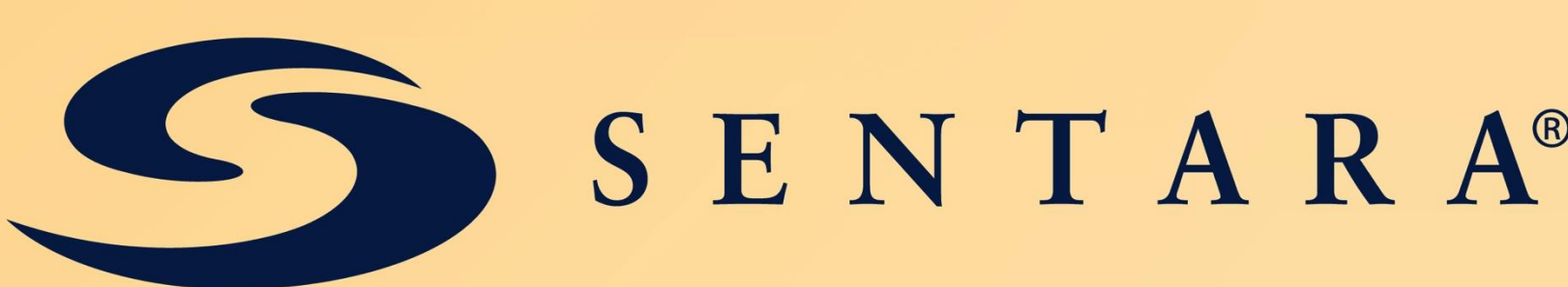




Safe Kids Historic Triangle Williamsburg: Community Partnership Targets Preventable Pediatric Injuries

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sentara nurse



Background

Sentara Williamsburg Regional Medical Center (SWRMC) serves residents of York, Williamsburg, James City, Charles City, New Kent, King William, King and Queen, Middlesex, Gloucester, and adjoining areas. SWRMC conducted a Community Health Needs Assessment in 2016. Nearly 40% of respondents identified infant and child health as well as preventable accidents and injuries as a leading community concern.

The 2016 Community Needs Assessment highlighted the need to focus on health promotion and prevention activities for children in the area through partnership with the community. A decision was made in August 2016 to establish a Safe Kids Coalition to serve the Historic Triangle area as there was no Safe Kids Coalition serving areas south of Richmond, Virginia.

Safe Kids Worldwide

Safe Kids Worldwide® is a global leader in preventing injuries to children. Preventable injuries are the number one cause of death for children in the United States. There are simple safety precautions parents and children can take to avoid accidents, injuries, or even death. Safe Kids Worldwide works with an extensive network of more than 400 coalitions to provide education and community outreach aimed at reducing injuries from motor vehicles, sports, drowning, falls, burns, poisonings, and more. Coalition networks include law enforcement officers, firefighters, paramedics, health professionals, educators, businesses, public policy makers, and most important, parents and children. Safe Kids Worldwide reaches millions of children and their families through global education, research, media, and public policy efforts.

Since 1988 when Safe Kids was founded, there has been a 60% decrease in the unintentional injury rate among children 19 years and younger.

