

Safe Kids North Texas

Strategic Plan: FY2022-2023-2024

Working together to prevent accidental childhood injury

A Diverse
Regional
Coalition

Community
Engagement

Child and
Family
Education

Educating
Providers /
Community
Leaders

Influencing
Policy /
Organizational
Practice

Established in 1992 as Safe Kids Tarrant County (SKTC), now known as Safe Kids North Texas (SKNT), based in Fort Worth. The coalition is a nationally recognized community coalition led by Cook Children's within the Center for Children's Health. The mission of SKNT is to work together in a long-term, multifaceted effort to prevent unintentional childhood injury.

SAFE
KIDS

NORTH TEXAS
FORT WORTH

Led by **CookChildren's**

2022-2024 Strategic Plan

Safe Kids North Texas led by Cook Children's



Strategy 1: Foster collaborative approaches and expand partnerships around childhood injury prevention in the community

- a. Assess primary and secondary data to support priority initiatives.

Primary Service Areas: Counties of Tarrant, Parker, Denton, Wise, Johnson, Hood, Somervell, Grayson, Collin, Palo Pinto, and Young

- b. Identify gaps within our community ecosystem model that support opportunities for growth and diversity
- c. Convene diverse groups and individuals that support a broad spectrum of goals for greater reach and impact

Strategy 2: Increase community engagement with key stakeholders in priority areas to improve childhood safety

- a. Identify key stakeholders who are able to sustain injury prevention efforts
- b. Establish community strategies that support injury prevention priorities with potential for impact within CC PSA
- c. Create committed partnerships to shape norms, in the organization's practice, to include childhood injury prevention

Strategy 3: Provide community education and interventions that encourage safer habits to prevent unintentional childhood injury

- a. Provide educational opportunities for children based on injury prevention priorities
- b. Provide educational opportunities for parents/caregivers of children, based on PEP/Best Practice
- c. Provide hands-on training and injury prevention tools to support behavior change by adapting safer habits within CC PSA

Strategy 4: Educate providers/community leaders who will share skills and knowledge with caregivers within their reach

- a. Identify providers/community leaders with influence to transmit skills and knowledge to others
- b. Provide training opportunities to designated providers/community leaders on specific injury prevention topics
- c. Provide support and tools necessary for providers/community leaders to share education with families in priority zip codes

Strategy 5: Develop strategies to support laws and policies that promote childhood injury prevention

- a. Identify opportunities for change on a local, state and national level
- b. Create a process for communicating opportunities for supporting policy change with our lead organization
- c. Provide opportunities for coalition members to support evidence-based/informed policy change affecting injury prevention efforts

Primary Service Areas (PSA): Counties of Tarrant, Parker, Denton, Wise, Johnson, Hood, Somervell, Grayson, Collin, Palo Pinto, and Young

Based on Spectrum of Prevention: PreventionInstitute.org

Final Draft



Child Passenger Safety (CPS) Action Steps

Strategy

1

- Top 10 zip codes: 76119, 76112, 76106, 76105, 76133, 76116, 76104, 76108, 76115, 76110
- Review reports and national data offered by CCHAPS, TXDSHS, SKW and NHTSA: **Annually**
- Recruit partners to service White Settlement, Forest Hill/Everman, Diamond Hill/Saginaw, SW FW/Crowley, Denton, Prosper
- Meet with action team to expand CPS programming: **Quarterly**

Strategy

2

- Recruit CPSTIs and CPSTs for CPS events: **Monthly**
- Build base of bilingual volunteers: **Biannually**
- Form team of coalition members able to support Booster Seat programing within PSA: **Quarterly**
- Develop youth champion opportunities to promote seatbelt use for teens: **Annually**

Strategy

3

- Expand booster seat education and programming: **Quarterly**
- Provide car seat check events, using CPSTs and teach back methods on installations; In-person/Virtual, SKW checklists: **Monthly**
- Distribute car seats, based on need, using a good-better-best process: **Monthly**
- Explore and develop teen rider and driver education, including seat belt use, distracted driving, weather changes : **Quarterly**

Strategy

4

- Mentor technicians and support certification maintenance opportunities to CPSTIs and CPSTs: **Quarterly**
- Offer the National CPS Certification Course to providers identified to support local CPS programs: **Biannually**
- Update messaging: Nearly half of all car seats are not used correctly, focus on stages 4 & 5: **Quarterly**
- Present Lunch and Learn sessions to providers, as available: **Rotation System**

Strategy

5

- Develop a process to monitor and advocate opportunities for change on a local, state or national level: **Annually**
- Make opportunities for member/organizational support on injury prevention efforts known to coalition: **Ongoing**



Drowning Prevention (DP) Action Steps

Strategy

1

- Top 10 zip codes: 76244, 76116, 76087, 76180, 76117, 76114, 76063, 76051, 76021, 76137: **Annually**
- Review reports and national data offered by CCHAPS, TXDSHS, SKW, NDPA and CDC: **Annually**
- Expand community partners to LYC Campaign in new counties: pool, open water, bathtub safety: **Annually**
- Recruit partners to service FW/Keller, Benbrook, Hudson Oaks, NRH, Haltom City, NW FW, Mansfield, Grapevine, Bedford, Watauga

