

SAFER CALIFORNIA 2020



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Safer California Unintentional Injury (UI) Prevention

Virtual Conference | November 17th & 18th

Agenda and Each Session
Core Learning Objectives



This conference is sponsored, in part, by the California Department of Public Health with funding from the Preventive Health and Health Services Block Grant and Kids' Plates

Safer California Unintentional Injury (UI) Prevention

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(See Core Learning Objective Statements following each Plenary, Workshop, and Pre-Conference Training Session in italicized font.)

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About CEUs and CMEs at the Safer California Conference:

There will be Continuing Education Units (CEUs) and Continuing Medical Education Units (CMEs) for specific licensed and certificated professionals attending the Safer California conference. The level of CEUs or CMEs, and CEU/CME certificate fees may vary depending on your license/certificate and profession. The final CEU or CME value will not be fully established until all presenters' materials are submitted and reviewed. If attending the conference or not depends on CEUs or CMEs provided for your profession license or certificate situation we will not be able to answer your specific CEU or CME amount question until the CEU and CME certification entity finalizes its review.

Note some CEU or CME certification entities will require a post session survey and quiz/test of knowledge gained to acquire your CEU or CME certification.

Below are the current core learning objectives for each of the conference plenary, workshop, and pre-conference sessions.

Disclaimer:

Learning objectives and final conference plenary, workshop, and preconference training session titles and learning objective statements may change depending on CEU or CME certification entities requirements, and/or COVID-19 impact on the conference or presenters' presentations. CCCSH and the conference planning teams are not responsible for unforeseen changes to the conference CEU or CME amounts awarded, or fees charged. Any pre-paid CEU or CME fees will be refunded if the CEU or CME is withdrawn for any license or certified professional by the CEU or CME awarding entity. Refunds will not be made if the attendee seeking CEUs or CMEs fails to comply with or does not meet the CEU or CME entities requirements.

Below are the current core learning objectives for each of the conference plenary, workshop, and pre-conference sessions.

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Day One (Nov 17th):

Big Picture Issues Helpful for the Success of Local Coalitions and Programs.

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9:00 AM Opening Welcome | Tour of the Virtual Conference Agenda

9:10 AM Opening Remarks by Governor Gavin Newsom (*invited*)

About the Importance of Unintentional Injury Prevention and how his Administration is Supporting UI prevention and Establishing a Culture of Safety for all California Children and Youth.

- *Participants will gain knowledge about how the current administration is addressing childhood and youth unintentional injury and prevention, and prevention resources highlighted by the Governor.*

9:25 AM 1st Plenary Keynote Presentation

The Understanding and use of Spectrum of Prevention and Great Groups Concepts to Help get the Most out of Local Coalition and Program Efforts.

Christy Adams, R.N., M.P.H., Ph.D, Trauma Prevention Coordinator, UC Davis Health, Trauma Prevention and Outreach

- *Participants will gain increased knowledge of the importance of strategic coalition development to promote a culture of safety*
- *Participants will gain an increased understanding and ability to describe use of the Spectrum of Prevention model for developing a comprehensive approach to childhood unintentional injury prevention.*

9:50 AM 2nd Plenary Keynote Speaker

Understanding the Lifelong Impact Adverse Childhood Experiences (ACEs) Have on Children, Youth and Their Families.

— How ACEs and Unintentional injuries issues intersect, especially when working with at-risk children and youth in underserved communities.

Keynote speaker Karen Clemmer, MN, RN, PHN, ACEs Connection, Northern California and Northwest Regional Community Facilitator

- *Participants will gain knowledge and understanding how adverse childhood experiences (ACEs) impact children for life: poverty, inequity, injustice, abuse, neglect, unintentional injury (Especially when the outcome of injury results in a sibling's death, or a child's brain, spinal, burn or loss of a limb injury).*
- *Participants will gain knowledge and understanding how ACEs along with other issues such as Social Determinants to Health impact how local prevention coalitions and programs need to approach neighborhoods and families where ACEs is a common factor.*
- *Participants will gain knowledge of resources they can access to help their local leaders, staff, members, and partners include ACEs in their strategic program planning.*

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10:15 AM 3rd Plenary Keynote Speaker

How Race and Cultural Diversity Issues are Intertwined in Childhood and Youth Unintentional Injury Prevention.

