

**WELL BABY CLINICS' SAFETY PROGRAM AS A FIRST STEP TOWARD
EMPOWERING THE ISRAELI PUBLIC HEALTH SYSTEM IN SAFETY**

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Infants and toddlers are at high risk of death or injury from unintentional injuries. BETEREM, in cooperation with the Israel Ministry of Health, sought to develop an educational program for injury prevention to be used by the public well-baby clinic system, which follows 97% of the 0-5 year age group. Method: an injury prevention program was developed on basis of epidemiological data on infant and toddler injuries in Israel and preventive measures currently in effect. Well baby clinic staff were trained in parental counseling on home and car safety measures. The program was evaluated with 3 questionnaires: A survey for parents, a survey for health providers and a satisfaction questionnaire after the completion of the program. The evaluation was followed by the development of a program and its implementation in all well-baby clinics in Israel, at present 80% of them are using the program. Conclusion: a well designed program to empower public health providers to educate parents in children's safety led to parental internalization of the importance of a safe environment and provided them with knowledge and tools to implement changes.

