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Safe Kids Florida
Strategic Plan
January 2019 – December 2021

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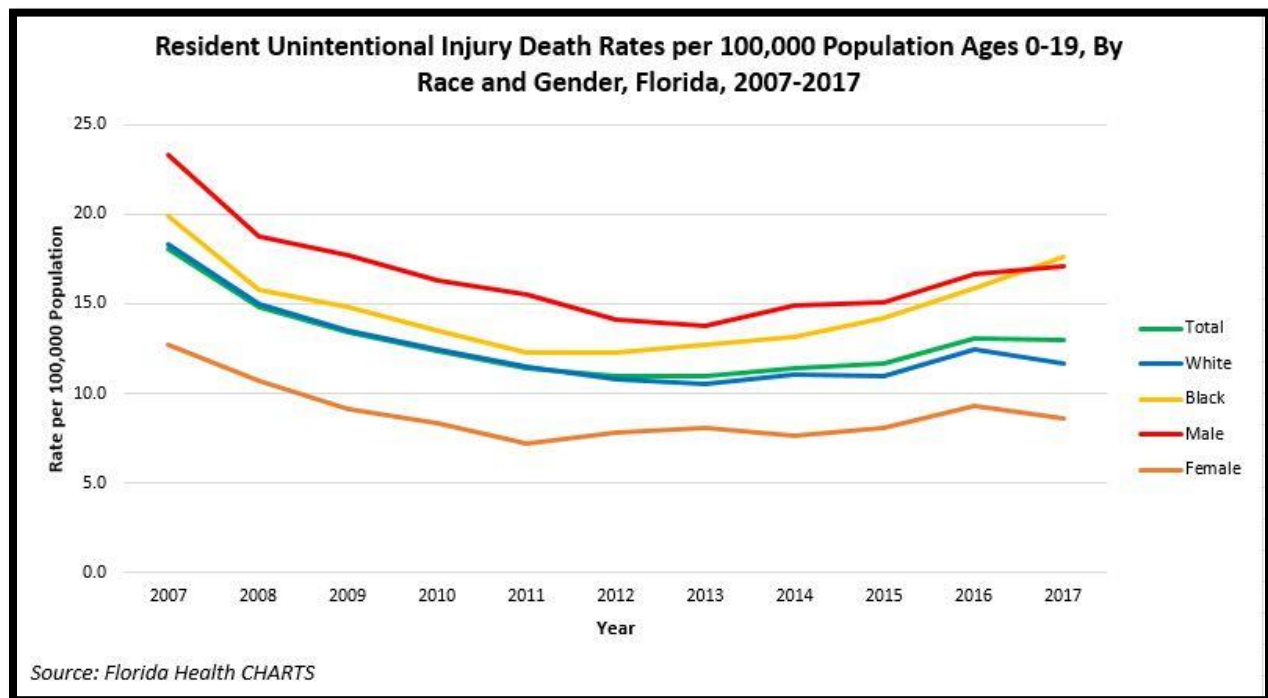
Why Is Safe Kids Important?

No parent should have to endure the loss of a child. Yet around the world, one million families lose a child to a preventable injury every year. Millions more children are injured, suffering serious consequences that can last a lifetime. Safe Kids Worldwide is a global organization dedicated to preventing unintentional injuries in children, the number one killer of kids in the United States.

Since Safe Kids was formed in 1988, there has been a 57 percent decrease in the unintentional injury rate among children 19 years and younger. From the national level to the state level to local coalitions, Safe Kids is dedicated to increasing awareness about the danger to children of unintentional injuries; providing resources to families to help keep their children safe; and working with stakeholders to increase childhood safety in Florida communities.

Unintentional Childhood Injuries in Florida

Unintentional injuries are the number one cause of death for all residents ages 1-44 in Florida, including for children age 1-19. Unintentional injuries are the third leading cause of death for children under one year old in Florida. Tragically, 596 children between the ages of 0 and 19 died due to unintentional injuries in Florida in 2017. In 2014, the most current year for which data are available, Florida recorded 8,159 hospitalizations and 484,509 emergency department visits in this age group due to unintentional injuries¹.



¹ Florida Health CHARTS: <http://www.flhealthcharts.com>

Increasing Health Equity

Unintentional injuries are a public health problem affected by social determinants of health. For example, race/ethnicity is a factor in rates of drowning deaths. Black children ages 5-19 are 5.5 times more likely to drown in a pool than their white peers². Children living in low-income neighborhoods have a higher risk for pedestrian injuries and fall- and fire-related injuries than children in neighborhoods with few low-income households³. In a 2012 study, nearly half of children with Autism Spectrum Disorder (ASD) were reported to wander; and of those, 26% were missing long enough to cause concern. Of children with ASD who went missing, 24% were at increased risk of drowning and 69% were at increased risk of traffic injury⁴.

As we implement prevention strategies, we will be aware of populations at greater risk and will work to ensure attainment of the highest level of health for all children in Florida.

About Safe Kids Worldwide

Safe Kids Worldwide (SKW) is an international organization that works to help families and communities keep kids safe from unintentional injuries. This is accomplished through a network of lead organizations and community coalitions throughout the world. In the United States alone, there are over 400 Safe Kids coalitions working to reduce unintentional injuries in children age 0-19 years. Safe Kids Worldwide supports research, education and awareness programs, and public policy initiatives to prevent unintentional childhood injuries in three topic umbrellas: home, cars and road, and sports and play.

Safe Kids is known as a leader in child passenger safety. SKW directs the Child Passenger Safety Certification Training Program (CPS certification program), which certifies child passenger safety technicians and instructors. SKW manages all aspects of the program, including working closely with the National Highway Traffic Safety Administration (responsible for the curriculum), the National Child Passenger Safety Board (provides recommendations and guidance), and State Farm (SKW sponsor). More than 42,000 people are currently certified CPS technicians, including over 1,400 in Florida.

Other areas that SKW works in include teen driver safety and child drowning prevention, which are focus areas in the Injury, Safety, and Violence priority area of the State Health Improvement Plan. SKW sponsors the “Take It from a Teen” video challenge which encourages high school students to share their wisdom regarding safe driving and safe passenger practices.

