

Title of Intervention: Project KISS (Kids in Safety Seats)

Website: <http://www.fha.state.md.us/ohpetup/kiss/>

Intervention Strategies: Campaign and Promotions, Environments and Policies, Provider Education

Purpose of the Intervention: To increase car seat use

Population: Parents of babies and young children, health care providers

Setting: Local health departments in the county and city; community-based

Partners: The Health Education Center and Maryland Department of Health and Mental Hygiene

Intervention Description:

- Campaign and Promotions: This strategy included films, presentations to the public, posters and pamphlets.
- Environments and Policies: This strategy included car seat loaner program, development of Child Passenger Safety Associations and legislative efforts.
- Provider Education: This strategy included presentations to Health Professional Associations and staff development (in-service training, resource manual).

Theory: PRECEDE Framework

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Loaner car seats, films, presentation materials, posters, pamphlets, media, resource manuals
- Evaluation: Observers, questionnaires, documentation of number of programs in operation, materials distributed and training sessions conducted

Evaluation:

- Design: Cohort, cross-sectional
- Methods and Measures:
 - Correct car seat usage (proper use of car seat straps, automobile safety belt, and tether strap) was measured by observations of parents leaving the local health department parking lot and community sites (toy stores and shopping centers).
 - Structured questionnaires were mailed to program participants to assess continued use of car seats after child outgrew the initial infant seat.
 - Changes in mortality and morbidity rates of motor vehicle accidents among target population were determined using accident reports from the State Police.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Observations show overall correct usage rates to be significantly higher in intervention sites as compared to control sites. The great majority of participants reported obtaining a safety seat after they returned the infant loaner seat. Mortality and morbidity rates of motor vehicle accidents remained stable pre/post intervention

Maintenance: The program is still in effect.

Lessons Learned: Effective health education programs are more likely to occur when careful diagnosis of a target group's health and behavioral problem precedes program design and implementation. Project KISS illustrates how one such health education diagnostic model, the PRECEDE approach, can be applied.

Citation(s):

Gielen, A. C. and S. Radius (1984). "Project KISS (Kids in Safety Seats): educational approaches & evaluation measures." *Health Educ* 15(5): 43-7.