

17th Annual California Conference on Childhood Injury Control

Developing and Sustaining Comprehensive Injury Prevention Programs

Pre-Conferences

Sunday, September 21, 2003

8:00 AM – 5:00 PM

Transporting Children with Special Health Care Needs

This course will provide an overview of issues relating to children with special needs, such as neuromuscular disorders, respiratory conditions, behavioral challenges, low-birth weight, pre-term children, and orthopedic conditions or procedures. These children need special consideration for transportation in car seats, including family education and proper positioning for the child.

Audience: Certified National Highway Traffic Safety Administration Technicians or Instructors, and health care professionals in the hospital setting. This session is free and is limited to 50 people.

10:00 AM – 4:00 PM

Child Death Review Team Training: Prevention Process, Policy and Practice

This session is designed to help members of Child Death Review Teams answer the question, "How can we make a difference?" Participants will learn how to use the information they are collecting to make effective recommendations and assist team members to make policy and practice differences at their agency, and at county and state levels. This session will also review California's emerging prevention priorities. Participants will build skills for fostering broad, interdisciplinary actions to make a difference in the lives of the children they serve.

Audience: This session is free for all conference participants. Travel stipends may be available for CDRT members. Call Marlene Stanton-Hamilton at 916-445-8502 AFTER July 1, 2003 for more information about these stipends.

10:00 AM – 12:30 PM

An Introduction to Injury Control

This session is specifically designed for individuals new to the field of injury prevention. Topics discussed will include the epidemiology of injuries, using data in your injury prevention efforts, the impact of child and adolescent development on injury risk, and key injury prevention strategies.

1:00 PM – 6:00 PM

Incorporating Injury Prevention into Public Health Programs

This session is designed for public health program coordinators and individuals interested in leveraging local resources and making better use of current injury prevention knowledge and practice for existing programs. Learn how to systematically incorporate injury prevention into existing health programs serving women, children, adolescents and families.

1:30 PM – 4:00 PM

Kids' Plates Grantee Meeting

(for all 2003-2004 Kids' Plates Grantees only)

This meeting will present the critical components needed to successfully carry out your Kids' Plates program. Meet with other Kids' Plates grantees to discuss your current injury prevention efforts and learn ways to successfully market the Kids' Plates program. **This is a mandatory meeting for all 2003-2004 Kids' Plates Grantees.**

4:30 PM – 5:30 PM

Conference Registration

Day 1: Monday, September 22, 2003

7:30 AM Registration and Continental Breakfast

8:30 AM Welcome and Opening Remarks

9:00 AM **Keeping All Children Safe: Individual and Community Responsibilities**

Keynote Speaker: Mark Rosenberg, MD, MPP, The Task Force for Child Survival and Development

9:45 AM **Risk, Outrage and Action: Why the Public Acts to Prevent Some Things But Not Others**

10:15 AM BREAK

10:45 AM **Breaking Issues and Updates**

11:10 AM **Injury Prevention: Coming of Age In Changing Times**

11:45 AM BREAK

12:00 PM Luncheon

1:30 PM BREAK

2:00 PM WORKSHOPS

A. Safety in the Home

Each year millions of children are injured or killed by hazards in the home. This workshop will provide an overview of program approaches and resources that address safety in traditional and alternative family housing arrangements.

B. Lessons Learned: The California Wellness Foundation's Violence Prevention Initiative

In 1992, The California Wellness Foundation implemented the Violence Prevention Initiative (VPI), a \$60-million, 10-year grant-making program, addressing violence as a preventable public health issue. This workshop will discuss the Foundation's assessment of the accomplishments, lessons learned, and the role of the VPI and its grantees in addressing policy, impacting community norms, developing leadership and strengthening the capacity of practitioners to prevent violence against youth.

C. Is it Injury or Neglect?

What are the practical implications of where we draw the line along the continuum of unintentional injury to neglect and even to abuse? This session will explore the controversies in defining how children get injured and how these definitions shape interventions.

D. Utilizing Partnerships to Increase and Enhance Child Passenger Safety Efforts

Hear strategies and lessons learned from two dynamic child passenger safety programs on building regional capacity and developing practical applications for regional partnerships that enhance program effectiveness and service delivery.

E. Funding Programs in Difficult Times

Learn about useful funding strategies and specific funding sources in California.

F. National Bullying Prevention Campaign

This session will provide an overview of the bullying problem, the new National Bullying Prevention Campaign, and other useful strategies for prevention.

