

The Ability Center for Independent Living and Catron County Health Council Helmet Distribution Project



Report submitted to the NM Helmets for Kids Coalition
September 1, 2009

**HELMET DISTRIBUTION PROJECT PROVIDED BY NM
HELMETS FOR KIDS COALITION**

IMPLEMENTED BY: THE ABILITY CENTER FOR INDEPENDENT LIVING
(TACIL) AND CATRON COUNTY HEALTH COUNCIL
(CCHC)

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Project Implementation Site, Town, & County: Catron County Fair, Reserve,
Catron County

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INTRODUCTION

The Ability Center for Independent Living (TACIL), in collaboration with the Catron County Health Council (CCHC), approached the NM Helmets for Kids Coalition to receive Helmets to distribute to children primarily in Catron County and a selected number in Doña Ana County. Through this project, TACIL and CCHC wanted to accomplish the following goals:

1. Increase brain injury prevention through direct instruction, guided practice, and enrichment.
2. Promote Helmet use in youth in Catron County and Doña Ana County
3. Raise awareness of helmet use being the law for children between the ages of 0 to 18 years in New Mexico.
4. Raise knowledge of properly identifying a helmet that fits well and using this helmet effectively.
5. Evaluate the effectiveness of the project model for dissemination or adaptation for other projects.

TACIL and CCHC devised and agreed to implement the following project components:

Collaboration – Using collaboration to maximize the effects of this project, a collaborative between CCHC and TACIL was developed. CCHC agreed to secure a venue for distribution of the Helmets and to market the distribution date to increase the turnout. TACIL agreed to develop the direct instruction curriculum, strategic literature, and necessary booth displays to distribute the helmets.

Direct Instruction/Guided Practice/Demonstration – Using information from publications published by authorities and Brain Injury Prevention, TACIL developed a direct instruction model for helmet recipients to learn about Brain Injury Prevention, Helmet Safety, and Proper Helmet Measurement/Use. In addition, helmet recipients were provided with an opportunity for guided practice to measure accurately a properly fitting helmet for their head. Finally, helmet recipients received literature with pictures on brain injury prevention and Helmet Safety to take home.

EVALUATION

The project was evaluated through a series of surveys and observations to evaluate the effectiveness of implementing this program. First, demographic data was collected through helmet recipients completing attendance rosters. Next, participants completed a survey after receiving instruction on helmet use and brain injury prevention to assess the effectiveness of the instruction provided by TACIL staff. Third, TACIL's Executive Director, using a checklist, observed project implementation and documented through pictures TACIL implementing helmet distribution.

OUTCOME NARRATIVE

I. Background for Implementation

TACIL and CCHC effectively implemented the identified components of this program, achieving its identified goals. CCHC identified a venue for helmet distribution, **the Catron County Fair**. Next, the CCHC marketed the distribution date to increase the turnout for the helmet distribution date. While CCHC accomplished these objectives, TACIL was developing the Project Implementation curriculum, data collection instruments, booth displays, and differentiated literature for parents and youth. The project model implemented by TACIL and CCHC matched perfectly with the requirements of the NM Helmets for Kids Coalition: (1) that the helmets had to be given to areas identified as low income; (2) Helmets had to be properly fitted (3) Helmets had to be distributed at no cost;(4) Children and their parents had to be educated on Brain Injury Prevention and Use of a Helmet. Furthermore, The graphs (Figures 1 & 2) below illustrate how Catron County is a good candidate for helmet distribution as the County experiences a poverty rate higher than the state of New Mexico as a whole in addition to it being a ranching County, needing multi-sport helmets to prevent brain injury (CDC, 2007):

