

TRIBAL PARTNERSHIPS GUIDE



The previous Sleep Safe Guides have focused on providing a broad educational base for your Sleep Safe Program. However, education is only one component of a successful community fire safety program. Having a substantial, long-term effect on increasing usage rates will take a commitment by community leaders and partners to pass and enforce child safety seat laws.

This Guide is designed to give Sleep Safe Program Coordinators and Program Support Staff ideas and tools for expanding fire safety activities to community partners and advocates such as Housing Authorities, Fire Departments, Tribal Council, IHS/Tribal Environmental Health Officers, Injury Prevention Specialists and other interested community groups, agencies and individuals.

It also provides ideas on how to work with community leaders and partners by developing an action plan and community fire safety coalition, writing articles, and finally, to passing resolutions and codes that will strengthen your Sleep Safe Program.

Related Head Start Performance Standard: 1304.22 (d)(2)

Outcomes:

Upon completing the activities suggested in this Guide, Sleep Safe Program Coordinators will be able to:

1. Use a standard **Action Planning Worksheet** for developing and implementing community-wide fire safety activities.
2. Develop and sustain a **Community Fire Safety Coalition**.
3. Write and submit a **Resolution** for formal recognition of your Community Fire Safety Coalition or Sleep Safe Program.
4. Develop materials to **Market your Sleep Safe Program** by developing a Program Profile, documenting Success Stories, and/or writing a Press Release.



Activity #1: Developing an Action Plan

Introduction

This activity is designed to help Sleep Safe Program Coordinators and Program Support Staff (e.g., IHS/Tribal Environmental Health Officers or Injury Prevention Specialists) work together to develop Action Plans. These Action Plans can be used specifically for activities that are included in this Guide, or for other activities you or a local Fire Safety Coalition might develop. Included in this Guide is an *Action Planning Worksheet*, which serves as a practical tool for Sleep Safe Coordinators and IHS/Tribal Environmental Health Officers or Injury Prevention Specialists to use for the other activities, described in this *Tribal Partnerships Guide*.

Action Planning

When developing an Action Plan for any community-wide CPS/Occupant Protection activity, there are several important questions to answer:

1. What activity are you planning?
2. What steps are required to make the activity happen?
3. Who will be responsible for implementing those steps?
4. What resources do you need to complete those steps?
5. When should those steps be completed?

1. What Activity Are You Planning?

This question is the easiest to answer! The four other activities included in this Tribal Partnerships' Guide provide some possible answers.

2. What Steps Are Required to Make the Activity Happen?

Answering this question requires you to think of all the possible steps that will be required to complete an activity – including those relating to planning and implementing an activity, as well as conducting any follow-up. One rule of thumb to consider is that **NO ACTION STEP IS TOO SMALL**. The more you are able to break down the steps involved, the easier it will be for you to identify resources and people needed to complete them.

3. Who Will Be Responsible for Implementing the Steps?

To answer this question, write names of people who may be interested in getting involved with the activities included in this Tribal Partnerships Guide.

4. What Resources Do You Need to Complete the Steps?

In order to complete action steps, resources are often needed. Resources can include many things: money, office/computer equipment, personnel, training/educational materials, and/or examples/samples of other work. The more you plan ahead for needing these resources, the more likely you will be able to complete planned activities.

5. When Should Activities Be Completed?

Give yourself and others enough time to get ready before an activity. Each of the activities included in this *Tribal Partnerships Guide* will require different amounts of time. When developing your Action Plans, set reachable and reasonable timelines.

Action Planning Worksheet

Based on the answers to these five questions, Sleep Safe Coordinators and IHS/Tribal Environmental Health Officers and/or Injury Prevention Specialist are encouraged to use the **Action Planning Worksheet** on the following pages to map out the activity steps. As a first step, make extra photocopies of this Worksheet, so you can use a Worksheet for each activity you plan.

Complete the Worksheet using the following steps:

1. In the **first** column, list each activity you want to develop/implement.
2. In the **second** column, list the specific action or actions required to complete the goal.
3. In the **third** column, list who will be responsible for working on each of the action steps.
4. In the **fourth** column, indicate the resources required to complete these action steps.
5. In the **fifth** column, indicate the date(s) by which actions steps should be completed.

A Sample Action Planning Worksheet is included on page 4.

