



Led by the American Trauma Society, PA Division
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Summary Report: 2024-2025 Fiscal Year Data

Safe Kids Pennsylvania (SKPA) is part of Safe Kids Worldwide's (SKW) 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 other unintentional injuries. SKPA promotes and supports childhood injury prevention activities through education, collaboration, and advocacy throughout Pennsylvania. SKPA is one of many statewide coalitions under Safe Kids Worldwide and is led by the American Trauma Society, PA Division.

SKPA started the 24-25 fiscal year (FY) in July of 2024 with 8 coalitions and 11 partners of the state covering 33 counties across the Commonwealth. By June of 2025, SKPA had 8 coalitions and 13 partners of the state, covering 39 counties total. Coalitions are groups that have contracts with SKW, with expectations including reaching a certain percentage of the population within their service area, building a dynamic group of community partners to help do the work, engaging in outreach, raising funds as possible, submitting the annual coalition assessment to SKW, and complying with SKW brand guidelines. Unlike many other states, Pennsylvania has partners of the state, which are groups that have a contract with the SKPA State Office to do work around the Commonwealth. Similar to coalitions, partner coordinators are expected to dedicate at least eight hours a month to Safe Kids work, create a working committee of community partners to do the work of Safe Kids, be an active partner within the SKPA network, participate in or implement at least three injury prevention activities per year, submit data annually to the State Office, adhere to SKW's branding guidelines, and work to fundraise as possible.

In the 24-25 FY, SKPA groups were a part of over 17,000 total events reaching almost 221,000 people across the state. Across all safety topics, SKPA groups engaged in at least 509 community events, 16,736 educational sessions, and 76 trainings.¹ Further breakdowns on programmatic efforts will be provided in the section below. In addition to data from reports, the subsequent sections will also outline challenges and successes of the local groups and the State Office of Safe Kids PA.

The information in this document was collected from the Community Impact Report (CIR) data provided by coalitions and partners for the 24-25 FY, and from a series of virtual meetings between the SKPA State Office and local coordinators. This year, there was a 95% response rate for virtual meetings and a 95% response rate for the CIR submission.

¹ 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.

PRIMARY INITIATIVES AND PROGRAMS

From July 2024 to June 2025, SKPA groups reached at least 220,997 people at approximately 17,321 events,² totaling over 12,000 hours. The majority of those events were educational sessions, which can include individualized or one-on-one education. Final counts for all events and the events within specific safety topics can be found on pages 6 and 7 of this document.

Safe Kids works across three realms of safety -home safety, car and road safety, and sports and play safety. Within each of these realms is a variety of relevant safety topics to focus on. Home safety includes fire prevention, poisoning prevention, safe infant sleep, medication safety, falls prevention, and at-home water safety. Car and road safety includes child passenger safety (CPS), teen driving, pedestrian safety, heatstroke prevention, and more. Sports and play safety includes bicycle safety, concussion prevention, sports hydration, and water safety (public pools and open water). Each of the events happening at the local level covers at least one of these safety topics.

The CIR data show that CPS events, poisoning prevention (including medication safety), bike safety, water safety (combining both home and sports safety), and safe infant sleep were the top five focus areas of local SKPA groups. Within the virtual meetings, local coordinators identified CPS, bike safety, and poisoning prevention/medication safety as the top three focus areas. Firearm safety was the fourth most-mentioned focus area, which is not tracked within the CIR at this time, and water safety and fire prevention both tied for fifth most-mentioned.

CPS falls under car and road safety, which accounted for 6,379 total events reaching almost 50,000 people. Local SKPA groups checked 2,304 car seats for proper use and installation, and they distributed at least 1,028 child safety seats across the state. CPS is consistently the top priority area of Safe Kids groups across the nation and within PA specifically.

Poisoning prevention and safe infant sleep both fall under home safety, as do fire prevention and firearm safety. In general, home safety had the highest number of events at over 10,000, and the highest number of people reached across all safety areas at 137,754. SKPA groups distributed over 3,300 small childproofing items and another 3,358 medication safety items. To promote safe infant sleep, groups provided over 350 cribs and other safe sleep devices, and just over 330 sleep sacks alongside education. Fire prevention programs allowed SKPA groups to distribute 287 smoke alarms and almost 500 CO monitors to families who needed them. Additionally, at least 245 gun locks were distributed across the Commonwealth.

And finally, within sports and play safety are bike safety and water safety. Bike safety programs provided over 4,000 helmets, 21 bicycles, and 2,495 other bike safety items to communities within PA. Over 330 life jackets and 195 other water safety items were provided to families during this time.

Other topic areas mentioned in the virtual meetings include: farm safety, ATV safety, pedestrian safety, and the emerging issue of micromobility safety -specifically e-bike and e-scooter safety.

² 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.

CHALLENGES

Each year, the State Office virtually meets with the coordinators of SKPA local groups, coalitions and partners of the state alike. This provides time and space to discuss the previous fiscal year and the upcoming fiscal year. Part of these meetings focuses on challenges and barriers that were experienced either by the coordinator or by their group as a whole.

