

Wolfson Children's Hospital

FY13-15 Community Benefit

Unintentional Injuries: Home Safety

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).

2010 rates of unintentional injury were highest in Putnam County (86.9 per 100,000), a stark increase from the two years prior. In Duval County, the rate stayed around 40, and decreases were observed in Clay, Nassau and St. Johns Counties.

Source: Community Health Needs Assessment, 2012

Age-Adjusted Death Rate per 100,000 Persons due to Unintentional Injury

Location	Rate	Status
County : Clay		
2012	41.1	
2014	43.6	
County : Duval		
2012	47.1	
2014	49.7	
County : Nassau		
2012	48.8	
2014	44.1	
County : St. Johns		
2012	42.1	
2014	38.3	

Source: www.nefloridacounts.org

The Healthy People 2020 national health targets focus on reducing the rate of poisoning deaths to 13.2 per 100,000 persons, and reduce the unintentional injury death rate to 36.4 per 100,000 persons.

Programs:

Safety education and community events
CPR classes

Strategies:

1. Educate about best safety practices for injuries that occur to children in the home setting.
2. Promote awareness of the dangers of medication poisonings to children by providing a 30 second PSA to run on local television.
3. Distribute poison prevention posters and educational materials for the public to Baptist Health Pavilion pharmacies, Shands pharmacies, and other local pharmacies.
4. Provide Family and Friends CPR and choking procedures for infants in collaboration with the American Heart Association.
5. Participate in rapid response educational outreach programs in environments where a child has had a life-threatening unintentional injury or has died.
6. Participate in community health/safety fairs to provide information and safety products to prevent injuries to children in homes.
7. Inform the public on home safety topics via media interviews, Wolfsonchildrens.org and Facebook.

Program Results:

FY13

- Partnered with Firehouse Subs Public Safety Foundation and Jacksonville Fire Rescue for Fire Prevention program
- Provided 23 home safety events, which included health fairs
- Over 500,000 persons received information on home safety
- 68,200 reached by home safety posts on Facebook

FY14

- 11,500 people were reached through a First Coast Living segment for Baby Safety Month
- Over 1 million persons were reached with home safety messages
- 1,490 people were provided with information and education on home safety at 15 community events
- 350 smoke alarms were installed by JFRD
- 21 Families completed home safety evaluations

FY15

- 5,731 people were provided with information and education on home safety at 24 community events
- 10 million media impressions about child safety

Partners:

- | | |
|---------------------------------|--|
| American Heart Association | First Coast News |
| Baptist Health Women's Services | Jacksonville Fire Rescue Department |
| Baptist Primary Care Pediatrics | Jacksonville Poison Information Center |
| Babies r Us | Jax4Kids.com |
| Firehouse Subs | JaxMomBlog.com |

NE Florida Healthy Start Coalition
Nemours
News4Jax.com
Safe Kids Northeast Florida
WJXT – Channel 4
YMCA