

Community Needs Assessment for Portland Metro Safe Kids Coalition, Oregon

About 3.4 million people live in Oregon, and of those, 1.4 million people (40%) live in the Portland Metro area (Multnomah, Clackamas, and Washington counties). The Portland Metro area is the 25th largest media market in the U.S. and is home to the major television stations in the state, as well as the state's daily newspaper, *The Oregonian*. It also is home to about 40% of the state's children ages 0-14. Roughly 87% of the state is white, with 8% Hispanic, 3% Asian, 1.7% Black, and 1.7% American Indian. Oregon is currently ranked as the state with the third highest unemployment in the nation.

The Metro area also houses the two Level 1 trauma hospitals in Oregon (Oregon Health & Sciences University and Hospital, Legacy Emanuel Hospital), the Oregon Burn Center, the Oregon Poison Center, and the state Health Division (home of the Oregon Safe Kids Coalition).

I. Population Data

1. **Number** of children ages 14 and under in the geographical coverage area: 311,823

Ages 0 to 4 years	105,121
Ages 5 to 9 years	104,623
Ages 10 to 14 years	102,079
TOTAL	311,823
<i>Data source: U.S. Census, 2003</i>	

2. **Percent** of the Metro area that is:

White	83.0%	Rural	8%
Black	3.0%	Urban	92%
Asian/ Pacific Islander	6.0%		
American Indian/Alaska Native	0.8%		
Hispanic	8%		

Note: Not 100%. Census Bureau has other race categories.

Clackamas County is predominantly white (91.3), whereas Multnomah County has the largest percentage of Black residents (5.7%), and Washington County has the largest percentage of Hispanic or Latino (11.2%). Multnomah and Washington counties each have 5.7% and 6.7% Asian residents, respectively. Roughly 15% of the families in the metro area speak another language than English (Spanish, Slavic languages, Vietnamese, Chinese, Laotian).

3. **Percentage** of children living in poverty in Metro area (according to the U.S. Census Bureau):

Ages 5 and under in poverty	12.3% (12870/104913)
Ages 17 and under in poverty	7.8% (28953/369472)

In the Metro area, there are 361,000 families with children, of which 6.2% (22,509) are below 1999 poverty levels, with more than half of those living in Multnomah County (12,593). In Oregon, low-income families receive health care services from the county health departments, and social services from the Social Delivery Area hub offices, that provide a one-door stop for all services needed.

Source(s) for Population Data: **U.S. Census Bureau, Census 2000**

II. Injury Data

A. Fatalities (Mortality)

From 1999-2003, 252 children ages 0-14 died from unintentional injuries in Oregon, with 78 (31%) of those occurring in the Metro area. For injury related hospitalizations, this percentage is higher, with roughly 39-45% of hospitalizations among children aged 0-14 occurring among Metro area children. From 1999-2002, unintentional injury deaths to children aged 0-14 decreased by 24%. The following data is death certificate data for 1999-2003 for the tri-county Metro area.

1999-2003 Unintentional Injury Deaths to Children aged 0-14 in the Portland Metro Area, Oregon

Ages:	<1	1 - 4	5 - 9	10 – 14	Total 0 - 14
All unintentional injury	13	23	14	28	78
Includes machinery (1), struck by or against (5), other land transportation (2), other/unspecified (1)					
Specific risk areas:					
Motor vehicle occupant injury	2	8	7	19	36
Drowning	0	7	2	2	11
Pedestrian injury	0	1	0	1	2
Airway obstruction injury*	9	1	1	1	12
Fire and burns	1	3	1	1	6
Bicycle-related injury	0	0	0	0	0
Unintentional firearm injury	0	0	0	0	0
Falls	1	0	1	0	2
Poisoning	0	0	0	0	0
Total specific risk areas	13	20	12	24	69

*Referred to as “Suffocation” in mortality data

Source(s) for Mortality Data: **Oregon Death Certificate Files, 1999-2003**

B. Non-Fatal Injury (Morbidity)

In Oregon, during 1998-2002, 6627 children aged 0-14 years were discharged from Oregon hospitals for an injury related cause. Treatment costs exceeded 61 million dollars. The mean length of stay was approximately 3 days and the mean age was slightly above 7 years. The leading cause of admissions was falls (2368). This was followed by motor vehicle traffic crashes (1076), being struck by or against an object (455), poisoning (445) and pedal cyclist, other (429).