This year, the most mentioned challenge across the groups was participation within meetings and at events. In previous years, these have been separated out (participation at events vs. participation at meetings), but this year, they were usually mentioned together. Twelve groups in total mentioned this as a challenge, and it has been an ongoing difficulty for many years. This could be due to several reasons. For example, turnover in other agencies may create a gap in a Safe Kids group, as someone may be in the group as part of their job. When they leave their role, they may not be replaced at all, or the priorities within that role may change, and so the Safe Kids group is left with fewer people. Additionally, many community events occur on nights and weekends, so if someone isn't paid to be there as part of their job, they may not be willing or able to volunteer. A related challenge, which four groups talked about, was difficulty with recruiting new members to join the Safe Kids group. This is likely occurring due to some of the same reasons mentioned above.

The second most mentioned challenge was that of coordinator time, or the coordinators feeling like they were "spread thin" across all the work that they need to do. Seven groups mentioned this specifically, and three other groups spoke about factors that may relate to it (like turnover in other agencies, or their lead agencies being short-staffed). This has also been an emerging challenge for many groups over the past few years. The local coordinators are often doing Safe Kids work alongside other roles and responsibilities within their lead agencies, and many of them feel that they just don't have enough time to do everything they want to do for Safe Kids.

Other challenges that were mentioned by local coordinators included: funding issues and concerns; being short-staffed; low community attendance at events; assessing the role of the SKPA coordinator internally; and tracking reportable data. Many of the challenges mentioned 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, the State Office and local coordinators also discussed some of the successes and favorite programs from the previous fiscal year during the virtual meetings.

As one coordinator said, "The collaboration is everything, the community partners are everything." Safe Kids groups could not do this work without local partners, and many of them talked about engaging with their local schools and daycares throughout the year for community events and educational sessions. In Allegheny County, they were able to do a lot of work on bike safety and helmet usage, as well as pedestrian safety at back-to-school events. Bucks County is doing similar work around bike and pedestrian safety, with events in multiple classrooms at three elementary schools, focusing on safe riding, parts of a bike, and how to use the road as a rider or walk as a pedestrian. Chester County is seeing an increase in daycares reaching out to them for presentations for their families in the center.

Some groups talked about successful events or programs they've completed over the past year. Greene County had their first car seat safety check with participants this year -the first in a long time -where

they partnered with the county's early intervention center and the state police. Allegheny County hosted a Walk and Roll to School Day in October 2024 where Pittsburgh Mayor Ed Gainey joined in, showing the city's commitment to keeping kids safe and active. Lancaster County created age-appropriate bike safety kits for pre-kindergarten and elementary school students, focusing particularly on communities that have been under-resourced historically. At an event in the Susquehanna Valley, the SKPA group was able to provide a car seat, diapers, and a safe sleep space to a mother who was living out of her vehicle while awaiting low-income housing. Our coalitions and partners are constantly looking for better ways to reach their communities and bridge the gaps experienced by those in need.

Other groups discussed new members joining in their work. In the Allentown-Bethlehem-Easton area, they have partnered with a new Violence Prevention Coordinator who has been able to make headway on administrative work and building partnerships with the local school districts, police departments, district attorneys, and a police athletic league that works with children. South Central PA was able to train new child passenger safety technicians, including bilingual members, to expand their work throughout their coverage area and reach Spanish-speaking communities. In the western part of PA, Butler County has been adding new members to their group who are active and enthusiastic about the work, helping to expand their capacity and reach.

Finally, many local groups have been doing more work around translation. South Central PA has been hosting classes in English, Spanish, and Haitian Creole on both car seat safety and safe infant sleep, where they will distribute car seats and cribs (or other safe sleep device) to attendees who need them. In Southeastern PA, they've worked to translate car seat videos into Arabic to meet the needs of their community (they already have CPS videos in Spanish and English).

While we cannot highlight the work of every SKPA group in this section, the State Office is extremely proud of the work and dedication shown by each of them. They are doing incredible work within their communities and should be proud of their efforts to keep children and families safe.

STATE OFFICE HIGHLIGHTS

The State Office operates as a resource hub for all local SKPA groups by gathering data and disseminating relevant information on unintentional childhood injuries. It addresses overarching needs of the local SKPA groups, researches and encourages the implementation of best practices and evidence-based/informed programs, and provides support and technical assistance. Additionally, the State Office maintains the official social media sites and website of SKPA, writes press releases on injury prevention topics, and offers competitive funding opportunities to local coalitions and partners.

These funding opportunities provide financial backing 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 24-25 FY, the State Office offered these mini grants with minor adjustments,³ and also opened a new funding resource for professional development opportunities.⁴ The mini grants received a total of eight applicants and, after a few groups provided

³ The mini grants were expanded to include "bigger ticket" items that increase capacity or efficiency (like iPads, or car tents, etc.) and were also offered at a higher rate (up to \$6,000.00).

