

# Safe Kids Sonoma County

## *Child Passenger Safety Action Plan*

2007-2010

**Goal-** To decrease motor vehicle related injuries to children birth through eight years of age in Sonoma County.

**Injury Indicator-** Number of deaths and hospitalizations due to motor vehicle related injuries for children eight years of age and under in Sonoma County.

**Local Injury Indicator-** # of deaths and hospitalizations due to motor vehicle related injuries for children eight years of age and under in Sonoma County.

Timeline	Objective	Activities	Indicators	Member Org. Involved
ongoing	Support policy changes to strengthen existing CPS laws and create stronger laws	Support proposed bills to strengthen booster seat laws  -Write letters of support -Support bills in Sacramento  Garner local support		SafetyBeltSafe USA, CPI, RP Public Safety  State Farm, Bianchi Traffic Safety Service  Legislators, media
	One-on-one CPS education	Provide education during check-up events or individual car seat check-up appointments.  Target existing events and partner, e.g. farmers markets, fairs, festivals, mobile units		All CPS techs
	Assist existing child passenger safety classes	Support CPI in providing low-cost car seats and education to community		CPI, funding agencies
	Education during health fairs and outreach events	Provide literature and resources to individuals.  Target existing events and partner, e.g. farmers markets, fairs, festivals, mobile units		Health Fair volunteers/ CPS techs
Yearly	Hold car seat check-up events.	Partner with SKSC member organizations to conduct at least 3 community education events per year.  ID and obtain funding (\$5,000-10,000) for CCS and booster seats.		CHP, State Farm, RP Public Safety, AAA, Bianchi Traffic Safety Service

<b>Timeline</b>	<b>Objective</b>	<b>Activities</b>	<b>Indicators</b>	<b>Member Org. Involved</b>
		Evaluate events.		Team up with Infineon and Santa Rosa Memorial
	Educate new car seat technicians every year.	Increase number of trained car seat technicians in the county. -Train 20 new car seat technicians to install car seats -Follow-up to ensure that they integrate new skills into current job. Promote availability of new resources		Law enforcement, community clinics, hospitals, CPI, trained technicians
	Develop CPS Network for all current CPS technicians	Provide updates, skills training, and camaraderie for CPS techs Meet 2 times per year for refresher. Develop a website for CPS technicians Provide on-going information about upcoming trainings, and opportunities to expand expertise.		All CPS techs, RP Public Safety
	Educate hospitals and community clinics as to where families can go to get CPS education/ low-cost car seats	Provide CPS resource list to all hospitals and clinics.		Hospitals, clinics, WIC
<b>2007</b>	Create Violator Program for violators of CPS laws.	Partner to implement CPS violator program “Family Safety in the Car” in Sonoma County -Write letter of support -Meet with courts to discuss changes		Traffic court
	create new CPS classes	Partner to create hospital-based CPS education class to teach pre-natal CPS education Create course curriculum, figure out logistics to establish community class held at Kaiser Permanente facility with in-kind admin by Kaiser		Kaiser, CPI, promotion

Timeline	Objective	Activities	Indicators	Member Org. Involved
2008		<ul style="list-style-type: none"> <li>• PSA's for education and to advertise availability of techs</li> <li>• Increase the number of events throughout the county.</li> <li>• Have smaller, more doable events.</li> </ul>		
2009		<ul style="list-style-type: none"> <li>- Keep information on website for technicians or interested potential trainees</li> <li>-Provide more opportunities to practice skills</li> <li>-Regarding health care facilities, provide education and resources. Encourage them to support staff to become technicians. Find motivated staff and provide resources for them to attend trainings.</li> <li>-Do not force staff to attend.</li> </ul>		Wineries & breweries, car dealerships - Migrant workers Partnerships
2010	Work with companies that make car seats and stores that sell them to help educate families and share community resources.	<ul style="list-style-type: none"> <li>• Work more closely with day care centers to train staff and work with their parents.</li> <li>• Work with school nurses</li> </ul>		Hospitals, clinics, WIC, stores that sell car seats
	Work with insurance providers to offer discounts if you have car seats checked.	Low priority		Insurance agencies
	Education during health fairs and outreach events	<ul style="list-style-type: none"> <li>• Be at open house nights at schools or back-to-school events.</li> <li>• Be at community events, markets, etc. to promote training and educate public</li> </ul>		Health fair volunteers