Keynote Presenter Rhea Boyd, MD, MPH, FAAP, American Academy of Pediatrics California Chapter 1, Chief Medical Officer of San Diego 211 and Clinician at Palo Alto Medical Foundation (Invited)

- *Participants will gain knowledge about race issues impacting the communities, neighborhoods, families, individuals and health and safety providers and systems in California.*
- *Participants will gain knowledge about how to understand race issues' impact on their unintentional injury prevention strategic planning in the communities and neighborhoods of focus for their local coalitions and programs.*
- *Participants will gain knowledge about what the kind of paths forward should be taken to address inequities in our healthcare systems, public health, and prevention work.*
- *Participants will gain knowledge about unintentional injury disparities regarding the level of unintentional injury deaths and hospitalizations for California's children of color, and data and research sources addressing unintentional injury disparities. (CCCSH, and CDPH EPICenter will provide you with CA data and research underlying disparities in unintentional injury in CA (For example, AAP 2013 study of 1,200 LA area bicycle severe injuries and fatal crashes showing the vast majority of victims being kids of color from low income neighborhoods).*

10:40 AM Break

11:00 AM 4th Plenary Keynote Speaker

The Importance of Partnering with Local Healthcare Providers
—A Pediatrician's Perspective.

Kris Calvin, CEO and Director, American Academy of Pediatrics – California (AAP-CA)

- *Participants will gain knowledge of the role primary healthcare providers can provide at the community level working on unintentional injury prevention.*
- *Participants will gain knowledge of the contributions Pediatricians and the American Academy of Pediatrics make and how regarding unintentional injury prevention.*
- *Participants will gain knowledge how to effectively and successfully engage with primary healthcare providers who are already in the community of focus for local unintentional injury prevention coalitions and programs.*

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11:20 AM Workshops | Session 1 (Choose one Workshop)

1A | Poisoning Prevention Panel

- *Participants will gain knowledge about poison prevention issues and access to information about childhood poisoning issues in California.*
- *Participants will gain knowledge about poison prevention resources available to local coalitions, programs, and individual families here in California.*
- *Participants will gain knowledge about prescription medication as the leading cause of home poisoning in California, and how to prevent access to and misuse of prescription medications at home.*

1B | Safe Sleep, SIDS, and Sleep Suffocation Prevention

- *Participants will gain knowledge about safe sleep and sleep suffocation prevention issues.*
- *Participants will gain knowledge about the components of evidence-based successful local models of safe sleep programs and safe sleep messaging.*
- *Participants will gain knowledge about specific local model safe sleep programs being conducted in California communities before COVID-19, during COVID-19 social distancing requirements, and how programs will look after the global pandemic.*

1C | Child Passenger Safety Panel

- *Participants will gain knowledge about Child Passenger Safety issues.*
- *Participants will gain knowledge of Child Passenger Safety and Vehicle Occupant Safety resources available in California.*
- *Participants will gain knowledge of new parent and caregiver virtual safety seat programs championed by children's hospitals, and how to access these new virtual models now during COVID-19, and on into the future of Child Passenger Safety efforts in CA.*

1D | Healthcare Providers' Role—Lessons Learned Involving Pediatricians in Community Level Effective Prevention Non-Partisan Advocacy: The AAP California Model

- *Participants will gain knowledge of the role primary healthcare providers, especially Pediatricians, can provide at the community level working on unintentional injury prevention.*
- *Participants will gain knowledge how to effectively and successfully engage with primary healthcare providers who are already in the community of focus for local unintentional injury coalitions and programs.*
- *Participants will gain knowledge of how unintentional injury prevention local coalitions and programs can share experiences and help mentor other local coalitions and/or emerging community safety programs in working with primary care providers in their community.*

12:20 PM Lunch break—Free Time to join into Chat room or Social networking discussions (See Safer California Bulletin Board) and visit Exhibitors Virtual Ballroom

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1:00 PM 5th Plenary Keynote Speaker

Communicating with Groups of All Ages—How to Communicate with Different Age Groups Using Appropriate Words, and Messaging Methods.

