

PRINCIPLES OF PERFORMANCE – COALITION PERFORMANCE ASSESSMENT TOOL

Principles of Performance with Key Indicators for U.S. local coalitions

STATE: CA
 COALITION: Sonoma County
 COORDINATOR: Beth Dadko
 DATE: 9 / 10 / 07

Internal Principles – People, Planning and Process	Key Indicators	Exceeds	Meets	Does Not Meet Yet
		√	√	√
Principle 1 PEOPLE Safe Kids will organize human resources necessary to implement an effective injury prevention program.	1.1 Lead organization consults with designated Safe Kids representative when hiring or appointing coordinator.		√	
	1.2 Lead organization employs a coordinator whose role reflects the job duties and responsibilities as outlined in the position description.		√	
	1.3 Lead organization ensures coordinator’s paid hours meet or exceed those specified in the contract.		√	
	1.4 Lead organization ensures position is continuously filled and actively recruited when vacant.		√	
	1.5 Coordinator or alternate attends annual Leadership Conference and adequately participates in no less than 50% of state meetings and training sessions.		√	
	1.6 Coalition functions as a collaboration of organizations and individuals with printed, media and electronic materials indicating that lead organization is “Proud leader of” coalition , and not refer to coalition “a program of,” the lead organization.		√	
	1.7 Bylaws, approved by the coalition membership and submitted to designated Safe Kids representative, delineate governance, administrative and programmatic roles of the executive board or council. Attach bylaws if met.			√

PRINCIPLES OF PERFORMANCE – COALITION PERFORMANCE ASSESSMENT TOOL

Principle 1	1.8 Membership meets at least six times per year to conduct the work of the coalition, and the board or advisory council meets at least four times per year.		√	
	1.9 Additional staff are assigned to support the coordinator (5 points for a half-time position, 10 points for a full-time position; maximum points = 10).	<input type="checkbox"/> 5 <input type="checkbox"/> 10		
	1.10 Annual membership surveys are conducted and indicate satisfaction with coalition composition and governance.	<input type="checkbox"/> 5		
	1.11 A two-year written recruitment and retention plan describes efforts to monitor diversity and sustainability of membership.	<input type="checkbox"/> 5		
Rating for Principle 1: All “Meets” indicators must be met to achieve a “Meets” rating for the principle. If principle is met, “Exceeds” scores will apply for added recognition of performance.		Total 0	Total 7	Total 1
<p>Coordinator Comments: Briefly describe actions needed to meet principle or actions planned to improve performance.</p> <p>1.7 Safe Kids Sonoma County's bylaws exist, and they have been reviewed in the past year by our steering committee. However, it was not a priority to update them yet. The steering committee wanted the executive board to become more established so that they could alter the bylaws to reflect the new executive board. The coalition needs to begin the meetings of the executive board and alter the bylaws.</p> <p>1.10 The coalition has not yet done its coalition membership survey. This will be completed in the next few months on Survey Monkey.</p>				

PRINCIPLES OF PERFORMANCE – COALITION PERFORMANCE ASSESSMENT TOOL

Internal Principles – People, Planning and Process	Key Indicators	Exceeds √	Meets √	Does Not Meet Yet √
<p>Principle 2 PLANNING</p> <p>Safe Kids will develop an injury prevention plan based on needs assessments and ongoing evaluations.</p>	<p>2.1 An annual assessment is performed by the coalition membership that includes a review of:</p> <ul style="list-style-type: none"> √<input type="checkbox"/> local children’s injuries and injury risks √<input type="checkbox"/> specific neighborhoods or locations of high risk √<input type="checkbox"/> specific known causes of injury √<input type="checkbox"/> additional potential local partners √<input type="checkbox"/> local concerns and political will √<input type="checkbox"/> additional potential resources (in-kind, financial, volunteer) 		√	
	<p>2.2 An annual action plan is adopted by the coalition membership and submitted to designated Safe Kids representative that includes:</p> <ul style="list-style-type: none"> √<input type="checkbox"/> the identification of a minimum of three priority risk areas based on the assessment √<input type="checkbox"/> a minimum of two objectives for each of the three priority programming areas √<input type="checkbox"/> a limited set of key work steps that achieve objective √<input type="checkbox"/> indicators that work steps have been completed and objectives achieve 		√	
	<p>2.3 An annual data or information gathering activity is implemented to inform membership on local attitudes, knowledge and behaviors, barrier to improve safety and/or local environmental or cultural considerations.</p>			√
	<p>2.4 Process evaluation measures are conducted on at least three unintentional injury risk areas as described in an action plan.</p>			√
	<p>2.5 An injury surveillance data collection system is established</p>	<input type="checkbox"/> 5		

PRINCIPLES OF PERFORMANCE – COALITION PERFORMANCE ASSESSMENT TOOL

	2.7 Formative evaluation measures are conducted on at least three unintentional injury risk areas as described in an action plan.	<input type="checkbox"/> 5		
	2.8 Impact evaluation measures are conducted on local programs in at least two unintentional injury risk areas.	<input type="checkbox"/> 5		
	2.9 Outcome evaluation measures are conducted on at least one unintentional injury risk area for local program(s) operating continuously for more than three years.	<input type="checkbox"/> 10		
Rating for Principle 2: All “Meets” indicators must be met to achieve a “Meets” rating for the principle. If principle is met, “Exceeds” scores will apply for added recognition of performance.		Total 0	Total 3	Total 1

Coordinator Comments: Briefly describe actions needed to meet principle or actions planned to improve performance.

