



# Inter Tribal Council of Arizona, Inc. (ITCA) Injury Prevention Program

## PROGRAM GOALS

Decrease number of traumatic brain injuries (TBIs) by increasing wheel sport and pedestrian safety with three ITCA Member Tribes

1. Conduct 1 bike traffic skills training
2. Propose a bike helmet ordinance for youth
3. Promote visibility for bicyclists and pedestrians
4. Increase awareness of traumatic brain injury prevention

## Community Responsiveness

In response to community need, ITCA broadened the program's objectives from focusing solely on bicycle and helmet safety to focusing on TBI prevention through wheel sports (biking, scootering, skateboarding, and skating) and pedestrian safety. This broader focus allowed for more education events and partnerships with other groups focusing on preventing the causes of TBI. During three project years, ITCA assisted one Member Tribe of ITCA per year.

## Helmet Ordinance



During FY18-FY20, ITCA identified the number of TBI and wheel-sport related injuries for American Indians in Arizona and shared with each of the three Tribal Councils a draft helmet ordinance. In June 2020, the Tonto Apache Tribal Council adopted an ordinance, which is one of the few tribal multi-sport helmet ordinances.

## PROGRAM HIGHLIGHTS

June 2017-June 2020 with two ITCA Member Tribes

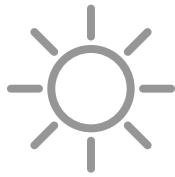
3,276



Reached

through media campaigns to raise awareness to prevent TBIs

2,146



Safety Items

given out to cyclists and walkers

13



Sessions

held for public health staff, with 10 for TBI outreach and 3 for bike traffic skills

16



Partnerships

made with local law enforcement, health services, community programs, and others

# Tribal Injury Prevention

June 2020

[www.ITCAonline.com/epi](http://www.ITCAonline.com/epi)

PROGRAM SNAPSHOT

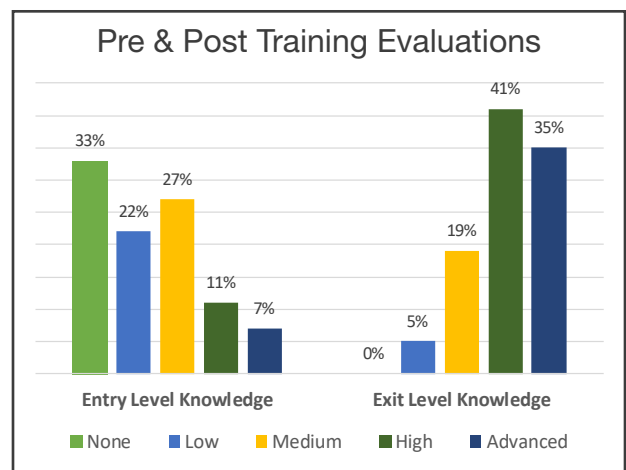


**Be Safe Be Seen Visibility Campaign**

During FY19-FY20, in collaboration with the health department and police department of both the Hualapai Tribe and the Tonto Apache Tribe, ITCA created the Be Safe Be Seen campaign to communicate the importance of wearing reflective gear and using safety equipment to prevent TBI among wheel-sport participants and pedestrians.

**TBI Trainings with Measurable Impact**

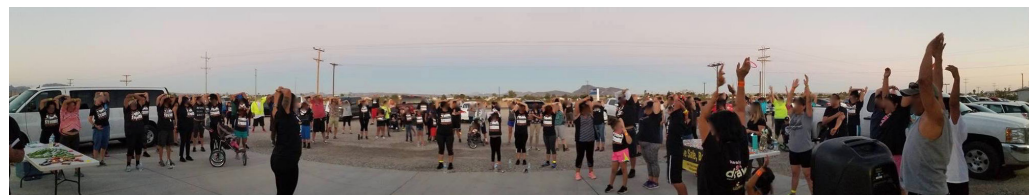
During FY18-FY20, ITCA held 10 TBI training sessions in partnership with the Arizona Dept of Health Services and the Arizona Governor’s Council on Spinal and Head Injury. The trainings educated 103 employees of the Colorado River Indian Tribes, the Hualapai Tribe, and the Tonto Apache Tribe about the dangers of TBI.



**Bike Traffic Skills Trainings**

During FY18-FY20, ITCA contracted three certified bike instructors from the Hualapai Nation Police Department to conduct one-day training and bike maintenance workshops with each of the three Member Tribes of ITCA. The program taught bike riding skills and distributed helmets, lighting and reflective devices, and bicycle safety information at the trainings.

**Creative Community Outreach**



During FY18-FY20, ITCA used interactive approaches at existing community events, including Halloween Festivals, to engage community members, distribute reflective devices, and share safety information.