



Apache Tribe of Oklahoma Injury Prevention Program

Falls and motor vehicle crashes are the leading causes of injury in Caddo County, OK

PROGRAM GOALS

Prevent injuries related to falls and motor vehicle crashes among American Indians living in Caddo County, Oklahoma

1. Visit homes of tribal elders and fix hazards that may increase risk of falling
2. Coordinate eye screenings for elders
3. Review elders' medications (which can sometimes increase risk of falling)
4. Host car seat check events and provide child safety seats and education
5. Observe and record community members' car seat and seat belt use
6. Provide training for Child Passenger Safety Technicians
7. Attend Oklahoma Traffic Safety Coalition meetings

Background

- **Tribal Enrollment:** 2,641 members
- **Location:** Extends across several counties, with Tribal Headquarters located in Anadarko, Oklahoma

PROGRAM HIGHLIGHTS June 2017-December 2019

26



Homes

were checked for fall hazards

163



Changes

completed in elders' homes to fix fall hazards and make homes safer

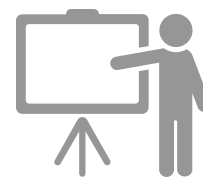
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Safety Seats

provided to parents/caregivers and installed in vehicles

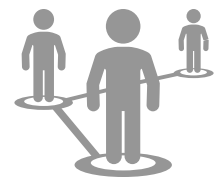
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Trained

as certified Child Passenger Safety Technicians

200k



Members

of the community reached through media campaigns

Tribal Injury Prevention

March 2020

www.apachetribe.org



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PROGRAM SNAPSHOT



Safe Kids

The program partners with Safe Kids Worldwide to provide car seat education and resources to the Apache community through Safe Kid NA-I-SHA.



Media Outreach

To raise awareness about elder fall risk in the community, the program installed a billboard. The billboard is estimated to **reach 10,000 people per day!**

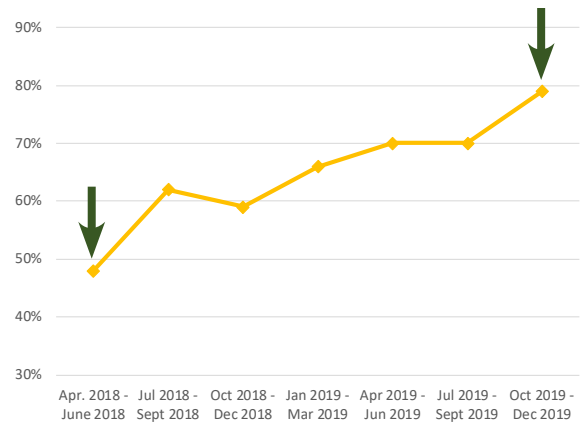
The program also recorded radio PSAs about child passenger safety in collaboration with Apache Tribal Princess, Clara Cisco. The PSAs were broadcast between October 2019 and January 2020.



Tracking Use

The program has observed a nearly **65% increase** in community members' child safety seat use from the first observation period to the most recent—from a 48% use rate to 79%.

Apache Tribe Child Restraint Use Rates



Tribal Injury Prevention

March 2020



Antoinette Short

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