⁴ Professional development funding of up to \$500 (or more, if necessary, based on discussions with the State Office Coordinator) was available to coordinators and other "key players" of local groups to use for opportunities relevant to Safe Kids work.

additional information and resources, all eight were able to be funded, totaling over \$41,000 going to local communities throughout PA. Professional development funds were provided to two people within the local groups, allowing them to attend a conference on safe infant sleep and a conference on car and road safety.

In addition, at the end of the fiscal year the State Office provided medication lock bags to the groups who requested them as well as funding for childproofing items. Furthermore, other items requested included banners, tents, and signs for CPS events; iPads for events; reflective materials and lights for bike safety events; smoke detectors; helmets; first aid kits; and safe infant sleep items, including swaddles and “Sleep Baby Safe and Snug” board books. In total, the State Office provided over \$56,000 in additional funding for supplies for twelve local SKPA groups.

Just like in the 23-24 FY, the State Office continued to coordinate Safe Sleep Summits in partnership with local Child Death Review (CDR) teams. In the 24-25 FY, two Summits were held, one in Lycoming County and one in Butler County. These Summits were a huge success, gathering attendees from a combined 37 counties in PA, and garnering excellent evaluations afterwards. Within these two summits, over 90% of people also felt like attending was worth their time and relevant to their work, and many people expressed interest in the Summits continuing around the state or coming back to their region again.

The 24-25 FY was also the year that the State Office added the greatest number of partners of the state, with three groups joining the network throughout the year. The first group joined after the spring 2024 Summit in Chester County, and they signed their contract in the fall of 2024. Another group was sought out by the State Office because of their work within a county that didn’t previously have SKPA coverage and was at higher risk of injury based on statewide data. The final group joined after the Butler County Summit specifically because they realized how aligned their work already was with Safe Kids.

The State Office also spearheaded a translation initiative. The State Office received permission from Safe Kids Worldwide to translate their Family Safety Activity Book, Baby Safety Basics, A Parent’s Guide to Child Safety, and The Water Safety Activity Book into Spanish (if not already translated), Arabic, Haitian Creole, and Nepali.⁵ These languages and materials were specifically requested by local groups. [The SKPA website houses these resources and will continue to post translated materials on this webpage.](#)

Finally, the State Office was able to hire a second staff member during the 24-25 FY, the State Office Associate. The Associate started work in November of 2024 and has greatly expanded the communications of SKPA by tripling our social media presence, creating monthly social media toolkits for all SKPA local groups, moderating the SKPA website to ensure the most updated resources are available, and more. Although it’s been less than a year, the Associate has excelled in this work and is a great benefit to the State Office.

Under the Pennsylvania Department of Health’s Bureau of Family Health, [Safe Kids PA has a three-year strategy plan that plots out our goals until June 2026](#). All goals and action steps for year one and year two have been accomplished and now the State Office is moving forward with next year’s objectives.

Jessica Ritter
Safe Kids PA State Office Coordinator

⁵ The State Office worked with Global Wordsmiths, a company based in Pittsburgh, PA, for these translations.

Total Numbers

Total Numbers																						
Community Event	Number of		Educational Session	Number of		Training	Number of Adults	# of Event Hours	Number of			SKW Specific Topic Focuses										
	Adults	Children		Adults	Children				Staff at Event	Outside Staff at Event	Volunteer Hours	Fire Prevention	Poison Prevention (medication)	Safe Sleep	At-Home Water Safety	Passenger Safety	Pedestrian Safety	Bike Safety	Water Safety	Partner Organizations	Group Meetings	
Statewide Total	509	29820	34967	16736	43618	1E+05	76	1772	12006	10159	2505	9473.25	128	202	153	120	432	113	170	42	273	94

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			SKW Specific Topic Focuses							
	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	Safe Sleep Devices		
256	16372	13625	9889	29807	77679	15	271	7291.5	6308.75	855	7193	23830	3357	495	981	281	30		

Item Distribution													Event Topic (for SKW)			
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	Prevention (medication safety, cleaning)	Safe Sleep	At-Home Water Safety		
353	331	8870	287	188	491	495	3358	245	195	23358	128	202	153	120		

Car and Road Safety

CAR AND ROAD SAFETY																					
Community Event	Number of		Educational Session	Number of			Training	Number of	# of Event Hours	Number of			Items Distributed						Event Focus (for SKW)		
	Adults	Children		Adults	Children	Car Seats Checked				Adults	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
150	7279	12037	6175	10588	18760	2304	54	1157	3641.25	3538.25	1256.5	1504.5	14308	961	1028	4879	1720	8982	432	113	

Sports and Play Safety

SPORTS AND PLAY SAFETY																					
Community Event	Number of		Educational Session	Number of		Training	Number of	# of Event Hours	Number of	Items Distributed								Event Focus (for SKW)			
	Adults	Children		Adults	Children					Adults	Volunteer Hours	Safe Kids tip sheets/materials	Helmets	Helmets to Underserved	Bicycles	Bike Safety Items (not helmets)	Sports Safety items	Life Jackets/personal floatation	Life jackets or PFDs to Underserved	Bike Safety	Water Safety
103	6169	9305	672	3223	14381	7	344	1073.25	775.75	5326	4323	3289	21	2495	551	6	329	170	42		