



Led by the American Trauma Society, PA Division  
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## Summary Report: 2019-2020 Fiscal Year Data

Safe Kids Worldwide is an organization dedicated to the prevention of and education around unintentional childhood injuries. These injuries range from accidental falls, poisonings, car crashes and child passenger safety, drowning, and many more. Unintentional injuries are the number one killer of children throughout the USA. Safe Kids Pennsylvania is one of many statewide coalitions, supporting the work of prevention and education throughout the Keystone State.

As of September 2020, there are 11 Coalitions and 8 Partners of the State in Pennsylvania. Coalitions are headed by a lead agency, responsible for hiring a coordinator who can dedicate at least 20 hours a week to Safe Kids related work. Partners of the State are unique to PA, and act as a good option for areas where maintaining a coalition is beyond reach. Partners are also headed by a lead agency, and their coordinator must be able to dedicate at least eight hours a month to Safe Kids work.

In the 2019-2020 fiscal year, Safe Kids PA Coalitions and Partners engaged in approximately 322 community events, 71 professional trainings, 35 media contacts, and many more, all totaling over 2,700 hours of event time. These groups and their partner agencies checked over 2,300 car seats at 210 child passenger safety related events. Across the state, these groups reached 65,273 people and distributed approximately 133 helmets, 528 car seats, 29 booster seats, 252 cribs, 195 smoke alarms, 106 CO monitors, 25,515 educational materials and/or brochures, and over 9,700 other items to qualifying clients and families. Additionally, there are over 240 partner agencies or groups throughout PA that work with our Coalitions and Partners to prevent unintentional childhood injury and death.

In comparison to the 2018-2019 fiscal year,<sup>1</sup> these numbers are lower over-all with one key exception: more people were reached in the 19-20 FY, by just over 25,000 contacts. This may be attributed to a higher response rate for this report, among other reasons. Since most in-person events were cancelled in March 2020 due to the coronavirus pandemic shutting everything down, it is understandable that all

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<sup>1</sup> In the 2018-2019 fiscal year, Safe Kids PA Coalitions and Partners engaged in approximately 355 community events, 62 professional trainings, 61 media contacts, 236 child passenger safety related events, and many more, all totaling over 3,700 hours of event time. Across the state, these groups reached 40,213 people and distributed approximately 908 helmets, 625 car seats, 14 booster seats, 368 cribs, 327 smoke alarms, 242 CO monitors, 19,957 educational materials and/or brochures, and over 8,000 other items to qualifying clients and families. (These numbers are a cumulative total of data provided by 58% of PA Coalitions and Partners for the 18-19 FY, so it is very likely that actual reach and distribution are higher.)

other numbers are lower than the previous fiscal year. Most likely, this trend will also continue for the 20-21 FY as well.

Information in this document was collected from Community Impact Reports from Coalitions and Partners for the 19-20 fiscal year, and from a series of virtual meetings between the PA State Coordinator with various Coalition Coordinators and Partner Coordinators. The response rate for the CIR was 84% and the response rate for the virtual meetings was 79%. Due to these rates, it is likely that the actual reach and distribution are higher.

### **PRIMARY INITIATIVES AND PROGRAMS<sup>2</sup>**

Child Passenger Safety (CPS) is, by far, the initiative with the highest level of involvement from the most Coalitions and Partners. In the virtual meetings, it was the most mentioned program, and this shows in the data from the CIR as well. Based on the CIR, there were 210 CPS Check-up Events and/or Inspection Stations in the 19-20 FY, the second-highest category of events (after Community Outreach Events), and 316 events that had a Child Passenger Safety focus. Additionally, there were 2,381 car seats checked and 528 car seats distributed to community members.

In the virtual meetings, the second-most mentioned focus area was bike safety and helmet programming. Many groups were providing education on correct helmet fit and were also distributing helmets throughout the community in various ways. In fact, 133 helmets were distributed throughout Pennsylvania.

Other most mentioned initiatives within the virtual meetings included home safety, safe sleep (44 events with this focus), and medication safety. Only a few groups mentioned fire safety (48 events with this focus), water safety (42 events), farm safety, and/or sports safety (37 events) specifically, but seasonal activities were discussed frequently. According to the CIR, 252 cribs were distributed alongside safe sleep campaigns, and 195 smoke alarms and 106 CO Monitors were given out as part of home safety programming.

Finally, based on the meetings, a majority of Coalitions and Partners are doing more informal evaluations of programming, rather than formal pre- and post- testing or other similar formal methods. Coalitions and Partners are discussing events afterwards and collaborating with committee members to decide what went well and what may need to change in the future. Additionally, some groups are utilizing strategic plans and logic models to lead their work and achieve their goals.

### **CHALLENGES**

As this is not tracked within the CIR, the information within this section is based off the virtual meetings between the PA State Coordinator with various Coalition Coordinators and Partner Coordinators.

We all agreed arguably the biggest challenge currently was the fact that coronavirus brought everything to a halt in March of 2020, and we are only just starting to try and recover from that in September 2020, though the effects are likely to continue into 2021. Some coordinators were redeployed within their agency to prioritize COVID response; others were furloughed for months before returning to their usual

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<sup>2</sup> Final counts for initiatives, programs, and materials distributed can be found at the end of this document, in Table A.

work, and still others are attempting to balance COVID-related work with their normal job duties. Additionally, in-person events have been cancelled and many organizations (including schools) will not allow non-affiliated people in their buildings. We are now learning how to switch to virtual events and meetings along with all the difficulties within that change.<sup>3</sup>

Aside from coronavirus, the second largest challenge mentioned by coalitions and partners was around participation. Specifically, many people mentioned struggling with getting committee members to participate in meetings and events, and some also mentioned difficulties in event participation and attendance. One group specified how participation challenges also included struggles around changing opinions, doing things differently, and focusing on making change over just talking about it. Combined with the effects of the coronavirus on community outreach, one group could feel that the “momentum” of the group and of the work just stopped, and they were concerned about starting it up again.

