



Strategic Plan 2008-2010

Risk Reduction Activities

Coalition Initiatives	Risk Measurements ¹	Responsible Members	Activities
Home Safety <ul style="list-style-type: none"> • Cribs for Kids Program • Home Inspections 	Falls (03-05 Injuries: 181) Fire, Smoke and Flames (03-05 Deaths: 2)	<ul style="list-style-type: none"> • York County Cribs for Kids Program (YCCFK) • York County Head Start • Catholic Charities • Nurse Family Partnership 	<ul style="list-style-type: none"> • <u>Safe Sleep Information</u>: Safe Kids York County (SKYC), through the YCCFK, will distribute information on SIDS and safe infant sleep practices • <u>Pack and Play Distribution</u>: SKYC, through YCCFK, will distribute safe infant cribs to families in need. • <u>Provider Education</u>: SKYC, through YCCFK, will educate and advocate to local health care providers, case management organizations and other agencies on the importance of safe infant sleep practices. • <u>Additional Collaborations</u>: SKYC will partner with agencies from Adams County to determine opportunities for information and resource sharing with Cribs for Kids Program. • <u>Home Safety Inspection</u>: SKYC partner organizations will provide home safety inspections to income established clients. • <u>Home Safety Displays</u>: SKYC will participate in community and school-based health events, where the <i>I Am Safe</i> home safety display could be utilized. SK will also promote the use of the Emergency Preparedness mobile training house, a resource of collaborating fire service

¹ Injury Data and Mortality Rates, Pennsylvania Dept of Health

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			<p>departments in York County</p> <ul style="list-style-type: none"> • <u>Smoke Detectors, Baby Gates, Cabinet Locks</u>: Partner organizations will continue to provide home safety information and materials based on their own Injury Prevention objectives. Example: Municipal fire departments provide free smoke detectors on availability basis. SKYC will be the resource to disseminate grant opportunities to local organizations.
<p>Buckle Up</p> <ul style="list-style-type: none"> • Car Seat Inspection Station • CPS Tech training • CSS Distribution • Buckle Up Events • “In and Around Vehicles” Events/Education • Booster Seat Awareness & Education • Workshops (Professional/ Parents) • Enforcement 	<p>Motor Vehicle Accidents (03-05 Injuries: 57) (03-05 Deaths: 7)</p>	<ul style="list-style-type: none"> • Wellspan CHI • Municipal Police and EMS Departments • Memorial Hospital • Hanover Hospital • Catholic Charities • Family First Health • York County Coroners Office • York County S Sheriff’s Office • Center for Traffic Safety • Babies R Us • Thornton Chevrolet • Dairy Delights • United Way 	<ul style="list-style-type: none"> • <u>Safe Kids Inspection Station</u>: Wellspan CHI will continue to host at least one permanent inspection station, and will coordinate a referral program for inspection stations with flexible times and will continue to partner with police and EMS stations. • <u>CPS Tech Training Classes</u>: 2 four-session CPS technician certification opportunities per year will be offered through SKYC. Two update/refresher courses per year will be offered to current CPS technicians/instructors to maintain certification and to update on best practices. • <u>CSS Distribution</u>: Wellspan CHI will coordinate a discounted car seat program for parents/guardians meeting eligibility requirements. Pending available funding, vouchers for free seats will be distributed to parents through member agencies. • <u>Check Up Events</u>: Ten community events will be held annually to include car seat checks, parent info and discounted car seats. • <u>Workshops</u>: SKYC will provide educational workshops that will provide continuing education to health care professionals, child care providers and parents. • <u>Enforcement</u>: In addition to workshops, enforcement efforts will include distribution of a guide to PA car seat laws and best practices to law enforcement and pediatrician/ family practice offices.

