



## *Martha Stowe*

Martha Stowe is the Director of the Injury Prevention Center of Greater Dallas. She has been with the Center since it began in 1994, and became the director in 1999. Her bachelor and masters degrees are from the University of Kansas.

Martha has taught the Safe Communities process throughout the U.S. on a contract with NHTSA. Additionally she has presented at numerous conferences as the keynote speaker on the implementation and success of using the Safe Communities model.

She is a co-author on articles published in American Journal of Public Health, Injury Prevention, and the textbook *Health and Welfare for Families in the 21st Century*.

IPCGD led the process for the first WHO Safe Community in the U.S. IPCGD has won numerous awards including ones from U.S. Department of Transportation, the American Hospital Association, WHO and NHTSA, Premier Health, and Allstate Insurance Company. The Women's Council of Dallas County gave Martha the 2005 award for outstanding community service.

The IPCGD works collaboratively with over 150 hospitals, schools, churches, social service agencies, government entities, businesses, and research groups. Coalitions currently include Citizens for Traffic Safety, Pedestrian Safety Coalition, Dallas County Child Passenger Safety Coalition, Child Abuse Prevention Coalition, Domestic Violence Prevention Coalition, Elder Abuse Coalition, Family Violence Prevention Council, Senior Falls Prevention, and Smoke Alarm Distribution.

The most dramatic results have been seen in community level work. In one low income, Hispanic neighborhood the child safety seat usage was increased from 17% to 93% over 3 years. This was accomplished using child safety seat classes and distribution, and by including the neighborhood families through the schools, churches, clinics, day care and community centers. The IPCGD is best known for including the priest in blessing of the child safety seats. This was done to address the cultural sensitivities to the use of child safety seats.

The Citizens for Traffic Safety Coalition has provided traffic safety summits to bring together law enforcement, engineering, medical staff, and behaviorists. This brings various disciplines to the table to create community interventions, policies, and ordinances to prevent traffic injuries.