² Gilchrist, J. and Parker, E.M. (2014). Racial/Ethnic Disparities in Fatal Unintentional Drowning Among Persons Aged ≤29 Years — United States, 1999–2010. *Morbidity and Mortality Weekly Report (MMWR)*. 63(19). <https://www.cdc.gov/mmwr/preview/mmwrhtml/mm6319a2.htm>

³ Laflamme, L., Hasselberg, M., and Burrows, S. (2010). 20 Years of Research on Socioeconomic Inequality and Children’s – Unintentional Injuries Understanding. *International Journal of Pediatrics*. doi:10.1155/2010/819687

⁴ Anderson, C, Law, JK, Daniels, A, Rice, C, Mandell, DS, Hagopian, L, and Law, PA. (2012). Occurrence and family impact of elopement in children with autism spectrum disorders. *Pediatrics*, 130(5):870-7. doi: 10.1542/peds.2012-0762. Epub 2012 Oct 8

Safe Kids Worldwide Priority Areas

In developing the Safe Kids Florida strategic plan, we looked at the priority areas of Safe Kids Worldwide to determine how Safe Kids Florida and the local coalitions support and are supported by the national/international structure. From data collection, child passenger safety technician certification, and a resource library to collaborative opportunities such as monthly conference calls and the biennial Prevention Convention (PrevCon), Safe Kids Worldwide provides valuable resources to local coalitions and the state office. Safe Kids Worldwide's priority areas include:

Influence Behavior

- Focus on priority risk areas
- Prioritize advocacy efforts
- Strengthen our network
- Establish SKW as a go-to resource

Strengthen Finances

- Savings through efficiency
- Increase revenue
- Diversify

Increase Efficiencies

- Foster collaboration
- Improve workflow
- Improve Children's National Health System (CNHS) alignment



About Safe Kids Florida

The Florida Department of Health (DOH) is the lead agency for Safe Kids Florida. The program is coordinated by the Violence and Injury Prevention Program at DOH. Safe Kids Florida is responsible for:

- Providing technical assistance to the Safe Kids Florida local coalitions
- Seeking resources to support the Safe Kids Florida local coalitions
- Coordinating efforts to improve health status indicators in the State Health Improvement Plan, including Child Passenger Safety, Teen Driver Safety, Child Drowning Prevention, and Child Bike and Pedestrian Safety.

Among the services provided by the state office are collaborative opportunities to discuss current hot topics in childhood injury prevention. These opportunities are shared via email, conference calls with local coalition coordinators and other partners, and an annual face-to-face meeting to provide training, professional development, and status updates on achieving the goals in the strategic plan. Resources and funding opportunities are shared when available. Technical assistance is provided to current coalitions, and development of new local coalitions is pursued.

Local Coalitions

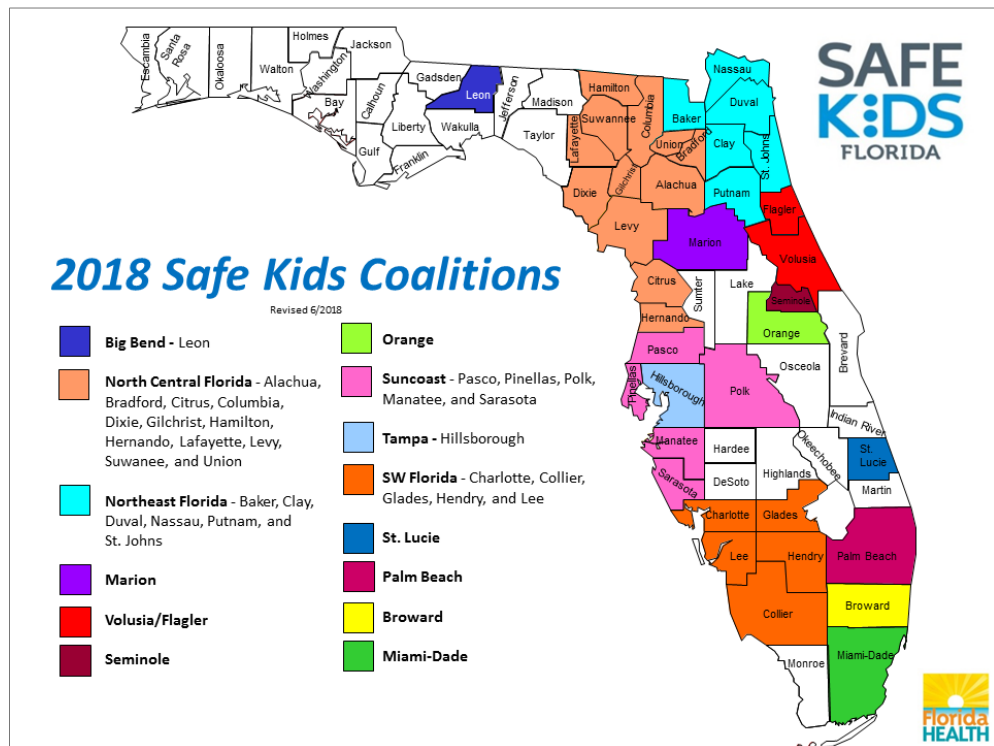
The local coalitions are leaders in their communities, providing information, materials, and equipment that help keep children safe from unintentional injury. They are the “boots on the ground” for child safety.

The activities of local coalitions reflect not only state and national Safe Kids priorities, but also data and safety concerns from their own communities. The top safety issue in a rural community might not be the same as the top safety issue in an urban county. Using Florida Health CHARTS and other data sources, coalitions decide what, where, when, and how to address unintentional childhood injury in the communities they serve.

County health departments are active in local Safe Kids coalitions; two are lead agencies for their coalitions. Half of the CHDs in Florida have at least one staff member who is a certified child passenger safety technician. The following CHDs participate in car seat inspections:

Alachua	DeSoto	Holmes	Monroe	St. Lucie
Baker	Franklin	Jackson	Nassau	Suwannee
Bay	Gadsden	Jefferson	Orange	Taylor
Bradford	Gulf	Leon	Pinellas	Union
Charlotte	Hardee	Levy	Polk	Wakulla
Citrus	Hillsborough	Madison	Santa Rosa	Washington
Columbia				

As of September 2018, 14 local coalitions cover 39 of Florida’s 67 counties. Local leadership is provided by the lead agencies, each of which is required to have at least a half-time Safe Kids Coordinator whose position focuses on unintentional childhood injury prevention.



