



Health Education and Safety Center

2023 Year End Report
Marie Crew, Director



Children's
of Alabama®

Meet our Staff

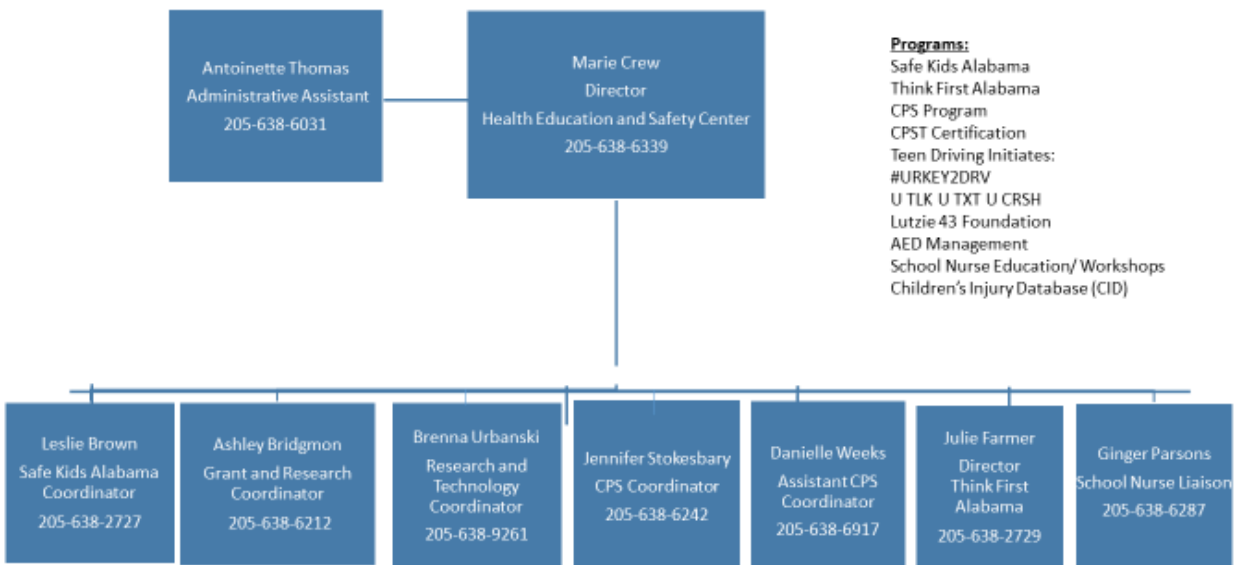


Health Education and Safety Center Staff, Contract Employees, and Partners



Jennifer McCain, MD
Assistant Professor, Pediatric Emergency Medicine
Health Education and Safety Center Medical Director

Health Education and Safety Center



Organizational Chart

It's All About Partnerships

The Health Education and Safety Center at Children's of Alabama was awarded two large grants this year, in addition to multiple smaller grants. ALDOT awarded a 2-year grant beginning October 1st to provide education for child passenger safety and teen driving, including pedestrian safety and wheeled sports safety. ADECA awarded a 1-year grant beginning October 1st to provide a multi-pronged state-wide educational program on Pediatric Vehicular Heatstroke (PVH).

Other funding awarded to the Health Education and Safety Center in 2023 came from Hyundai Motor America for child passenger safety, State Farm for teen driving education, Honda USA for Think First Alabama programs and child passenger safety, Georgia Pacific for bicycle safety education and helmets in Talladega County, Alabama Child Death Review Team for booster seats and education, Alabama Department of Public Health Injury Prevention Branch for child restraints for children on government assistance programs, State Farm Good Neighbor and Safe Kids Worldwide for child passenger safety, as well as Baxter International and Blue Cross Blue Shield Caring Foundation for Alabama LifeStart.

"Gov. Ivey awards grant for child safety campaign

BIRMINGHAM, Ala. (WBRC) - A new campaign to remind parents and caretakers that leaving children alone in vehicles can cause severe consequences has been awarded a grant by Alabama Governor Kay Ivey.

Gov. Ivey awarded a \$127,780 grant to prevent the accidental death and injury of children left in hot vehicles. The grant will enable Children's of Alabama to conduct a statewide campaign to remind parents and caretakers just how dangerous it can be to leave a young child in a hot car. The medical center through its Health Education and Safety Center will conduct safety and awareness campaigns to reinforce the message.

