Overview

- **American Indians/Alaska Natives (AI/AN)**
  - 5.2 million AI/AN
  - CA and OK have largest AI/AN population
  - 566 federally recognized tribes
  - 230 in AK, 102 in CA, 38 in OK, 29 in WA
  - Sovereign governments
  - Some state laws are not applicable on tribal lands

- **AI/AN Injuries**
  - Unintentional injuries - leading cause of death for ages 1 – 44 and 3rd overall
  - Leading injury type – motor vehicle crashes

Crude rates per 100,000, Ages 1–44, Both Sexes

<table>
<thead>
<tr>
<th></th>
<th>All Races</th>
<th>White</th>
<th>Black</th>
<th>AIAN</th>
<th>Asian/PI</th>
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<tbody>
<tr>
<td>N=5028 MV Traffic</td>
<td>26.56</td>
<td>28.65</td>
<td>22.28</td>
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<tr>
<td>N=5028 Poisoning</td>
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<tr>
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<td>N=5028 Fall</td>
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<tr>
<td>N=5028 Pedestrian</td>
<td>2%</td>
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<tr>
<td>N=5028 Other land transport</td>
<td>2%</td>
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<tr>
<td>N=5028 Fire/burn</td>
<td>1.9%</td>
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<tr>
<td>N=5028 Suffocation</td>
<td>1.8%</td>
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</tbody>
</table>

2006–2010, United States
Death Rates per 100,000 Population
Motor Vehicle, Overall, Unintentional, American Indian, AI/AN, Both Sexes, All Ages
Age Group: 1–44

<table>
<thead>
<tr>
<th></th>
<th>All Races</th>
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</tbody>
</table>
CDC Tribal Motor Vehicle Injury Prevention Program

- **Purpose:** Implement tailored effective strategies
  - Reduce alcohol impaired driving, increase child safety seat use, and increase safety belt use
- **Pilot 2004–2009, four tribes funded at $70K**
  - Results – increased restraint use and decreased injuries and fatalities through evidence based interventions
  - CDC Native American Road Safety webpage

**Implement 2 or more effective strategies**
- Interventions
  - Child safety seat distribution
  - Improved law enforcement
  - Educate about evidence of traffic safety laws
  - Education and media campaigns

**Activities**
- Coalition and partnership building, data collection, data analysis, restraint use observations, presentations, administration.

### Effective Strategies

<table>
<thead>
<tr>
<th>Tribe</th>
<th>Seat belt Use</th>
<th>Child Safety Seat Use</th>
<th>Impaired Driving Prevention</th>
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<tbody>
<tr>
<td>Caddo Nation</td>
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<tr>
<td>CA Rural Indian Health Board</td>
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<td>CO River Indian Tribes</td>
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<tr>
<td>Hopi Tribe</td>
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<tr>
<td>Oglala Sioux</td>
<td></td>
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<td>Rosebud Sioux</td>
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<td>Sisseton Wahpeton Oyate</td>
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<tr>
<td>SE AK Regional Health Consortium</td>
<td></td>
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</tr>
</tbody>
</table>

### Technical Assistance

- **University of North Carolina**
  - Robert Letourneau, MPH
  - Carolyn Crump, PhD
  - Program planning & implementation
    - Conference calls
    - Annual site visits
    - Annual meetings
    - Conference posters & presentations
    - Reports to CDC

- **Indian Health Service**
  - Local support – data collection, site visits

### Challenges and Rewards

- **Challenges**
  - Injury data – tribal or other source
  - Public Health experience
  - Long list of requirements, small budget
  - Relied heavily on partnerships
  - Tribal circumstances

- **Rewards**
  - Professional growth
  - Data collection
  - Tribes poised for other funding
  - Sustainability
  - Best Practice Manual

### Future Direction

- **Partnership with Federal Highway Administration (FHWA)**
  - Tribal Technical Assistance Program (TTAP) IP Pilot Project
  - Objectives: Provide injury prevention technical assistance to tribes in 3 of 7 TTAP centers
  - Partners: Western, Southern Plains, and Northern Plains TTAP Regions
Background

CRIT TMViPP: Effective Strategies

- **Reduce alcohol-impaired driving**
  Selected because the police department felt that it was a major concern due to high incidences of DUIs

- **Increase safety belt use**
  Selected because there was no program promoting seatbelt use and CRIT was already receiving car seat program funding

CRIT: Unique Aspects

- Multi-jurisdictional
- First time an "injury prevention" program was administered by the CRIT Police Department
- CRIT received funding from multiple highway safety programs
  - Tribal Motor Vehicle Injury Prevention Program, CDC
  - Tribal Injury Prevention Cooperative Agreement Program, IHS
  - Indian Highway Safety Program, BIA
- Primary Child Car Seat Law/Secondary Seatbelt Law
- BAC Level of 0.10 for DUI arrest
GOAL:
Reduce motor vehicle crash related injuries and deaths due to lack of seatbelt use and alcohol impaired driving.

