



RICHLAND COUNTY INJURY PREVENTION TEAM

Work Plan 2013-2014

GOAL: Decrease Preventable Injuries and deaths related to them
To uphold the vision of Richland County as developed from the Community Conference:

We envision Richland County as being a healthy community.

Comprised of Healthy Individuals, Economically Thriving Businesses and Clean ~ Safe Place that families can grow.

- Welcoming & Embracing
- Sustainably & Self Reliant
- Safe & Healthy with a variety of services to access
 - Building & Maintaining adequate information
 - Safeguarding clean air & water

PROBLEM:

Referencing DPHHS draft of “A plan to Improve the Health of Montanans” Unintentional injuries cause almost half of all deaths amount children, teen, & young adults. Four out of five people who die in vehicle crashes are unrestrained by seat belts or age-appropriate car seats.

- Montana Traffic Safety Problem Identification, FY 2011 ranks Richland County 30 in overall traffic safety and severe crash and, 42 in mortality related to crashes
- Montana Department of Transportation showed 15% of interstate traffic is Semi's, in Richland County 40% of traffic between Sidney & Fairview is Semi's
- Sidney Health Center reported 270 visits to the Emergency Room related to Motor Vehicle Crashes
- County Health Rankings shows Richland County had 22 deaths related to Vehicle Crashes in 2012

Referencing Elsevier's Accident Analysis and Prevention 2003 and 2009, 202 oil and gas extraction workers died as a result of a motor vehicle crash. Motor vehicle-related fatalities accounted for 28% of all oil and gas extraction work-related fatalities during this 7-year period and were the leading cause of death. Pick-ups were the most common type of vehicle, followed by semi-trucks. Half of the workers who died were either not wearing a seat-belt or were ejected from the vehicle and a presumably, not belted.

The “Energy Boom” conveys special circumstances to our county. Not only with increased traffic but increased residents both permanent and temporary. Although North Dakota aligns with national efforts in changing the personal habits of vehicle operators their laws differ from Montana. A portion of our media sources are North Dakota based making it difficult to bring focus on Montana and Richland County efforts.

RICHLAND COUNTY TRAFFIC COUNT

	2009	2010	2011
Central Ave. N of Holly Sidney	4560 -E	4410-E	8420-M
MT 16 E of Airport Rd Sidney	6820-A	6600-E	8280-A
MT 200 (9th), between Western & Central Fairview	3390-A	3400-E	6770-A
South 201 between Fairview & MT 16	820-E	1630-A	1220-A
MT 200 West of MT16	820-A	820-E	890-A
MT 16 NE of Crane	2260-A	2870-A	3560-A

A= Actual Count

E=Estimated Count

M=Manual Count -same as actual count

Data compiled from Montana State Traffic Count Site

County Health Rankings & Roadmaps ranks Richland County as having a motor vehicle crash death rate of 32 in comparison to Montana with a rate of 23 and National Benchmark rate of 10.

OBJECTIVE:

INCREASE SEAT BELT & AGE APPROPRIATE CAR SEAT USAGE

Increase seat belt and age appropriate car seat usage in Richland County

Align with the State of Montana's goal to increase seat belt usage from 73% to 83% by 2017

Use of seat belts & child safety seats was one of the "safety concerns" that was brought forward in the Community Conference. Increase use of Seat Belt & Child Safety Seats was the #1 concern on the Injury Prevention Focus Survey for 2013-2014.

Priorities	Strategy	Key Involvement	Resources Needed	Goal
Increase "SEAT BELT" Usage in adults	Community Awareness	Media	Articles, PSAs, Brochures, Posters	4 Articles – 4 PSAs – Continue to update brochures
	Education	Team & Businesses	Presentations at safety, group & other meetings	2 Presentations Continue to update power points
	Safety Policy Implementation	Businesses owners & Managers, Policy Makers	Written policies regarding seat belt usage during working hours	1 Policy developed and implemented in the community
	Understanding of increased traffic flow and hazards of county roadways	Media & Community	Articles, PSAs, Brochures, Posters	2 Articles
Increase "SEAT BELT" Usage in teens	Community Awareness	Media	Articles, PSAs, Brochures, Posters	4 Articles – 4 PSAs – Continue to update brochures