According to Children's of Alabama, pediatric vehicular deaths due to heatstroke are a leading cause of vehicle related deaths in children in the United States.

"The loss of a child's life due to being carelessly left alone in a hot vehicle is an unspeakable tragedy that sadly continues to occur across this nation. This grant will perform a vital role in enabling Children's of Alabama to conduct a public awareness campaign to drive home the critical message that children must never be left unattended in vehicles. Young lives are at stake.", stated Gov. Ivey.

The Alabama Department of Economic and Community Affairs (ADECA) is administering the grant from funds made available by the U.S. Department of Transportation's National Highway Safety Administration. ADECA administers a wide range of programs that support law enforcement, victim programs, economic development, water resource management, energy conservation, and recreation. "ADECA is pleased to join Gov. Ivey and Children's of Alabama in this life-saving campaign," stated ADECA Director Kenneth Boswell. WBRC October 5, 2023"

We have partnerships with many like-minded organizations with whom we join forces to provide injury prevention education. Several of the organizations that provide funding work alongside us to increase our reach. Our partners and their efforts will be highlighted throughout this report.

Some of our Partners in Action



Alabama ABC Board



TRIP Lab at The University of Alabama



Alabama Department of Transportation



State Farm



Express Oil Change



Trussville Fire & Rescue



Alabama Sports Festival Foundation



Lutzie 43 Foundation

What was New in 2023 for the Health Education and Safety Center?

After having made an addition to our team this year, we now have a staff made up of 9 people. While each person may not work full-time, they each contribute in a major way to our ability to reach so many children, teens, and adults across Alabama. Once we added to our staff, we redistributed duties thus allowing another staff member to assist with the management and reporting requirements of our grants.

Because we lost so many of our contract labor certified Child Passenger Safety Technicians (CPST's) following the return to Car Seat Clinics after Covid-19, our administrative assistant now helps staff our Car Seat Clinic and many of our community events. This has proven to be beneficial in making sure we are still able to provide quality programming and education throughout the state.

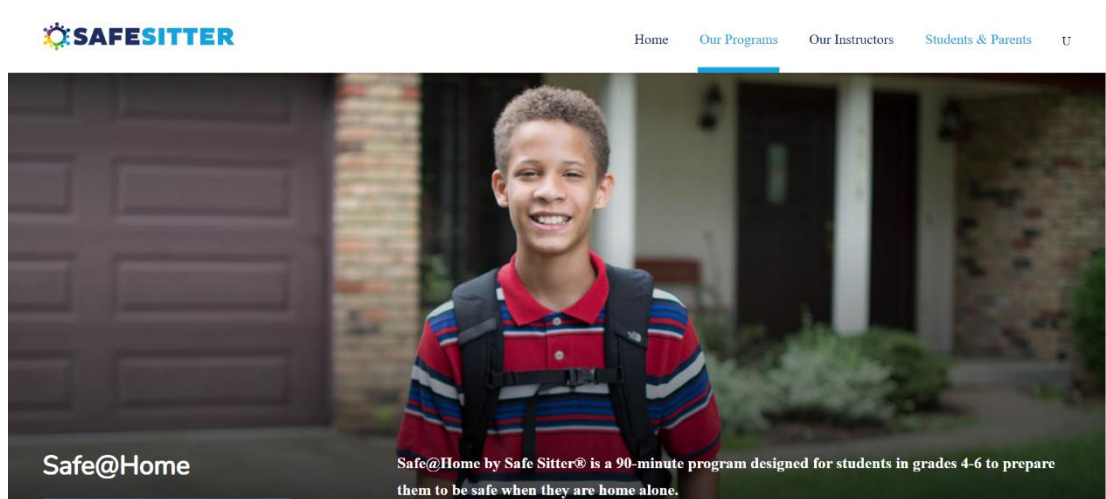
Our department also gained new leadership in 2023. Chandler Bibb, Chief Development Officer, now oversees several advocacy programs within Children's of Alabama, including the Health Education and Safety Center.



New Programs

This year we have worked with the UAB Nurse Family Partnership of Central Alabama to provide injury prevention education for their clients, as well as a Fraternity at the University of Alabama, Omega Psi Phi, that works to mentor young father's from underserved communities.