Forty percent of the children discharged (2667) were from the Portland metro area. Treatment costs were nearly 25 million dollars. The mean age was slightly less than 7 years and the mean length of stay was 2.38 days. The leading causes of hospitalizations for Metro area children were the same as those for children throughout the state, except that Pedal Cyclist was slightly higher than poisonings.

Leading causes of hospitalizations, 1998-2002, Portland Metro Area Children aged 0-14

Falls	1063
Motor Vehicle traffic	479
Struck by, Against	179
Pedal Cyclist, other	167
Poisoning	149
Other Specified	141
Fire/Burn	109
Suffocation	59
Drowning/submersion	26
Pedestrian, other	16
Total hospitalizations	2667

The above data was provided by Oregon Safe Kids Coalition, which is housed in the Injury Prevention & Epidemiology Section of DHS Health Services. Director is the State Epidemiologist, Mel Kohn, MD, MPH. The data included in this report was provided by the Injury Epidemiologist, Janice Alexander, Ph.D. OSK Coalition has access to hospital discharge data, trauma data, child fatality review data, National Violent Death Reporting Surveillance Data, death certificate data, and medical examiner data. With the State Coalition housed in Portland, access to data and partnership on research projects is available to the Metro Chapter.

For example, using trauma data, a workgroup was able to geocode address of incident for falls and found that children under 5 were sustaining injuries from second-story windows and buildings in the Aloha region of Washington County, and 5-9 year olds were incurring injuries from playgrounds in North Portland (Multnomah County). Using this data, Oregon Safe Kids Coalition and members of the Metro Chapter joined with OHSU's Think First Program to submit a proposal to the Injury Free Coalition for Kids to support a falls intervention effort, which was awarded.

While pulling trauma data for falls, the workgroup found that children with scooter, inline skate and skateboard injuries are e-coded as falls. During 2000-2003, 77 children were entered into the trauma system for injuries sustained while on scooters, inline skates, and skateboards, and totaled 2 million in hospitalization costs. The leading injury area was head in 77% (59) of the cases, and

included 2 deaths due to head injuries. This data was used to support legislation last session to expand Oregon's bike helmet law to include helmets while on scooters, inline skates, and skateboards. The law went into effect on January 1 of this year. Overall observed helmet use in Oregon (ODOT, annual count) has gone from a high of 50% use for children under age 16 in 1996, to the current use of about 38%. However, observed helmet use at 4 Portland sites (3 middle schools and 1 elementary school) was 51%.

C. Injury Risks

Motor Vehicle Traffic

Oregon Department of Transportation, Transportation Safety Division supplies observational data on a variety of child occupant restraint issues annually. The latest data is August 2003 and is categorized as Portland city and Portland suburban.

	<u>Portland City</u>	<u>Portland Suburban</u>	<u>Statewide</u>
Ages 4-15 riding unrestrained:	6%	4%	6%
Ages 0-4 not in a child safety seat:	24%	20%	27%
Of the children ages 0-4 not in a child safety seat, how were the children in the vehicle?			
Held by seat belt	98%	93%	92%
Held by passenger	0%	2%	2%
Not held, unrestrained	2%	5%	6%
Of the children ages 0-4, where was the child safety seat located in the vehicle?			
Rear Seat	96%	97%	97%

Bicycle Helmet

ODOT also provides annual observational data on bicycle helmet use among children under the age of 16, statewide. Observational data for 2003 included children riding to school on bikes, scooters, inline skates and skateboards.