OBJECTIVE:
Reduce alcohol-related motor vehicle crash injuries and deaths by 15% by 2014

OBJECTIVE:
Increase adult seatbelt use rates by 20% by 2014

Activities:
- Enhanced Enforcement Events
- Outreach events
- DUI VIP Panels
- Media
- Officer Training
- Developed Checkpoint Procedures
- Community Safety Advisory Board Task Force for Code Revision

KEY PARTNERS
- Law Enforcement
- CRIT Tribal Court
- CRIT Deterrence
- CRIT Attorney General
- Community Coalitions
- CRIT Tribal Injury Prevention Cooperative Agreement Program / Indian Health Service IP

DATA SOURCES
- Annual Observational-Restrain Use Surveys
  - 35 locations
  - Every year in June
- Community Awareness Surveys
  - Seatbelt Use
  - DUI
  - Conducted in 2011 & 2013
- Police Department Records
  - Seatbelt/Carseat Warnings and Citations
  - DUI Arrests
  - Crash Reports

Outreach Activities
- School Events, Recreational Events, Traditional / Community Gatherings

Media Activities
- Billboards, Theater Ads
- Radio Ads, Tribal Newspaper
- The Live Campaign
  https://vimeo.com/778088811

Enhanced Enforcement Activities
- Occupant Protection / DUI Prevention
  - 7 Checkpoints
  - 4 Saturation Patrols

Results
**CRIT TMVIPP Seatbelt Use Summary, 2011-2013**

Year I-2011 (n=1454) Year II-2012 (n=1766) Year III 2013 (n=1172)

- **Driver**
  - 2011: 59.6%
  - 2012: 66.3%
  - 2013: 63.9%

- **Passenger**
  - 2011: 53.2%
  - 2012: 63.2%
  - 2013: 60.5%

- **Overall**
  - 2011: 58.2%
  - 2012: 65.5%
  - 2013: 63.1%

---

**Major Changes**

- While there was a slight decrease in overall seatbelt use from 2012 to 2013, the percent change (increase) from 2011 to 2013 was 8.4%.

---

**CRIT TMVIPP Alcohol-Impaired (AI) MVCs, Total AI-MVCs with either injuries or fatalities, and DUI Arrests 2010-2014**

- **AI-MVCs Total**
  - Pre-Project (2009-2010)
  - Year I (2010-2011)
  - Year II (2011-2012)
  - Year III (2012-2013)
  - Year IV (2013-2014)

---

**PROJECT SUSTAINABILITY**

- **Code Amendment Proposals:**
  - Create primary seat belt law and update child car seat law
  - Adjust B.A.C. level to .08; Incorporate DUI graduated sentencing

- **CRIT TIPCAP** will include seat belt use

---

**LESSONS LEARNED**

The most effective results in traffic safety are obtained by incorporating all of the following:

- Enforcement
- Education/outreach
- Media
- Policy change

---

**CHALLENGES**

- Staff turnovers / shortages
- Limited administrative support (i.e., working on policy changes)
- Keeping key partners involved
- Collecting certain data (i.e., written warnings that are not regularly tracked)

---

**Hannah Harper, Coordinator**

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**COLORADO RIVER INDIAN TRIBES**

**MOTOR VEHICLE INJURY PREVENTION**

“Even the Loss of One Life is Too Many”

---

Thank you for your attention!
The Hopi Tribe
- Land-based tribe located in NE Arizona
- 3,532 sq miles
- Entirely surrounded by the Navajo Nation, within Navajo and Coconino counties
- 200 miles NE of Phoenix, AZ
- 7740 enrolled Hopi people living on the reservation

The Hopi Tribe
- Department of Health and Human Services
- CHR Program
- TMVIPP (Hopi Health Care Center)

Law Enforcement
- BIA Hopi Agency
- Hopi Police Department
- Hopi Police/Rangers
- Tribal Law Enforcement

Effective Strategies
By September 2014
- Increase seat belt use by 25%
  - Observational Surveys
  - Provide support for primary seat belt law
  - Law enforcement checkpoints
- Increase child safety seat use by 25%
  - Observational Surveys
  - Obtain CPS certification
  - Child Safety Seat Clinics
  - Recertified expired technicians

Tailored Effective Strategies
Bi-weekly car seat clinics
- Available on a regular basis for public
- Opportunities for technicians participate
- Not all technicians need to be on site
- Open to all community members
- Child safety seats are provided free of charge
- Expecting mothers encouraged to attend
Partnerships

