

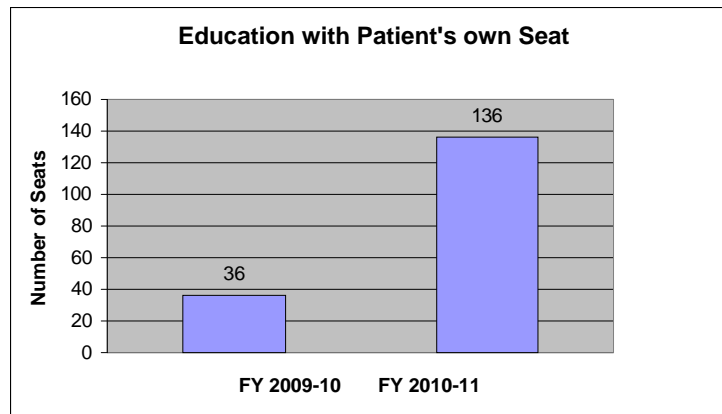
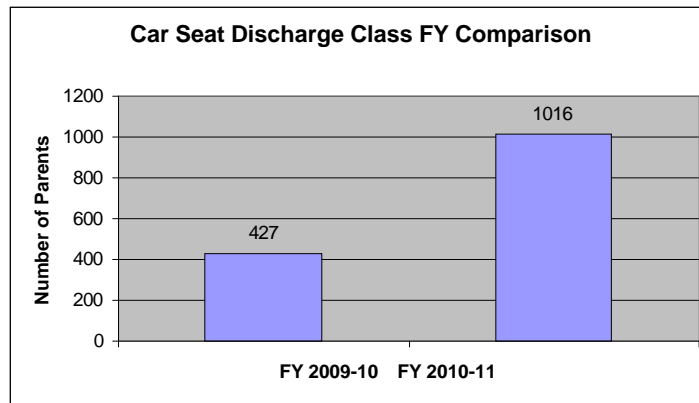
FY 2010-2011 Avera Children's Hospital Car Seat Program Report

Car seats are a vital part of a child's well being beginning as an infant up to pre-teen years. Avera Children's Hospital integrates car seat safety as part of patient care and community outreach. In order to provide this education and distribution, the hospital has a part-time car seat coordinator along with 11 other staff (patient care techs, nurses, child life specialists) who are certified car seat technicians available to assist families. These dedicated nationally certified staff members cover the departments of Women's Center, Pediatrics, NICU and community appointments.

This report is an overview of the car seat program from June 1, 2010 through July 31, 2011. It shows how patients and the community were reached with car seat education and distribution.

Families Reached with Education

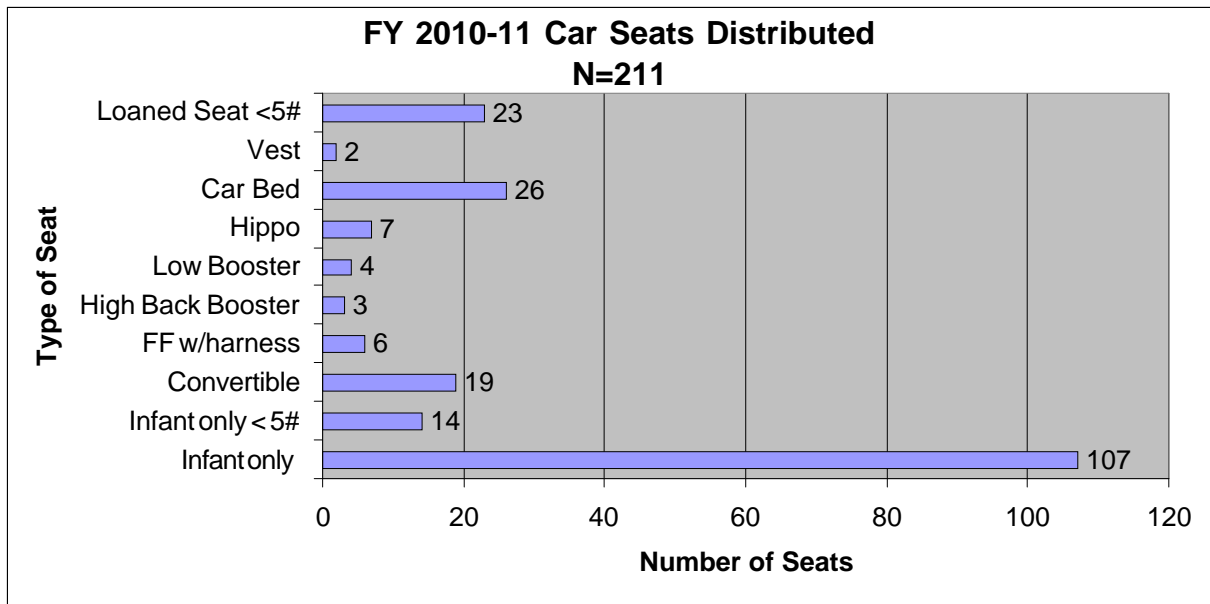
A total of 1,152 families were reached with car seat education within the hospital through the Women's Center discharge class and one-on-one requested help. A total of 1,016 parents went through the discharge class and 136 requested additional help. This is a substantial increase from last year where 427 went through the discharge class (started in Oct.) and only 36 requested additional help.



