

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

PRE-CONFERENCE SESSIONS

Sunday, September 26, 2004

Time	Session Title and Details
8:00 AM – 5:00 PM	SAFE KIDS CPS Technician Refresher Course This 8-hour update-refresher course, developed by the National SAFE KIDS Campaign, will help certified Technicians enhance their credibility and professionalism by increasing their skills and knowledge on updated laws, new technology, and current best practices. This course is not a requirement to remain an active Technician, however all certified Technicians are encouraged to attend a refresher course each year in order to better provide community education and hands-on assistance with proper use of child restraint systems and safety belts. <i>There is a \$25 charge for this course.</i>
9:00 AM – 12:00 PM	Injury 101: An Introduction to Injury Control This session is specifically designed for individuals new to the field injury control. Topics will include the epidemiology of injuries, the importance of data in injury control programs, the relationship of child and adolescent development to injury risk, and key injury prevention strategies.
9:00 AM – 4:00 PM	You Can Make A Difference! Taking Recommendations to Action While this session is designed for members of Child Death Review Teams (CDRTs) it is also appropriate for anyone desiring a hands-on training opportunity designed to build skills for conducting comprehensive reviews of child fatalities and emphasizing strategies for writing effective recommendations and moving them to action.
1:00 – 3:00 PM	Kids' Plates Grantee Meeting <i>(for 2004/2005 Kids' Plates grantees only)</i> This meeting will provide current grantees with the information, templates, and marketing resources necessary to successfully carry out the Kids' Plates program and give participants the opportunity to meet other Kids' Plates grantees to discuss current injury prevention efforts.
3:00 – 5:00 PM	Maternal Child Adolescent Health, Childhood Injury Prevention Program Meeting <i>(for current MCAH grantees only)</i> This session is only for grantees of the MCAH Childhood Injury Prevention Program. Grantee updates, technical assistance and an overview of new program development resources, data collection and research will be presented.
1:00 – 6:00 PM	Exhibit Room Open for Set-Up
4:30 – 5:30 PM	Registration

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

CONFERENCE SESSIONS SEPTEMBER 27-29, 2004

Monday, September 27, 2004

Time	Session Title and Details
7:30 – 8:30 AM	Registration & Continental Breakfast
8:30 – 9:00 AM	Welcome and Opening Remarks
9:00 – 9:45 AM	<i>Protecting Kids Protects Us All: Smart Design is Healthy Design</i> Keynote Speaker – Richard J. Jackson, MD, MPH State Public Health Officer, California Department of Health Services, Sacramento, CA
9:45 – 10:00 AM	BREAK

Agenda continued on next pages...

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Monday, September 27, 2004 (Continued)

10:00 – 11:30 AM
Workshop 1

WORKSHOPS (1-7)

Caught in the Crossfire: A Hospital-Based Youth Violence Prevention Program

This workshop will discuss *Caught in the Crossfire*, a community and hospital based Youth Violence Prevention Program that works with youth ages 12-20 who have been injured by interpersonal violence. *Caught in the Crossfire* partners with local hospitals to provide immediate bedside counseling, ongoing case management and resource coordination in the context of a peer mentoring relationship.

Caught in the Crossfire has been evaluated and proven to be a highly effective program.

Faculty:

Nic Bekaert, MSW

Community Injury Prevention Coordinator, Alameda County Medical Center, Highland Hospital, Oakland, CA

Fabian Martinez

Intervention Specialist, *Caught in the Crossfire*, Oakland, CA

Workshop 2

Graduated Driver Licensing: Guidelines, Strategies and the Role of Caregivers

Parents are a major key in teaching and reinforcing responsible and safe driving to their adolescents. Parents sometimes lack the proper information about graduated licensing laws or the tools to reinforce safe adolescent driving skills. Strategies to engage parent participation and empower adolescents on the importance of safe driving will be presented by two programs from California and Oregon.

Faculty:

Joanne Fairchild, RN CCRN

Trauma Nurse, *Trauma Nurses Talk Tough*, Legacy Emanuel Hospital, Portland OR

Cathy Bowles

TNTT Family/Parent Education Coordinator, *Trauma Nurses Talk Tough*; Portland, OR

Jeanne Woolsey Olsen, MSPH

SAFE KIDS Sonoma County Coordinator, Childhood Injury Prevention Program Coordinator, Sonoma County Health Department, Prevention and Planning, Santa Rosa, CA

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Monday, September 27, 2004 (Continued)

Workshop 3

Anecdote vs. Data: Strengths, Weaknesses and Opportunities for Synergy

Personal stories are often critical in moving an injury control policy forward, but decisions spurred on by personal stories may overlook the evidence. This session will explore the role of advocate-based practices and the role of evidence-based practices in changing injury control policy and programs as well as use and effectiveness of each method.

