



BENEFITS OF BELONGING

The Florida Suncoast Safe Kids Coalition led by All Children's Hospital

PARTNERSHIP

Adding Value To Your Organization:

Belonging to the Suncoast Safe Kids Coalition, a member of the Safe Kids USA network, is more than just a membership in an association. There are countless benefits, including: access to members of the pool industry, public health, first responders, law enforcement, education, medical, and human services professionals, members of civic groups, media, parents and others interested in protecting children across the country from unintentional injury and injury-related deaths. As a Safe Kids member, your organization is described as a leader in combating preventable injuries, the leading cause of death and disability for children ages 1 to 19.

Community Benefit and Image:

- Establishes your organization as a community leader in working to protect children from unintentional injuries and injury-related deaths. This will increase awareness of your organization both locally and statewide.
- Allows your organization to develop partnerships with businesses, civic groups and other community organizations that share and assist in achieving your organization's mission.
- Helps your organization meet the IRS Community Service Benefit required for non-profit designation.
- Increases visibility and recognition for your organization through a connection to the Safe Kids USA network. This network is the largest nonprofit organization dedicated to preventing unintentional childhood injury (please visit Safe Kids USA at: www.safekids.org).
- Uses websites, press releases, social media and email to promote access to media materials to promote your activities and events.
- Provides access to free public service announcements, fact sheets and other Safe Kids materials.

High-Quality Injury Prevention Programs:

- Provides expert speakers from the Coalition membership and other state/national experts for major risk areas of unintentional childhood injury.
- Provides fill-in-the-blank templates, samples, best practices, evaluations and other materials for local programs and events.

Financial Benefits:

- Safe Kids has no membership fees or dues.
- Grant support from the Safe Kids USA Network and its national sponsors ranging from \$100 to \$5,000 in cash and in-kind funding when available. These grants can be influential when seeking additional funding/support.
- Discounted safety devices such as car seats and bike helmets, as well as educational brochures, posters and videos.

Networking Benefits:

- Safe Kids facilitates access to local and/or regional offices of sponsors and partners, including corporate sponsors, government agencies, and non-profit and for-profit organizations and associations.
- Access to successful state and national networks to share best practices.
- Technical assistance, tools and techniques from the Safe Kids USA office staff and network members, saving your staff countless hours.

Technical Assistance:

- Media relations and boilerplate information.
- Website design and templates are available from the Safe Kids USA website.





WHO WE ARE

The Florida Suncoast Safe Kids Coalition led by All Children's Hospital

Where we are:

The Coalition serves five counties:

- Pinellas
- Manatee
- Sarasota
- Polk
- Pasco

Who we are:

The Suncoast Safe Kids Coalition, established in 1991, is led by All Children's Hospital Johns Hopkins Medicine, in St. Petersburg and serves five counties in the Tampa Bay area. It is an affiliate of Safe Kids Worldwide, a global organization dedicated to preventing injuries in children, the No. 1 killer of kids in the United States. The Coalition unites health and safety experts, first responders, educators, local agencies, civic groups, businesses and volunteers from each community served.

Safe Kids Worldwide was founded in 1988 by Dr. Marty Eichelberger of the Children's National Medical Center in Washington, D.C. with support from founding sponsor Johnson & Johnson. Safe Kids Worldwide works with an extensive network of more than 600 Coalitions in the United States, and partners with organizations in 23 countries around the world to reduce unintentional childhood injuries and injury related deaths. Since 1988—with the tireless work and support of coalitions such as the Suncoast Safe Kids Coalition, Safe Kids Chapters, and worldwide partners and sponsors—there has been a 55% decrease in the unintentional injury rate among children 19 years and younger. But our work is not yet complete.

