



American Indian and Alaska Native Outreach through Traffic Safety Initiatives

“A journey in building partnerships”

Jennifer Booge

Overview

- Identify community needs
- Where to start
- Supporting programs through common goals
- Understanding messaging and learning styles



A look at the numbers

574 federally recognized tribes in the U.S.

- Approximately 326 Indian land areas (reservations)

Nebraska

- Omaha
- Winnebago
- Ponca
- Iowa
- Santee Sioux
- Sac and Fox

South Dakota

- Pine Ridge
- Rosebud
- Yankton Sioux

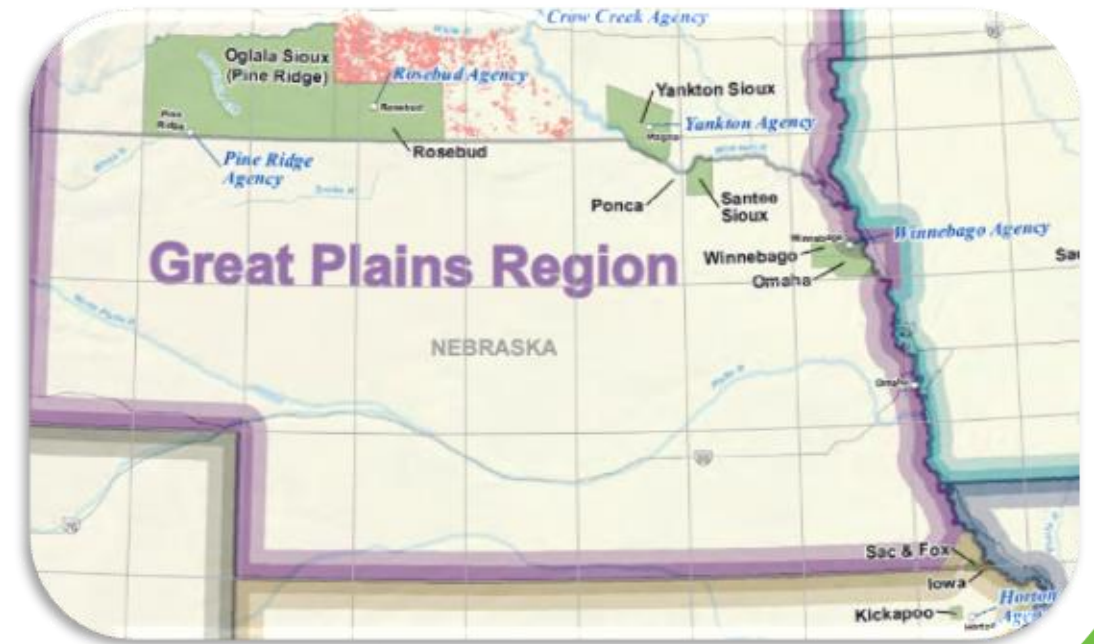
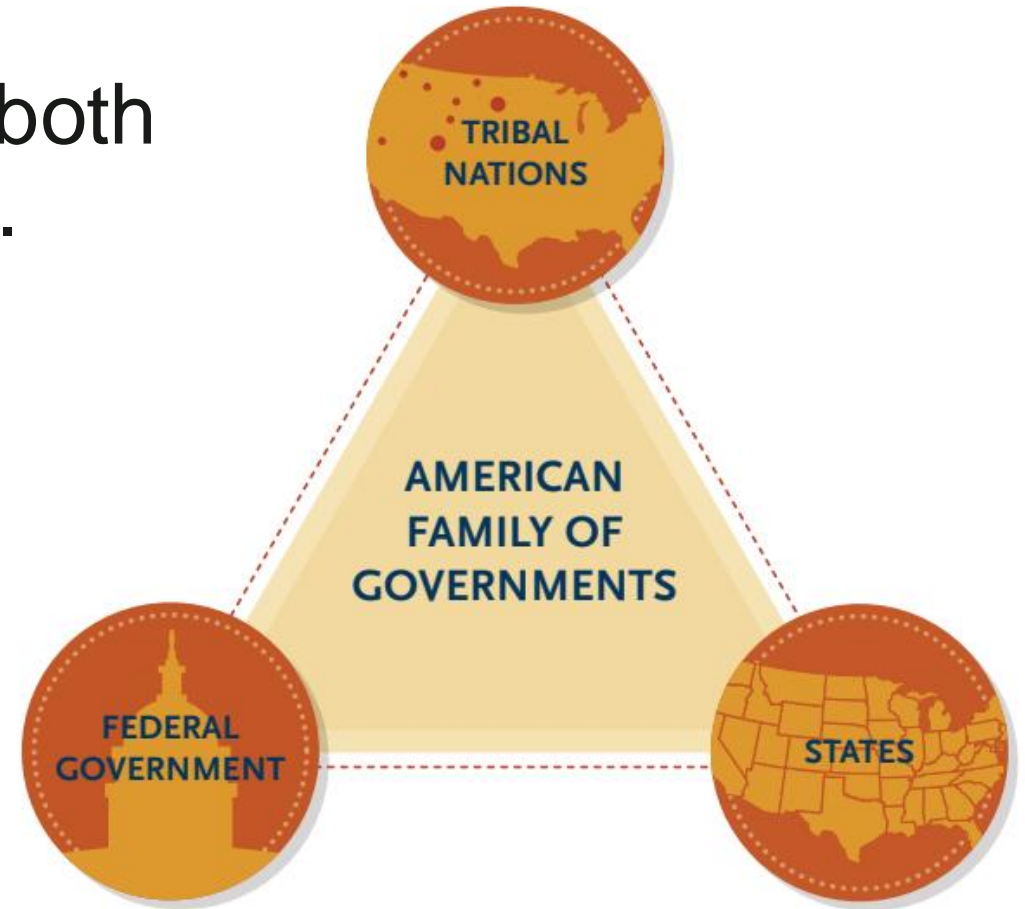


