

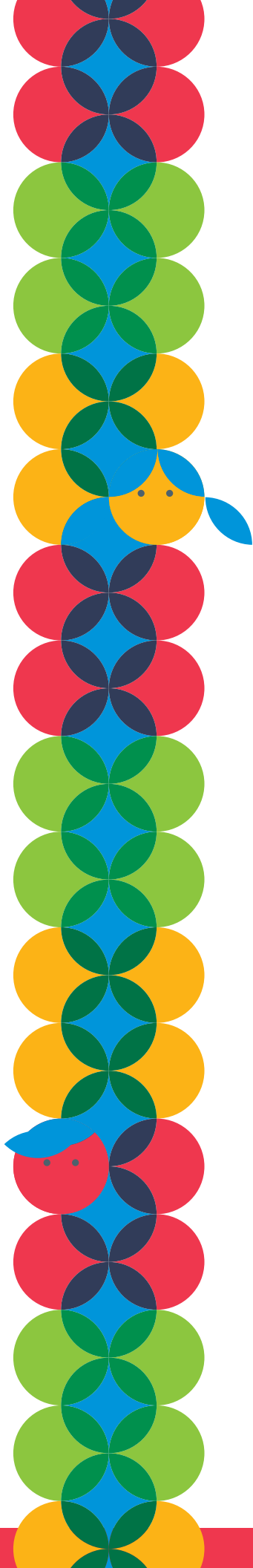
**SAFE
K:DS**
WORLDWIDE®

PREVCON™

CHILDHOOD INJURY PREVENTION CONVENTION JULY 17-20, 2019 WASHINGTON, D.C.

Convention Program





Welcome to PrevCon!

This year's theme is inspired by a child's kaleidoscope. Like a kaleidoscope, the world of childhood injury prevention is ever-changing while the focal point—our mission—remains the same. At this year's PrevCon, we will examine new patterns and challenges, hold them up to the light and focus on solutions. And of course, we'll have fun doing it.

There is nothing like PrevCon. It is all about networking, listening, learning and laughing with friends, colleagues and professionals, who are all dedicated to keeping kids safe from preventable injuries. And I can't think of a better reason to come together.

So get ready to share your most challenging questions, boundless energy, and ideas both big and small. I look forward to spending time with you over the next few days and working together to reach more families, prevent more injuries and save more lives.

Thank you for all that you have done, and all that you continue to do, to protect the kids and families in your communities and beyond.

— Torine Creppy
President
Safe Kids Worldwide

Schedule Overview

Tuesday, July 16

- 8:00 a.m. – 5:00 p.m. **International Network Meeting** (invitation only)
- 9:00 a.m. – 4:00 p.m. **Visits to Capitol Hill** (pre-registration required)
- 5:30 p.m. – 6:30 p.m. **Network Reception** (invitation only)

Wednesday, July 17

- 8:00 a.m. – 2:30 p.m. **State Leaders Meeting** (invitation only)
- 9:00 a.m. – 12:00 p.m. **iRAP Star Rating for Schools App Workshop**
- 12:00 p.m. – 6:00 p.m. Registration Open
- 2:45 p.m. – 4:15 p.m. **Special CPS Session: CPS within Hospitals, including Special Needs**
- 4:30 p.m. – 6:00 p.m. **Special CPS Session: Latest Child Restraint Technology**
- 6:00 p.m. – 7:30 p.m. **Welcome Reception**

Thursday, July 18

- 8:00 a.m. – 6:00 p.m. Registration Open
- 8:00 a.m. – 9:00 a.m. Breakfast/Posters/Exhibits
- 9:00 a.m. – 10:30 a.m. **Opening Plenary**
- 10:30 a.m. – 11:00 a.m. Networking Break
- 11:00 a.m. – 12:15 p.m. **Parallel Session 1**
- RELATIONSHIP BUILDING: Strengthening the Lead Agency and Coalition Connection**
- FUNDRAISING: Overcoming Challenges with Creative Strategies**
- ROAD SAFETY: Vision Zero, Safe Systems and the Future of Road Safety**
- BICYCLE AND MOTORCYCLE SAFETY: How to Roll Out Effective Programs**
- MEDICINE SAFETY: Creative Ways to Educate Families and Engage Partners**
- EMERGING ISSUES: Staying on Top of Child Injury Prevention**
- 12:30 p.m. – 2:00 p.m. **Safe Kids Worldwide Awards Luncheon**
- 2:15 p.m. – 3:30 p.m. **Parallel Session 2**
- TACKLING PROVOCATIVE ISSUES: How to Break Through**
- FIRE AND BURN SAFETY: Adapting Programs to Address Community Needs**
- CAMPAIGNS: Running a Campaign from A-Z**
- CHILD PASSENGER SAFETY: Outreach, Impact and Program Self-Sustainability within Underserved Communities**
- ROAD SAFETY: Keeping Teens Safe**
- HOME SAFETY: Implementing Promising Practices and Reaching Vulnerable Communities**
- 3:30 p.m. – 3:45 p.m. Networking Break
- 3:45 p.m. – 5:15 p.m. **Poster Dash**

Friday, July 19

- 8:00 a.m. – 6:00 p.m. Registration Open
- 8:00 a.m. – 9:00 a.m. Breakfast/Posters/Exhibits
- 9:00 a.m. – 10:30 a.m. **Children in Autonomous Vehicles Plenary**
- 10:30 a.m. – 11:00 a.m. Networking Break
- 11:00 a.m. – 12:15 p.m. **Parallel Session 3**
- DIVERSE COMMUNITIES: Outreach, Impact and Changing Behavior**
- FAMILY ADVOCATES: Best Practices for Working Together with Sensitivity**
- DEMONSTRATING IMPACT: Introduction to Evaluation and Measurement**
- CHILD PASSENGER SAFETY: Bringing Safety to Children Around the World**
- PARTNERING WITH HEALTHCARE PROVIDERS: Perspectives and Strategies**
- RURAL SAFETY: Special Attention to Injury Prevention**
- 12:30 p.m. – 1:30 p.m. **Networking Boxed Lunch**
- 1:30 p.m. – 3:00 p.m. **Communications Plenary**
- 3:00 p.m. – 3:15 p.m. Networking Break
- 3:15 p.m. – 4:30 p.m. **Parallel Session 4**
- ADVOCACY: Following Through on Policy Change**
- PARTNERSHIPS: Building your Organization's Capacity**
- SCHOOL-BASED EDUCATION: Bringing Safety Messages to the Classroom**
- PEDESTRIAN SAFETY: Safe School Zones**
- WATER SAFETY: Evidence-Based Drowning Prevention**
- REVERSING RELAXED BEHAVIOR: Why Do Parents Stop Prioritizing Safety?**
- 5:30 p.m. – 7:00 p.m. **Kaleidoscope Party**

Saturday, July 20

- 8:00 a.m. – 09:00 a.m. Breakfast
- 9:00 a.m. – 10:30 a.m. **Peer Learning Sessions**
- 10:45 a.m. – 12:00 p.m. **Closing Plenary**

POSTER ROOM: Open Thursday, 8:00 a.m. – 6:00 p.m.

EXHIBIT HALL: Open Thursday, 8:00 a.m. – 6:00 p.m.
Open Friday, 8:00 a.m. – 12:00 p.m.

NOTE: Both spaces will be closed during plenaries.

9:00 a.m. – 12:00 p.m.

IRAP STAR RATING FOR SCHOOLS APP WORKSHOP Tulip  

The Star Rating for Schools (SR4S) App is the first systematic, evidence-based approach for analyzing the risk around schools. This easy-to-use universal application is a low-cost way to support quick interventions that can help save lives and prevent serious injuries. The training will provide attendees with an introduction to the SR4S tool and its potential application, including a field assessment to demonstrate the use of the app and how results can be used.

2:45 p.m. – 4:15 p.m.

SPECIAL CPS SESSION: CPS WITHIN HOSPITALS, INCLUDING SPECIAL NEEDS Ballroom 

Is it the responsibility of hospital administration, clinical staff or local CPSTs to ensure all children leaving the hospital are properly restrained? What do you look for in an advocate to implement a discharge policy that includes child passenger safety outreach, education and using best practices to transport children with special transportation needs? What are some common roadblocks and how do you overcome them? Representatives from Safe Kids coalitions in the District of Columbia, Spartanburg and York County will provide attendees with bite-sized steps to engage both General and Children’s hospitals on this important topic.

4:30 p.m. – 6:00 p.m.

SPECIAL CPS SESSION: LATEST TECHNOLOGY Ballroom 

Nationally certified CPSTs and CPSTIs may earn CEUs by attending this session where manufacturers highlight new features and products. Technicians will receive a stamped passport to carry into the exhibit hall for manufacturers to initial at each booth. Once complete, technicians can enter the information in their online profiles and keep the completed passports in case they are randomly selected to be CEU-audited. For assistance logging into your online profile, call customer service at: 877-366-8154. We are thankful for the exhibitors and the way the CPS community collaborates.



