

Leveraging New Funding Partners



Pamela Fair
Director, Safe Kids Columbus
Columbus Regional Health

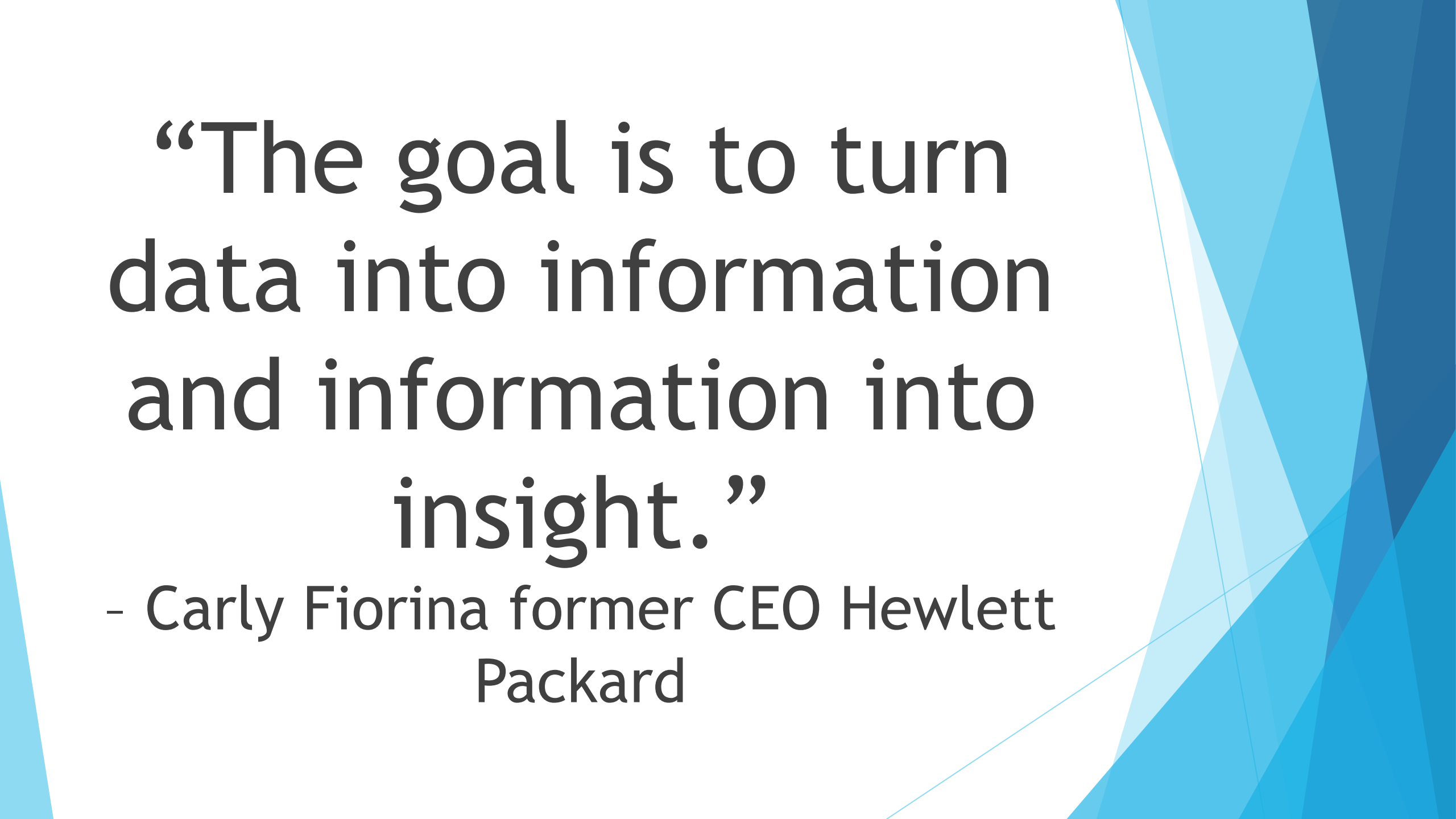


Laura Coleman, NREMT-P
CPSTI-I, Operations Coordinator
Safe Kids Georgia
Children's Healthcare of Atlanta



Leveraging New Funding Partners

Pam Fair, Safe Kids Columbus
Laura Coleman, Safe Kids Georgia

The background of the slide features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side and bottom of the frame, creating a modern, dynamic feel.

“The goal is to turn
data into information
and information into
insight.”

- Carly Fiorina former CEO Hewlett
Packard

Techbridge (TFA Form)

Number of People **Served** (Leave blank if none, no "0" needed)

Children Age 0 to Pre-K
 Enter a number

Elementary Age Children
 Enter a number

Middle School Age Children
 Enter a number

High School Age Children
 Enter a number

Parents/Caregivers
 Enter a number

Professionals
 Enter a number

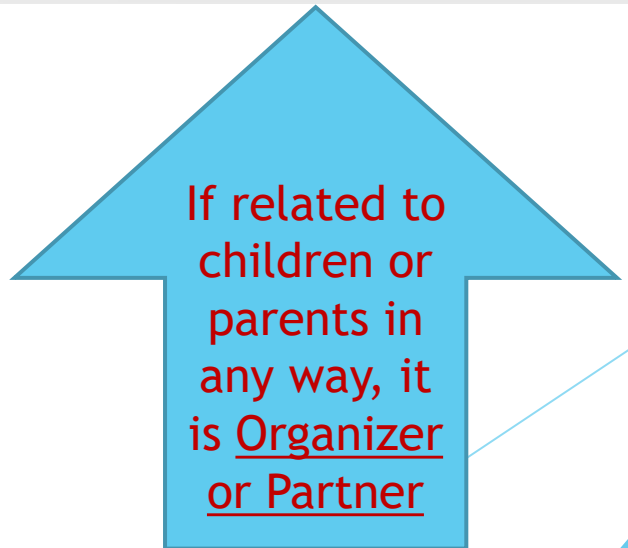
Other Attendees (Non-caregiver older adults)
 Enter a number