- Hopi CHR Program
- IHS Public Health Nursing
- IHS Office of Environmental Health
- Hopi Injury Prevention Coalition
- Hopi Rangers
- BIA Law Enforcement
- IHS Outpatient Nursing
- Short Stay Nursing

Use of Local Media

- KUYI Hopi Radio
  - House Calls
  - PSA for Booster seats
  - Community Calendar to announce events

- Hopi Tutuveni (Hopi newspaper)
  - Announcements
  - Event posters

Results

- 4 Law enforcement checkpoints w/ TMVIPP
  - 2 checkpoints in conjunction with a car seat check event
  - BIA & Rangers also conducted enforcement checkpoints
  - Plans for Click it or Ticket events in May 2014
- 34 Child safety seat events/clinics
- 579 Child safety seats installed

<table>
<thead>
<tr>
<th>On-on-One Appts</th>
<th>Group Classes</th>
<th>Check/Instal Events</th>
<th>Total</th>
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<tr>
<td>Year I (2010-2011)</td>
<td>23</td>
<td>63</td>
<td>122</td>
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<tr>
<td>Year II (2011-2012)</td>
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<td>132</td>
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<tr>
<td>Year III (2012-2013)</td>
<td>79</td>
<td>54</td>
<td>132</td>
</tr>
<tr>
<td>Year IV (2013-2014)</td>
<td>39</td>
<td>26</td>
<td>92</td>
</tr>
<tr>
<td>TOTAL</td>
<td>237</td>
<td>207</td>
<td>486</td>
</tr>
</tbody>
</table>

Occupant Restraint Use (before and after)

<table>
<thead>
<tr>
<th>Percentage increase of 36.9% overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driver</td>
</tr>
<tr>
<td>Passenger</td>
</tr>
<tr>
<td>Overall</td>
</tr>
</tbody>
</table>

Lessons Learned/Next Steps

- Changes in leadership while providing support for primary seat belt law
- Lack of stakeholder participation (YR I-IIII)
- Required paperwork not completed for CSS distribution
- Differing interpretations of seat belt law by local law enforcement agencies
- Enforcement and crash data

- Pursue opportunities to enhance data collection from law enforcement and other resources
- Continue to build relationships
  - Highway Safety Plan
  - Injury Prevention Coalition
- What will continue?
  - IP Coordinator?
  - IHS Program Development Fellowship
- Lasting effects
  - passenger restraint laws
The Yurok Tribe

- Largest tribe in California
  - > 5,000 enrolled members
  - 700 reside on reservation

- Land-based/Reservation
  - Del Norte and Humboldt counties in northern California.
  - 44-mile stretch of the Klamath River, one mile around the river

TMVIPP Program Administration

- California Rural Indian Health Board (CRIHB)
  - State-wide agency that serves member tribes
  - Applies for and helps implement grants
  - Located in Sacramento, CA
  - 359 miles from the Yurok Reservation
  - Plans activities and manages funding program

- Yurok Police Department
  - Located on the Yurok Reservation in Klamath, CA
  - Implements program activities/assist with data collection locally

Traffic Safety for the Yurok Tribe

- Yurok PD
  - Cross-deputized
  - Road/River Patrol, criminal investigation, disaster services

- Enforcement of Traffic Safety Laws
  - No Tribal restraint use laws at program start
  - Progress made to draft a new traffic code
  - Follow CA's restraint use primary law
  - CA is PL-280 state = jurisdictional issues
Additional Key Program Partners

• Yurok Tribal Court
• Crescent City California Highway Patrol (CHP)
• United Indian Health Services (UIHS) Clinic Staff
• Local Youth Leaders a Klamath River Early College of the Redwoods (KRECR)

Program Objectives/Selected Strategies

• Increase child safety seat use (5%/year)
  ▫ Enhance/enforce existing child occupant restraint laws
  ▫ Enhanced enforcement campaigns
  ▫ Distribution and education programs

• Increase seat belt use (5%/year)
  ▫ Enhance and enforce existing safety belt restraint laws
  ▫ Enhanced enforcement events

Child Safety Seats (CSS)

• CSS Installation Events (n=16)
• CSS distributed (to date) (>260)
• Safe Native American Passengers (SNAP) Courses (n=3)
  ▫ People Trained (n=36)
• NHTSA courses (n=3)
  ▫ Yurok Tribe Employee CPS Certified Technicians (n=24)

Enforcement Events and Media

• Enhanced Enforcement Events
  ▫ 1 checkpoint, 4 roving patrols
• Yurok today, The Triplicate, and CRIHB Tribal Advisor
  ▫ *6 Articles published
• Bicoastal Radio
  ▫ 4 PSAs broadcasted
• Facebook
  ▫ 180 likes

