



# Blackfeet Nation

## Injury Prevention Program

*Within reservation boundaries, alcohol use, distracted driving, and low rates of car seat/ seat belt use are leading causes of injury and death resulting from motor vehicle crashes*

### PROGRAM GOALS

Reduce injuries from motor vehicle crashes and increase motor vehicle safety among members of the Blackfeet Nation

1. Organize motor vehicle safety education for youth in local schools
2. Provide education on motor vehicle safety to community members
3. Provide training for Child Passenger Safety Technicians
4. Host car seat check events and provide child safety seats
5. Work with community members to create an injury prevention coalition
6. Work with local law enforcement to increase enforcement of motor vehicle laws

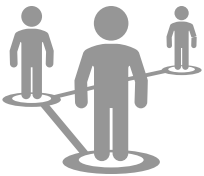
### Background

- **Tribal Enrollment:**  
17,135 members with 9,100 living on or near the reservation
- **Location:**  
Northwestern Montana

### PROGRAM HIGHLIGHTS

September 2015-August 2019

1k



Pledges

signed by community members promising to wear seat belts

10k



Vehicles

observed to check for driver and passenger seat belt use

12



Coalition

meetings held each year to discuss seat belts, DUIs, and other injury prevention topics

222



Safety Seats

provided to parents/ caregivers at car seat clinics

1



Mandate

passed that requires police to enforce seat belt and safety seat laws



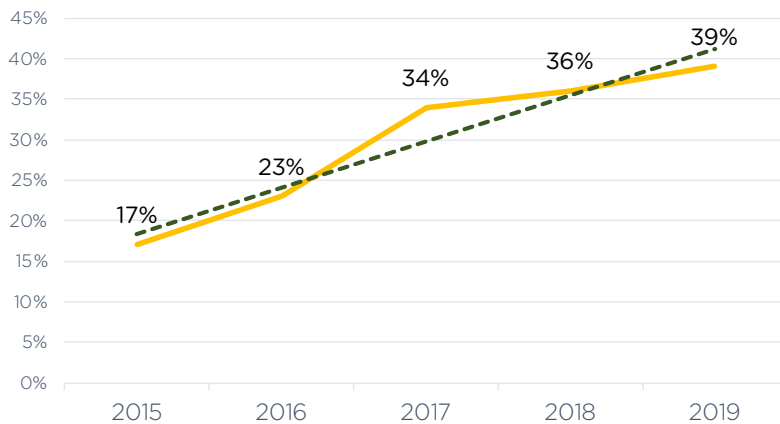
# Blackfeet Nation

## Injury Prevention Program

### PROGRAM SNAPSHOT

## Billboard Raises Awareness

The Injury Prevention Program worked with community partners to design and install a billboard featuring a local artist and calling attention to Ordinance 85, mandating seat belt use. The billboard, located at a busy intersection in Browning, MT, is estimated to have reached **over a million viewers!**



## Driver Seat Belt Usage Rate Increases

In 39% of the cars observed in 2019, the drivers were wearing seat belts, a **129%** increase from 2015!

## Tribal Injury Prevention

December 2019



**Debbie Whitegrass Bullshoe**

Injury Prevention Coordinator

O: 406-338-5563

E: [dbullshoe@blackfeetnation.com](mailto:dbullshoe@blackfeetnation.com)