

Safe Kids Sonoma County

Falls Prevention Strategic Plan

2006 – 2010

Goal- To reduce the incidence and severity of home-related falls among children age 4 and under from low-income families

Injury Indicator- # of deaths and hospitalizations due to falls for children under age 4

Local Injury Indicator- # of deaths and hospitalizations due to falls for children under age 4 in Sonoma County

Objective	Activities	Indicators	Timeline	Member Org. Involved
Recruit members for Falls Prevention Action Team	Promote participation of more agencies (home visiting and child care) in falls prev action team. Partner with radio station		'06- '06-	St. Joseph's outreach workers, Burbank Housing
Education about Falls Prevention	Maintain Falls Prevention Kit Distribution and education <ul style="list-style-type: none"> - Provide input, help with evaluation Teach parents at each child care site (4C's, Head Starts) about Falls Prevention/ Home Safety during parents meeting (provide Falls prevention kits) <ul style="list-style-type: none"> - Use Asthma Coalition model and have bilingual presenter, go to sites, have materials for child care and transportation support for parents Provide hospitals, clinics, childcare providers, head starts, and schools info about home safety. <ul style="list-style-type: none"> - Distribute home safety CD from "Home Safety for the Home Visitor" training to agencies 		Ongoing '06 '06-'07	The Health Source @ KidSake, 4 C's, Families First, Head Start, Public Health Nurses, community clinics
Clinics environment and staff address falls prevention	Raise awareness about specific falls prevention and home safety issues through poster displays Children in clinics will be provided falls educational materials during well-child visits.		Ongoing '09-'10	WIC, 4 C's, Families First, Public Health Nurses, community clinics

PHN Tools Available during home visits	Public health nurses will do parent education about falls prevention in homes.		Ongoing	
Media Outreach	PSAs- develop powerful visuals and taglines Have party in community to raise awareness Give out information about falls prevention and home safety at health fairs.		'06 '07 Ongoing	
Housing	Work with apartment complexes to make safer playgrounds Add Fall Prevention information onto low-income housing application		'07 '07	Redwood Insurance (Jeannie Goobanoff) Burbank Housing
Improve Day Care Policies	Examine family day care regulations on safety to prevent falls (licensing CA Title 22) Assure appropriate level of staff to audit safety practices.		'08-'09 '08-09	