Jean M. Twenge, Ph.D. Professor of Psychology at SDSU

- *Participants will gain knowledge about the differences in communication and messaging for the same health and safety issues, but with different age groups.*
- *Participants will gain knowledge about communication and messaging resources to use when strategically planning their communication activities around local unintentional injury prevention strategic planning.*

1:30 PM 6th Plenary Session

Youth Panel—Young People (16 through early 20s years-old) will Discuss their Perception of Prevention Messaging and Programs Effecting Children and Youth: Sharing their views of prevention and suggestions for making better connections with their age group.

- *Participants will gain knowledge of the role and contributions younger Californian's do make and can make on unintentional injury prevention at the community level in California.*
- *Participants will gain knowledge of the perspective of youth in California regarding unintentional injury prevention strategies focused on younger populations in California, and how to partner with youth on unintentional injury prevention at the local community level.*
- *Participants will gain knowledge about what messaging, messaging mechanisms/ platforms and language work best for reaching California's youth on unintentional injury issues at the community level.*

2:30 PM Break

2:45 PM Workshops | Session 2 (Choose one Workshop)

2A | Drowning Prevention—Open Bodies of Water Panel

- *Participants will gain knowledge of the unique drowning issues associated with open bodies of water (e.g. lakes, ocean, rivers, canals, etc.).*
- *Participants will gain knowledge about successful evidence-based open bodies of water strategies utilized in other states.*
- *Participants will gain knowledge of resources to bring open bodies of water, safer3 water safety, rescue training, CPR training, and other prevention resources into local community unintentional injury prevention programs and coalitions.*

Day One (Nov 17th):

Big Picture Issues Helpful for the Success of Local Coalitions and Programs.



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2B | Home Safety—Window falls, furniture and stair falls, and gun safety

- Participants will gain knowledge about childhood falls unintentional injury issues, especially about window falls and other in-home fall issues.
- Participants will gain knowledge about evidenced-based local and statewide programs addressing residential building window fall prevention, including resources available to support local coalition or program window fall prevention.
- Participants will gain knowledge about existing successful local community models that have been or are being conducted in California communities.

2C | Bicycle and Pedestrian Safety

- Participants will gain knowledge about childhood and youth bicycle and pedestrian unintentional injury issues in California, including data and research information sources.
- Participants will gain knowledge about childhood and youth focused bicycle and pedestrian safety evidence-based programs that are in place at the community level in California.
- Participants will gain knowledge about California’s bicycle helmet law - requiring all children and teens up through age 18 to wear a safety helmet when riding their bicycle, skateboard, and scooter - how the law is structured, especially the newest 2018 legislation making bicycle helmet violation citations a “fix-it-ticket” requiring violators to take a bicycle safety course to have the ticket waived, and how local coalitions and programs can utilize the new fix-it-ticket to enhance their bicycle helmet safety programs.

2D | Mental Health and Suicide Prevention

- Participants will gain knowledge of California’s mental health and counseling programs available to children, youth, and their families.
- Participants will gain knowledge about the role prescription medications and firearms have in child and youth suicide, and prevention strategies to address in the home and in the community regarding access to prescription medication and guns.
- Participants will gain knowledge about suicide prevention resources and crisis line resources in California and strategies to increase families, young persons’, and children’s knowledge about suicide crisis resources.
- Participants will gain knowledge about the role affected families can play locally to help enhance suicide prevention in their communities.

3:45 PM Regular First Day Session Closing Remarks



Additional Safer California conference CEU Training Sessions: To be held the Monday before the opening day of the Virtual Conference, November 16, 2020, beginning at 2:00pm – 4pm or 6pm

1. Child Passenger Safety Showcasing Children's Hospitals' Virtual Model Created to respond to COVID-19

Lead by (TBD)

- Certified CPS (Child Passenger Safety) technicians and CPS trainers will gain knowledge about a model of virtual safety seat training for parents and caregivers, vetted and being used by children's hospitals.
- Certified CPS technicians and CPS trainers will gain knowledge about on-going training resources in California and resources available through the CA Department of Public Health Injury and Violence Prevention Branch's Vehicle Occupant Safety Program, CA Highway Patrol, and CA Office of Traffic Safety.
- Certified CPS technicians and CPS trainers will gain knowledge about how safety seat virtual training for parents and caregivers will continue even after COVID-19.

2. Communications and Messaging Training

How to use your smart phone and other social media communication platforms with Communication and Messaging Trainer Kerry Shearer. To register and pay for this special Communication and Messaging training session ([Register and Pay Here](#)).