Policy Change - Yurok Traffic Code

• Research and education about primary laws
  ▫ Fall 2010-2012
• Introduced to Tribal Council
  ▫ Fall 2011
• Considered/debated by Council
  ▫ January-October 2012
• Passed by Tribal Council
  ▫ October 12, 2012
  ▫ ‘Grace-Period’
  ▫ November 2012 -- present
• PD Chief/Staff turnover
  ▫ August 2013
• Implementation
  ▫ On-going at discretion of officers
  ▫ Used often for probable cause

BUY Teen Coalition

• 9 Youth Leaders
• 10 Conference Calls
• 3 Coalition Meetings
• 2 Booths Hosted by Youth Leaders
• 3 CSS Events
Program Sustainability

- Child Safety Seat Violation Fee Diversion Program
  - April 2014
- CPS Certified Technicians
- Ride Safe Curriculum at Head Start Sites
  - Students (n=125)
- The Yurok Tribal Safety Plan

Challenges

- Staff Turnover
  - Yurok PD, UIHS, TMVIPP Coordinator
- Lack of Yurok-specific Data
  - Difficulty in obtaining data
- BUY Teen Coalition Participation
  - School Closure

Lessons Learned

- Establish more than 1 point of contact
  - Turnover
- One Community Champion=
  - Huge Impact

Questions?

Danielle Lippert
__danielle.lippert@crihb.org__
(916) 929-9761

Thank you for your time.
SouthEast Alaska Regional Health Consortium

Tribal Motor Vehicle Injury Prevention Program

Lesa Way
Injury Prevention Specialist

Juneau Traffic Safety

Law Enforcement
- Juneau Police Department
- Alaska State Troopers

Laws
- Primary seat belt law
- Primary child restraint law includes use of booster seat

Unique to Juneau Alaska

- Geography
- Not a land based tribe
- Hub community
- Weather
- Daylight hours

Project Objectives

- Increase restraint use
  Community wide by 8%
  High school age drivers by 10%

- Increase car seat use
  Community wide by 8%
  Head Start Program of Central Council Tlingit Haida Indian Tribes of Alaska (Tlingit Haida)

Seat Belt Use Activities

Community
Media
High School (n=2)
Peer to Peer education
Pledge drives
Promote seat belt use
Seat belt use observations
Car Seat Use Activities

Community
- Media
- Presentations
- 1-on-1 car seat installation & education
- Car seat check events

Central Council (CCTHITA)
Safe Native American Passenger (SNAP)
Training:
- 11 Head Start teachers
- 9 Village Public Safety Officers

Child Safety Seat Installation

<table>
<thead>
<tr>
<th>Year</th>
<th>Check Events</th>
<th>One-on-One Education and Installation</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year I (2010-2011)</td>
<td>14</td>
<td>106</td>
<td>120</td>
</tr>
<tr>
<td>Year II (2011-2012)</td>
<td>2</td>
<td>75</td>
<td>77</td>
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<tr>
<td>Year III (2012-2013)</td>
<td>8</td>
<td>8</td>
<td>16</td>
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<tr>
<td>Year IV (2013-2014) *</td>
<td>9</td>
<td>9</td>
<td>18</td>
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<tr>
<td>Totals</td>
<td>24</td>
<td>198</td>
<td>222</td>
</tr>
</tbody>
</table>

*Through April 2014

Challenges

- Weather and day light hours
- Seat belt surveys and students
- Staff turn over
- Geography
- TMVPP funding amount not adequate

Leveraged Support

- Alaska Native Tribal Health Consortium
- SouthEast Alaska Regional Health Consortium
- Alaska Highway Safety Office
- Department of Public Safety
- Juneau Empire

Sustainability

- Invited back to Head Start for yearly training
- High Schools continue yearly peer to peer
- Connect schools to funding sources
- Seeking ways to continue car seat program
- Seeking grant funding to continue program
Questions

Lesa Way
907-966-8804
lesaw@searhc.org

Caddo Nation Background

- Caddo Indians lived in the areas of southwest Arkansas, northwest Louisiana, southeast Oklahoma and Northeast Texas
- Ceded their land in Louisiana to the United States government in 1835
- 5,111 enrolled members
- No reservation (Tribal Jurisdictional Areas/ Tribal Allotted Land)

TMVIPP Effective Strategies

- Implemented three interventions in Caddo County, OK
  - Increase child safety seat use
  - Increase seat belt use
  - Reduce alcohol-impaired drivers
- Multiple sources of evaluation data:
  - Restraint use data collected across Caddo County
  - Enforcement data collected from multiple jurisdictions
  - MVC and MVC Injury/Fatality data collected through Oklahoma Highway Safety Office

