

California Kids' Plates Program (Kids' Plates)
Progress Report Summary
January 2015

Kids' Plates Overview

The State and Local Injury Control Section, Safe and Active Communities Branch (SACB), California Department of Public Health (CDPH) is charged with overseeing and administering the portion of the Child Health and Safety Funds reserved for unintentional childhood injury prevention, garnered from the sale of specialized motor vehicle license plates. The Kids' Plates "Paving the Way for Safe Routes to School" projects awarded for 2013-15 focus on Safe Routes to School (SRTS) efforts, which include educational interventions to address pedestrian and bicycle safety in underserved and/rural communities. The projects include:

- WalkSacramento (Northern Region)–working with selected elementary schools in Amador, El Dorado, Placer, Sacramento, and Yuba counties
- Safe Kids California (Northern Region)– working with selected elementary schools in Amador, El Dorado, Placer, Sacramento, and Yuba counties
- Monterey County Department of Health (Central Region) – working with selected elementary schools in the cities of Seaside and Marina
- Escondido Union School District (Southern Region) – working with selected elementary and middle schools in Escondido
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Progress (Year 2: July 1, 2014 to December 31, 2014)

To improve pedestrian and bicycle safety and to reduce unintentional pedestrian and bicycle injury, all four awardees implemented educational activities during this reporting period. The total number of participants in educational activities for the four awardees combined included 10,514 students (kindergarten-8th grade) and 734 adults (including, but not limited, to parents, teachers, school administrators, law enforcement and fire department officials, public health employees, community members, non-profit agencies, parks and recreation departments, private businesses and community service partners). All four awardees conducted a variety of events during the Year 2 six-month reporting period, such as Walk to School Day events, Bike to School Day events, Bicycle Rodeos, etc. The number of student participants totaled 3,053 and adult participants totaled 1,589. The distribution of educational materials, brochures, and flyers that addressed topics such as Walk to School Day, "Safe Routes to School Basics: the 5 E's," Pedestrian Safety, Bicycle Safety, and Driver Safety, totaled 35,816 (of which 12,764 were in the Spanish language). Additional materials that were disseminated included traffic safety items, walk audit flyers, SRTS enforcement overviews, Neighborhood Watch fact sheets, student safety patrol guidelines, and staff safety patrol guidelines.

In addition to completing the objectives outlined in their respective scopes of work (SOW), each awardee reported additional project work that was beneficial to SRTS efforts in the community. Some of these efforts included aligning enforcement practices throughout the grant-funded sites and district; standardizing uniforms and trainings for crossing guards, staff safety patrols, student safety patrols, and Safe Walk parent

volunteers; and working collaboratively with school administrators and teachers as well as neighborhood groups. Each awardee also reported partnering with a number of organizations and individuals that were not originally named. These included, but were not limited to, neighborhood and community safety programs, parks and recreation departments, local bike shops, safety coalitions, AmeriCorps volunteers, and various other community and private organizations.

Common Challenges/Solutions

The common challenges faced by the awarded projects include reaching and recruiting parent volunteers due to parent work schedules and expending the monies as budgeted in the contracts. CDPH Program Consultants were notified of the challenges throughout the first six months of Year 2 and they advised awardees on a regular basis through phone conversations and e-mail correspondence.

Many awardees found successful solutions to these challenges, including encouraging parents to sign up and participate in Neighborhood Watch activities during non-school hours and community volunteers participating during school hours. Contract budgets were amended as necessary due to changes in staffing patterns.

To support their SRTS efforts, awardees requested technical assistance on various programmatic and budget issues that arose during the first six months of Year 2. This included requests for CDPH to provide additional SRTS-related resources and materials and program recommendations and feedback. Awardees were also invited to participate on several teleconferences offered by the Safe Routes to School Technical Assistance Resource Center, which is housed within SACB and funded by the California Department of Transportation (Caltrans).

There were very few incidences with awardees that required corrective action by their respective CDPH Program Consultant. In review of one awardee's progress report materials submission, their assigned Program Consultant noted that the CDPH logo had been used without permission. The Program Consultant advised them to remove the CDPH logo from the documents and instead to acknowledge CDPH and Kids' Plates funding for the publications. A copy of a Safety Patrol handbook that was referenced in one awardee's progress report was requested for Program Consultant review. Awardees were reminded that they must expend budgeted monies by the end of the contract, and were asked to provide the status of expenditures and strategies to expend all monies by the completion of the contract.

A Look Ahead

Awardees report being engaged in efforts to sustain their work beyond the length of the Kids' Plates award period. Examples include awardees joining the boards of community organizations that support SRTS efforts, and grant monies being received to fund prizes for a video contest, and to increase intergenerational involvement in SRTS activities at school sites. Awardees will report on the status of their objectives in the annual/final report due at the conclusion of their award cycle on June 30, 2015.