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## Summary Report: 2022-2023 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, to poisonings, car crashes, drownings, and many more. SKPA promotes and supports childhood injury prevention activities through education, collaboration, and advocacy throughout Pennsylvania. Safe Kids Pennsylvania is one of many statewide coalitions under Safe Kids Worldwide, and is led by the American Trauma Society, PA Division.

During the 22-23 FY, the Community Impact Report (CIR) -the data collection tool SKPA groups use annually to report their activities -was updated and revised. The previous CIR provided limited and potentially skewed data on SKPA activities, and so the State Office worked with SKPA groups to update the tool. The new CIR is more thorough and comprehensive, allowing a wider view of activities conducted by the SKPA groups, and hopefully gathering meaningful data to report back out. Because of the switch in forms, the data in this report will look different when compared to previous fiscal years, and so there will not be a comparison between them in this Summary Report as there has been previously.

SKPA had 8 Coalitions and 11 Partners of the State during the 22-23 FY. Coalitions and Partners of the State are both headed by a lead agency who is responsible for employing a coordinator doing Safe Kids-related work. Coalition coordinators are meant to dedicate at least 20 hours a week to Safe Kids work,<sup>1</sup> and are expected to build a dynamic group of community partners to help do the work, engage in outreach, raise funds as necessary and possible, submit the annual coalition assessment to SKW, and comply with SKW brand guidelines.<sup>2</sup> Similar to coalitions, partner coordinators are expected to dedicate at least eight hours a month to Safe Kids work and other standards, including creating a working committee of community partners to do the work of Safe Kids, generally being an active partner within the SKPA network, participating in or implementing at least three injury prevention activities each year, submitting an annual assessment to the state office, adhering to branding guidelines set by SKW, and fundraising as possible.

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<sup>1</sup> SKW is updating their coalition standards and contracts in 2023. The 20-hour requirement will be replaced with a requirement of reaching a certain percentage of the population of the coalition's service area. More information is imminent from SKW.

<sup>2</sup> As stated previously, some of these standards may shift in the near future with new contracts forthcoming from SKW.

During the 22-23 FY, SKPA groups engaged in approximately 591 community events, 1543 educational sessions, and 314 trainings,<sup>3</sup> for a total of 2448 events. Through all these events, they reached over 164,300 people with 3,278 event hours. Specifically, 376 community events, 793 educational sessions, and 220 training focused on home safety topics, including: fire prevention, poisoning prevention, safe infant sleep, and more. Car and road safety topics (including child passenger safety, teen driving, pedestrian safety, and more) totaled 171 community events, 664 educational sessions, and 91 trainings. Finally, sports and play topics, which include bicycle safety, concussion prevention, sports hydration, and more, accounted for 44 community events, 86 educational sessions, and 3 professional trainings.

The information in this document was collected from the CIR data provided from coalitions and partners for the 22-23 fiscal year, and from a series of virtual meetings between the PA State Coordinator with coalition and partner coordinators. This year, there was a 100% response rate for virtual meetings, and an 89% response rate for the CIR submission.

### **PRIMARY INITIATIVES AND PROGRAMS<sup>4</sup>**

Each year, the primary program for all SKPA groups is child passenger safety (CPS), and this year is no different. In the one-on-one meetings, eleven groups mentioned CPS as a primary initiative within their groups, and the data backs that up. In the 22-23 FY, 363 events<sup>5</sup> focused specifically on CPS, out of a total of 926 car and road safety events. Over 1500 car seats were checked by certified technicians at these events, and 670 car seats were distributed to families who needed them. At this time, all SKPA coalitions are doing CPS work, while some partners, but not all, are doing this work.

The second most-mentioned initiative in the virtual meetings was bicycle safety, primarily discussed by partners. Out of 133 total sports and play safety events, 108 focused specifically on bike safety. Within these events, over 4,800 helmets were distributed, with at least 1,800 going to historically underserved communities. Additionally, 157 bicycles were distributed, along with over 1,200 other bike safety items that were not helmets. These events include helmet safety education and distribution, bike rodeos and other activities for helping kids learn to ride bikes safely, and more.

Home safety activities were most-mentioned next in the virtual meetings, focusing specifically on poison prevention/medication safety and safe sleep. Home safety is our broadest safety initiative, including topics like burn and scald prevention, fire safety, water safety, falls prevention, tv and furniture tip-overs, and the topics mentioned above, as well as a few others. Out of almost 1,400 home safety events, 145 focused on poison prevention (which includes medication safety) with over 12,000 medication safety items distributed; and 116 events focused on infant safe sleep, with almost 300 cribs and 164 sleep sacks distributed. In the one-on-one meetings, groups also mentioned prioritizing efforts around

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<sup>3</sup> For the CIR, “community events” are defined as a ‘less active’ form of education (like a table event at a health fair), an “educational session” is a ‘more active’ form of education that aim to provide a depth of knowledge or encourage behavior change either in a group setting or individual/one-on-one education (like a class presentation, or car seat fitting), and a “training” is a type of education delivered to a professional with the intent to build their skill set for use in their work.

