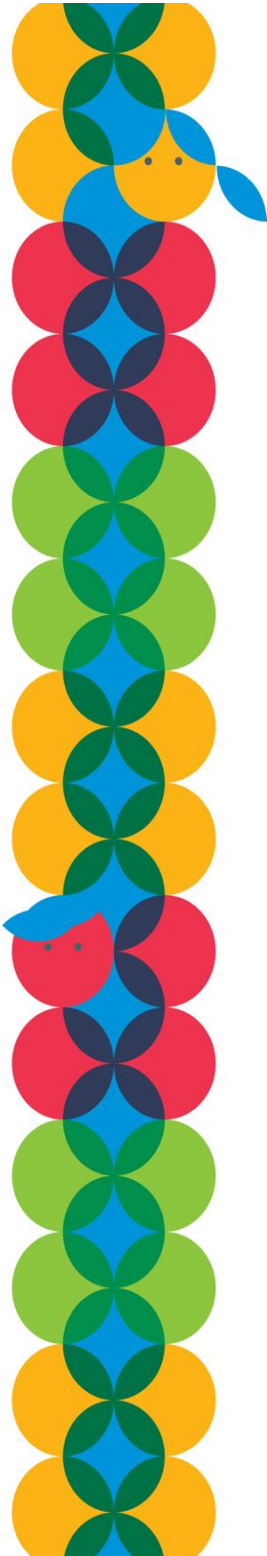




Coalition Handbook

Revised September 2023





Safe Kids Coalition Handbook

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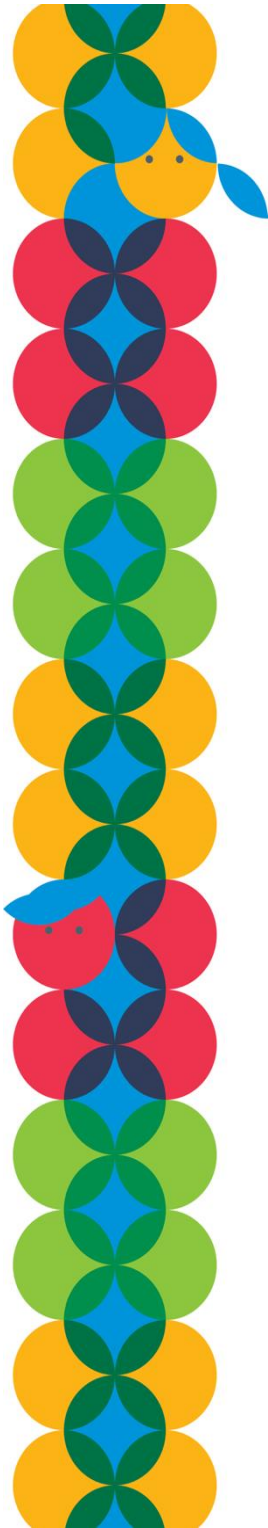
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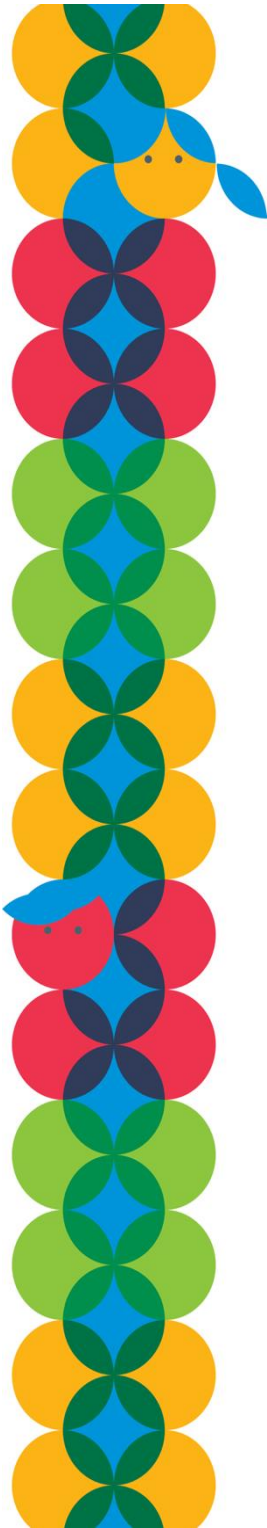
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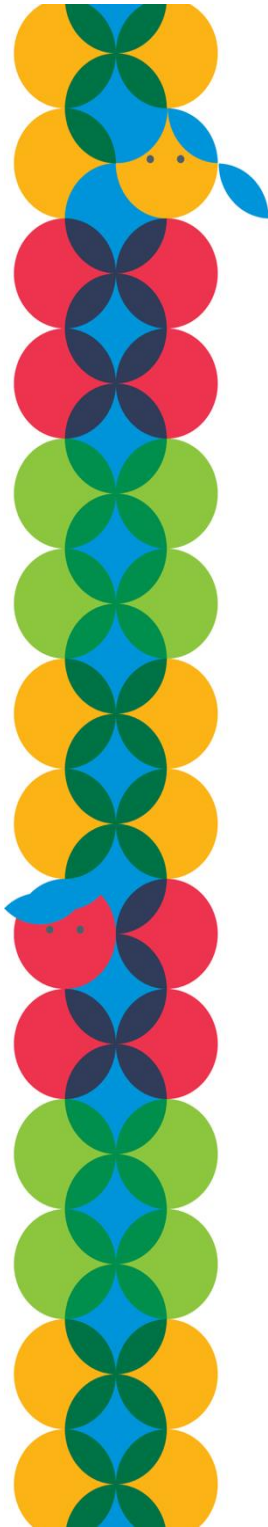
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Chapter 1

Safe Kids Worldwide Overview

Who We Are

Safe Kids Worldwide is a nonprofit organization working to reduce unintentional injuries to children ages 0-14 and build equitable and sustained systems that support injury prevention. Safe Kids works with strategic partners and an extensive network of more than 400 coalitions in the U.S. to reduce traffic injuries, drownings, sleep-related deaths, falls, burns, poisonings, and more. We achieve this work through a public health approach that includes research, interventions to educate and raise awareness, safety device distribution and advocacy at the federal, state, and local levels. Our comprehensive model puts the issue and families with children at the center of all that we do and makes us one of the most experienced, multi-dimensional, and knowledgeable organizations in the childhood injury space.

At Safe Kids, a commitment to equity in child safety is critical to achieving our mission to keep all kids safe from preventable injuries. Since 1988, Safe Kids and its partners have contributed to a more than 60 percent reduction in the rate of fatal childhood unintentional injury in the U.S. Despite this significant progress, we recognize that if we are to protect every child from preventable injury, we must prioritize our efforts on identifying and engaging with groups that have been marginalized and underserved and are at increased risk. It is also clear that while our efforts to raise awareness and educate families need to continue, we also need to pivot to change the systems and structures that have created the inequities we see today. When we prioritize equity, every child benefits.

Our strategic framework includes prioritizing equity and impact, gathering evidence in practice, designing education and awareness interventions, advocating for laws and policies, and sustaining systems change.

Safe Kids Worldwide Departments

The following departments all work together to help Safe Kids reach children and families throughout the United States and around the world. Meet our Safe Kids Worldwide [team](#) at the National office who are here to help.

Executive: The Executive Department provides oversight and support for the research, programs, advocacy, and awareness activities that happen across the organization and throughout the coalition network. We help administer various aspects of the organization's day-to-day business, including human resources, grants and contracts, and board governance.

Network: The Network Department provides professional guidance and capacity-building support to help maintain and strengthen the Safe Kids network, with a focus on U.S. coalitions. We work to maintain, strengthen, and grow the network through assessments, working groups, monthly meetings with State Leaders, and training for new coordinators. We also produce a monthly e-newsletter called *Kaleidoscope* and coordinate the Safe Kids Network Members Resource Center, which provides our network with resources for education and awareness-raising activities in their communities.

Research: The Research Department works to ensure the scientific integrity of our organization's childhood injury prevention efforts. We ensure that all our efforts are data-driven and evidence-informed, including educational, advocacy, and awareness efforts, and evaluation activities. We explore how and why injuries happen, identify the evidence base for possible solutions, and work with the Programs Department to evaluate the resulting programs.

Programs: The Programs Department develops evidence-informed programs and initiatives to engage communities in child injury prevention through education, awareness, and environmental changes. We collaborate with Safe Kids members and partners around the world to implement programs that provide information and resources to educate families, influence behavior changes, and impact child safety.

The following program teams work to keep kids safe at home, at play, and on the way:

- **Road Safety Team:** Whether it is how to use and install car seats, education about the danger of heatstroke, or how to make school zones safer, we provide the tips and information families need to keep their kids safe in the car and on the road. Our education and awareness efforts address a variety of road-related topics, including child passenger safety, teen driver safety, pedestrian and bike safety, and railroad safety. Additionally, Safe Kids serves as the certifying body for the National CPS Certification Training Program that certifies CPS technicians and instructors. Since the CPS certification program began in 1997, more than 180,000 people have successfully completed the CPS Certification Course, and there are currently 32,000 certified CPS technicians and instructors.
- **Home and Play Safety Team:** We help families protect their children from falls, drowning, burns, poisonings, play-related injuries, and more so that kids get the freedom that comes from being active, healthy, and safe at home.