Volunteers (Non-CPST)
 Enter a number



What was the role of Safe Kids in this event? *

Please select...
Please select...
Event Organizer
Event Partner
Not Child/Caregiver related education or topic considered intentional injury (Information tracked for coalition but not on Safe Kids Reports)



Results = what you enter

Low Income Population Targeted? *

Please select... ▼

Please select...

Yes

No

Focus Areas Addressed

Select below only for the sections that were addressed by this event

Event Type *

- ☒ Car Seat Check Event
- ☒ Car Seat Inspection Station
- ☒ Minigrant Class
- ☐ Educational Session
- ☐ Informational Booth
- ☐ Media Public Relations
- ☐ Safety/Health Fair
- ☐ Coalition/Program Development
- ☐ Safety Community Event
- ☐ Social Media Post
- ☐ Virtual Education
- ☐ Other

Number of Car Seats Checked

Number of car seats that were installed incorrectly upon arrival

Comments about car seat checks

Comments about Minigrant Class

Number of Child Passenger Safety Technicians

Title I
school,
WIC, DFCS,
Pregnancy
Crisis
Center,
etc.

USE THIS!!! No car seat = incorrect

Salesforce

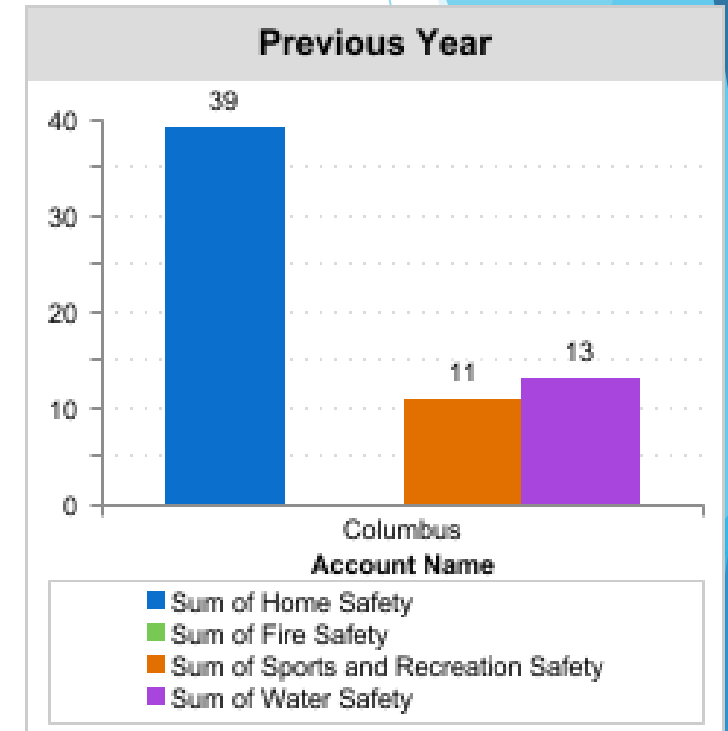
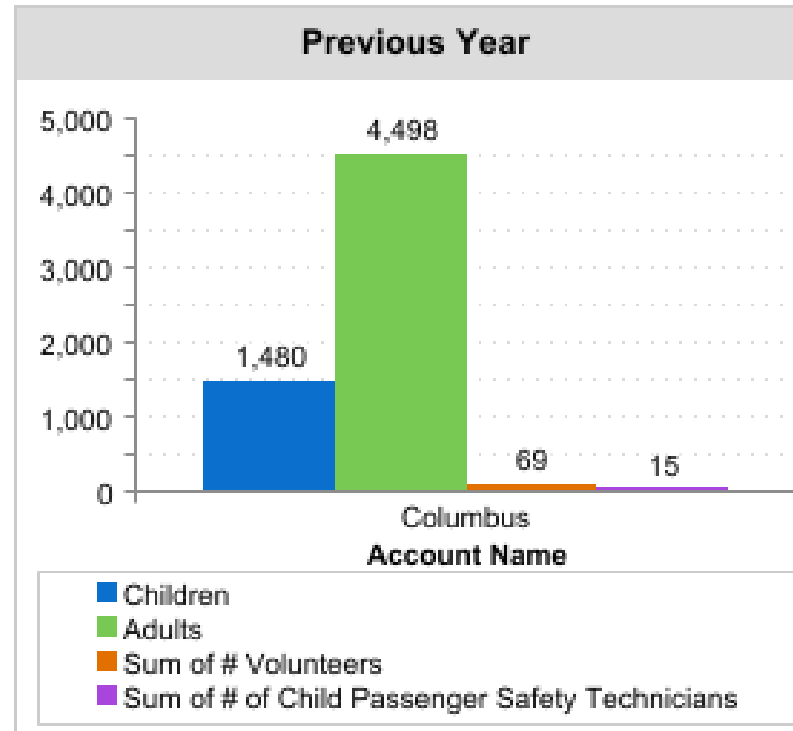
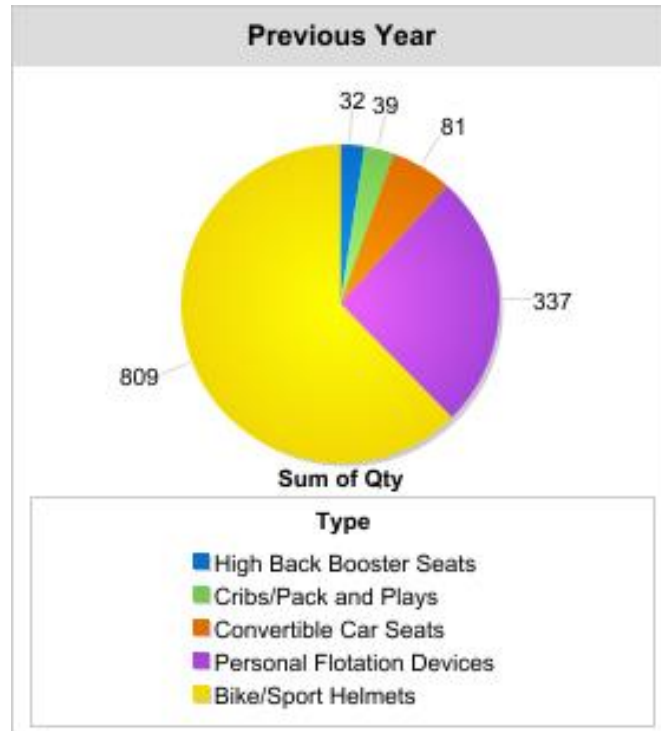
- Started in July 2016 reporting using TechBridge and Salesforce instead of an Excel Spreadsheet
- Very little change to requested data so we could show patterns
- Data/Distribution