Faculty:

Liz McLoughlin, ScD

Director of Programs, Trauma Foundation, San Francisco, CA

Janette E. Fennell

Mom/Founder/President, Kids and Cars, Leawood, KS

Billie P. Weiss, MPH

Associate Director, Southern California Injury Prevention Research Center, Los Angeles, CA

Workshop 4

School Pedestrian Safety: Attitudes, Behaviors and Policies

Automobile Club of Southern California and Walk San Francisco used a multi-faceted approach to study the parental perceptions of child pedestrian risk as well as parental attitudes and behaviors about traffic safety in and around schools. The results were surprising. These two organizations present their findings, lessons learned, and future directions for developing a comprehensive school traffic safety program.

Faculty:

Anita Lorz, MBA

Traffic Safety Programs, Public Affairs, Automobile Club of Southern California, Costa Mesa, CA

Peggy DaSilva, MPH

Executive Director, Walk San Francisco, San Francisco, CA

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Monday, September 27, 2004 (Continued)

Workshop 5

Seated for Safety: Educación de seguridad en el tránsito (EST)

Why are some health education materials ineffective in the Latino Community? This project builds on the research findings conducted by the Education Development Center, which reveal that most child passenger safety educational materials are not appropriate for diverse cultural groups. Learn how to develop more effective safety materials for Spanish speakers. This session will present new research findings and introduce guidelines for the development of educational materials and outreach strategies to effectively reach the Latino Community.

Faculty:

Erica Streit, MPH, MSW

Project Coordinator, *Educación de seguridad en el tránsito*, Technical Assistance Specialist, *Children's Safety Network*, Education Development Center, Newton, MA

Melanie Gilmour-Sadek

Traffic Safety Consultant, California State Automobile Association, San Francisco, CA

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Monday, September 27, 2004 (Continued)

Workshop 6

Tapping Into Motor Vehicle Occupant Safety Resources

Why reinvent the “steering wheel” when the resources you need may be closer than you think. Learn about the new and underutilized motor vehicle occupant safety resources available to you and how to access them.

Faculty:

Moderator:

Leslie Witton-Rood, MA

Regional Coordinator, California Office of Traffic Safety, Sacramento, CA

Kate Bernacki, MPH

Vehicle Occupant Safety Program, Epidemiology and Prevention for Injury Control Branch, California Department of Health Services, Sacramento, CA

Cathy Morris

Vehicle Occupant Safety Program, Epidemiology and Prevention for Injury Control Branch, California Department of Health Services, Sacramento, CA

Cheryl Kim

Senior Program Consultant, SafetyBeltSafe USA, Torrance, CA

Stephanie Tombrello, LCSW

Certified Technician Instructor, Executive Director, SafetyBeltSafe USA, Torrance, CA

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Monday, September 27, 2004 (Continued)

Workshop 7

Leadership Workshop Series

How to Affect Public Policy: An Insider's Perspective

Understanding the vital role that the committee consultant plays in the formation of public policy can mean the difference between an ineffective letter-writing campaign and affecting real change. Hear from a capitol veteran how to interact with capitol and committee staff in the most effective manner, how to stay on top of the fast-paced process, and how to make your interactions with the committee consultant mutually beneficial.

Faculty:

Debra Gravert

Chief of Staff, Assemblymember Fran Pavley, Sacramento, CA

Catherine Barankin

California Coalition for Children's Safety and Health, Sacramento, CA

Judy Barrett Miller

California Coalition for Children's Safety and Health, Sacramento, CA

11:30 – 11:45 AM

BREAK

11:45 – 1:15 PM

LUNCHEON

1:15 – 1:30 PM

BREAK

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Monday, September 27, 2004 (Continued)

1:30 – 2:30 PM
Workshop 8

WORKSHOPS (8-12)

The New SafetyLit: More Information, Better Searches, Customizable Display

To make sound decisions, the researcher, practitioner, policy-maker, or advocate must have access not only to recently published information but also to an archive of material published in the past. The SafetyLit web site has been redesigned and expanded to fulfill this need. This session will demonstrate how to take advantage of the new SafetyLit system.

Faculty:

David Lawrence, MPH, RN,CS

Editor, SafetyLit, Director; Center for Injury Prevention Policy and Practice, San Diego State University, San Diego, CA

Workshop 9

My Summer Job is Killing Me: Protecting Youth From Being Injured on the Job

Gain a better understanding of work-related risks faced by adolescents and learn about state and local youth-focused injury prevention strategies. A youth-focused teaching activity will be demonstrated. Learn from youth evaluators how they developed and are currently conducting the youth-led evaluation project to determine the effectiveness of these injury prevention efforts.