TMVIPP/Law Enforcement Collaboration

- No tribal police or tribal court system
  - Tribe uses BIA Law Enforcement Agency and Court of Federal Regulations (CFR) court system of Anadarko, OK
  - BIA Law Enforcement follows the Oklahoma State Traffic Laws
- Collaborated with multiple law enforcement agencies in Caddo County
  - Oklahoma Highway Patrol
  - Anadarko Police Department
  - Binger Police Department
  - Bureau of Indian Affairs

Program Implementation Activities

Obj 1: Increase child safety seat use by 5% by 2014
- One-on-one education on child safety seat
- Child safety seat checks & events
- Media Campaigns
- National CPS Certification
- Child safety seat observational surveys
- Advised groups about Tribal efforts
  - State and Federal organizations
- Key focus: Enhanced installation, use, and enforcement of child safety seats
Program Implementation Activities

Obj 2: Increase seat belt usage by 5% by 2014
- High school presentations
  - Alive at 25
  - Victim Impact Panels
- Media Campaigns
- Enhanced enforcement collaboration (e.g., click it or ticket) Checkpoints/Saturation patrols
- Seat belt observational surveys
- Collect and summarize Caddo County/State MVC data
- Advised groups about Tribal efforts
  - Key focus: improve tracking and sustainability of restraint use enforcement activities

Obj 3: Reducing alcohol-related MVC injuries/fatalities by 5% by 2014
- High school presentations
- Media Campaigns
- Enhanced enforcement collaboration (e.g., Drive Sober)
  - DUI Checkpoints/Saturation Patrols
  - Collect and summarize data
  - Alcohol-related MVCs
  - Alcohol-related MVC injury and fatality
- Advised groups about Tribal efforts
  - Key focus: led to expansion of enforcement efforts in surrounding counties

Collaboration Focus

Enforcement
- Highway Patrol
- Highway Safety Office
- BIA Law Enforcement
- Anadarko Law Enforcement & Fire Department

Strengthening Laws/Traffic Safety
- Oklahoma Injury Prevention Advisory Committee
- Oklahoma Safe Kid Coalition & Executive Board
- Metro Area Traffic Safety Committee
- Drive Aware Oklahoma Committee
- Southern Plains TTAP

Media
- Anadarko Daily News
- Settles Studio

Results Related to Child Safety Seat Use

<table>
<thead>
<tr>
<th>CPS Certification</th>
<th>Child Safety Seat Citations</th>
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<tbody>
<tr>
<td>58 CPS Techs Trained</td>
<td>Pre TMVIPP 34</td>
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<tr>
<td>17 Law Enforcement CPS Techs</td>
<td>Year I 47</td>
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<tr>
<td>2 Native American CPS Instructors 26 students attended SNAP Course</td>
<td>Year II 31</td>
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<tr>
<td>Education and Installation</td>
<td>Year III 60</td>
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<tr>
<td>432 seats installed</td>
<td>Year IV TBD</td>
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<tr>
<td>120 seats checked</td>
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Results Related to Seat Belt Use

<table>
<thead>
<tr>
<th>Media</th>
<th>Seatbelt Use Citations</th>
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<tbody>
<tr>
<td>Billboard (n=3)</td>
<td>Pre TMVIPP 359</td>
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<tr>
<td>Radio PSAs (n=3)</td>
<td>Year I 510</td>
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<tr>
<td>News Releases (n=8)</td>
<td>Year II 383</td>
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<tr>
<td>Posters (n=575 total. 3 of each)</td>
<td>Year III 782</td>
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<tr>
<td>Window Clings (n=250)</td>
<td>Year IV TBD</td>
</tr>
</tbody>
</table>

High School Education
- Alive at 25
  - Courses (4-hour) (n=13)
  - Officers trained (n=7)
- Victim Impact Panels (n=6)
Results Related to Alcohol-Related Motor Vehicle Crash Injuries/Fatalities

Enhanced DUI Events (n=8)

<table>
<thead>
<tr>
<th></th>
<th>Pre TMViPP</th>
<th>Year I</th>
<th>Year II</th>
<th>Year III</th>
<th>Year IV</th>
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<td>Alcohol-Related MVC Injuries</td>
<td>31</td>
<td>30</td>
<td>23</td>
<td>34</td>
<td>TBD</td>
</tr>
</tbody>
</table>

Alcohol-Related MVC Fatalities

<table>
<thead>
<tr>
<th></th>
<th>Pre TMViPP</th>
<th>Year I</th>
<th>Year II</th>
<th>Year III</th>
<th>Year IV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>9</td>
<td>2</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>

Lessons Learned

What I learned from being involved with TMViPP?

