

Safe Kids Sonoma County Coalition

2006-2010

Goal- To prevent unintentional injury and death to children ages 14 and under in Sonoma County.

Injury Indicator- Number of deaths and hospitalizations for children under 14 years of age in Sonoma County.

Local Injury Indicator- # of deaths and hospitalizations for children under 14 years of age in Sonoma County.

Objective	Activities	Indicators	Timeline	Member Org. Involved
Website Modify Safe Kids Sonoma County website to: <ul style="list-style-type: none"> - Attract members - Educate community - Educate providers - Access to research, data, and resources (clearinghouse) - www.safekidssonomacounty.org 	Include: <ul style="list-style-type: none"> - Info about coalition, safety info, links to resources, links to current action plans, info about how to join, meeting times, member list, collaborations, etc. Create link to Safe Kids' reports, legislation info, funding resources, resources for emergency response - "What's new" section/ events calendar - Bilingual 		July '06- Dec '06 template Jan '07- Dec '07 develop content Jan '08- Dec '08 bilingual	DHS Comp. Services
Create Newsletter/ work with established newsletters	<ul style="list-style-type: none"> - Partner with established orgs to put in an article about Safe Kids -Get Safe Kids newsletter out to potential partners - Add local information to already existing Safe Kids Worldwide e-mail - Include member updates 		Dec '06 Website Website	
Presentation to elected officials	<ul style="list-style-type: none"> - Annual Presentation to Board of Supervisors and city councils - 1- page annual report/ public meeting - Ask to be a public advisory board to MCAH board 		Yearly Starting in '07 2008	

Objective	Activities	Indicators	Timeline	Member Org. Involved
Foster participation and leadership of members	Establish an Executive Board - Identify fund developer- Stabilize funding, stay active, grow annually - Identify data coordinator- Increase focus on outcomes, create measurement systems, gather internal data and measure results/ impact - Identify media advisor - Identify website coordinator - Identify leader of each action team - Get organizations to make a commitment and designate a staff person so that when they leave, someone else will come on board from that agency (members not only represent their org., but also Safe Kids at all times) -Identify coalition champion (e.g. Woodstock, sports figure, Miss Sonoma County, Pointless sister)		2006 2007 2007 2007 2007 2007 2008	Rotary clubs 20/30 clubs funding agencies Chamber of Commerce, Hispanic Chamber, business owners DHS Epidemiology, Safe Kids members
Fundraising	- Create operating budget for Safe Kids coalition - Action Team Chairs positions paid - Create sponsor program		2008 2008 2007	
Media	-Create media blitz for Safe Kids Week, CPS Week, and other injury prevention messages as needed - Get messages out via TV, print, radio, theatre slides, and PSAs -Work with Community Media center to develop internet video clips about Safe Kids - Prepare at least 4 relevant media stories per year		Ongoing 2007 Ongoing	KZST, KJZY, Exitos, La Voz, KBBF, KRRS, KSRO Community Media Center, Wine Country Radio

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Expand and Maintain membership	<p>Create list of Members</p> <ul style="list-style-type: none"> - Constantly revise to recruit - Personal follow-up <p>Present at community meetings: Homeowners assoc., Burbank Housing, hospitals, child care facilities, schools, non-profits that work with families, community events, church events, farmers markets, community movie nights</p> <ul style="list-style-type: none"> - Focus on Latino/ Eritrean communities - Include agencies/ orgs that focus on children from different age groups; collaborate for continuum of care <p>Make meetings more accessible</p> <ul style="list-style-type: none"> - Speaker phone/ video conferencing - SK members attend different staff meetings to talk about working with Safe Kids 		<p>July '06-ongoing</p> <p>2008</p> <p>2010</p>	<p>Safe Kids California</p> <p>City Streets, Planning department</p> <p>Burbank Housing</p> <p>Neighborhood groups, Associations, Clubs, Rotary</p> <p>CHDC, CHDP</p>
Advocacy for Policy Change	<ul style="list-style-type: none"> -Support bills and policies that strengthen laws to protect children from injury and death -Advocate for laws that make adults good role models (like bike helmets for adults) -Legislative visits with local elected officials -Letter writing - Patrol briefings with law enforcement 		<p>Ongoing</p> <p>Ongoing</p> <p>Yearly Starting in '07</p> <p>Ongoing</p> <p>As Needed</p>	<p>Assembly member Noreen Evans, State Farm</p>
Representation/ Involvement of Youth	<p>Get kids involved in Safe Kids (vested safety pals)</p>		<p>2008</p>	
Training Opportunities	<ul style="list-style-type: none"> -Provide updates/ practical skills at Safe Kids meetings -Trainings as seen fit 		<p>Ongoing</p>	