

## Parallel Sessions

### **AUDIENCE AND REACH: Ideas for Reaching New Families Outside of Your Immediate Service Area**

Child injuries are not unique to communities that fall into the service area of Safe Kids coalitions. Whether it be in rural communities or families with limited access to Safe Kids activities, there are many families outside of a coalition's immediate area that can benefit from injury prevention education and resources. In this session, you will learn from the experiences of local coalition coordinators to identify available tools and resources that can be used to increase the reach of key safety messages, to explore strategies to train other educators or partners to deliver injury prevention education to broader audiences and to consider the role of partner agencies in expanding program reach.

### **CHILD DEATH REVIEW TEAMS: Partnering to Support Injury Prevention and Increase Community Impact**

Child Death Review (CDR) teams are a natural partner for Safe Kids coalitions as both program missions align to prevent unintentional injury. There is potential for effective synergy and collective impact when coalitions participate in CDR to strengthen case review findings contribute to prevention recommendations and operate as an action arm to implement them. This session will highlight the value of having an action arm for CDR recommendations and the benefit of meaningful data to inform Safe Kids efforts and opportunities for community impact.

### **CHILDREN IN AUTOMATED VEHICLES: What Do We Need to Know and Do?**

In 2018, Safe Kids Worldwide convened a Blue Ribbon Panel (BRP) comprised of top-level child safety and transportation experts to study the issue of passenger safety for all children under age 13. In response to one of the BRP's recommendations, in 2019, Safe Kids Worldwide convened a Consortium to provide guidance for those who are developing regulations, legislations, policies and best practices for children for years to come. Based on the work of the Consortium, a web-based toolkit was launched in April 2021. In this session you will learn about this valuable resource and how you can use it to help educate your community and ensure that the safety of child passengers is considered and valued in the development of AVs.

### **CULTURAL CONSIDERATIONS: Adapting Programs for Effective Engagement**

Cultural practices and social norms are factors that have strong influences on human behavior, including behaviors when it comes to child safety. This session focuses on strategies to implement culturally appropriate injury prevention education to families and ways to identify partnership opportunities to strengthen engagement with diverse populations.

### **DROWNING PREVENTION IN THE COMMUNITY: How You Can Contribute to the Implementation of the U.S. National Water Safety Action Plan**

Drowning is the leading cause of unintentional death of children ages 1 - 4 and the second leading cause of unintentional death of children under 14. This session will share the development of the ZAC Foundation's community drowning prevention action plans. This endeavor convened a wide range of stakeholders in a frank discussion regarding drowning rates in their communities and how best to address prevention challenges. Presenters in this session will share lessons learned for those considering a community level water safety plan and will discuss how the local process aligns with the development and rollout of the U.S. National Water Safety Action Plan.

## **FAMILIES LIVING IN POVERTY: Ideas for Engagement**

Due to a variety of reasons, families living below the poverty line are often at an increased risk for adverse health outcomes, including injuries, and therefore may benefit greatly from targeted injury prevention programs. In this session, you will learn strategies for engaging partner organizations that serve low-income families and for delivering effective child safety educational messages and resources to influence behavior change.

## **HOME SAFETY PROGRAMS: Beyond Direct Education**

Successful behavior change happens when a public health problem is addressed at multiple levels. In this session, you will learn how to supplement home safety educational programs with creative ideas to increase awareness of home safety through media tools, targeting distribution of safety devices to higher-risk/low-resource communities and integrating home safety messages into existing child health programs.

## **LOCAL CPS ACTIVITIES: Leveraging State and Federal Funds**

Even during this time of COVID-19, CPS activities continue to succeed and communities search for State and Federal funds to develop their local events and activities. During this session, presenters will discuss the importance of State and Federal partnerships and give tips to successfully leverage these funds.

