

Safe Kids Savannah, Action Plan 2010-2013

Goal I: Increase active participation of coalition members in programs and events by 5% each year. (SKW POP 1, 3)

OBJECTIVES	STRATEGIES	TIMELINE	PERSON RESONSIBLE	EVALUATION
1. Conduct an annual community assessment.	a. Identify and contact new agencies to involve in the Coalition. b. Contact inactive agencies/members through mail/phone/in person meetings.	a. On-going 2010-2013 b. Annually	Membership Committee	a. Track agencies contacted and response. b. Track contacts/attempts made.
2. Review/update the new member packet.	Include a welcome letter from the Chairperson, member contact/survey form, volunteer opportunities, SKS info flier, 3-yr plan, SKS structure, contact list, by-laws, and other pertinent printed materials.	Annually	Membership Committee	Maintain new member packet file.
3. Recruit volunteers from within our coalition's member's agencies for programs and events.	Coalition members request co-workers to volunteer for events via phone call/e-mail/in person request.	As needed	Coalition members	Keep file of event sign-in sheets.
4. Develop and implement a membership recruitment strategy.	a. Get agency/organization buy-in so that there will be continued representation in the Coalition. b. Write letters, make phone calls, send e-mails, make in person visits, etc.	a. Annually b. Annually	Membership Committee	a. Maintain agency agreement forms. b. Maintain files, track contacts made.
5. Provide membership training opportunities at coalition meetings.	a. Set up a new member/orientation table. b. Develop and play games related to SKS committees and coalition structure to inform/educate members. c. Bring in speakers to talk about injury prevention topics relevant to safety observances calendar.	a. Monthly b. 3-5 times per year c. 4 times per year	Membership Committee	a. Conduct new member satisfaction survey. b. Conduct pre/post tests and satisfaction surveys. c. Conduct satisfaction surveys.

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Goal II: Conduct and evaluate injury prevention programs as a coalition. (SKW POP 2, 3, 4)

OBJECTIVES	STRATEGIES	TIMELINE	PERSON RESPONSIBLE	EVALUATION
1. Train coalition members on injury prevention programs.	a. Develop “canned” presentations for each injury area: bike, water, pedestrian, occupant, poison, sports, and home safety. b. Develop a list of interested coalition members. c. Hold train-the-trainer workshops.	a. Spring 2011 b. Spring 2011 c. Summer 2011	a. Committee Chairpersons and Coordinator b. Committee Chairpersons and Coordinator c. Coordinator	a. Maintain files and copies of presentations developed. b. Conduct survey of members. c. Maintain meeting minutes, steps and record of progress
2. Promote injury prevention programs to schools.	a. Develop a contact list of schools. b. Contact schools to make aware of programs available. c. Set-up a calendar for program dates d. Conduct 10 presentations per year	a. Summer 2011 b. Fall 2011 c. Fall 2011 d. Annually	a. Coordinator b. Committee Chairpersons and Coordinator c. Coordinator d. Committee Chairpersons and Coordinator	a. Maintain a running list of potential schools. b. Maintain a list of schools contacted. c. Track schools contacted and response. d. Conduct Pre/Post satisfaction surveys.
3. Each committee will organize/participate in at least one annual injury prevention event/project.	a. Conduct Car Seat Check Events. b. Conduct Car Seat Safety Inspection Station. c. Participate in National Child Passenger Safety Awareness Week. d. Conduct Kids Fishing & Coastal Water Safety Event. e. Conduct International Walk To School Day events. f. Participate in Halloween Safety Events. g. Participate in National Fire Prevention Week. h. Distribute Christmas Tree Safety Tags. i. Participate in National Poison Prevention Week. j. Conduct Yard Sale Fund Raiser. k. Participate in Playground Safety Week. l. Participate in National Safe Kids Week. m. Conduct Make A Splash Water Safety Day. n. Participate in Bike Safety Month. o. Conduct Summer Safety programs.	a. Quarterly b. Weekly c. September d. September e. October f. October g. October h. November/December i. March j. March k. April l. April/May m. May n. May o. Summer	a. Occupant Safety Committee* b. Occupant Safety Committee* c. Occupant Safety Committee* d. Water Safety Committee* e. PACE* f. PACE* g. Fire Safety Committee* h. Home Safety Committee* i. Poison/Choking Safety Committee* j. Resource Development Committee* k. Sports/Falls Safety Comm. l. Executive Board* m. Water Safety Committee* n. Bike Safety Committee* o. Executive Board* * Coordinator and Public Relations Committee involved as needed	Maintain monthly reports with events, number of participants, and locations.