- Education: Request for Alive at 25
- Child Safety Seat: improved knowledge/hands-on steps
- Training: seek training for partners
- Media: Use local citizens for messaging
- Enforcement: Saturation Patrols v. checkpoints
- Data Collection: Need more years of data to see trends
- Partnerships: Improved relationships with BIA Law Enforcement, City Police, and OHP-LEL’s.

Questions?

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Background

- Located in South Central South Dakota
- Land based Tribe about 1,970 square miles
- Population of about 13,000 people live on the reservation
- TMVIPP program is organizationally located under the Community Health Representative (CHR) Program

Traffic Safety at Rosebud

- Tribal Police Dept. is governed by the Rosebud Sioux Tribe
- Tribal primary seat belt and child safety seat laws (since 2009)
  - Seatbelt: primary law; fine 1st offense $20, 2nd offense $20
  - Child Safety Seat: primary law; fine $20
- Project Challenges:
  - Distance between communities and public schools
  - Large size of the Rosebud Sioux Reservation / Weather
  - Turnover in Tribal program staff / RST Police Dept. Social Stigma
- Unique Elements:
  - Rosebud Sioux Tribe Television Station

Program Objectives/Strategies

- Increase child safety seat use among 3-5 year old children attending RST Head Start Centers and WIC by 20% by 2014
- Increase seatbelt use by 24% among Rosebud Sioux Tribal Members by September 2014
- Reduce alcohol-related Motor Vehicle Crash Injuries by 20% and Fatalities by 30% by the end of Year IV

Child Safety Seat Use Strategies

- Radio / TV CSS PSA’s/Billboard / Poster awareness
- CSS distribution to head start & WIC
  - One on one parent education and installation (90 seats to head start parents and 121 to community parents)
  - CSS check station (3 check stations)
- Staff Certified CPS Technician Training
- Program Partners
  - RST PD
  - WIC
  - Head Start
  - CHR
  - Indian Health Service (IHS)
  - Rosebud Injury Prevention coalition

Seat Belt Use Strategies

- Radio/TV PSA’s (n=17 TV / 24 radio)
- Retail store advertisement (n=12)
- Awareness crash events at yearly fair, school events and parades (n=7 events)
- Teen / athletic league events (n=4 lock-ins/5 leagues)
- Commercial billboard signs
- Data Collection
DUI Prevention Strategies

- Radio / TV PSA’s
- Awareness Booths
- Educational Displays
- Teen Activities (9)
- Newspaper Articles (8 articles)

Increased Enforcement Summary

<table>
<thead>
<tr>
<th>Year</th>
<th>MVC’s Total</th>
<th>MVC’s w/ Either Inj or Fatl</th>
<th>Seatbelt Citations</th>
<th>CSS Citations</th>
<th>DUI Arrests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year I</td>
<td>541</td>
<td>458</td>
<td>166</td>
<td>359</td>
<td>308</td>
</tr>
<tr>
<td>Year II</td>
<td>393</td>
<td>301</td>
<td>417</td>
<td>237</td>
<td>17</td>
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<tr>
<td>Year III</td>
<td>236</td>
<td>17</td>
<td>53</td>
<td>53</td>
<td>0</td>
</tr>
</tbody>
</table>

MVC’s, MVC Injury & Fatality

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Crashes</th>
<th>People Injured</th>
<th>Fatalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-2010</td>
<td>533</td>
<td>101</td>
<td>2</td>
</tr>
<tr>
<td>2010-2011</td>
<td>358</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>2011-2012</td>
<td>154</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>2012-2013</td>
<td>71</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Lessons Learned/Challenges

- Limited cooperation/collaboration with Law enforcement
  - Several police chiefs
  - Loss and gain of BIA Indian Highway Safety Program
  - Lack of support/communication with highway safety officer
  - Competing priorities with law enforcement
- Staff turnover
  - Current TMVIPP coordinator began at the end of YR II
- Seatbelt & Child Safety Seat Laws passed prior to TMVIPP
- IHS. Partnership
  - Familiar with data collection
  - Primary role to collect CSS and seat belt use data

Project Sustainability

- FHWA implementation application
- Completion of RST safety management plan
- TIPCAP funding
- Education/awareness publicity PSA’s
- Child safety Seat distribution
- TMVIPP activities in RST PD regular routine
Pine Ridge Indian Reservation

- Land-based Tribe
- South Central South Dakota (near NE border)
- 4,844 square miles/3.1 million acres
- 3 counties/9 districts (multiple communities)
- 44,824 enrolled Oglala Sioux Tribal members

Traffic Safety at Oglala Sioux Tribe

- Department of Public Safety
  - Law Enforcement Services PL 638 Charter
  - Shared Office Space
    - Highway Safety Troopers
    - TIPCAP Specialist
    - Development & Compliance Manager
    - TMVIPP Coordinator are in 1 office
- Oglala Sioux Tribe Court System
  - 1 Traffic Court
  - 2 Civil Courts
  - 2 Criminal Courts
  - 1 Juvenile Court

