19th Annual California Conference on Childhood Injury Control

Building Professional Skills and Program Capacity

SPONSORED BY THE
California Department of Health Services
Maternal, Child, and Adolescent Health Branch

IN CONJUNCTION WITH THE
Center for Injury Prevention Policy and Practice
College of Health and Human Services
Graduate School of Public Health
San Diego State University

A conference focusing on recent progress and future directions in injury epidemiology, public policy, and strategies for preventing injuries to children and adolescents.
The 19th Annual California Conference on Childhood Injury Control is sponsored by the California Department of Health Services' Maternal, Child, and Adolescent Health Branch in conjunction with the Center for Injury Prevention Policy and Practice at the San Diego State University Graduate School of Public Health. The focus of the conference is on improving the professional skills of participants and building the capacity of injury prevention programs. This year, the conference will provide a new format. Based upon the new national standards for core competencies in injury control, the conference will offer in-depth half- and full-day training sessions that will assist attendees to:

- Find, interpret, and apply relevant data
- Develop a thorough and valid needs assessment
- Plan and implement appropriate interventions
- Understand, perform, and apply effective evaluations
- Strengthen and invigorate coalitions
- Develop leadership skills
- Build a local surveillance system
- Convey your message effectively to the media
- Develop successful grant proposals
- Enhance program partners and resources
- Influence public policy to apply smart growth concepts
- Conduct effective motor vehicle occupant safety activities
- Apply the PRECEDE-PROCEDE program planning model

The conference should encourage and empower participants to improve their own professional skills, develop a plan to grow their leadership abilities, and enhance their ability to sustain program support by demonstrating program success.

Register Online Today!

Go to our web page at www.cippp.org and follow the links to register online. If you have any problems or questions, please call our office at (619) 594-3691. All registrations must be done online. You must have a valid email address to receive your conference confirmation.

Accreditation*

Continuing education credits (CME and CEU) will be available for physicians and nurses. For more information, visit the conference website at www.cippp.org.

*Accreditation was still pending approval at the printing of this brochure.

Conference Schedule: Details of each plenary and training session are available online at www.cippp.org.
Pre-Conference Training Sessions

DAY 1: SUNDAY, OCTOBER 2, 2005

8:00 AM - 5:00 PM
CPS Certification Renewal Course – Pre-registration Required
Child Passenger Safety (CPS) Instructors and Technicians with expired certifications may take this 8-hour Certification Renewal Course to regain their national CPS certification. This course provides an overview of the technical information contained in the most recent version of the NHTSA curriculum and verifies technical skills through hands-on testing. Upon successful completion of the course, the individual is eligible to take the on-line exam. By attaining a passing score, he/she will become certified. There is a $25.00 fee for this session. Fee only applies if you are NOT registered for the main conference.

9:00 AM - 5:00 PM
Be A Better Trainer – Pre-registration Required. Must be a Certified CPS Instructor to attend.
Become skilled at creating impact, credibility, and confidence. In this 7-hour session you will learn questioning techniques, speech planning and structure, dynamic introduction and closing techniques, and best use of notes and visual aid layout. Certified Master Instructors will give you KEY SECRETS on knowledge-transfer and managing the adult classroom environment based on current learning research from the National Science Foundation and the University of California Irvine, Center for Learning. There is a $25.00 fee for this session. Fee only applies if you are NOT registered for the main conference.

10:30 AM - 12:00 PM
Kids’ Plates Grantee Meeting (2005/2006 Kids’ Plates grantees only)
This is a mandatory meeting for all current Kids’ Plates grantees to provide them with the program information, templates, and marketing resources necessary to successfully carry out the Kids’ Plates program. It also provides an opportunity for grantees to meet one another and discuss current injury prevention efforts and programs.

12:00 PM Lunch on your own

MAIN CONFERENCE SESSIONS BEGIN

11:00 AM - 5:00 PM Conference Registration

We recommend that you select your sessions carefully when you register. Each session has been specifically designed to provide for in-depth training, discussion and interaction among participants. Continuity of your involvement is vital to the learning process in each session. Moving between sessions is discouraged.

1:00 PM Training Sessions

1. Injury 101: Building Your Foundation in Injury Prevention (1:00 PM – 4:00 PM)
This session will strengthen the beginner’s understanding of general injury prevention principles or serve as an excellent back-to-the basics refresher for mid-level injury prevention professionals. Learn how to utilize key injury prevention conceptual models to identify opportunities for interventions. The session also provides information about conducting thorough needs assessments, using data to develop interventions, and implementing effective injury prevention strategies at the community level.

