

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

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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

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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

ADJOURN