SESSION TOPIC KEY	
 Bike Safety	 Home Safety
 Capacity Building	 Medication Safety
 Child Passenger Safety	 Pedestrian Safety
 Emerging Risk Areas	 Road Safety
 Fire Safety	 Water Safety

Wednesday, July 17

6:00 p.m. – 7:30 p.m.

WELCOME RECEPTION *Mezzanine Foyer*

Thursday, July 18

8:00 a.m. – 9:00 a.m.

BREAKFAST *Exhibit Hall*

9:00 a.m. – 10:30 a.m.

OPENING PLENARY *Ballroom*

The constantly evolving world of child injury prevention is much like a child's kaleidoscope, where the picture is ever-changing, but the focus stays the same. In our opening plenary, that theme comes to life. We kick-off the convention with a dynamic presentation from Safe Kids Worldwide President, Torine Creppy, and an inspirational story of a family who has turned pain into purpose. Our keynote address is by renowned researcher and safety advocate, Dr. Nhan Tran. He will address the current state of injury prevention in the U.S. and around the world, and the need for unity of mission and purpose during a time when our work is more important than ever.



Dr. Nhan Tran
Coordinator
Unintentional
Injury Prevention
World Health
Organization

11:00 a.m. – 12:15 p.m. PARALLEL SESSION 1

RELATIONSHIP BUILDING: Strengthening the Lead Agency and Coalition Connection *Magnolia*



Lead agencies and Safe Kids coalitions have a mutually-beneficial relationship—and it's important that both parties understand the value. Session participants will hear directly from lead agency leaders about what they seek from coalitions. Join two pairs of coalition coordinators and lead agency leaders to hear how they make the most out of their relationships.

Robyn D'Oria, CEO, Central Jersey Family Health Consortium, **Carol Ann Giardelli**, Director, Safe Kids New Jersey, **Dr. Susan Zelewski**, Pediatrician, Altru Health System, **Carma Hanson**, Coordinator, Safe Kids Grand Forks (ND), Moderated by **Anthony Green**, Chief Advocacy & Network Officer, Safe Kids Worldwide

FUNDRAISING: Overcoming Challenges with Creative Strategies *Cherry Blossom*



Fundraising at the local level can seem daunting, with all sorts of roadblocks. Come hear practical take-home tips attendees can implement this year. We'll cover how to host creative events, tips on developing relationships with individuals and companies, innovative workarounds for organizational challenges, and strategies for working with limited resources.

Daphne Greenlee, Coordinator, Safe Kids Springfield (MO) and Manager, Mercy Injury Prevention Center at Mercy Hospital, Moderated by **Linda K. Brees, MS**, Director of Bradshaw Institute for Community Child Health & Advocacy, Safe Kids Upstate (SC)

ROAD SAFETY: Vision Zero, Safe Systems and the Future of Road Safety *Scarlet Oak*



According to the World Health Organization, road traffic crashes are now the leading killer of people ages 5-29 years old. How can we reverse the upward trend and see improvements in road safety? This session will focus on Vision Zero and Safe Systems approaches to improve road safety moving forward and also look at connected vehicles and how they can reduce motor vehicle crashes in the future.

Mike Pina, Program Manager, U.S. Department of Transportation, **Ben Welle**, Senior Associate, Urban Mobility, World Resources Institute, **Kim Wiley-Schwartz**, Assistant Commissioner, Education and Outreach, New York City Department of Transportation, Moderated by **Natalie Draisin**, Director, North American Office & UN Representative, FIA Foundation

BICYCLE AND MOTORCYCLE SAFETY: How to Roll Out Effective Programs

Dogwood



Whether it's transportation or recreation, bikes and motorcycles play a large role in the daily lives of many children. But failing to learn and practice safe behavior at an early age can lead to serious, life-changing injuries. In this session, attendees will learn how to implement two effective programs: Smart Cycling and helmet distributions. Participants will also learn why age matters when it comes to children properly operating motorized vehicles.

Alison Dewey, Director of Education, League of American Bicyclists, **Dr. Kulanthayan KC Mani**, Executive Director, Safe Kids Malaysia, Associate Professor, Universiti Putra Malaysia, **Beatrice C. Brathwaite, MPH, CPST**, Senior Injury Prevention Coordinator, Johns Hopkins Children's Center, **Kronwika Buntanon**, Researcher, Child Safety Promotion and Injury Prevention Research Center (Thailand), Moderated by **Kori Johnson, D.C.**, Community Engagement Manager, Safe Routes to School National Partnership

MEDICINE SAFETY: Creative Ways to Educate Families and Engage Partners

Silver Linden



Community partners are essential to expand the reach of medicine safety programming. In this session, attendees will hear new ideas and innovative approaches on how to integrate medicine safety within healthcare settings, equip graduate students to implement the OTC Medicine Safety program, and include child safety in conversations surrounding the opioid epidemic.

Marie Snodgrass, Injury Prevention Program Lead, C.S. Mott Children's Hospital, **Jennifer Brooks**, Coordinator, Safe Kids Columbia (MO), University of Missouri Women's and Children's Hospital, **Dr. Rebecca Miller Wise, PharmD, M.Ed, BCGP, CTTS**, Associate Professor, Lake Erie College of Osteopathic Medicine, Moderated by **Paula Yuma, MPH, PhD**, Assistant Professor, Colorado State University

EMERGING ISSUES: Staying on Top of Child Injury Prevention

Tulip



How do we identify and take action on emerging risk areas? In this session, participants will learn about an innovative multi-sectoral mechanism from Western Australia that works to keep kids safe from consumer products and how poison control centers can play a key role in identifying emerging issues. In addition, the session will explore a specific example, marijuana, and identify and describe appropriate responses to the risks posed by its legalization.

Scott Phillips, CEO, Kidsafe Western Australia, **George Sam Wang, MD**, Assistant Professor of Pediatrics, University of Colorado, Anschutz Medical Campus, Children's Hospital of Colorado, **Kate M. Reynolds**, Manager of Post Market Safety Research, Rocky Mountain Poison & Drug Center, Denver Health, Moderated by **Rachel Weintraub**, Legislative Director and General Counsel, Consumer Federation of America

12:30 p.m. – 2:00 p.m. SAFE KIDS WORLDWIDE AWARDS LUNCHEON

Ballroom

2:15 p.m. – 3:30 p.m. PARALLEL SESSION 2

TACKLING PROVOCATIVE ISSUES: How to Break Through

Magnolia



Does your organization tackle sensitive issues? How can child injury prevention specialists approach issues like gun safety, ATV safety and teen driving restrictions so that people will pay attention and actually change their behavior? Learn how from experts who have opened doors and minds.

Kimberly Gray, LCSW, Director, Safe Kids Oklahoma, Manager, ATV Ride Safe Oklahoma, **Chatchai ImArom, MD**, Pediatrics Doctor and Researcher, Child Safety Promotion and Injury Prevention Research Center (Thailand), **Isabell Sakamoto, MS, CHES**, Kohl's Helmet Safety Program Coordinator, Seattle Children's Hospital, Moderated by **Kathleen Clary-Cooke**, Coordinator, Safe Kids Benton-Franklin (WA)

FIRE AND BURN SAFETY: Adapting Programs to Address Community Needs

Cherry Blossom



Fire and burns are leading causes of preventable child injuries around the world. During this session, experts will demonstrate how to adapt fire and burn safety programs for specific needs in vulnerable communities and engage partners to drive impact.

Laura L. Coleman, President, Georgia Public Safety Educators Association, **Daniel Chacon**, Assistant Director, Alisa Ann Ruch Burn Foundation, **Yolande Baker**, Executive Director, ChildSafe South Africa, Moderated by **Kelly Ransdell**, Regional Education Specialist, National Fire Protection Association/Safe Kids Harnett County

CAMPAIGNS: Running a Campaign from A-Z *Dogwood*



Communications campaigns can seem overwhelming, but with ready-to-implement materials, they can be both manageable and effective. This session will demonstrate how to take a wide variety of ready-to-use resources and turn them into a customized and effective campaign for your community. A demonstration on discovering the riches on the Network Members Resource Center is included.

Susan Reilly, Senior Communications Associate, Safe Kids Worldwide, **Runjit Chandra**, Digital and Social Media Manager, Safe Kids Worldwide, **Silvia Calizaya**, Senior Digital Associate, Safe Kids Worldwide, Moderated by **Jane Enright**, Art Director, Safe Kids Worldwide

CHILD PASSENGER SAFETY: Outreach, Impact and Program Self-Sustainability within Underserved Communities *Scarlet Oak*



Safe Kids coalitions have wonderfully successful programs throughout the nation. But sometimes the best programs don't work in all the communities coalitions are trying to serve. This session will help participants learn how to adapt their programs to serve all communities based on their similarities and differences. Learn strategies to connect services, programs and messaging to underserved communities.