Photo credit: BIA.gov

Sovereign Governments

Most tribal communities have both elected and traditional leaders.

- Elected officials
 - Chairperson
 - Tribal council
- Traditional leaders
 - Chiefs
 - Elders
 - Spiritual leaders



Source: NCAI: Tribal Nations and the United States

The facts - CDC

MVC leading cause of death for AI/AN people.

- Ages 0-19 up to **8X higher** than other ethnic groups.
- 2 out of every 3 passengers who died in crashes on reservations **were not wearing seat belts.**
- Highest **alcohol-impaired driving death rates** among all ethnic groups.



Program goals

GOAL: Educate and save lives through

- Injury Prevention
- Collaboration
- Education
- **Plus** Self Sufficiency



Ensure your work goals don't get in the way of building great relationships.

- Be open minded and flexible in your efforts
- Deadlines can derail efforts



Determine your level of commitment

Be prepared to **show up and be present** long term.

Understand community need and priorities.

- Address critical needs first
- Determine how you can provide support
- Recognize what is beyond their control
 - Community needs
 - Challenges
 - Program barriers



Be intentional

Schedule regular meetings

- Be open about your intentions
- Connect on a more informal basis
 - Chat about what you do - in person is best
- Do what you say you will do and do it well
- Share resources from established programs
 - ATV safety
 - Teen driver safety
 - Child passenger safety and more!