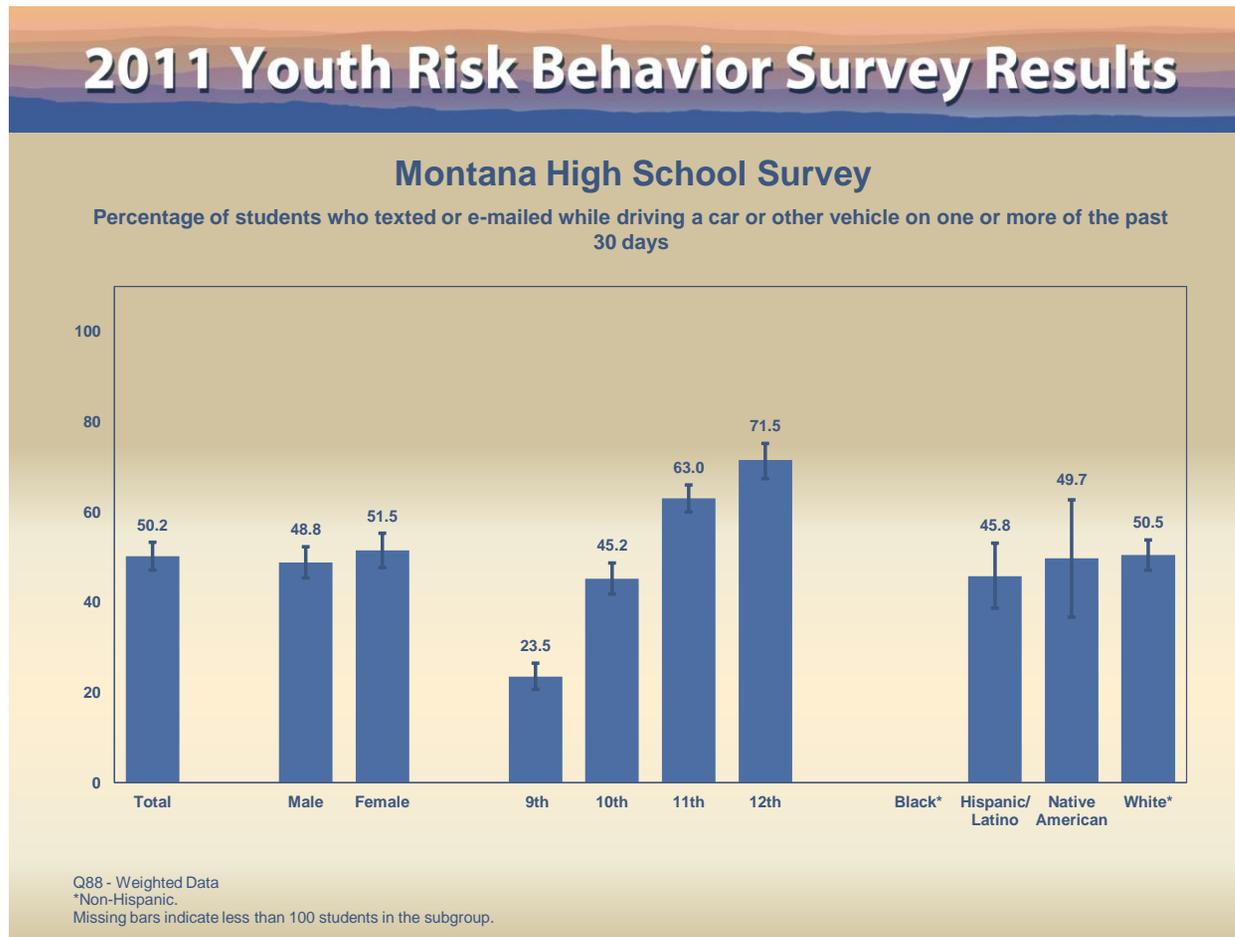
	Education Continue “Sports Program Seat Belt Reminder”	Team & Schools Schools	Presentations at community schools Communication with Richland County High Schools	2 Presentations Seat Belt Reminder printed in every sports program
Increase “CHILD SAFETY SEAT” usage	Community Awareness Education	Media Child Safety Seat Specialist	Articles, PSAs, Brochures, Posters Continued Education	4 Articles – 4 PSAs – Minimum of 50 Child Safety Seats Provided to those who are unable to purchase one

OBJECTIVE:

DECREASE DISTRACTED DRIVING

Increase the awareness of distracted driving hazards in Richland County

Distracted Driving was one of the “safety concerns” that was brought forward in the Community Conference. A concern regarding distracted driving was the #2 concern on the Injury Prevention Focus Survey for 2013-2014.



Priorities	Action Steps	Key Involvement	Progress	Goals
Decrease “Distracted Driving” by adults	Community Awareness Education Safety Policy Implementation	Media Team & Businesses Businesses owners & Managers, Policy Makers	Articles, PSAs, Brochures, Posters Presentations at safety, group & other meetings Written policies regarding distracted driving during working hours	4 Articles – 4 PSAs – Continue to update brochures 2 Presentations Continue to update power points 1 Policy developed and implemented in the community
Decrease “Distracted Driving” by teens	Community Awareness Education Add to “Sports Programs” a Distracted Driving reminder	Media Team & Schools Schools	Articles, PSAs, Brochures, Posters Presentations at community schools Communication with Richland County High Schools	4 Articles – 4 PSAs – Continue to update brochures 2 Presentations Distracted Driving Reminder printed in every sports program

OBJECTIVE:

PUBLIC SAFETY AWARENESS

Public Safety was one of the “concerns” that was brought forward in the Community Conference. A concern regarding public safety was the #3 on the Injury Prevention Focus Survey for 2013-2014.

Safety in regards to:

- Home to School for students
- Walking Paths
- Neighborhood Watch Programs/Crime Stoppers
- Senior Safety

Priorities	Strategy	Key Involvement	Resources Needed	Goal
Increase Awareness	Cooperate, Coordinate & Collaborate with “Community Stake Holders” and residents of Richland County	Media	Articles, PSAs, Brochures, Posters	2 Articles
Educate	Cooperate, Coordinate & Collaborate with “Community Stake Holders” and residents of Richland County	Coalitions, Work Groups, Businesses, Community & others	Articles, PSAs, Brochures, Posters, Power Points	2 Articles 1 Presentations
Stay Responsive to Safety Concerns and Issues	Cooperate, Coordinate & Collaborate with “Community Stake Holders” and residents of Richland County	Community	Media, Coalitions, Work Groups, Businesses, Law Enforcement, Community & others	Action taken as needed