

The Spectrum of Prevention is a broad framework that outlines seven levels of intervention, or strategies, intended to address complex public health problems. These strategies account for the various factors that contribute to community health and safety and can be used to develop a comprehensive approach to address public health concerns.

1. Influencing Policy and Legislation

Legislation and policy initiatives affect large numbers of people by improving their environments, encouraging healthy lifestyles, and providing for consumer protections.

2. Mobilizing Neighborhoods and Communities

Engaging neighborhoods and communities in the process of identifying, prioritizing and addressing public health concerns leads to more accepted and successful community interventions.

3. Changing Organizational Practices

Modifying internal policies and practices of agencies and organizations can lead to improved health and safety for staff and clients and contribute to a healthier community. Changing practices in some agencies (e.g., law enforcement, schools) may also affect community health.

4. Fostering Coalitions and Networks

Coalitions and networks that represent local government, public health, private and nonprofit organizations, health care, and the community provide an opportunity for collaborative planning, coordinated use of resources, and strong support of legislation and organizational change.

5. Educating Providers

Educated providers, in and out of the health field, play an important role by identifying public health issues and intervening as needed. Providers may encourage adoption of preventive behaviors, offer education, and advocate for legislation and organizational change.

6. Promoting Community Education

Community education uses different communication channels to reach as many people as possible with health education messages. These messages aim to change behaviors and build a critical mass of people who will become engaged in the issue.

7. Strengthening Individual Knowledge and Skills

Health educators and trained community members work directly with individuals to promote health and safety. Attention may be given to building individuals' capacity to use new approaches, educate others, or become more engaged in advocacy.

Promoting Community Education



No Get Hurt Campaign

In 2007, IPCP unveiled the public awareness campaign, No Get Hurt Hawai'i, to emphasize that injuries are preventable. Public service announcements with injury prevention messages were developed for print, radio, and television. The campaign addresses pedestrian safety, ocean safety, pool safety, bicycle safety, fall prevention, poisoning prevention, suicide prevention, and domestic violence prevention. Community partners continue to use the print pieces in their newsletters, and the PSAs still air on community television.

Bicycle Safety

The Keiki Injury Prevention Coalition, HMSA and IPCP conducted 11 bicycle clinics from 2001–2003 for children on Oahu ages 4 to 14. Children and their parents learned about proper riding skills, helmet use, and the requirements of the bicycle helmet law. Bicycle safety clinics were conducted annually on Kauai, Maui and Molokai with involvement from local community partners.



Source: The original Spectrum of Prevention was developed by Larry Cohen based on the work of Dr. Marshall Swift. The Contra Costa Health Services Public Health Division, Community Wellness & Prevention Program later added the strategy *Mobilizing Neighborhoods and Communities* and renamed the framework *The New Spectrum of Prevention: A Model for Public Health Practice*.



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Strengthening Individual Knowledge and Skills



Playground Safety

IPCP co-sponsored three statewide workshops to develop expertise and capacity in playground safety. As a result, staff from the Department of Education

School Facilities and Support helped develop a standards-based playground safety course that integrated the use of playground equipment for age-appropriate learning into the school curriculum.

Injury Prevention Trainings

Beginning in 1991, IPCP conducted a series of introductory injury prevention workshops across the state for a wide range of health and safety professionals to build their knowledge and skill in applying the science of injury. Continuing these efforts, IPCP partnered with the Kapiolani Community College Emergency Medical Services Department to design and implement an injury prevention short course during the 2008–2009 academic year for students in the Emergency Medical Technician and Mobile Intensive Care Technician programs.

Injury Prevention in Hawai'i – Key Accomplishments



Injury Prevention in Hawai'i – Key Accomplishments



Influencing Policy and Legislation

Child Passenger Safety

The Injury Prevention and Control Program (IPCP) and the Keiki Injury Prevention Coalition, a statewide non-profit organization for the prevention of childhood injuries, successfully advocated for three laws that helped to more than double child restraint use from 31% in 1997 to 70% in 2008. These laws:

- Require violators of child passenger safety laws to attend a specialized 4-hour class
- Mandate that children ride in car seats until they are 4 years of age
- Require children ages 4–7 years to ride in booster seats

In 2000, IPCP worked with community partners, including a father whose teenage daughter died in a car crash, to help make backseat safety belt use mandatory for youth ages 5–17 years. Since the law passed, backseat safety belt use has increased from 70% to 91%. This has led to a 16% decrease in motor vehicle injuries among this population, resulting in 70 fewer children being injured each year.

