

CPS For Targeted Audiences


Addressing the Hispanic Community in southwest Missouri




Safe Kids Springfield



Provide safety education programs and services to 10-counties—approximately 1/2 million people



Demographics



- 82.8% of the population is White, 11.6% is Black/African American
- Statewide – Hispanic population was 3.5%--a 79.2% increase between 2000-2010
- Census revealed a 1.7% increase in the number of Hispanic/Latino families living in the area.

Problem Definition

- Hispanic children between 5-12 yrs. are 72% more likely to die in a MVC than non-Hispanic children.
- Many resources are limited to literal translation of safety messages.
- Need culturally, contextually, & historically correct messages based on the local "Hispanic" demographics.
- Needed to provide education to the parents in native language.
- Needed translator services for face-to-face education.



Barriers

- Trust / Coalition unknown to Latino families
- 0 Spanish-speaking CPS technicians in our area
- Very little safety messages were available to Hispanic families



Resources

Received \$8,300 grant from Community Foundation of the Ozarks to address the problem.

One of Foundation board members was a Hispanic professor/psychologist with many community ties.

Use existing, proven resources.



Educational Opportunities

Participated in existing multicultural events with car seat education booth and a translator from local ministry group.



Shared information about MO child passenger safety and seatbelt laws.




Partnerships

- Springfield-Greene County Health Dept, WIC Office
- Hand in Hand Multicultural Center
- Hispanic churches




Education & Distribution Program

- Set up appointment times at the WIC office and at the churches, with familiar translators
- 10 events/appointments
- Educated the parents about proper installation, limits of car seat, role modeling with seat belt, etc
- Received word-of-mouth referrals from the families participating




Issues

- Many did not know their address or vehicle year/make/model
- Unsure of their child's measurements
- Too many participants in vehicle for seat belts available
- Participants wanted "extra" seats for family/friends
- Non-Hispanic families stopping for info




Data Collection

- 159 Seats provided to families
 - 36 Convertibles (RF)
 - 61 Combinations
 - 41 High back boosters
 - 21 Backless boosters
- 134 of children showing up to appt w/o seat (84%)



Goals vs. Reality

- Initial grant expected to provide 125-150 seats; actually provided more (& have more available)
- Grant called for 6-month follow-up appointments
- CPS forms not transferable to current database



Expenses

- Car Seats - \$8,000
- Materials - \$0
- Translation Services - \$0
- Technician Services - \$0



Continuation of Program

- Referrals by participating agencies and translators
- Fold them into existing CPS program (donation based)
- Continue to share event information with participating agencies & translators



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