Event Date	Event Title	Duration (Hours)	Event Location Zip	Host Organization	Event Location Venue	# Educational Materials Distributed	Children Age 0 to Pre-K	Elementary Age Children	Middle School Age Children	High School Age Children	# Parents/Caregivers
12/8/2021	Grant class	1.5	30028	FCFD	Fire Station	15	6	4	0	0	7

Event Date	Qty	Type
12/8/2021	1	Convertible Car Seats
12/8/2021	1	Combination Car Seats
12/8/2021	2	High Back Booster Seats

Event Date	Event Title	Duration (Hours)	Event Location Zip	Host Organization	Event Location Venue	# Educational Materials Distributed	Children Age 0 to Pre-K	Elementary Age Children	Middle School Age Children	High School Age Children	# Parents/Caregivers	Qty	Type
12/8/2021	Grant class	1.5	30028	FCFD	Fire Station	15	6	4	0	0	7	1	Convertible Car Seats
12/8/2021	Grant class	1.5	30028	FCFD	Fire Station	15	6	4	0	0	7	1	Combination Car Seats
12/8/2021	Grant class	1.5	30028	FCFD	Fire Station	15	6	4	0	0	7	2	High Back Booster Seats
		4.5				45	18	12	0	0	21	4	

Salesforce



Manipulate Your Data!!!



2017-2021 Columbus Lookback

Find a dashboard...

Edit

Clone

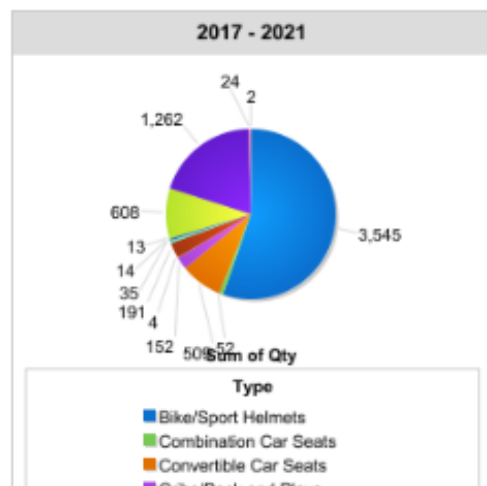
Refresh

As of Today at 1:23 PM

Safety Equipment Distributed

Type	2017 - 2021	Sum of Qty
Smoke Alarms		2
Gun Locks		4
No Back Booster Seats		13
Infant Only Car Seats		14
Safe Sleep Accessories		24
Home Safety Kit		35
Combination Car Seats		52
Cribs/Pack and Plays		152
High Back Booster Seats		191
Convertible Car Seats		509
Pedestrian Reflectors		608
Personal Flotation Devices		1,262
Bike/Sport Helmets		3,545