3:30 PM – 5:30 PM Scientific Posters and Program Exhibits

6:00 PM – 8:00 PM Ancillary Meetings



Day 2: Tuesday, September 23, 2003

- 8:00 AM Registration and Continental Breakfast
- 9:00 AM The "State of the State" of California's Children
- 9:45 AM "Whassup" with All of These Alcohol Ads?
- 10:25 AM BREAK
- 10:50 AM Creating Safe Built Environments for Children
- 11:25 AM A Preview of Oakland's "Sideshow"
- 11:45 AM BREAK
- 12:00 PM Luncheon
- 1:30 PM WORKSHOPS

- G. **Results of Current Injury Control Research**
This session will present selected scientific papers that reflect current injury control research.
- H. **A Tale of Two Cities: Preventing Sideshows and Street Racing**
As many cities grapple with the problems associated with nighttime cruising, learn about effective ways to address the dangers of illegal street racing and sideshows. This session will highlight Oakland's successful three-pronged approach to prevent sideshows, and how San Diego came together as a community to "close the loop" on illegal street racing.
- I. **Preventing Adolescent Suicide**
An overview of this serious public health issue including epidemiology, promising practices, and policy directions for suicide prevention.
- J. **Advancing Partnerships in Challenging Times**
Throughout the state, Children and Families Commissions have been working hard to give children a better chance at life thanks to Proposition 10, the California Children and Families Act of 1988. This workshop will showcase a partnership developed by the Children and Families Commission of Orange County and the California Chapter 4 American Academy of Pediatrics to reduce child death and disability due to preventable causes of injury.
- K. **Empowering School-Age Children to Create a Safer Environment**
Hear from the student researchers at Pio Pico Elementary School about how they are influencing environmental changes in their neighborhood and how participatory action research drives this project. Participate in an interactive discussion about where to go next.
- L. **Controversies In Co-Sleeping: What Should Providers Recommend?**
A panel presentation of the issues around co-sleeping. Participate in the development of recommendations for families regarding this ongoing public health issue.

3:00 PM BREAK

3:30 PM WORKSHOPS

- M. **California's New Injury Prevention Leadership**
This session launches a new leadership training opportunity for injury prevention in California and is designed for mid-level violence and injury prevention professionals who want to move forward in their careers and advance injury issues on a broader scale. *This session is limited to 40 people. Pre-registration is required.*
- N. **Real Time Program Evaluation: Practical Strategies**
Evaluation is critical when seeking to justify your injury prevention programs. Learn about the innovative evaluation method called "Rapid Cycle Improvement" that can help you to assess your program. Discover how to successfully collect and sort through information and create a plan for action.
- O. **Teaching Safe Routes to School**
This interactive training will provide an overview of the Marin County Safe Routes to School curriculum for grades 2-5 and lesson plans addressing bike and pedestrian traffic safety. Participants will have an opportunity to role play as a student and/or teacher. Materials will be provided (SR2S NHTSA Toolkit).

P. **Short, Sweet and Vulnerable: Preventing Backover Injuries and Death to Young Children**

Learn how to identify and address previously unrecognized vehicle backover injuries through data collection, advocacy, regulation, and product redesign.

Q. **Beyond Brochures: Immigrants, Migrants and the Mainstream**

Learn how the elements of culture, social and economic realities are used to design injury prevention outreach for Latino communities. Latino health and safety education programs will share outreach strategies, what has worked and important lessons learned.

6:00 PM – 8:00 PM Ancillary Meetings

Day 3: Wednesday, September 24, 2003

8:00 AM Registration and Continental Breakfast

9:00 AM Listening To and Involving Generation Next: National Organizations for Youth Safety

9:45 AM BREAK

10:00 AM WORKSHOPS

- R. **National Organizations for Youth Safety (NOYS): People and Programs**
A panel presentation on successes and lessons learned from the NOYS program. Learn about opportunities and resources for youth involvement in safety programs.
- S. **Utilizing GIS Mapping for Injury Prevention**
Learn about GIS mapping, cost-effective GIS programs, different types of data that can be presented, and how GIS mapping can be used in real-world injury prevention practice.
- T. **Developing Intercultural Awareness**
In this age of advanced technology and the emergence of a global society, it is important for individuals to understand one another and crucial for agencies to provide quality services to all of their clientele, regardless of cultural background. This workshop provides an interactive experience to demonstrate the need for developing intercultural awareness.
- U. **Starting A Child Passenger Safety Violator Program**
Learn how to design a violator program, including broaching and working with the courts, setting fees, procedures and follow-up mechanisms for the violator classes, as well as developing and refining the class curriculum.

12:00 PM ADJOURN

Post Conferences

Wednesday, September 24, 2003

1:30 PM – 4:30 PM

Child Passenger Safety Violator Program: A Panel Discussion

A panel discussion about fine-based revenues, violator education programs, and experiences in developing a local source of child passenger safety resources.

Audience: Current and potential providers of child passenger safety fine-based revenue recovery and violator education programs.

Thursday, September 25, 2003

9:00 AM – 12:00 PM

California Child Passenger Safety Quality Assurance Task Force

Audience: Members of the California Child Passenger Safety Quality Assurance Task Force.

1:00 PM – 6:00 PM

California Safe Kids' Coordinators Meeting

Audience: This session is for all California Safe Kids' Coalition Coordinators.