



Action Plan
January 2013 through December 2013

Mission Statement: The mission of Safe Kids Willamette Valley is to promote and create a safe community within Marion and Polk counties by utilizing a strong coalition of active volunteers, professionals and businesses that provide sound nationally recognized safety education programs and injury prevention campaigns in an effort to reduce unintentional, but preventable, injury and deaths to children ages 0 to 14.

Injury Areas of focus: 1. Motor Vehicle Safety 2. Water Safety 3. Falls Prevention

Goal 1: Increase overall usage of child restraints and the correct use of child restraints in motor vehicles.

Objective	Activity/Task	Timeline	Responsible Party	Outcomes
A. Provide educational information on the use of child safety restraints at child passenger safety clinics sponsored by Safe Kids Willamette Valley.	1. SK Willamette Valley partners will distribute educational literature on child safety restraint use in motor vehicles. 2. Participate at 10 child passenger safety clinics in our area. 3. Participate in National Child Passenger Safety Week event.	January 2013-December 2013	Coalition members and partners	There were XX registered Safe Kids CPS events held. XXX adults were reached with CPS education through Safe Kids sponsored car seat clinics.
B. Increase the use of properly fitted child safety restraints through care giver education at 10 events.	1. Distribute child safety restraints to families at 10 Safe Kid sponsored clinics where care givers will receive proper use training.	January 2013-December 2013	Coalition members and partners	XXX adults and XXX children attended CPS clinics. XXX seats were distributed
C. Reach out to minority members in the community.	1. Provide interpreters at 4 clinics for Spanish speakers. 2. Provide materials on child restraints in Spanish.	January 2013-December 2013	Coalition members and partners	Spanish techs or interpreters attended XX Safe Kids CPS events and Spanish materials were distributed to XX families

Goal 2: Increase the number of children using properly fitted floatation devices.

Objectives	Activity/Task	Timeline	Responsible Party	Outcomes
A. Increase education and awareness of the use of flotation devices for water safety.	1. Partner with Oregon State Marine Board to distribute educational materials. 2. Participate at fairs and events in the community.	January 2013-December 2013	Coalition Members and Oregon State Marine Board	Safe Kids participated in XX health fairs/events and distributed educational materials to approx XX children and adults
B. Increase the use of flotation devices by providing these devices for distribution through partners.	1. Distribute flotation devices at special events and around bodies of water. 2. Provide demonstrations on properly fitting flotation devices. 3. Continue to provide flotation devices at 3 loaner stations in Marion and Polk Counties. 4. Coordinate building of 4 th life jacket loaner station.	January 2013-December 2013	Coalition Members	Safe Kids in partnership with Salem Hospital distributed approx XX appropriately fit life jackets to children in Marion and Polk counties. Monitored life jacket supply at life jacket loaner stations and replaced XX jackets.

Goal 3: Prevent injuries due to window falls in Marion and Polk Counties.

Objectives	Activity/Task	Timeline	Responsible Party	Outcomes
A. Educate parents and children about fall prevention	1. Distribute fall prevention brochures at various safety events in both English and Spanish.	January 2013-December 2013	Coalition Members	Approx XX Fall Safety brochures in English and XX in Spanish were distributed at XX events.
B. Distribute safety window locks	1. Acquire window safety locks. 2. Partner with Salem Health to do a window falls prevention event.	January 2013-December 2013	Coalition Members	Distribute XX safety locks/guards at events