Hal Garling, Assistant Manager, Corporate Giving, General Motors, **Kelly Powell**, Department Director, Safe Kids Palm Beach County (FL), **Andrea Morales-Swindler**, Community Outreach Specialist, Safe Kids San Antonio (TX), **Alexis Kagiliery**, Program Manager, Safe Kids Worldwide, Moderated by **Dawne Gardner, MBA, CPST**, Injury Prevention Specialist, Cincinnati Children's Hospital, Safe Kids Summit County

ROAD SAFETY: Keeping Teens Safe *Silver Linden*



Car crashes are the number one killer of teens and they are preventable. This is a public health issue. Learn about traffic safety programs and what elements are essential for them to be successful. These evidence-based programs engage, educate and empower young people and their influencers to make better choices behind the wheel, particularly around distracted driving. Join us for a brief synopsis of how to bring our evidence-based programs back to your local schools and communities.

Kelly K. Browning, Ph.D., Executive Director, Impact Teen Drivers, **Marie Crew**, Director, Safe Kids Alabama, Children's of Alabama, **Pam Shadel Fischer**, Principal, Pam Fischer Consulting, Moderated by **Will Hitchcock**, Child Injury Prevention Program Manager, Washington State Health Department and State Director, Safe Kids Washington

HOME SAFETY: Implementing Promising Practices and Reaching Vulnerable Communities *Tulip*



Experts will offer concrete strategies to reach vulnerable communities using a comprehensive risk-reduction approach, which includes providing home safety education, providing resources to modify the living environment and initiating processes to support and measure behavior change.

Melissa Wilson, Director, Safekids Aotearoa (New Zealand), **Deirdre Walsh**, Clinical Administrator Coordinator for the Trauma Center, Boston Children's Hospital, Director, Safe Kids Massachusetts, **Lori Winkler, MSN, RN, TNS**, Injury Prevention Coordinator, Safe Kids St. Louis (MO), SSM Health Cardinal Glennon Children's Hospital, Moderated by **Lorena Kaplan**, Safe to Sleep® Campaign Lead, *Eunice Kennedy Shriver* National Institute of Child Health and Human Development, National Institutes of Health

3:45 p.m. – 5:15 p.m. POSTER DASH *Salons 12 and 13*



	Presenter	Poster No.
HOME SAFETY (Group Facilitator – Kelly Ransdell, Regional Education Specialist, NFPA)		
Acceptability and Functionality of the “Kettle Strap”: An Attempt to Decrease Kettle-Related Burns in Children	Yolande Baker, Childsafe South Africa	96
Investigating Pediatric Falls for Children Ages 0-4 in Georgia	Mahwish Javed, Safe Kids Georgia	61
Partnering to Educate Families to Be SMART	Dannette Fadness, Safe Kids Missoula (MT)	100
How Fast Childhood Injury Occurs? Evidence from Ergonomic Experiments	Yoshifumi Nishida, Safe Kids Japan	101
911 Simulator App	Kim Hess, Safe Kids Greater Green Bay (WI)	103
PLAY SAFETY (Group Facilitator – Libbe Slavin, Safe Kids Wisconsin)		
Drowning Prevention Programs and Tools to Create a Better Water Safety Culture	Alissa Magrum, Colin's Hope, Austin (TX)	2
Implementing Concussion Best Practice in Canadian Sport: The Concussion Protocol Harmonization Project	Valerie Smith, Parachute, Canada	38
Splash Mid-South: Celebrating 10 Years of Giving More Children the Opportunity to Learn to Swim	Susan Helms, Safe Kids Mid-South (TN)	65
Playground Safety: Raising Awareness for Preventative Practices	Eric Kennedy, National Program for Playground Safety (NPPS)	75
PEDESTRIAN & BIKE SAFETY (Group Facilitator – Deb Carpenter, Safe Kids Kalamazoo, MI)		
Empowering Children and their Parents on How to be Safe While on the Road via the Safe Kids/FedEx Young Road Safety Advocate Program	Marina Alcantara and Amalia Chavez Rolloque, Safe Kids Philippines	24
SAVE KIDS' LIVES Through Education and Practice	Jesus de la Fuente, Safe Kids Philippines	31
Absence of Road Orientation Signs and Pictograms Around Schools in Cameroon Is an Increasing Factor of Road Traffic Injuries Involving Kids	Ngochia Fidelis, Cameroon Association for the Defense of Victims of Accidents and Road Safety	35
“Angel Eyes” Campaign	Jong Deuk Hong, Safe Kids Korea	46
Tackling Child Bicycle Injuries as a Family: How Training Children and Instructing Parents Can Change Their Behavior into Safety	Gabriela Guida de Freitas, Criança Segura Brasil	56
Growing Your Pedestrian Program and International Walk to School Day One Step at a Time	Mandy Fultz, Safe Kids San Antonio (TX)	87
SCHOOL/COMMUNITY STRATEGIES (Group Facilitator – Yomira Diaz Castillo, Safe Kids Arizona, AZ)		
Teen Safety Leaders: An Innovative Program to Promote Child Safety in an At-Risk Community	Orly Silbinger, Beterem - Safe Kids Israel	13
School Safety Intervention Through Healthy Schools Accreditation Program at Schools in Jordan	Reem Jarrar, Royal Health Awareness Society, Jordan	58
Increasing Home Safety Education and Measurability in Schools	Nydia Arce, Safe Kids Upstate (SC)	69

	Presenter	Poster No.
TEEN ROAD SAFETY (Group Facilitator – Chad Arp, Safe Kids Cherokee County, GA)		
Teen Voices: They Are Out There to be Heard!	Norraine Wingfield, DCCCA/ Kansas Traffic Safety Resource Office and Safe Kids Kansas	53
“Is the Thrill Worth It?” A High School Road Safety Program: Challenges and Successes of Implementation	Liane Fransblow, Montreal Children's Hospital Trauma Centre, Canada	57
Focusing on Teen Injury Prevention as a Leverage Point for Reducing Child Injury Rates for Ages 0-19	Will Hitchcock, Safe Kids Washington State	68
Lessons Learned and Advice for Creating an Evidence-Based Teen Driving Program in Your Local Schools	DeAndra Reasonover-Winjobi, Safe Kids Upstate (SC)	71
ROAD SAFETY STRATEGIES (Group Facilitator – Luis Rivera, Safe Kids Connecticut, CT and Cynthia Wright Johnson MSN RN, EMS for Children Director, Chair Safe Kids and Risk Watch Maryland, Maryland Institute for Emergency Medical Services Systems)		
Vision Zero in Canada: Building Multi-Sectoral Capacity for Implementation	Valerie Smith, Parachute, Canada	39
Improving Motor Vehicle Traffic Safety Through Two Collaborative Learning Environments	Maria Katradis, Children's Safety Network Education Development Center	67
Safer Kids on Ecuador's Roads	Esteban Paredes, Fundación CAVAT, Ecuador	93
Road Safety Education Intervention for Primary School Children in Malaysia: Health Outcome from 40,117 Surveyed Students	Kulanthayan Mani, Safe Kids Malaysia	95
Booster Seat Challenges: Increasing Booster Seat Use Among Elementary School Students in Grades K-4	Rachel Zerbo, Safe Kids San Joaquin County (CA)	19
Borrowing Lower LATCH Anchors to Install a Car Seat – Is it Really Safe?	Aditya Belwadi, Children's Hospital of Philadelphia (PA)	86
UNDERSERVED COMMUNITIES (Group Facilitator – Elizabeth Foster, Safe Kids Mississippi)		
Working With Non-English Speaking and Other Vulnerable Populations	Marie Snodgrass, Safe Kids Huron Valley (MI)	10
Discovering Universal Languages of Injury Prevention: Considering Diverse Perspectives to Develop Effective Messaging	Dex Tuttle, Children's Minnesota	51
Health Equity and Injury Prevention	Abby Collier, National Center for Fatality Review and Prevention	76
Identifying Children at High Risk of Injury Among Deprived Families in the Bangkok Metropolitan Region of Thailand	Adisak Plitponkarnpim, Child Safety Promotion and Injury Prevention Research Center, Thailand	84
MISCELLANY (Group Facilitator – Dawne Gardner, Specialist, Injury Prevention, Comprehensive Children's Injury Center (CCIC), Cincinnati Children's and Safe Kids Greater Cincinnati, OH)		
Child Injury Prevention Based on Injury Data Collection at Hospital Emergency Departments – An Inter-Sectoral Work Model	Orly Silbinger, Beterem - Safe Kids Israel	14
Preventing Child Injuries: Human Rights Perspectives, Experience of Nepal	Writu Bhatta, Swatantrata Abhiyan, Nepal	29
Challenge Creates Opportunities: Re-Examining Data to Support Safe Kids Oregon	Vivian Siu, Oregon Health Authority	40
Child Injury in the United States (2005-2017 Nationwide Update and MA, CA and OH comparison)	Jesus Monclus, Fundación MAPFRE, Spain	104

Friday, July 19

9:00 a.m. – 10:30 a.m. CHILDREN IN AUTONOMOUS VEHICLES PLENARY *Ballroom*



Autonomous vehicles are not just for a future generation, they are being tested today on roads in cities across America. That's why Safe Kids is accelerating attention on the implications for children. Join us for this thought-provoking plenary that will show how autonomous vehicles will impact the future of child passenger safety and what you can do now.