Safety Items Distributed



Total Educations and Events

2017 - 2021: 657

Car Seats Checked

2017-2021: 388

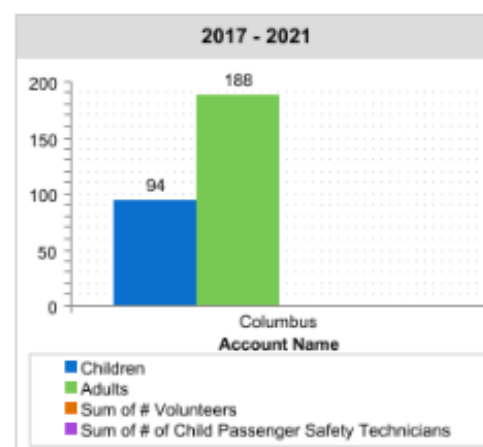
Hours Educated

2017 - 2021: 1,125

Educational Materials Distributed

2017 - 2021: 40,018

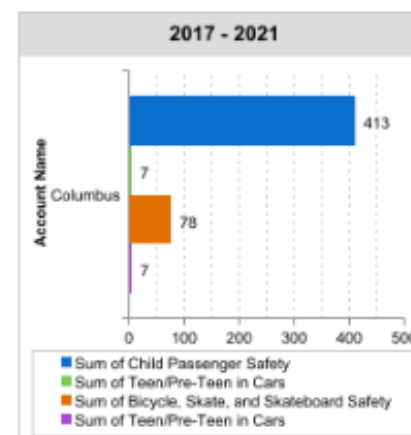
Total in Attendance



Educations by Type



Vehicle and Road Safety



Other Helpful Suggestions



If your coalition does not have enough usable data, use State data



Use similar coalitions and programs for funding



Work with other coalitions as an area for grants

Unintentional Injuries - Trauma Data Jan-Dec 2021

Piedmont Columbus Regional, Midtown

[illegible]

MOTOR VEHICLE CRASH (133)

Falls (58)

Bicycle (20)

Pedestrian (4)

Zip Codes within Muscogee County.

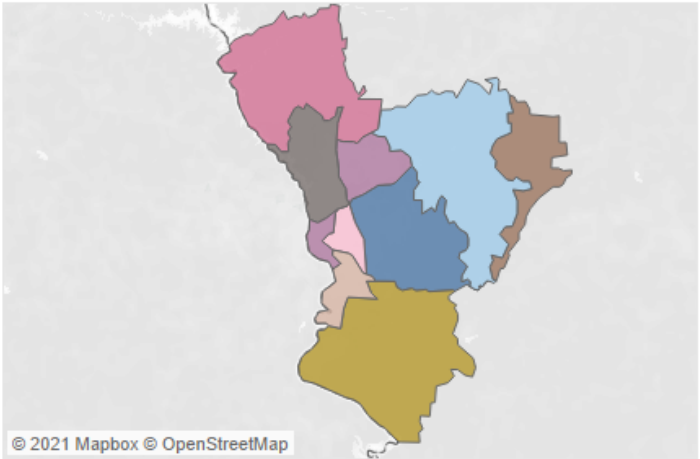
31907
Highest
numbers

Effective DS
Last 3 years

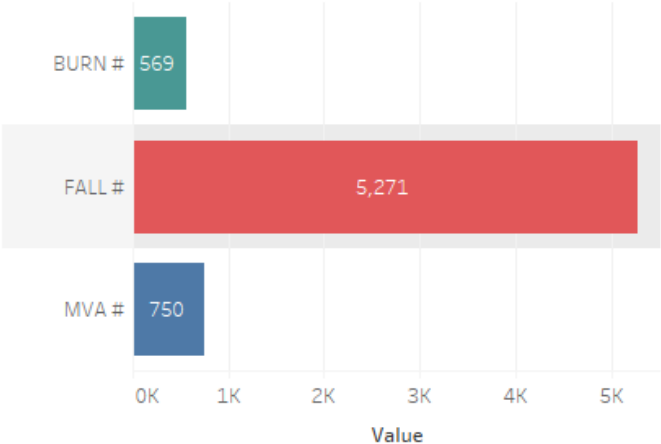
Zip CD (Patient)