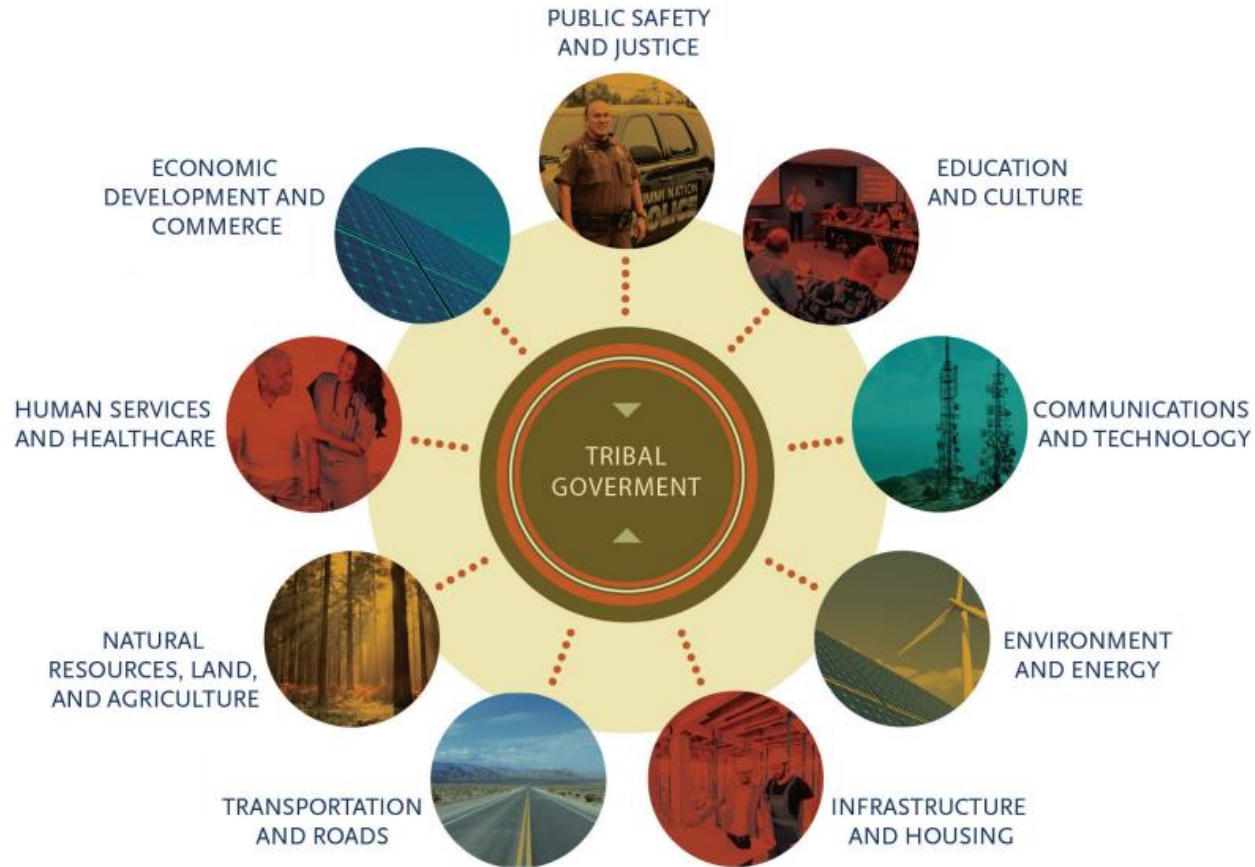
Get involved

You are building a relationship with the entire community.

- Understand the unique needs of tribal nations – each is unique in history and culture.
- Provide opportunities to connect
- Support and attend events



Identify community champions



Who are the community champions?

Find advocates and traffic safety champions- help to strengthen roles through mentoring.

- Injury prevention specialists
- Indian Health Services
- Community Health Rep. (CHR)
- Indian Child Welfare (ICW)
- Head Start
- Law Enforcement
- Childcare Program
- Teen Program
- Tribal College
- Parenting Programs



Be patient with the process

Building effective working relationships can be complex.