Jessica Jermakian
Senior Research
Engineer, Insurance
Institute for Highway
Safety



**Kristy Brinker-
Brouwer**
Professor,
Kettering
University



John Hardiman
Director of Public
Affairs, NJM Insurance
Group



Miriam Chaum
Head of Public Policy,
Self-Driving Cars,
Uber



Torine Creppy
President
Safe Kids Worldwide



John Capp, Director,
Global Vehicle Safety
Technology & Strategy,
General Motors Global
Product Development



Christene Jennings
Chief Operating
Officer, Marketing
for Change Co.

11:00 a.m. – 12:15 p.m. PARALLEL SESSION 3

DIVERSE COMMUNITIES: Outreach, Impact and Changing Behavior *Magnolia*



Reaching diverse communities can require special attention and resources, but the impact is well worth it. In this session, experts will share their knowledge, best practices and tools they use to reach diverse communities through cultivating partnerships, program adaptation and creative awareness raising. Each presentation will discuss the importance of evaluation in measuring behavior change and perception.

Kathy Wall, System of Care Director, Community Partners - BRIDGES, **Mareta Hunt**, Strategic Advisor, Equity and Injury Prevention, Safekids Aotearoa (New Zealand), Moderated by **Karisa Harvey**, MPH, CPSTI, Injury Prevention Program Director, Columbus Public Health, Safe Kids Central Ohio

FAMILY ADVOCATES: Best Practices for Working Together with Sensitivity *Cherry Blossom*



Family advocates are often called to the field of injury prevention after a personal, and sometimes tragic, incident in their own lives. In this session, participants will learn about sensitivities around engaging advocates and hear from three panelists on how they have developed effective programs using family advocates.

Daby Snipes, Program Coordinator, Safe Kids Upstate (SC), Bradshaw Institute for Community Child Health and Advocacy Prisma Health, **Janet McGee**, Co-founder, Parents Against Tipovers, **Kimberly Amato P.T.**, Founder Meghan's Hope, Founding Member of Parents Against Tip-Over, Moderated by **Mary Janssen**, Coordinator, Safe Kids Cedar Valley (IA)

DEMONSTRATING IMPACT: Introduction to Evaluation and Measurement *Dogwood*



This session will discuss the central role that monitoring and evaluation plays in enhancing the effectiveness and efficiency of programs. It will highlight approaches appropriate for different phases of a program cycle and the need to move beyond process measures to demonstrate impact. We will also address challenges in collecting outcome and impact measures as well as practical approaches to overcome them.

Mirjam Sidik, CEO, AIP Foundation (Vietnam), **Cathy Bennett**, Program Manager, Michael Phelps Foundation, Moderated by **Dr. Abdulgafoor M. Bachani**, Assistant Professor of Health Systems, Director of International Injury Research Unit, Johns Hopkins University

CHILD PASSENGER SAFETY: Bringing Safety to Children Around the World

Scarlet Oak



Child passenger safety is as crucial around the world as it is in the United States. CPS technicians and instructors certified in the U.S. often take their knowledge overseas to share safety information and practical skills for making families safer. This session will teach the best practices for sharing information, and show how to promote a culture of safety by using a "good, better, best" philosophy that can lead to a national response.

Monica Cui, Executive Director, Safe Kids China, **Dr. Helen Arbogast**, Director, Safe Kids California, Children's Hospital Los Angeles, **Prof. Simone de Campos Vieira Abib MD, PhD**, President, Safe Kids Brazil, Moderated by **Lorrie Walker**, Training and Technical Advisor, Safe Kids Worldwide

PARTNERING WITH HEALTHCARE PROVIDERS: Perspectives and Strategies

Silver Linden



This session will provide attendees with effective strategies for engaging healthcare providers (HCPs) to support child injury prevention efforts. Attendees will learn from the perspective of an HCP involved in injury prevention along with the experience of U.S. coalitions partnering with various groups of HCPs to disseminate injury prevention education to families.

Sadiqa Kendi, MD, FAAP, CPST Assistant Professor, Children's National Health System, **Hayluri (Luly) Beckles**, Pediatric Injury Prevention and Safe Kids NW Piedmont (NC) Coordinator, Brenner Children's Hospital-Wake Forest Baptist Health, **Mary Owens, RNC-NIC**, Nurse Clinician/CPS Technician, Brenner Children's Hospital-Wake Forest Baptist Health, **Jenny Sharrick**, Director of Public Health Services, FAMILY, Inc., Moderated by **Jennifer N. Lind, PharmD, MPH**, Pharmacist/Epidemiologist, Medication Safety Program, Centers for Disease Control and Prevention

RURAL SAFETY: Special Attention to Injury Prevention

Tulip



There are unique risks involved when kids live in rural areas, ranging from operating farm equipment to special road challenges. Experts in this session will discuss strategies to prevent injuries in rural communities, especially when trauma care can be far away.

Gretchen Waddell, Project Officer, Kidsafe Western Australia, **Purnima Unni MPH, CHES**, Pediatric Trauma Injury Prevention Manager, Monroe Carell Jr. Children's Hospital, **Ryan Manahl**, President, Tate's Army Foundation, Moderated by **Marsha Salzwedel**, Youth Agricultural Safety Specialist, National Children's Center for Agricultural and Rural Health and Safety

12:30 p.m. – 1:30 p.m. NETWORKING BOXED LUNCH

Ballroom Foyer

1:30 p.m. – 3:00 p.m. COMMUNICATIONS PLENARY: Improve Your Pitch

Ballroom



Almost every day, we are presenting something, whether it is teaching injury prevention to parents, motivating volunteers, appealing to funders or requesting more support from a lead agency. In this plenary, you will learn practical takeaways to improve your pitch, hone your presentation style, strengthen the content of your requests for support and improve the impact of your presentations.



John Neffinger
Partner, KNP
Communications
and co-author of
*Compelling People:
The Hidden Qualities
That Make Us
Influential*



Cherie Sage
State Coordinator,
Safe Kids Kansas



Martha Wilcox
Chief Marketing Officer,
Safe Kids Worldwide

3:15 p.m. – 4:30 p.m. PARALLEL SESSION 4

ADVOCACY: Following Through on Policy Change

Magnolia



Once a bill you have been advocating for is signed into law, your work is done, right? Not so fast. In this session, you will learn tips on how to turn a recently passed law into an awareness opportunity, as well as basic advocacy functions.

Lorry Gail Malcom, MS, Childhood Injury Prevention Project Coordinator, Oklahoma State Department of Health, **Shelli Stephens-Stidham, MPA**, Director, Community Health Impact, Parkland Health & Hospital System, **Amalia Rolloque**, Program Officer, Safe Kids Philippines, Moderated by **Jason Kerkman**, Coordinator, Safe Kids Nebraska

PARTNERSHIPS: Building your Organization's Capacity *Cherry Blossom*



Partnerships are integral to injury prevention work and building your organization's capacity. Hear the tricks of the trade from organizations that have successfully formed partnerships across many different sectors and learn how they build and sustain the relationships over time. This session will benefit both new organizations looking to grow partnerships and established organizations who want to nurture longstanding relationships.

Mandy Fultz, Safe Kids Project Coordinator, University Health System (TX), **Buck Russel**, Sr. Supervisor Public Safety, Union Pacific Railroad, **Yolande Baker**, Executive Director, ChildSafe South Africa, **Abby Collier**, Director, National Center for Fatality Review and Prevention, Moderated by **Kira Huck**, State Director, Safe Kids Montana led by Foundation for Community Health

SCHOOL-BASED EDUCATION: Bringing Safety Messages to the Classroom *Dogwood*



Implementing school-based prevention programs can have a great impact on reducing childhood injuries. Learn strategies to build capacity, train educators and engage high school students to deliver safety messages that can be adapted to reach children in classrooms around the world.