Safe Kids Florida Coalition Contacts

Each local coalition has a coordinator who facilitates the coalition activities. The local coalition coordinators and their contact information appear below.

Big Bend

Felicia Green
Tallahassee Memorial Hospital
1300 Miccosukee Rd.
Tallahassee, FL 32308
850-431-4036
Felicia.Green@tmh.org

Broward

Lisa Bravo
Memorial Healthcare System
4460 Sheridan St.
Hollywood, FL 33021
954-276-1238
LBravo@mhs.net

Greater Tampa

Michelle Sterling
St. Joseph's Children's Wellness
and Safety Center
4600 N. Habana Ave Ste 26
Tampa, FL 33614
813.615.0589, ext. 230
Michelle.Sterling@Baycare.org

Marion

Megan Rodriguez
Marion County Health Dept.
1801 SE 32nd Ave.
Ocala, FL 34471
352-644-2751
Tracey.Sapp@flhealth.gov

Miami-Dade

Malvina Duncan
Nicklaus Children's Hospital
3100 SW 62nd Ave.
Miami, FL 33155
305-666-6511
Malvina.Duncan@nicklaushealth.org

North Central Florida

Blaire Peterson
WellFlorida Council, Inc.
1785 NW 80th Blvd.
Gainesville, FL 32606
352-228-9047
bpeterson@wellflorida.org

Northeast Florida

Cynthia Dennis
PLAYERS Center for Child Health
3563 Phillips Hwy.;
Bldg. E, Suite 502
Jacksonville, FL 32207
904-202-4302
Cynthia.Dennis@bmcjax.com

Orange

Carrisa Johns
Children's Safety Village of
Central Florida, Inc.
910 Fairville Road
Orlando, FL 32808
407-521-4673
Carrisa.Johns@ocfl.net

Palm Beach

Kelly Powell
Housing Partnership
2001 W. Blue Heron Blvd.
Riviera Beach, FL 33404
561-841.3500, ext. 4011
KPowell@cp-cto.org

St. Lucie

Ronda Cerulli
St. Lucie County Health Dept.
5150 Milner Drive
Port St. Lucie, FL 34983
772-462-3501
Ronda.Cerulli@flhealth.gov

Seminole

Nancy Norman
Seminole County Sheriff's Office
100 Eslinger Way
Sanford, FL 32773
407-665-2604
NNorman@seminolesheriff.org

Southwest Florida

Sally Kreuzscher
Golisano Children's Hospital of
Southwest Florida
9981 S. HealthPark Drive
Ft. Myers, FL 33908
239-343-6199
Sally.Kreuschler@leehealth.org

Suncoast

Petra Vybiralova
St. Petersburg All Children's
Hospital
501 Sixth Ave. S.
St. Petersburg, FL 33701
727-767-8581
PVybir1@jhmi.edu

Volusia/Flagler

Steve Parris
Halifax Health/Healthy
Communities
1688 W. Granada Blvd.,
Suite 2-D
Ormond Beach, FL 32174
386-425-7920
Steven.Parris@halifax.org

Safe Kids Florida

M.R. Street, MPH, MSI
Florida Department of Health
Violence and Injury Prevention
Program
4052 Bald Cypress Way, Bin A13
Tallahassee, FL 32399-1721
850-245-4982
m.street@flhealth.gov

Safe Kids Florida Advisory Board

The members of the Safe Kids Florida Advisory Board (SK-FAB) are individuals from various organizations who assist the Violence and Injury Prevention Program in strategic planning, plan implementation, safety messaging, and identifying coalition resources. SK-FAB is instrumental in providing state-level support to enhance the ability of Safe Kids Florida and the local coalitions to impact our communities. The members and the organizations/injury prevention areas they represent are:

Children with Disabilities – Jack Scott, PhD

Center for Autism and Related Disabilities- CARD
and Dept. of Exceptional Student Education
Florida Atlantic University
777 Glades Road
Boca Raton, FL 33431
PH: 561-251-4104
E: jscott@fau.edu

Children’s Medical Services – JoAnn C. Blenman

Nursing Supervisor
Division of Children's Medical Services
Florida Department of Health
7000 Lake Ellenor Drive
Orlando, FL 32809
PH: 407.858.4797
E: JoAnn.Blenman@flhealth.gov

Florida Department of Agriculture and Consumer Services – Gwen Worlds

Communications Services Program Manager
Division of Consumer Services
Florida Dept. of Agriculture and Consumer Services
2005 Apalachee Parkway
Tallahassee, FL 32399-6500
PH: 850.410.3702
E: gwendolyn.worlds@freshfromflorida.com

Florida Department of Education – TBD

Florida Department of Highway Safety & Motor Vehicles – TBD

Florida Department of Transportation – Chris Craig, CPM, FCCM

Traffic Safety Administrator
Florida Dept. of Transportation
State Safety Office
605 Suwannee St., MS-53
Tallahassee, FL 32399-0450
PH: 850.414.4009
E: Chris.Craig@dot.state.fl.us

Florida Governor’s Office – Zackary Gibson

Chief Child Advocate and Director
Office of Adoption and Child Protection
Executive Office of the Governor
400 South Monroe St., Suite 2002
Tallahassee, FL 32399
PH: 850.717.9261
E: Zackary.Gibson@eog.myflorida.com

Florida PTA – Angie Gallo

Vice President of Educational Development
Florida PTA
1747 Orlando Central Parkway
Orlando, FL 32809
PH: 407.718.9925
E: vp.education@Floridapta.org

General Motors – TBD

Pediatric Hospital – Michele King, BS, CCLS

Director, Child Advocacy Program
Golisano Children’s Hospital of SW Florida
9981 South Healthpark Drive
Ft. Myers, FL 33908
PH: 239.343.5890
E: michele.king@leehealth.org

