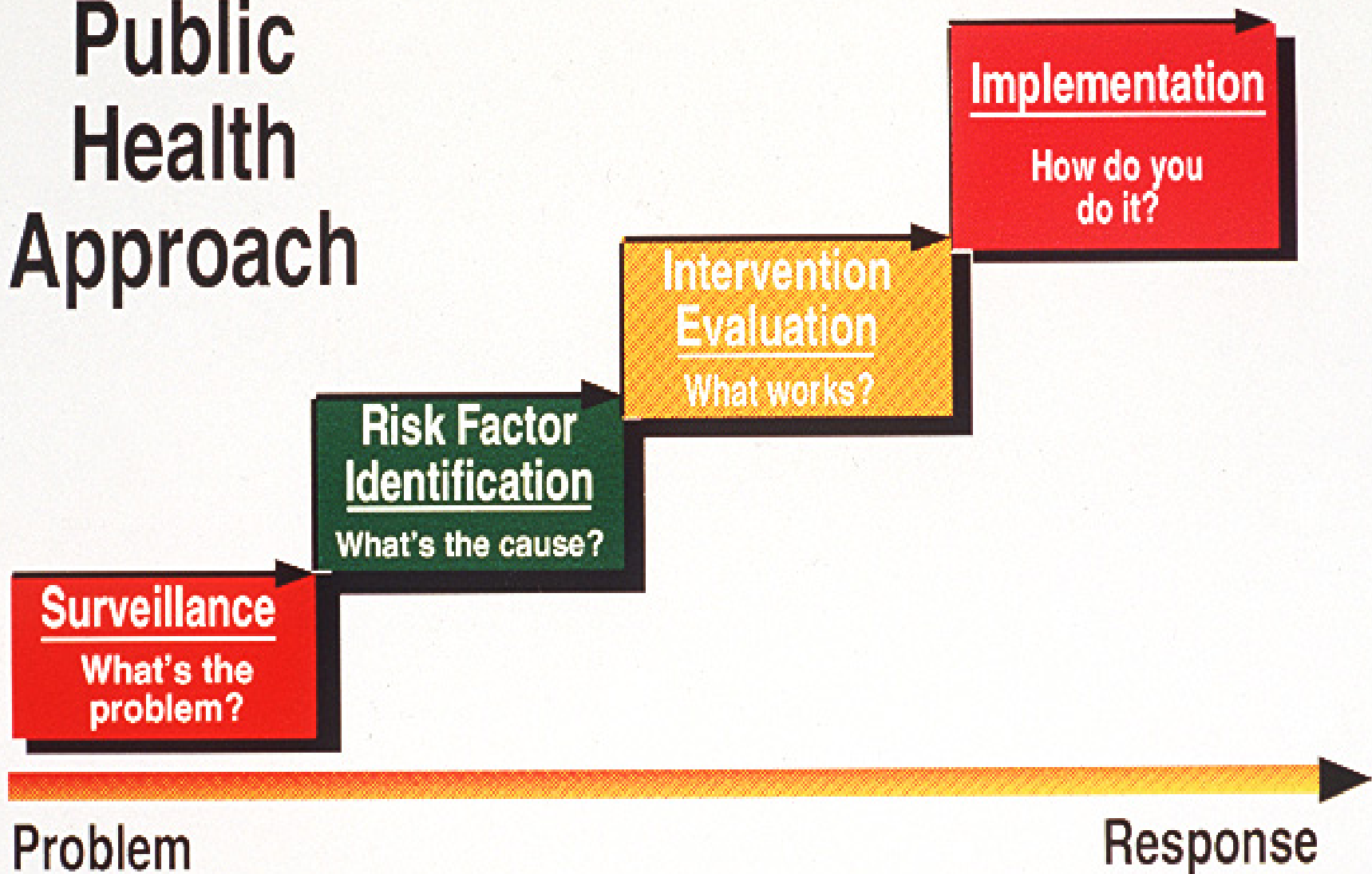
Deaths – just the “tip of the iceberg”

For every one death...



...18 are hospitalized
and
250 are
treated in
EDs.

