



Injury Prevention Resources CD-ROM 2004

The Center for Injury Prevention, Policy & Practice (CIPPP) invites you to submit resources to be considered for inclusion on the Injury Prevention Resources CD-ROM 2004.

Types of Resources

The Injury Prevention Resources CD-ROM gives priority to resources that address:

- Leading causes of injuries involving 0 to 24 year age groups in California: Motor vehicle occupant, teen driver and pedestrian safety; fall, poison, suffocation and burn related injuries; choking, drowning, bicycle and sports related injuries; firearm, suicide, and violence related injuries.
- Programs or policies that focus upon particular settings (urban or rural): on the road, at home, at school or in childcare centers, at workplace or recreational areas.
- Comprehensive injury prevention program development as it relates to building capacity and integrating injury prevention into public health and community safety-training programs.

Resources will be arranged in two categories, "Consumer Education" and "Practitioner Tools." Consumer Education materials focus on the latest applications for the prevention of injury. Practitioner Tools include materials that assist in the development of comprehensive injury prevention. Materials must be dated and should have been created or revised after 1999.

Format and Criteria of Resources

CONSUMER EDUCATION materials are copy ready and are intended for distribution to parents and other caregivers, adolescents and children. Material must be submitted in Word, Excel, Publisher PowerPoint, Page Maker, HTML or Adobe Acrobat format.

- Focus on the leading causes of injury
- Permit no-cost reproduction and distribution of the document
- Demonstrate appropriate use of safety gear and safe behaviors
- Be appropriate for the reading level of intended audience
- Include simple design and layout that allows for low-cost reproduction

We are particularly seeking materials:

- For non-English speaking populations
- That address multi-cultural perspectives
- Appropriate for the various stages of childhood growth and development

Consumer Education examples can include and are not limited to the following:

- Brochures (co-sleeping, crib safety, bath tub safety, etc)
- Educational presentations for parents and other caregivers
- Educational presentations to teens
- Educational handouts
- Checklists e.g., home or pool safety, etc
- Learning exercises for parents or teens; safety games for younger children
- Product safety alerts

PRACTITIONER TOOLS offer education and training resources intended for professional health and safety practitioners, educators and advocates. Material must be submitted in Word, Excel, Publisher PowerPoint, Page Maker, HTML or Adobe Acrobat format:

- Focus on the leading causes of injury
- Permit reproduction and distribution of the publication

Practitioner Tool examples and concepts include but are not limited to the following:

- Introductory-level training materials for health and safety professionals
- Advanced training for skilled injury professionals
- Train-the-trainer approaches
- Parent / Caregiver learning presentations
- Listings of website resource links from your agency or organization
- Policy and legislation models
- Regulation and enforcement models
- Collaboration models
- Community partner models – How to engage the media, business, etc.
- Sustainability and future program development models
- Research and data – pilot study, focus group, results, etc.
- Injury cost and economic information
- Pilot Study tools
- Strengthening program practices
- Focus group study and example results
- Program evaluation, example performance measures, local indicators and results
- Leadership development
- Strategic planning models, e.g., Recognizing program limitations, Introducing change, etc

CD ROM-2004 Resources Submission

The CD-ROM will be distributed free of charge at the 18th Annual California Conference on Childhood Injury Control, September 27 – 29, 2004 in San Francisco, CA. The Center, the California Department of Health Services, Maternal Child Health Branch and collaborating partners will widely distribute the CD-ROM after the conference.

This form must be filled-out for each item submitted. This provides us with permission to include your materials on the CD-ROM.

All products must be submitted as Windows format computer files. **Materials on CD ROM or floppy disk** can be mailed to 6505 Alvarado Road, Suite 208, San Diego, CA, 92120 or emailed to rarguelles@projects.sdsu.edu. The deadline for submitting all materials is **August 27, 2004**.

Contact Name: _____

Organization/Agency Name: _____

Phone: _____ Email: _____

State/County: _____

Product Name: _____

Product Description: _____

Available in the following language: (Please check those that apply)

English ___ Spanish ___ Vietnamese ___ Cantonese ___ Mandarin ___ Hmong ___
Korean ___ Russian ___ Tagalong ___ Armenian ___ Other _____

Intended for use by: Parent ___ Caregiver ___ Child ___ Adolescent ___ Practitioner ___

Month and year material was developed and/or last revised: ____/____

Submit any copyright description with this form. To be included with consumer education publications for purposes of reproduction and distribution.

Indicate Permission to reproduce: (Please Check) Yes _____ No _____

OPTIONAL: You may indicate assessment or performance measures conducted on the materials included by checking: Yes ___; No ___; Is being considered ___; Not sure ___; If yes, include a brief summary of results.

Thank you.