What we do:

Each county elects officers who meet monthly with the Safe Kids membership to review childhood injury data and to develop strategies to combat specific childhood injuries such as:

- Water Safety
- Child Passenger and Occupant Protection Safety
- Bicycle and Pedestrian Safety
- Medication Safety and Poison Prevention
- Fire, Burns and Scalds Prevention

The officers of each County meet quarterly to review the childhood injury data in each community to determine commonalities from which Coalition wide initiatives may be developed. The three current Coalition wide objectives are:

- Decrease the number of drowning/near drowning of children 5 years and younger
- Increase booster-seat usage in children up to 4-feet-9 and approximately 80 pounds
- Increase properly fitted bike and other wheeled sport-helmet usage in children younger than 16 years.





CHILD PASSENGER SAFETY

The Florida Suncoast Safe Kids Coalition led by All Children's Hospital

PURPOSE:

The Coalition is committed to reducing the number of injuries and injury-related deaths due to motor vehicle crashes. Many Coalition members are nationally certified Child Passenger Safety Technicians and Instructors. These technicians and technician instructors are certified by the National Highway Traffic Safety Administration (NHTSA) and re-certify every two years.

The Coalition conducts car safety seat checks and other occupant protection programming. Coalition member agencies staff permanent fitting stations so families can schedule an appointment for a car safety seat consultation. This service allows parents and caregivers to learn how to properly install a child restraint and to correctly restrain the child in the car seat.

Goals and Objectives:

- Since Florida is one of two states without a booster seat law, the Coalition brings awareness to the need for booster seat usage, by conducting annual **Booster Seat Campaigns**. Donors, including the **Allstate Foundation**, provide funding for booster seats for children whose families cannot afford them.
- Car-seat check events are scheduled during **National Child Passenger Safety (CPS) Awareness Week** in September. Since the **General Motors Foundation** is a Safe Kids Worldwide sponsor, many events are hosted by GM dealerships. Other dealerships and businesses (i.e. **Babies R Us**, the **Burlington Coat Factory**, and other retailers) host CPS events throughout the year.
- To maintain and sustain quality child passenger safety technicians and technician instructors, the Coalition and the Occupant Protection Program—funded by the FDOT at All Children's Hospital—conduct NHTSA certification CPS courses and technical updates.
- Many children are seen in emergency rooms annually, resulting from injuries defined as “front-overs and back-overs.” The Coalition distributes printed materials about this topic at events, pediatric health care providers and through press releases, TV/radio interviews, and other media outlets.
- Heatstroke is the No. 1 cause of non-crash, vehicle-related death in young children. The coalition distributes printed materials at community venues, pediatric health care providers, TV/radio interviews and other social media outlets. Trained speakers are available for public events, workshops and in-services on the topic.
- Compared with other age groups, motor vehicle crashes are higher for teen drivers and teens driving with other teens. Furthermore, teens have the lowest rate of seat belt use. Only 54% of high school students reported always wearing a seat belt when riding with someone else. For these reasons, Coalition members join the All Children's Hospital Occupant Protection Program and trauma program in holding **Battle of the Belts** competitions between high schools.
- The biggest risk for kids is riding or driving in vehicles—nothing kills more teens than motor vehicle crashes. That's why the Coalition conducts **Countdown2Drive**, an innovative new traffic safety program for 13 and 14 year-olds and their parents. This program helps families negotiate a customized Passenger Agreement that sets clear expectations for how teens should behave when riding in a vehicle.



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WATER SAFETY COMMITTEE

The Florida Suncoast Safe Kids Coalition led by All Children's Hospital

PURPOSE:

Florida Safe Pools

Florida leads the nation in drowning deaths for children under 5 years old. In fact, each year too many young Floridians are lost to drowning—the equivalent of four preschool classrooms, and an average of 74 children in each of the last 10 years. That equals 744 children who did not live to celebrate their 5th birthday.

State and national data shows 76% of children under 5 primarily drown in residential pools. The Coalition, in its unwavering commitment to reverse this trend, established a water safety campaign called "Florida Safe Pools."

