





Preventive care reduces death and disability and improves health. These services prevent and detect illnesses and diseases in earlier, more treatable stages, and reduce or prevent injury, significantly reducing the risk of illness, disability, early death, and medical care costs for individuals and the community (Healthy People 2020).

Motor vehicle-related injuries kill more children and young adults than any other single cause in the United States. Increased use of safety belts and reductions in driving while impaired are two of the most effective means to reduce the risk of death and serious injury of occupants in motor vehicle collisions. For children ages 5 to 14, motor vehicle-related injuries were the leading cause of unintentional injury-related death.

Motor vehicle crashes have steadily declined in all five counties of the assessment region, as well as in the state of Florida. The 2010 rate for Putnam County was the highest in the region at 36.5 per 100,000, while St. Johns County had the lowest at 8.3. Duval, Clay and St. Johns Counties had rates below the state average of 12.6. Source: Community Health Needs Assessment, 2012

Age-Adjusted Death Rate per 100,000 Persons due to Motor Vehicle Collisions

| Location | Rate | Status |
|--------------------|------|---|
| County : Clay | | |
| 2012 | 12.8 |  |
| 2014 | 15.0 | |
| County : Duval | | |
| 2012 | 14.2 |  |
| 2014 | 13.5 | |
| County : Nassau | | |
| 2012 | 12.3 |  |
| 2014 | 11.0 | |
| County : St. Johns | | |
| 2012 | 16.2 |  |
| 2014 | 14.9 | |

Source: www.nefloridacounts.org

Unintentional Injuries: Child Passenger Safety

The Healthy People 2020 national health targets focus on increasing age-appropriate vehicle restraint system use in children, as well as reducing the rate of motor vehicle crash fatalities to 12.4 per 100,000 persons.

Programs:

- Safe Kids Buckle Up program
- Car seat safety education and community events
- Car seat inspection station and community car seat checks
- Booster Seat Saturdays

Strategies:

1. Offer Safe Kids Buckle Up passenger safety education and training to parents and caregivers of children from birth to age twelve on child passenger and booster seat safety.
2. Provide education and inspection stations for child safety seats by experienced certified child passenger safety technicians.
3. Distribute reduced cost safety seats and booster seats for families in need for children from birth to twelve years.
4. Work with Safe Kids Northeast Florida to train and mentor new child passenger safety technicians throughout the assessed counties and provide programs in child passenger safety education in their areas.

Program Results:

FY13

- Offered 152 child passenger safety events
- Inspected 1,128 car seats. Distributed 437 car seats and 90 special needs safety seats
- Trained 36 Child Passenger Safety Technicians
- Over 4 million people heard educational messages on child passenger safety, received educational materials, and learned car safety

FY14

- Offered 130 child passenger safety events
- Inspected 1,094 car seats, distributed 237 car seats and 162 booster seats
- Over 6,150 people received information on child passenger safety at community events
- Car safety messages were distributed through local media and Facebook postings, reaching over 2 million persons.

FY15

- Offered 141 child passenger safety events
- Inspected 1,336 car seats, distributed 354 car seats and 142 booster seats
- Over 5,600 people received information on child passenger safety at community events
- Car safety messages were distributed through local media and Facebook postings, reaching over 1.9 million persons.

Partners:

- | | |
|---------------------------------|--------------------------------|
| Baptist-Clay Medical Campus | Fun4FirstCoastKids.com |
| Baptist Primary Care Pediatrics | George Moore Chevrolet |
| Chick-Fil-A | Holland and Knight |
| CSX | Jacksonville Sheriff's office |
| Destination Maternity | Jax4Kids.com |
| First Coast News | Naval Air Station Jacksonville |
| FL Department of Transportation | News4jax.com |

Putnam County Fire/EMS
Ron Anderson Chevrolet Buick GMC
Safe Kids Northeast Florida
SHADCO
UNF Brooks School of Nursing
WJXT Channel 4
YMCA