<sup>4</sup> Final counts for initiatives, programs, and materials distributed can be found at the end of this document, on pages 7 and 8.

<sup>5</sup> When the word “events” is used, it includes all types of events listed above (community events, educational sessions, and professional trainings). Otherwise, the text will distinguish which type of event.

home childproofing in general (over 3,300 childproofing items were distributed), as well as increasing focus on firearm safety (627 gun locks were distributed).

Other topics mentioned in the virtual meetings were water safety, pedestrian safety, farm safety, teen driving safety, distracted driving, and fire safety. From the CIR data, 101 events focused on water safety (home water safety accounted for 77 events, and sports and play water safety accounted for 24 events), 72 events highlighted pedestrian safety, and 209 events focused on fire prevention. Over 1,600 water safety items were distributed, including floatation devices, water temperature testers, and more; 1,740 reflective safety items and over 1,730 pedestrian safety books or pages were distributed; and over 1,200 fire safety books or pages, 90 smoke alarms, and 63 CO monitors were distributed.

### **CHALLENGES**

Every year, the State Office Coordinator meets virtually with each coordinator with SKPA. This provides time and space to discuss the previous fiscal year and the upcoming fiscal year. For the past few years, the biggest challenges for SKPA groups tended to be related to volunteer engagement and attendance at events, volunteer engagement and attendance at meetings, and capacity building, with other topics also being mentioned and discussed. During the 22-23 fiscal year, the biggest challenge mentioned was funding, and the second biggest challenges were staff time and volunteer engagement at events, mentioned equally.

The funding issues mentioned by seven coordinators included difficulty in 1.) identifying funding opportunities that are relevant to the work, 2.) applying for funding, and 3.) working out logistics around funding afterwards. The time and effort involved in searching for funding opportunities and then completing an application is immense and is often its own full-time job. Safe Kids coordinators in PA have found it difficult to support development work, even as they recognize how necessary it is to get funding for programs, events, and/or educational materials.

Staff time is another issue that also came up over the past two years, and was brought up this year by six groups. Many coordinators are stretched thin by all the work that they do, especially in hospital agencies, although it is not unique to them. The SKPA coordinators are all busy dealing with scheduling and facilitating meetings, coordinating and participating in events, reporting their activities to multiple agencies, ordering and distributing materials to the public, and so much more. On top of that, all of them have other requirements for their jobs at whatever kind of agency they work at -hospitals to nonprofits to local government offices. This challenge also plays easily into the first one mentioned around funding issues, as it can take a significant amount of time to search and apply for funding opportunities. Finding the time to focus on just Safe Kids work alone can be challenging when other emergencies or priorities arise, so some coordinators are feeling like they are always 'dreaming of doing more' without having the capacity to do so.

And finally, volunteer engagement and attendance at events plays well into the issues with staff time, mentioned above. To many coordinators, it feels like "it's always the same people" at events, usually themselves and one or two other people. Coordinators recognize that attending and volunteering at events is difficult if it's not something you're paid for, as most events occur during evenings and weekends. Even with this acknowledgement, it still makes it hard on everyone else who is attending, and if one of those "same people" leaves for whatever reason, it can put the SKPA groups in a difficult situation with not enough coverage for events.

Other challenges that were mentioned less frequently included turnover of volunteers or staff at partnering agencies, issues with having a solid stock of educational or safety materials, volunteer engagement in meetings, low participation at community events, and difficulty reporting data out. Many of these challenges are interrelated -there are clear connections and influences between them, which makes it more complex to resolve.

### **PROGRAMMING HIGHLIGHTS AND SUCCESSES**

Alongside the discussion of challenges during the virtual meetings, the State Office Coordinator and local coordinators also discuss some of the successes and favorite programs from the previous fiscal year. These are parts of the work that are exciting and often innovative. Southeastern Pennsylvania, for instance, has paired their CPS program with a medication safety initiative. When people arrive to pick up their car seats, the coalition can provide them with poison prevention and medication safety materials. All of the education is virtual, so families can participate on their own time before receiving the items, and they have gotten really great feedback.