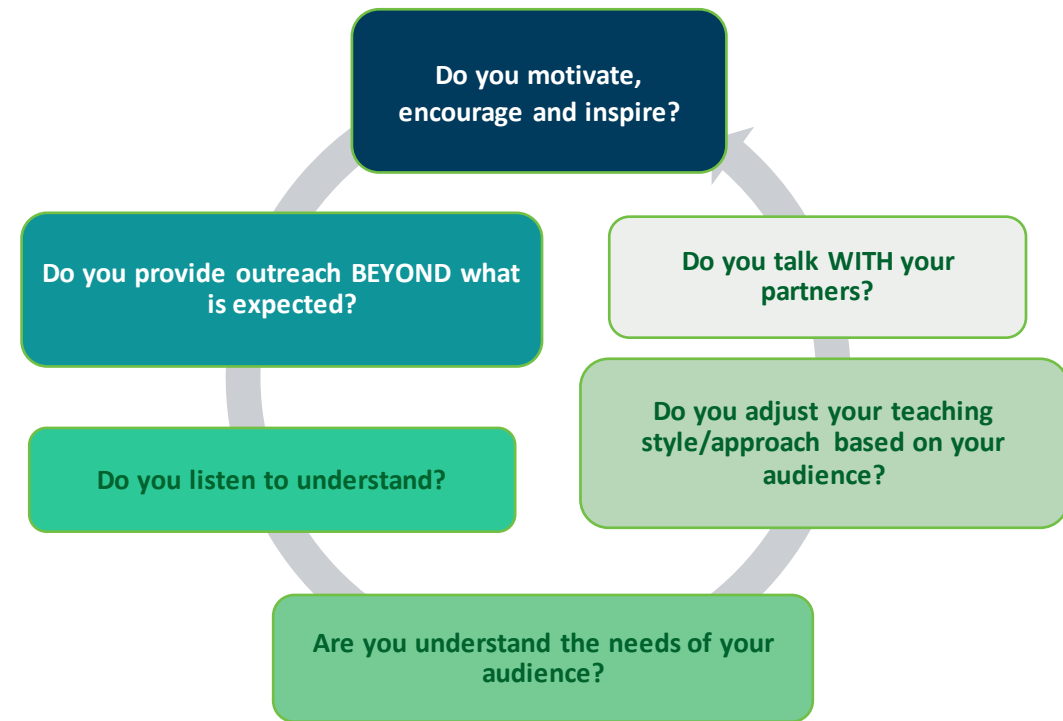
- May take longer or have more steps than anticipated.
- Understand there may be many other people involved in the decision-making process.

Be patient with the process.



Understanding diversity in learning

- Learning styles
- Time driven tasks
- Experiential learning



Understanding diversity in learning

- Task oriented vs. time driven
- Take the necessary amount of time needed to complete a project.
 - Do not rush the conversation or process.
 - It is important to *listen to understand* not to respond.



Photo credit: OST DPS Highway Safety

Understanding diversity in learning

Provide opportunities to share experiences without interruption.

- Be a good listener, they are experts on their community.
- Connect content to life experiences.
- Take the time to get to know their story.



Understanding diversity in learning

- Experiential learning
 - Silence or lack of eye contact does not indicate a lack of interest, participation or respect.
 - Demonstrate knowledge once it is understood.
 - More time spent observing before acting or asking questions.



Creating and sharing resources

Relating materials to audience

- Seek input and make it culturally relevant
 - Understand content is appropriate to share
 - Focus on family and safety
- Co-branding is important
 - Trusted source



SAVE THE DATE

Child Passenger Safety Technician Certification Training

September 25 12:00PM-4:30PM
(Note the later start time on day 1)
September 26-28 8:00AM - 4:30PM

Who Should Attend?

- Injury Prevention Coordinators
- Tribal Health Departments
- Traffic Safety Partners
- Head Start Staff
- Indian Health Services and more!

The **Lac Du Flambeau Community Health program** is hosting a Child Passenger Safety Technician certification course in partnership with the Wisconsin Child Passenger Safety program. Certified Technicians utilize their skills through a variety of activities, including car seat inspections, installation assistance, car seat distribution programs and caregiver education on the correct use of car seats, booster seats and seat belts.

Why is this important?

- Motor-vehicle crashes are a leading cause of death for American Indian/Alaska Natives children.
- Car seats reduce the risk of death by 71% for infants and 54% for children ages 1 to 4.
- Installing car seats correctly can be challenging. Car seat misuse rates are over 68%.

LOCATION
Peter Christensen Dental Campus
128 Old Abe Road
Lac du Flambeau, WI 54538

HOW TO REGISTER
Visit: <https://cert.safekids.org>.
Select: FIND A COURSE
Search for course ID: **WI20230726755**
Fees: \$95.00 (paid when registering for course)

Information:
Lupinski, REHS
Tribal Health Dept. Manager
3371 Ext. 1902

Lac du Flambeau Tribe
OFFICIAL FLAGGED BAND OF LAKE SUPERIOR CHIPPEWA INDIANS



DON'T LEAVE THEIR SAFETY TO CHANCE.

1 IN 5 VEHICLES HAS AN OPEN RECALL.

CHECK TO PROTECT

TRIBAL INJURY PREVENTION RESOURCE CENTER

Next Steps

- Make the call – and keep calling
- Get to know the tribes in your area
 - Listen to their needs
- Start small
 - Offer support and assistance
- Remember to be
 - present
 - patient
 - flexible
 - open minded



Questions?

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