Orly Silbinger, CEO, Beterem – Safe Kids Israel, **Marjorie Diaz**, Health Education Associate I, Children's Hospital Los Angeles, **Diana Starace**, Coordinator, Robert Wood Johnson Injury Prevention Program, Safe Kids Middlesex County (NJ), Moderated by **Dr. Carol Waweru**, Foundation Manager, Gertrude's Children's Hospital (Kenya)

PEDESTRIAN SAFETY: Safe School Zones *Scarlet Oak*



As new research and programs are developed, communities around the world are embracing approaches that provide education and environmental changes to keep kids safe in school zones. In this session, you will learn from pedestrian safety experts about how they are changing the game when it comes to road safety for children.

Florencia Lambrosquini, Research Coordinator, Fundación Gonzalo Rodríguez (Uruguay), **Chantel Lowery, MPH, CHES**, Program Coordinator, Safe Kids Los Angeles West (CA), Children's Hospital Los Angeles, **Beth Oestreich**, Manager, Community Programs, Sanford Children's Hospital, Safe Kids Fargo-Moorhead (ND), Moderated by **Kristen Brookshire**, Research Associate, University of North Carolina Highway Safety Research Center

WATER SAFETY: Evidence-Based Drowning Prevention *Silver Linden*



Among preventable injuries, drowning is the leading cause of death for children 1 – 4 years old. This session highlights two programs that use evidence-based strategies to prevent drowning in children. Participants will also learn how to leverage partnerships to increase the impact of their water safety activities.

Ronda Cerulli, Program Director, Safe Kids St. Lucie (FL), Florida Department of Health in St. Lucie County, **Maegan Richardson**, Deputy, St. Lucie County S.O., **Connie Harvey**, Director of Aquatics Centennial Initiatives, American Red Cross, **Megan Ferrero**, Executive Director, The ZAC Foundation, **Allison Nicolson**, Injury Prevention Coordinator, Essentia Health, **KaRee Lockling**, Injury Prevention Program Coordinator, Fond du Lac Reservation, Human Services Division, Moderated by **Alissa Magrum**, Executive Director, Colin's Hope

REVERSING RELAXED BEHAVIOR: Why Do Parents Stop Prioritizing Safety? *Tulip*



How is it that the same caregivers who spent hours comparing options for their newborn's car seat will stop using a safety seat and even a seatbelt just a few years later? Why do some parents grow comfortable with letting their child near open water, or removing the guards on their windows? In this session, participants will hear about new research findings that indicate what triggers behavior change in parents, and learn about the disconnect between knowledge and action.

Carma Hanson, Coordinator, Safe Kids Grand Forks (ND), **Kelli England, PhD**, Professor & Interim Director, Pediatrics Division of Community Health and Research, Eastern Virginia Medical School, **Lisa Dau**, Director, Safe Kids Hawaii, **Sara Penisten Turcic, RN, BSNS, CPSTI**, Injury Prevention Outreach Coordinator & Safe Kids Alaska State Coalition Coordinator, Providence Alaska Medical Center, The Children's Hospital at Providence, Moderated by **Lorrie Walker**, Training and Technical Advisor, Safe Kids Worldwide

5:30 p.m. – 7:00 p.m. KALEIDOSCOPE PARTY *Ballroom 1 – 5*



Saturday, July 20

9:00 a.m. – 10:30 a.m. PEER LEARNING SESSIONS

These sessions will consist of two 40-minute rounds featuring a variety of discussion topics. During these rounds, a moderator will facilitate group discussion around experiences, ideas, successes and challenges pertaining to a specific topic. Participants will come away with valuable information, action items and strategies they can take back to their communities to build capacity and strengthen initiatives.

ROUND ONE

Sessions with an asterisk (*) are offered in both rounds.

* **Effective Ideas for Engaging Teens and Middle Schoolers**

Learn how to engage the 12-19 age group and get them to take safety and injury prevention seriously. *Moderated by Zack Boileau, Co-Director of Research, Marketing for Change Co.*

* **Reaching Vulnerable Groups with Safe Sleep Education**

Discuss strategies to engage at-risk groups with infant safe sleep education to change behavior and reduce the risk of sleep-related deaths. *Moderated by Lorena Kaplan, Safe to Sleep® Campaign Lead, Eunice Kennedy Shriver National Institute of Child Health and Human Development, National Institutes of Health*

* **Creative Funding Solutions** Discuss best practices and creative strategies for meeting the challenge of acquiring and maintaining funding. *Moderated by Ro Ennis, Director, Safe Kids New York*

* **Engaging Students and Interns** Learn how to effectively engage students and interns to support coalition projects and strengthen injury prevention programs. *Moderated by Sherri Hannan, R.N., Coordinator, Safe Kids Fayette County (KY), Kentucky Children's Hospital*

* **Social Media 101** Share best practices in choosing platforms, crafting engaging messages and ensuring you reach your desired audience. *Moderated by Madeline Tucker, Communications Associate, Safe Kids Worldwide*

* **Building a Dynamic Volunteer Base** Learn how to recruit, maintain and sustain a volunteer base to help support your organization, including from a funder's employees. *Moderated by Carma Hanson, Coordinator, Safe Kids Grand Forks (ND)*

* **Marijuana and Child Safety** Discuss important safety policy considerations in states facing legalization, and share strategies for educating parents, families and communities. *Moderated by Anthony Green, Chief Advocacy & Network Officer, Safe Kids Worldwide*

* **Connecting with Public Officials** Discuss strategies for educating and cultivating advocacy relationships with your legislators and public officials. *Moderated by Jen Rubin, Injury Prevention Program Lead, Dignity Health Mercy San Juan Medical Center*

* **Continuity Planning for Coalitions** Learn strategies and steps to take to prepare your coalition in the event of coordinator turnover. *Moderated by Dr. Helen Arbogast, Director, Safe Kids California, Children's Hospital Los Angeles*

* **Injury Prevention in Rural Communities** Identify injury hazards unique to rural communities and learn how they manifest differently in such areas. Share best practices and lessons learned

in addressing these hazards. *Moderated by Jennifer Westendorf, Safe Kids Magic Valley (ID) and Josie Bryan, Safe Kids Treasure Valley (ID)*

* **Water Safety Education for Kids** Learn about strategies and available resources to reach children with water safety education. *Moderated by Kathy Collingsworth, Founder/Director, Joshua Collingsworth Memorial Foundation (JCMF-Josh the Otter)*

* **Creating Safer Playgrounds** Discuss ideas for how to get started with environmental & policy changes to improve playground safety. *Moderated by Heather Olsen, Executive Director, National Program for Playground Safety, University of Northern Iowa and Eric Kennedy, Director, Injury Prevention, National Program for Playground Safety*

Addressing Viral Teen Challenges Learn how to talk to teens about the latest viral fad challenges like the Shiggy, Bird Box and the Choking Game. *Moderated by Jacob Smith, Program Manager, Transportation Safety Advocacy, National Safety Council*

Injury Prevention for Children with Autism Learn how to get started and identify potential partners to support injury prevention programming for children with autism. *Moderated by Zoraida Ettrick, Coordinator, Safe Kids Maricopa County (AZ)*

Finding New Ways to Introduce Parents to Safety We know parents don't wake up thinking about safety. Learn about the new Safe Kids Worldwide podcast, *The Parent Pep Talk*, and how to reach parents by looking at injury prevention in a more holistic way. *Moderated by Gary Karton, Content Advisor, Safe Kids Worldwide*

Medicine Safety in the Context of the Opioid Epidemic Discuss opportunities to incorporate child injury prevention and medicine safety messaging into current conversations surrounding the opioid epidemic. *Moderated by Diana Starace, Injury Prevention Program and Safe Kids Middlesex County (NJ) Coordinator, RWJ*

ATV Safety Do's and Don'ts Learn how to open a conversation on ATV safety in communities where they are popular, identifying best practices and mistakes to avoid. *Moderated by Cambree Applegate, Director, Safe Kids Utah*

Artificial Intelligence and Child Safety Discuss how these emerging technologies impact child injury prevention and what we can do to be prepared. *Moderated by Melissa Smith, Community Affairs Lead, DENSO*

The Road to Zero Discuss how to make your community a Vision Zero community and some of the challenges you may face along the way. *Moderated by Kim Wiley-Schwartz, Assistant Commissioner for Education and Outreach, New York City Department of Transportation*

ROUND TWO

Sessions with an asterisk (*) are offered in both rounds..