Other groups are creating and expanding partnerships with outside agencies. Chester County started a CPS-focused lunch and learn program two years ago and has now expanded it in three hospitals to talk with expectant parents about how to keep children safe in cars. They bring visual props (car seat, baby doll, etc.) and a bucket of non-recommended car seat items and explain why these items may reduce safety if a crash occurs. Another group that has a strong and beneficial partnership is Lancaster County, whose partnership with Chicco was described as “the best thing ever” in the virtual meetings. This partnership began in 2020, and Chicco donates car seats annually to Lancaster’s distribution program, which is a huge benefit to their CPS initiatives. Another partnership is in Lycoming County, where a local mountain biking group has established interest in helping with future bike rodeos. This partnership would enable both groups to encourage kids to participate in bicycle sports and ensure they keep safety in mind while doing so.

Outside of partnerships that are exciting and going well, other groups discussed specific events that were their favorites. At Allegheny County, their Walk and Roll to School Day event included local law enforcement from three different areas and lots of participation. Further demonstrating the need of awareness around pedestrian safety and safer roadway design, they witnessed a firetruck running straight through a crosswalk at an extremely dangerous intersection. At the opposite end of the state, Bucks County read the book “Franklin Wears a Helmet” with K-2 students, and then had a more hands-on presentation during a gym class, where kids learned helmet safety, parts of a bicycle, riding hand signals, and then could complete an obstacle course.

SKPA’s Central Partner had a great experience teaching middle school kids about smoking and vaping cessation using actual pig lungs to show the effects of smoke on the body. As the coordinator said, “the key to the success of the program is providing education with an experience.” Truly, the best way to make the education memorable is to make it interactive.

### **STATE OFFICE HIGHLIGHTS**

The State Office primarily centers on addressing overarching needs of SKPA groups, researching and encouraging implementation of best practices for injury and violence prevention work, and generally

providing support and technical assistance to SKPA groups, among other things.<sup>6</sup> The State Office operates as an information and resource hub for both coalition and partners of the state, by gathering data and disseminating relevant information. Additionally, every year the State Office offers a competitive funding opportunity for coalitions and partners, where SKPA groups can receive up to \$3,000 for a specific project or initiative that utilizes evidence-based/informed practices, reaches marginalized or underserved populations, and has clear objectives and metrics to measure success.

In the 22-23 FY, the State Office was able to provide two rounds of mini grants due to receiving extra funding from the PA Department of Health. The 'special' or extra round occurred from July to September, and over \$17,000 was distributed to seven SKPA groups. The normal round of grants saw just over \$14,000 distributed to five SKPA groups. Together, these grants provided \$31,447.69 across the state.

SKPA groups who received SKPA grant funding were able to distribute helmets, booster seats, childproofing kits, hay hole covers for farms, and more. Some groups saw great successes with in-person education, while others found success with virtual education. Across many events, SKPA groups reported that their participants were engaged, excited, and interested in relaying the information they learned back to their families and friends. Some highlights include:

- A child whose helmet had been stolen was able to receive a new one at no cost;
- Communities got to engage with law enforcement in positive ways, including one location that had good interactions between a car seat technician police officer and a few parents who, reportedly, "tend not to trust" law enforcement;
- A hospital planning group chose to purchase and distribute the car seat growth chart to all pediatric and family medicine practices in five counties, ensuring they will be posted in English and Spanish in the area where children are weighted and measured;
- A parent decided to put her child back into a booster seat, as the child was under the recommended height to be out of a booster seat. After providing a booster seat with education, the child told his mom that he wouldn't fight her about the booster seat anymore because he liked the seat and how he could see out the window;
- Many people at various events were surprised and delighted that safety items were free to them after receiving education, and;
- Coalitions and partners of the state were able to strengthen partnerships with outside organizations, or even form the basis of new partnerships, through the length of the grant program.

Without the funds provided by SKPA, many of these projects could not have been started. And fortunately, many of them have been able to continue on past their initial grant cycle by gaining support from outside the State Office.

Additionally, SKPA was able to spearhead a medication safety initiative across the state. The State Office received another round of additional funding from the PA Department of Health in January 2023, which was used by June 2023. This medication safety initiative provided each SKPA group with 30 medication lock bags each, and medication safety educational materials in English and Spanish. Further, some

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<sup>6</sup> "Other things" includes social media and website moderation, legislative policy advocacy, press releases, and similar awareness-raising work.

groups were able to also receive medication lock boxes upon request at the end of the fiscal year, while others received helmets to distribute with education.