Faculty:

Diane Bush

Program Coordinator, Labor Occupational Health Program, UC Berkeley, Berkeley, CA

Youth Presenters: TBD

Workshop 10

The Power of Media and How to Harness It

The media can have an enormous effect the physiological development of a child's brain, affecting perceptions of self and society. The results can include reduced impulse control, high levels of risk taking behaviors, and a skewed sense of values. Learn what the media does to influence unsafe behaviors and how to use these same persuasive techniques to effectively to promote positive behaviors.

Faculty:

Marcia Rom, JD

Project Director, Alaska Injury Prevention Center, Anchorage, Alaska

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Monday, September 27, 2004 (Continued)

Workshop 11

Developing Injury Prevention Interventions for Young Children

Addressing the safety issues of children requires that the approach be developmentally appropriate, culturally sensitive, and injury specific. Learn the pros and cons of resource development from two organizations addressing the injury prevention needs of younger children, how these resources are being used, and how you can access them. You will also be given tips on what not to do as you develop resources for your organization.

Faculty:

Amy Frias

Community Educator, Community Education Department, Children's Hospital of Orange County, Orange, CA

Jamie S. McDonald, MPH, CHES

California Chapter 4, American Academy of Pediatrics Injury Prevention Program, Garden Grove, CA

Workshop 12

The Submersion Incident Reporting Form (SIRF) Project

SIRF is a data collection system that involves all first response agencies to document key scene evidence on all submersion calls. This session addresses the need for a uniform data collection system to provide critical information to prevention advocates, government officials, and first responders. Gain a better understanding about the relationship between supervision, barriers, preparation and effective media messages to prevent childhood drowning. Learn how this system has been received, about the kit, and the trainings that are taking place in Riverside County.

Faculty:

Kristin Goffman, MPH

Program Coordinator II, Riverside County Public Health Department, Riverside, CA

Kim Patrick, MPH

SAFE KIDS Inland Empire Coordinator, Trauma Intervention Specialist, Loma Linda University Children's Hospital, Loma Linda, CA

2:30 – 3:00 PM

BREAK

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Monday, September 27, 2004 (Continued)

3:00 – 4:30 PM
Workshop 13

WORKSHOPS (13-19)

Empowering Youth to Promote Safe Behaviors

Many programs intended to benefit youth are developed by adults and get little or no meaningful input from youth. This workshop will highlight two programs, one focused on teen dating violence and one on traffic safety, that are working to build leadership skills among youth and empower them to prevent injuries among their peers. Students from Berkeley High School will be presenting their work as part of this exciting panel discussion.

Faculty:

Moderator:

Jeanne Woolsey Olson, MSPH, Health Information Specialist, Sonoma County Department of Health Services, Santa Rosa, CA

Danice Cook, BA

Program Assistant, Prevention Institute, Oakland, CA

Shannon Singleton-Banks, MPH

Peer Relationship Abuse Prevention Program Coordinator, City of Berkeley, Berkeley, CA

Katy Turchin, Student, Berkeley High School, Berkeley, CA

Daniel Nelson, Student, Berkeley High School, Berkeley, CA

Emma Schain, Student, Berkeley High School, Berkeley, CA

Workshop 14

Leadership Workshop Series

Preparing Yourself to Lead

As the Baby Boom generation ages, there will be leadership positions opening up. How can you prepare yourself so you'll have your best chance of stepping into one of them? How can you create your own personal leadership development program? What will your daily practices be? What are the gutsy strategies that few people try? How can our field develop leaders who will not just manage our organizations, but expand the field itself and increase opportunities for leadership?

Faculty:

Rich Snowdon

Executive Coach for Nonprofit Leaders, Oakland, CA

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Monday, September 27, 2004 (Continued)

Workshop 15

Exploring the Built Environment

Select local health departments will share their experiences trying to impact the built environment to reduce injuries. Presenters will identify and discuss the variety of ways in which they are addressing the built environment including traffic calming, injury and physical activity programs, and health impact assessments.

Faculty:

Nancy Baer, MSW

Manager, Contra Costa Health Services, Injury Prevention Program,
Martinez, CA

Barb Alberson, MPH

Chief, State and Local Injury Control Section, Epidemiology and Prevention
for Injury Control Branch, California Department of Health Services,
Sacramento, CA

Tina Zenzola, MPH

Director, Safe and Health Communities Consulting, San Diego, CA

Michael Radetsky, MPH

Health Educator, San Francisco Department of Public Health, San
Francisco, CA

Workshop 16

Safety Seat Fitting Stations: Bringing Permanency to Child Passenger Safety Programs

You can continue your injury prevention efforts by providing child passenger safety services to your community through permanent fitting stations. This session identifies the key components necessary for any child safety seat fitting station. Learn about untapped resources within your local community to make this vital service a reality.

