

Protecting Kids from Owies & Beyond

“Our prevention work includes positive community norming to create a positive culture change. Engage, educate, empower – is our three-tiered system to make an impact for our evidence based strategies!”

Dr. Kelly Browning, Executive Director. PhD
Impact Teen Driver

Public Health Problem (Issue)

No one wants to see kids get injured; no one. But it happens, and there are many ways that infants and children can suffer unintentional injuries or even death. Child injuries are preventable, yet more than 9,000 children die from unintentional injuries in the U.S. each year.(1) Car crashes, suffocation, drowning, poisoning, fires, and falls are some of the most common ways children are hurt or killed. The number of children dying from injury dropped nearly 30% over the last decade, however, injury is still the number 1 cause of death among children.(2) The unintentional childhood injury prevention community wants to protect every child, youth and teen who explores, discovers and may unintentionally get injured in California. Through education, research and data, messaging and outreach, policy changes and engineering designs, prevention can lead the way to reduce hazards, injuries and deaths.

Taking Action (Intervention)

Each California local public health department houses a county coordinator whose expertise includes unintentional childhood injury prevention in the areas of drowning, bicycle/pedestrian safety, poisoning prevention, teen driving, child passenger safety, safe sleep, window falls, and firearm safety. To serve and inform these local experts, with support of the Preventive Health and Health Services Block Grant, the Safer CA, Unintentional Injury Prevention for Children and Youth Conference took place virtually on November 17-18, 2020. Safer CA assisted public health, first responders, law enforcement, physicians, nurses, community advocates, and fire/emergency personnel in continuing their education on collecting data and developing innovative programs to protect California’s most vulnerable age group. Participating in the virtual two-day conference were reknown speakers including American Academy of Pediatrics' Dr. Phyllis Agran, teen driving advocate Dr. Kelly Browning (IMPACT Teen Driver) and Pat Hines (Founder, Safe Moves and Nora Rose-Hines Foundation), national non-traffic safety expert Janette Fennel (KidsAndCars), international drowning prevention researcher William Koons, and many more local and national experts. The interactive preconference sessions allowed for the demonstration and hands-on practice of 1) social media tools/instruments to build a compelling public health story and then showcase it with live streaming, and 2) how to select and use virtual tools for checking car seats, enabling child passenger safety programs and advocates to better educate parents and families, and keep the over 2,500 California technicians certified. Breakout and chat

sessions allowed for diverse discussions throughout the state on the various injury topics as well as safer technologies, federal resources, educational materials, or the ability to integrate affected families into your messages.

Impact

The Safer CA virtual conference was a resounding success and brought together over 200 unintentional childhood injury prevention organizations and advocates as well as Kids' Plates grantees together to improve their current injury data collection and innovative prevention efforts, as well as establish and expand partnerships across the state. An unexpected positive outcome amid this COVID pandemic and shifting mediums of education and outreach efforts, was the timing of the virtual conference. Safer CA provided the opportunity for many smaller counties and programs to learn from larger, more experienced and well-resourced counties and organizations who have initiated virtual programming and were able to share these lessons learned and actual programs. The connections and resources gained through the Safer CA conference will have meaningful and lasting effects for all those involved with unintentional childhood injury prevention.

Footnotes

- (1) [CDC WIQARS Leading Cause of Death, 2018](#)
- (2) [CDC Injury Report](#)

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Healthy People Objective

Total Injury

PHHS Block Grant Funding

50-74% - Significant source of funding

Unintentional Injury (UI) Prevention
Virtual Conference | November 17th & 18th

SAFER CALIFORNIA
2020

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CCCSH
California Coalition for
Children's Safety and Health