Traffic Safety

IPCP and its partners have successfully advocated for the passage of legislation that:

- Requires persons under the age of 18 to participate in a 3-stage graduated provisional driver licensing program
- Allows for greater penalties to drivers with high blood alcohol content (BAC .15 or greater)
- Requires helmet use for moped riders under the age of 18 years
- Provides funding to the state and counties to implement pedestrian safety enhancements
- Requires state and county transportation departments to adopt a “complete streets” policy, meaning that future projects reasonably accommodate access and mobility for all users of public highways including pedestrians, bicyclists, transit users, motorists, and persons of all ages and abilities

Firearms Safety

Hawai'i has some of the strictest firearms laws in the country. IPCP worked with the Hawai'i Firearms Control Coalition to help pass ACT 286 in 1992, which bans the sale, import and possession of semi-automatic assault pistols and limits magazine capacity to 10 rounds or less for all semi-automatic handguns.

Mobilizing Neighborhoods and Communities

Playground Safety

In 2001, IPCP partnered with HMSA, the Keiki Injury Prevention Coalition, Island Recreation, Honowai Elementary School and the local community to design, build and evaluate the Honowai playground, and IPCP and HMSA produced a guide to building safe community playgrounds. In 2002, IPCP partnered with HMSA, Island Recreation and the Kahuku community to build and evaluate a community skate park, and IPCP and HMSA produced a skating safety brochure for skaters and parents.

Pedestrian Safety

From 2006-2007, IPCP collaborated with AARP Hawai'i to promote walkable communities. AARP Hawai'i conducted “walk audits” to identify unsafe crosswalks and IPCP analyzed their findings to produce a report that was used to introduce several bills in the Legislature. Together, the organizations funded and organized the first walkable communities workshops on Oahu and Maui to educate community members about creating and advocating for safe walking environments. Participants from these workshops are part of an advocacy base that continues to support pedestrian and bicycle safety efforts.

Changing Organizational Practices

Injury Data Collection

In 2002, IPCP conducted a statewide External Cause of Injury Codes (E-codes) workshop for hospital and emergency department coders. E-codes are used to track the circumstances, nature and extent of injuries and to monitor trends over time. Since the workshop, the use of e-codes for injury-related hospital admission records has increased from 51% to 90%, and 90% of all injury-related emergency department visits are coded.

Suicide Prevention

In 2008, the Department of Health Adult Mental Health Division implemented a policy requiring staff members who interact with clients, including suicide and crisis prevention hotline workers on the ACCESS Line, to complete a 2-day course in Applied Suicide Intervention Skills Training (ASIST). The Leeward District Department of Education implemented a similar policy for their school-based behavioral health staff.

Fostering Coalitions and Networks

Child Passenger Safety

In 1991, IPCP and the Injury Prevention Advisory Committee (IPAC) established the Keiki Injury Prevention Coalition (KIPC) to develop community capacity to advocate for, and promote the prevention of, childhood injuries. KIPC has been instrumental in passing child occupant protection laws. IPCP and KIPC established a statewide system of child passenger safety installation stations and community car seat checkups that continue to be staffed by trained technicians.

Fall Prevention

In 2003, IPCP brought key organizations and professionals together to initiate the Fall Prevention Consortium—a statewide coordinated effort to prevent falls among older adults. That year, the first of four annual statewide fall prevention conferences was held to educate providers about best practices. As a result of the conferences and the continuing work of the Consortium, training to assess and refer seniors at risk for falls has been incorporated into various services.

Educating Providers

Suicide Prevention

IPCP and the Suicide Prevention Taskforce (now called Prevent Suicide Hawai'i), with funding from the Hawai'i State Legislature, the Department of Health Child and Adolescent Mental Health Division and the Substance Abuse and Mental Health Services Administration, established a statewide system to train gatekeepers on each island to recognize and respond to individuals at risk for suicide. During 2006–2009, 45 Applied Suicide Intervention Skills Training (ASIST) instructors were certified to conduct 2-day workshops, and more than 1,000 community gatekeepers were trained including representatives from mental health, education, law enforcement, foster care, the judicial system, social services, faith-based organizations, and the general public.

Drowning Prevention

IPCP has co-sponsored the annual statewide Ocean Safety and Drowning Prevention conference since 1991. IPCP provides data and technical assistance to ocean safety partners and supports their advocacy efforts.

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