

Title of Intervention: Baby, Be Safe

Intervention Strategies: Individual Education

Purpose of the Intervention: To increase use of child injury prevention measures

Population: Parents of children aged 6-20 months

Setting: A primary care pediatric clinic in Washington DC; health care facility-based

Partners: None mentioned

Intervention Description:

- Individual Education: A computer program was used to create tailored communications on child injury prevention for parents. Parents attending a pediatric clinic were shown how to use the computer and were randomized to receive either tailored or generic information regarding injury prevention practices. Parents spent 10-15 minutes answering a series of assessment questions. Based on their responses, injury prevention handout pages were immediately printed on a printer located at the computer station.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Computer, Filemaker Pro, printer, paper, ink
- Evaluation: Computer assessment

Evaluation:

- Design: Randomized Controlled Design
- Methods and Measures: Outcome measures of interest included parent's child safety behaviors relevant to prevention of car injuries, burns, drowning, falls and poisoning as well as intentions to adopt child safety behaviors and beliefs about preventive behaviors.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: At follow-up, participants who received tailored information reported greater adoption of home and car safety behaviors than those receiving generic information. In addition, within the tailored information group, those who discussed the information with their physician showed significantly greater change than those who did not.

Maintenance: Not mentioned

Lessons Learned: Findings support the use of office-based tailored injury prevention education as a component of routine well-child care.

Citation(s):

Nansel, T. R., N. Weaver, et al. (2002). "Baby, Be Safe: the effect of tailored communications for pediatric injury prevention provided in a primary care setting." *Patient Educ Couns* 46(3): 175-90.