WaterSmartFL Drowning Prevention Task Force – Scott Fahrney

Florida State Alliance of YMCAs Foundation
600 1st Ave North, Suite 201
St. Petersburg, FL 33701
PH: 813.856.9622
E: scott@floridayig.net

Safe Kids Florida – M.R. Street, MPH, MSI

State Coordinator, Safe Kids Florida
Florida Dept. of Health – Violence and Injury
Prevention Program
4052 Bald Cypress Way, Bin A13
Tallahassee, FL 32399-1721
PH: 850.245.4982
E: m.street@flhealth.gov

Strategic Plan Development

To improve our collective impact on unintentional childhood injury prevention, local Safe Kids coalitions throughout the state, Safe Kids Florida, and the Safe Kids Florida Advisory Board developed this strategic plan. The plan is meant to contribute to the success of Safe Kids Worldwide’s priorities, the Injury, Safety, and Violence Priority Area of Florida’s State Health Improvement Plan, and local safety and public health priorities.

The plan was developed with the intention of being relevant at each level of the Safe Kids structure. It allows enough flexibility for local coalitions to tailor their participation, while maintaining fidelity to the core mission of Safe Kids Worldwide.

Evaluation

Evaluation is required to ensure our efforts are having the desired results. Objectives are therefore designed with the SMART principle in mind: Specific, Measurable, Achievable, Relevant, and Time-Limited. Process evaluation will occur quarterly. Annual review of data sources including hospitalizations, emergency department visits, crash statistics, and fatalities will help determine the effectiveness of strategies and activities outlined in this plan. Quarterly status updates will be collected on the performance measures to assist partners in assessing their progress. These analyses will inform decisions about adjustments which may be needed. This strategic plan will help all Safe Kids coalitions in Florida identify our community-specific unintentional injury priorities and collaborate to achieve our injury prevention goals.

Top 10 Unintentional Fatal Injuries By Mechanism and Age Group - Florida Residents 2017						
Mechanism	<1	1-4	5-9	10-14	15-19	Total Count
Total	134	101	41	66	254	596
MV Traffic - Occupant	4	10	7	16	123	160
Suffocation	120	7	4	2	1	134
Drowning, Submersion	6	61	11	10	13	101
Poisoning	0	2	1	5	39	47
MV Traffic - Pedestrian	1	6	4	13	22	46
MV Traffic - Motorcyclist	0	0	0	1	28	29
MV Traffic - Pedalcyclist	0	0	2	7	6	15
MV Traffic - Other, Unspecified	0	3	4	1	6	14
Fire, Flame	1	0	4	4	2	11
Firearm	1	3	1	1	2	8

Safe Kids Florida Strategic Plan 2019-2021

Vision

Safe Kids Florida will be a leader in promoting children's safety and preventing unintentional childhood injuries.

Mission

The mission of Safe Kids Florida is to prevent/reduce the number of unintentional injuries and deaths among children age 0-19 years.

Safe Kids Florida Priority Areas

GOAL 1: Infrastructure. Safe Kids Florida and all Safe Kids coalitions in the state will continue the development of new and existing local Safe Kids coalitions in the state with the support of strong state, local, and national collaborations that sustain and expand a robust, statewide childhood injury prevention network.

GOAL 2: Program and Policy Strategies. Safe Kids Florida and all Safe Kids coalitions in the state will support and promote evidence-based public policy and program initiatives related to reducing the number of unintentional injuries and deaths among children age 0-19 years. Programs and policies will seek to reduce health inequity in childhood injuries.

GOAL 3: Communication. Safe Kids Florida and all Safe Kids coalitions in the state will promote awareness and prevention of childhood injury and death in Florida.

GOAL 1: Infrastructure: Safe Kids Florida and all Safe Kids coalitions in the state will continue the development of new and existing local Safe Kids coalitions in the state with the support of strong state, local, and national collaborations that sustain and expand a robust childhood injury prevention network.

Infrastructure refers to the physical and organizational resources available to support the functions of the state and local Safe Kids coalitions. Availability of infrastructure components impacts what the coalitions can achieve. Components of a solid infrastructure include⁵:

- State or local mandate
- Stable and supportive lead organization
- Core staff and leadership
- Engaged coalition members and other partners who seek out and participate in collaborative opportunities
- Strategic plans implemented through annual action plans
- Stable and adequate funding

⁵ Adapted from State of the States: 2015 Report. (2016). Atlanta (GA): Safe States Alliance.

Objective 1.1: By December 31, 2019 and annually, establish relationships through member liaisons with organizations, corporations, and agencies that have a vested interest in child advocacy and safety.

Strategy 1.1.1: Safe Kids Florida (SKF) will be represented on state and national partnerships and coalitions that increase the collective impact of unintentional childhood injury prevention initiatives.

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.1.1a	SKF Coordinator	Identify state and national partnerships and coalitions.	List of coalitions joined.
1.1.1b	SKF Coordinator	Participate on state and national partnerships and coalitions.	List of coalitions actively participated on.
1.1.1c	SKF Coordinator	Share information with Florida Safe Kids coalitions and other colleagues.	Weekly emails and monthly conference call minutes include information.

Strategy 1.1.2: Safe Kids local coalitions in Florida will be represented on local, regional, and state partnerships and coalitions that increase the collective impact of unintentional childhood injury prevention initiatives.

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.1.2a	Local Coalition Coordinators	Identify local, regional, and state partnerships and coalitions.	List of coalitions joined.
1.1.2b	Local Coalition Coordinators	Participate on local, regional, and state partnerships and coalitions.	List of coalitions actively participated on.
1.1.2c	Local Coalition Coordinators	Share information with Safe Kids networks and other colleagues.	Emails and meeting minutes include information.

Objective 1.2: Serve as a resource for unintentional childhood injury prevention programs, materials, and resources, including resources for children with disabilities and other populations disproportionately impacted by unintentional injury.

Strategy 1.2.1: Establish a clearinghouse of materials and resources.