- 31808
- 31820
- 31829
- 31901
- 31903
- 31904
- 31905
- 31906
- 31907
- 31909

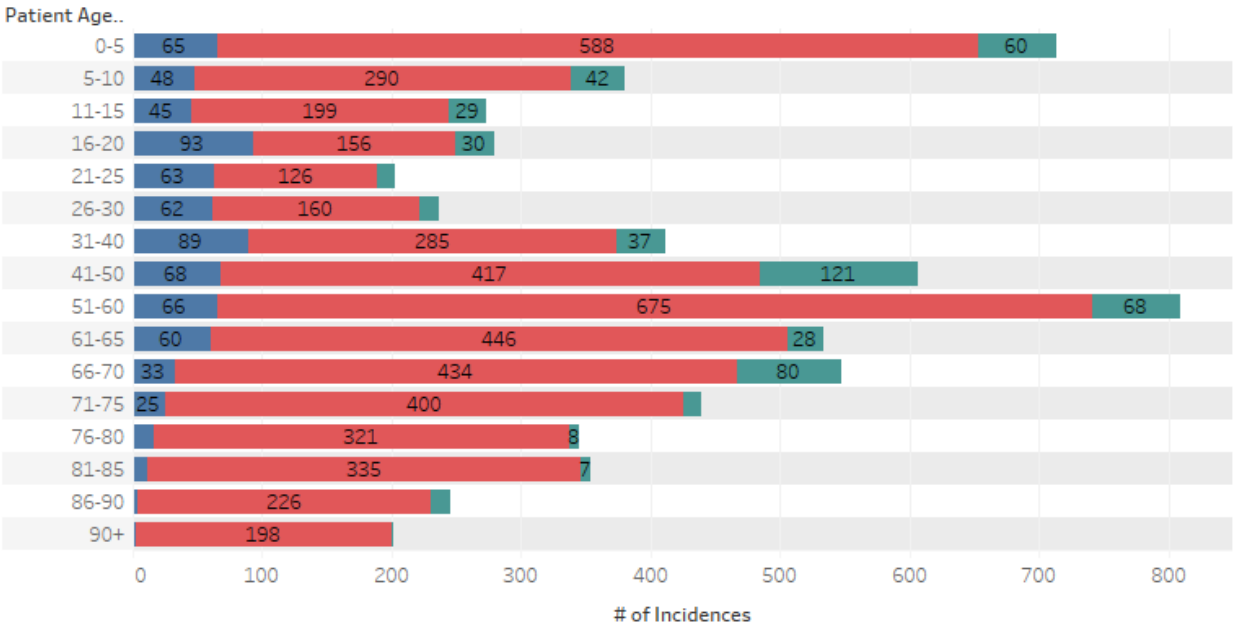
Zip Code Map



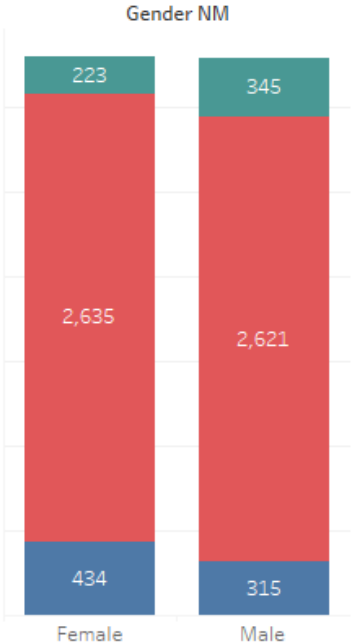
Total Occurences



Age



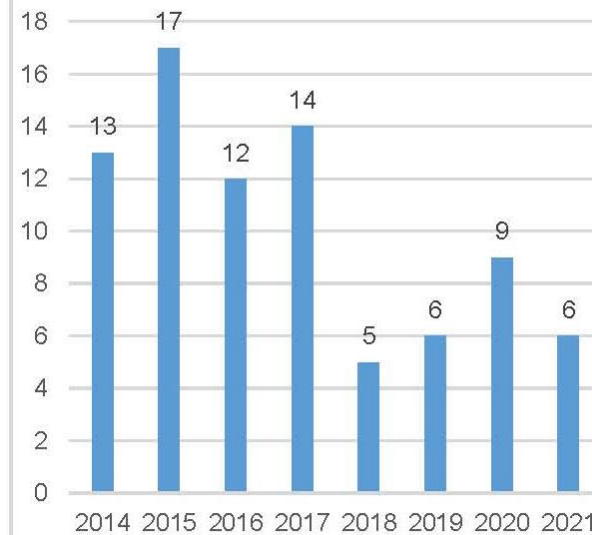
Gender



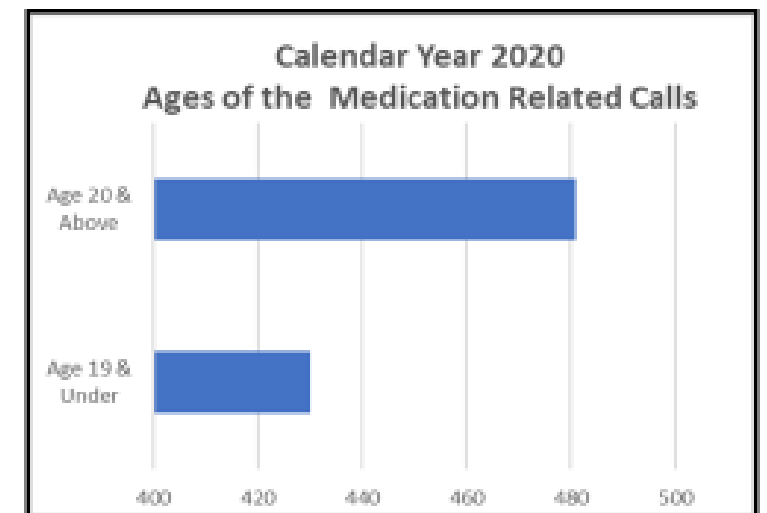
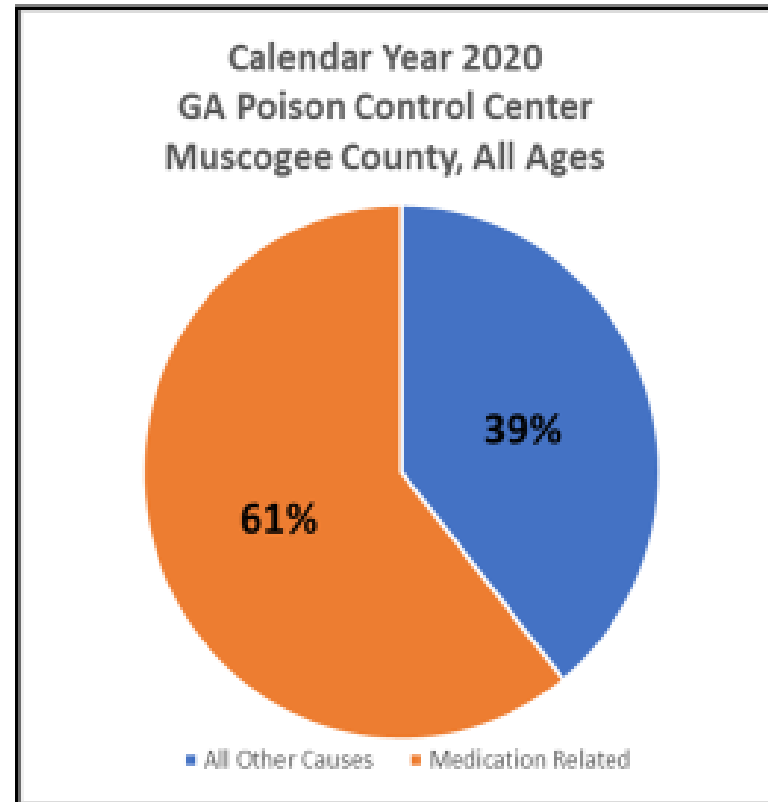
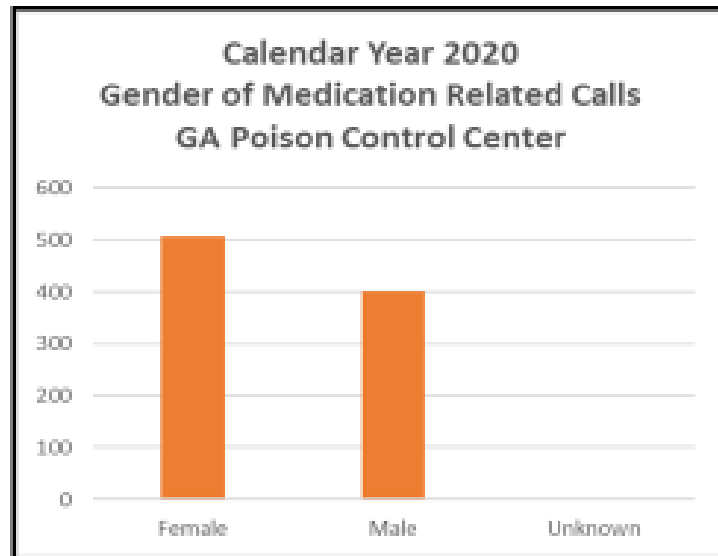
Columbus Fire & EMS Water Incidents Data