Goals and Objectives:

- Execute a comprehensive residential pool safety inspection program that provides in-home education about layers of protection and water safety tips to pool owners. "Florida Safe Pools" trained professionals, who are primarily first responders, schedule appointments to conduct the pool safety checks.
- Increase the number of homeowners installing barriers, specifically pool fencing, in and around their pools and homes.
- Promote the use of multiple "layers of protection" (barriers and alarms) to help homeowners keep kids safe around pools, since most young children gain access to the pool area when least expected. This is accomplished by the distribution of written materials through many venues including social media, community events, speaking at homeowner association meetings, and other settings.
- Conduct pre-school and kindergarten-based water safety curriculum by Coalition members and the All Children's Hospital Community Education Department staff. In excess of 2,000 students are reached annually.
- Conduct neighborhood canvassing in areas with large numbers of backyard pools and a high incidence of drowning or near drowning of young children. This initiative is conducted by Safe Kids member agencies including local fire districts and with the knowledge and participation of individual homeowner associations.
- Create an educational and engaging water safety video and PSA with funding from the Florida Department of Health to be distributed and shown statewide on multiple sites including All Children's Hospital, Safe Kids member agencies, television, Facebook and other social media outlets.
- Create and staff water-safety displays at multiple venues throughout the counties served by the Coalition, to include Tampa Bay Rays games at Tropicana Field and other community health and safety fairs.
- Create, distribute and post to the FSP Facebook site locations and contact information where families can register for water safety and swim lessons.





BICYCLE AND PEDESTRIAN SAFETY

The Florida Suncoast Safe Kids Coalition led by All Children's Hospital

PURPOSE:

The Suncoast Safe Kids Coalition is committed to reducing the frequency and severity of injuries and fatalities to children and youth due to pedestrian and bicycle crashes. Safe Kids Members are health and safety/brain-injury prevention educators and roadway safety professionals who are passionate about the safety of children and youth as they walk, ride bicycles and use other wheeled devices such as skateboards and scooters. The Coalition regularly conducts and participates in pedestrian and bicycle safety educational events such as International Walk to School Day each October, International Bike to School Day each May, area bicycle rodeos, and health and safety venues.

Goals and Objectives:

- Heighten awareness of pedestrian and bicycle safety through state and local PTA workshops/meetings and other community venues.
- Conduct annual *International Walk to School Day* and *Bike to School Day* events with the aim of increased participation by no less than 10% of elementary schools each year.
- Continue partnership with the Florida Department of Transportation (FDOT) funded *Safe Routes to School* school-based programming sponsored by All Children's Hospital for pedestrian and bicycle safety.
- Conduct bike helmet fitting trainings by FDOT certified regional trainers to educate participants on helmet use and proper bicycle helmet fitting. Training also includes information on the importance of right-sized bicycles and Florida laws pertaining to bicyclists and pedestrians.
- Conduct bicycle rodeos and other bicycle safety training necessary to allow children and youth to benefit from experiential learning activities and videos that can be proliferated through social media.
- Increase the proper use of bike helmets in each county served by at least 10% annually, by creating venues to document bike helmet distribution and proper fitting of helmets



Led By





MEMBERSHIP COMMITTEE

The Florida Suncoast Safe Kids Coalition led by All Children's Hospital

PURPOSE:

The Membership Committee focuses on increasing and maintaining a robust membership. Safe Kids membership has far-reaching benefits for individuals, organizations, civic groups and businesses. The Suncoast Safe Kids Coalition, established in 1991, is led by All Children's Hospital, in St. Petersburg and serves five counties in the Tampa Bay area—Pinellas, Manatee, Sarasota, Polk and Pasco.

Goals and Objectives:

- Reach out to local businesses and individuals in the communities served by the Coalition to bring awareness to the benefits of becoming a member of the Coalition
- Invite individuals, business and organizations who have a vested interest in preventing childhood injuries and injury-related deaths
- Maintain current membership roster that demonstrates the diversity of populations needed to address strategies that further reduce childhood injuries
- Recruit new members by conducting an annual membership drive
- Develop strategies to maintain current membership.





