

A CULTURE OF SAFETY

Creating and Preserving Change in Tribal Communities

By: Monte Yazzie



Salt River Pima-Maricopa Indian Community



Injury Prevention Program

The Injury Prevention Program was established in 2015 to provide data driven and evidence based interventions that target areas of unintentional injury concern, primarily elder fall prevention and opioid drug abuse prevention. It is our goal to raise the health status and decrease injuries for the

Community through increased communication with Community members, collaboration with SRPMIC programs, and establishing effective strategies within our program structure.



1 ELDER FALL PREVENTION

- *Yoga for Fall Prevention*
- *Tai Chi for Fall Prevention*
- *A Matter of Balance*

2 OPIOID ABUSE PREVENTION

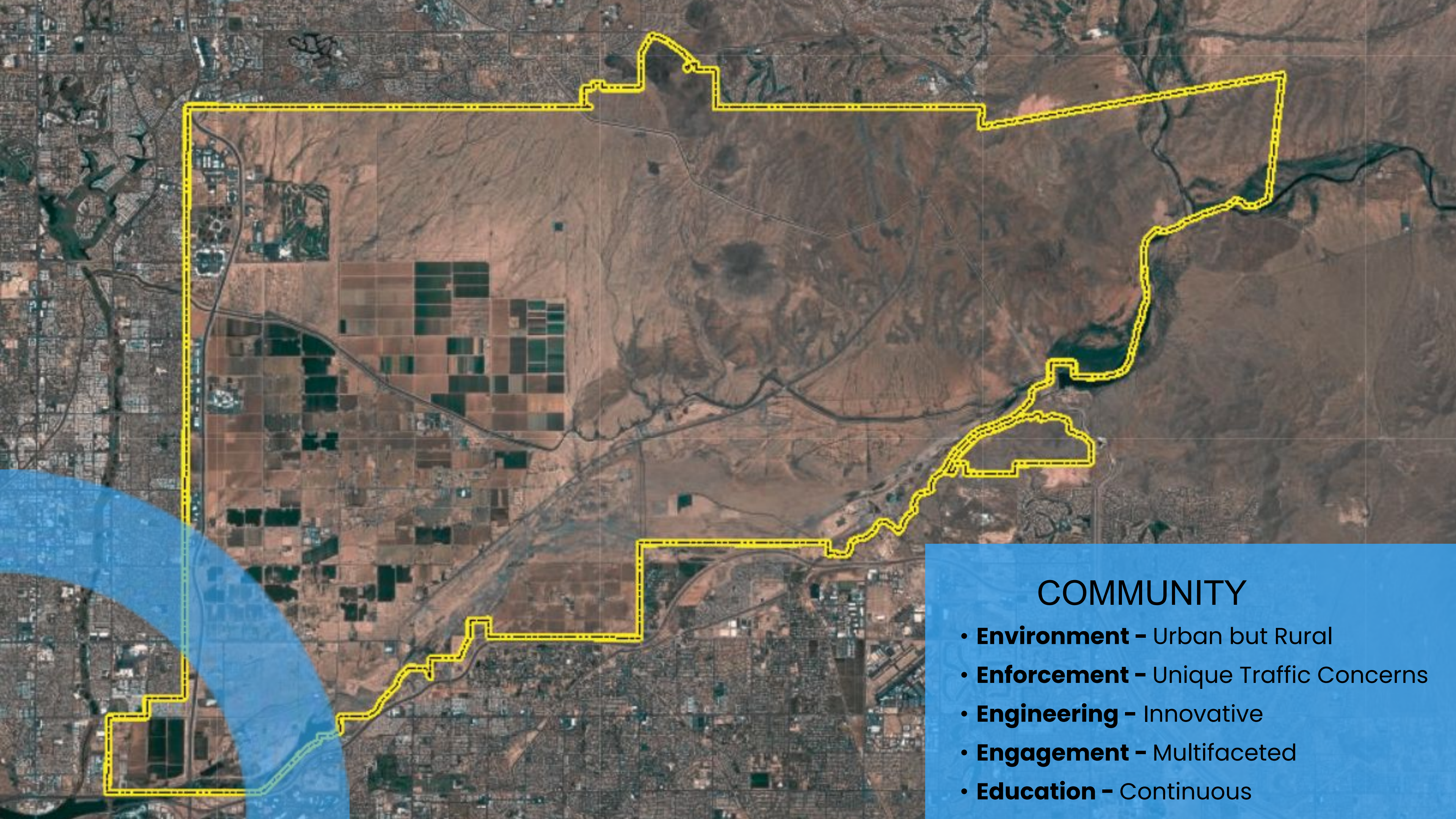
- *Opioid Lock Box Program*
- *Drug Deactivation Bags*

3 CHILD PASSENGER SAFETY

- *Child Passenger Safety Seat Distribution*
- *Child Passenger Safety Technician Training*

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COMMUNITY

- **Environment** - Urban but Rural
- **Enforcement** - Unique Traffic Concerns
- **Engineering** - Innovative
- **Engagement** - Multifaceted
- **Education** - Continuous



OCCUPANT SAFETY

Enforcement Ordinance: Primary Law for both car seat belt and child car seat use in motor vehicle.

Texting Ordinance: Primary Law enforcing NO TEXTING while operating motor vehicle. Youth driven campaign.

Data-Driven Programming: Observational Surveys, Motor Vehicle Crash Data, and Focus Group Surveys provide targeted pathways.

CHILD PASSENGER SAFETY

Distribution, Education, and Advocacy



- Safety is our Priority
- Education before Installation
- Community Advocates
- On-Going Training

DATA TRACKING / AWARENESS

Guided by Data

Mission: Our goal for transportation safety is to leave the families we serve safer than when they arrived.

2022 Data Points



Observational Surveys



Car Seat Usage



Distribution Rates



SHAPING OUR MESSAGE

How do we tell the story of safety?

- **Representation Matters**
- **Cultural Competency**
- **The Reality of the Situation**
- **Understanding our Audience**



MEDIA ENGAGEMENT

Find Your Best Advocates

NT

Public Service
Announcements



Melissa
Salt River Tribal Library



President Martin Harvier
Salt River Pima-Maricopa Indian Community



SUCCESS
BARRIERS

- Engagement
- Enforcement
- Staffing
- Demand



THANK

Questions?

YOU