Marketing and Communication: The Marketing and Communications Department produces highly visible campaigns and uses digital tools to raise awareness, educate families and communities, and ultimately inspire behavior change. We create and share resources with the network that can be customized or used directly for local communities. These resources include an editorial calendar, videos and b-roll, social media guides, and sample press releases.

Public Policy: The Public Policy Department works with the Safe Kids network to spread the word about injury prevention and engages state legislatures, city councils, and school boards to advocate on behalf of children at a local level. Similarly, we partner with lawmakers and regulators in Congress and in federal agencies to elevate child safety issues at a national level.



Development: The Development Department is responsible for building relationships with prospective funders and donors to expand the organization’s resources, capacity, and reach. Corporate partnerships play a key role in meeting revenue, but individual giving and foundations are growing opportunities to diversify funding.

Operations: The Operations Department is responsible for supporting the organization through information technology, finance, and ad hoc projects. We collaborate closely with our parent organization, Children’s National Hospital, to ensure staff has the tools, resources, and information needed to complete their important everyday work.

Safe Kids Worldwide Board of Directors

Meet our distinguished Board of Directors who provide guidance and direction to the organization. [Safe Kids Worldwide Board of Directors](#)

Safe Kids Worldwide Sponsors

Meet our generous [supporters and sponsors](#) who provide mission and risk area support.

Safe Kids Worldwide Strategic Partners

Safe Kids Worldwide strives to partners with other like-minded organizations to share resources and information. These partnerships are highlighted in *Kaleidoscope* and include joint webinars, shared social media, and conference engagement.

Safe Kids U.S. Network Structure

The Safe Kids U.S. network consists of more than 400 coalitions representing 47 states and the District of Columbia. The U.S. network consists of four main entities: Safe Kids Worldwide, State Leads, Coalitions, and Lead Agencies. Each entity has specific roles and responsibilities which are described in Chapter 2. As part of our efforts to strengthen the network, Safe Kids conducts annual assessments to understand the work that is being done around priority risk areas. The most recent report, the [2022 Network Assessment Report](#) captures 2022 data. For additional information on the assessment process, please see Chapter 2.

Strength of the Safe Kids Brand

The Safe Kids Worldwide brand is widely embraced because of our people and partnerships, our impact and expertise, our voice and our reach, our assets, and opportunities. Learn more about the [Strength of the Safe Kids Brand](#).

Strategic Plan

In July 2023, Safe Kids Worldwide launched a new 3-year strategic plan that outlines concerted efforts to begin to address inequities in child safety and strategic focus on child passenger safety, safe sleep, water safety and overall activities to better meet the needs of groups that have been marginalized and underserved. An overview of the Strategic Plan will be available in fall 2023.



Risk Area Overview

This section will be updated with language from the new Strategic Plan.

Key Program Materials

- [Ultimate Car Seat Guide](#)

The [Ultimate Car Seat Guide](#) is an online, interactive tool that provides expert guidance to parents on everything from how to fit a child into a car seat to how to know when it is time to move to a new type of seat. Incorrect use of car seats can triple the likelihood of serious injury from a crash. Safe Kids Worldwide has created the Ultimate Car Seat Guide to help you ensure that parents in your community use their child's car seat properly. It is available in [English](#) and [Spanish](#).

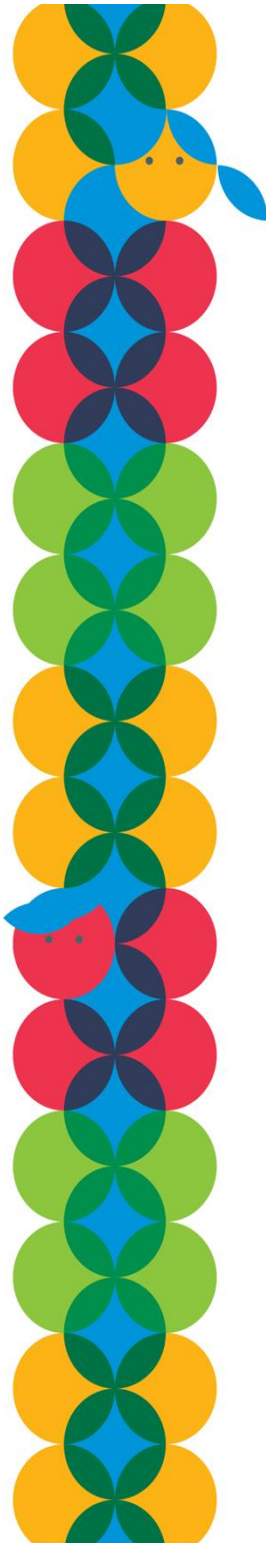
- [Parent's Guide to Child Safety](#)

[The Parent's Guide to Child Safety](#) is a comprehensive 24-page booklet with expert advice and top tips to help families reduce risks, prevent injuries, and keep kids safe at home, at play, and on the way. This guide, created in English and Spanish, is also available in formats that allow for social media posts. In addition, there is an English version of the guide in presentation format for in-person and virtual classes.

- [Family Safety Activity Book](#)

The [Family Safety Activity Book](#) includes a maze, word search, coloring pages, puzzles, and other exciting games to keep you and your kids entertained and safe at home, at play and on the way. Individual pages are also available for printing and social media use. Available in English and Spanish.





Chapter 2

Organizational Roles and Requirements

Roles and Responsibilities

Safe Kids Worldwide

Safe Kids Worldwide, based in Washington, D.C., works with global partners and an extensive network of state and local coalitions in the U.S. to reduce traffic injuries, drowning, falls, burns, poisonings, and more. The Safe Kids staff works to support the efforts of coalitions with research, evidence-based programs, best practices, as well as guidance in advocacy, public relations, and development.

Safe Kids Worldwide responsibilities include the following:

- Develop and provide comprehensive program and support materials on a multitude of child injury risk areas and provide those materials and resources to the Lead Agency at minimal or no cost whenever possible.
- Work with national media, policymakers, and corporations, as well as other national organizations, to build strong and effective support for childhood injury prevention programs.
- Provide opportunities for coalitions to apply for grant funding from Safe Kids, when such funding is available. Grant processes are competitive, and Safe Kids does not guarantee that grant funding will be awarded to each coalition that applies for such funding.
- Provide support through telephone consultations, virtual meetings, webinars, and when possible, site visits, conferences, and training programs. Safe Kids will also provide expert recommendations, up-to-date information, and resources on injury prevention topics, partner activities, grant opportunities, training, and organizational updates.
- Provide customizable communication materials on child injury risk areas for distribution and maintain a comprehensive up-to-date public website and member-only Network Members Resource Center on child injury prevention.
- Provide advocacy materials and consultation assistance on state and local policy initiatives.
- Provide opportunities for Lead Agency to collaborate on research on child injury trends and program evaluation.
- License the Lead Agency to use the trademarks and service marks owned by Safe Kids (including any and all variations and combinations thereof) known as the SKW Marks, and to grant sublicenses, solely for the purposes of, and in a manner consistent with, attaining the goals and objectives of Safe Kids.

- Provide the Lead Agency with Coalition logo formats to be used in connection with the Lead Agency and Coalition activities pursuant to the trademark license provisions and the Safe Kids Brand Guidelines and Co-Branding Policy.
- Authorize the Lead Agency and Coalition to register in its own name domain names that include the Safe Kids name and to use trade names that include the Safe Kids name consistent with the terms of the Coalition Agreement.

State Leads

Safe Kids Worldwide is working with State Leads to there is ensure mission alignment and active engagement with the Headquarters, that they are promoting statewide data support and dissemination, working as advocacy liaisons to improve policies affecting child injury prevention, working to increase coordination and collaboration on key injury issues that SKW is engaged in by initiating, facilitating or supporting coalition participation in multidisciplinary groups of key state level organizations and individuals, facilitating the sharing of funding opportunities with coalition and statewide partners, and building bridges to unite coalitions to increase communication. New agreements with State Leads will be occurring in Fall 2023.

Coalitions are not required, but are strongly encouraged, to engage with their Safe Kids State Lead. Benefits of engaging with State Leads include participation in State meetings, events, networking with other child injury prevention professionals, trainings, and may include funding and other resources. Some State Leads may have Memorandums of Understanding (MOUs) with coalitions, separate from SKW, to facilitate provision of additional resources, which may involve additional reporting requirements beyond what SKW requests.

Coalitions

Coalitions provide programming and awareness, advocacy, research and evaluation at the city, county, or regional level. Their efforts are led by the Lead Agencies. While the Lead Agency is ultimately responsible for meeting Safe Kids requirements, the coalition is expected to provide support to ensure these deliverables are met. Additional guidance for the coalition can be found in the following chapters.

Coalition Lead Agency

Lead Agencies are legal entities that serve as the host or parent organization for the Safe Kids coalition. Lead Agencies should have mission alignment with Safe Kids Worldwide and are responsible for ensuring that the coalition meets the deliverables outlined below. Currently, 45 percent of coalitions are led by a Children's Hospital or adult hospital, 23 percent by health departments, 12 percent by nonprofits and the rest are a combination of fire, EMS, law enforcement, government, and other organizations and businesses.