2.3 Currently, there is no formal activity to inform membership on local attitudes, knowledge and behaviors or barriers/ cultural considerations. Often, news articles are forwarded onto the coalition, but nothing formal. The coalition needs to reserve a section of a meeting each year to address these areas, perhaps based on a collection of news articles. Evaluation- the coalition has systems set up to perform evaluation, but we have to be better about actually implementing the system.

PRINCIPLES OF PERFORMANCE – COALITION PERFORMANCE ASSESSMENT TOOL

Internal Principles – People, Planning and Process	Key Indicators	Exceeds	Meets	Does Not Meet Yet
		√	√	√
<p>Principle 3 PROCESS</p> <p>Safe Kids will comply with all procedural and reporting requirements within the organization and to relevant governmental or regulatory agencies.</p>	3.1 Coordinator submits coalition meeting minutes and required reports to designated Safe Kids representative following separately established checklist with deadlines. (See Appendix A)		√	
	3.2 Board and membership rosters are submitted to designated Safe Kids representative annually with new members noted and reflect the diversity of the community served. Attach rosters if met.		√	
	3.3 Quarterly treasurer’s reports reflecting coalition-generated funds and expenses are submitted to the membership, a representative of the lead organization and designated Safe Kids representative.			√
	3.4 Copies of federal, state and local filings relevant to Safe Kids funding and coalition status are sent to Safe Kids Headquarters upon request.		√	
	3.5 Project expenditures that require reporting (federal pass-through funds) are submitted to Safe Kids Headquarters in a timely manner, with back-up documentation for such reports kept for inspection for no less than three years.		√	
<p>Rating for Principle 3: All “Meets” indicators must be met to achieve a “Meets” rating for the principle. If principle is met, “Exceeds” scores will apply for added recognition of performance.</p>			Total 4	Total 1
<p>Coordinator Comments: Briefly describe actions needed to meet principle or actions planned to improve performance.</p> <p>3.3 We do have a treasurer for the coalition, but she is not currently giving quarterly reports. She will start in November to give quarterly reports.</p>				

PRINCIPLES OF PERFORMANCE – COALITION PERFORMANCE ASSESSMENT TOOL

External Principles – Programs, Public Relations, Public Policy and Philanthropy	Key Indicators	Exceeds	Meets	Does Not Meet Yet
<p>Principle 4 PROGRAM</p> <p>SAFE KIDS will conduct outreach programs designed to reduce injuries to children in the communities served.</p> <p>Risk areas being addressed by coalition:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Bicycle Safety <input checked="" type="checkbox"/> Child Passenger Safety <input checked="" type="checkbox"/> Falls Prevention <ul style="list-style-type: none"> <input type="checkbox"/> Fire Safety <input checked="" type="checkbox"/> Home Safety <input checked="" type="checkbox"/> Pedestrian Safety <ul style="list-style-type: none"> <input type="checkbox"/> Poison Prevention <input type="checkbox"/> Water Safety <input type="checkbox"/> Firearm Safety <input type="checkbox"/> Other _____ 	4.1 Coalition implements programs in three risk areas, developed by the coalition or developed by Safe Kids Worldwide, based on the “E”s of prevention for children ages 14 and under. Check risk areas at left.		√	
	4.2 Coalition implements programs in a minimum of three risk areas that: (Check each applicable box- 3 or more meets this indicator)		√	
	4.3 Coalition delivers a Safe Kids Week program and evaluates the success of the effort using Safe Kids Worldwide tools.		√	
	4.4 Programming in at least one of the risk areas addresses issues in five or more levels of the spectrum of prevention.	√ <input type="checkbox"/> 5		
	4.5 Injury prevention interventions or policies are integrated into coalition member agency programs as a result of Safe Kids coalition’s efforts.	√ <input type="checkbox"/> 5		
	4.6 Impact evaluation reveals improvement in target population knowledge, attitudes, beliefs or behaviors in at least one risk area	<input type="checkbox"/> 5		

PRINCIPLES OF PERFORMANCE – COALITION PERFORMANCE ASSESSMENT TOOL

	4.7 Outcome evaluation indicates statistically significant injury and/or death reduction in at least one risk area in which the coalition operated a program.	<input type="checkbox"/> 5		
Rating for Principle 4: All “Meets” indicators must be met to achieve a “Meets” rating for the principle. If principle is met, “Exceeds” scores will apply for added recognition of performance.		Total 10	Total 3	Total 0
Coordinator Comments: Briefly describe actions needed to meet principle or actions planned to improve performance.				