* **Effective Ideas for Engaging Teens and Middle Schoolers**

Learn how to engage the 12-19 age group and get them to take safety and injury prevention seriously. *Moderated by Zack Boileau, Co-Director of Research, Marketing for Change Co.*

* **Reaching Vulnerable Groups with Safe Sleep Education**

Discuss strategies to engage at-risk groups with infant safe sleep education to change behavior and reduce the risk of sleep-related deaths. *Moderated by Lorena Kaplan, Safe to Sleep® Campaign Lead, Eunice Kennedy Shriver National Institute of Child Health and Human Development, National Institutes of Health*

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* **Social Media 101** Share best practices in choosing platforms, crafting engaging messages and ensuring you reach your desired audience. *Moderated by Madeline Tucker, Communications Associate, Safe Kids Worldwide*

* **Building a Dynamic Volunteer Base** Learn how to recruit, maintain and sustain a volunteer base to help support your organization, including from a funder's employees. *Moderated by Carma Hanson, Coordinator, Safe Kids Grand Forks (ND)*

* **Marijuana and Child Safety** Discuss important safety policy considerations in states facing legalization, and share strategies for educating parents, families and communities. *Moderated by Will Hitchcock, PhD, Washington State Department of Health*

* **Connecting with Public Officials** Discuss strategies for educating and cultivating advocacy relationships with your legislators and public officials. *Moderated by Jen Rubin, Injury Prevention Program Lead, Dignity Health Mercy San Juan Medical Center*

* **Continuity Planning for Coalitions** Learn strategies and steps to take to prepare your coalition in the event of coordinator turnover. *Moderated by Dr. Helen Arbogast, Director, Safe Kids California, Children's Hospital Los Angeles*

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Outreach to Native American/First People Populations

Discuss how to build a relationship with tribal communities and modify programs to be culturally sensitive. *Moderated by Beth Washington, Supervisor, Safe Kids Tulsa Area (OK)*

Creating Effective Social Media Content Learn creative ways to engage target audiences in injury prevention through social media. *Moderated by Daphne Greenlee, Coordinator, Safe Kids Springfield (MO)*

Maximizing Your Collaboration with Safe Routes to School

Discuss how to strengthen collaborations with Safe Routes to School at the community level, and the steps to building a successful program. *Moderated by Ronda Cerulli, Program Director, Safe Kids St. Lucie (FL), Florida Department of Health in St. Lucie County*

Supporting Safe Play Around Water Learn how to create a safe play environment around bodies of water such as lakes, rivers and canals. *Moderated by Dana Walraven, Coordinator, Safe Kids North Texas Fort Worth (TX)*

Increasing Awareness of Vehicle-Related Heatstroke Discuss how to raise awareness around vehicle-related heatstroke in your community and bust some of the myths surrounding heatstroke. *Moderated by Shannon Bullock, Director, Safe Kids North Carolina*

Preparing to Weather the Storm Learn strategies to prepare for and respond to weather disasters, as both a coalition and a state network. *Moderated by Cherie Sage, State Coordinator, Safe Kids Kansas*

Railroad Safety at the Community Level Learn how to engage community partners to prevent trespassing and collisions at rail crossings and on railroad tracks. *Moderated by Larry Wenko, Senior Manager, Union Pacific Railroad*

Gun Safety: Be SMART Learn how to have life-saving conversations about kids, guns and securing guns in the home. Also learn how to inquire about unsecured guns in other homes and encourage others to practice effective gun storage. *Moderated by Jennifer Hoppe, National Field Program Director, Moms Demand Action*

10:45 a.m. – 12:00 p.m. CLOSING PLENARY

Washington D.C. Mayor Muriel Bowser has dedicated her tenure to giving children and families the best chance to reach their potential. In our closing plenary, Mayor Bowser provides an inspirational keynote speech on her perspective as a nationally-recognized political leader, including her Vision Zero initiatives to make city streets safer for children.



Mayor
Muriel Bowser
Washington, D.C.



Continuing Education Information

Certified Health Education Specialists (CHES)

Safe Kids Worldwide is a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This convention includes parallel sessions and plenaries where CHES/MCHES can earn Category 1 CECH.

All parallel sessions are CHES-eligible. Be sure to sign the CHES roster at the back of each parallel session room. (Provide your CHES number next to your name.)

The Children in Autonomous Vehicles Plenary and the Communications Plenary are eligible for CHES credits. You must sign the CHES roster located outside the ballroom immediately following the plenary and write your CHES number next to your name.

Complete and turn in an evaluation form for each workshop you attend. Also, complete and return the overall evaluation at the end of the convention.

Within 14 business days following the convention, you will receive an email with your CHES earnings. If you have any CHES-related questions, email Kerry Chausmer at kchausmer@safekids.org.

Child Passenger Safety Technicians and Technician-Instructors

Nationally certified CPSTs and CPSTIs may earn up to 2.5 CPS CEUs for attending the CPS Latest Technology workshop (1.5) and completing the exhibit hall passport (1.0). Once complete, technicians are to enter the information in their online profiles and keep the completed passports in case they are randomly selected to be CEU-audited. For assistance logging into your online profile, customer service is available at: 877-366-8154.

Online Presentations

If you would like to obtain a copy of a presentation given at PrevCon, please email your request to prevcon@safekids.org.

Things to Remember

Exhibit Hall

Plan plenty of time to explore the exhibit hall where you will discover a broad range of information and opportunities to learn and share ideas. For a full list of exhibitors and location map, see page 24.

Poster Presentations

Be inspired by these impressive presentations from injury experts from around the world. Take time to vote for your favorite poster.

The posters will be on display in Salons 12 & 13. For a full list of poster titles and presenters, see pages 8-9.

Twitter

Join in by tweeting at the convention. Make sure to follow us at @SafeKids. Please use the conference hashtag #prevcon.

WiFi

The WiFi password for the convention is [PrevCon19!](#)

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Attend **“Medication Safety: Creative Ways to Educate Families and Engage Partners”** on **July 18, 11:00 a.m. – 12:15 p.m.**, and visit booths 15 & 16 to learn more about this program!

Visit scholastic.com/OTCmedsafety.



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Please #AnchorIt



Meghan Agnes Beck

October 23, 2001 - December 18, 2004

Meghan died when her 30" dresser fell on her during the night while her family thought she was asleep.



Theodore Nate McGee

March 26, 2014 - February 14, 2016

Ted died when his dresser fell on him during naptime. His family was in the room next to his.

Neither Meghan's nor Ted's families heard the dressers fall.