Lead Agency responsibilities include the following:

- Build and maintain a broad-based community coalition of individuals and organizational members to address childhood injury prevention that will meet regularly. Ensure program activities are being planned and implemented to address the most prevalent unintentional



childhood injuries in the Coalition Catchment Area. Plans should include preventive activities that cover all children, including groups that have been marginalized and underserved.

- The Coalition will identify the geographic area containing the counties of requested partnership (the “Coalition Catchment Area”) and provide the most current U.S. Census population (adults and children) for this Coalition Catchment Area. Coalition must demonstrate activities and have partners in the territory as defined above.
- Work towards an engagement target of 5 percent of the general population in the Coalition Catchment Area listed in Section III.2 made up of the combined efforts of all coalition partners. Coalition activities/services counting toward the engagement target include awareness raising community events, direct or virtual educational sessions/programs, public policy advocacy activities and other services to reach children, parents and caregivers, educators, and other decision makers in the community with information and devices aimed at reducing unintentional injury to children. Coalition activities not counting toward the engagement target include traditional or social media campaigns. More information about how the 5 percent target is measured is included on page 12.
- Host a Safe Kids Week activity annually. Safe Kids Week is recognized on the second week of May.
- Ensure coalition strives to follow the best practice recommendations in the Safe Kids Worldwide Coalition Handbook which outlines organizational roles and responsibilities.
- Identify a paid staff person, to serve as the Coalition coordinator (“Coalition Coordinator”) and to be primarily responsible for overall Coalition coordination, development, and sustainability. These responsibilities may already be a part of the Coalition Coordinator’s ongoing work in childhood injury prevention or health promotion. The Coalition Coordinator will serve as the primary liaison between the Lead Agency, Coalition and Safe Kids, and be responsible for meeting the reporting requirements of Safe Kids. The Lead Agency may change the Coalition Coordinator from time to time by providing written notice to Safe Kids in accordance with Section V.2 specifying the name and contact information for the new Coalition Coordinator. Lead Agency will identify Supervisor or other designated employee (See Exhibit 1) as Interim Coordinator until position is filled, which should not exceed 120 days. Provide necessary administrative support and basic equipment as needed to manage the Coalition’s activities.
- Unless prohibited by law or by its governing documents, oversee the Coalition’s efforts to secure and raise funds and in-kind contributions to ensure implementation of Coalition activities. Where prohibited by law, identify alternate mechanism to accept funds (e.g., coalition member, establish separate 501(c)(3)) to accept funds.)
- Provide the financial resources for the Coalition Coordinator or designated Coalition representative to attend the biannual Safe Kids Worldwide Childhood Injury Prevention



Convention (PrevCon), including, but not limited to, the necessary time to attend the convention, travel, lodging and registration.

- Submit Safe Kids assessment reports by a date communicated by Safe Kids, including but not limited to Coalition Profile (collected annually), Activity Level Survey (collected every three years, and Coalition Needs Assessment (collected every five years). In addition, upon request, the Lead Agency, through the Coalition Coordinator, will provide Safe Kids with copies of the following documents: activity reports, meeting minutes, coalition partner list, locally produced materials, including samples of materials that incorporate the SKW Marks, and other documents as may be reasonably requested.
- Based on local or state data, develop a 3-year data-driven Coalition Action Plan. The plan should include partnerships, proposed activities and events, and evaluation measures. This plan will be submitted within 120 days of signed date of contract. A template of the plan can be found on page 13 of this document.
- Comply with the Safe Kids Worldwide Brand Guidelines, Co-Branding Policy and trademark licensing and sublicensing requirements when producing program materials or otherwise using the SKW Marks as found on Safe Kids Network Members Resource Center. Include the Lead Agency and Coalition logo provided by Safe Kids in all materials related to Coalition activities.
- Lead Agency (the “Indemnifying Party”) agrees to defend and indemnify Safe Kids, its employees, officers, directors, members, affiliates, assigns or successors (the “Indemnified Parties”) and hold the Indemnified Parties harmless against any and all third-party claims, causes of action, suits, losses, damages, judgments, awards, petitions, demands, liabilities, costs and expenses (including reasonable attorneys’ fees) to which the Indemnified Parties may become subject as a result of claims made against the Indemnified Parties arising from or as a result of the Indemnifying Party’s or its employee’s or agent’s: (a) breach or nonperformance of this Agreement including improper use of the SKW Marks; (b) infringement or alleged infringement of the intellectual property rights of a third party; (c) negligence or willful acts or omissions; (d) any alleged or actual violation of applicable law, rule or regulation related to the Indemnifying Party’s obligations under this Agreement; and (e) any events or activities of the Indemnifying Party undertaken in connection with this Agreement or related to Safe Kids; provided, however, that this indemnification shall not apply to any claims or actions resulting solely from the negligent or willful misconduct of the Indemnified Parties.
- Lead Agency cannot assign, subcontract or delegate its rights, responsibilities or duties under this Agreement, except as to providing a sublicense to use the SKW Marks, without the prior written consent of Safe Kids, which consent Safe Kids may withhold in its discretion.
- Ensure coalition builds community brand awareness through support of a coalition website and/or social media channel (or utilize the Lead Agency’s channels to promote coalition activities) and engagement with media, which may include submitting press releases, hosting press conferences, conducting radio or television interviews, or Facebook Live events.



Model Coalition

The following Core Attributes of a coalition identify those characteristics that will help ensure that the coalition is set up for success. Model coalition status is considered “best practice” and coalitions should strive to meet these characteristics going forward. Safe Kids Worldwide will be developing capacity building webinars and resources to assist in this effort.

- **Committed Lead Agency:** The coalition is led by a lead agency that is committed to reducing child injury and provides strong support to coalition efforts, including financial support to the coalition through staffing and other means.
- **Data Driven Child Injury Prevention:** At a minimum, the coalition addresses risk areas consistent with Safe Kids Worldwide’s mission based on a review of the best available fatal and non-fatal injury data for children up to 14-years-old. The coalition works to prevent injuries in these risk areas through evidence-based/informed education and programming and, where available, using localized data to understand child injury risk at the local level and to identify populations at increased risk.
- **Diverse Partnerships:** The coalition maintains and builds its support, strength, and reach through diverse partners, members, and volunteers. Partners also should include representation of individuals or organizations working to address high-risk and underserved populations.
- **Leader in Child Injury Prevention:** The coalition strives to be a go-to resource for families in its community on child injury prevention topics. The lead agency and coalition have a communications strategy that includes a multi-modal approach to community level prevention, education, and awareness by utilizing print, social, digital, and in-person strategies.
- **Safe Kids Worldwide and State Lead Engagement:** The coalition is engaged with Safe Kids at the national level and state level. Examples of Safe Kids Worldwide engagement include attendance at PrevCon, participation in campaigns and grants, involvement in Safe Kids continuing education as an attendee or speaker, and helping to amplify Safe Kids messaging by sharing social media posts when possible. Examples of state engagement include participation in state meetings, conference calls, and networking.

Additional recommendations for an effective coalition can be found in Chapter 10 – Best Practices.

Coordinator Job Description

While each lead agency has a description of the role that the coordinator plays within their organization, a clear understanding of coordinator duties is helpful when training or recruiting employees. A [sample job description](#) can be found in the Resource Center. Job descriptions vary by type of lead agency, size of lead agency, and size of community being served. Some Safe Kids Coordinators perform their duties as



full-time coordinators while many other coordinators handle Safe Kids duties as one of several responsibilities within their lead agency.

Coalition Reporting: Network Assessment

Safe Kids Worldwide collects information from coalitions to understand coalition structure and activities, to provide better support, and to strengthen the Safe Kids Network. The assessment is divided into three survey tools: the Coalition Profile, the Coalition Activity Level Assessment, and the Coalition Needs Assessment. The Coalition Profile is completed annually and collects information about coalition structure and outreach. The Coalition Activity Level Assessment gathers information on a coalition's level of four types of injury prevention activity across a broad list of injury issues and is repeated every three years. The Coalition Needs Assessment gathers information on current capacity building needs and is repeated every three to five years.

Brand Guidelines

Safe Kids has created a comprehensive guide that includes ways to talk about Safe Kids, the visual elements of the brand system, the governing rules for its use, examples of how it comes together across sample applications, and a style guide to help us keep writing styles consistent. These guidelines are designed to help build and protect our brand and enable us to maintain a unified Safe Kids expression. Please keep in mind that the coalition logo should be used in all Safe Kids promotions.



The [Brand Guidelines](#) can be found on the Resource Center.