## **LOCAL PARTNERSHIPS: Innovative Ideas to Leverage Support**

Safe Kids coalitions have always thrived by partnering with organizations in our communities to leverage resources, recruit volunteers, secure funding, and develop new communication strategies. As we continue to face the unique challenges of these unprecedented times and beyond, we have an opportunity to rethink how we leverage and engage partners to help broaden our reach and better serve the families in our communities. In this session, you will learn how to take our community partnerships to the next level, how to think beyond the “usual” partners (hospital, health, fire), and how to collaborate with other like-minded organizations and agencies on creative strategies to reach more parents and children.

## **NATURAL DISASTERS: Preparing for Child Injury Prevention**

Few things in this world seem more unpredictable than natural disasters, and it feels like they are happening with greater frequency – wildfires, hurricanes, water shortages or water poisoned by lead, tornadoes, failing electric grids. We also know that our kids are especially vulnerable when such events happen. In this session, experienced coalition coordinators share wisdom, insights and practical tips to help you prepare for, and manage during, these unpredictable events in regard to child safety.

## **SAFE ROUTES TO SCHOOL: Maximizing Your Partnership**

Many successful Safe Kids and Safe Routes to School programs rely on nurturing current partnerships as well as the development of new partnerships, for funding and for changing attitudes and behaviors on pedestrian and bicycle behavior. During this session, presenters will discuss the importance of partnership and demonstrate how Safe Kids coalitions and Safe Routes to School programs can successfully collaborate to maximize the impact on pedestrian and bicycle safety education, awareness, and advocacy in local communities. Presenters will discuss resources, volunteers, funding and communications and how to identify facilitators and barriers to partnerships.

## **TEEN DRIVER SAFETY: Best Practices**

Teen drivers have a higher rate of fatal crashes of all age groups, and the highest crash involvement rate is during the first six months of driving. This session will describe neurobiological development during the teen years and why teens are at high risk for vehicle crashes. The session will focus on the influential role of the parent and will highlight current evidence-based strategies, including Graduated Driver Licensing and parent and peer-to-peer focused strategies that support safer attitudes and behaviors for teen drivers and passengers.

## **VIRTUAL CAR SEAT CHECKS: Planning for Effective Education**

With the spread of COVID-19 and the need for social distancing, Safe Kids Worldwide and our coalition network faced the challenging task of moving from CPS in-person education sessions to virtual online platforms. As things begin to open up post-COVID many coalitions are exploring a hybrid model. This session will review lessons learned in the past year from experts in virtual CPS education. You will learn about best practices and tools to provide more effective CPS virtual education.

## **VIRTUAL EDUCATION: Adapting to Reach Children During the Pandemic**

Due to COVID-19, instructors have faced the challenging task of moving their educational activities online to be delivered through virtual education. In this session, you will hear from coalitions about their experiences and lessons learned as they transitioned to virtual education to continue reaching children in their schools and community during the pandemic.

## **VISION ZERO FOR ROAD SAFETY: Engaging Local Communities**

The Vision Zero for Youth Initiative, led by the National Center for Safe Routes to School, encourages cities to identify and prioritize youth-focused projects and programs with the ultimate goal of improving road safety for all. This session will include an overview of Vision Zero for Youth, resources, and specific strategies in use by the cities of Philadelphia and Milwaukee. Hear how the city of Philadelphia is integrating children's needs into its Vision Zero policy, revamping its safe routes to school program and testing a process to identify high risk roads for children and youth. The Milwaukee SRTS program will share its process to engage community members and center youth voices in choosing infrastructure. Participants will leave with new tools and strategies for engaging city staff and partners to help create a more child friendly community.

## **WE THE PEOPLE: Making Lifesaving Change Happen through Advocacy**

To prevent child injury in high-risk communities, lifesaving public policy can be advanced through grass roots advocacy campaigns, motivating people close to home. We'll hear from practitioners who will discuss how they've motivated action by engaging faith-based entities, community-based organizations and elected officials. Come for inspiration and tools to build your own local network.