

**CONFERENCE SESSIONS  
SEPTEMBER 27-29, 2004**

**Monday, September 27, 2004**

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

**Agenda continued on next pages...**

**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

**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

**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

**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

**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**

**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

**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**

**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

**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

**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

**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**