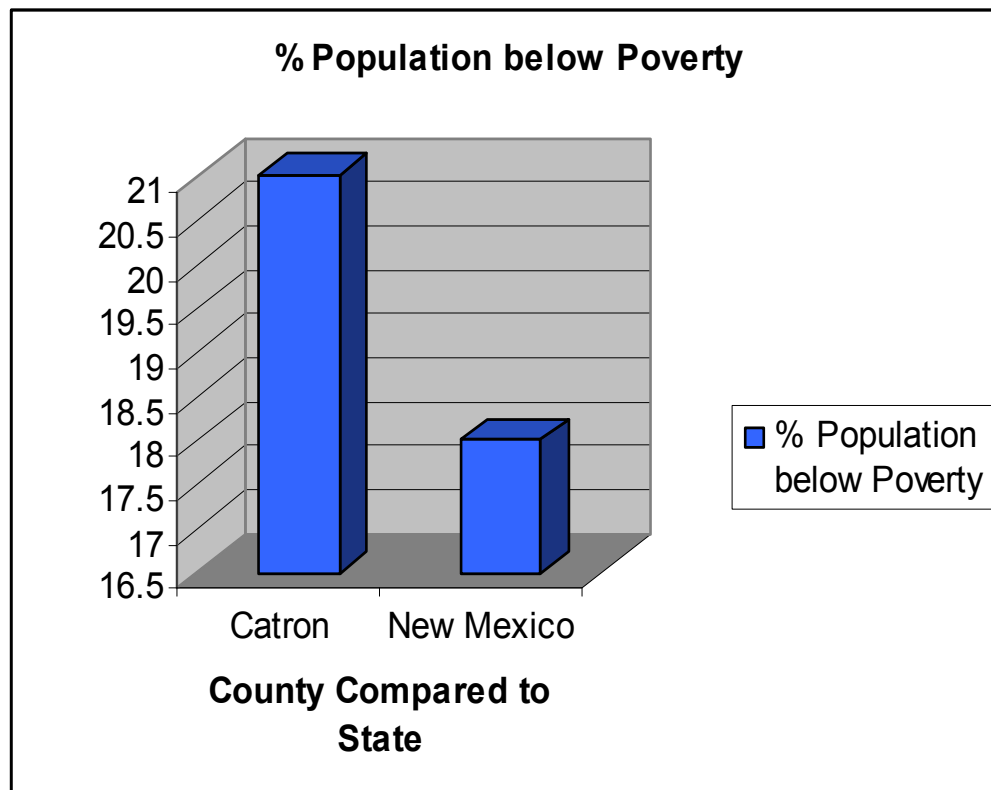


Figure 1: Poverty Comparison
Note: From US Census QuickFacts. *Catron County*

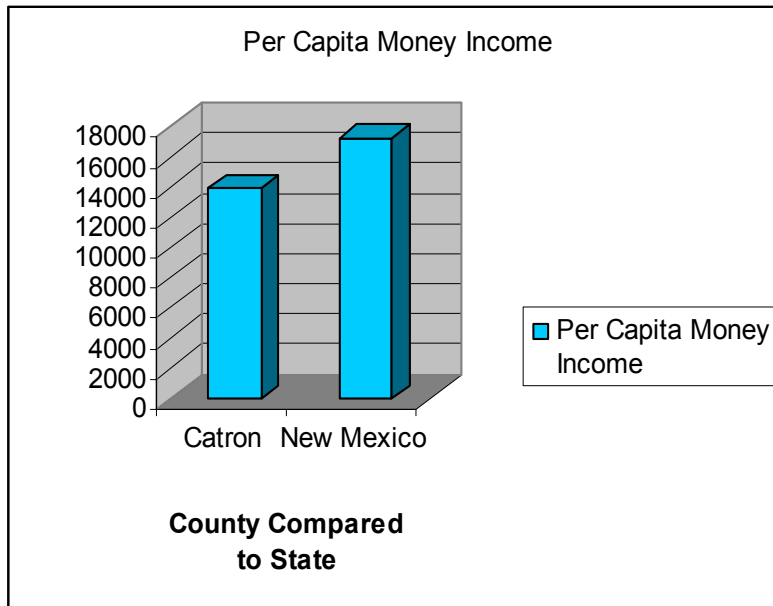


Figure 2: Per Capita Money Income Comparison
 Note: From US Census QuickFacts. *Catron County*.

II. Findings

After opening the doors for the Vendor section, masses arrived to receive instruction on Helmet Safety and Brain Injury Prevention. The Figures below illustrate the results of the Project:

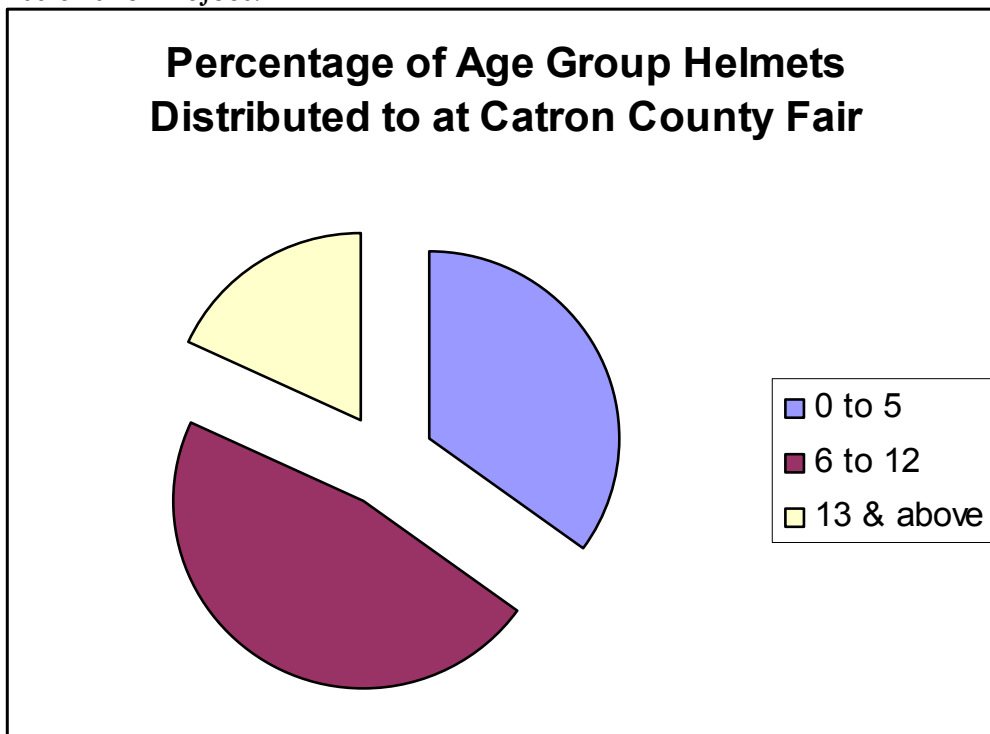


Figure 3: Breakdown of Helmet Recipients by Age Group
 Note: From The Ability Center. (2009) Attendance Rosters for Catron County Fair.