Faculty:

Wes Bender

National Safe Kids Campaign, Santa Monica, CA

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Monday, September 27, 2004 (Continued)

Workshop 17

Operation Kids RN: Nurses in Child Passenger Safety

The *Operation Kids RN* curriculum is geared to nurses with an understanding of patient assessment of injury, trauma and patient teaching. The UCDMC model will address how to implement change by incorporating child passenger safety in nursing practice; working with Risk Management to develop policy, training and development and on-going education; standardizing educational messages for families system wide; and transporting children with special needs.

Faculty:

Angie Marin, RNC

Assistant Nurse Manager, UC Davis Health System, Center for Injury Prevention, Sacramento, CA

Roxanne Woods, RN

Center Coordinator, UC Davis Health System, Center for Injury Prevention, Sacramento, CA

Workshop 18

Project Wipe Out: Drowning Prevention in the Marine Environment

Life is a beach, and though most people fully recover from minor beach injuries, a serious ocean water injury that takes place in a split-second can lead to physical damage that can last a lifetime in the form of paralysis or death. Learn about preventing surf-related neck and spinal cord injury. Get a lifeguard's perspective on water rescue techniques and what to do if caught in a rip current. Get the latest data on visitor drownings, changes in weather, and effects on swimming conditions through a training curriculum, with materials and an educational video available to you.

Faculty:

Kris Okamoto, RN, CNRN

Director, Neuro Services at Hoag Hospital and Project Wipeout, Newport Beach, CA

Rob Williams,

Lifeguard Lieutenant, Newport Beach Fire Dept., Lifeguard Division and Public Education Vice-Chair with USLA, Newport Beach, CA

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Monday, September 27, 2004 (Continued)

Workshop 19

Automobile Technology: The Good, the Bad, and the Ugly

Larger vehicles, distracted drivers, and high-tech gadgets in autos that allow drivers to “multi-task”, all have a direct impact on safety in and around cars. Learn about the technological advances in vehicles that have helped increase safety, those that negatively affect it, and what to expect next. Hear about current strategies being used to create higher standards and accountability for vehicle manufacturers.

Faculty:

Janette E. Fennell

Mom/Founder/President, Kids And Cars, Leawood, KS

David Champion

Director of Testing, Consumers Union's Auto Test

Department, Colchester, CT

4:30 – 7:00 PM

Program Exhibits & Networking Reception (Reception Sponsored by the Automobile Club of Southern California)

6:00 – 9:00 PM

Ancillary Meetings

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

CONFERENCE SESSIONS SEPTEMBER 27-29, 2004

Tuesday, September 28, 2004

Time	Session Title and Details
8:00 – 4:00 PM	Exhibits Open
8:00 – 9:00 AM	Registration & Continental Breakfast
9:00 – 9:30 AM	<i>Unintentional Childhood Injury: A World Epidemic</i> Keynote Speaker – Martin Eichelberger, MD Founder, National SAFE KIDS Campaign, Washington, DC
9:30 – 9:45 AM	Memorial Tribute to Anne Seeley
9:45 – 10:00 AM	BREAK

Agenda continued on next pages...

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Tuesday, September 28, 2004 (Continued)

10:00 – 11:30 AM
Workshop 20

WORKSHOPS (20-26)

Addressing Health Disparities in Traffic Safety

This workshop will highlight the patterns, factors and solutions for promoting traffic safety among Latino children and youth. It will explore how and why traffic-related injuries and fatalities disproportionately affect communities of color and how to use what is known to develop appropriate and effective traffic safety efforts within these communities. It will highlight two programs occurring at the state and community level to address this issue.

Faculty:

Danice Cook, BA

Program Assistant, Prevention Institute, Oakland, CA

Jill F. Cooper, MSW

Assistant Director, University of California at Berkeley Traffic Safety Center, Berkeley, CA

Elsa E. Macias, PhD

Senior Research Associate, Tomás Rivera Policy Institute, University of Southern California, Los Angeles, CA

David Ragland, PhD, MPH

Adjunct Professor of Epidemiology, Director, Traffic Safety Center, University of California at Berkeley, Berkeley, CA

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Tuesday, September 28, 2004 (Continued)

Workshop 21

The Anatomy of Falls

In California, falls are the leading the cause of hospitalized injuries to children. This session will provide an overview of the data, risk factors, and type of falls. Most falls occur in home and recreational settings. The diversity in types of falls requires multiple and unique approaches for prevention. This session will also focus on environmental approaches to preventing two types of falls, specifically on playgrounds/skateparks and from residential structures. Experts in housing, playgrounds and skateparks will be available to assist participants in developing strategies for preventing these falls through environment approaches.