Activity #1: Action Planning Worksheet

Activity	Action Step	Person Responsible	Resources Needed	Timeline
Conduct Home Safety Surveys	Make a list of possible Home Survey volunteers.	<ul style="list-style-type: none"> ➤ Sleep Safe Coordinator ➤ IHS/Tribal Environmental Health Officer (EHO) 	<ul style="list-style-type: none"> ➤ Computer Equipment ➤ Telephone 	By 9/1/08
	Train Volunteers in how to complete the Home Safety Surveys correctly.	<ul style="list-style-type: none"> ➤ IHS/Tribal EHO ➤ IHS District or Service Unit Injury Prevention Specialist 	<ul style="list-style-type: none"> ➤ Classroom for meeting. 	By 9/15/08
	Send flyers/letters to Head Start Center families announcing/ explaining that home surveys will be conducted in the near future.	<ul style="list-style-type: none"> ➤ Sleep Safe Coordinator 	<ul style="list-style-type: none"> ➤ Computer Equipment ➤ Paper ➤ Mailing address labels 	By 9/30/08
	Conduct Initial Home Visits	<ul style="list-style-type: none"> ➤ Head Start Home Visitors 	<ul style="list-style-type: none"> ➤ Transportation to/from homes ➤ Blank SA Installation Tracking Sheets ➤ Pens/Pencils ➤ Educational materials to distribute to families 	10/1-31/08
	Enter initial visit home visit data	<ul style="list-style-type: none"> ➤ IHS/Tribal EHO 	<ul style="list-style-type: none"> ➤ Computer access to Internet (Survey Monkey) 	By 12/31/08
	Conduct Follow Up Home Visits	<ul style="list-style-type: none"> ➤ Head Start Home Visitors 	<ul style="list-style-type: none"> ➤ Transportation to/from homes ➤ SA Installation Tracking Sheets ➤ Pens/Pencils ➤ Educational materials to distribute to families 	4/1-31/09
	Enter initial visit home visit data	<ul style="list-style-type: none"> ➤ IHS/Tribal EHO 	<ul style="list-style-type: none"> ➤ Computer access to Internet (Survey Monkey) 	By 12/31/08
	Prepare and distribute data summary (in a press release, to Tribal Council, to Sleep Safe Program)	<ul style="list-style-type: none"> ➤ Sleep Safe Coordinator ➤ IHS/Tribal EHO ➤ Home Safety Survey Volunteers 	<ul style="list-style-type: none"> ➤ Computer Equipment ➤ Paper 	9/1/09

Activity #1: Action Planning Worksheet

Activity	Action Step	Person(s) Responsible	Resources Needed	Deadline Date



Activity #2: Developing and Sustaining a Community Fire Safety Coalition

Introduction

The purpose of this activity is to provide ideas on how to develop and sustain a Fire Safety Coalition, which can improve fire safety in the larger community. This activity was developed for Sleep Safe Coordinators to implement **in collaboration with** the local IHS/Tribal Environmental Health Officers and other potential CPS Partners.

A coalition is a union of people and organizations working together to influence outcomes on a specific problem, to share resources, and to initiate change. You can reach more people in a community and accomplish more goals through a coalition than with a single organization. Coalitions provide an important opportunity for sharing information and can also improve relationships between individuals and organizations in the community.

Action Steps

Follow the action steps below to develop and sustain a local Child Passenger Safety Coalition in your community.

1. Assess Existing Community Coalitions

The first step toward forming a coalition is to determine the number and types of local coalitions that already exist in your community. For example, does your community already have a community safety coalition, an injury prevention coalition, or a health promotion coalition? If so, there is no need to start from scratch. Conserve your energy! If a coalition already exists, consider developing a fire safety subcommittee of an existing coalition in your community.

2. Identify Potential Coalition Members

Ask two or three people from your organization or who are connected in your community to meet with you in order to brainstorm a list of people who might be willing to join the coalition. The following list provides examples of organizations and people you could contact to join your local coalition:

- Fire Department
- EHOs/Sanitarians
- school or child care providers
- Health Director/Health Board Chair
- Tribal Council Members
- Other influential community leaders
- Community Health Representatives
- Public Health Nurses
- Emergency Medical Services
- Health educators
- Community members
- Community or service organizations
- Local media representatives
- Housing authority

3. Recruit Coalition Members

When contacting potential coalition members, explain that the Head Start Program is interested in forming a coalition (or subcommittee of an existing coalition) in the community to improve fire safety in your community. Tell them why it's an important issue in the community and that they can help do something about this issue. Inform them of their responsibilities tasks to complete (e.g., attend regular meetings), and ask if they are willing to participate. You can do this through a letter of invitation asking these potential members to attend an organizational meeting of the coalition. It is sometimes helpful if this letter is signed by a prominent and respected person in your community.