2. Developing A Personal Plan for Leadership (1:00 PM – 4:00 PM)
Through lecture, discussion and small group activities, this session explores elements of leadership and strategies for self-directed leadership development. Participants will be able to explain the elements of the spectrum of leadership, generate a personal leadership statement, identify elements of a self-directed leadership plan; and identify resources for leadership development. Workbook will be provided. This session is limited to 30 participants. This session will be repeated Monday afternoon.

3. Making It Happen: Determining Your Intervention and Evaluation Strategy (1:00 PM – 5:00 PM)
Participants will use a practical systems approach to select an intervention and develop an evaluation plan. Key factors such as best practices, agency fit, potential for institutionalization, community expectations, potential opponents, and available resources will be considered. Participants will learn to: Identify a minimum of five factors that must be considered when selecting an intervention, describe how the selected intervention meets the organization’s goals; state the desired outcome(s) and expectations, and determine 2-5 specific measures for evaluating selected interventions.

3:00 PM BREAK

DAY 2: MONDAY, OCTOBER 3, 2005

7:30 AM Registration and Continental Breakfast

8:30 AM Developing and Sustaining Programs to Prevent Child Maltreatment
Keynote Speaker: John Lutzker, PhD, Chief, Prevention Development and Evaluation Branch, CDC - NCIPC

9:15 AM BREAK

9:30 AM Training Sessions

4. Evaluation as a Useful Tool for Injury Prevention Programs: Using the CDC Evaluation Framework (9:30 AM – 5:00 PM)
This full-day session is intended to offer participants a solid introduction to (or knowledge refresher of) the CDC evaluation framework. An overview of the core concepts in evaluation will be provided. Key topics will include the various uses, purposes, and benefits of conducting evaluations and how to implement the CDC evaluation framework at the community level. The steps and core components of the CDC evaluation model will be explained and reviewed.

5. Getting What You Want and What They Need (9:30 AM – 5:00 PM)
Learn to assess a problem and devise an intervention strategy through the application of the PRECEDE/ PROCEED planning model. Using drowning as the focus area, this full-day session focuses on social, epidemiological, behavioral and environmental assessments to help you strengthen your ability to apply behavioral theories to a planning model. You will learn to use your target population’s knowledge, attitudes, and beliefs to discover enabling and reinforcing factors that should lead to program success.

6. Making Things Better for You, the Team and the Community (9:30 AM – 5:00 PM)
This full-day training prepares participants to cultivate team appreciation, interest, confidence and vision for injury. You will obtain skills to establish professional standards and targets for YOU, your TEAM and the COMMUNITY. This session will help you to develop the self-respect, flexibility and perseverance necessary to make an ongoing commitment to learning, improvement and revitalization. Learn how to develop strategies to build a collaborative team. Discover the ‘structures for success’ and ‘habits of failure’ and how to pursue what is most beneficial for your team and your community. This session will be repeated on Tuesday.

7. The Safe Kids at Home Program: How to Effectively Plan, Implement and Measure (9:30 AM – 5:00 PM)
The Safe Kids at Home Program is designed to assist with teaching parents about creating a safe home environment. Participants will learn the skills, nuances and challenges of management including: logical program planning; developing effective interventions; partnering with public health agencies and other entities; and measuring results and outcomes. A training manual CD and other handouts will be provided.

8. Collaborative Leadership: Maximizing Our Potential for Change (9:30 AM – 12:30 PM)
Understand the principles of collaborative leadership. Assess your own leadership style as the key to understanding ways of maximizing the strengths of others, exploring opportunities, and coping with challenges. Learn how to develop more effective collaborative strategies by honing your skills of communication, conflict resolution, and community engagement.

9. Understanding Media Literacy and Creating a Multi Media Campaign (9:30 AM – 12:30 PM)
Participants will learn how to manage the development of a youth-created media campaign. Topics covered include: recognizing the persuasive techniques used by mainstream media; how media impacts youth by creating and defining social norms; and the ethical issues involved. Obtain innovative alcohol countermeasure strategies to impact driving under the influence (DUI) and seatbelt use among teens. Learn to create and evaluate messages that address injury risks and to understand the methods used to determine the efficacy of a campaign.

12:30 PM Luncheon

2:00 PM Training Sessions

Sessions 4, 5, 6, 7 continue

10. Participatory Strategic Planning (2:00 PM – 5:00 PM)
Explore a variety of techniques such as action visioning, card storming, and asset mapping to build your ability to draw upon the wealth of local resources that can be found within every community. This session will also identify the benefits of participatory approaches and tools that are adaptable for use with diverse group. Learn to develop comprehensive strategies that promote injury prevention and improve community health. This session is limited to 30 participants.
11. Building Core Competencies for Policy Development (2:00 PM – 5:00 PM)
   This session provides an opportunity for participants to examine the relationship between program and policy development for injury prevention. It will include skills-building exercises to strengthen core competencies. Participants will work in groups to: identify and discuss examples of organizational and policy changes; learn how to support or actively participate in policy level change; and understand the policy-related leadership role in the field of injury prevention.

