

OBJECTIVES	STRATEGIES	TIMELINE	PERSONS RESPONSIBLE	EVALUATION
<p>1. Grow membership of Safe Kids Savannah by 5 percent each year.</p> <p>MEMBERSHIP (Vice-Chair Position)</p>	<p>1. Conduct annual community assessment.</p> <ul style="list-style-type: none"> • Identify new agencies to involve in the Coalition, including civic groups and retail business • Contact inactive members • 'Member invite a member' campaign • Develop and mail a letter of invitation and follow-up with phone call • Send press release of new members <p>2. Improve member packet to include a welcome letter, printed materials, 3-yr plan, contact list and by-laws.</p> <p>3. Update list of volunteer opportunities and job responsibilities to obtain commitments and encourage participation.</p> <p>4. Maintain communication and involvement.</p> <ul style="list-style-type: none"> • Develop and utilize a phone tree for meetings and events • Email minutes, event information • Mail a newsletter twice a year • Provide recognition at monthly meetings • Hold an annual awards event in May of each year • Executive Committee meet with Advisory Board twice a year to access objectives <p>5. Provide Coalition member-training opportunities.</p> <ul style="list-style-type: none"> • Conduct an annual training to provide education regarding Coalition best practices • Incorporate training segments into the monthly Coalition meeting 	<p>1. On-going, but focused during August and September</p> <p>2. August 2007—<i>completed</i></p> <p>3. August 2007—<i>completed and revised each year</i></p> <p>4. <i>On-going</i></p> <ul style="list-style-type: none"> • Monthly • January and July • Monthly • May of each year • February and October <p>5. <i>On-going</i></p> <ul style="list-style-type: none"> • August monthly meeting • Monthly during "Did you know?" 	<p>1. MEMBERSHIP COMMITTEE</p> <p>2. Membership committee</p> <p>3. Membership committee</p> <p>4. Membership committee</p> <p>5. Coordinator and Membership committee</p>	<p>1. Track number of new members.</p> <p>2. Printed materials</p> <p>3. Printed list</p> <p>4. Maintain minutes, newsletter and awards information</p> <p>5. Pre/post tests, track number of participants, satisfaction survey</p>

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<p>II. Increase resources for childhood injury prevention by 5 percent.</p> <p>RESOURCE DEVELOPMENT (Fund raising)</p>	<ol style="list-style-type: none"> 1. Develop a list of coalition needs. <ul style="list-style-type: none"> • Conduct an inventory of current supplies • Prioritize needs and develop budget • Survey member needs • Utilize a calendar of events 2. Obtain Corporate Sponsors for local events. <ul style="list-style-type: none"> • Compile a list of local companies • Develop information packets • Conduct solicitations • Follow-up with thank you letters 3. Request funds from public school business partners for bike helmets <ul style="list-style-type: none"> • Obtain list of partners • Develop info packets • Conduct solicitations • Follow-up with thank you letters 4. Request funds from other organizations that promote and value safety 5. Obtain free literature to distribute among members <ul style="list-style-type: none"> • Compile inventory • List member/agency resources • Search internet • Order 6. Fund raising event or sales 	<ol style="list-style-type: none"> 1. Initial list in fall 2007 and update each June through 2010 at annual planning meeting 2. On-going <ul style="list-style-type: none"> • State Farm connected thru SKGA Jan 08 3. Beginning of each school year 4. On-going 2007-2010 5. On-going 2008-2010 6. Repeat bear sales, dress down days, auctions. 	<ol style="list-style-type: none"> 1. RESOURCE DEVELOPMENT COMMITTEE 2. Coordinator 3. PACE 4. Chair 5. Coordinator 6. Chair 	<ol style="list-style-type: none"> 1. Printed materials 2. Meeting minutes, steps and record of progress 3. Meeting minutes, steps and record of progress 4. Meeting minutes, steps and record of progress 5. Meeting minutes, steps and record of progress 6. Meeting minutes, files of events

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<p>PUBLIC AWARENESS</p> <p>III. Conduct an injury prevention community awareness campaign.</p>	1. Form a committee <ul style="list-style-type: none"> • Seek experts and ask for volunteers at meetings • Recruit PR/Communications volunteers 	1. On-going	1. Public Relations Committee	List of committee members
	2. Utilize a Safe Kids Worldwide theme <ul style="list-style-type: none"> • Print and distribute 500 Safe Kids Savannah brochures. • Develop, print and distribute 100 safety posters. • Distribute focused on Early Start Programs • Distribute others to Drs. Offices, pharmacies, agencies, etc. 	2. On-going	2. Public Relations Committee	Completed
	3. Utilize web-site www.safekidssavannah.org <ul style="list-style-type: none"> • Purchase software • Edit with Safe Kids Worldwide branding 	3. On-going	3. Coordinator	Completed www.safekidssavannah.org
	4. Continue Development of TV Public Service Announcements	4. On-going	4. Coordinator	Completed WJCL/Fox 22 SKIP Tips
	5. Obtain 'cause related advertising' that would apply to childhood injury prevention. <ul style="list-style-type: none"> • Utilize free advertising (print media) in Community and thru member agencies • Develop and submit articles and filler ads to local publications to include <i>Connect Savannah, Coastal Family, Coastal Senior, Island Living News, etc.</i> • Utilize free media calendars to advertise meetings and events • Develop a media packet for each program area (available at www.safekids.org) • Establish a Speakers Bureau Identify a spokesperson from each committee and community experts • Develop a Safe Kid Teen project as an opportunity for community service 	5. On-going	5. Committee members as assigned	Maintain files and obtain copies of materials developed
	6. Conduct an assessment of community perceptions of risk for accidental injury to guide awareness campaign. <ul style="list-style-type: none"> • Seek college students from Armstrong or Savannah State to conduct the survey as a course objective. 	6. 2010	6. Coordinator	To Be Determined

