# Community-based Interventions

# *Instructional Guide*

## **What is a Community-based Intervention?**

**Community-based Intervention:**

A community centered activity or event that will make an impact on the community members regarding a particular issue*.* A community intervention does not intervene on the individual level, but should affect the community at large or a specific sub- population within the community.

#### **Interventions should aim to break down barriers, utilize existing facilitators and recognize community strengths and address specific issues.**

# *Background*

One of the purposes of baseline observation and formative research activities are to inform the community about the context in which interventions are to take place *and* learn what barriers keep people from using child safety seats and what facilitators keep them using child safety seats. Identifying strengths in the community around child safety will hopefully guide the design of interventions so that it is easier for people to use and continue using child safety seats as well as prevent child injuries and death.

* A barrier may be the non-parent caregivers need to transport children but do not have seats, the cost of seats or parents choose comfort over safety in long trips in car.
* A facilitator may be a tribal program providing a free car seat, the tribal health program provides assistance in installing child safety seats properly or increase in ticket prices for not using car seats now significant hurts the pocketbook.
* A community strength may be, “the community parents look after the community’s children not just their own child.” These are the **issues** that Tribe X will be addressing in interventions activities focused on improving child safety seat use.

#### Planning a Successful Intervention

When planning an intervention activity, follow these guidelines:

**Issue**: Determine what issue you would like to address with your intervention action as determined from your observations and elicitation interviews (cost of seats, non parent drivers, lack of awareness of importance of booster seat)

**Approach**: Determine what level of approach would be appropriate to address that intervention (awareness, health education, behavior change, health or safety practice change, environmental)

**Audience:** What audience you are addressing (general population, young mothers, grandparents)

**Intervention Activity**: What you are doing: a media intervention, policy development, creating loaner booster seat program for Senior Center etc.

**Collaborators:** Whose help do you need to help develop or implement this intervention activity?

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| *A successful Native CARS intervention will have all of these components:* Issue + Approach + Audience+ Collaborators = Intervention |

# Levels of Interventions

# Awareness: Awareness interventions strive to inform the public about particular public health issues, concerns, and/or solutions.

# *Examples of Awareness interventions may include the following:*

# Media campaigns (newspaper, billboards, public service announcements)

# Written publications (brochures, leaflets, documents)

# Printed messages (Posters, Displays)

# Informal Messaging (Electronic Social Networking page)

## **Health Education:** Health education, strives educate the public about causes, signs, symptoms, strategies, etc., of targeted public health issues.

*Examples of Health Education interventions may include the following:*

* Classroom instruction
* Educational handouts
* Health Education Demonstrations

## **Environment:** Environmental interventions strive to establish and enforce supportive practices, policies, and/or laws that promote healthy behaviors and discourage unhealthy choices. Actions resulting from this type of intervention usually take the longest amount of time to achieve.

*Examples of Environmental interventions may include the following:*

* Enacting tribal policies and resolutions
* Mandating specific programs

## **Behavior Change:** Behavior Change focuses on interventions that can foster behavior change with interventions that create a physical environment that supports, promotes, and encourages the healthy behaviors that address the issues.

*Examples of Behavior Change interventions include the following:*

* Creating supportive social networks
* Making available local resources that support healthy behaviors
* Establishing healthy norms
* Talking circles and support groups

## **Health and Safety Practice:** Health and Safety Practice takes an approach that fosters health or safety promotion by supporting existing tribal or community health programs and provides support to enhance existing programs at the community level.

*Examples Health and Safety Practice interventions include the following:*

* Working with hospital delivery nurses to assure that children are checked out with car seats
* Working with Head Start programs to train and maintain certified child passenger safety technician to help parent correctly install seats.