12. Developing A Personal Plan for Leadership (2:00 PM – 5:00 PM)
   This is a repeat of session 2.

3:30 PM BREAK

5:00 PM – 6:00 PM Networking

6:00 PM – 8:00 PM Ancillary Meetings

DAY 3: TUESDAY, OCTOBER 4, 2005

7:30 AM Registration and Continental Breakfast

8:30 AM Vital Information on Data and Data Systems that Influence Your Programs
   Keynote Speaker: Roger Trent, PhD, Chief, Injury Surveillance and Epidemiology Section, EPIC Branch, California DHS

9:15 AM BREAK

9:30 AM Training Sessions
13. Pain-free Injury Data and Ouchless Program Planning (9:30 AM – 5:00 PM)
   Gain the basic skills necessary to successfully collect and manipulate injury data. In this full-day session, you will learn how to: obtain data; recognize the strengths, potential uses and limitations of your data sources, and analyze and interpret the data you have collected. You will be introduced to EP I N A B OX, a tool designed to automatically calculate rates of injury and to facilitate age group and gender comparisons.

14. The Competitive Edge: Increasing Your Success in Applying for Grants (9:30 AM – 5:00 PM)
   This full-day session provides an overview of the key components of grant writing. Attendees will learn how to be more responsive to the sponsor’s proposal; define program goals, create appropriate and measurable objectives; develop useful and relevant program activities and tasks; identify and utilize suitable activity and outcome measures; set up evaluation components to measure program successes; and identify elements to effectively link the program vision, work plan, and budget components. This session is limited to 40 participants.

15. Making Things Better for You, the Team and the Community (9:30 AM – 5:00 PM)
   This is a repeat of session 6.

16. Convey Your Message Effectively to the Media (9:30 AM – 5:00 PM)
   This full-day session prepares you to turn your ideas into media stories. Learn how you can: develop a news story the media will want to cover; identify messages for consistency; gain better control of story content; and prepare for the on-camera interview. Through small group practice sessions you will prepare a media scenario with on-camera mock interviews and get feedback from professionals.

12:30 PM Luncheon

2:00 PM Training Sessions
   Sessions 13, 14, 15, 16 continue

3:30 PM BREAK

5:00 PM – 6:00 PM Networking

6:00 PM – 8:00 PM Ancillary Meetings

DAY 4: WEDNESDAY, OCTOBER 5, 2005

8:00 AM Registration and Continental Breakfast

9:00 AM Training Sessions
17. National CDR Reporting System for Electronic Data Entry (9:00 AM – 5:00 PM)
   This advanced session is designed for California Child Death Review Team (CDRT) leaders and experts. It is intended to address two outstanding challenges for California’s CDR system: 1) developing a standard surveillance case definition for child abuse and neglect (CAN) deaths; and 2) developing a web-based data management system for local and state CDR in California. This will be a hands-on, working meeting and participants will be required to prepare in advance by reviewing pre-workshop materials. There is a $25.00 fee for this session. Fee only applies if you are NOT registered for the main conference.

18. Integrating Public Health into Community Design (9:00 AM – 5:00 PM)
   This full-day session provides participants with a baseline of knowledge, concrete practical ideas and the opportunity to apply what is learned to create a built-environment strategy and to integrate health issues into local land use and transportation planning decisions. You will learn about the elements of healthy community design, key land use and transportation planning policies and processes; and practicable ways for public health organizations to participate in these processes. Learn from several California counties about how they collaborated with planners, traffic engineers and developers to deal with the political nature of built environment issues. This session is limited to 40 participants.

19. Home Safety for Public Health and Home Visitation Staff (9:00 AM – 5:00 PM)
   Participants in this full-day home safety session will advance their knowledge and awareness of childhood injury risks within the home environment and learn about effective messages, strategies, and safety supplies that may decrease injury risk in the home. This workshop is designed to provide all the information and tools necessary for public health and home visitation staff to incorporate childhood injury prevention practices into their existing client services in a way that benefits both the client and the provider.

20. Ouchless Program Planning (9:00 PM – 12:00 PM)
   In this session, you will learn the common methods of basic injury surveillance and their application. Additionally, you will increase your ability to conduct an effective needs assessment and to recognize the importance of data in this process. You will also learn how to successfully plan for and carry out an evaluation, and how to interpret the results of your efforts. Repeat of Session 12 (Second Part Only).