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<p>IV. Identify needs and advocate for solutions of accidental childhood injuries.</p> <p>ADVOCACY</p>	<ol style="list-style-type: none"> 1. Seek an advocacy coordinator from an organization that has expertise in development of public policy <ul style="list-style-type: none"> • Contact League of Women Voters, local member agency public policy officers • Send letter and conduct follow-up meeting 2. Follow and initiate legislative issues on local, state and national level. 3. Conduct outreach to public policy makers to advocate for laws/regulations <ul style="list-style-type: none"> • Maintain current contact list to include legislators, commissioners, council men, Board of Education and Board of Health • Provide template letters for members on particular issues 4. Identify opportunities to strengthen ordinance or codes related to accidental injuries <ul style="list-style-type: none"> • Research and compile current ordinances/codes related to injury prevention • Identify ordinance/codes needed in community 5. Identify trends of accidental injury in our community <ul style="list-style-type: none"> • Reassess Chatham County Childhood Injury Data Profile every three years. • Complete and print 2002-2005 report 	<ol style="list-style-type: none"> 1. Fall 09 as part of membership campaign 2. Focus during GA Legislative session, Jan thru March each year and as needed for local issues 3. Focus during GA Legislative session, Jan thru March each year and as needed for local issues 4. Continue collaboration with Chatham County Board of Education related to students use of bike helmets 5. 2010 	<ol style="list-style-type: none"> 1. Coordinator and Membership 2. Advocacy Committee 3. Advocacy Committee 4. Each program committee with assistance from coordinator 5. Chatham County Health Dept 	<ol style="list-style-type: none"> 1. List of members on committee 2. Provide a written summary and report at monthly meetings. 3 Completed, but review for accuracy 4. Completed copies of GA seat belt law, car seat laws, bike helmet laws, BOE code of conduct, local sidewalk ordinance. 5. Printed report

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<p>V. Develop, conduct and evaluate injury prevention programs as a Coalition.</p> <p>PROGRAM</p>	<p>1. Establish and maintain committees (as identified in our By-Laws) for the following risk areas, based on the unintentional injury data profile and recognizing order of severity: Occupant, bike, pedestrian, fire, drowning, poisonings (choking, lead), falls (sports, playground).</p> <ul style="list-style-type: none"> • Utilized established programs and events <p>2. Develop a new program for children (grade 3-5) to teach injury prevention</p> <ul style="list-style-type: none"> • Utilize an injury prevention curriculum • List existing programs • Utilize safety week themes • Obtain permission from BOE • Develop volunteer base to conduct program • Develop and distribute letters for scheduling • Coordinate programs with essay contest <p>3. Develop portable displays for members to use at events</p> <ul style="list-style-type: none"> • Reuse and update displays used with Safety Cruise • Develop age appropriate materials for displays • Expand availability <p>4. Committees will collaborate to hold established events each year.</p> <ul style="list-style-type: none"> • Car seat checks, Fitting station, bike rodeo, Safe Routes to School, themed safety events. 	<p>1. Terms July through June on-going</p> <p>Existing program to use: Walk This Way Safe Kids Buckle Up Ready to Roll (bike) Fire Dept's Fire Safety Gear Up Games Kids Don't Float Safe Kids at Home</p> <p>2. Work with Aquatic Center Water Safety curriculum 2010 Initiated Kids Don't Float May 08 Initiated Gear Up Games May 08</p> <p>3. Oct 07-completed</p> <p>4. See calendar</p> <p>Continued next page</p>	<p>1. Executive committee and Coordinator</p> <p>2. Executive committee and Coordinator</p> <p>3. Coordinator</p> <p>4. Committee chairs</p>	<p>1. Review annually during June planning meeting</p> <p>2. Process evaluation using calendar, committee reports. Impact evaluation using surveys, pre/post tests, success stories, tracking injury data</p> <p>3. Monthly report</p> <p>4. Monthly reports with events, number of participants and locations.</p> <p>Page 5</p>