Year	Incidents	Avg Death Rate	Ages	River	Lake	Tub	Pool	Creek	Ethnicity	Gender
2014	13	3	14,19,43	2	1	0	0	0	B, B, B&W	M,M,M
2015	17	9	14,03,35,02,41,15,30,25,40	2	2	2	3	0	W,W,B,W,W,B,B,W	M,M,M,F,F,M,M,M,M
2016	12	3	30,1,65, 48	2	0	1	1	0	W,B,B,W	M,F,M,M
2017	14	4	23,52,25,33	2	1	1	0	0	H,H,W,H	M,M,M,M
2018	5	4	46,4,27,64, 34	4	0	0	0	1	B, W, W, B, W	M,M,M,M,M
2019	6	5	65,05,29,76,19, 23	3	0	1	2	0	W, B, B, A, B, B&W	M, F, M, F, M, F
2020	9	2	32,2,61,63	1	1	1	1	0	B,W,W,W	M,M,F,M
2021	6	5	31,1,10,31,64, 38 ,56	3	0	2	1	1	B,W, B,H,B,W,B	M,M,F,M,M, M
Totals	82	4.375		19	5	8	8	2		

Drowning Data Chart 1



Georgia Poison Control Center Data



Prevention Classes: Pre/Post Test via Survey Monkey

- ▶ Eligible Clients are expected to complete a pre/post survey on their phone
- ▶ Working to analyze this data, once we have a large enough participation pool
- ▶ Helps direct our educational efforts
- ▶ Helps instructors better understand where they are successful and where they have opportunities to improve
- ▶ Helps us engage with clients with more specific information
- ▶ May also be effective to schedule post test 1+ month out for a behavior change