Faculty:

Diane Winn, RN, MPH

Associate Director, Child Injury and Transportation Safety Research Group,
University of California at Irvine, Irvine, CA

Craig Anderson, PhD

Epidemiologist, Child Injury and Transportation Safety Research Group,
University of California at Irvine, Irvine, CA

Jeannie Goobanoff, ARM/CPSI

Loss Prevention Director, Redwood Empire Schools' Insurance Group
Sonoma County, CA, and Playground Safety Consultant, George
Goobanoff Associates, Healdsburg, CA

Mark Mennucci

Project Manager, City of Berkeley Parks Recreation and Waterfront
Department, Berkeley CA

Rosemary Bosque

Chief Housing Inspector, City of San Francisco Department of Building
Inspection, San Francisco, CA

Greg Miller

Code Enforcement Outreach Officer, San Francisco Apartment Association,
San Francisco, CA

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Tuesday, September 28, 2004 (Continued)

Workshop 22

Child Passenger Safety Checks: Roles, Responsibilities and Recruitment

The roles, responsibilities and recruitment of senior checkers, scribes and event volunteers and the key role of law enforcement will be addressed in this session. Interact with a highly experienced team of child passenger safety advocates on such topics as, SAFE KIDS Buckle Up program priorities, coalition/community-based funding opportunities and explore trends in technical training. Learn about technician attrition rates and over-time pay concerns; the need to professionalize and shorter training sessions. Find out about trends in checkup events and fitting stations and share your ideas for the future of safety seat checks and technicians.

Faculty:

Ces Murphy

West Coast Field Organizer, National SAFE KIDS Campaign, Sacramento, CA

Thomas Maguire

Public Affairs Officer, California Highway Patrol, Martinez, CA

Barbara Cheatham, MA

Injury Prevention Program Manager, Safe Kids Coalition Coordinator, Alameda County Public Health Department, Oakland, CA

Annette DiPirro, MPH, CHES

Vehicle Occupant Safety Program, Epidemiology and Prevention for Injury Control Branch, California Department of Health Services, Sacramento, CA

Lorrie Walker, MS

Training Manager and Child Passenger Safety Technical Advisor, National SAFE KIDS Campaign, Deerfield Beach, FL

Workshop 23

Unraveling the “Mysteries” of Drowning

An interactive discussion about the patho-physiology and treatment of submersion victims: what we know, what we don't know, and future research.

Faculty:

T. Kent Denmark, MD, FAAP, FACEP

Director, Pediatric Emergency Medicine Residency; Assistant Professor, Department of Emergency Medicine, Loma Linda University Medical Center & Children's Hospital, Loma Linda, CA

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Tuesday, September 28, 2004 (Continued)

Workshop 24

Cultural Norms and Perceptions of Safety in the Hmong/Mong Community

The cultural norms, beliefs, and traditions of the Hmong/Mong population are unknown to many injury advocates concerned for their safety. This session will provide a historical perspective of the migration of the Hmong/Mong from Thailand, and address concerns and experiences in conducting education and outreach on safety and injury prevention in Hmong/Mong communities.

Faculty:

Paoze Thao, PhD

Associate Professor, College of Professional Studies, California State University Monterey Bay, Seaside, CA

Marcie Ellis

SAFE KIDS Greater Sacramento Coordinator, Injury Prevention Specialist at Mercy San Juan Medical Center, Trauma Program, Sacramento, CA

Workshop 25

Automobile Technology: The Good, the Bad, and the Ugly

Larger vehicles, distracted drivers, and high-tech gadgets in autos that allow drivers to “multi-task”, all have a direct impact on safety in and around cars. Learn about the technological advances in vehicles that have helped increase safety, those that negatively affect it, and what to expect next. Hear about current strategies being used to create higher standards and accountability for vehicle manufacturers.

Faculty:

Janette E. Fennell

Mom/Founder/President, Kids And Cars, Leawood, KS

David Champion

Director of Testing, Consumers Union’s Auto Test Department, Colchester, CT

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Tuesday, September 28, 2004 (Continued)

Workshop 26

Leadership Workshop Series **Effecting Change in Organizational Practices**

This workshop will provide a look at how changing organizational practices is an integral part of the Spectrum of Prevention. Changing organizational practices, in many and varied kinds of organizations, can have a significant impact on the prevention and reduction of injuries. This strategy includes: 1) influencing change in key organizations that are well positioned to impact community health; and 2) organizations conducting self-assessments of internal regulations and norms to guide implementation of positive changes. Presenters in this workshop will provide examples of change in their agency's and other agencies' practices that have had positive injury prevention outcomes. Workshop participants will have the opportunity to discuss strategy and methods for influencing organizational change in a case study.