	<u>Statewide</u>	<u>Portland Sites</u>
Observed helmet use, children under 16	38.0%	51%

Smoke Alarms

The Office of the State Fire Marshal (OFSM) collects data on whether a smoke alarm was present during a fire. Based 2002 data, it is estimated that 75% of homes with children have working smoke alarms in Multnomah County, and 60% of homes with children have working smoke alarms in Washington County. Estimates for Clackamas County are unavailable. However, combining the households with children in the three counties equates to 152,000 households. Applying percentages of 75 and 60 to this number, shows approximately 91,000-114,000 households with children have working smoke alarms, and 38,000-61,000 do not.

Lead Paint

The Office of Environmental Health at DHS Health Services manages a lead paint-based screening program for children. Using U.S. Census data, they estimate that 24% of the homes in the Portland Metro area were built pre-1950 with lead paint. In Multnomah County (including Portland City proper) this number is closer to 40-45%.

Other Poisoning/Cardiovascular Agents

The Injury Prevention & Epidemiology Section at DHS Health Services and the Oregon Poison Control Center are working on a case file study to determine why the leading cause of poisonings to children are cardiovascular agents (heart medications). A hypothesis is that children are gaining access to this medication while either visiting an elderly relative or friend, or are being cared for in the home of an elderly relative or friend. Case files will be pulled at the two Level 1 trauma hospitals in the Portland area by August 2004. A report, with recommendations and prevention implementation plans for the Metro Chapter will be forthcoming. According to U.S. Census data, 20,700 grandparents live in the home with children under 18 years old, in the metro area.

III. Community Experience in Injury Prevention

In the early 1980s, when the first Children's Injury Prevention Program Coordinator was hired at the state Health Division, a group of injury prevention specialists was formed. It included representation of the two Level 1 trauma hospitals, the Portland branch of the Consumer Product Safety Commission, the local ambulance provider (American Medical Response), and the public information and education coordinators from several fire districts. As new opportunities in injury prevention came to Portland, the group expanded and took on other collaborative efforts. In 1997, several members with a Portland focus (rather than a statewide focus) formed a committee to enable the implementation of the pilot program Risk Watch. The core members of the Risk Watch Committee were Portland Fire Bureau, public education officers from various area fire departments, Legacy Emanuel's Trauma Nurses Talk Tough, OHSU Think First, The Child Safety Seat Resource Center (Acts Oregon), the American Red Cross, American Medical Response and others. The function of the group was to teach units of the Risk Watch curriculum to area elementary and middle schools.

In 1999, the Risk Watch Committee changed its name to the Metro Injury Prevention Coalition (MIPC) and made efforts to broaden the scope of organizations involved to better address the prevention needs of the community. Two of the most active organizations in Clackamas and Washington counties became chapters of Oregon Safe Kids Coalition (Safe Kids of Washington County and Mt. Hood Area Chapter). With limited resources available from organizations to dedicate to prevention efforts, less emphasis was placed on teaching Risk Watch, and more emphasis was placed on collaborating and coordinating the many injury prevention efforts and opportunities throughout the Metro area.

In 2003, recognizing an on-going heavy emphasis in Safe Kids activities, the MIPC formally changed its name to the Metro Area Safe Kids Chapter. Discussions on how to pull the three chapters together as a coalition to meet the needs of the entire Metro area took place between 2003-2004. An organizational chart of all 3 chapters and the agencies involved is included in this application proposal. The Safe Kids Portland Metro Coalition will be governed by an Executive Committee, formed by the three chapter coordinators and Acts Oregon, and staffed by a Coalition Coordinator.

I. Current Injury Prevention Activities

The Portland Metro area has been rich in injury prevention programs for many years. Our community partners continue to gain momentum and status in injury prevention activities--by gaining Safe Kids Chapter status, by forming a falls prevention project, and by focusing on child passenger safety through increasing the number of CPS technicians in the Metro area. Additionally, the group collaborates on several high-profile events annually:

- ◆ **Safe Kids Day at the Oregon Zoo (May).** This National Safe Kids Week event is supported by more than 15 organizations, between 130-170 volunteers, and is co-coordinated with the State Coalition. This event reaches between 4,600 and 10,000 participants, and key audience members are Head Start and Campfire. In 2004, there were 5200 participants and Johnson & Johnson filmed the event for National Safe Kids Week.

