



# Ho-Chunk Nation Injury Prevention Program

*In Wisconsin, deaths from motor vehicle crashes are 1.9 times higher for American Indians than all other races*

## PROGRAM GOALS

Decrease distracted driving rates and increase rates of seat belt and child safety seat use in the Ho-Chunk Tribal community

1. Provide education on distracted driving, seat belt use, and child passenger safety to community members
2. Observe and record community members' car seat use, seat belt use, and distracted driving
3. Work with law enforcement to enforce laws through citations and warnings
4. Provide car and booster seats to parents/caregivers
5. Create a yearly billboard message about distracted driving

### Background

- **Tribal Enrollment:**  
5,256 members
- **Location:**  
Central Wisconsin

## PROGRAM HIGHLIGHTS

Sept. 2015-Feb. 2020

524



**Car Seats**

distributed at car seat events, Ride Safe events, and through individual appointments

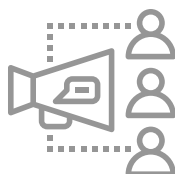
12



**Observations**

of distracted driving done each quarter, with 500-900 cars observed per quarter

2



**Billboards**

installed to address the dangers of distracted driving, which reach 5,000 people per day

## Featured Partnerships



### Law Enforcement

The Injury Prevention Program partners with local law enforcement to hold saturation patrols and share data about citations and crashes



### Head Start

The program also partners with local Head Start programs to provide Ride Safe classes to promote child restraint use

<http://health.ho-chunk.com/>



# Ho-Chunk Nation

## Injury Prevention Program

### PROGRAM SNAPSHOT



## Seat Belt Use Increases

Cars are observed quarterly at 46 different sites in the Ho-Chunk Tribal community. In the latest observation, the site observed a **12.5% increase in seat belt use** (from 72% in 2018 to 81%).

### Driver Seat Belt Use among Ho-Chunk Tribal Community

#### Observed Seat Belt Use at 8 Time Periods