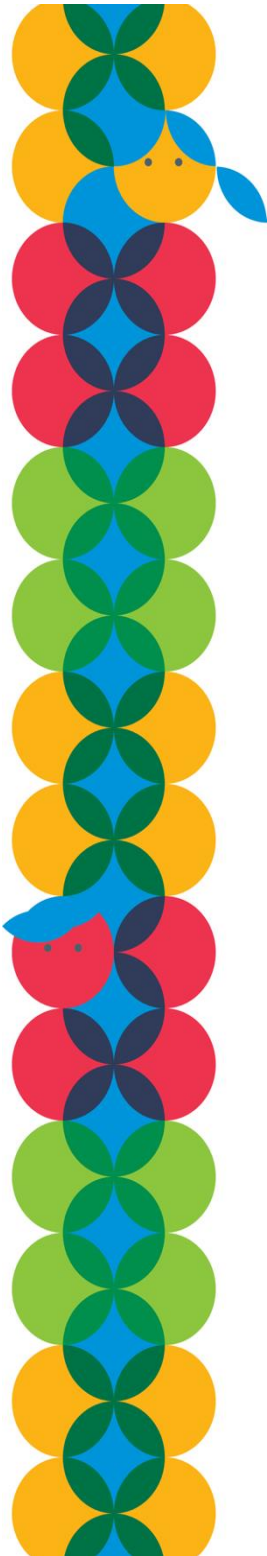
Co-Branding Policy

Several Safe Kids Worldwide pieces can be co-branded with your local coalition logo and a lead agency logo, but not all of them. Please refer to the [Co-Branding Policy](#) for clarification. It is recommended to share the Branding Guidelines and Co-Branding Policy with your Marketing/Communications team at your lead agency.

Safe Kids Coalition Logos

Each Safe Kids coalition has its own Safe Kids logo that should be used on coalition materials. These [logos](#) can be downloaded from the Resource Center. The Safe Kids Worldwide logo should appear only on pieces that originated in the national office. Coalitions may add their logo to some of these pieces, as stipulated in the Co-Branding Policy. There should not be any other need for coalitions to place the Safe Kids Worldwide logo on their own materials.





Chapter 3 Communication Resources

Kaleidoscope

Kaleidoscope is the monthly e-newsletter designed to keep coordinators and lead agency staff informed about the latest Safe Kids news and available resources. This information includes upcoming grants, webinars, program resources, coalition spotlights, new research, and much more. You can find [past issues](#) on the Resource Center.

Network Members Resource Center

The Safe Kids Network Members Resource Center, aka [Resource Center](#), is the one-stop intranet site for Coalition Coordinators. This site provides resources on Safe Kids risk areas, including videos, talking points, press releases, social media guides, and fact sheets. Easy access to the most frequently used items can be found by clicking on the Quick Links or the buttons on the right side of screen. To access the Resource Center, visit members.safekids.org. To access the Resource Center for the first time or if you're having any problems logging in, please send your name and email to info@safekids.org.

The Resource Center also provides an opportunity for coordinators to learn from each other by sharing successful programs with your fellow coordinators. Check out the [Coalition Shared Resource](#) section where coalitions can find program ideas, sample brochures and layouts, display items, posters, PSAs, and much more. We are all in this together so please upload your great resources and help your fellow coordinators along the way.

Editorial Calendar

It is helpful for the Network to know about upcoming safety observances and Safe Kids Worldwide campaigns. This information can be found easily by referring to the [Editorial Calendar](#) on the Resource Center.

To help support your social media efforts, coalitions can go to the [Resource Center](#) to find a corresponding social media post and image for each item listed on the Editorial Calendar.

Town Hall Meetings

Safe Kids Worldwide hosts Network town hall meetings to provide updates on key initiatives, direction, and priorities for Safe Kids. These Town Halls are a great way to interact with Safe Kids Worldwide President Torine Creppy and staff, ask questions, and learn about all the resources that will help make your job easier. Town Hall dates will be promoted in *Kaleidoscope* and through monthly emails to the Network.



PrevCon

The Safe Kids Worldwide Childhood Injury Prevention Convention, or PrevCon, is the largest meeting in the world dedicated solely to the field of unintentional childhood injury prevention. Safe Kids coalition members, top safety experts, and partners from around the world join at PrevCon to learn more about evidence-informed injury-prevention strategies, discover helpful resources, fuel creativity, and make lasting connections. PrevCon is offered every other year, either virtually or in-person, and provides opportunities for coordinators and participants to receive continuing education credits.

Safe Kids Websites

Safe Kids utilizes multiple websites and platforms. Login information varies by site.

Safe Kids Worldwide website – www.safekids.org

This is our public facing website where parents, caregivers, media, and coalition members can find tips, blogs, videos, downloadable materials, information about our coalitions, and much more.

- No username or password.

Safe Kids Network Members Resource Center – <https://members.safekids.org>

This is the intranet for Coalition Coordinators and key coalition members. This is where you will find program, research, communication, advocacy, and Network resources. See additional information about this site on the previous page. At a minimum, coordinators might find this helpful to access the site monthly for updates and current program resources.

- Username: your email address
- Password: temporary password assigned by system or updated one

Safe Kids Program Management Tool – <https://www.safekidsweb.org>

This is our grant management website where you will apply for grants, submit evaluation reports, and enter your CPS events and forms. More information on this site can be found in Chapter 4.

- Username: Coalition ID (5-8 digit # assigned by Safe Kids Worldwide; this is **NOT** your CPS technician number!)
- Password: Coalition ID + 2-digit state abbreviation (ex. 98765MO)

National Child Passenger Safety Certification site – <https://cert.safekids.org>

The National Child Passenger Safety Certification Training Program (CPS certification program) certifies people as child passenger safety technicians and instructors. More information on this site can be found in Chapter 4.

- Username: If you have not changed your username, this is the SK ID that is assigned when you set up an account (this is **NOT** your Safe Kids Coalition ID number!)



- Password: set up when you set up account

If you need assistance accessing any of these sites, please contact info@safekids.org.

Partner Discount Hub

Safe Kids has partnered with several companies to provide discounts on safety devices and products to assist our coalition's outreach efforts. You can find the complete list of discount rates on the Resource Center under [Partner Discount Hub](#).

Safe Kids Worldwide Outreach and Impact PowerPoint

Safe Kids has created a master [SKW Outreach and Impact PowerPoint](#) that includes more than 50 slides that can be used as needed for coalition presentations. Pick and choose the slides that work best for your presentations and your specific audience.

Safe Kids Videos

Below are just a few of the videos that are great to share with parents and caregivers, distribute to local media, and more.

- ["Imagine"](#) video. An illustrative expression of our collective belief that every child should have the opportunity to grow up safe and injury free.
- ["Nothing" video](#). Highlights that there is nothing more important to a parent than keeping their kids safe.
- [B-roll videos](#). Available for internal use or media.
- Personal [Stories](#). Use these heartfelt personal stories from parents to help raise awareness and inspire action.

Image Library

Safe Kids has provided a library of photos to be used on coalition collateral. Zip files exist by risk area topic. These items may not be used by lead agencies without the presence of the local/state Safe Kids logo.

Press Releases

Safe Kids provides template "Swiss cheese" press releases for your use. Coalitions can customize these documents by tailoring the message and information to your specific needs. Press releases are found by risk area on the Resource Center.

Templates

Safe Kids provides coalitions with [templates](#) for PowerPoint presentations, business cards, letterhead, and other branded documents. Additional templates for coalition management can be found in Chapters 7-9.

Evergreen Articles

If you are looking to create or enhance your newsletter or education to parents, you can utilize the [evergreen articles](#) created by Safe Kids.



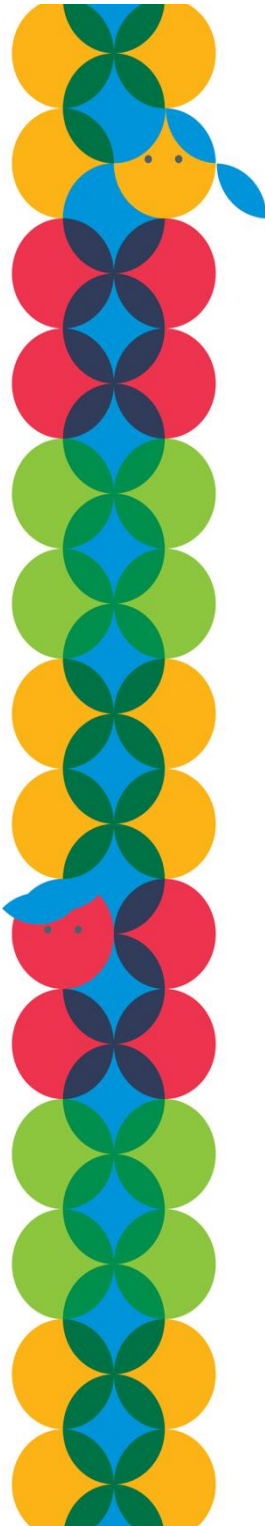
Rapid Response Kits

Has a child injury or fatality happened in your community? We have created [Rapid Response Kits](#) to assist with potential media interest in the topic.

Social Media

Be sure to follow Safe Kids Worldwide on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#) and help amplify the message by sharing the information with your followers.





Chapter 4

Program Resources and Grant Opportunities

Overview

The Programs Department develops evidence-informed program resources to engage communities in child unintentional injury prevention through education, awareness, and environmental changes. Coalitions are encouraged to contact Safe Kids Worldwide about emerging issues they see in the field.

