



White Earth Band of Chippewa Indians Injury Prevention Program

Unintentional injuries from motor vehicle crashes were identified as an important area for injury prevention initiatives for the White Earth Nation

PROGRAM GOALS

Protect infants and children of the White Earth Nation from injury and adverse effects of motor vehicle crashes

1. Perform car seat checks for proper child safety seat use
2. Provide car and booster seats to parents/caregivers
3. Provide child passenger safety education to parents/caregivers
4. Hold seat belt checkpoints
5. Provide articles to the tribal newspaper about injury prevention topics
6. Establish an Injury Prevention Coalition

Background

- **Tribal Enrollment:**
18,043 members
- **Location:**
Northwestern Minnesota

PROGRAM HIGHLIGHTS

September 2015-February 2020

20



Clinics

held in partnership with Head Start in five communities

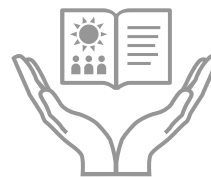
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Safety Seats

provided to parents/caregivers

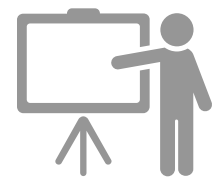
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Parents

(or caregivers) educated about child passenger safety

51



Technicians

trained through car seat practitioner classes

Tribal Injury Prevention

July 2020

www.whiteearth.com



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PROGRAM SNAPSHOT



Injury Prevention Coalition

The program started an Injury Prevention Coalition that meets every 3 months with other agencies to promote car seat safety.

Home Care Visits

The program has been able to provide car seat education in the homes through 19 nurses who are certified Technicians.



Participants who attended a car seat technician class.

**3 OUT OF 4 CAR SEATS
AREN'T USED CORRECTLY.
SURPRISED?**



One of the car seat billboards on the White Earth Reservation.

Media Outreach

Two car seat billboards have been placed in high traffic areas on the White Earth Reservation as well as advertising in the local Anishinabeg, White Earth RBC Facebook Page, Flyers, White Earth RBC employee monthly newsletter, and word of mouth.



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