- Participants will gain knowledge about how to increase their existing communication and messaging programs to better reach the families, communities, local government, funders, and children in the communities they are focused on regarding unintentional injury prevention.
- Participants will gain knowledge about how to better utilize their smart phones as a core tool in creating successful unintentional injury prevention messaging.
- Participants will gain knowledge about inexpensive and obtainable devices and tools to use with their smart phones to enhance their unintentional injury prevention local community communications programs.

3. EMS First Responders Training on How to Engage in Prevention and Safety in the Communities You Serve

Paul Maxwell, Paramedic, Director and John Ehrhart, Paramedic, Director, CA Paramedic Foundation Trainers

- Participants will gain knowledge about the importance of and how first responders can effectively and successfully engage in unintentional injury prevention in the communities they serve.
- Participants will gain knowledge about tool kits available to help Emergency Medical Services (EMS) first responders to provide them with the tools to successfully engage in health and safety prevention issues in the communities they serve.
- Participants will gain knowledge of existing local and statewide coalitions to partner with to be successfully engaged in unintentional injury prevention at the community level and statewide in California.

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Plenary Session on Race & Unintentional Injury Prevention followed by Issue Workshops on Leading Causes of Death & Hospitalizations for California's Children and Youth.

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AGENDA and Each Session
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(Continued)

8:55 AM Second Day Welcome and Introductory Remarks

9:00 AM 7th Plenary Keynote Presenters

Community Audits of Roadway, Traffic Safety, and Change Advocacy – Vehicle Safety – Advocating for safer roadways, correcting crash “hot spots,” courts’ enforcement impact on traffic safety.

Pat Hines, Safe Moves and Nora Rose Hines Foundation, Kelly Browning Ph.D., Impact Teen Drivers lead presenters (*invited*)

- Participants will gain increased knowledge of a local community model of engagement involving injury prevention and traffic safety experts and youth that addresses making roadways safer for vehicles, bicycles, and pedestrians.
- Participants will gain increased knowledge about an example of engaging younger Californians at the local level directly in assessing, auditing, and advocating for change regarding unintentional injury issues, which can be translated to help address local drowning prevention, bicycle/vehicle/pedestrian safety, sports safety, poisoning safety, window fall safety, playground safety inspections, as examples.
- Participants will gain increased knowledge about a means to partner with programs and organizations already focused on students and youth working on unintentional injury prevention.

10:00 AM Break

10:15 AM Workshops | Session 3 (*Choose one Workshop*)

3A | Vehicle safety—Teen and Youth Driver Safety Panel

- Participants will gain knowledge about why 16 through 20-year-old novice drivers involved crashes are the leading cause of child and youth unintentional injury hospitalizations and death issues in California, and where such injury data exists.
- Participants will gain knowledge about research showing how the California Graduated Driver License program impacts fatal and severe vehicle injury crashes resulting in decreased loss of life and hospitalizations due to teen driver involved crashes.
- Participants will gain knowledge about existing statewide and local programs engaging teens, parents, caregivers, and youth in novice driver safety, including reducing distracted driving, driving under the influence of alcohol and drugs, and safe driving practices.

3B | Burns Safety Panel

- Participants will gain knowledge about how and why burn issues are one of the leading causes of unintentional injury issues for children and youth, and where data and incident information about burn issues can be obtained.
- Participants will gain knowledge about resources in California to support local coalition unintentional injury burn prevention programs and projects.
- Participants will gain knowledge about resources in California to provide mental health treatment and support, including life skills and peer to peer support for child and youth burn victims.

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AGENDA and Each Session
Core Learning Objectives
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3C | Traffic Safety and Technology Panel

- Participants will gain knowledge about the various technology advancements being considered nationally in vehicle design, and state law involving:
 - Telematics to help drivers improve their safe driving behaviors
 - School bus stop law video enforcement technology
 - Distracted driving behavior modification tools to stop distracted driving
 - Speed camera enforcement technology – law enforcement perspectives, challenges and proposed solutions
 - Kids left in vehicle warning technology
- Participants will gain knowledge of opportunities and roles of local coalitions regarding safety technology.
- Participants will gain knowledge of privacy rights issues, challenges, and solutions involving traffic safety technology.