We also added a new program for students in grades 4-6th called Safe at Home, a sister program to Safe Sitter. The curriculum covers how to stay safe inside, outside and online, as well as what to do in an emergency, and how to call 9-1-1. We piloted the class with a girl scout troop and followed up with a class during the winter school break reaching a total of 25 middle schoolers. During the summer and school holidays, we continued to provide Safe Sitter classes for middle school age students to learn how to be safe babysitters, allowing us to reach an additional 34 middle schoolers.



National and State Conferences

Ashley Bridgmon, Leslie Brown and Marie Crew attended PrevCon 2023, a bi-annual national injury prevention conference in National Harbor, Maryland. They networked with injury prevention experts and gained new knowledge and skills. Our team heard from speakers including Secretary Pete Buttigieg, U.S. Transportation Secretary, Sadiqa Kendi, Division Chief of Pediatric Emergency Medicine at Boston Medical Center and Safe Kids Worldwide Chief Equity and Medical Officer, as well as congresspersons Jan Schakowsky and Debbie Wasserman Schultz.



Ginger Parsons attended the Alabama Association of School Nurses Conference as a vendor in 2023. Ginger also assisted with a skills lab for 350 school nurses demonstrating their ability to care for children with tracheostomies, gastro tubes (G Tube), and diabetes at the Alabama State Department of Education MEGA Conference.



Child Passenger Safety

This year was our first full year back for Children's of Alabama's Car Seat Clinic and other child passenger safety programs since Covid-19. Unfortunately, like the rest of the United States, we do not have enough certified child passenger safety technicians (CPST's) working with us to be able to open appointments to previous numbers. In addition to our staff, we currently have four CPST's that work as needed at our Car Seat Clinic and various child passenger safety activities and events. Our partners at Alabama Department of Public Health Injury Prevention Branch have also assisted with staffing at our Car Seat Clinic by providing two CPST-(I)'s.

We are actively looking at ways to recruit and train individuals interested in learning more about child passenger safety and working part time.

While it may sound as though we have slowed down secondary to staffing, quite the opposite is true, as we have actually increased our programming as well as our reach.

We celebrated Child Passenger Safety Week in September on our campus by providing car seat checks and education. We provided 20 other educational car seat check events on campus at our Car Seat Clinic this year. We also hosted or assisted with car seat checks and education in Mobile, Orange Beach, Prattville, Selma, Daleville, Northport, Birmingham, and Trussville.

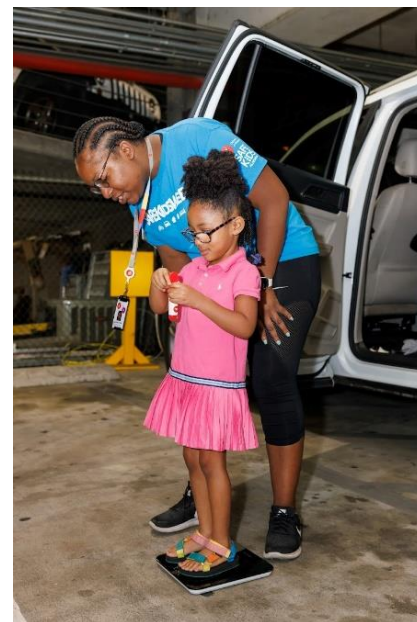


***Children's of Alabama
Car Seat Clinic Staff***

As of this year, we now have five certified Child Passenger Safety Technician Instructors and three certified Child Passenger Safety Technicians on staff. This is because one of our staff members became a certified CPST Instructor, and our newest staff member attended a certification course and is now a certified technician. We hosted and taught three certification courses in Mobile, Northport and Tuscaloosa. Three staff members assisted the staff from the Injury Prevention Branch of the Alabama Department of Public Health with teaching four courses in Orange Beach, Prattville, Selma, and Daleville. Because of the seven certification courses taught, we have 59 new certified Child Passenger Safety Technicians across the State.



We have provided educational programs to parents, caregivers, community leaders, as well as staff members at various Head Start programs.



Our NIH Virtual Car Seat Study is winding down. Our last year was originally scheduled to conclude in 2023, but due to Covid-19, the entire study was extended through 2024. This year we have had 59 caregivers participate in first time or repeat visits. We look forward to being able to share the results in the coming year.