Integrating the car seat information into the discharge class has given the car seat program greater reach and has given parents a greater awareness. Overall, patients like the information even when it is their second child.

Car Seat Distribution

Through the State’s Project 8 car seat program, families that cannot financially afford a car seat are eligible to receive a seat along with education on how to use it and install it. The family receiving the seat must be on Medicaid or WIC and be a South Dakota resident. Avera Children’s participates in the Project 8 program and provides seats to patients and the community. Avera McKennan also loans car seats to families with special transportation needs. The special transportation loaner seats include: infant seat rated less than 5 pounds, car bed, Hip Spica car seat and vests. The chart below shows the total amount of seats distributed which includes seats given and loaned.



A slight increase in distribution occurred from last year. A total of 192 seats were distributed FY 2009-10 compared to a total of 211 this fiscal year.

Community Reach

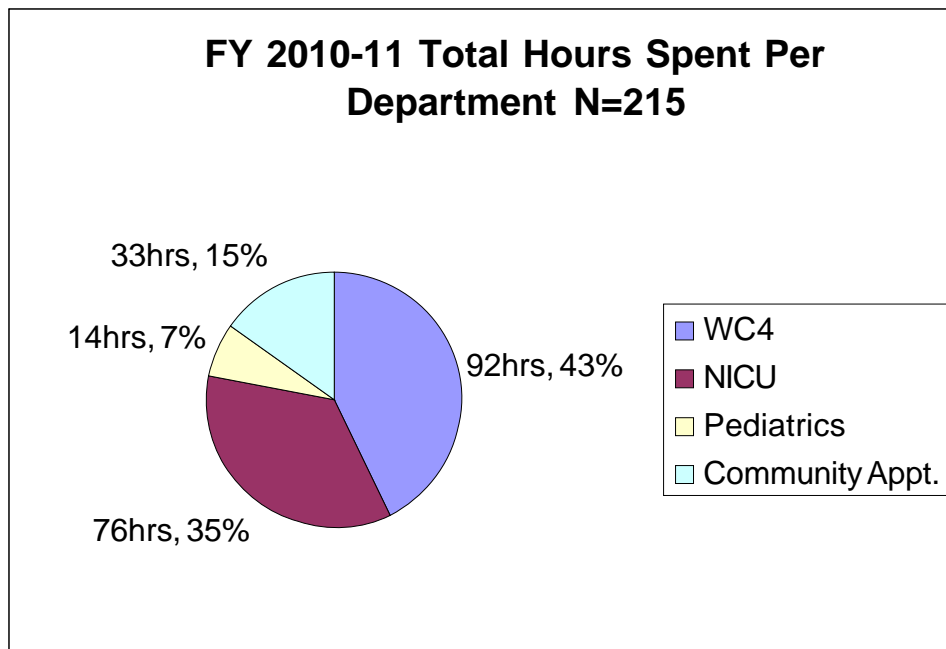
Of the 211 seats distributed with education, a total of 10 families were provided with translation services. These translation services came in the form of using an in person translator or the translation phones located in each room. The languages used were Spanish, Kirundi, Kunama and Swahili.

Since Avera McKennan serves a regional area, a total of 52 communities were reached with the car seat program through distribution (Project 8 or loaner seats) and/or education. A total of 33 communities were reached in South Dakota, 9 in Iowa, 9 in Minnesota and 1 in Nebraska. This is an increase of 10 more reached communities compared to last FY.

Hospital Department Needs

The nursing staff is committed to helping families with their car seat needs. The departments of Women's Center (WC), Neonatal Intensive Care Unit (NICU) and Pediatrics screen families to find those needs or questions.

A total of 215 hours were spent by car seat technicians educating and helping families with car seat needs. This is a 38% increase from last year's hours which were at 155 hours. The WC sees the highest hours with 92 hours of car seat technician time being spent educating families through the discharge class, one-on-one assistance and the distribution of infant seats. The second highest hours spent was in the NICU. The NICU increased its hours from 44 in FY 2009-10 to 76 in FY 2010-11, a 72% increase. The hours spent include one-on-one car seat education with families, fitting infants in car beds and seats rated under 5lbs, and setting up car seat challenges.



Summary

Car seats are a vital part of a child's well being on a daily basis. When used correctly, child safety seats reduce hospitalization by 69% and are effective in reducing death by 54% to 71%. Avera McKennan is committed in providing car seat education and distribution to its patients and community in order to reduce injuries and deaths to children due to motor vehicle crashes. With car seat technicians on staff and each unit screening families for car seat needs, many children are being transported safely and numerous parents are being educated on the importance of using a seat and using it correctly on every trip.