- ◆ **Oregon Museum of Science and Industry (OMSI) Safety Safari (October).** Several members of the Metro Chapter participate with interactive displays. Sponsors include Portland General Electric and the Northwest Osteopathic Medical Foundation. Public participation ranges between 3-4,000 each day for this two-day event.

- ◆ **Legacy Health Systems' health and safety fairs (April & September).** There are two annual events, one at Legacy Emanuel, Portland, and one at Legacy Mt. Hood (east county). Attendance ranges from 2-3,000 at the Portland event, to 4-5,000 at the Mt. Hood event. The event includes participation by approximately 6 Chapter organizations. These annual events include a helmet sale, safety stations, and a child safety seat clinics. Blue Cross Blue Shield of Oregon has been a past corporate sponsor.

- ◆ **Mt. Hood Area Safe Kids Safety Day (August).** This annual safety fair in the east county area combines safety education by 15 organizations and a child safety seat clinic. Annual participation ranges from 350 to 500.

A. Risk/Injury Areas and Coalition Participants

Falls

Oregon Health & Sciences University/Think First Program & Injury Free Coalition for Kids Project

- * Community intervention in Aloha (Washington County) to target prevention of second-story falls by children. Large coalition developed to implement project, including several Metro partners, with key partners Tualatin Valley Fire & Rescue (Bugs Out/ Kids In Project).
- *Community intervention in North Portland (Multnomah County) to target prevention of falls from playground equipment.

Motor Vehicle Traffic

OHSU's Think First Program

- * Provides about 60 school based programs annually reaching 22,000 students.
- * Distributes 150 Think First injury prevention curriculums annually.
- * 75 Parent/child workbooks distributed

Hillsboro Fire Department (Safe Kids Washington County)

- * Supports 3 SKBU clinics, 4 workshops and 1 Technician course at Tuality Hospital annually.

American Medical Response

- * Have trained 17 staff members—1 instructor, 4 technicians and 12 installer-level trained. *
- * Provides training at 4 Tech courses and staff at 20-30 clinics in Metro area, annually.
- * Coordinates 4 clinics and provides individual CPS inspections.
- * Co-coordinators of Mt. Hood Area Safe Kids Chapter, on Advisory Board for Acts Oregon and member of Special Needs Task Force.
- * Provides 50 safety belt education presentations to preschool and elementary school classes.
- * Coordinate Every 15 minutes and DUII prevention presentations at 4-7 high schools a year.

Legacy Emanuel's Trauma Nurse Talk Tough Program

- * Sponsor the hospital's Child Safety Seat Program, which organizes 3 high-volume child safety seat clinics, 3 community workshops, and various trainings to hospital staff, in addition to providing CPS information in monthly new parent courses.
- * Provides various educational course targeting students in schools, and high-risk drivers through court system, including safety belt violators.
- * Participates in statewide Special Needs Task Force and annual Child Passenger Safety Week statewide promotion. Has been the site for a number of CPS press conferences.

Acts Oregon

- * Lead organization in Oregon for Child Passenger Safety. Participated or organized more than 30 child safety seat clinics in the Metro Area., and approximately 1,650 seats checked.
- * Maintains Child Safety Seat Resource Center, 800 line, and CPS activity website (www.childsafetyseat.org).
- * Coordinates clinics, workshop and Tech trainings with Oregon Safe Kids Coordinator.
- * Conference organizers for annual statewide Traffic Safety Conference.
- * Publishes Traffic Safety Connection monthly to 1200 subscribers.

Water Safety

OHSU's Think First Program

- * See school programs (bike/mv traffic)

Hillsboro Fire Department

- * Annual water safety event at Hagg Lake, distribution of lifejackets

American Medical Response

- * Sponsors River Rescue Team stationed on Sandy River with 22,000 visitors and Clackamas River with 5,200 visitors
- * Provides water safety education at schools, health fairs, and while on duty.
- * Coordinates lifejacket loaner kiosks at both river sites (about 1500 loaned per summer)

American Red Cross, Portland Chapter

- * Participate with interactive displays at Mt. Hood Area safety fair, SK Day at Zoo.