Faculty:

Jack Champlin

Deputy Regional Administrator, National Highway Traffic Safety Administration Region IX, San Francisco, CA

Lauren C. Tyson,

District Administrator, Department of Alcoholic Beverage Control, Sacramento, CA.

Tonia Hagaman, MPH

Chief, Local Programs Unit, Chronic Disease & Injury Control Division/Tobacco Control Section, California Department of Health Services, Sacramento, CA

Lucy Bullard

Assistant Director - Community Organizer, United Seniors of Oakland and Alameda County, Oakland, CA

11:30 – 11:45 AM

BREAK

11:45 – 1:15 PM

LUNCHEON

1:15 – 1:30 PM

BREAK

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Tuesday, September 28, 2004 (Continued)

1:30 – 2:30 PM
Workshop 27

WORKSHOPS (27-31)

The New SafetyLit: More Information, Better Searches, Customizable Display

To make sound decisions, the researcher, practitioner, policy-maker, or advocate must have access not only to recently published information but also to an archive of material published in the past. The SafetyLit web site has been redesigned and expanded to fulfill this need. This session will demonstrate how to take advantage of the new SafetyLit system.

Faculty:

David Lawrence, MPH, RN,CS

Editor, SafetyLit; Director, Center for Injury Prevention Policy and Practice, San Diego State University, San Diego, CA

Workshop 28

Engaging the Healthcare Community in Preventing Injuries from Impaired Driving

Alcohol abuse and dependence are major public health problems, resulting in 100,000 deaths per year in the US, costing the health care system roughly \$150 billion annually, and resulting in large numbers of injuries, violence and deaths. However, this common problem is preventable and treatable. This workshop will focus on the importance of conducting alcohol screening and brief interventions in conjunction with efforts that seek to change the social, economic, and community conditions that support excessive alcohol consumption and abuse. It will also highlight how to better engage the health/medical community to utilize this screening and intervention as an everyday practice.

Faculty:

Manal Aboelata, MPH

Program Manager, Prevention Institute, Oakland, CA

Danice Cook, BA

Program Assistant, Prevention Institute, Oakland, CA

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Tuesday, September 28, 2004 (Continued)

Workshop 29

What Kids Are Getting Into: A Safe Kids Response to Poison Prevention

Poisoning is the second leading cause of nonfatal hospitalized injury for children ages 1 to 4 years. Learn from the Poison Control Center what kids are getting into and how Safe Kids Coalitions are integrating the Poison Control Center into their community education and outreach activities. Get the latest statistics about the types of calls that poison control centers receive, how to interpret their data, and how much money poison control centers are saving us by a "management at home" approach.

Faculty:

John Lamb, PharmD, CSPI, FCSHP
California Poison Control System, UCSF School of Pharmacy, San Francisco, CA

Ces Murphy

West Coast Field Organizer, National SAFE KIDS Campaign, Sacramento, CA

Workshop 30

The Power of Media and How to Harness It

The media can have an enormous effect on the physiological development of a child's brain, affecting perceptions of self and society. The results can include reduced impulse control, higher levels of risk taking behaviors, and a skewed sense of values. Learn what the media does to influence unsafe behaviors and how to use these same persuasive techniques to effectively to promote positive behaviors.

Faculty:

Marcia Rom, JD
Project Director, Alaska Injury Prevention Center, Anchorage, Alaska

Workshop 31

Pre-K and Elementary School Pedestrian Safety Programs

Preschoolers and 5th graders learn with parents how to be traffic safe in the classroom and around student drop off points. Learn how two programs are eliminating the chaos of dropping children off at school and reducing the number of pedestrian injuries and fatalities. Each program will present their findings and strategies to engage school participation and parent involvement in the creation of safer school pedestrian environments.

Faculty:

Celeste Del Valle, MPH
Los Angeles County Department of Health Services, Injury and Violence Prevention, Los Angeles, CA

Traci Rebiejo

Police Officer, Livermore Police Department, Livermore, CA

2:30 – 3:00 PM

BREAK

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Tuesday, September 28, 2004 (Continued)

3:00 – 5:00PM
Workshop 32

WORKSHOPS (32-38)

Leadership Workshop Series: Hard Issues of Collaboration - The Tension of Turf

Whether over resources, recognition, or control, turf struggles can threaten coalition vitality. This is especially true in the social work and public health arenas, which tend to have a deep belief in what they do and how that connects that with their core identity. Rather than suppressing struggles, coalition leaders must find ways to incorporate that passion into the overall collaborative effort. This session will take an in-depth look at the issues of turf and offer tips to help leaders address it, and use these skills to advance outcomes. Other difficult collaboration issues, such as what is necessary for diverse sectors to work together effectively, will be examined. It is expected that participants attending this workshop have some background in coalition building. The tool *Eight Steps to Effective Coalition Building* can be reviewed on Prevention Institute's website at www.preventioninstitute.org/tools.html#eightsteps.