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.2.1a	Safe Kids Florida Advisory Board (SK-FAB)	Inventory available materials and resources.	Inventory created.
1.2.1b	SKF Coordinator and VIPP Webmaster	Post inventory list and materials request form online at www.safekidsfl.com .	Inventory and materials request form posted.
1.2.1c	SKF Coordinator, SK-FAB, and	Identify additional materials and resources that are available.	Information received.

	Coalition Coordinators		
1.2.1d	SKF Coordinator and Coalition Coordinators	Update request form quarterly to include new resources and delete any that are no longer available.	Updated inventory and materials request form posted quarterly.
1.2.1e	SKF Coordinator and Coalition Coordinators	Fill requests in a timely manner.	Materials request forms on file with shipping dates indicated.

Strategy 1.2.2: Establish statewide speakers' bureau.

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.2.2a	SK-FAB	Annually survey local coalitions and SK-FAB members to determine interest, availability, and subject matter expertise.	Survey developed and implemented; responses collected.
1.2.2b	SK-FAB	Develop matrix of speakers' contact information, availability, and subject matter expertise.	Matrix developed.
1.2.2b	SK-FAB	Update matrix annually.	Matrix updated.
1.2.2c	SKF Coordinator and VIPP Webmaster	Post information on www.safekidsfl.com and share with local coalitions.	Matrix posted and shared.
1.2.2d	Local Coalition Coordinators and SK-FAB	Share information with coalition members and other interested community members.	Information shared per monthly Safe Kids Florida conference call minutes.

Objective 1.3: By December 31, 2019 and quarterly, assess monthly/quarterly coalition reports to determine progress, successes, and opportunities for improvement and collaboration.

Strategy 1.3.1: Compile, analyze, and share results of coalition activities.

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.3.1a	SKF Coordinator and VIPP Injury Epidemiologist	Develop quarterly reporting template for local coalitions. Template will include key performance indicators and success stories.	Template developed.
1.3.1b	SKF Coordinator	Disseminate quarterly reporting template to local coalitions.	Template disseminated.
1.3.1c	Coalition Coordinators	Complete and submit quarterly reports to SKF Coordinator; attach photos if available.	Quarterly reports received from local coalitions.

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.3.1d	SKF Coordinator and VIPP Injury Epidemiologist	Compile and analyze results from quarterly reports and from Safe Kids Worldwide (SKW) database(s).	Summary document created.
1.3.1e	SKF Coordinator	Disseminate summary document to local coalitions.	Summary document disseminated.
1.3.1f	SKF Coordinator	Compile annual summary document for promotion among partners, stakeholders, and media. Discuss at annual Safe Kids Florida (SKF) strategic planning meeting.	Annual summary document provided to SKW and other partners, stakeholders, and media. Promotional article(s) written and submitted to DOH Communications Office. Summary of annual SKF strategic planning meeting includes review of document.

Objective 1.4: Build expertise in data collection and analysis to assist local Safe Kids coalitions in supporting their work by demonstrating the need for prevention and coalition effectiveness.

Strategy 1.4.1: By December 31, 2019 and annually, develop and share state and local data.

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.4.1a	VIPP Injury Epidemiologist	Develop chart of Top 10 Causes of Unintentional Injury and Death in Florida annually for the prior year.	Top 10 Chart created.
1.4.1b	SKF Coordinator and VIPP Webmaster	Disseminate chart to coalition coordinators and post on www.safekidsfl.com	Chart disseminated to coalition coordinators via email and posted online.
1.4.1c	Coalition Coordinators	Use Florida Health CHARTS to communicate data to local decision-makers, partners, and community members.	Information shared via email, presentations, and online platforms.

Objective 1.5: Increase the number of counties in Florida covered by a Safe Kids Coalition.

Strategy 1.5.1: By December 31, 2019 and annually, increase the number of Safe Kids coalitions in Florida by one per year.

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.5.1a	SKF Coordinator and SK-FAB	Contact county health departments in counties that are not covered by a Safe Kids coalition to request they serve as lead agency.	Number CHDs contacted and their responses.
1.5.1b	SKF Coordinator and SK-FAB	Reach out to other partners in counties that are not covered by a Safe Kids coalition to request they serve as lead agency.	Number counties in which organizations were contacted and those organizations' responses.
1.5.1c	SKF Coordinator and SK-FAB	Assist new coalition candidates in completing Safe Kids Worldwide paperwork and in developing local partnerships.	Number new coalitions assisted.
1.5.1d	SKF Coordinator and Local Coalition Coordinators	Establish mentorships between established coalitions and new coalitions.	Number mentor/mentee coalition partnerships established.

Strategy 1.5.2: By December 31, 2019, build and sustain the SK-FAB, comprised of representatives of statewide agencies, organizations, and individuals who are interested in promoting childhood safety and facilitating the implementation of injury prevention strategies for all children in Florida, including those with disabilities and other groups at higher risk of unintentional injury.

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.5.2a	SKF Coordinator	Contact members of the SK-FAB and request their continued participation.	Members contacted/Email correspondence.
1.5.2b	SKF Coordinator	Identify additional potential members to invite.	Potential members contacted/Email correspondence.
1.5.2c	SKF Coordinator	Include members of the SK-FAB on weekly SKF email updates, monthly conference calls, and PAW/TOE meetings.	Emails and meeting summaries.

Strategy 1.5.3: By December 31, 2019 and annually, establish and maintain a Safe Kids Florida web presence.

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.5.3a	SKF Coordinator and VIPP	Purchase and renew domain names. <ul style="list-style-type: none"> • SafeKidsFlorida.com • SafeKidsFL.com • SafeKidsFlorida.org • SafeKidsFL.org 	Domains purchased.
1.5.3b	SKF Coordinator and VIPP	Build and maintain website(s).	Website active and up-to-date.
1.5.3C	SKF Coordinator, Local Coalition Coordinators, and SK-FAB	Develop and maintain social media content on Facebook, Twitter, and other platforms	Facebook pages and other social media platforms active and up-to-date.

Strategy 1.5.4: By December 31, 2019 and annually, the Florida Safe Kids Coordinator will meet with three local coalition coordinators to provide technical assistance.