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			<ul style="list-style-type: none"> • <u>Additional Motor Vehicle Programming</u>: SKYC partner agencies will collaborate to provide educational activities to children and parents including “In and Around Vehicle” topics. Over the three year period, targeted interventions will be developed for child care centers, kindergarten classes and the “tween” age group.
Ready to Roll	Pedal Cycle (03-05 Injuries: 61)	<ul style="list-style-type: none"> • York County Sheriff's Department • York County Parks and Recreation • York County Municipal and City Police Departments • Junior Achievement - Biztown 	<ul style="list-style-type: none"> • <u>Community Education</u>: Municipal police departments and community agencies will partner with SKYC in grant sponsored initiatives to provide education, skills training and helmets to children ages four - thirteen. • <u>Rodeo Resources</u>: SKYC will provide “program in a box” resources for bike derbies to various organizations including Girl Scouts and church groups. • <u>Bike Helmets</u>: Discounted helmets will be made available to families throughout the year at the York County Parks system and local pedestrian offices (York Hospital Pediatric department coordinates the ped. office program).
	Poisoning (03-05 Injuries: 43)	<ul style="list-style-type: none"> • CHI 	<p>During the next three years, SKYC will assess local and state initiatives addressing accidental poisoning in York County. Historically, this initiative was addressed through Hershey Medical Center. However, due to a decrease in funding, a reduction in program resources has occurred.</p>
Walk This Way	Pedestrian (03-05 Injuries: 35)	<ul style="list-style-type: none"> • CHI • FedEx • United Way of York County • York County Head Start 	<ul style="list-style-type: none"> • <u>International Walk to School Day</u>: SKYC will organize targeted education activities at Early Learning Centers, while utilizing SKW materials. • <u>Halloween Pedestrian Safety Info</u>: SKYC will distribute safe Trick or Treat materials to coalition organizations to be distributed to age appropriate children. SKYC will also provide culturally appropriate pedestrian safety announcements to local media, including newsprint, radio and television. • <u>School Safety Committees</u>: SKYC will provide technical assistance to existing school safety committees on safe

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			<p>pedestrian practice, and where applicable, encourage the development of new safety initiatives/committees.</p> <ul style="list-style-type: none"> <u>Environmental Change</u>: SKYC will work with local, state and public works and transportation departments to identify “high risk” areas to pedestrians, examine injury/incident data and follow up with post intervention measurements. SKYC will engage funding sources, as a fiduciary, to provide monetary funds to accomplish physical site changes.
Safe Kids Week		<ul style="list-style-type: none"> CHI 	<ul style="list-style-type: none"> <u>Community and School Based Activities</u>: SKYC will partner with school based volunteer groups to provide educational activities in accordance to SKW themed initiatives. SKYC will provide the resources and technical assistance to allow organizations to facilitate their own safety events/ activities.

Organization and Administrative Strategic Activities

Coalition Initiatives	Responsible Members	Activities
Coalition Building	<ul style="list-style-type: none"> All Coalition Organizations 	<p>SKYC and each coalition organization will encourage and recruit other community and municipal organizations to enhance injury prevention activities, establish effective communication channels and reduce duplication of services.</p>
Media Outreach/ Promotion	<ul style="list-style-type: none"> Wellspan 	<ul style="list-style-type: none"> <u>Print Media</u>: SKYC will devote part of the annual budget to provide information on injury prevention. <u>Television</u>: SKYC will identify community champions within the television programming field. Networks with programming in York County will be approached to provide Public Service Announcements on injury prevention. <u>Website</u>: SKYC will develop and utilize a local coalition website to disseminate information on injury prevention and community activities. The SK website will also provide links to partner organizations and Safe Kids USA.

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Advocacy/Legislation	<ul style="list-style-type: none"> • All Coalition Organizations 	<ul style="list-style-type: none"> • <u>Advocacy</u>: SKYC will provide best practice information to legislators and encourage proactive voting on children's injury prevention legislation. • <u>Government Representation</u>: SKYC will invite local and state representation to advisory and committee meetings. • <u>Legal Announcement</u>: SKYC will provide information on laws as it relates to the health and welfare of a child, with the emphasis on prevention of accidents.
Fundraising/Sustainability	<ul style="list-style-type: none"> • Safe Kids Worldwide • Safe Kids PA • Wellspan 	<ul style="list-style-type: none"> • <u>Fee for Service/Merchandise</u>: SKYC will inquire into the partnership with York Hospital gift shop in the sales of safety related items. • <u>Local Fundraising</u>: SKYC will work with The York Health Foundation to identify and solicit funding sources. • <u>Safe Kids Grant Opportunities</u>: SKYC will continue to apply for SKW funding opportunities including but not limited to: Buckle Up, Walk this Way, Ready to Roll, etc.
Evaluation	<ul style="list-style-type: none"> • Wellspan • Individual Coalition Members • Child Death Review • PA Dept of Health 	<ul style="list-style-type: none"> • <u>Annual Injury and Mortality Death Review</u>: With the assistance of the PA Dept of Health, SKYC will track trends of associated injury and mortality data as it pertains to SKYC prevention activities. At least one SKYC member shall reside on the Child Death Review team and act as a liaison of SKYC injury prevention activities. • <u>In-depth Case Study</u>: The SKYC representative for Child Death Review shall inform (when information is not protected) the mechanism of child death as it relates to injury prevention. • <u>Quarterly Reports</u>: SKYC collaborating agencies will submit a quarterly activity report identify injury prevention activities, materials distributed and participant demographics.