

South Carolina

State Injury Prevention and Control Plan



“Our mission is to reduce the magnitude and severity of unintentional injury leading to death, morbidity and disability among the citizens of South Carolina”

Goals and Strategies

Goal 1

The state will have adequate laws and/or policies in place at the state and local level that are appropriately enforced, for the major unintentional injury prevention areas.

Strategies

Laws/Policies in place

- Inventory existing laws and laws pertaining to unintentional injuries at the state and local levels
- Determine gaps in laws and policies, and based on this analysis, develop laws and polices to address the needs
 - Gather model legislation and review and/or template legislation
- Get stakeholder input as part of legislative and policy development
- Target legislators around unintentional injuries (cultivate relationships) MVA's-DOT
- Train communities on how to advocate for laws/policies (grassroots networking)
- Find/develop pilot community to enact local law, to serve as model for state action
- Track legislation – get word out to stakeholders on what actions needed for legislative agenda

Enforcement

- Determine systematically why enforcement is lacking in some geographical areas of the state, or within some injury prevention areas
 - Lack of resources (staff)
 - Possible lack of knowledge (i.e. landlords)
- Increase incentives for law enforcement to enforce laws (keep fines generated)
 - Make traffic law enforcement more appealing (i.e. the Peoria experience)

- Educate the enforcers and the public about importance of enforcement and compliance

Goal 2

Target populations in the state will have the appropriate awareness, necessary skills and have changed their behaviors to reduce unintentional injuries, through the use of multiple education and outreach methodologies.

Strategies

Inventory current effort

- Put mechanisms in place to find out who is doing what in the areas of education and outreach such as:
 - Listserves
 - Directory
 - Yearly major entities forum to find out what each is doing and what their priorities are for the year

Raise general awareness

- Raise general public awareness through
 - TV
 - Mall events
 - Health fairs
 - Faith Community outreach
 - Conduct collective media campaign on unintentional injuries

Target population specific messages

- Develop and implement target population specific education programs
 - Medical community through needs assessment and CEU process, based on core competencies (for clients to receive accurate and up-to-date information to change behaviors)
 - Law enforcement
 - Child care providers
 - Senior care providers
 - School teachers
 - Need to develop curriculum to be used by teachers, recognizing the PACT pressures that exist
 - Channel 1—make it local with injury prevention messages
 - School administrators
 - School professionals including coaches
 - Recreation departments

- Service organizations
 - OSHA Programs
 - Parents (PTOs, PTAs)
 - College Students
 - Parents to be (Lamas classes)
 - Newborn home visits
 - Family Planning providers
 - First Steps
 - Head Start

Best practices dissemination

- Identify and disseminate a directory of curriculums, messages, and interventions that work
 - Encourage the adoption by all stakeholders
- Identify and disseminate best practices outreach programs (models that work)
 - Encourage the adoption by all stakeholders

Goal 3

All unintentional injury prevention stakeholders in the state will have easy access to complete, accurate, current and appropriate data. All stakeholders will also know how to appropriately use data in the areas of policy/legislation development, education/outreach and coalition/organizational development.

Strategies

- Conduct a unintentional injury data improvement plan
 - Needs assessment of data, gap analysis
 - Get data to fill gaps
 - Approach other insurance carriers
 - Develop strategies to get data from reluctant parties
 - Enhance the data system, make more complete
 - Create Injury “Sub-Cubes”
- Develop and disseminate a data directory for all injury areas that is comprehensive
- Based on a needs assessment, develop and implement data use training for stakeholders

- Needs to be accessible, well publicized, and include *a how to find data* component
- Identify statewide and by county, current and potential data consumers
- Develop an internet-based clearinghouse of injury data

Goal 4

South Carolina will have an organized and cohesive coalition addressing unintentional injuries that eliminates duplication, maximizes current and future resources, recruits new partners and improves the capacity of all stakeholders, through strong collaboration, coordination and effective communication.

Strategies

- Develop and distribute a Resources Guide
 - Resources within the stakeholder community
 - Resources external to stakeholders (grant and other)
- Develop grant acquisition skills within stakeholder community
- Identify and disseminate information about successful programs that can be replicated.
- Identify, educate leaders within stakeholder community (current and potential) about the importance of unintentional injury
- Identify and cultivate other potential stakeholders into the coalition, including minority and other cultural groups
- Cultivate nontraditional potential revenue sources, such as Chamber of Commerce
- Conduct Annual Unintentional Injury Prevention Statewide conference
- Develop a Speaker's Bureau for all stakeholders to use, comprised of excellent presenters with personal experience dealing with an unintentional injury
- Train interested and appropriate stakeholders in legislative and policy development