TMVIPP Objectives

1. Increase Seat Belt use by 5% per year for 4 years (20% from baseline)
2. Reduce Motor Vehicle Crash (MVC) severe injuries and fatalities resulting from alcohol/drug impaired by 2.5% per year for 4 years
3. Strengthen existing Tribal seat belt use law
4. Strengthen existing Tribal DUI/DWI laws

Questions

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Oglala Sioux Tribe

Connie Johnson
Coordinator
(605) 867-8170
cjohnson@ostdps.org

Collaboration: Sacred Cargo Coalition

TMVIPP Coordinator
IHS TIPCAP Coordinator
BIA Indian Highway Safety Officer(s)
IHS Office of Environmental Health & Engineering (OEH)

Partnership
Indian Highway Safety, TIPCAP, OSTDPS, TMVIPP
### TMVIP Project Activities Summary

<table>
<thead>
<tr>
<th>Events/Activities</th>
<th>Year I</th>
<th>Year II</th>
<th>Year III</th>
<th>Year IV</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhanced Occupant Restraint Use Enforcement</td>
<td>15</td>
<td>14</td>
<td>10</td>
<td>0</td>
<td>44</td>
</tr>
<tr>
<td>Enhanced DUI Enforcement</td>
<td>8</td>
<td>8</td>
<td>7</td>
<td>4</td>
<td>27</td>
</tr>
<tr>
<td>DUI Checkpoints</td>
<td>20</td>
<td>32</td>
<td>17</td>
<td>2</td>
<td>71</td>
</tr>
<tr>
<td>Presentations</td>
<td>10</td>
<td>11</td>
<td>8</td>
<td>8</td>
<td>37</td>
</tr>
<tr>
<td>Educational Booths</td>
<td>7</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>14</td>
</tr>
<tr>
<td>Posters Contests</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>4</td>
</tr>
</tbody>
</table>

### Policy Change Activities

**Proposed DUI Code**
- .079 BAC or higher and/or drugs (prescription or illegal)
- Offenses range:
  - $200 fine and 90 days in jail, to
  - $3000 fine and 1 year in jail
- 1st time offenders offered chance to participate in a diversion program

**Proposed DWI Code**
- .08 BAC or higher
- Offense range:
  - $500 & 3 months in jail to
  - $5000 fine & 1 years in jail
- Diversion program, DWI classes, 6 months probation
- No Plea out of a DWI Charge

### Media

One hour weekly radio talk show on KILI Radio. Indian Highway Safety, Dept. of Public Safety, TIPCAP, TMVIP, & invited guests discuss upcoming campaigns, seat belt use, distracted/impaired driving, and child safety seats.

### Oglala Sioux Tribe Occupant Seat Belt Use, 2007–2013

<table>
<thead>
<tr>
<th>Year</th>
<th>Oglala Sioux</th>
<th>South Dakota</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>10.0%</td>
<td>82.0%</td>
<td>87.0%</td>
</tr>
<tr>
<td>2009</td>
<td>12.0%</td>
<td>77.0%</td>
<td>72.0%</td>
</tr>
<tr>
<td>2011</td>
<td>32.0%</td>
<td>77.0%</td>
<td>45.0%</td>
</tr>
<tr>
<td>2013</td>
<td>83.0%</td>
<td>84.0%</td>
<td>84.0%</td>
</tr>
</tbody>
</table>

### MVCs Total, MVCs with Either Injuries or Fatalities, and Traffic Safety Enforcement Summary, 2010-2014

<table>
<thead>
<tr>
<th>Program Years</th>
<th>MVCs Total</th>
<th>MVCs w/Inj or Fatl</th>
<th>Seatbelt Citations</th>
<th>CSS Citations</th>
<th>DUI Arrests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Project (2009-2010)</td>
<td>2039</td>
<td>1286</td>
<td>448</td>
<td>648</td>
<td>617</td>
</tr>
<tr>
<td>Year I (2010-2011)</td>
<td>318</td>
<td>106</td>
<td>32</td>
<td>36</td>
<td>39</td>
</tr>
<tr>
<td>Year II (2011-2012)</td>
<td>248</td>
<td>76</td>
<td>17</td>
<td>31</td>
<td>250</td>
</tr>
<tr>
<td>Year III (2012-2013)</td>
<td>209</td>
<td>127</td>
<td>147</td>
<td>204</td>
<td>143</td>
</tr>
<tr>
<td>Year IV (2013-2014)</td>
<td>62</td>
<td>20</td>
<td>2</td>
<td>4</td>
<td>17</td>
</tr>
</tbody>
</table>
**TMVIPP Project Challenges**