4. Hold an Introductory Meeting

After you have a group of interested people and organizations willing to join your coalition, you should conduct an introductory meeting. This meeting is designed to: 1) welcome and introduce coalition members; 2) provide a description of the problem of fire safety; 3) decide or discuss the goals and objectives of the coalition; 4) discuss roles and responsibilities of coalition members; and 5) set a regular meeting schedule. A reminder phone call to coalition members a day or two before the meeting is helpful in increasing attendance. Use all or some of the following agenda items when planning your coalition's introductory meeting:

Welcome:

Tell people you appreciate and value their time to increase fire safety in the community. Show people on a board or flip chart the reasons a coalition is useful.

Problem Description:

Distribute and discuss the Fire Fact Sheet from the Parent and Childcare Provider's Guide. When possible, highlight local data that describes the problem of fire injuries in your community, region, or state (e.g., number of injuries and deaths

due to house fires in the past 5-10 years). Discuss how the Sleep Safe Program is trying to address the problem in the local community and that more can be done.

Goals and Objectives:

Decide the coalition's goals and objectives. This is a very important decision, but can be changed over time as the needs of the community change. You may not be able to complete this activity in the first meeting, but it is important to get started. In general, goals are broad statements of intent, while objectives contain specifics (who, what, where, and when). The following are two examples of coalition goals and objectives:

Example 1

Goal: To reduce home fire-related injuries and deaths in the community.

Objectives:

- Conduct initial home visits to check smoke alarms in 100 homes by October 31.
- To install 100 smoke alarms by December 31.
- To conduct follow up home visits by April 30.
- To assist each visited home owner in completing a fire escape plan for their home by December 31.

Example 2

Goal: To promote fire safety throughout the community.

Objectives:

- To implement community-wide events and activities during National Fire Prevention Week
- To develop a community-wide media campaign for fire safety by April 30.
- To work with the tribal leadership and housing authority to develop and pass residential fire safety codes by August 31.

Roles and Responsibilities:

Assign roles for a specific time frame (e.g., bi-monthly, quarterly). Roles at meetings can include facilitator, recorder, note taker, and timekeeper. Coalition roles can include: chair, secretary, or treasurer. Also identify who will keep track of contact information for coalition members. This person should periodically send out a list of contact info for all coalition members.

Meeting Schedule:

At the end of every meeting, set the date, time, and location of the next meeting. It may also helpful to develop a regular meeting schedule and meeting location so people can plan to attend. Let people know in advance what will be the topic of discussion at each regularly scheduled meeting. You may need to meet more frequently in the beginning (once a week, twice a month for a month or two) until initial decisions are made.

5. Hold a series of organizational meetings

After you have conducted an introductory meeting and established a regular meeting schedule, use the following ideas for agenda items to discuss at future coalition meetings:

- Decide what you will call your coalition or subcommittee.
- Decide on ground rules for participation at meetings. For example: 1) attendance at meetings is expected; 2) an agenda for each meeting will be created and followed; 3) everyone should have a chance to speak; 4) meetings will start and end on time; and 5) decisions will be made by consensus or majority.
- Develop a Coalition Recruitment Strategy. Brainstorm who else needs to be represented on your coalition and how you will go about getting them to join. This recruitment strategy may be a regular discussion point from time to time, especially as the activities of the coalition develop.
- Decide if the coalition or subcommittee is a long-term or temporary group. Setting goals will help determine how long the coalition will be around.
- Use the ***Action Planning Worksheet*** (discussed in previous section) to develop specific activities that the coalition can plan, implement and evaluate. Several activities are suggested in this *Tribal Partnerships Guide*.

6. Keep the Coalition's Momentum

Remember the following tips on how to keep the coalition's momentum going:

- People will stay involved if they are given tasks and feel useful.
- Coalitions succeed when goals and objectives are achieved.
- Coalitions run more smoothly if coalition members know and understand what their roles and responsibilities are.
- Coalitions that evaluate their success will be more sustainable over time.
- Successes do not need to be "big and flashy." Small victories can keep people motivated.
- Coalitions are more powerful when they represent diverse segments of the community.

Below are some tips to keep a coalition active:

- Be clear about the coalition's mission and purpose.
- Make sure all coalition members are able to offer their views.
- Develop a clear and achievable Action Plan for each activity planned.
- Solicit commitment from organizations so if one person leaves, an organization can commit another person's participation to the coalition.
- Celebrate your coalition's successes, whether big or small.
- Recognize individuals who contribute to your success with awards or a social gathering.
- Support organizations that support your coalition.