21. Using a Logic Model for Program Planning and Evaluation (9:00 AM – 12:00 PM)
   Develop skills in the use of a logic model to effectively plan and evaluate prevention and intervention programs that achieve desired, demonstrated outcomes. This session will include presentation of a logic model, review of useful applications, present step-by-step motor vehicle occupant safety examples, and provide participants with an opportunity to practice using the logic model.

22. Securing Corporate and Foundation Grants for Your Organization (9:00 AM – 12:00 PM)
   Increase the potential for sustaining your injury prevention program by gaining a better understanding in seeking and writing private and non-government grant funding. Learn about researching grant opportunities, approaching funders, writing letters of inquiry, and the budget-management, evaluation, reporting and accountability processes.

12:00 PM Lunch on your own

2:00 PM Training Sessions
   Sessions 17, 18, 19 continue

3:30 PM BREAK

5:00 PM – 6:00 PM Networking

6:00 PM – 8:00 PM Ancillary Meetings

The traffic safety components of this conference are funded, in part, by a grant from the California Office of Traffic Safety, through the Business, Transportation and Housing Agency
Accommodations

A block of rooms has been reserved with a special room rate of $94 single/double occupancy at the San Diego Marriott Mission Valley, 8757 Rio San Diego Drive, San Diego, CA 92108 (800) 228-9290 / (619) 692-3800. To receive this special room rate when making your reservation by phone, mention you are attending the Childhood Injury Control Conference or when making your reservation online at www.marriott.com, please use Promotional Code: CCICCIA. This special room rate will only be available until Friday, September 9, 2005.

Conference Room Temperatures

Dress in layers. Temperatures may vary depending on the time of day and the room location.

Ground Transportation

The San Diego Marriott Mission Valley is approximately ten minutes from the San Diego International Airport. Ground transportation for hotel guests is available through Cloud 9 Shuttle at a discounted rate of $8.50 per person each way. Call Cloud 9 reservations (800) 974-8885 to schedule your shuttle.

Air Travel

For assistance with air travel, please contact Jennifer Weingarten with Rancho San Diego Travel at their toll free number, (800) 862-6220, and mention the Childhood Injury Control Conference. To take advantage of discount fares, early reservations are recommended, as flights fill rapidly.

Volunteers Needed

Conference volunteers are needed to serve as monitors for training sessions at the 19th Annual California Conference on Childhood Injury Control. Volunteers will receive REDUCED or FREE conference registration, depending on the amount of time volunteered. Please contact Karen Jones at kmjones@projects.sdsu.edu or 619-594-3691. Hurry. Volunteer positions fill quickly.
Registration Information

You must register on-line at www.cippp.org. Go to our website and follow the links to register. On-line registration is necessary even if you are paying by check or purchase order.

19th Annual California Conference on Childhood Injury Control

“Building Professional Skills and Program Capacity”

October 2–5, 2005
San Diego Marriott Mission Valley
San Diego, CA

Registration Fees

Register before September 9, 2005 ................................................................. $ 250
Register after September 9, 2005 ................................................................. $ 300
One Day Registration before September 9, 2005 ............................................. $ 150
One Day Registration after September 9, 2005 ............................................... $ 200
Full time student registration (copy of student ID is required) .................. $ 120
CME, CEU credits ................................................................................................ $ 25

Pre-Conference Training Sessions (Fee only applies if you are NOT attending the main conference)

CPS Certification Renewal Course ................................................................. $ 25
Be A Better Trainer (Must be a Certified CPS Instructor to attend) ........... $ 25
National CDR Reporting System for Electronic Data Entry ..................... $ 25

Cancellation Policy

Cancellation requests received by September 9, 2005 are subject to a $50 administrative fee. After September 9th, substitutions are allowed but no refunds will be provided. No-shows will be billed the full registration fee.

Payment Options

Checks: Please include a copy of your registration confirmation with your check to ensure your registration fees are credited properly.

Purchase Orders: Please include a copy of your registration confirmation with your purchase order to ensure your registration fees are credited properly.

Credit Cards: We accept American Express, Discover, MasterCard and Visa.

Please Send Payments to:

SDSU Foundation/CIPPP
6475 Alvarado Road, Suite 105
San Diego, CA 92120

If You Cannot Register On-line

If for some reason you cannot complete your registration on-line, please call our office at (619) 594-3691 and we will assist you with the registration process.
October 2-5, 2005  San Diego, CA

"Building Professional Skills and Program Capacity"

For further information, contact the Center for Injury Prevention Policy and Practice at (619) 594-3691 or visit www.cippp.org.