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EXHIBIT HALL

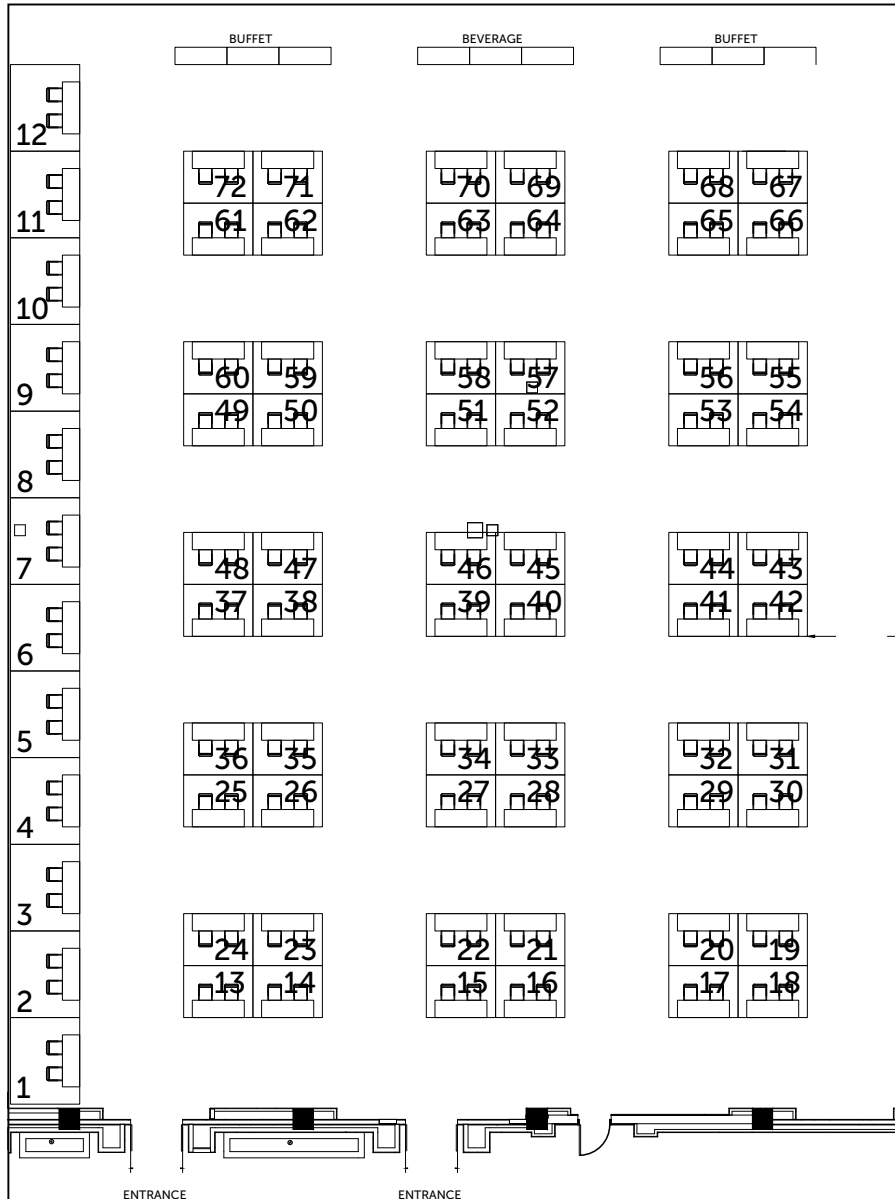


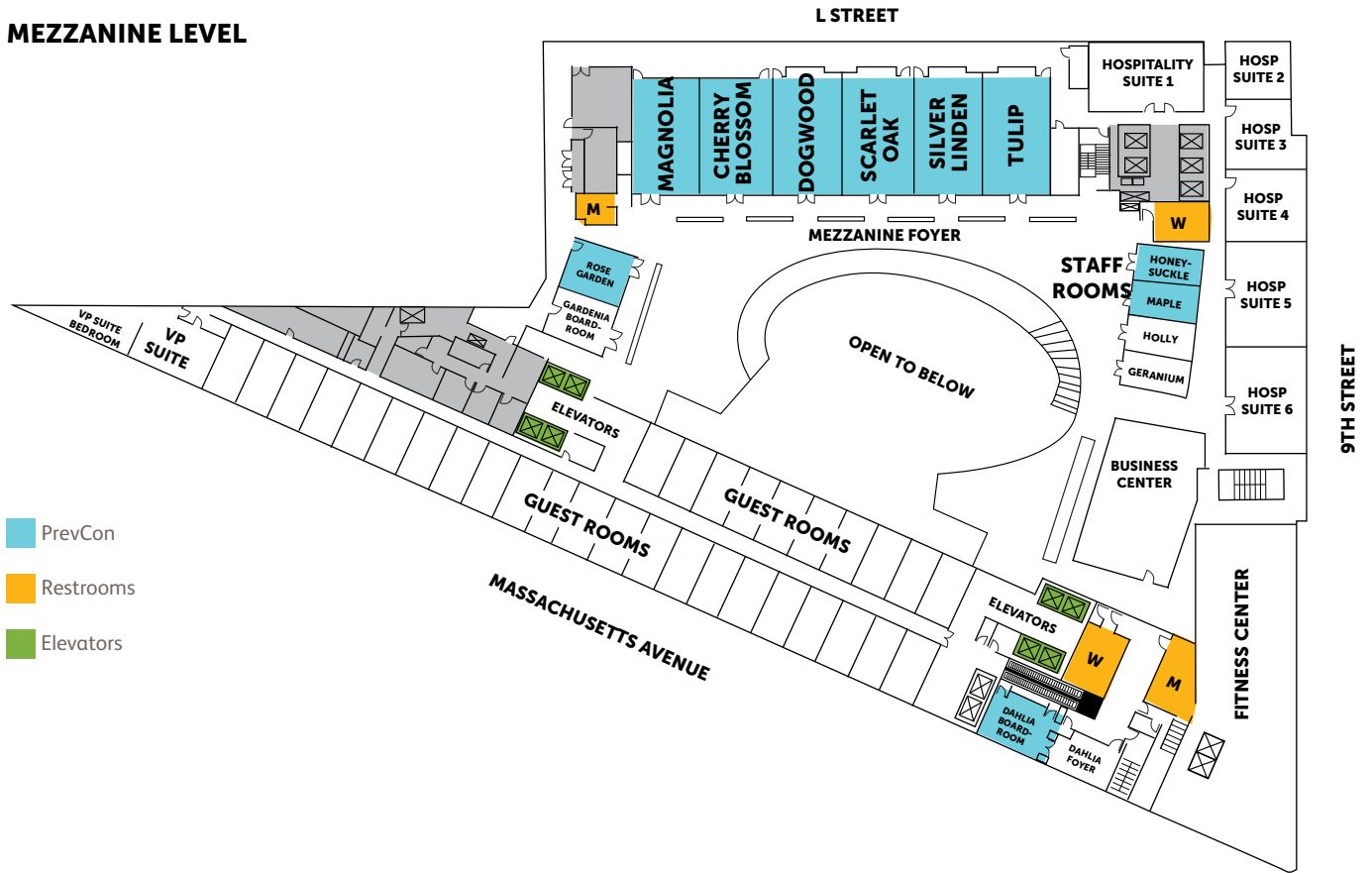
Exhibit Hall Hours

THURSDAY: 8:00 a.m. – 6:00 p.m.

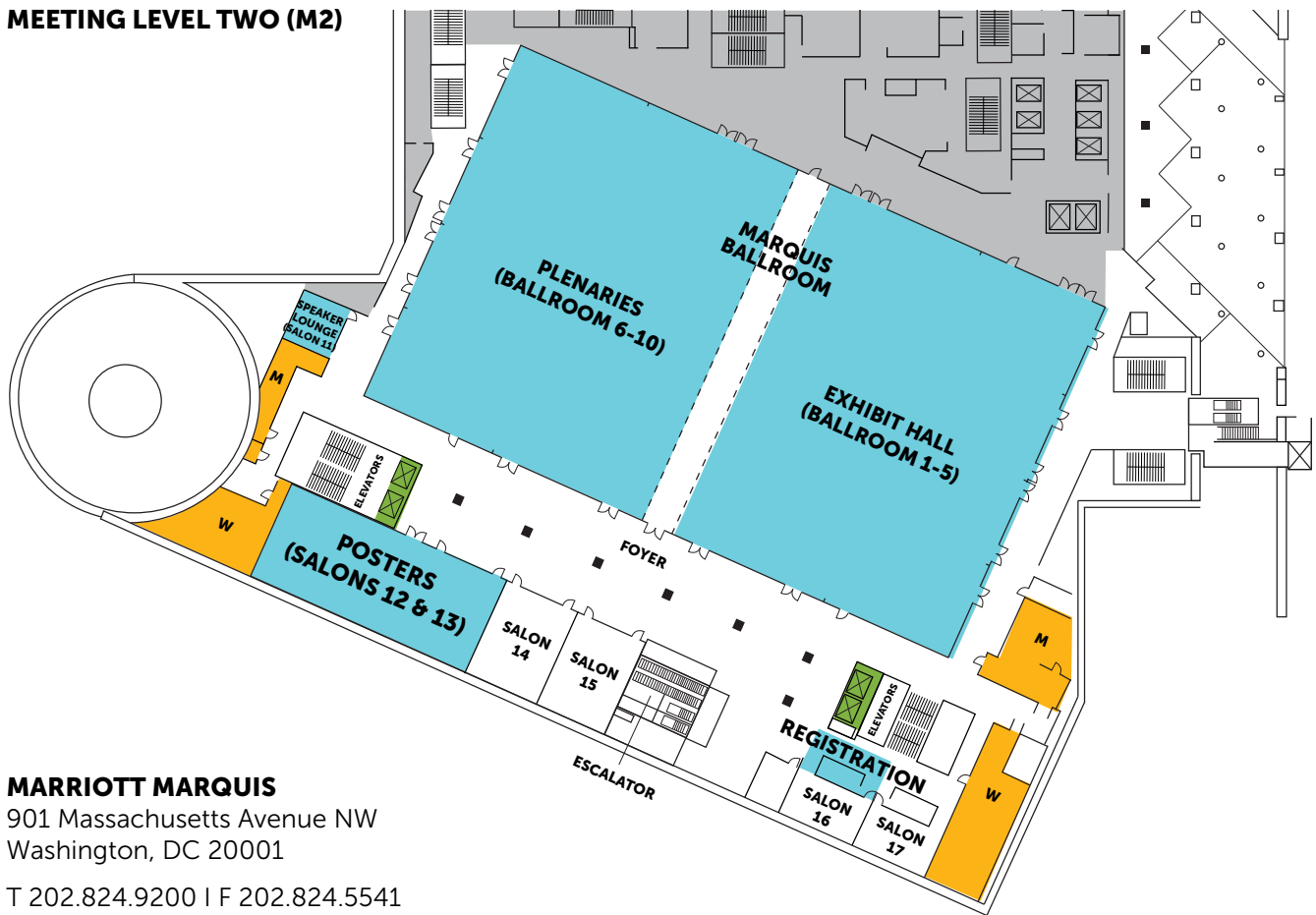
FRIDAY: 8:00 a.m. – 12:00 p.m.