- Staff turnover
  - Tribal Motor Vehicle Injury Prevention Program Coordinator (n=5 in four years)
  - Chief of Police
  - Managers
  - Financial Officer
  - Tribal Court Staff
- Tribal Politics (proposed laws pending with committee)
- Transportation
- Documentation

**Key Successes/Lessons**

- Dedicated participants
- Maintaining a strong coalition
- Education to our tribe on "Issues of Importance"
- Communication is our most valuable tool

**Sustainability**

- Seat Belt & Child Safety Seat Traffic Codes
  - Proposed, passed, and included raised fines
- DWI/DUI:
  - Proposing higher fines and penalties
- Ongoing—Education, Outreach
  - Billboards at all entrances onto the Pine Ridge reservation
  - Will change every two years
- MVC Fatality Banners
  - Small signs displaying photos of lost crash victims

**“Thank You” QUESTIONS?**

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Oglala Sioux Tribe  
Department of Public Safety  
Tribal Motor Vehicle Injury Prevention Program Coordinator  
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cljohnson@ostdps.org

**Sisseton-Wahpeton Oyate Injury Prevention Program**

Presented by Shannon White, SWO Injury Prevention Program Manager

**SWO Injury Prevention**

- SWO is located in Northeastern SD
- Population: 5k on Rez
- Checkerboard jurisdiction
- Tribal Police main partners
- Primary laws
SWO IP Strategies

- Sobriety Checkpoints
- Law changes
- Restraint Checkpoints
- Participation in enforcement campaigns

SWO IP Goals and Objectives

- Goal 1: To reduce severe injuries due to motor vehicle crashes as reported in Severe Injury Surveillance System (SIS5) by 20% (from 15 per year to 13 per year) and fatalities due to motor vehicle crashes by 30% (from 6 per year to 4.2)
- Goal 2: Reduce the number of alcohol related severe injuries by 18% in 2015 (from 38% in the 2005-2007 Severe Injury Surveillance System (SIS5) to 20% in 2015.
- Goal 3: To build capacity in the tribe by maintaining and strengthening the Community Injury Prevention Team (CIPT)

Key Partners

- Law Enforcement
- Tribal Courts
- Roberts County Alive
- Media
- CIPT

Results

- 90 enforcement events (beginning of project year through May 2014)
  - 49 Sobriety Checkpoints
  - 41 Seatbelt Checkpoints
  - 72 citations
  - 24 arrests
  - 3435 contacts made

Figure 1. SWO Seatbelt Use Summary, 2005-2012

<table>
<thead>
<tr>
<th>Year</th>
<th>Driver</th>
<th>Passenger</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year I</td>
<td>20.0%</td>
<td>34.0%</td>
<td>25.0%</td>
</tr>
<tr>
<td>Year II</td>
<td>42.3%</td>
<td>42.0%</td>
<td>42.2%</td>
</tr>
<tr>
<td>Year III</td>
<td>50.0%</td>
<td>42.0%</td>
<td>47.9%</td>
</tr>
<tr>
<td>Year IV</td>
<td>56.0%</td>
<td>52.0%</td>
<td>53.4%</td>
</tr>
<tr>
<td>Year V</td>
<td>58.0%</td>
<td>59.0%</td>
<td>56.6%</td>
</tr>
<tr>
<td>Year VI</td>
<td>58.0%</td>
<td>58.0%</td>
<td>55.0%</td>
</tr>
<tr>
<td>Year VII</td>
<td>58.0%</td>
<td>58.0%</td>
<td>55.3%</td>
</tr>
<tr>
<td>Year VIII</td>
<td>56.3%</td>
<td>58.0%</td>
<td>54.2%</td>
</tr>
</tbody>
</table>

Driver: 20.0%  42.3%  50.0%  56.0%  58.0%  58.0%  58.0%  56.3%
Passenger: 34.0%  42.0%  42.0%  52.0%  59.0%  58.0%  58.0%  58.0%
Overall: 25.0%  42.2%  47.9%  53.4%  56.6%  55.0%  55.3%  54.2%
Sisseton Wahpeton Oyate Tribe TMVIP MVCs Total, MVCs with Either Injuries or Fatalities, and Traffic Safety Enforcement Summary, 2010-2014

Challenges
- Indian Highway Safety Officers
- Tribal Politics
- Tribal Boards/Committees
- Youth Council
- Staff absence

Interesting outcomes
- Police and youth
- Teen Court
- Outside funding had an impact

The future of SWO IP
- SWO Health Plan 638 funds
- Policy changes
- Law changes
- Indian Highway Safety funding
- Federal Highways funding

Questions?
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  SWO IP Program Manager
  605-742-3647
  shannondeliawhite@hotmail.com

Thank you!