Other tips for sustaining your coalition (how to attract funding, how to build support for your mission, etc.) can be found at the following Community Tool Box website <http://ctb.lsi.ukans.edu>.

Note: Much of the information included in this section was adapted from *Designing & Implementing Fire Prevention Strategies in American Indian Communities*, developed by Diana Kuklinski, Bemidji Area IHS (available from the Sleep Safe Program), and the National Highway Traffic Safety Administration's "*How-to*" *Guide to Coalition Building* available through the following website: <http://www.nhtsa.gov>



Activity #3: Writing a Tribal Resolution

Introduction

The goal of this activity is to write a resolution to pass a primary tribal child passenger safety / seatbelt law. Note that the information included in this activity can also be used for developing other related Tribal Resolutions, for example, a resolution of recognition for your Coalition.

Action Steps

1. Convene a Coalition meeting so that members can assist in the development of a Tribal Resolution to recognize your Coalition.
2. Read each step on the Tribal Resolution Worksheet attached and ask the group to “brainstorm” ideas and to come up with ideas for each section.
3. List/record ideas on the flipchart or board.
4. When all the sections have been completed, go over them again with the group to finalize ideas and record them on a blank copy of the *Tribal Resolution Worksheet*. Also refer to the Sample Tribal Resolution attached.
5. Ask for a volunteer to write the group’s draft resolution based on the information written on the flipchart or worksheet.
6. Circulate the draft Resolution among Coalition members for final feedback.
7. Submit the resolution to the Tribal Council for approval.

Persons Responsible

The following people can be involved with completing the above action steps: Sleep Safe Program Coordinators, IHS/Tribal Environmental Health Officers, Tribal Police and/or CPS Partners. When writing a resolution for an occupant protection law, it is vitally important to develop a partnership with and involve law enforcement, the judicial system, and the tribal council in this process.

Are you Writing a Resolution for a Primary or Secondary Law?

There are two kinds of child passenger safety/ seat belt laws – primary and secondary. Primary laws allow officers to stop motorists for failing to buckle up or have their child restrained in a safety seat. Secondary laws require an officer to pull the motorist over for another offense; only then may the officer also cite non-use of occupant restraint devices. Tribes may enforce tribal laws or they may have state, county, or city jurisdictions enforcing State law. Most states have primary child safety seat laws for children under four years old. Some Tribes have primary and some have secondary safety seat laws; some tribes have no occupant protection laws.

When writing your resolution, you will need to determine whether to write one for a primary or a secondary law. Research has shown primary laws to be more effective in increasing occupant restraint use—states with primary seat belt laws have 11% higher seat belt usage than states with secondary seat belt laws.

Resource Considerations

The following resources may be needed to complete the above action steps: office space, computer equipment, flipchart paper/erasing board, and paper.

Timeline Considerations

The amount of time needed to write your Tribal Resolution will vary, depending on the number of people involved. It is safe to assume, however, that the amount of time it will take for a Resolution to be passed by a Tribal Council will vary greatly from Tribe to Tribe. Each Coordinator should take into consideration the workings of the local Tribal Government and plan accordingly.

Resolution Format Considerations

To help reduce needed modifications by the Tribe to draft legislation, acquire copies of existing resolutions specific to your Tribe and seek to tailor the draft resolution using similar wording.

Activity #3: Tribal Resolution Worksheet

Use this worksheet to develop your Tribal Resolution to recognize your Fire Safety Coalition, Sleep Safe Program, or other group.



Step 1 – Insert appropriate header and Resolution Number below:

WHEREAS...

Step 2 – Insert appropriate Tribal authority statement below:

WHEREAS...

Step 3 – Write a description of the fire injury problem below, including local statistics if available:

WHEREAS...

Step 4 – Write a statement of need for a fire safety coalition below:

WHEREAS...

Step 5 – Write additional statements that may be needed below:

Step 6 – Include the following Certification at the end of the Resolution (include local wording as appropriate):

CERTIFICATION

THEREFORE BE IT RESOLVED, that the _____
(Tribal Council, etc.) recognizes the _____ Fire Safety Coalition of the
_____ (Reservation, community, etc.), hereby certified
(insert local format and wording)

Fond du Lac Reservation Business Committee

1720 Big Lake Rd.
Cloquet, MN 55720
Phone (218) 879-4593
Fax (218) 879-4146

RESOLUTION # 1112/05



Chairman
Peter J. Defoe

Secretary/Treasurer
Kevin R. Dupuis, Sr.