Closed during plenaries.

MEZZANINE LEVEL



MEETING LEVEL TWO (M2)

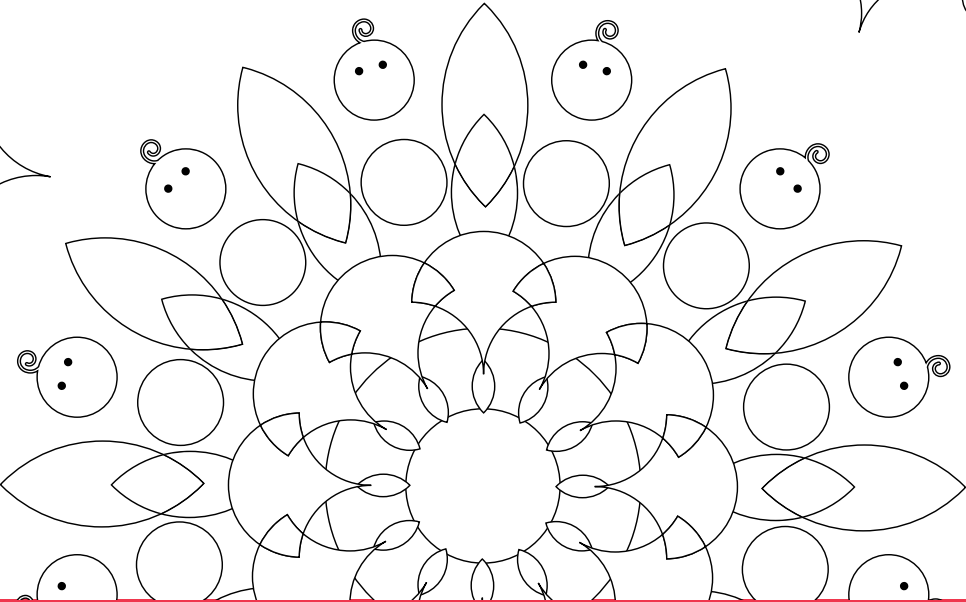
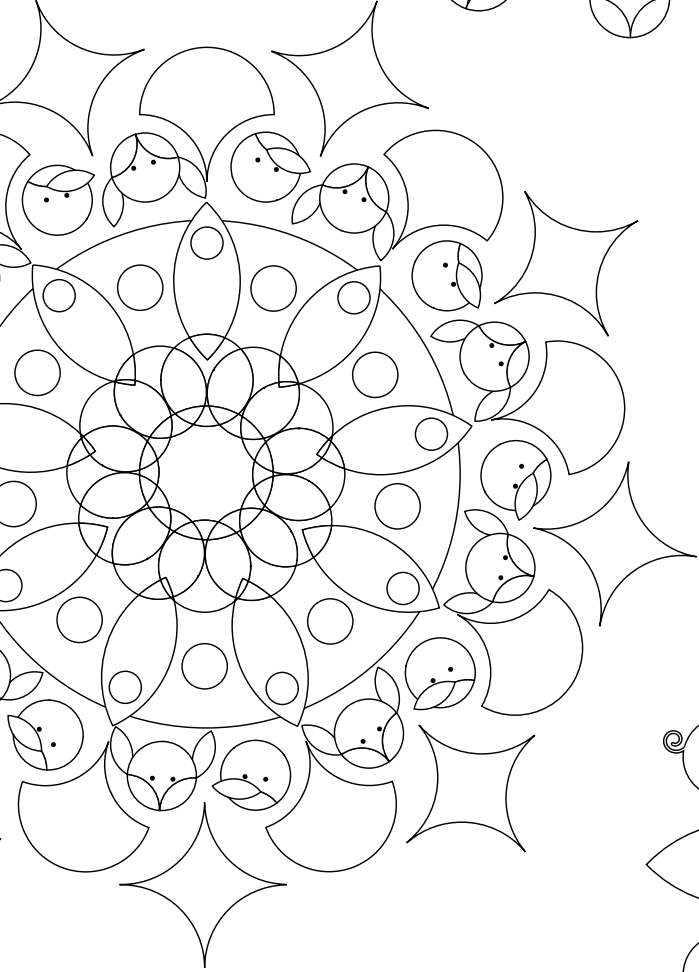
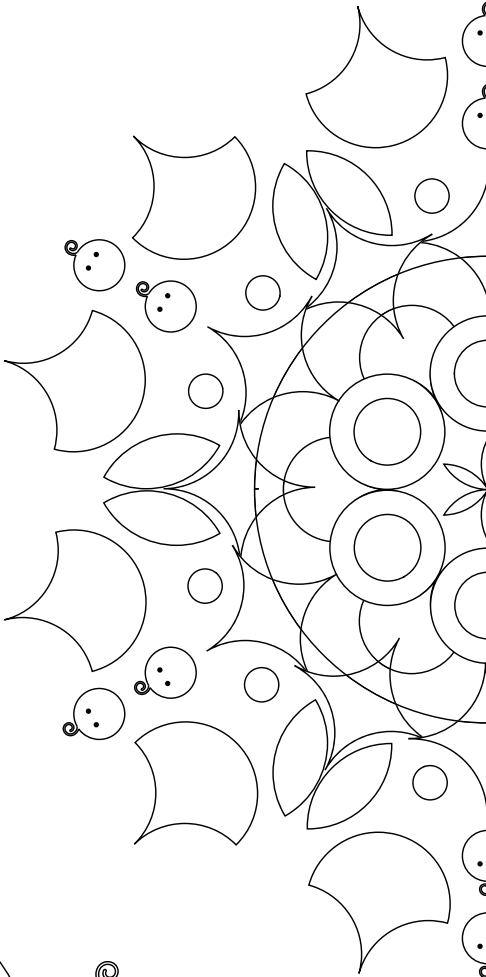
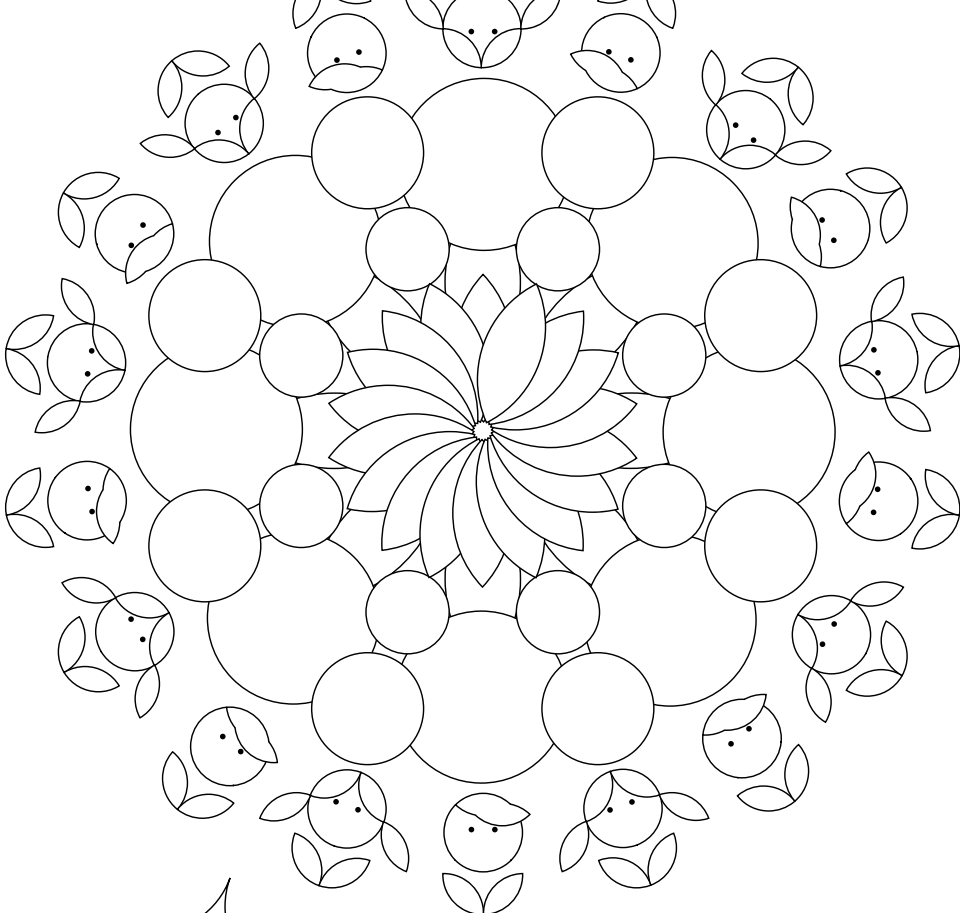


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