

Role of MCAH in Injury Prevention

Rationale

- MCAH Programs are responsible for protecting the health of women of childbearing age, infants, children and adolescents
- Injuries are the leading cause of death for children and adolescents aged 1-21
- Public health approaches are effective in preventing injuries
- MCAH Programs can protect children and adolescents from injury by fulfilling their public health functions.

The Role of Local MCAH Programs in Injury Prevention

ASSESSMENT

- Assess and monitor the extent of the local problem, injury performance measures, and identify MCAH populations at high risk
- Identify all internal and external players who are or could/should be working on injury prevention and set up a mechanism for sharing knowledge and coordinating efforts
- As needed, pull together the various players to do joint planning so that prevention efforts enhance each other and are not fragmented, address injury problems and populations at risk, and maximize funding available
- Look at outcomes and long term impact of prevention using intermediate measures as needed

POLICY DEVELOPMENT

- Inform and educate Health Officer, policy-makers, the Board of Supervisors or other local governmental body, the public, local industry and appropriate state agencies regarding the extent and nature of local child and adolescent injuries and potential solutions
- Inform and work with the media to expand and enhance coverage of injury problems and prevention strategies
- Review and comment on potential policies that will affect the safety of children and adolescents
- Establish linkages with key agencies who have data, funding, knowledge or access to the population at risk
- Develop intervention programs, as needed, to prevent priority injury problems including the at risk population in the planning process when possible
- Participate in local child death review teams and use findings to drive prevention and needed system changes
- Collaborate as needed to obtain funding, staff and implementation of prevention programs

- Educate policy makers and funders regarding viable outcome measures and the importance of prevention
- Support community efforts to plan and develop injury prevention programs and policy with data, training and technical assistance, access to MCAH populations, partnerships or collaboration in seeking funds and recognition of community volunteers

ASSURANCE

- Carry out responsibilities assigned by local government to enhance the safety of California's children
- Incorporate injury prevention into direct services
- Incorporate injury prevention into MCAH Programs
- Provide injury data and technical assistance on child development to existing injury prevention programs to ensure that their interventions are appropriate for the child and adolescent population and focus on priority injury problems
- If existing injury prevention programs do not address injury problems within the MCAH population, work with leadership within those programs to include child and adolescent injury priorities or take the leadership to develop and implement the needed interventions
- Participate on coalitions/task forces, etc. that are addressing children's issues, or groups that bring together the key agencies/individuals who are or should be involved with injury prevention
- Facilitate access, as appropriate, to the MCAH population for injury prevention interventions
- Incorporate injury prevention into related efforts and funded initiatives, i.e., Safe Schools, Walkable Communities, etc.
- Collaborate as needed to obtain funding, staff and implementation of prevention programs
- Report results and lessons learned to the MCH Branch
- As an individual within the community, support the passage of safety ordinances, attend community educational events, follow safety rules and be a good role model for others

Role of MCAH in Injury Prevention

Taking a Leadership vs. a Coordinating Role

An active leadership role needs to be taken when no one is taking a systematic look at preventing injuries and injuries are a problem in the community. This includes:

- Monitoring injury problems and identifying high risk populations
- Informing policy makers, the public, the media and key agencies about the issue
- Bringing key agencies and individuals together to look at the extent of the injury problems
- Bringing key agencies and individuals together to establish linkages and create collaborations
- Prioritizing injury problems and populations at risk
- Identifying appropriate and effective interventions
- Developing a plan of action
- Gathering the funding and staffing to conduct and evaluate the plan developed
- Providing training and technical assistance as needed

A coordinating role with a leadership role at times is needed when there is leadership or an injury prevention focus elsewhere in the health department or community. This includes:

- Monitoring injury problems among the MCAH population and identifying populations at high risk
- Knowing what injury prevention activities are going on
- Participating on county task forces/coalitions/committees that are charged with preventing injuries
- Ensuring that these activities address child and adolescent needs
- Providing technical support and assistance on child and adolescent issues as needed
- Facilitating access to the MCAH population
- Collaborating to obtain resources to implement prevention programs and policies
- If not being done by the existing leadership, pulling together the various agencies/organizations/individuals working to prevent injuries to coordinate efforts and do joint planning
- If existing leadership cannot address a priority MCAH injury an active role will be needed in that area (see above)