Over the last several years, we have worked to grow a partnership with a community organization in Pickens County that aims to better their citizens lives physically, emotionally, and socially. We have provided car seat education through the Pickens County Head Start Program for staff, parents, caregivers, and students. We have also provided booster seats and education for the students and siblings. Through their community coalition, we have been

involved with their annual back to school event, Just Be Well Pickens. While this event started as a way to provide mental health information, it has since grown to include safety and other community resources. At this event, we provide safety education as well as booster seats to children in attendance that meet requirements for the booster seat. Through this partnership, we have also involved other COA departments to include PIRC, APIC, and CHIPS.

Teen Driving Initiatives



Teen driving safety awareness education continues to be a major focus of our child passenger safety program. Through our State Farm grant, we held four URKeys2Drv events last Fall in Enterprise, Monroeville, Trussville and Oxford, AL. We also participated in an event in The Calhoun School and at Mt. Brook High School, as well as hosted an event at Trussville PlayStation over the summer. Because of these teen driving events, we were able to educate more than 1,100 students across the state. Six of the programs included our partners (ASF, ABC Board, ALEA, ALDOT, TRIP Lab, & UAB Center for Injury Sciences), as well as several State Farm agents.



Children's Injury Database (CID)

The Children's Injury Database (CID) is an injury surveillance system that was developed to collect data from injury-related visits presenting to our emergency department. This database contains data from 2019 to present, and provides a means to quick data access for research and reporting, evaluating trends on injury patterns, etc. The data collection and analysis process is continuous, and is maintained via a joint effort between the Health Education and Safety Center and Pediatric Emergency Medicine.

In 2023, multiple research projects utilizing data from the CID were presented at both regional and national conferences, including topics such as golf cart related injuries and injury disparities by gender and race. Additionally, a manuscript describing the development of the CID was published in *Injury Epidemiology*, a journal dedicated to epidemiologic studies of unintentional and intentional injuries.

McCain, J.E., Bridgmon, A.E., King, W.D. *et al.* Children's injury database: development of an injury surveillance system in a pediatric emergency department. *Inj. Epidemiol.* **10** (Suppl 1), 40 (2023).
<https://doi.org/10.1186/s40621-023-00443-8>

Think First Alabama

Think First Alabama provided education to over 7,000 students from Kindergarten through 12th grade in schools, in Head Start programs and at community events across the state. Think First Alabama provided over 900 bike helmets, along with education and individual fittings, through several different grants. Think First Alabama provides the educational session for our teen driving events called Choices Behind the Wheel: To the ED and Beyond. It includes local EMS reenacting a call to the Emergency Department (E.D.) from the scene of a crash, then coming into the E.D. with a stretcher packaged with a volunteer student. Our staff demonstrates the equipment utilized and explains how it works and the reasons it is used. It is very educational and has always received the highest rankings of all the URKeys2Drv sessions when students are polled.



School Nurse Liaison

Our School Nurse Liaison provides educational programs throughout the year for the school nurses across the State. The programs provide continuing education units (CEU's) that all nurses must have to keep their license. These are provided virtually to ensure more nurses have easy access to such an invaluable resource. In 2023, we reached 2,789 school nurses via monthly Spotlight's, summer School Nurse Workshop's and Skill Lab's.

Spotlight's are shorter programs that address topics specifically requested by school nurses, as well as new treatments/equipment that have been developed. Topics covered this year included Asthma and POTS, as well as COA's SANE program, Sunshine School and APIC. During the summer, we provided two School Nurse Workshops covering other topics, including one day of diabetes education. Skills labs on Trach and G-Tubes are provided throughout the year. These skill labs require the nurses to be able to demonstrate the skills back to the instructors after completing the education, and provide a time for questions and answers.

Our school nurse liaison also works with school nurses who have students that utilize our doctors or clinics. If a student is having issues at school and the nurse needs additional direction, he/she can reach out to the school nurse liaison for assistance with who to contact. She also works with the Al. State Dept. of Education's School Nurse leadership regarding new laws that involve treatment of students by school nurses, such as those for diabetes or epilepsy.

A monthly newsletter called *The Pulse* is sent to all the school nurses with details on upcoming educational opportunities and information on a variety of topics that highlight awareness, such as child abuse or autism. Please go to www.myschoolnurse.net for my information.