AT HOME	AT PLAY	ON THE WAY
Water Safety	Playground Safety	Child Passenger Safety
Sleep Safety	Wheeled Sports Safety	Wheeled Sports Safety
Medicine Safety	Sports Safety	Pedestrian Safety
Choking/Strangulation		Rail Safety
Fire/Burn Prevention		School Bus Safety
Falls Prevention		ATV Safety
TV/Furniture Tip-over Safety		
Cleaning Products Safety		
Other Poisons		
Firearm Safety		
Toy Safety		
Emerging Issues (e.g., button batteries)		

Grant Opportunities

Safe Kids Worldwide provides grants, as available, to local coalitions to build capacity and expand their program reach. Grant RFPs encourage prioritizing engagement with groups that have been marginalized and underserved.

Program grants generally focus on three priorities:

- **Educating families** (parents, caregivers, and children) about child safety, steps they can take to prevent injuries, and provide resources when available (e.g., educational materials, safety devices).

- **Raising awareness** to influence changes in knowledge and behavior in the community through interactive awareness events and activities as well as local media outreach, when possible.
- **Establishing partnerships** to enhance the impact of child safety efforts and share key messages.

Grant opportunities for coalitions are announced in *Kaleidoscope* and on the Resource Center. Grant announcements contain a Request for Proposal (RFP), which details specific grant deliverables and reporting requirements, coalition eligibility rules, a general grant timeline, and instructions for submitting grant applications. Typically, coalitions submit applications through the Program Management Tool (PMT) and applications are open for approximately six weeks. Once the application deadline passes, grant applications are reviewed by the Safe Kids Worldwide Programs team and coalitions who submitted applications are notified of the decision.

Grant Program Monitoring, Evaluation, and Reporting

Throughout grant implementation periods, the Programs team is in regular communication with coalition grantees. Communication varies by grant program, but the team may send monthly emails with relevant updates about the grant, new resources, and/or reminders about completing the appropriate reporting requirements. The requirements vary based on specific grants, but can include monthly activity reports, program evaluation surveys, and final grant evaluations. All Safe Kids grants can be found in the [Program Management Tool](#) (PMT), a separate website that houses all the grant application and reporting information. Coalitions can sign into the PMT using their coalition ID, a unique 5–8-digit sequence assigned by SKW. For more information about the PMT, see Chapter 3.

Program Resources

At the beginning of a new grant implementation period, the Programs team will host a webinar with grantees to provide an overview of any relevant data or recent research for the risk area, deliverables and timeline for the grant, campaign tools, and information about upcoming campaigns. The team will also review all available educational resources (e.g., tip cards, talking points, teaching presentations, etc.) that will be provided in the grant toolkit (printed and/or electronic) and outline suggestions for educational tools or safety devices that can be purchased using grant funds. Webinars will be announced in *Kaleidoscope*.

All educational materials are posted to the [Resource Center](#) to be downloaded and printed locally by any coalition in the Safe Kids network.

General Programs Team Support

The Programs team is available to assist all coalitions (not just the ones participating in grant programs) by:

- Answering questions about writing Safe Kids grant applications and/or instructions for submitting grant applications/grant reports;
- Providing additional information about available educational resources for individual risk areas;
- Brainstorming ideas for local program activities or facilitating connections with other coalitions with experience in the relevant risk area; and



- Providing guidance if there is a concern about meeting the grant deliverables (we understand that things change throughout the year and want to discuss options so that we can come to a resolution before the end of the grant period).

Virtual Education Best Practices Guide

As a result of the COVID-19 pandemic, instructors around the country had to face the challenging task of moving their classrooms online and delivering safety information through virtual education. These challenges include translating existing lesson plans and activities into an online format, choosing a virtual education platform that fits your needs, preparing for technical challenges, overcoming distractions, and planning for dynamic learning engagement. To address these challenges, Safe Kids developed the Virtual Education Best Practices Guide, a synthesis of best practices to consider when moving your education sessions online. You can find the guide [here](#).

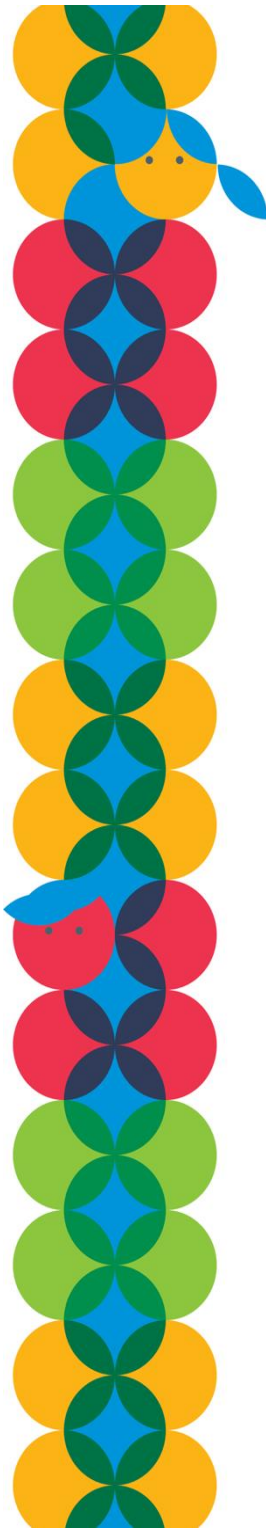
National Child Passenger Safety Certification Training Program

The National Child Passenger Safety Certification Training Program (CPS certification program) certifies people as child passenger safety technicians and instructors. The CPS certification program is a program of Safe Kids Worldwide, which is the certifying body and responsible for managing all aspects of the program. We work closely with the National Highway Traffic Safety Administration or NHTSA (responsible for the curriculum), the National Child Passenger Safety Board (provides recommendations and guidance), and State Farm (our sponsor).

Since the CPS certification program began in 1997, with the first courses offered in 1998, more than 180,000 people have successfully completed the CPS Certification Program. There are currently more than 32,000 certified CPS technicians. Many technicians are trained health and safety professionals, others are parents, and some are volunteers. CPS technicians and instructors put their knowledge to work by conducting child safety seat checks, where parents and caregivers receive hands-on assistance for proper use of child restraint systems and safety belts. These dedicated technicians offer education, support, and guidance in all 50 states, the District of Columbia, and U.S. territories. Questions about certification can be directed to certadvisor@safekids.org.

Child Passenger Safety Technician certification expires after two years. Technicians and instructors are required to successfully complete the [recertification process](#) before current certification expires. Safe Kids offers CEU opportunities regularly. Check your online profile at cert.safekids.org if you are not sure when your certification expires.





Chapter 5 Research Resources

Overview

The Research Department works to ensure the scientific integrity of Safe Kids Worldwide’s childhood injury prevention efforts.

Research Reports

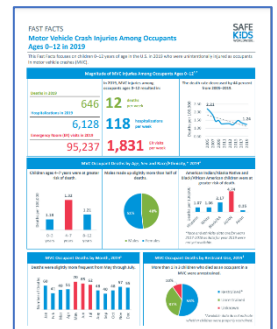
Safe Kids conducts primary and secondary research to better understand unintentional childhood injury hazards and preventive solutions. Primary research is when we directly collect and analyze data to answer specific research questions. Primary research can be formative, involving focus groups or surveys to understand the perceptions, knowledge, and behaviors of audiences whose behavior we want to change (e.g., parents/caregivers, teens). This type of research provides insights that inform messages, message frames, program development and/or communications activities. Primary research can also involve process or outcome evaluation aimed at understanding whether a program is being implemented as planned and having the desired impact. Secondary research is when we collect existing data and/or research findings to inform our work. In addition to being integrated into program, advocacy and communication materials, the results of our research are shared in the form of research reports or published articles.



Past research reports can be found on the [Resource Center](#) or on the public Safe Kids Worldwide [website](#). New research reports may be introduced as part of campaigns, usually as part of campaign/program webinars where we provide highlights.

Fact Sheets & Fast Facts

In addition to research reports, Safe Kids undertakes regular analyses of routinely collected national data in priority injury issues areas, as well as other injury issues of interest to the network. The results of those analyses are made available in the form of Fact Sheets and Fast Facts. Our Fact Sheets provide a detailed analysis of trends and risk factors associated with injury for each of our priority areas. Every updated Fact Sheet is released with an accompanying Fast Facts, which are a visual summary of the top-level findings of each Fact Sheet. While Fact Sheets are more designed for



a technical audience, Fast Facts are designed to be shared for educational purposes and with the media. Both Fact Sheets and Fast Facts can be found by injury topic on the [Resource Center](#) and on the Safe Kids website.