Helmet/Bike Safety

Think First Program

- * School programs focusing on brain/spinal cord injury prevention (see mv safety).
- * Distribution of 2,000 helmets annually to schools implementing curriculum

Legacy Emanuel's Trauma Nurses Talk Tough

- * Provide more than 100 school programs annually

- * Provide several low-cost helmet sales per year, distributing more than 5,000 helmets annually

American Medical Response

- * Sponsor the Bike Medics project (medical coverage at events) and assist with bike helmet fittings and distribution programs with Metro partners.
- * Distribute 50 helmets annually.

Fire/Burn Safety

Hillsboro Fire Department

- * Recipient of \$25,000 Safe Kids grant to target fire safety messages to Latino population in western Washington County.

Portland Fire Bureau

- * Provide community smoke alarm programs, youth firesetting intervention programs, business safety programs, and senior safety programs. Total contacts for public education staff is 81,634 with 6,281 in program delivery.

- * Developed 10 fire and life safety Public Service Announcements with Channel 8 KGW television.

- * Opened new Fire and Life Safety Museum

Sandy & Boring Fire Districts

- * Provides multiple fire prevention education in schools, open houses, and at other venues.

- * Sponsors annual Mt. Hood Area Safe Kids health and safety fair

- * Provides CPR and first aid training to more than 100 individuals annually.

Firearm Safety

Ceasefire Oregon & Million Mom March

- * Provide safe storage education at SK Day at Zoo, Mt. Hood Area Safe Kids health fair.

- * Key participant with firearm injury related legislation.

Poison Prevention

Oregon Poison Center

- * Participates at SK Day at Zoo, OMSI Safety Safari, Mt. Hood SK health fair.

- * Participant with Oregon Safe Kids Coalition on special study with cardiovascular agents.

2. Relevant state and local laws

<u>Risk Area</u>	<u>Target Population</u>	<u>Summary</u>
1. Seatbelt	All Ages	Primary enforcement law for all passengers, all seating positions. \$97 penalty.
2. Child restraint	0-6	Child restraints must be used correctly, 0-20 pounds rear-facing and 12 months, 20-40 pounds or 4 years forward facing, 4 to 6 or 40-60 pounds in a booster seat.

3. Helmets	Children under 16	Helmets must be worn while on bikes, scooters, inline skates and skateboards.
4. Cribs	All	Cribs that are more than 10 years old or do not meet Oregon safety guidelines cannot be sold or returned to the stream of commerce.
5. Life jackets	Children under 12	Must be worn at all times while boating.
6. Pick-up trucks	Children under 18	Prohibited from riding in the bed of pickups.
7. Smoke alarms	All	All new construction requires hard-wiring of smoke alarms, and only 10-year lithium battery-operated smoke alarms can be sold in Oregon.

3. Resources Available for Injury Prevention

The Portland Metro Area Safe Kids chapter has had the benefit of well-established, well-evaluated, and fully funded programs for many years. Many of the members of the Metro Safe Kids Chapter are also on the state coalition’s advisory board. As health organizations, emergency services providers and others dedicated to preventing childhood injuries, we have had the benefit of support from community groups, local businesses, hospitals, media, local insurers and political support for legislative and other causes including:

- Safe Kids Day at the Zoo
 - Johnson & Johnson (West Coast)
 - The Nocturnal Eye
 - Oregon Safe Kids Coalition
 - Oregon Marine Board
 - All 15 organizations participating

- Child Safety Seat Clinics
 - Legacy Health Systems
 - Tuality Hospital and Health Clinic
 - Safeway
 - State Farm
 - Burgerville
 - Beaverton Optimists

- Health Fairs
 - Crystal Springs
 - Papa Murphys
 - Food for Less
 - Sandy Kiwanis

Past media partners have included numerous radio stations, Fox 12, News Channel 8 (Portland Fire Bureau), cable program—Hola Hola, cable program on Univision—City Con Nelly, among others.

Please provide contact information for the person who will be in charge of the coalition's data collection activities.

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