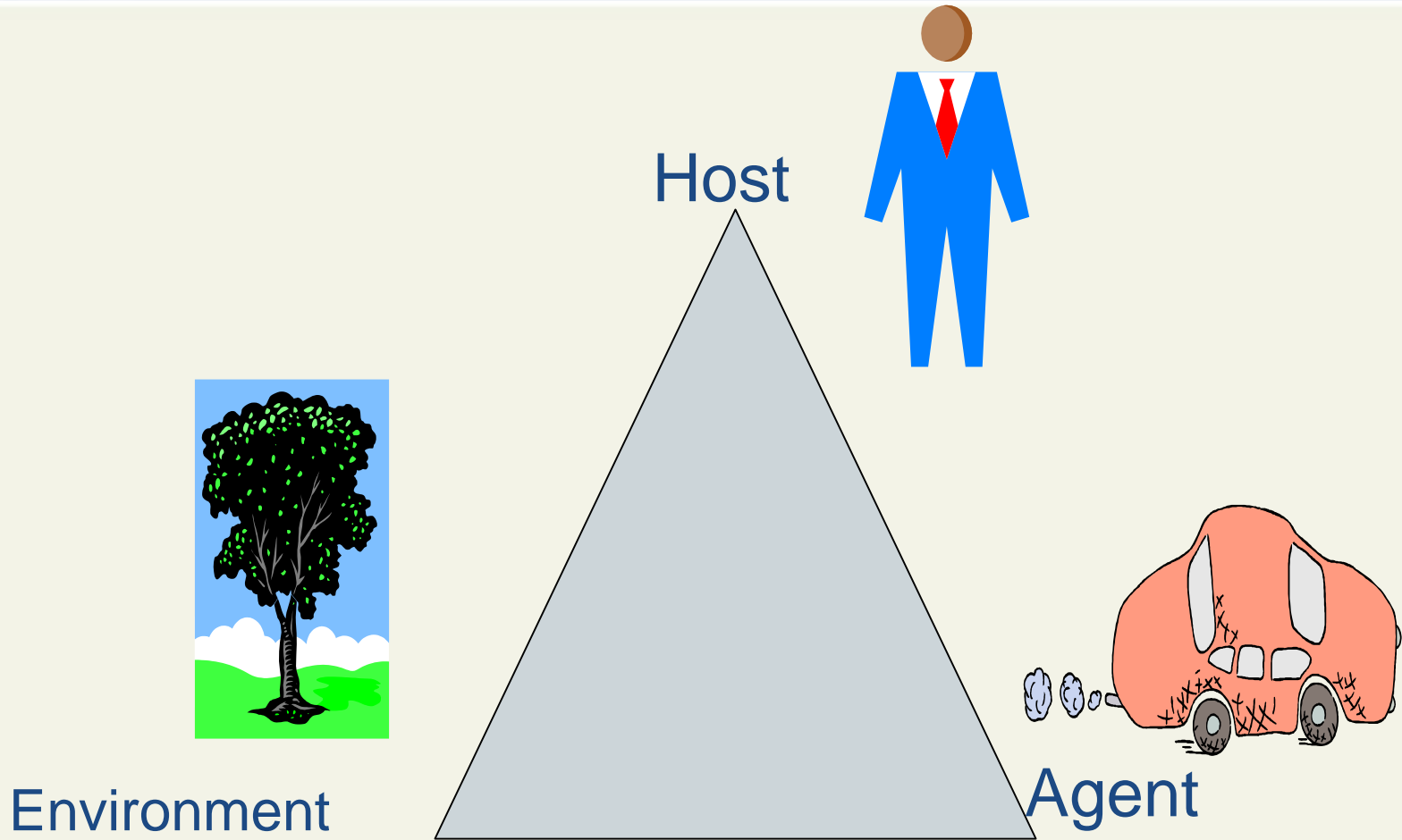
Public Health Approach



CDC

National Center for
Injury Prevention and Control

Epidemiological Framework



Children's Safety Center



- Innovative component of well-child care
- Low cost safety products
- Demonstration and practice opportunities
- Personalized counseling

Safer homes among families who visited the Children's Safety Center

Gielen, A.C., McDonald, E.M., Wilson, M.E.H., Hwang, W.T., Serwint, J.R., Andrews, J.S. & Wang, M.C. (2002). Effects of improved access to safety counseling, products, and home visits on Parents' safety practices. *Arch Pediatr Adolesc Med*, 156: 33-40.

Mobile Safety Center Partnership



MSC Video Description



Where are we now...



- CDC-funded grant to study the evaluation of the MSC
- Community advisory board meets quarterly
- MSC is being built
- Educational exhibits being finalized
- Staff and clinic trainings are scheduled
- Fundraising continues
- Target date for roll out is October 2003!!!