Data Requests

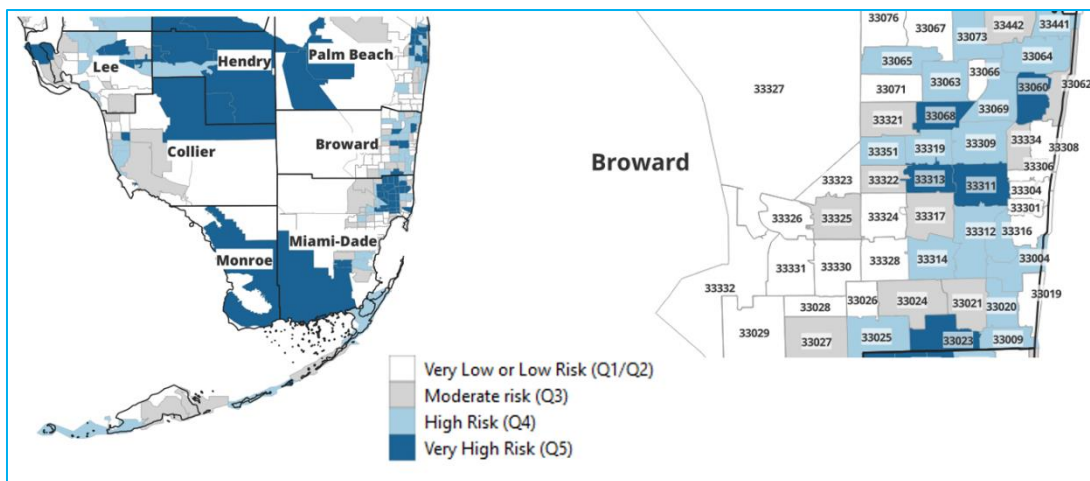
If you are looking for data not currently featured in our research reports, fact sheets or fast facts, you may submit a request to Safe Kids at info@safekids.org. Please title the email “Data request” and be as specific as possible with what information or data you are seeking (e.g., injury topic, specific child ages, fatal and/or nonfatal data, single year summary or trends, etc.).

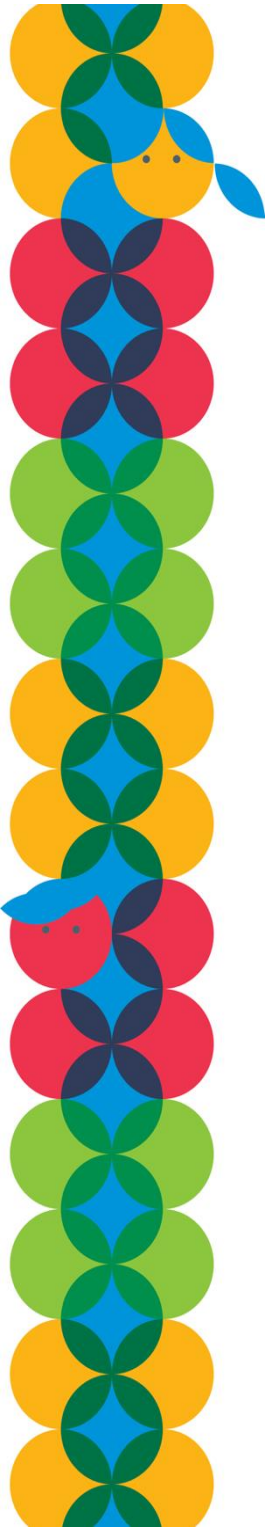
Child Injury Prevention Articles

The Research Department monitors new publications addressing child unintentional injury to inform our work and select articles are highlighted in Kaleidoscope each month for the benefit of Network members.

Child Safety Index

One of the challenges of working to address the needs of groups that have been marginalized and underserved is to understand where injury risk is higher. There are several indices addressing disparities and opportunities, but none of them specifically address unintentional injuries to children. Safe Kids Worldwide developed the Child Safety Index (CSI) to allow us to assign a level of risk of fatal unintentional child injury at a more granular level than at the state or county levels. The CSI assigns a risk score at the ZIP Code Tabulation Area (ZCTA) level — ZCTAs are essentially the Census Bureau’s equivalent of zip codes and for the most part, line up with zip codes. The CSI risk scores are weighted towards community-level characteristics known through research to be associated with increased risk of unintentional child injuries. To facilitate traditional and spatial analyses, the risk scores are further collapsed into 5 categories range from 0 (Very low risk) to 5 (very high risk). To date Safe Kids has used the CSI to identify areas at increased risk to support coalitions in targeting programming and resources to those at greatest need, and as an additional variable in analyses seeking to better understand child injury risk and protective factors. We are currently exploring the best way to make this tool available to the Network and anticipate launching some form of interactive tool in 2024.





Chapter 6 Advocacy Resources

Activations

Our most common types of advocacy activations involving the coalition network are joint letters co-signed by Safe Kids coalitions and meetings with public officials. Opportunities to co-sign a joint letter are promoted in *Kaleidoscope* and participating is as easy as completing a brief online form. We also partner with coordinators to meet with their Members of Congress and staff about child injury prevention issues and policies.

Child Safety Law Map

Safe Kids Worldwide has developed child passenger safety law factsheets for each state. They provide details about a state's car seat and seat belt laws, while also communicating child passenger safety best practices consistent with Safe Kids tips. To find child law in your state, visit the [Child Safety Law Map](#).



AdvoKits

Our Advocacy toolkits, [AdvoKits](#), provide you with the basic information and resources needed to take part in common advocacy actions, like inviting a public official to an event or requesting a proclamation. These include template press releases, invitations, and social media content that you can fill in as appropriate for your local context.

Policymakers and Public Officials Outreach

If you would like to connect with your state and federal legislators, you can find your contact here: [House](#) and [Senate](#)

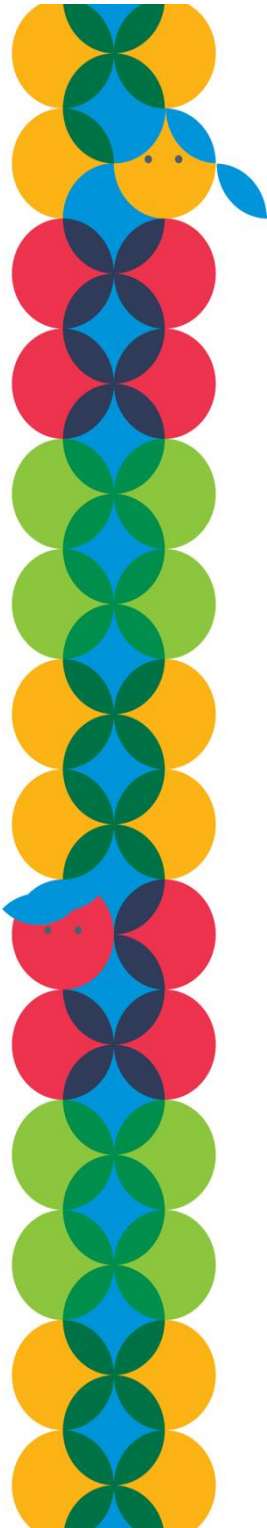
Lead Agency Landscape

In many cases, the type of lead agency will determine if and how a Safe Kids coalition can participate in advocacy. For example, public health departments have strong rules about their employees engaging in activity that can be construed as lobbying. If you are unsure about your coalition's position, the Advocacy team is happy to talk with you and your lead agency about what is appropriate.

Public Policy Library

Safe Kids Worldwide posts copies of its public-facing advocacy documents on our website at the [Public Policy Library](#). These documents include testimony given before legislative committees, letters of support, and public comments on proposed regulations.





Chapter 7

New Coordinator Onboarding

Starting as a new coordinator can seem overwhelming. We are here to support you with the following resources:

New Coordinator's Checklist

The first task for any new Coordinator is reviewing the [New Coordinator's Checklist](#) and ensuring they are familiar with key Network resources.

New Coordinator's Call

Safe Kids hosts a New Coordinator's Call every other month via Microsoft Teams. This training session covers the basics around Safe Kids Worldwide and coalition responsibilities. The call lasts approximately one hour and allows coordinators to ask questions and seek input from other new coordinators. Additionally, one-on-one calls are available with the Senior Network Manager. For additional information or to sign up for the next New Coordinator's Call, watch for the announcement in *Kaleidoscope*.

Network Office Hours

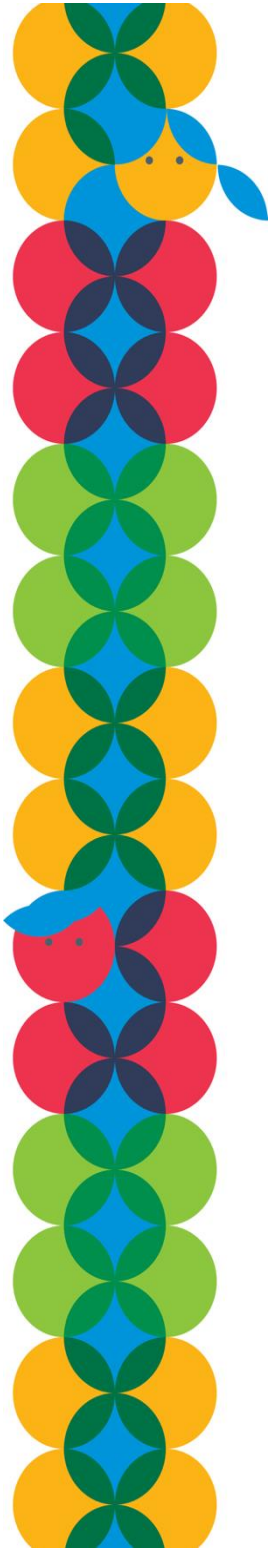
Each month, the Network Manager hosts open Office Hours to allow new and experienced coordinators to join, ask questions, seek input from one another, and receive additional information about Safe Kids resources. Registration links for Network Office Hours can be found in *Kaleidoscope*.