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.5.4a	SKF Coordinator	Determine local coalitions in need of and amenable to technical assistance.	Emails and other correspondence with local Safe Kids coordinators.
1.5.4b	SKF Coordinator	Obtain permission to travel.	Budget approved; Travel approved in GoTravel.
1.5.4b	SKF Coordinator	Provide technical assistance.	Summary of meeting.
1.5.4c	SKF Coordinator	Follow up with coalitions to ensure TA fulfilled their needs and to determine additional actions.	Emails and other correspondence with local Safe Kids coordinators.

Objective 1.6: By December 31, 2019 and annually, each local Safe Kids Coalition Coordinator and the State Safe Kids Coordinator will participate in educational opportunities for professional development related to childhood unintentional injury prevention, health equity and social determinants of health, or other topics relevant to their position.

Strategy 1.6.1: Safe Kids Florida and all Safe Kids coalitions in the state will participate in the Safe Kids Prevention Convention (PrevCon) in odd-numbered years, as agreed to in the Safe Kids Worldwide Lead Agency Agreements.

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.6.1a	SKF Coordinator and Local Coalition Coordinators	Request travel approval through appropriate channels.	Travel approval confirmed.
1.6.1b	SKF Coordinator and Local Coalition Coordinators	Participate in PrevCon.	Travel itineraries, agendas, or other documentation of attendance.
1.6.1c	SKF Coordinator and Local Coalition Coordinators	Share information learned with local coalition members and other colleagues.	Monthly Safe Kids Florida conference call summaries, other documentation.

Strategy 1.6.2: Safe Kids Florida and all Safe Kids coalitions in the state will participate in an annual, face-to-face statewide coalition development meeting which will provide professional development training and strategic plan development.

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.6.2a	SKF Coordinator and VIPP	Plan and convene annual face-to-face Safe Kids meeting in conjunction with annual FIVPAC meeting.	Emails, meeting notes.
1.6.2b	SKF Coordinator and Local Coalition Coordinators	Develop agenda and assign tasks for Safe Kids portion of meeting.	Agenda developed. Tasks assigned.
1.6.2c	SKF Coordinator and Local Coalition Coordinators	Participate in the statewide meeting.	Sign-in sheet.
1.6.2d	SKF Coordinator and Local Coalition Coordinators	Follow up on action items.	Monthly Safe Kids Florida conference call summaries, other documentation.

Strategy 1.6.3: Safe Kids Florida and all Safe Kids coalitions in the state will participate in at least one professional development event to build knowledgeable and motivated coalition members, volunteers, and community partners, equipped with the tools to plan, implement, and evaluate successful childhood injury prevention programs throughout the state of Florida, as funding allows.

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.6.3a	SKF Coordinator and Local Coalition Coordinators	Identify appropriate professional development opportunities.	Details of professional development events including location, date(s), subject, and benefit.
1.6.3b	SKF Coordinator and Local Coalition Coordinators	Request approval (including travel and registration fees if applicable) through appropriate channels.	Approval confirmed.
1.6.3c	SKF Coordinator and Local Coalition Coordinators	Participate in professional development event(s).	Sign-in sheets, travel itineraries, agendas, or other documentation of attendance.
1.6.3d	SKF Coordinator and Local Coalition Coordinators	Share information learned with local coalitions and other colleagues.	Monthly Safe Kids Florida conference call summaries, other documentation.

Objective 1.7: Increase funding and in-kind support for local Safe Kids coalitions.

Strategy 1.7.1: Apply for funding and support through grant opportunities and other sources as allowed.

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.7.1a	SKF Coordinator, SK-FAB, Local Coalition Coordinators	On a regular basis, check grants.gov and other sources for funding opportunities.	Number funding opportunities identified.
1.7.1b	SKF Coordinator, SK-FAB, Local Coalition Coordinators	On a regular basis, check SafeKids.org, PoolSafely.gov, and other websites for availability of free materials.	Number of free materials sources identified.
1.7.1c	SKF Coordinator, SK-FAB, Local Coalition Coordinators	Apply for funding.	Number of funding opportunities applied for; number of funding opportunities awarded; amount of funding awarded.
1.7.1d	SKF Coordinator, Local Coalition Coordinators	Notify colleagues about funding opportunities and availability of free materials.	Emails and other communications.

GOAL 2: Program and Policy Strategies: Safe Kids Florida and all Safe Kids coalitions in the state will support and promote evidence-based public policy and program initiatives related to reducing the number of unintentional injuries and deaths among children age 0-19 years. Programs and policies will seek to reduce health inequity in childhood injuries.

The statewide priorities for childhood injury prevention are based on the mechanisms that are the most prominent in fatalities, hospitalizations, and emergency department visits. These include:

- Child passenger safety
- Teen driver safety
- Drowning prevention
- Bicycle and pedestrian safety
- Falls/concussion prevention
- Exertional heatstroke prevention

Local Safe Kids coalitions identify issues that are priorities in their county(ies). These may reflect the statewide priorities and can include other topics, such as:

- Fire safety
- Furniture tip-over prevention
- Medication safety
- Unintentional poisoning (including laundry detergent pods) prevention

Priorities are selected based on many variables. Availability and analysis of state and local data, funding directives, needs assessments, political influence, partner interest, official mandates, and spheres of influence might contribute to decisions on which areas local coalitions identify as priorities. Program and policy decisions are supported by and evaluated using data (evidence-based decision making).

Objective 2.1: By December 31, 2019 and annually, Safe Kids Florida and local Safe Kids coalitions will identify state and local priorities for prevention of unintentional childhood injuries.

Strategy 2.1.1: Analyze state and local data to inform decisions regarding local unintentional childhood injury priorities.

Action Step #	Action Step Leader(s)	Description	Performance Measures
2.1.1a	VIPP Injury Epidemiologist	Develop list of the Top 10 causes of emergency department visits, hospitalizations, and fatalities due to unintentional childhood injuries, by county and statewide.	<ul style="list-style-type: none"> • Top 10 list developed.