Faculty:

Larry Cohen, MSW

Executive Director, Prevention Institute, Oakland, CA

Manal Aboelata, MPH

Program Manager, Prevention Institute, Oakland, CA

Jessica Gould, MSW

Intern, Prevention Institute, Oakland, CA

Workshop 33

Elementary School Program Designed to Increase Safety Belt and Booster Seat Usage

Learn how to increase safety belt and booster seat usage for elementary school age children in a creative and fun 30-minute interactive program piloted by Georgia Governor's Office of Highway Safety and SAFE KIDS of Georgia. This train-the-trainer educational workshop is designed to promote safe transportation in the vehicle for children Pre-K to 2nd grade. The program includes training information on why safety belts don't fit children correctly; the importance of buckling up for every ride; understanding the importance of a booster seat; the danger of airbags; and why the back seat is the safest and school bus safety.

Faculty:

Sharon Conrad

CPS Technician Instructor/Public Health Educator, Georgia Department of Human Resources, Division of Public Health, Injury Prevention Section, Atlanta, GA

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Tuesday, September 28, 2004 (Continued)

Workshop 34

Seated for Safety: Educación de seguridad en el tránsito

Why are some health education materials ineffective in the Latino Community? This project builds on the research findings conducted by the Education Development Center, which reveal that most child passenger safety educational materials are not appropriate for diverse cultural groups. Learn how to develop more effective safety materials for Spanish speakers. This session will present new research findings and introduce guidelines for the development of educational materials and outreach strategies to effectively reach the Latino Community.

Faculty:

Erica Streit, MPH, MSW

Project Coordinator and Technical Assistant Specialist, Education Development Center and Children's Safety Network, Newton, MA

Melanie Gilmour-Sadek

Traffic Safety Consultant, California State Automobile Association, San Francisco, CA

Workshop 35

The State of the State in Injury Control: A Presentation of Five Injury Prevention White Papers

The authors discuss the key findings of their white papers. The white paper topics include: Child Passenger Safety; Unintentional Firearm Injury Prevention; Poisoning Prevention; Pedestrian Safety; and Drowning Prevention.

Faculty:

Phyllis Agran, MD, MPH

Professor, Department of Pediatrics, Director, Child Injury and Transportation Safety Research Group, University of California at Irvine, Irvine, CA

Billie P. Weiss, MPH

Associate Director, Southern California Injury Prevention Research Center, Los Angeles CA

Maureen Phillips, RN, BSN

Certified Poison Information Specialist, Emergency Nurses Association, San Diego, CA

Diane Winn, RN, MPH

Associate Director, Child Injury and Transportation Safety Research Group, University of California at Irvine, Irvine, CA

Craig Anderson, PhD

Epidemiologist, Child Injury and Transportation Safety Research Group, University of California at Irvine, Irvine, CA

Michelle Feczko

Orange County SAFE KIDS Coordinator, Children's Hospital of Orange County, Orange, CA

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Tuesday, September 28, 2004 (Continued)

Workshop 36

Dying for Attention: Child Neglect Fatalities in Sacramento

Ten years of analyzed child neglect-related death data resulted in some startling discoveries: Deaths were most often due to unintentional injuries and 40% of these deaths were clustered in three specific geographic areas in Sacramento. Join in an in-depth discussion of this study's 4-pronged analysis, findings, current interventions, and preliminary evaluation results. Learn about the tools needed replicate this study and market the findings to policy makers and funders.

Faculty:

Moderator:

Scott Moak, MA

Project Director, Prevent Child Abuse-California, Sacramento, CA

Stephanie Biegler

Assistant Deputy Director, Prevent Child Abuse-California, Sacramento, CA

Joey Lidgett

Program Manager, Prevent Child Abuse-California, Sacramento, CA

Workshop 37

Protecting the Consumer: Understanding the Roles, Rules, and Procedures of Product Safety Organizations

This workshop will focus on the roles of key products safety organizations, their authority and limitations, and the procedures that can be taken when a potentially unsafe product is released on the market.

Faculty:

Sally Greenberg, JD

Senior Product Safety Counsel, Consumers Union, Washington, DC

Jeffery Troutt

Senior Legal Counsel to Chairman Stratton, U.S. Consumer Product Safety Commission, Bethesda, MD

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Tuesday, September 28, 2004 (Continued)

Workshop 38

Applying the Community Health Worker Model to Injury Prevention

This session will introduce the Community Health Worker Model and outline its application in the field of injury prevention. The session will include presentations by community health workers representing community-based organizations currently partnering with the California Poison Control System. Community health workers will share their experience and insight in applying this model to various programs.