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Goal III: Develop and implement an injury prevention community awareness strategy (Safe Kids Savannah as a Household Name). (SKW POP 2, 3, 5)

OBJECTIVES	STRATEGIES	TIMELINE	PERSON RESPONSIBLE	EVALUATION
1. Expand the current media campaign.	<ul style="list-style-type: none"> a. Publicize the web site. b. Develop and print a Safe Kids Savannah brochure. c. Utilize free literature on injury prevention. d. Continue public service announcements, news articles, letters to the editor, newsletters, TV spots, radio and TV PSA's. 	<ul style="list-style-type: none"> a. On-going b. Spring 2011 c. On-going d. On-going 	Public Relations Committee and Coordinator	<ul style="list-style-type: none"> a. Track visits to website. b. Maintain files of materials developed. c. Maintain meeting minutes, steps and record of progress. d. Maintain files and obtain copies of media stories.
2. Develop a standard presentation on Safe Kids Savannah.	<ul style="list-style-type: none"> a. Develop a 10 minute script with display. b. Secure at least 5 volunteers to give the presentation. c. Provide training and presentation materials to volunteers. d. Develop a list of locations for presentations. e. Set-up a calendar for presentation dates. f. Conduct 5 presentations per year. 	<ul style="list-style-type: none"> a. Winter 2010 b. Winter 2010 c. Spring 2011 d. Spring 2011 e. Spring 2011 f. On-going 	Public Relations Committee and Coordinator	<ul style="list-style-type: none"> a. Maintain files and copies of materials developed. b. Create and collect a Coalition Member survey. c. Maintain meeting minutes, steps and record of progress. d. Maintain a running list of potential locations. e. Track locations contacted and response. f. Conduct a Pre/Post knowledge survey.
3. Utilize public places for placement of injury prevention information.	<ul style="list-style-type: none"> a. Distribute posters and brochures to places such as schools, hospitals, doctor's offices, hotels, stores and restaurants. b. Place articles/tips in places such as agency newsletters, letters to the editor, bus ads, etc. 	<ul style="list-style-type: none"> a. On-going 2010-2013 b. On-going 2010-2013 	Public Relations Committee	<ul style="list-style-type: none"> a. Maintain list of locations and materials distributed. b. Maintain list of places utilized.
4. Hold a seminar/special event with a panel of experts to discuss injury prevention.	<ul style="list-style-type: none"> a. Investigate the feasibility of a seminar/event. b. Develop a plan to implement a seminar/event. 	<ul style="list-style-type: none"> a. Summer 2011 b. Summer 2012 	Public Relations Committee	<ul style="list-style-type: none"> a. Maintain meeting minutes, steps and record of progress. b. Maintain a file of plan developed.

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Goal IV: Identify needs and advocate for solutions of accidental childhood injuries. (SKW POP 2, 3, 6)

OBJECTIVES	STRATEGIES	TIMELINE	PERSON RESONSIBLE	EVALUATION
1. Seek an advocacy coordinator from an organization that has expertise in development of public policy.	a. Contact local advocacy groups such as the League of Women Voters and the Chatham County Youth Commission. b. Send letters and conduct follow-up meetings.	a. Fall 2010 b. Winter 2010	Coordinator and Membership Committee	a. Maintain list of groups contacted. b. Maintain list of letters sent and meetings held.
2. Follow legislative issues on local, state and national levels.	Review websites and printed materials.	During GA legislative session, Jan-Mar, and as needed for local and national issues	Advocacy Committee	Provide a written summary and report at monthly meetings.
3. Conduct outreach to public policy makers to advocate for laws, regulations, and ordinances.	a. Maintain current contact list to include legislators, commissioners, council men, Board of Education, and Board of Health. b. Provide key points to make and template letters for members on particular issues.	During GA legislative session, Jan-Mar, and as needed for local and national issues	Advocacy Committee	Maintain meeting minutes, steps and record of progress.
4. Identify opportunities to strengthen laws, regulations and ordinances related to accidental injuries.	a. Research and compile current laws, regulations and ordinances related to injury prevention. b. Identify laws, regulations and ordinances needed in the community.	a. On-going 2010-2013 b. On-going 2010-2013	Advocacy Committee with assistance from Program Committees	Maintain meeting minutes, steps and record of progress.
5. Identify trends of accidental injury in our community.	Reassess Chatham County Childhood Injury Data Profile.	Every 3 years	Chatham County Health Dept.	Print report.

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Goal V: Develop 3 new resource development opportunities. (SKW POP 3, 7)

OBJECTIVES	STRATEGIES	TIMELINE	PERSON RESONSIBLE	EVALUATION
1. Develop and utilize a funds solicitation packet.	Include items in packet with info on Safe Kids Savannah and what funding is needed for. (Utilize budgets developed in objective 2.)	Spring 2011	Resource Development Committee	Maintain meeting minutes, steps and record of progress.
2. Develop a budget for specific events.	Identify all the costs associated with conducting an event (ie. car seat check event, bike rodeo, life jacket loaner board, walk to school day) to use when requesting funding.	Spring 2011	Coordinator	Maintain meeting minutes, steps and record of progress.
3. Continue fundraising events and sales.	<p>a. Conduct events such as Yard Sale, Pick-A-Prize Auction, Dress Down for Safety Day and Plushland sales.</p> <p>b. Explore new fundraiser opportunities such as Putt Putt Golf Tournament and Fishing Tournament.</p>	<p>a. On-going 2010-2013</p> <p>b. On-going 2010-2013</p>	Resource Development Committee	Maintain meeting minutes, steps and record of progress.