



Led by the American Trauma Society, PA Division
2 Flowers Drive
Mechanicsburg, PA 17050
717-766-1616

Summary Report: 2020-2021 Fiscal Year Data

Safe Kids Pennsylvania (SKPA) is part of Safe Kids Worldwide's global network dedicated to keeping kids safe from preventable childhood injury, which is the number one cause of death among children ages 1 to 19. These injuries range from accidental falls, poisonings, car crashes, drowning, and many more. SKPA promotes and supports childhood injury prevention activities through education, collaboration, and advocacy throughout Pennsylvania.

In the 2020-2021 fiscal year, SKPA had 10 Coalitions and 9 Partners of the State, whose work and data will be reported on in this document. 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.

During this period, Safe Kids PA Coalitions and Partners engaged in approximately 218 community events, 60 professional trainings, 63 media contacts, and many more, all totaling over 2,200 hours of event time. These groups and their partner agencies checked over 1,300 car seats at 358 child passenger safety related events. Across the state, these groups reached 36,188 people and distributed approximately 3,232 helmets, 410 car seats, 2 booster seats, 203 cribs, 98 smoke alarms, 123 CO monitors, 11,945 educational materials and/or brochures, and over 2,300 other items¹ to qualifying clients and families. Additionally, there are over 190 partner agencies or groups throughout PA that work with our Coalitions and Partners to prevent unintentional childhood injury and death.

Compared to the data from the 2019-2020 fiscal year,² the numbers are significantly lower overall, with a few exceptions. This is not surprising, as the coronavirus pandemic has spread over the entirety of the 2020-2021 fiscal year, which will be further discussed under "Challenges." One exception to the low

¹ Other items include sleep sacks, medicine safety materials, childproofing kits, multi-purpose locks, window blind cord wind-ups, furniture wall straps, Mr. Yuck stickers, stove knob covers, universal cable gun locks, and more.

² 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.

numbers is in media contacts, which almost doubled, and another is number of helmets distributed, which increased by over 2000%.

Information in this document was collected from Community Impact Reports (CIR) from Coalitions and Partners for the 20-21 fiscal year, and from a series of virtual meetings between the PA State Coordinator with Coalition Coordinators and/or Partner Coordinators. Virtual meetings were held with all but one SKPA affiliate group, and the CIR data was received from all but 3 affiliates for the 20-21 fiscal year.

CHALLENGES³

The most obvious challenge for this past fiscal year is the fact that it was in the middle of the coronavirus pandemic. By July of 2020, the pandemic had already closed most of the state of PA down, and by June of 2021 many of our Coordinators were still either a.) working remotely and not able to do in-person events per covid mitigation efforts, or b.) redeployed within their lead agency towards pandemic response or vaccine distribution. Because of the various restrictions to in-person events and gatherings, as well as other factors relating to an 18+ month long pandemic that is still ongoing, numbers are down significantly from previous years. It is fully expected for this trend to continue, as the pandemic is still not resolved. We will likely see the after-effects of this time period for the next 3-5 years.

In the virtual meetings with Coordinators, the most mentioned challenge for Coalitions and Partners was around volunteer engagement and attendance. Ten SKPA affiliates specifically discussed engagement as a challenge, either because they did not have a pool of volunteers, found it difficult to maintain committee or Coalition members, or because it was the same people volunteering for things every time. A Coalition Coordinator agreed, “we all struggle with having people on the Coalition and only a handful of active volunteers,” and mentioned that everything “has its ebbs and flows.” Our task moving forward is to find strategies for engaging committee members and new volunteers.

Another challenge mentioned by six SKPA affiliates was around community programming. Many Coalitions and/or Partners are unable to do community programming due to covid restrictions -either from their own lead agency, or the policies of organizations they’re trying to work with. In addition, there have been gaps in services at some locations due to covid response, vaccine distribution, and staff turnover, meaning that partnerships with community organizations have dwindled and will have to be built up again for programming to occur in the future.

Finally, another challenge briefly mentioned was access to unrestricted funding. Unrestricted funding is always important to any agency -particularly nonprofits -and allows SKPA groups to buy materials that they see a need for that may not be “popular” with donors. One Partner mentioned having a lot of donors for cribs and other safe sleep materials, when they could really use funds for marketing and outreach and other “overhead” costs. While funding for materials is necessary for our work, funding for non-material items is also vital to each organization in partnership with SKPA.

³ 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 and Partner Coordinators.

PRIMARY INITIATIVES AND PROGRAMS⁴

The initiative with the highest level of events and involvement from Coalitions and Partners is child passenger safety (CPS). In the virtual meetings, it was the most mentioned program focus of the past fiscal year, and the data reflects that clearly. There were 358 CPS-related activities -including CPS Check-up Events, Inspection Station(s), events for CPS Week -and 425 throughout the year events had a CPS focus. Additionally, there were over 400 car seats distributed throughout the state, and 1,360 car seats checked by certified technicians. There were actually more CPS activities in the 20-21 FY than the 19-20 FY, though fewer seats checked and distributed. This makes sense when considering how the pandemic has shifted us away from in-person activities, and SKPA affiliates have had to find creative ways to engage in safety education.