2022 Strategic Action Plan

<div>  2022 Strategic Action Plan </div>			
All events are made possible by our Safe Kids Funding Partners (SKFP): Piedmont Columbus Regional • Kiwanis Club of Columbus • Aflac • Growing Room • Rivertown Pediatrics/Hughston Clinic/Jack Hughston Hospital • Liberty Utilities • GA Power			
# of Occurrences	Type of Activity	2022 Projected Dates	Partners
Motor Vehicle Safety			
12	Car Seat Education with Distribution Programs for Eligible Parents (Income Based)	Jan 20, Feb 17, Mar 17, Apr 21, May 19, Jun 21, Jul 19, Aug 16, Sep 20, Oct 18, Nov 15, Dec 13	SKFP, Evenflo
10	Corporate Car Seat Class with Distribution	Feb 17, Mar 5, Apr 14, Jun 4, Jun 16, Aug 4, Sep 10, Oct 6, Nov 5, Dec 1	SKFP, Aflac, Safe Kids Columbus, Mercury Distributing
2	Booster Education and Distribution Program (Targeting all Kindergarten and First Graders)	April	SKFP, M.L.K. Elementary and Brewer Elementary
1	Child Passenger Safety Week Media Campaign	Sept 18 - 24	SKFP
Pedestrian			
2	International Walk to School Day	Week of October 3 - 7	SKFP, Wynnton Arts Academy, Johnson Elementary
Wheels Safety: Bike, Skates, Etc			
2	Bike Rodeo with Helmet Distribution	June 14, June 21	SKFP, Columbus Parks & Recreation, Columbus Police Department
1	Holiday Helmet Distribution	Dec 22	SKFP, Columbus Parks & Recreation, Columbus Police Department
Home Safety: Safe Sleep, Poison Prevention, Laundry Safety, Furniture Tip Overs, Button Batteries			
12	Safe Sleep Class with Pack and Play Distribution for Eligible Parents (Region I)	Jan 11, Feb 8, Mar 8, Apr 12, May 10, Jun 14, Jul 12, Aug 9, Sep 13, Oct 11, Nov 8, Dec 6	SKFP, Injury Prevention Program: Safe Infant Sleep Program, Columbus Department of Public Health
1	Senior Health Expo	May 21	SKFP, WLTZ, A-TIP Committee
6	Safe Sleep Banner Displays at local agencies (healthcare, daycare, etc)	Various	SKFP, Safe Sleep Committee
1	Paid Media Campaign	Radio	PMB Broadcasting, Safe Sleep Committee
2	Collaborate with Ultra Sound Businesses with Safe Sleep Messaging & Class opportunities	Mar 1, Oct 1	Safe Sleep Committee, Image of a Miracle, Baby Waves
1	Provide Piedmont Co's Regional Mobile Unit with Safe Sleep Materials for community distribution	April 1	Safe Sleep Committee
3	Collaborate with DPH WIC to send text messages to expectant moms about Safe Sleep Class	March, June, Sept	DPH WIC, Safe Sleep Committee
1	Recruit someone from the Columbus Housing Authority to the Safe Sleep Committee	June	Safe Sleep Committee
Drowning Prevention/Water Safety			
1	River Savvy Kids Free Life Jacket Event Community-Wide	May 14	SKFP, Academy Sports + Outdoors, Columbus Parks & Recreation, Always Uptown, Salt Life, Columbus Police Department, Columbus Fire & EMS, Georgia Dept of Natural Resources, White Water Express,
22	Life Jacket Loaner Station Replenish	May 6, 13, 20, 27, June 3, 10, 17, 24, July 1, 8, 15, 22, 29, Aug 5, 12, 19, 26, Sept 2, 9, 16, 23, 30	SKFP, Sea Tow Foundation, Academy Sports + Outdoors, Lake Harding Neighborhood Association, Brice and Colton Patterson, Open Water Safety Committee Members
2	Build 2 new Life Jacket Loaner Stations	July	SKFP, Sea Tow Foundation, Academy Sports + Outdoors, Lake Harding Neighborhood Association, Brice and Colton Patterson, Open Water Safety Committee Members
2	Boating Safety Courses	Mar 5, May 26	SKFP, Safe Kids Worldwide, Georgia Department of Natural Resources, Lake Harding Neighborhood Association, YMCA, Columbus Parks & Recreation, Open Water Safety Committee Members
Other - Community Presentations			
1	Piedmont Columbus Regional Grand Rounds	Apr 21	Piedmont Columbus Regional

- Capacity
- Partners
- Funding/Budget

Funding

- Safe Kids Worldwide Grants, Safe Kids Georgia
- Collaborative partners pay cost - Safe Sleep DPH, Local Public Health, RVRC, Academy Sports, Georgia Power, Columbus Parks & Recreation, Uptown Columbus, RTAC, Medicaid Insurance Providers
- Safe Kids Columbus multi year partners contribute to our budget



Piedmont
COLUMBUS REGIONAL

Preventing Childhood Injuries at home, at play & on the way.



Kiwanis
CLUB OF COLUMBUS, GA



Safe Kids Columbus In-Kind Donations Received 2021

Date	Organization	Description	Quantity	Each Item	Amount Valued
8/1/2021	Sea Tow Foundation	Life Jackets	108	\$35.00	\$3,780.00
4/6/2021	CPD	Bike Helemts	68	\$836.20	\$836.20
5/1/2021	Academy Sports	Gift Card (life jackets)	2	\$500.00	\$1,000.00
5/1/2021	Sam's	Gift Card (Starbucks cards)	1	\$100.00	\$100.00
9/1/2021	AL Childcare Resource	Infant and Convertible Car Seats	7	\$76.20	\$533.40
10/31/2021	CPD	Wrist Bands and stickers	125	\$2.00	\$250.00
11/6/2021	RTAC	Survey Monkey Annual Renewal	1	\$384.00	\$384.00
11/17/2021	CPD	Bike Helemts	66	\$694.70	\$694.70
11/18/2021	Dr Rebecca Reamy	Bulldog Personal Size Gun Vault	3	\$88.49	\$265.47
11/1/2021	DPH, Kiara Loud	Evenflo Lite Max Car Seats	4	\$68.00	\$272.00
11/17/2021	Cols Police Dept	Bike Helemts	66	\$10.53	\$694.98
12/3/2021	RTAC	Fall Prevention flyers	1500	\$0.13	\$200.88
12/16/2021	Pam Fair	Walmart Gift Cards	5	\$10.00	\$50.00
					\$0.00
					\$9,061.63

Wish Lists

\$600.00

Quantity:

Add to Cart

ROHO cushions provide skin protection and positioning options. They provide individuals with increased positioning and stability functions when sitting in a wheelchair.

\$458.00

Quantity:

Add to Cart

\$60.00

Quantity:

Add to Cart



Art Supplies

A child can have an unexpected admission for many reasons such as after an emergency room visit or a trip to the pediatrician's office. Many of our families arrive to the floors without any toiletries.

\$20.00



Cost of Chaplaincy Program for a Day

Our chaplains provide spiritual support and guidance to patients and families as they seek healing, meaning and hope in the face of illness or injury.

\$800.00



Safe Kids Items

Car Seats | Bike Helmets | Cribs | Sleep Sacks | Smoke Alarms | Personal Flotation Devices | Carbon Monoxide Alarms | and other safety equipment

\$25.00

Help us
make
every
kid a
safe kid.

**SAFE
KIDS**
COLUMBUS

Midtown Medical Center West
616 19th Street | Columbus, GA 31901
706-321-6720 | safekidscolumbusga.org



Learn more about Safe Kids Columbus and help us wipe out unintentional injuries and deaths

Mission: Safe Kids Columbus is a community coalition working to prevent unintentional childhood injuries and deaths in children 18 and under through community partnerships, distribution of safety equipment and education on its proper use, public awareness, and advocacy.



