

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...

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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

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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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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

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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

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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

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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

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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

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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

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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

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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

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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