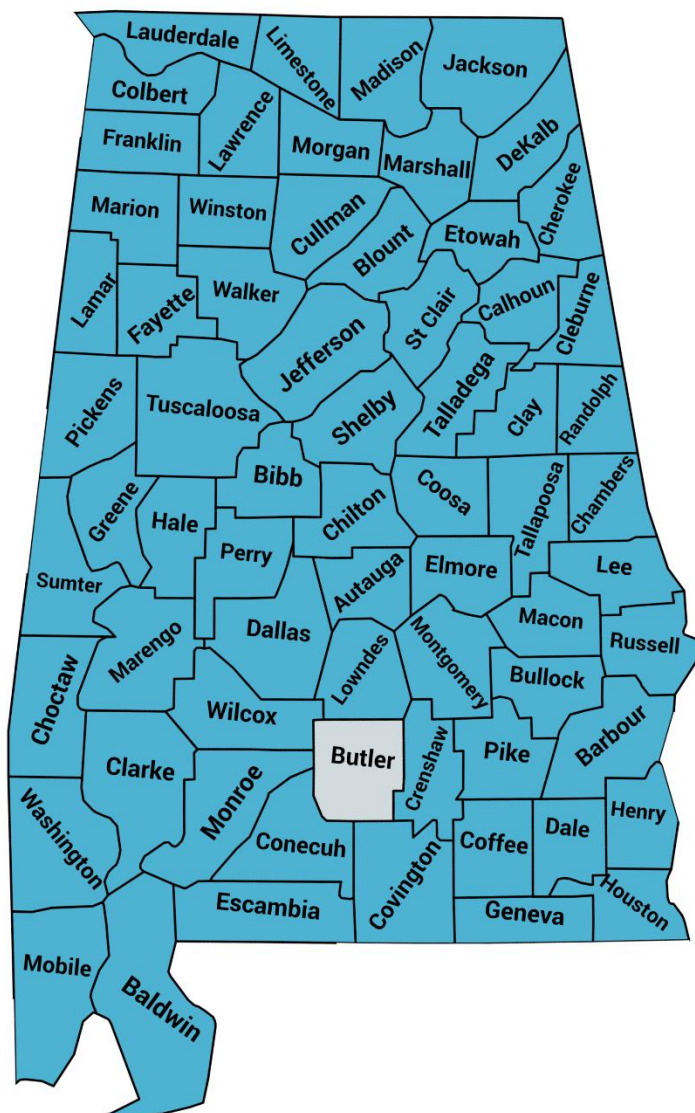
Alabama LifeStart

In 2023, we designated schools as Heart Safe Schools through Alabama LifeStart, a program modeled after National Project Adam. We know that automated external defibrillators (AED's) save lives, but it is extremely important that school staff is trained to utilize the AED and is prepared for cardiac arrest. We are working with schools to verify that training has been completed and that the school staff can demonstrate the skills required. This year, we set up an AED trainer library which was created so schools can borrow our trainers for their staff to practice the skills to utilize the AED. Dr. Austin Kane and Dr. Khalisa Syeda of UAB are our co-medical directors for Alabama LifeStart. Currently, we are searching for someone with Emergency Medical Technician (EMT) Training experience to lead this program so that we can meet the requests from schools to oversee their on-going skills evaluations. This program has been supported for many years financially in large part by Blue Cross Blue Shield. This year we have been blessed with additional financial support by Baxter.



By the Numbers

Counties in Alabama that the Health Education and Safety Center reached in 2023



Our programs reached over 10,500 children and teens, and over 9,300 adults from 66 different counties in 2023. We provided 13 media interviews, with some repeating throughout the year. Our injury prevention messaging was utilized as part of Children's of Alabama's social media platforms at least 35 times.

What is next in 2024?

With the new ADECA grant, we will be providing a statewide multi-pronged campaign to educate the community on pediatric vehicular heatstroke. COA's Strategic Communications and Marketing Department will be leading the media portion of the campaign that will include social media, digital and print media, and outdoor PSA's. The Health Education and Safety Center will be providing the educational component to communities and professionals through health fairs, community activities, and professional presentations.

We will continue to provide each of our other educational programs, while assessing and updating them to continue to provide quality, evidence-based programs. We look forward to strengthening existing partnerships and engaging with new like-minded organizations to target marginalized, underserved communities that are at higher risk for preventable injuries.



We would like to give a special thank you to ADECA, ADPH, ALDOT, Caring Foundation, Georgia-Pacific, Honda, Hyundai, NIH (Children's National/UAB), State Farm, and all our other partner agencies. Our programs and activities would not be possible without the support and generosity of our faithful sponsors.



Health Education and Safety Center



Teen Driving Information

SAFE
K:DS
ALABAMA

ThinkFirst

Alabama



Children's of Alabama

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