Each year Safe Kids hosts more than 40 car seat check-up events and our certified technicians help parents install hundreds of car seats. 86% of car seats are used incorrectly. Help us fix that.



Safe Kids helps parents make homes a safe haven for kids, keeping them safe around fire, water, medicine and more. Help us keep them safe.



Properly-fitted helmets can reduce the risk of head injuries by at least 45 percent, yet less than half of children usually wear a bike helmet. Safe Kids offers community bike rodeo's and helmet distributions to teach parents proper helmet fit. Help us enable kids to use their head and wear a helmet.



We know water is everywhere! That's why safe kids teaches parents how to keep their kids safe around bathtubs, pools and open water. Having a water watcher plan can prevent drownings.



There has been a 13% increase in the pedestrian death rate in 12- 19 year olds since 2013. The Safe Kids *heads up, phones down* educational campaign can save lives.



Safe Kids Sports Safety Summits help teach coach's, parents and young athletes how to avoid concussions, dehydration, and to safely return to play. Get in the game by giving to Safe Kids.

Too many kids are rushed to the Emergency Room for injuries that could be avoided

**Learn more or give online at
www.safekidscolumbusga.org**

Targeted Areas of Risk

At Play

- Bike Safety
- Sports Safety
- Water Safety
- Bike Rodeos



At Home

- Poison Prevention
- Safe Sleep
- Liquid Laundry
Packet Safety
- Furniture and TV Tip
Over Safety



On The Way

- Child Passenger Safety
- Heatstroke Awareness
- Teens in the Driver Seat
- Pedestrian Safety
- Car Seat Safety Check Up
Events



2018 Partnership Benefits	Co-Branded Sponsor	Champion	Sustainer	Benefactor	Donor	Friend
	\$5,000	\$2,500	\$1,500	\$1,000	\$500	\$250
Logo on <u>ALL</u> SKC Marketing Materials (Brochures, T-shirts, Banners, Bags, Social Media, Website)	3 year agreement required (\$15,000 total)	6 year agreement required (\$15,000) total				
Exhibitor Access to 3 major SKC Events annually		√				
Co-Branded Partner for a Major Injury Prevention Initiative Press Release announcing partnership		√				
Event partner Logo on <u>specific</u> event flyers, posters, social media marketing, website						
Safe Kids will exhibit at your organization's event upon request	Two	One				
Staff/client training at your location upon request	One	One	One			
Partner Organization Logo on a specific event banner						
One Partner Spotlight in SKC Newsletter						
100 SKC Brochures						
Exhibitor Table at one SKC event	All	Four	Three	Two	One event exhibitor opportunity per donation	
An approved insert in SKC event bags	All	Plus one event insert per donation	Plus one event insert per donation	Plus one event insert per donation	Plus one event insert per donation	One event insert per donation

2022 Partnership Benefits	Co-Branded Sponsor
	\$5,000 Annually 3 year agreement preferred (\$15,000 total)
Logo on <u>ALL</u> SKC Marketing Materials (Brochures, T-shirts, Banners, Bags, Social Media, Monthly Newsletter, Website)	Throughout term
Employee Access to major SKC Events	annually
Co-Branded Partner for a major Injury Prevention Initiative	Annually
Press Release announcing partnership	At on-set, if desired
Event partner Logo on event flyers, posters, social media marketing, website, and on Director's email signature block	Throughout term
Safe Kids will exhibit at your organization's event upon request	Two
Staff/client training, or employee day exhibit at your location, upon request	One
Partner Organization Logo on a specific event banner	Annually
Partner Spotlight in SKC Newsletter	Annually
Exhibitor Table at SKC event	All
An approved, provided insert in SKC monthly program and community event bags	All



RIVER SAVVY KIDS

FREE LIFE JACKETS FOR KIDS!

presented by **Piedmont COLUMBUS REGIONAL** | **SAFE KIDS COLUMBUS**

Contributing Sponsors:



DATE:

Saturday, May 14, 2022

TIME OF EVENT:

10 a.m. – 12 p.m.

LOCATION OF EVENT:

Chart your course for Mott's Landing
14th Street Pedestrian Bridge
Uptown Columbus, Georgia 31904

COME DRESSED AS A PIRATE:

New for 2022!
Visit our Treasure Chest for
"Pirates Only"
Pirates in costume
"Reap Thare Rewards!"

ON-SITE REGISTRATION:

FREE Life Jackets given
one per child (17 and under)
while sizes and supplies last!

CAPT'S ORDERS:

Aaargh Pirates! – you must visit every site on ye map to reach the treasure! It could save ye life!

Station #1 "Ahoy There!" Registration

Station #2 "It's the Law, Mate!"

Station #3 "Be on the Lookout, Wee Lil Pirates!"

Station #4 "X Marks the Spot", Claim Your Loot!

Station #5 "Every Pirate Needs a Captain!"

Station #6 Treasure for lads in pirate costumes. Savvy!

Learn more at safekidscolumbusga.org

EVENT PARTNERS:



Safe Kids Columbus at Midtown Medical Center West Campus | 616 19th Street | Ground Floor | Columbus, GA 31901 | 706.321.6720
Email: safekidscolumbusga@piedmont.org | Visit us online at: safekidscolumbusga.org



Safe Kids our partners








safekidscolumbusga.org