3D | Drowning Prevention—Pool and Home Water Safety

- Participants will gain knowledge about residential and home drowning issues in California, and how to access information about data on and about this childhood unintentional injury issue.
- Participants will gain knowledge about CA's Pool Safety Act addressing residential pool drowning prevention, and how to help increase other community members' knowledge about this important childhood unintentional injury issue.
- Participants will gain knowledge of existing local community evidence-based pool and home water safety programs.

11:15 AM Break— Free time to view Exhibitors Virtual Ballroom, and Participate in Attendee set up Chat Rooms

12:30 PM 8th Plenary Keynote Session

Prevention in an Era of COVID and other Disasters—Impact on Community Level Unintentional Injury (UI) Prevention: What Impact Pandemics and Disasters have on UI Prevention Work at the Local Community Level

Key Note Presenter Phyllis Agran, MD, MPH, MA, FAAP, Founder, Clinic in the Park, Professor Emeritus, UCI School of Medicine, Department of Pediatrics, Child Injury Prevention Research AAP-National, Executive Committee, Council on Injury & Violence Prevention and Board member AAP-CA, Orange County Commission on Injury and Violence Prevention, and Moderator, followed by Real-World Examples—Panel of Three Local Coalition Leaders COVID experiences, and Interactive Dialogue with Conference Participants.

- Participants will gain knowledge about how COVID-19 impacted California's childhood and youth unintentional injury prevention programs, coalitions and institutions, and examples of how local programs, coalitions and organizations pivoted to keep working on unintentional injury at the local community level.



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- Participants will gain knowledge about what resources are available to help local unintentional injury prevention strategic planning for local coalitions and programs.
- Participants will gain knowledge about real world examples in California how local coalitions and programs working on unintentional injury prevention adjusted to the new norm created by the global pandemic.

1:30 PM Break

1:45 PM Workshops | Session 4 (Choose one Workshop)

4A | Non-traffic vehicle safety (Keeping kids safe in and around motor vehicles: heatstroke, driveway, and parking lot backovers & frontovers)

- Participants will gain knowledge about heat stroke and young children left in cars, and evidence-based prevention program resources.
- Participants will gain knowledge about driveway and parking lot backovers and frontovers, child entrapment -accessing unlocked parked vehicles, and prevention programs in place and resources to address these issues at the community level.
- Participants will gain knowledge about successful education campaigns and messaging addressing prevention of heat stroke/kids left in vehicles, driveway/parking lot backovers and frontovers, and preventing vehicle entrapment.

4B | Affected Families – Local coalition and program prevention work involving affected families, who have lost a child or youth to unintentional injury, and innovative ways affected families are making a difference in unintentional injury prevention across the state.

- Participants will gain knowledge how affected families and siblings can connect with local prevention coalitions and programs in their local area, and local coalitions will gain knowledge how to engage affected families respectfully and successfully at the community level.
- Participants will gain knowledge of specific prevention programs in place in California carried out by affected families, which can be replicated in other communities in California.
- Participants will gain knowledge of issues affected families face when actively engaged in unintentional injury prevention, and peer-to-peer networking support resources in California.
- Participants will gain knowledge of unintentional injury prevention advocacy and how to utilize the Spectrum of Prevention to gauge the level of community impact they are engaged in.

AGENDA and Each Session
Core Learning Objectives
(Continued)



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4C | Tools to help engage your communities' first responders in community prevention —John Ehrhart and Paul Maxwell, CA Paramedic Foundation

- Participants will gain knowledge of resources available to increase success in engaging Emergency Medical Services (EMS) first responders (e.g. Paramedics, EMTs, firefighters, law enforcement, trauma hospital staff) in local prevention programs and coalitions.
- Participants will gain knowledge of how to access and use the CA Paramedic RAP (Risk Assessment & Programming) tool kit and prevention advocacy programs available in California.
- Participants will gain knowledge of how California's Emergency Medical Services Authority, EMS first responders, and Local Emergency Medical Services Administrations (LEMSAs) are set up and organized in California, to enhance working with California's EMS personnel to support local unintentional injury prevention coalitions and programs.

2:45 PM Break

3:00 PM Keynote Closing Keynote Speakers

What Drives Us—The Motivation to End Unintentional Injury as the Leading Cause of Death and Hospitalizations for California's Children and Youth.

3:20 PM Looking Ahead to 2021 In Person Safer California Conference Updates and Closing Remarks

3:30 PM Adjourn