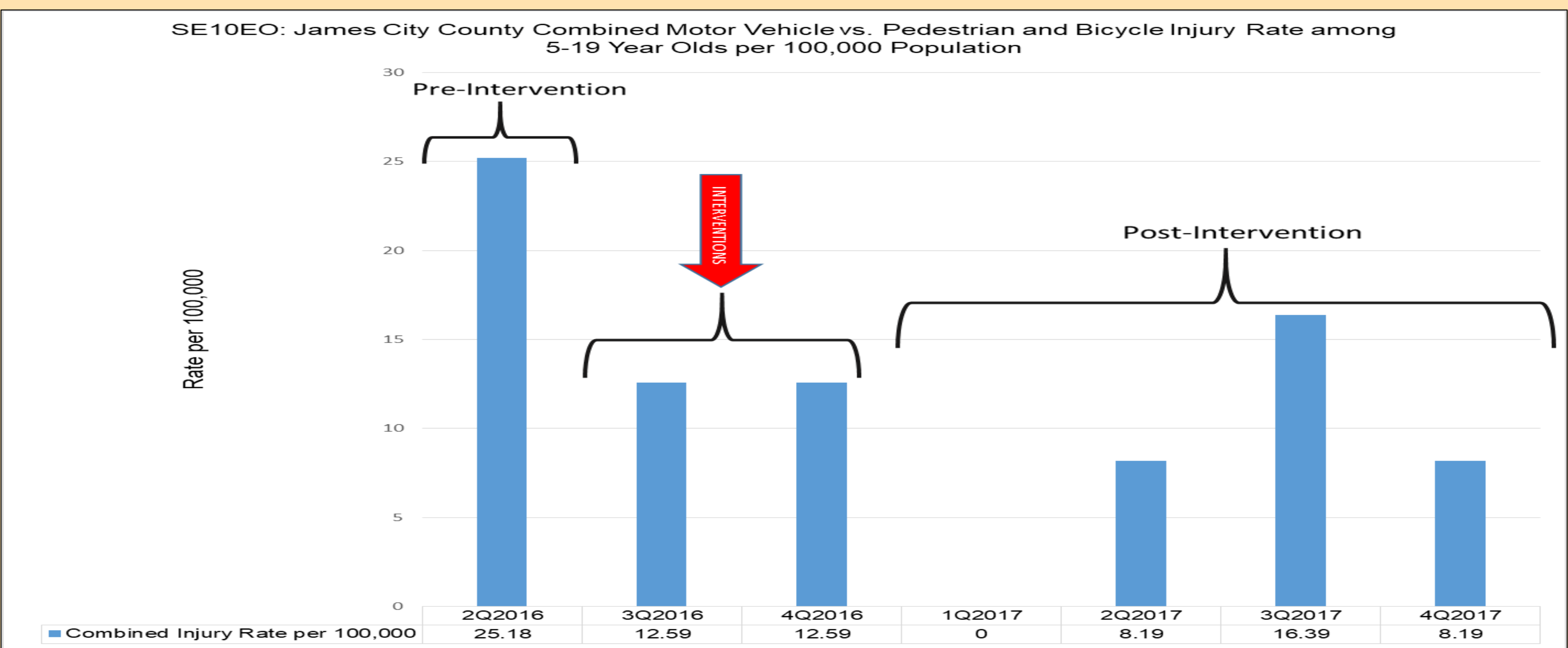
Intervention

Safe Kids Historic Triangle Williamsburg Coalition

SWRMC launched the Safe Kids Historic Triangle Williamsburg Coalition in partnership with the community on September 20, 2016. Child pedestrian and bicycle safety were identified as leading community concerns at the initial meeting. Several events targeting pedestrian safety and bicycle safety were offered to address pedestrian and bicycle safety:

- Occasion for the Arts: 125 parents and children
- Trunk and Treat at YMCA: 150 parents and children
- Trunk and Treat at Chick-Fil-A : 500 parents and children
- Sleigh Bell 5K & 1 mile Run: 30 parents and children
- Williamsburg Christmas Parade: TNTC

Results



Conclusion

The combined motor vehicle versus pedestrian and bicycle injury rates decreased from 25.18 per 100,000 in the second quarter 2016 to 8.19 per 100,000 in the fourth quarter 2017. Data collected from the James City County Fire Department.

SWRMC Safe Kids Historic Triangle Williamsburg Coalition continues to improve the health of children in our community every day!



Acknowledgements: Safe Kids Historic Triangle Williamsburg Coalition would like to acknowledge Lead Agency SWRMC and all coalition members, especially Jason Sweet, Battalion Chief, James City Fire Department.

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