MEMBERSHIP APPLICATION

Florida Suncoast SAFE KIDS c/o All Children's Hospital, 501 Sixth Avenue South, Dept. #9610, St. Petersburg, FL 33701

YES! I agree with the goal of the Florida

Suncoast Safe Kids Coalition to reduce unintentional childhood injury and injury-related deaths through a multifaceted approach. Such an approach includes community action, educational interventions, public policy initiatives, surveillance, media efforts and evaluation. **I pledge to fight unintentional childhood injury by participating in the Florida Suncoast Safe Kids Coalition in the following manner: (Please check only one)**

Member of SAFE KIDS:

- Individual or organization that participates in a minimum of four monthly general membership meetings per year
- Serves on a committee of member's choice
- Participates in one annual special event

Members will receive all meeting notices, multiple copies of special events notices and Safe Kids reports. Members will also have the opportunity to request Safe Kids materials, display boards, and other promotional items as needed. Safe Kids publications will include a listing of member organizations.

Friend of SAFE KIDS:

- Individual or organization that shares the Safe Kids vision and mission
- Friends of Safe Kids will attend a minimum of one monthly general membership meeting annually and will participate in one annual Safe Kids event.

Friends of Safe Kids will receive single copies of all special events notices and Safe Kids reports.

Program Sponsor

- Individual or organization that gives financial support or in-kind contribution to one or more Safe Kids projects throughout the year

Program Sponsors will receive meeting notices, multiple copies of special event notices, and Safe Kids reports. Sponsors will be recognized in Safe Kids publications and have the opportunity to request Safe Kids materials, display boards, videos, and other promotional items as needed. Sponsors will have the organization logo printed on all special event materials for which they contributed.

County of affiliation (circle all that apply):

- PINELLAS MANATEE**
SARASOTA POLK PASCO

PLEASE PRINT CLEARLY OR TYPE:

.....
Name

.....
Mailing Address

.....
City

.....
State/Zip

.....
Office Phone

.....
Fax

.....
Cell Phone

.....
E-mail address

(I am) (We are) interested in supporting the Florida Suncoast Safe Kids Coalition in the following areas (check all that apply):

- | | |
|---|--|
| <input type="checkbox"/> Serving on speaker's bureau | <input type="checkbox"/> Hosting a Safe Kids event |
| <input type="checkbox"/> Participating in community events, displays, health & safety fairs, car seat checks and the like | <input type="checkbox"/> Hosting a Safe Kids monthly meeting |
| <input type="checkbox"/> Include Safe Kids information at your place of business, in your publication(s), on your website and Facebook page | <input type="checkbox"/> Providing in-kind assistance (organizations/sponsors only) including but not limited to: printing, mailing, photocopies, accounting or legal services, graphic design, etc. |

On which of the following committees will you actively serve:

- | | |
|--|---|
| <input type="checkbox"/> Bicycle/Pedestrian Safety | <input type="checkbox"/> Child Passenger Safety |
| <input type="checkbox"/> Florida Safe Pools (FSP) | <input type="checkbox"/> Fire/Burn Safety |
| <input type="checkbox"/> Falls/Playground Safety | <input type="checkbox"/> Gun Safety/Violence Prevention |
| <input type="checkbox"/> Poisoning | |

Please call upon me (my organization) when volunteers are needed for events:

- YES NO

If you **DO NOT** wish your photo published in any Safe Kids All Children's Hospital publications, DVD, or other social media, please check here:

.....
I (we) could assist the Coalition by:

.....
Signature

.....
Date

I understand that acceptance as a member by the Coalition does not constitute permission to use the Florida Suncoast Safe Kids Coalition logo, materials or name, the All Children's Hospital name or logo, the Safe Kids Worldwide logo, name or materials without approval from the Suncoast Safe Kids Coalition led by All Children's Hospital.

NOTE: All Children's Hospital, the Lead Organization for the Florida Suncoast Safe Kids Coalition will not authorize, and will not permit any member of the Coalition to authorize any person or organization to use the name and trademarks to promote its products or services for endorsement or other commercial purpose.

727-767-8581
(800-756-7233)
Ext. 1 (Manatee, Pinellas & Sarasota) or
Ext. 2 (Pasco & Polk)
Fax: **727-767-7331**