In the virtual meetings, a few different safety topics were mentioned as being a primary focus after CPS. Home safety in general was a large focus area across the state, with some groups focusing on the broad category of “home safety” and others breaking it down more specifically into “medication safety” or “safe sleep” initiatives. This is reflected in the data, as 107 events focused on “poisoning” (which would encompass medication safety) and 98 focused on suffocation and safe sleep. Additionally, many groups distributed medication safety related materials,⁵ and 203 cribs were distributed as well.

Another safety topic mentioned heavily in the virtual meetings was bicycle safety. The reported data supported this, as 80 events had a “wheeled sports safety” focus and, even better, over 3,200 helmets were distributed throughout PA. This is an over 2000% increase from the previous fiscal year data, and makes sense given that the pandemic significantly increased people’s usage of bicycles. Additionally, “bike rodeos,” a favored bicycle safety event (where helmets are fitted and distributed, and people can ride around a course) can be hosted safely outside while masked and maintaining a appropriate distancing for most of the time.

Other initiatives mentioned in the virtual meetings included pedestrian safety (50) and farm safety (n/a). The reported data shows that many events also focused on water safety (71), fire and/or burn safety (62), furniture and TV tip-overs (52), and others. Many Coalitions and Partners had to narrow down their primary initiatives over the past year in order to have educational events at all, and often had to change how those events were held when compared to previous years. This “rebuilding” of many events into a completely different format took a lot of time, which is just one reason for lower numbers.

PROGRAMMING HIGHLIGHTS

Even with the challenges mentioned previously, many groups have been able to achieve great programming results this past year. Based on the one-on-one virtual conversations, some specific programs are highlighted in this section.

Chester County Coalition was able to partner with a local hospital to begin a Lunch and Learn program for expectant parents. They bring visual props (car seat, baby doll, etc.) and a bucket of non-

⁴ Final counts for initiatives, programs, and materials distributed can be found at the end of this document, in Table A.

⁵ Unfortunately, an actual number is unavailable for this, as it falls under “Other” materials in the spreadsheet, which includes other items like sleep sacks, gun locks, childproofing kits, and other materials.

recommended items focusing on CPS and explain why these items may reduce safety if a crash occurs. In three sessions, they went from 20 attendees to 40 attendees -a huge success!

The Southeastern Pennsylvania Coalition has been one of the groups truly spearheading virtual car seat checks, and they report that participants have said it was the best virtual training they've had. The priority in these virtual seat checks has been to empower the parent to do the modifications, installations, and/or changes to the seat on their own, rather than the technicians doing it for them. They've seen a lot of benefits with this approach, and it has made the most impact in their work.

Another Coalition, Dauphin County, mentioned that their Safe Sitters program became significantly easier when they moved it to a virtual format. They can offer it to more people, and there is less logistical work on the back end. Similarly, Allegheny County Coalition was able to partner with a group that previously held a safety fair each year in June for Safety Month, which switched to a virtual format for 2020 and 2021. Because of the change to virtual, they have been able to send educational materials which are then incentivized (for instance, a raffle ticket that isn't available until after the whole video is viewed). This has allowed them to distribute more materials and have them all in one place in a way that wouldn't be available in-person.

McKean County Partner has been able to partner with local police and their District Attorney to focus on gun safety in their county. They received a grant to do this work and were able to provide gun locks and safety information to their local police and include it in their childproofing program as well. Throughout the state, some of the strongest partnerships are those between the SKPA affiliate groups and the local or state police, and this is just one example of it.

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:

- Continue to adapt the Community Impact Report so it reflects needed data clearly (update total events and event focus areas to better show primary initiatives of SKPA affiliates for tracking; change numbering system under total events for accuracy; etc.);
- Continue to 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 more cohesive prevention efforts in PA;
- Create an official invitation letter template for Coalitions and Partners to utilize when inviting other organizations to collaborate with them;
- Assess the counties in PA without coverage or with limited coverage and prioritize strategies to engage relevant organizations or groups (including establishing new Partners of the State);
- Pass along information to Coalitions and Partners focusing on volunteer engagement; 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, 2020 - June 30, 2021 Final Report

County/Area	Total Events						Total Event Hours	Total # of People Served at Events	Total # of Seats Checked at Events	Total of Event Focus														Total # of Items Distributed							Total # of Partner Agencies				
	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			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		
Statewide total	218	60	63	358	101	0	18	2262	36188	1360	15	425	35	24	62	28	12	52	50	107	28	98	71	80	177	3232	410	2	0	203	98	123	11945	2379	192