Dist. I Councilman
Eugene Reynolds

Dist. II Councilman
V.R. "Butch" Martineau

Dist. III Councilman
Roger "Bouda" Smith, Sr.

The Fond du Lac Reservation Business Committee, on behalf of the Fond du Lac Band of Lake Superior Chippewa, hereby enacts the following Resolution:

WHEREAS, the Fond du Lac Reservation is a sovereignty, created by the Treaty of September 30, 1854, 10 Stat. 1109, as the perpetual home of the Fond du Lac Band of Lake Superior Chippewa, which possesses the inherent jurisdiction and authority to exercise regulatory control within the boundaries of the Fond du Lac Reservation; and

WHEREAS, it is the sovereign obligation of the Fond du Lac Reservation Business Committee, as the Governing Body of the Fond du Lac Band, under the Reorganization Act, 25 U.S.C. section 461 et seq., and in accordance with the Indian Self-Determination Act, 25 U.S.C. section 450 et seq., to assume the responsibilities of Self-Government; and

WHEREAS, the Fond du Lac Reservation Business Committee recognized the unmet needs of the community in the health and social services area and established an agency to deliver health and social services; and

WHEREAS, the Fond du Lac Reservation Business Committee recognized the need to prevent injury related morbidity and mortality in the Fond du Lac Reservation Service Area and authorized the Public Health Nursing Department to develop injury prevention services and activities as a part of their scope of service,

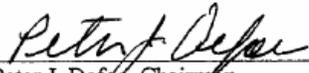
WHEREAS, the Indian Health Services' *Sleep Safe* project will: 1). provide smoke alarms to reduce the rate of fire and burn injuries among American Indian and Alaska Native children ages 0-5 years enrolled in a tribal Head Start program and 2). training for the designated Sleep Safe project tribal staff;

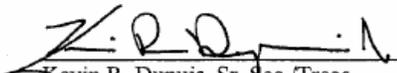
NOW THEREFORE BE IT RESOLVED, that the Fond du Lac Reservation Business Committee does hereby submit, endorse and fully support a Letter of Interest to the Indian Health Service for the Sleep Safe program for the 2005-06 Head Start school year;

BE IT FURTHER RESOLVED, that the Reservation Business Committee hereby delegates authority to Phillip Norrgard, Director of Human Services, to enter into contracts or agreements in the procurement of goods and services which are within specified line items of the aforementioned Budget, not to exceed the amount of one thousand dollars (\$1000.00) per article, purchase, transaction, or arrangement, and subject to the other applicable provisions of the FDL Ordinance #07/95.

BE IT FURTHER RESOLVED that the Chairman and the Secretary/Treasurer be authorized to sign all official documents related to this matter.

We do hereby certify that the foregoing Resolution was duly presented and acted upon by a vote of 4 for, 0 against, 0 silent with a quorum of 5 being present at a Special Meeting of the Fond du Lac Reservation Business Committee held on April 19, 2005, on the Fond du Lac Reservation.


Peter J. Defoe, Chairman


Kevin R. Dupuis, Sr. Sec./Treas.

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Activity #4: Marketing Your Program

Introduction

The intent of this activity is to develop materials that can help to market your activities at a local, state, and/or national level. This can be done by:

- A. Developing a **Program Profile**
- B. Documenting **Success Stories**, and/or
- C. Developing a **Press Release**.

A. Program Profile / Brochure

Developing and publishing (on paper or on the world-wide-web) Program Profiles or brochures can be a very useful tool to get the word out regarding your program. A Program Profile or brochure for each Tribal Head Start participating in the Sleep Safe Program can help to increase awareness about the importance of preventing fire-related injuries, as well as increase networking among participating Sleep Safe Program sites.

To develop a Program Profile or brochure, a Sleep Safe Coordinator simply answers a series of questions and inserts the answers into the Program Profile template provided below. Sleep Safe Program Staff can provide assistance in formatting the final layout of the profile, if necessary.

Sleep Safe Program Profile / Brochure Template

Answer the questions below to develop a Program Profile about your Sleep Safe Program. Feel free to add additional ideas or thoughts on how to describe your Sleep Safe Program.