Action Step #	Action Step Leader(s)	Description	Performance Measures
2.1.1b	SKF Coordinator	Disseminate Top 10 list to local coalitions and other partners; post on www.safekidsfl.com .	<ul style="list-style-type: none"> Top 10 list disseminated to Safe Kids coordinators and other partners and posted on the website.
2.1.1c	Safe Kids Coalition Coordinators	Use county-specific data to work with partners to develop programs to address the Top 10 local causes of emergency department visits, hospitalizations, and fatalities.	List of programs and events and the priority injury mechanism(s) they address submitted by local coalition coordinators to SKF coordinator on a quarterly basis.

Objective 2.2: By December 31, 2019, support programming that reflects statewide and local priorities for unintentional childhood injury prevention, including programming for children with disabilities and others at higher risk of unintentional injuries.

Strategy 2.2.1: Safe Kids coalitions in Florida will participate in Safe Kids Day.

Action Step #	Action Step Leader(s)	Description	Performance Measures
2.2.1a	Safe Kids Coalition Coordinators	Implement programs and activities identified in Strategy 2.1.1.	Number of programs where Safe Kids coalition is lead or a participant.
2.2.1b	Safe Kids Coalition Coordinators	Track participation and impact.	Number children and families reached; number materials distributed.
2.2.1c	Safe Kids Coalition Coordinators	Report participation and impact.	Quarterly reports submitted to Safe Kids Florida.

Strategy 2.2.2: Safe Kids coalitions in Florida will participate in Child Passenger Safety Technician Month (May) and/or Child Passenger Safety Week (September).

Action Step #	Action Step Leader(s)	Description	Performance Measures
2.2.2a	Safe Kids Coalition Coordinators	Implement child passenger safety programs and activities identified in Strategy 2.1.1.	Number of CPST Month or CPS Week programs where Safe Kids coalition is lead or a participant.
2.2.2b	Safe Kids Coalition Coordinators	Track participation and impact.	Number children and families reached; number materials distributed.
2.2.2c	Safe Kids Coalition Coordinators	Report participation and impact.	Quarterly reports submitted to Safe Kids Florida.

Strategy 2.2.3: The number of counties in Florida with at least 5 certified Child Passenger Safety Technicians (CPSTs) per 100,000 population will increase by 4% per year until 100% is achieved and maintained. (2018 baseline = 50 counties; 2019 target – 52; 2020 target – 54; 2021 target - 56.)

Action Step #	Action Step Leader(s)	Description	Performance Measures
2.2.3a	SKF Coordinator	Coordinate approval process to assign CPST Training Trailers to county health departments (CHDs) as determined by need and agreement to provide CPST trailers for use in certification/ recertification classes.	CPST Training Trailers assigned to CHDs.
2.2.3b	SKF Coordinator	Coordinate transfer of titles to DOH and transportation of trailers to designated CHDs.	Titles transferred to DOH ; trailers transported to CHDs.
2.2.3c	Local Coalition Coordinators, CHD Staff	Promote use of CPST Training Trailers.	CPST Training Classes scheduled and posted.
2.2.3d	SKF Coordinator and FDOT State Safety Office	Acknowledge CPSTs who are re-certified.	# Certificates of appreciation mailed quarterly.

Strategy 2.2.4: The number of counties in Florida with at least 1 certified Child Passenger Safety Technician Instructor (CPST-I) will increase by 4% per year. (2018 baseline = 35 counties; 2019 target – 36; 2020 target – 38; 2021 target – 40.)

Action Step #	Action Step Leader(s)	Description	Performance Measures
2.2.4b	Local Coalition Coordinators	Encourage CPSTs in your county(ies) to get certified as CPST-Is.	Correspondence and other records.
2.2.4c	Local Coalition Coordinators	Seek funding and travel assistance for CPSTs to participate in CPST-I training.	Number of requests to Florida Occupant Protection Resource Center for funding/travel assistance; number CPSTs who receive funding and travel assistance.
2.2.4d	SKF Coordinator and FDOT State Safety Office	Acknowledge CPST-Is who are re-certified.	# Certificates of appreciation mailed quarterly

Strategy 2.2.5: The number of county health departments (CHDs) in Florida with at least one staff member who is certified as a CPST will increase by 2 per year. (2018 baseline = 33; 2019 target – 35; 2020 target – 37; 2021 target – 39.)

Action Step #	Action Step Leader(s)	Description	Performance Measures
2.2.5a	SKF Coordinator	Encourage CHDs with a CPST Training Trailer to train staff as CPSTs.	Number CHDs contacted; number of contacted CHDs with at least one staff member certified as a CPST per year
2.2.5b	Local Coalition Coordinators	Encourage CHDs in your county(ies) to train staff as CPSTs.	Number CHDs contacted; number of contacted CHDs with at least one staff member certified as a CPST per year

Strategy 2.2.6: The number of Safe Kids coalitions in Florida with at least one staff member who is certified as a CPST will increase by 2 per year. (2018 baseline TBD.)

Action Step #	Action Step Leader(s)	Description	Performance Measures
2.2.5a	SKF Coordinator	Determine baseline and annual targets.	Baseline developed
2.2.5b	SKF Coordinator	Encourage CHDs with a CPST Training Trailer to train staff as CPSTs.	Number CHDs contacted; number of contacted CHDs with at least one staff member certified as a CPST per year
2.2.5c	Local Coalition Coordinators	Encourage CHDs in your county(ies) to train staff as CPSTs.	Number CHDs contacted; number of contacted CHDs with at least one staff member certified as a CPST per year

Strategy 2.2.7: Safe Kids coalitions in Florida will participate in local Children’s Week activities and/or Children’s Day at the Capitol.

Action Step #	Action Step Leader(s)	Description	Performance Measures
2.2.6a	Local Coalition Coordinators	With input from coalition members, determine activities at the local and/or statewide level.	Local coalition reports
2.2.6b	Local Coalition Coordinators	Post local events at childrensweek.org .	Local coalition reports; review of website
2.2.6c	Local Coalition Coordinators	Conduct events.	Local coalition reports
2.2.6d	Local Coalition Coordinators	Track participation and impact.	Number children and families reached; number materials distributed.

		Report participation and impact.	Quarterly reports submitted to Safe Kids Florida.
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Strategy 2.2.8: Safe Kids coalitions in Florida will identify local priorities in unintentional childhood injury and promote awareness of risk factors, including factors that disproportionately impact the unintentional injury and death rate of children with disabilities and other high-risk populations; protective factors; and community resources.