Faculty:

Gloria Giraldo, MPH

California Poison Control System, UCSF School of Pharmacy, San Francisco, CA

Iana Simeonov

Director, Program Development, California Poison Control System, UCSF School of Pharmacy, San Francisco, CA

Adela Montañez

Promotora, Latino Health Access, Santa Ana, CA

Gabriela Gonzalez

Promotora, Esperanza Housing Corporation, Healthy Homes Initiative, Los Angeles, CA

5:30 – 9:00 PM

Ancillary Meetings

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

CONFERENCE SESSIONS SEPTEMBER 27-29, 2004

Wednesday, September 29, 2004

Time	Session Title and Details
8:00 – 9:00 AM	Registration & Continental Breakfast
9:00 – 10:00 AM	<i>Moving Forward and Staying Focused</i> Facilitator: Steve Barrow Results Strategies & Advocacy Institute, Davis, CA
10:00 – 10:15 AM	BREAK
10:15 – 12:15 PM Workshop 39	WORKSHOPS (39-43) Leadership Workshop Series: Deciding "Out Loud"- 7 Steps to Good Group Decision Making Discussing individual and group values “out loud” can be unfamiliar and sometimes uncomfortable, but it is a crucial step in any group planning process. Learn how to make the most of your group’s diversity, while getting decisions and accomplishments you need. This workshop will present new concepts and tools designed to assist program managers and community leaders in facilitating the meetings and dialogue that result in good group decisions. Faculty: Jennifer June Balogh, MSW, MPH Executive Coach and Group Facilitator, El Cerrito, CA
Workshop 40	Putting the Brakes on Illegal Street Racing Nearly every community has experienced an increase in illegal street-racing activity. While the draw for this high-risk activity crosses all gender, income and racial demographics, the common denominator for people involving in this high-risk activity is being 16-24 years old. Traditional enforcement methods may provide short-term reductions in street-racing but as soon as officers move to other priorities, the racing resumes. Find out how the San Diego Police Drag-Net Team has achieved a 94% reduction in deaths and injuries and a 98% reduction in overall street-racing activity. Learn about creative, innovative and effective tactics that give officers underutilized tools and community members the knowledge and empowerment to be able to take action. Faculty: Kerry Mensior Detective, San Diego Police Department “Drag-Net” Team, San Diego, CA

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Wednesday, September 29, 2004 (Continued)

Workshop 41

How to Develop Consumer-Based Health Interventions

The California Poison Control System has developed an innovative health education strategy based on consumer research involving focus groups and one-on-one interviews with four ethnic groups from various socio-economic levels throughout California. This program will present research findings, outline the process of how to construct an injury prevention communications strategy, and how to effectively collaborate with community-based organizations.

Faculty:

Gloria Giraldo, MPH

California Poison Control System, UCSF School of Pharmacy, San Francisco, CA

Iana Simeonov

Director, Program Development, California Poison Control System, UCSF School of Pharmacy, San Francisco, CA

Workshop 42

Elementary School Program Designed to Increase Safety Belt and Booster Seat Usage

Learn how to increase safety belt and booster seat usage for elementary school age children in a creative and fun 30-minute interactive program piloted by Georgia Governor's Office of Highway Safety and SAFE KIDS of Georgia. This train-the-trainer educational workshop is designed to promote safe transportation in the vehicle for children Pre-K to 2nd grade. The program includes training information on why safety belts don't fit children correctly; the importance of buckling up for every ride; understanding the importance of a booster seat; the danger of airbags; and why the back seat is the safest and school bus safety.

Faculty:

Moderator:

Lorrie Walker, MS

Training Manager and Child Passenger Safety Technical Advisor, National SAFE KIDS Campaign, Deerfield Beach, FL

Sharon Conrad

CPS Technician Instructor/Public Health Educator, Georgia Department of Human Resources, Division of Public Health, Injury Prevention Section, Atlanta, GA

18TH ANNUAL CALIFORNIA CONFERENCE ON CHILDHOOD INJURY CONTROL

Wednesday, September 29, 2004 (Continued)

Workshop 43

Protecting the Consumer: Understanding the Roles, Rules, and Procedures of Product Safety Organizations

This workshop will focus on the roles of key products safety organizations, their authority and limitations, and the procedures that can be taken when a potentially unsafe product is released on the market.

Faculty:

Sally Greenberg, JD

Senior Product Safety Counsel, Consumers Union, Washington, DC

Jeffery Troutt

Senior Legal Counsel to Chairman Stratton, U.S. Consumer Product Safety Commission, Bethesda, MD

12:15 PM

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