<p>[Insert photograph of Program Coordinator (e.g., with and/or holding a child safety seat)]</p>	<p>Hello, my name is: [enter your name]. I am the Sleep Safe Coordinator for the [enter Tribe and/or Head Start Center Name] Head Start. Our Head Start serves [enter #] communities and [enter #] of children.</p> <p>We have been involved with the Sleep Safe Program since [enter year]. Since that time, we have distributed [insert #] smoke alarms to children ages [insert age range]. Our smoke alarm use rates have increased from [insert rate] in [insert year] to [insert rate] in [insert year].</p>	
<p>I think the Sleep Safe Program is [enter your thoughts about how useful/helpful/beneficial the program is to your community].</p> <p>I believe that the Sleep Safe Program has [enter what effect(s) you believe the Sleep Safe Program has had on the local community - e.g., increased awareness, increased use of smoke alarms; etc..]</p>		

Sample Sleep Safe Program Profile / Brochure

Menominee Sleep Safe Program Menominee, Wisconsin

Hello, I'm Pamela Giese, the Sleep Safe Coordinator for the Menominee Nation. Our Program serves students and families attending two Head Start centers on the Reservation. I am entering my third year coordinating this program. At the beginning our Sleep Safe Program in 2006, visits to homes revealed that only 39% had a working smoke alarm. We installed over 100 smoke alarms in homes needing them. During follow up home visits, we found that 100% of the homes had at least one working smoke alarm!



Pamela Giese, Sleep Safe Coordinator,
conducting a home visit

Our Goals:

- To obtain additional smoke alarms to meet newer code requirements for smoke alarms to be installed in every bedroom.
- To keep the children safe in their home
- To increase fire awareness and fire safety
- To provide fire safety education to all Head Start children and staff
- To be a resource for head start staff and parents to educate children and families on fire safety

Smoke Alarms Tips

- Install smoke alarms on every level of your home
- Test smoke alarms monthly
- Replace smoke alarms every 8-10 years
- Design & practice a Family escape plan



Your smoke alarm's regular batteries should be replaced at least once a year: lithium batteries should last up to 10 years.

Fire Safety Education



**FOND DU LAC RESERVATION
HUMAN SERVICES DIVISION
PUBLIC HEALTH NURSING DEPT.**

For more information contact:

Sleep Safe Coordinator
927 Trettel Lane
Cloquet, Mn 55720
218-878-2130
218-878-2198 (fax)



Funding provided by: Indian Health Services & US Fire Administration

Sleep Safe Program



**Protecting Yourself and
Family Today!**

**Human Services Division
Public Health Nursing
Department**

Sleep Safe Project

- The purpose of this program is to reduce the rate of fire and burn injuries among American Indian and Alaska Native children 0-5 years of age who are enrolled in select Tribal Head Start centers.
- This fire safety project is designed especially for Head Start children & families.

Participants Will Receive:

- Free smoke alarm installed, with a 10 year Lithium battery
- Fire Safety education for Head Start children and families
- Family Escape Plans

Goals of Sleep Safe

- Increase the number of operable smoke alarms in the homes of American Indian/ Alaska Native children
- Provide fire safety information to Head start programs
- Promote community fire safety activism

Fire Facts

- Fire/burn deaths are the #1 cause of death for American Indian/Alaska Native Children 1-4 years of age
- Most deadly fires occur between 10 PM and 6 AM
- Fire is the leading cause of injury related deaths in the home



Who May Receive Services?

American Indian/Alaska Native children residing in the Fond du Lac service area and participating in one of the following:

- Head Start
- FACE
- Childcare
- Foster care

B. Documenting Success Stories

One of the most important things that can be done to highlight the impact that the Sleep Safe Program can have on a community is to document and report when a child is 'saved' as a result of a smoke alarm installed by the Sleep Safe Program or community fire safety program.

Since the Sleep Safe Program began in 1999, several success stories have been documented by Sleep Safe Program staff. Please refer to the following pages for two examples).

If/when you hear about a Sleep Safe Program 'save', try to document the following information about the incident and forward this information to Sleep Safe Program staff:

1. **Who** was involved in the event?
2. **When** did the event occur?
3. **Where** did the event occur?
4. **What were the circumstances** regarding the event, for example:
 - a. What caused the fire
 - b. How did the family/children respond
 - c. Number people involved
 - d. Ages of people involved
5. **When/how long** before the incident was the smoke alarm installed
6. A **quote** from a family member involved with the incident.
7. A **photo** or photos of the family member and/or the incident scene

You will want to get the family's permission to publicize this story (see next section on obtaining a ***statement of release***).

It may take some persuasion to get a family or individual to talk about the event or to give permission to publicize the story. In this case, it may help to remind them that the information is for educational purposes only, to show the need to use smoke alarms to prevent injury or death to a child / family involved in a house fire. If they still will not talk or give permission to use their names or photos, the story can be written from the Sleep Safe coordinator's perspective, and could include a photo of the coordinator with the car seat. The event could be described, but the name(s) of the family and individuals involved would not be included.