Another challenge mentioned was not having the staff capacity to do everything. Particularly, groups that cover multiple counties and groups that cover particularly rural areas with very few staff doing Safe Kids work have had difficulty providing and maintaining outreach efforts. For some groups, having available car seat technicians for inspection sites has been a challenge, particularly because the class is four days long and partner agencies cannot afford to send staff to get technicians.

Funding was also mentioned as a challenge, slightly more by Partners of the State over Coalitions, but not by much. Because these groups provide materials and products to community members as mentioned above, funding and sustainable fundraising are concerns in order to continue filling this need.

One final challenge is that there has been a significant amount of transition within the State Office, including the State Coordinator position being open for approximately six months and the lead agency changing to the American Trauma Society, PA Division. Throughout this process, there has been irregular communication to and from the Coalitions and Partners, which makes any sense of structure and cohesion difficult.

### **PROGRAMMING HIGHLIGHTS**

Even with the challenges mentioned above, many groups have been able to achieve great programming results and have been accomplishing innovative work. Based on the one-on-one virtual conversations, some specific programs are highlighted in this section.

Dauphin County Coalition has an innovative program to train car seat technicians that they have called the “champion program,” in which they provide a scholarship for people from various community partners to receive child passenger safety (CPS) technician training. Once that person is trained, they become the “champion” within their organization for any CPS-related questions or needs. Lancaster

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<sup>3</sup> Fortunately, many groups have seen an increase in participation with the switch to virtual meetings. While this has not been the case for some groups, it seems that hosting virtual committee meetings allows people who wouldn’t normally be able to come in-person for whatever reason, to be able to attend virtually. Virtual meetings and events also greatly expand the potential reach and audience, far more than in-person events.

County Coalition has been utilizing harm reduction techniques to engage with shops that sell used car seats. Rather than zero-tolerance, or shaming messages around reselling car seats, Lancaster is engaging with shops who conduct this business to encourage them to gather history and background information on the car seats in their shops, so that customers can have that available to them in order to make more informed decisions.

There are also some innovative approaches happening for helmet distribution. York County Coalition has partnered with at least six different pediatrician offices to sell helmets to clients. This way, doctors and other staff can discuss bicycle safety and helmet fit with families, and correctly fitting helmets can be sold while the family is present for appointments. Dauphin County Coalition has been working with law enforcement offices to distribute helmets to families and children within their service area. Both of these approaches reinforce partner engagement and also helps to take some of the responsibility off of the coalition. One group cannot do this work alone, which is why committees and partnerships are so vital.

Southeastern PA Coalition is working with their lead agency to conduct formal evaluations to measure the impact of programming and education. They are currently in the process of working to evaluate virtual seat checks to measure efficiency and knowledge change. Results from these evaluations could impact the work that car seat techs do, particularly during an international pandemic.

### **RECOMMENDATIONS**

While the work “on the ground” that the Coalitions and Partners are accomplishing cannot be understated, this section focuses on work for the State Office to complete in order to provide better and more comprehensive support to these groups.

Recommendations are as follows:

- Adapt the Community Impact Report so it reflects needed data clearly;
- Provide Coalitions and Partners with opportunities for collaborations and communication with each other, in order to support their programming efforts, discuss best practices, establish collaborative bonds, and create a more cohesive prevention effort in PA;
- Assist in learning best practices for virtual events and meetings, and/or how to stay safe if conducting in-person programs;
- Pass along information focusing on hosting engaging virtual meetings; increasing participation and collaboration within groups and programming; and other relevant materials.

Jessica Ritter  
Safe Kids PA State Office Coordinator

Table A



Community Impact Report July 1, 2019 - June 30, 2020 Final Report

County/Area	Total Events		Total Event Hours	Total # of People Served	Total # of Seats Checked	Total of Event Focus													Total # of Items Distributed							Partner Agencies																																															
Statewide total	322	71	35	210	150	0	44	2755	65273	2381	32	316	82	77	48	49	27	38	64	62	37	44	42	103	146	133	528	29	16	252	195	106	25515	9703	242																																						
	Community Outreach: School, Community Events; Safety, Health Fairs; Parent Classes			Attended Professional Conferences, Webinars, Trainings, Summits			Media Events: Radio, TV, Press Conference, Print			CPS Check-up Events/Inspection Station(s)/ CPS Week			Education Conducted by Partner			Safe Kids Day			Other			Total Event Hours														Total # of People Served								Total # of Seats Checked								Total of Event Focus														Total # of Items Distributed							
	Carbon Monoxide			Child Passenger Safety			Hyperthermia, In & Around Cars			Falls			Fire Safety, Burns, Scalds			Teen, Pre-Teen Driving			Halloween Safety			Furniture, TV Tip-Overs			Pedestrian Safety			Poisoning			Sports Safety			Suffocation, Safe Sleep			Water Safety			Wheeled Sports Safety			Other			Helmets			Car Seats			Boosters Seats			Life Jackets			Cribs			Smoke Alarms			CO Monitors			Educational Materials, Brochures			Other			