PRINCIPLES OF PERFORMANCE – COALITION PERFORMANCE ASSESSMENT TOOL

External Principles – Programs, Public Relations, Public Policy and Philanthropy	Key Indicators	Exceeds	Meets	Does Not Meet	
		√	√	√	
Principle 5 PUBLIC RELATIONS Safe Kids will promote public awareness of Safe Kids and injury prevention through media and social marketing.	5.1 Coalition carries out a minimum of two media events and two outreach efforts annually. Safe Kids Week is to be one of the media events.		√		
	5.2 Coalition designates a media coordinator. If met, coordinator’s name: -----			√	
	5.3 Coalition has at least one form of printed material that describes the coalition and its mission. Attach sample if met.			√	
	5.4 Coalition creates and uses letterhead with an approved Safe Kids Worldwide logo. Attach sample if met.			√	
	5.5 Coalition utilizes Safe Kids Worldwide -produced media materials, symbols and trademarks.			√	
	5.6 Coalition adheres to Safe Kids Worldwide branding guidelines.			√	
	5.7 Coalition distributes six or more additional news releases or other media tools.		√ <input type="checkbox"/> 5		
	5.8 Coalition carries out a minimum of one additional media event, including an advisory, a news release and an op-ed.		<input type="checkbox"/> 5		
	5.9 Coalition has a Web site or a newsletter regularly distributed to members.		√ <input type="checkbox"/> 5		
Rating for Principle 5: All “Meets” indicators must be met to achieve a “Meets” rating for the principle. If principle is met, “Exceeds” scores will apply for added recognition of performance.		Total 10	Total 5	Total 1	
<p>Coordinator Comments: Briefly describe actions needed to meet principle or actions planned to improve performance.</p> <p>5.3 Currently, the coalition has many media contacts and supports, but no specified coordinator. Identifying this coordinator is a high priority for the coalition. 5.9 The coalition is currently working with two volunteer web site developers to create a new web site.</p>					

PRINCIPLES OF PERFORMANCE – COALITION PERFORMANCE ASSESSMENT TOOL

External Principles – Programs, Public Relations, Public Policy and Philanthropy	Key Indicators	Exceeds	Meets	Does Not Meet
Principle 6 PUBLIC POLICY Safe Kids will advocate for injury prevention legislation and regulations and enforcement of existing laws.	6.1 Coalition has a designated public policy/advocacy coordinator. If met, coordinator’s name: -----			√
	6.2 Coalition provides periodic legislative updates to its members and Safe Kids representative.		√	
	6.3 Coalition conducts outreach to public policymakers to advocate for laws or regulations, including but not limited to support/opposition letters, calls to action, testimony and application for legislative or enforcement grants as needed (5 points for three or fewer activities, 10 points for more than three outreach efforts; maximum points = 10).	<input type="checkbox"/> 5 <input checked="" type="checkbox"/> 10		
Rating for Principle 6: All “Meets” indicators must be met to achieve a “Meets” rating for the principle. If principle is met, “Exceeds” scores will apply for added recognition of performance.		Total 10	Total 1	Total 1
<p>Coordinator Comments: Briefly describe actions needed to meet principle or actions planned to improve performance.</p> <p>6.1 Currently, the coalition has identified a couple of potential public policy/ advocacy coordinators. It is a high priority to fill this role.</p>				

PRINCIPLES OF PERFORMANCE – COALITION PERFORMANCE ASSESSMENT TOOL

External Principle – Programs, Public Relations, Public Policy and Philanthropy	Key Indicators	Exceeds	Meets	Does Not Meet
<p>Principle 7 PHILANTHROPY</p> <p>Safe Kids will secure resources and community support necessary to fund and enable the ongoing work of the organization.</p>	7.1 Coalition has a designated development coordinator. If met, coordinator’s name: _Candice Mann and Rhoda Halliday_____		√	
	7.2 Support services, including office space, office equipment, individual e-mail/Internet access, public relations support and storage space are provided as specified in the Coalition Agreement.		√	
	7.3 Coalition applies for funds outside of Safe Kids Worldwide to support the three selected comprehensive injury prevention programs		√	
	7.4 Coalition exceeds prior year’s fundraising results by 5 percent (5 points); exceeds prior year’s results by 10 percent or greater (10 points) (maximum points = 10).	<input checked="" type="checkbox"/> 5 <input type="checkbox"/> 10		
<p>Rating for Principle 7: All “Meets” indicators must be met to achieve a “Meets” rating for the principle. If principle is met, “Exceeds” scores will apply for added recognition of performance.</p>	Total 5	Total 3	Total 0	
<p>Coordinator Comments: Briefly describe actions needed to meet principle or actions planned to improve performance.</p>				