Sleep Safe Program staff will then be able to create a Success Story flyer which coordinators can use locally to promote the Sleep Safe Program and/or the general importance for ensuring that children are always protected by a working smoke alarm.

White Earth Sleep Safe Program Success Stories

The Sleep Safe Fire Safety Program is a Head Start-based fire safety program that provides curriculum, smoke alarms, and training to Head Start staff, parents, children, and community partners. During the first five years of this program, 70 Tribal Head Starts have participated, installing over 14,500 smoke alarms in American Indian homes.

The White Earth Head Start administers the Sleep Safe Program at its five sites in Northern Minnesota. This Head Start Program not only distributes smoke alarms through the Sleep Safe Program, it also distributes child safety seats and carbon monoxide detectors using funds from Bemidji Area IHS and Minnesota EMSC. During the four years White Earth has participated in Sleep Safe, it has distributed nearly 900 smoke alarms and 500 carbon monoxide detectors in Reservation homes.

The smoke detector worked as an early warning device and did save lives...



Robert L. Thelen Sr., Elbow Lake Family Service Advocate

The Sleep Safe Program is funded and administered by the Indian Health Service, US Fire Administration, and IHS Head Start. For more information contact: --Harold Cully, Sleep Safe Coordinator, harold.cully@mail.ihs.gov; --Chris Allen, Sleep Safe Co-Coordinator, chris.allen@mail.ihs.gov or --Kay Sunram, White Earth Head Start Health, Nutrition, and Safety Coordinator, kays@whiteearth.com --Or visit: <http://www.ihs.gov/MedicalPrograms/InjuryPrevention/index.cfm>



Success at the Elbow Lake Head Start Center

Robert L. Thelen, Sr., is a Family Service Advocate for the Elbow Lake Head Start and is responsible for making home visits to area families. During 2003 and 2004, Mr. Thelen installed smoke alarms and carbon monoxide detectors in Elbow Lake homes during his home visits. He described the following success stories that resulted from his efforts:

The Smoke Detector Saved Lives: A couple of weeks after I installed the detector for the Thomas family, a fire broke out on the back side of the trailer in the middle of the day. The wood furnace had started the trailer on fire. The smoke detector did go off and the family (with two Head Start students) called 911 and got out of the home safely.

The Carbon Monoxide Detector Saved the Family: During the the initial home visit for the Bement family, I installed smoke and carbon monoxide detectors. About one month later the family started to experience headaches while they were in the home. The CO detector started to go off regularly with high readings, so the family called a furnace repairman. He found that the ductwork running through the upper ceiling in the trailer had collapsed and was causing the furnace exhaust to back up. The ductwork was later repaired.

C. Press Release

Press releases are often created for the mass media (television, radio, and newspapers) to provide information to the public about an issue, a program, your program's successes or activities. This activity is designed for your group to develop a press release which can be used as Public Service Announcements (PSAs) for radio or print for your community.

Press Releases or Public Service Announcements can include the following general information or ideas:

- A description of the local fire injury problem, with statistics, and photographs.
- A description of your group or coalition and what it's doing or planning to do to address the fire safety issue in your community.
- A description of projects or programs that are being developed or are ongoing to address fire safety in your community.
- Local contacts (individuals or organizations).
- Quotes from respected community members (Elders, EMS, Firemen, Council members).

Press Releases can also include the following information that is specific to your Sleep Safe Program activities:

- The number of Head Start children that received smoke alarms from the Sleep Safe Program.
- The number of parents that the Sleep Safe Program assisted in developing fire escape plans for their homes.
- Other results from the follow-up home visits conducted.
- Success Stories. These are a great way to get the message that smoke alarms do save lives, especially when the success story is from the local community.

Press Release Action Steps

The following action steps should be conducted to develop a press release:

1. Guide the participants through the sections on the *Press Release Worksheet* by asking them to brainstorm and fill in the blanks.
2. Record answers on a flipchart, dry erase board, or overhead.
3. Once a list of ideas is created, go over the sections again to reach consensus.
4. Designate a person to record the group's ideas into a summary.
5. Ask for a volunteer to develop a draft press release.
6. Solicit feedback on the draft press release. Along with everyone involved, bring in one or two parents that had nothing to do with the development of the material and ask them to read and comment on the press release.
7. Discuss the need to obtain a ***statement of release*** if you are going to publicize a **success story**.

Please refer to the **Sample Statement of release** on the last page of the guide.

8. Identify a list of local press outlets (TV/radio stations, newspapers).
9. Submit the final, edited press release to selected television, radio stations or newspapers.