Mentoring/Buddy Program

Safe Kids will be launching a new Mentoring/Buddy Program in early 2024. This program will pair coordinators to help answer questions, share ideas, and provide guidance on all things Network-related. Stay tuned to *Kaleidoscope* for additional details on how you can sign up to get involved.

New Coalition/Lead Agency Announcements

Sample press releases that you can customize are available to share information with the media and your community when a new coalition is launched or when an existing coalition changes their lead agency.



Chapter 8

Coalition Building

Understanding Your Coalition's Makeup and History

A coalition's history is important and plays a huge role in the future of the group. It is valuable to research your coalition's background, how long the coalition has existed, milestones of the coalition, and other important information so that it can continue to be utilized appropriately and shared with future members. For coalitions that may be rebuilding under a new coordinator or lead agency, it is helpful to refer to previous documents to understand past partnerships and funding opportunities before new programs are started.

Coalition Membership

Coalitions are made up of a diverse set of individuals and organizations who are working together to reduce the burden of injury to children in their community. Coalition members vary by community size and makeup but may include several unique organizations that represent the community makeup. Partners may be involved in safety already, such as fire or EMS, or may have access to an audience where safety can be shared, such as Head Start or Parents as Teachers programs. It is vital to have members that represent a broad range of topics, have access to resources, and are connected to make change occur. But do not feel pressure to build your coalition too quickly. Start with a few like-minded organizations and build momentum over time. A [list](#) of potential partner organizations can be found on the Resource Center.

Identifying the roles of coalition members may be helpful with the use of a sample [membership application](#) and a sample [member recruitment letter](#).

Committee/Board Roles

Coalitions may set up steering or advisory committees and boards to help guide the work of the group. These roles should be defined so that members know responsibilities, timeframes, potential investment of time, or resources that are expected. Though not required, many coalitions find this beneficial to share the workload, utilize existing resources, and promote collaboration.

Coalition Meetings

Coalitions are expected to conduct a minimum of six coalition member meetings per year. These meetings may include updates on local and state child safety activities, Safe Kids Worldwide news, agency networking, and planning of coalition activities and events in the coming months. Meeting roles should be identified, and a clear agenda is helpful to stay on task. Meetings can be held in-person, virtual, or by conference call. Annual planning of coalition activities is

helpful for planning purposes and helps to coordinate schedules around events. The coordinator, or a designated notetaker, should take and disseminate meeting minutes to the group afterwards via email to ensure those members who were unable to attend are informed about the latest news. Sample [meeting agenda](#) and [meeting minutes](#) templates can be found here.

Coalition Bylaws

Though not required, a coalition may have bylaws to guide the work of the coalition, identify the responsibilities of members or chaired positions, and help the coalition stay on track. It is important to check with your lead agency regarding any legal documents created by your coalition. [Sample bylaws](#) can be found here.

Soliciting Volunteers

Volunteers are one of the keys to success for a coalition and can come from a variety of sources, such as hospital auxiliaries, retired professionals, student nursing organizations, sororities/fraternities, senior centers, and other groups. Volunteers can assist with event planning and preparation, administrative support, or inventory and stuffing materials for distribution. It is important to check with your lead agency regarding any requirements about using volunteers for your programs and events. Information about tracking volunteer hours can be found in Chapter 9.

Coalition Website/Social Media

Although not required, many coalitions have found it beneficial to maintain their own coalition website and/or social media channels. Due to some lead agency requirements, it may be necessary to utilize a shared site. Keep information on these sites up-to-date and from reputable sources, such as Safe Kids Worldwide, and other national organizations and government programs dedicated to child safety topics.

Event Tracking

Utilizing a spreadsheet to track the output of the coalition's activity will be very helpful for year-end reporting back to the coalition, the lead agency, the State Safe Kids office, and Safe Kids Worldwide. Our sample [Annual Tracking Document](#) demonstrates the types of information Safe Kids Worldwide will request annually. Additionally, those coalitions that receive funding or support from a State Safe Kids office may have additional reporting as determined by those organizations.

Classes & Events

The coalition may determine to host in-person or virtual classes and events for their community. It is important to build relationships with organizations such as school districts and after-school programs that provide access to the audiences you are trying to reach, including high-risk and underserved populations. Depending on your community, events may vary and include invitation-only, such as a baby safety shower, or public, such as a community safety/health fair.



Office Hours

It is important for the community, parents/caregivers, and the media to have access to the coalition coordinator at the lead agency. Established office hours, posted phone numbers and email addresses, and social media are all great ways for the coalition to be accessible.

Understanding the Burden of Injury in Your Community

Each coalition will want to review the top causes of child injury in their community at least every three years. This information can be gathered from resources at the state and local levels. Once the top 3-5 causes of child injury are defined, then the coalition can identify which areas are already being covered by services or coalition partners, and where gaps exist. Safe Kids coalitions can be resources for those areas already being covered and can fill in where gaps occur.

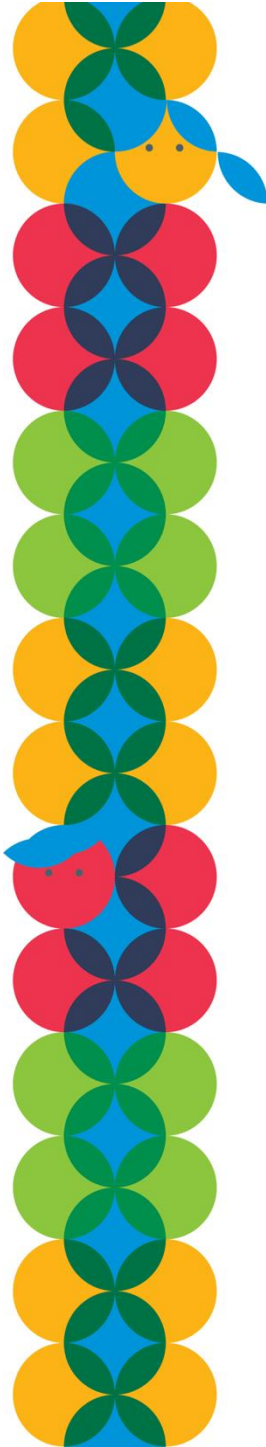
Understanding Community Partners Doing Similar Work

It is not the intent of Safe Kids coalitions to take on the full scope of childhood injury in their area. Rather, it is important to know the work of the partner agencies, where you can refer families to resources, and how to collaborate and pool resources to make a bigger impact on reducing childhood injuries. We are all stronger when we work together.

Understanding Potential State Agency Support and Funding

Some state agencies have funding or resources that will support the work at the local level. Learn about the resources in your state that will aid your efforts. Examples of resources or funding may include the state Poison Control Center, Highway Safety Office, and others. Check with your Safe Kids State Lead for additional state resources.





Chapter 9

Coalition Development Resources

Potential Funding Sources

Identifying multiple funding sources for coalition initiatives can help to ensure the longevity of the coalition’s activities. Look for different types of funding, including local and state grants, individual and business donations, fundraising events, lead agency funds, partner donations, in-kind services, and retailers. Always check with your lead agency to understand what types of funding support you can access without duplicating the efforts of the lead agency as well as any organization restrictions on fundraising.

Strategy for Obtaining Support

Before deciding to pursue funding sources, the coalition should identify what funds are needed for coalition activities and events, what types of sources may provide those funds, who may have contacts with those groups, and a timeline of how to solicit those funds. A [list of considerations](#) that the coalition can work from is a great starting place. Consider what the coalition needs to meet the needs of the community. Focus on realistic goals, such as durable educational or display materials that can be used repeatedly in addition to safety devices. Think creatively so that you can stretch your funds, such as investing in QR codes for safety materials that you can put on your website/social media pages instead of paying to print thousands of flyers.

Developing Effective Partnerships

When looking for funding sources, determine potential community partners who may be able to provide access or information about local/regional funding opportunities. Utilize representatives from local service clubs (i.e., Sertoma, Kiwanis, Lions) and Chamber of Commerce.

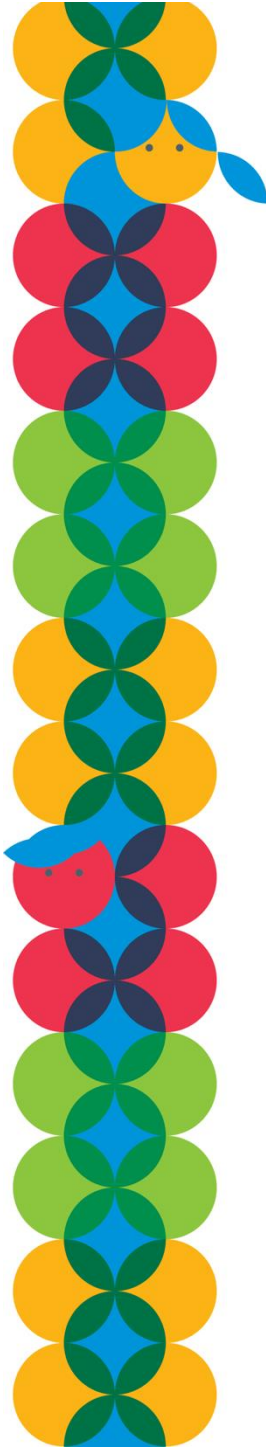
Fundraising Events

Some coalitions may want to host fundraising events. Check with your lead agency and local guidelines on hosting a fundraising event in your community. While fundraising events have the potential to raise a large amount of unrestricted funds for the coalitions, they often require significant work, community partners, and volunteers to ensure success. A fundraising event should have a clear purpose and goals.