Strategy

2

- Develop youth champion opportunities to promote water safety within PSA: **Annually**
- Participate on community-based DP Planning Committee(s) in partner cities/counties to increase local engagement: **Quarterly**
- Support school-based water safety lessons with partner swim programs in priority regions: **Annually**
- Identify lake entry points to provide CC Loaner Life Jacket Stations and/or CC Loaner Life Jackets: **Annually**

Strategy

3

- Distribute prevention tools and collateral available to families: **Annually**
- Support Water Safety events, planned by campaign partners, aligned with layers of protection: **Annually**
- Promote water safety all year long through family membership of CC Water Safety Club: **Quarterly**
- Target zips with messaging focused on bathtub supervision and unplanned swim time: articles, news/social media : **Annually**

Strategy

4

- Supply DP messaging, educational toolkits, or other collateral to providers identified to support local DP efforts: **Quarterly**
- Collaborate with providers who are able to support new strategies to reach pool owners: **Quarterly**
- Present Lunch and Learn sessions to providers, as available: **Rotation System**

Strategy

5

- Develop a process to monitor and advocate opportunities for change on a local, state or national level: **Annually**
- Make opportunities for member/organizational support on injury prevention efforts known to coalition : **Ongoing**



Gun Safety (GS) Action Steps



Strategy

1

- Top 10 zip codes: 76119, 76105, 76116, 76112, 76106, 76115, 76114, 76103, 76010, 76104
- Review reports and national data offered by CCHAPS, AAP, CHOP, Gun Violence Archive, SKW and CDC: **Annually**
- Recruit partners to service Forest Hill/Stop 6, WFW/Benbrook, SFW, River Oaks, East FW, Arlington, Burleson: **Annually**
- Meet with action team to expand newly developed Aim for Safety program: **Quarterly**

Strategy

2

- Explore and leverage partners teaching quality Gun Safety Classes - who is teaching and what : **Biannually**
- Develop youth champion opportunities to promote firearm safety within PSA: **Annually**
- Develop and pilot educational kiosk with floor space plan to retail vendors aligned with gun buyers/owners: **Quarterly**
- Develop and pilot sustainable strategies supporting underserved populations and those without permanent homes: **Annually**

Strategy

3

- Provide firearm safety education to pre-k, school-age children, teens, caregivers; in-person/virtual: **Quarterly**
- Maintain CC Gun Safety Research Project: **Quarterly**
- Distribute gun locks and/or vaults and/or discounts to new and longtime gun owners completing safety education: **Quarterly**
- Target messaging: Safe storage, and Stop, Don't touch-Run away-Tell an adult via events, news/social media: **Quarterly**

Strategy

4

- Provide in-person/virtual Train the Trainer to Providers to incorporate into discussion at well-checks: **Quarterly**
- Provide in-person/virtual Train the Trainer to Community Partners who support local AFS program: **Quarterly**
- Add topic to Lunch and Learn sessions for providers: **Rotation System And As Providers Are Available**

Strategy

5

- Develop a process to monitor opportunities for change on a local, state or national level: **Annually**
- Support research projects and behavior change through family experiences and lessons learned: **Annually**
- Make opportunities for member/organizational support on injury prevention efforts known to coalition **Ongoing**

Aim for Safety®

Primary Service Areas (PSA): Counties of Tarrant, Parker, Denton, Wise, Johnson, Hood, Somervell, Grayson, Collin, Palo Pinto, and Young
Based on Spectrum of Prevention: PreventionInstitute.org

FINAL Draft



Poison Prevention (PP) Action Steps

Strategy

1

- Top 10 zip codes: 76119, 76106, 76133, 76116, 76028, 76112, 76108, 76110, 76105, 76179
- Review reports and national data offered by CCHAPS, N. TX Poison Ctr, SKW and CDC: **Annually**
- Recruit partners to service Forest Hill, Stockyards, W-FW, Burleson: **Biannually**
- Meet with action team to expand poison prevention programming, Ambassador program and DEA events: **Quarterly**

Strategy

2

- Provide updates to current Poison Prevention Ambassadors: **Quarterly**
- Build base of bilingual volunteers: **Annually**
- Identify community stakeholders to support med drop box sites, med return programs, DEA events within PSA: **Quarterly**
- Develop youth champion opportunities to promote poison prevention/medication safety: **Quarterly**

Strategy

3

- Teach parents about safe dosing & storage through classes and distribute medication schedules and lock systems: **Quarterly**
- Promote safe disposal by directing families to online list of permanent drop boxes: **Quarterly**
- Provide messaging: Home Safety Plans, Vaping injuries, Safe Dosing-Safe Storage-Safe Disposal via events, news/social media, and thru CC Pharmacy Rx Bags

Strategy

4

- Distribute collateral and lock boxes to trained ambassadors providing education to families: **Quarterly**
- Provide in-person/virtual PP Ambassador Train the Trainer and tool kits to community partners/providers: **Biannually**
- Develop education to address unintentional injury due to teen misuse of substances: **Quarterly**
- Present Lunch and Learn sessions to providers, as available: **Rotation System**

Strategy

5

- Develop a process to monitor opportunities for change on a local, state or national level: **Annually**
- Make opportunities for member/organizational support on injury prevention efforts known to coalition **Ongoing**