

Outreach and Advocacy

Making a Scientific Case for a Safer World



As a research center dedicated to child safety, the Center for Injury Research and Prevention at The Children's Hospital of Philadelphia uses scientific evidence to guide outreach and advocacy on behalf of children's health and injury prevention.

The Center employs a team of communications specialists in public health education, public relations and marketing to translate its research into effective action.

The Outreach and Advocacy team assists researchers in reaching appropriate audiences that can use our data to effect meaningful change in child safety.

The Center determines audience, messaging and effective dissemination by employing behavior-change theories and practical communication.



Finding Safety in Numbers

Our education specialists work to develop evidence-based educational materials for public-health educators, clinicians and parents.

Research shows that by following basic preventive measures, parents can significantly reduce their children's risk of injury in a crash. This message is woven into all Center communications concerning child passenger safety research.

With funding from the National Highway Traffic Safety Administration (NHTSA), the Center has conducted extensive qualitative research to better understand barriers to appropriate restraint use. The results are being used to develop and test messaging and communications strategies to boost appropriate child restraint use.

Healing From the Inside Out

Center researchers are exploring why stress disorders may develop in children (and their parents) after an injury. They are developing screening tools and intervention methods to promote emotional recovery. These findings have been translated into practical tips and informational handouts for parents, children and pediatricians. (Also under development: an interactive Web site for parents.)

Briefing Industry

We ensure our research findings are translated into improved safety design for children by regularly meeting with members of the automotive industry, presenting at scientific meetings and communicating with the safety engineering community.

Reaching the Nation, Touching the World

The news media is a powerful tool for disseminating information in real time to influence public health and public policy. When new research is published, the Outreach and Advocacy team shares the findings with the media to help raise public awareness of child and adolescent safety. The team employs a full range of media relations tools to keep our research and safety messages in the national spotlight.

The Center maintains Web sites for parents and educators. Our sites offer information on our research, interactive practical tips on child passenger and young driver safety, and downloadable evidence-based educational tools, such as issue reports, fact sheets, Web-based videos and how-to illustrations.

Advocacy in Action

Evidence-based laws and policies can profoundly affect child safety. Recently published research from the Center is used to support the passage of evidence-based child-restraint laws. These laws require child-safety seats and booster seats to at least age 6.

Through the development of legislative education tools and key alliances with organizations that have strong grassroots relationships, such as State Farm Insurance Companies®, our research has been used to pass these laws in most states and the District of Columbia.

The Center also advocates for the unique safety needs of children and adolescents at the national level. Through U.S. Senate testimony, regular presentation of new research to NHTSA and participation on expert panels, we seek to inform improved federal safety standards and testing procedures for motor vehicles and restraints. Through these efforts we also help promote legislation that builds awareness of safe driving practices among novice drivers.

More details are available at www.chop.edu/injury.