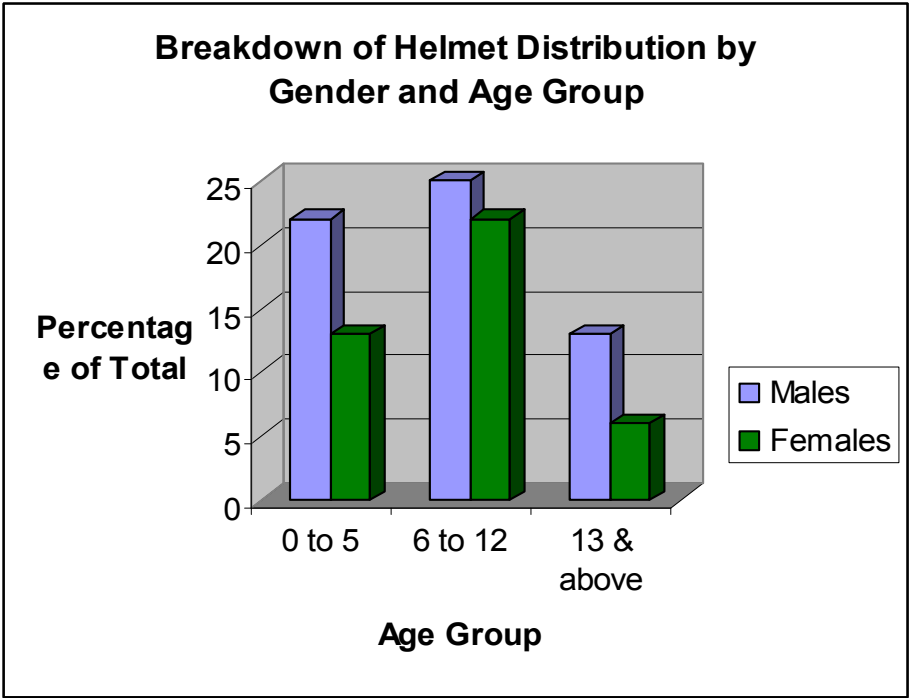


Figure 4 Breakdown of Helmet Distribution by Gender and Age Group
 Note: Note: From The Ability Center. (2009) Attendance Rosters for Catron County Fair.

Viewpoint Survey: Presentation Effectiveness

Statement	Strongly Agree	Agree	No Opinion	Disagree	Strongly Agree
1. The presenter demonstrated knowledge of brain injury prevention.	33%	50%	17%	0%	0%
2. The presenter displayed Confidence	83%	17%	0%	0%	0%
3. The presenter presented material clearly and with logical organization.	67%	33%	0%	0%	0%
4. The presenter used appropriate handouts.	83%	17%	0%	0%	0%
	50%	50%	0%	0%	0%

5. Overall, you would recommend the presentation to others.					
6. The presentation provided you with knowledge of brain injury prevention.	50%	50%	0%	0%	0%
7. The presentation helped you understand the need for helmet safety.	50%	50%	0%	0%	0%

Presentation IMPACT	
8. Gave me a better understanding of the importance of Helmet Safety	100%
9. Provided me with the knowledge and tools to practice brain injury prevention.	100%
10. Provided me with the knowledge and tools to promote brain injury prevention.	100%

Table 5: Presentation Effectiveness

Note The Ability Center. (2009). Presentation Effectiveness Survey.

III. Conclusion/Recommendations

Overall, TACIL and CCHC’s implementation of this project was a huge success. 100% of participants reported being positively impacted by the project’s Brain Injury Prevention and Helmet Safety Curriculum. In addition, the vast majority of participants agreed or strongly agreed that the presentation offered by TACIL was beneficial and informative regarding Brain Injury Prevention and Safety Helmet Use. TACIL and CCHC are grateful to the NM Helmets for Kids Coalition for this opportunity to improve the quality of life of children and teens in Catron County. It will be a project that will provide many immeasurable, lasting benefits through education to the communities of Catron County, helping it overcome other community issues that require the capabilities of future generations to initiate and maintain. Furthermore, the information compiled will allow TACIL and CCHC to approach foundations and local businesses with sound, sustainability proposals to continue providing helmets, and potentially, other safety equipment in future projects to further the effects of Brain Injury Prevention. TACIL and CCHC will monitor the benefits of the program and continue to provide enrichment activities for youth to use their helmets. **THANK YOU FOR GIVING US A WONDERFUL TOOL THAT CONTRIBUTES TO IMPROVING THE FUTURE OF CATRON COUNTY!!!**

PROJECT PHOTO HISTORY