Please refer to the ***Sample Press Release*** on the next page for an example of how a press release should read and look.

Persons Responsible

The following people can be involved with completing the above action steps:

- Sleep Safe Program Coordinators
- IHS/Tribal Environmental Health Officers
- Fire Safety Coalition members
- Firemen
- Fire Safety Partners

Resources Considerations

The following resources may be needed to complete the above action steps:

- Office Space
- Computer Equipment
- Flipchart paper/Erasing Board
- Paper
- Funds to get the PSA published/aired.

Timeline Considerations

The amount of time needed to develop a Public Safety Announcement will vary, depending on the types of messages you decide to include in the PSA. The more specific you are when including messages in a PSA, less time will likely be needed. Each media outlet may have certain requirements and deadlines for submitting and/or airing PSAs. Follow their guidelines to ensure your message is communicated.

Activity #4: Press Release Worksheet

Use this worksheet and the blank spaces provided below to develop ideas that will eventually be included in a final Press Release.



The first paragraph is the most important paragraph in a press release. It should present your key message and should be written to catch and hold the attention of your audience. The paragraph should contain: who, what, where, when, how, and why. Write your key message below:

The next paragraph should include important details about your key message (the first paragraph). Write your message details below:

The last paragraph should include miscellaneous information about your group's message. Write miscellaneous information below:

Activity #4: **Sample Press Release (A)**

For Immediate Release
Contact: Sergeant Barney Hen
Date: August 1, 2004
Phone: (111) 888-9999

BIG BEAR CHILD PASSENGER SAFETY (CPS) / OCCUPANT PROTECTION COALITION CHILD SAFETY SEAT CHECKUP STATIONS TO BEGIN

Big Bear, Minnesota. (Date) – In the event of a car crash would you and your family survive? Your chances of surviving a motor vehicle crash are significantly better if you and your children are properly restrained. For the children it's imperative that they be in the appropriate safety seat (based on the age, weight and height of the child). The Big Bear CPS/Occupant Protection Coalition will be conducting a series of child safety seat checkup stations to assist parents with the following: proper safety seat selection, installation and recommendations on location. The first child safety seat checkup station will be held on September 15, 2003 from 3:00 to 6:00 pm in the Little Cubs Sports Complex parking lot. Big Bear CPS/Occupant Protection Coalition volunteers will need 40 minutes of your time to conduct the checkup and go through the selection, location and installation information. Coalition volunteers will also provide occupant protection advice to parents and passengers.

If a child's car seat is found to be defective or inappropriate for the child's height or weight, all efforts will be made to provide a replacement seat at no charge to the parents. In order to continue offering seats for free, those parents that can afford to do so are asked to provide a \$ 15.00 donation to the Big Bear CPS / Occupant Protection Coalition.

The Big Bear CPS/ Occupant Protection Coalition was created to address the high rate of MVC injuries and deaths occurring in our community. Since 1978, our community has lost 19 children and 27 adults to motor vehicle crashes. Most recently, a car crash on Hwy 111 claimed the lives of three community members and left two children without parents. In this case; a mother, father and their newborn daughter were killed when their vehicle rolled over after leaving the road. If the family had been wearing their seatbelts and had been using the appropriate child safety seat for their child, they would probably be here today. The Big Bear CPS/ Occupant Protection Coalition will conduct at least 5 child safety seat checkup stations by the end of the year. The dates and locations of these events will be published in the Tribal Paper and announced on WIZ 230 FM & 770 AM. If you would like additional CPS/Occupant Protection information, please contact Sergeant Barney Hen (111) 888-9999.

Activity #4: Sample Press Release (B)

Getting it right . . . Milinon Closs from Mille Lacs adjusts a new car seat during the Car Seat Clinic held, Feb. 13-14th. The clinic was sponsored by Fond du Lac Human Services Division. The main goal of the two day child passenger training was to help participants understand the important role child restraints play in preventing death and injury. The training also helped participants comprehend the issues and laws which require the use of child restraints in Minnesota, and to recognize potentially serious misuse problems and educate clients on proper use. During the carseat clinic 11 car seats were inspected and three new car seat were installed with 100% misuse.- Photo Rocky Wilkinson

Sample Statement of Release for Success Story

Statement of Release

I, Jennifer Smith, agree to allow the details and photos from the house fire that occurred on December 4, 2006 to be distributed publicly. This information will be used for educational purposes to illustrate how smoke alarms can prevent serious injury from house fires.

Signed,

Mary Smith

Date

Amber Smith

Date

(Parent signature for child under 18 years)