Working with Retailers

Retail businesses can be great partners for Safe Kids coalitions. Many provide mini grants to coalitions, donate safety products or event supplies, provide event volunteers, allow coalitions to set up safety displays in their stores, and help promote the work of the coalition. It is helpful to meet and determine the scope of work required by the coalition in return for their services/donations, if applicable.





Chapter 10

Coalition Accountability

Reporting (Lead Agency, State Lead, Safe Kids Worldwide)

The reporting process for each type of lead agency differs, however, one thing is consistent—the need to track the outputs and outcomes of your coalition programs. First, check with your lead agency to understand what types of information is required to be collected from the coalition and the frequency in which this information is needed. Second, check with your Safe Kids State Lead, if applicable, to understand the reporting requirements and frequency for State reports. Finally, be prepared to report back to Safe Kids Worldwide for the program grants and for the annual Network Assessment. Grant reporting is outlined in the Request for Proposal (RFP) and will be handled through the Program Management Tool (PMT). The Network Assessment reporting will be collected through Survey Monkey on an annual basis. Our [Annual Tracking Document](#) spreadsheet can assist data collection throughout the year. More details about the Network Assessment can be found in Chapter 2.

Accounting/Financial Tracking

Keeping track of coalition funds is a two-part system of checks and balances. As a coalition coordinator, work with the lead agency’s accounting department to ensure proper financial tracking of any grants, donations, or funds coming to the coalition. Input a system of checks and balances to track all income and expenses and ensure that grant funds are expended in the way they were intended. It is also important to share the funding status with the coalition members on a regular schedule, either through monthly meetings or by providing a quarterly funding report.

A [sample financial report](#) can be found on the Resource Center. Give coalition members input regarding how the funds are spent, with oversight from the lead agency. Most times, the lead agency manages the actual accounting or processing of deposits and check requests, however, it is important that the coordinator always has a good grasp on the funds.

Volunteer Tracking and Valuation

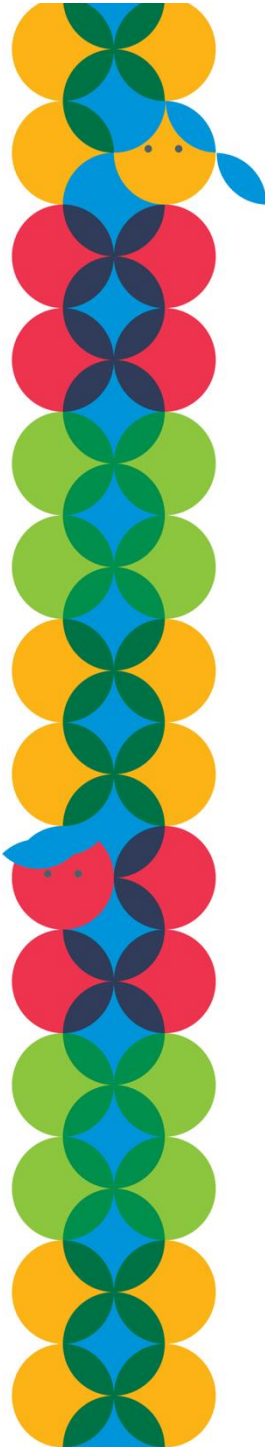
Volunteers are a crucial part of a coalition, whether they are helping with a local event, preparing and packaging materials for programs, or helping with event planning. Remember to track the time a volunteer spends helping your coalition so that you can demonstrate the value of volunteers to your lead

agency. A sample [Volunteer Sign-In sheet](#) can be found in the Resource Center. This form tracks the date, number of volunteers, organizations, and activities being handled by the volunteers. The form will also help you approximate the value of volunteer hours for reporting purposes. This information is valuable as you demonstrate collaborative efforts for grant applications and for showing your lead agency's ability to recruit local partners who have an interest in your coalition.

Succession Planning

The transition for a new incoming Safe Kids Coordinator can be a steep learning curve, especially if the responsibilities were not outlined properly when the outgoing coordinator left their job. That is why it is so valuable to have written updates and instructions on all pertinent job-related information, including the coalition's main activities, schedules, contact list for coalition partners, finances, and upcoming events. If it is not possible to train a new coordinator prior to one's departure, we encourage coalitions to utilize the [Succession Planning Resources](#) provided by Safe States to ensure relevant information is transferred to the new coordinator.





Chapter 11

Coalition Best Practices

“Gold Standard”

Coalition best practices are the “gold standard” for running a successful coalition. Since no two coalitions are alike, from their lead agencies to the coalition members and the communities they serve, there is no one size fits all approach that will work for everyone. This section is designed to provide guidance on what has worked for coalitions that have been particularly successful and what may help provide structure and direction for your coalition. It is not intended as a requirement.

Lead Agency Engagement and Support

A coalition’s lead agency should be aware of, and where appropriate, involved in planned coalition activities, including event details, potential costs, partnerships, and the target audience. Lead agencies play a vital role in successful coalitions and should not be kept in the dark. Their reputation is at stake anytime the coalition is represented in the community. They also have the final say in coalition activities as the legal representative of the Coalition Agreement. Knowledge and understanding of the coalition should go up the entire chain of the lead agency and not rest solely in the coordinator’s department.

Follow the Data

It is easy for coalitions to focus on activities and events, but all endeavors of the coalition should always start with the data – understanding and knowing the leading causes of unintentional childhood injuries in your community. Once you know the top 3-4 causes in your community/region, it is a good idea to dig deeper into who is being injured (i.e., age groups, race) and where are the injuries occurring (i.e., road, school, home). This will help to develop effective programming and partnerships around those issues. Building the right partners is critical for the work of the coalition. It should include organizations that may have a similar mission of the coalition but should also be creative in its’ approach to engaging organizations that their mission may vary, but they have access to the target audience who may be at greater risk for injuries.

Coalition Activities

Coalitions are often involved in several different types of activities including community events, advocacy efforts, educational programming, and research that help them reach various audiences. Successful coalitions are encouraged to undertake evaluation activities to ensure they are reaching the intended audiences, delivering program activities as planned, etc. and should also consider if they are feasible ways to measure impact outside of beyond counting outputs. In addition to participating in events and activities with both coalition and strategic partners, it is ideal to have events that are led by the coalition, such as an annual Safe Kids Week event. Participation in activities and events should be determined by the coalition as they are developing the 3-year Coalition Action Plan and should identify who will be the responsible parties for planning.

Coalition Tracking

Tracking the activities of the coalition is vital for many reasons, including as a requirement for SKW annual assessments. How a coalition tracks these outcomes and outputs is up to their agency, however, SKW has developed an Annual Tracking Document on the Resource Center that will help capture the information that will be collected through the network assessments, including the annual Coalition Profile survey. This information can be used as a basis for lead agency review, community benefit, grant writing and funding requests, and more.

Coalition Communication

For coalitions and their partner agencies to stay on track, having regularly scheduled meetings—no less than every other month 6/ times per year—should be scheduled to review upcoming observances, events, programming, and opportunities of the group. These meeting dates and times should be scheduled well in advance and promoted to the community. Sometimes, a hybrid approach of in-person and virtual meetings allows partners that may not be able to attend to have a voice in coalition activities. Utilizing a virtual platform, such as Zoom, Microsoft Teams, or WebEx makes this option especially more appealing to individuals who may have to travel a far distance or must remain on-site at their agency during meeting times.

Coalition meetings should include agendas, meeting minutes, and action items shared with the group. Those meetings should also include a regular update on the financial status of the coalition and a review of action plan topics.

State Engagement

Engagement with the Safe Kids State Lead is not required, however, it is strongly encouraged as many State Leads have information about additional resources available within the state, as well as resources through their offices that may benefit coalition activities. This may include safety devices, funding, and other support materials, depending on the State Lead's resources. The State Leads are also responsible for working with the coalitions within the state to increase networking opportunities, sharing of resources and knowledge, and opportunities to engage with successful programming. Some State Leads



will have a separate Memorandum of Understanding (MOU) with the coalition’s lead agency if funding and deliverables are required. Those MOUs are outside of the Coalition Agreement that SKW has with each lead agency.

Continuing Education

Coalitions should help to identify opportunities for members to participate in educational opportunities to strengthen their knowledge about unintentional childhood injuries. SKW provides information on upcoming webinars, grants, conferences, and other trainings in Kaleidoscope that will build capacity development of the coalition coordinator and the coalition members. It is vital for coordinators to seek continuing education opportunities for their coalition to increase knowledge, build coalition capacity, and to help the coalition members stay up to date on unintentional childhood injuries.