The State Office Coordinator also completely redesigned the Community Impact Report (CIR) -the data collection tool that is used by SKPA groups to provide hard data on their activities throughout the year, that forms part of the basis of this summary report. The new CIR, as mentioned earlier, is more comprehensive than the previous tool. While the SKPA groups will continue to help refine the tool, it is being utilized for the 23-24 FY.

Finally, during the 22-23 FY, SKPA was notified that the PA Department of Health Funding we had been receiving through the Bureau of Health Promotion and Risk Reduction was going to end as of June 30, 2023. This was an unfortunate impact of the Department of Health re-prioritizing the distribution of the block grant that SKPA received funding through. They continued to support SKPA's work until the end of the fiscal year, and SKPA is very grateful for their partnership and assistance.

Fortunately, the Bureau of Family Health was willing and able to take on SKPA's contract, allowing SKPA to remain open and working. One of the new requirements with the Bureau of Family Health is an ongoing strategy plan to direct the work of the State Office and push the work of the local groups a bit further while also providing additional support. The strategy plan is written out for the next three fiscal years (including this one), up until June 2026. It includes activities like redesigning and expanding the mini grant process, professionally translating educational materials into needed languages across PA, hosting an in-person summit for SKPA groups and Child Death Review (CDR) teams, and more. SKPA is dedicated to transparency and will be posting the strategy plan on the website once it is formally approved.<sup>7</sup>

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Safe Kids PA State Office Coordinator

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<sup>7</sup> Usually, the Summary Reports are completed with a series of recommended actions and activities for the State Office to pursue. However, with the creation of the strategy plan to guide SKPA's efforts, further recommendations seem redundant.

### Total Numbers

Total Numbers																			
Statewide Total	Community Event		Educational Session		Training		# of Event Hours	Number of			SKW Specific Topic Focuses								
	Adults	Children	Adults	Children	Adults	Children		Staff at Event	Outside Staff at Event	Volunteer Hours	Fire Prevention	Poison Prevention (medication safety, cleaning supplies)	Safe Sleep	At-Home Water Safety	Passenger Safety	Pedestrian Safety	Bike Safety	Water Safety	
733	91919	15235	2386	28818	27615	314	1471	3278	0	0	2332	209	145	116	77	363	72	108	24

### Home Safety (wrapped due to size)

HOME SAFETY																
Community Event	Number of		Educational Session	Number of		Training	Number of Adults	# of Event Hours	Number of			Item Distribution				
	Adults	Children		Adults	Children				Staff at Event	Outside Staff at Event	Volunteer Hours	Safe Kids tip sheets/materials	Small Home Childproofing items	Cabinet Latches Specifically	Cabinet Latches to Underserved	Baby Gates
376	67577	6922	793	2429	1683	220	872	989			90.5	8059	3326	404	404	125

Item Distribution												Event Topic (for SKW)			
Safe Sleep Devices	Cribs to Underserved	Sleep Sacks to Underserved	Fire Safety books or pages	Smoke Alarms	Smoke Alarms to Underserved	CO Monitors	CO Monitors to underserved	Medication safety items	Gun locks	Water Safety items	Other	Fire Prevention	Poison Prevention (medication safety, cleaning)	Safe Sleep	At-Home Water Safety
310	294	164	1229	90	83	63	58	12037	627	1676	1029	209	145	116	77

### Car and Road Safety

CAR AND ROAD SAFETY																				
Community Event	Number of		Educational Session	Number of			Training	Number of Adults	# of Event Hours	Number of			Items Distributed						Event Focus (for SKW)	
	Adults	Children		Adults	Children	Car Seats Checked				Staff at Event	Outside Staff at Event	Volunteer Hours	Safe Kids tip sheets/materials	Child Safety Seats	Child Safety Seats to Underserved	Reflective Safety Items	Pedestrian Safety Book	Other	Passenger Safety	Pedestrian Safety
171	14531	7183	664	19541	23589	1501	91	524	1953.25			2199.5	33032	670	607	1740	1735	938	363	72

### Sports and Play Safety

SPORTS AND PLAY SAFETY																					
Community Event	Number of		Educational Session	Number of			Training	Number of Adults	# of Event Hours	Number of			Items Distributed						Event Focus (for SKW)		
	Adults	Children		Adults	Children					Staff at Event	Outside Staff at Event	Volunteer Hours	Safe Kids tip sheets/materials	Helmets	Helmets to Underserved	Bicycles	Bike Safety Items (not helmets)	Sports Safety Items	Life Jackets/personal floatation devices	Life jackets or PFDs to Underserved	Bike Safety
44	8009	1408	86	2426	7604	3	75	293.75			42	5026	4879	1827	157	1246	810	0	0	108	24