Action Step #	Action Step Leader(s)	Description	Performance Measures
2.2.7a	Local Coalition Coordinators	With input from coalition members, determine activities at the local and/or statewide level.	Local coalition reports
2.2.7b	Local Coalition Coordinators	Conduct events.	Local coalition reports
2.2.7c	Local Coalition Coordinators	Track participation and impact.	Number children and families reached; number materials distributed.
2.2.7d	Local Coalition Coordinators	Report participation and impact.	Quarterly reports submitted to Safe Kids Florida.

Objective 2.3: By December 31, 2019 and annually thereafter, develop and disseminate a report that includes contributions of all Safe Kids Coalitions in Florida to achieve strategies under Objective 2.2.

Strategy 2.3.1: Collect, analyze, and disseminate data.

Action Step #	Action Step Leader(s)	Description	Performance Measures
2.3.1a	VIPP Injury Epidemiologist	Collect data from CHARTS.	Data spreadsheet
2.3.1b	Local Coalition Coordinators; SKF Coordinator; VIPP Injury Epidemiologist	Determine unintentional injury mechanisms (e.g., motor vehicle crashes, child drowning) and measures (e.g., hospitalization rates, fatalities) where counties covered by a Safe Kids coalition are improving compared to counties not covered by a Safe Kids coalition.	Data spreadsheet
2.3.1c	SKF Coordinator and VIPP Injury Epidemiologist	Prepare annual report.	Data report
2.3.1d	SKF Coordinator	Disseminate report to local coalitions and post on www.safekidsfl.com	SKF Coordinator emails; report posted on website
2.3.1e	Local Coalition Coordinators	Disseminate to local coalition members and local decision makers.	Local coalition reports

Strategy 2.3.2: Make adjustments to strategic plan as indicated by data.

Action Step #	Action Step Leader(s)	Description	Performance Measures
2.3.2a	Local Coalition Coordinators, SK-FAB Members, SKF Coordinator	Review data at annual face-to-face meeting.	Agenda and summary of annual face-to-face meeting
2.3.2b	Local Coalition Coordinators, SK-FAB Members, SKF Coordinator	Determine what changes or additions are needed to the strategic plan.	Agenda and summary of annual face-to-face meeting; conference call summaries
2.3.2c	SKF Coordinator	Update strategic plan.	Strategic plan updated
2.3.2d	Local Coalition Coordinators, SK-FAB Members	Approve strategic plan.	Email records; meeting and conference call summaries
2.3.2e	Local Coalition Coordinators, SK-FAB Members, SKF Coordinator	Dessiminate revised and approved strategic plan.	SKF Coordinator email records; local coalition reports

GOAL 3: Communication: Safe Kids Florida and all Safe Kids coalitions in the state will promote awareness and prevention of childhood injury and death in Florida.

A large part of prevention is awareness. Through traditional and social media campaigns, we raise awareness of childhood injury risk and protective factors. Safe Kids coalitions are responsible for conducting safety events, publicizing those events, and developing our reputations as subject matter experts whom the media can rely on for childhood unintentional injury prevention information.

Objective 3.1: Provide accurate and timely information concerning childhood injury prevention issues, strategies, and results of completed campaigns.

Strategy 3.1.1: Disseminate information to coalition members and other partners throughout the state.

Action Step #	Action Step Leader(s)	Description	Performance Measures
3.1.1a	SKF Coordinator	Develop weekly email and disseminate to local coalition coordinators.	Emails sent Responses received
3.1.1b	Local coalition coordinators	Disseminate items from State Coordinator’s weekly emails to local coalition members and additional partners as deemed relevant.	Emails sent Responses received
3.1.1c	Local coalition coordinators	Maintain local and statewide coalition websites where allowed.	# local websites # updates posted on local websites each quarter

Strategy 3.1.2: Submit suggestions to Department of Health regarding upcoming opportunities to promote childhood injury prevention campaigns.

Action Step #	Action Step Leader(s)	Description	Performance Measures
3.1.2a	SKF Coordinator	Submit articles to the Department of Health (DOH) Communications Office (e.g., monthly “Look Ahead” form) and other DOH platforms.	# submissions to DOH marketing and promotion platforms # items included in DOH platforms
3.1.2b	SKF Coordinator	Make presentations to county health department directors and administrators and other Department of Health officials.	# presentations made and topics addressed
3.1.2c	Local coalition coordinators	Submit information to SKF Coordinator to include in weekly emails, notices to the Office of Communications, and other DOH channels	# submissions received from local coalition coordinators # items forwarded to DOH channels

			# items included in DOH marketing and promotion platforms
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Strategy 3.1.3: Conduct monthly conference calls/webinars with local Safe Kids Coalition coordinators to discuss topics related to unintentional childhood injuries.

Action Step #	Action Step Leader(s)	Description	Performance Measures
3.1.3a	SKF Coordinator	Schedule calls and invite SK coordinators and other partners.	Outlook calendar entries and emails
3.1.3b	SKF Coordinator	Facilitate calls.	Meeting summaries
3.1.3c	Local coalition coordinators	Participate (or designate a representative) on calls.	Attendance records and meeting summaries
3.1.3d	SKF Coordinator	Disseminate conference call minutes to local coalition coordinators and other partners.	SKF Coordinator email records

Strategy 3.1.4: Participate in monthly state conference calls/webinars and other learning opportunities with Safe Kids Worldwide to discuss topics related to unintentional childhood injuries.

Action Step #	Action Step Leader(s)	Description	Performance Measures
3.1.3a	SKF Coordinator and Local Coalition Coordinators	Participate on SKW calls and webinars.	Attendance records and meeting summaries
3.1.3b	SKF Coordinator and Local Coalition Coordinators	Provide information about Florida's experiences relative to the topics being discussed.	Attendance records and meeting summaries
3.1.3c	SKF Coordinator and Local Coalition Coordinators	Disseminate relevant information to Florida Safe Kids coordinators and coalition members.	SKF Coordinator email records; local coalition reports