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## Drowning prevention for children in San Bernardino County

Joan Marie Williams

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DROWNING PREVENTION FOR CHILDREN IN SAN BERNARDINO COUNTY

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A Project  
Presented to the  
Faculty of  
California State University,  
San Bernardino

---

In Partial Fulfillment  
of the Requirements for the Degree  
Master of Science  
in  
Nursing

---

by  
Joan Marie Williams

June 2002

DROWNING PREVENTION FOR CHILDREN IN SAN BERNARDINO COUNTY


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A Project  
Presented to the  
Faculty of  
California State University,  
San Bernardino


---

by  
Joan Marie Williams  
June 2002

Approved by:

  
Susan Lloyd, Ph.D., RN, Chair, Nursing

5-10-02  
Date

  
Ellen Daroszewski, Ph.D., RN

  
Ann Ivey, MSN, RN

## ABSTRACT

Drowning and near drowning is a significant problem nationwide and in San Bernardino County. Drowning in and around the home is the leading cause of accidental death of children under 5 years of age (Consumer Product Safety Commission, 2001). In the United States, drowning is cited as the second most common cause of death for adolescents (Injury Fact Book, 01-02).

This project was undertaken to help establish a funding source to develop a drowning prevention program in San Bernardino County. A request for assistance (RFA) was obtained from the California Center for childhood Injury Prevention and the California Kids' Plates Program. The grant proposal for this program was developed and written by co-chair Joan Williams, and implementation of this project, includes a program summary, project abstract, project narrative, scope of work, budget, budget justification, marketing menu, as well as letters of commitment to the program (Appendix B).

If funded, the program outcomes would include the development of a drowning prevention network, including a new Children's Services Team Subcommittee and the

implementation of a "safe summer" education program year round in San Bernardino County.

Other prevention strategies will ultimately include development of a drowning computer database that will help gather facts that are more exact surrounding the drowning events of children birth through 17 years in San Bernardino. When more exact drowning facts are known prevention education that is specific can be established.

## ACKNOWLEDGMENTS

There are many people I would like to acknowledge. Without their support, the achievement of a Masters in Nursing would not have been accomplished. My chair Dr. Susan Lloyd and the other members of the project committee Ann Ivy and Dr. Ellen Daroszeuski who were all extremely helpful; I thank them for their insight and words of wisdom. Claudia Spencer who was a great preceptor; she gave so much of her time, teaching and always role modeling as to what it is to be an Advanced Practice Nurse. To Adam who noticed how every night I was busy on the computer writing my project and other tasks, and Tom, who went to the library to gather articles with Adam for me on the weekends.

DEDICATION

To my Dad

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## CHAPTER ONE

### BACKGROUND

#### Introduction

The contents of Chapter One presents an overview of the project. The purpose of the project is discussed followed by the context of the problem and the scope of the project. Next, the limitations that apply to the project are reviewed. Finally, definitions of terms are presented.

#### Purpose of the Project

The purpose of this project is to write a grant, to obtain appropriate funding in order to institute a year round drowning prevention program in San Bernardino County for children ages birth through 17. If funding is received, the goals related to the proposed drowning prevention program, plan to include the maintenance of the Drowning Prevention Coalition, drowning prevention education to San Bernardino communities and the establishment of specific data about children from birth through 17 years of age that drown or nearly drown through use of a computer database program.

Nurses are well versed in injury prevention. The Advanced Practice Nurse has advanced skills to work with the drowning and near drowning issue, as well as the development of a health promotion prevention program in San Bernardino County. According to Helvie (1998) an advanced practice nurse has various roles in community health nursing. This nurse promotes and preserves the health of populations by use of skills and knowledge pertinent to both nursing and public health. All the various definitions of an advanced practice nurse focus on the community as a whole and the ability to work with many systems public and private as well as the consumer. An advanced practice nurse has the aptitude to educate and counsel, advocate for others, collaborate with others, be a change agent and leader in the community.

#### Context of the Problem

Drowning and near drowning is a significant problem in San Bernardino County. According to the Children's Network of San Bernardino County Families and Partnerships Annual Report noted that during the year 2000, twelve children drowned. Eight of them were four years of age or younger. In 1999, there were five

drowning deaths of children ages 0 through 17, 1 African American, 3 Hispanic and 1 white, two were male and three female. Four of the five deaths in 1999 were of children ages' 1-4. In 1999 there was one infant under the age of 1 year that was hospitalized due to an unintentional bathtub drowning. There were 22 hospitalizations of children ages 1-4, 62% were for unintentional drowning. Eighteen of the 22 children ages 1-4 were the result of pool/spa drowning. Drowning remains the leading and most common cause of unintentional injury related death in the age group of 1-4 years. Children's Network of San Bernardino County, (2001).

In the United States, the CDC Injury Fact Book 2001-2002 cited that drowning is the second most common cause of death for adolescents. The majority are males and alcohol is involved about 25% of the time. Drowning is two to four times higher among low-income families for both boat and non-boat associated drowning. It is more common to have swimming pool deaths in families with a higher income.

A child can drown in seconds. It can happen in a pool, bathtub, toilets, buckets, ponds, horse troughs, and lakes. According to Aquatic Injury Facts, (2001)

drowning is known as the "Silent Killer" because you will not hear a cry for help or the sound of water splashing when the child falls head first into the water.

According to the Consumer Product Safety Commission (2001) drowning in and around the home is the leading cause of accidental death of children under 5 years of age. In California, Arizona and Florida, seventy five percent of drowning events occurred in swimming pools.

Rivara, Bergman, LoGerfo, and Weiss (1982) observed that there is a sex difference in injury rates and that males are more likely to be the victims, especially between the ages of 1 and 3. Drowning is noted to be two to four times higher among low-income families. It is more common to have swimming pool deaths in families with a higher income status.

Families are severely impacted by emotional and financial issues, while society deals with the financial cost, particularly regarding near drowning victims. According to Miller and Spicer, (2000) unintentional injuries in 1996 resulted in \$66 billion in present and future work losses due to premature death or long-term disability, \$14 billion in lifetime medical spending and \$1 billion in other resource costs. For children injured

in 1996, quality of life losses were equivalent to 2.7 million years of life, a loss comparable to more than 92,000 child deaths.

### Scope of the Project

The scope of this project includes the completion of a grant proposal (RFA) from the California Center for Childhood Injury Prevention and the California Kids' Plates Program. The grant proposal includes specific program goals, objectives, a detailed budget as well as letters of support (see Appendix B). Desired outcomes from this funding would include the development of a drowning prevention network and the implementation of safe summer educational programs year around in San Bernardino County.

### Drowning Network

Development of a Drowning Network has been a major goal of the leaders within the Child Death Review Team (CDRT) in San Bernardino County for the last few years. Drowning deaths of children ages birth through 17 years of age has been an ongoing problem that requires education along with other strategies. Another local organization, the Fetal Infant Mortality Review Program,

whose members examine facts surrounding the death of a child that dies suddenly and unexpectedly under the age of one year in San Bernardino County, also have identified drowning as being a problem that requires year round injury education and intervention.

The first need to be addressed was voiced by the members of the CDRT was the redevelopment of a drowning committee in San Bernardino County. The group would bring together professionals and non-professionals who would work to reduce the number of drowning deaths of children birth through 17 in San Bernardino County. Coalition development has been utilized in the state of California and elsewhere. To effectively deal with major health issues such as drowning coalitions have been developed for example in Santa Clara County, coalitions also have been developed for alcohol-related teenage motor vehicle injuries in Alameda County or for the implementation of several injury targets in Orange County. A coalition, according to Berkowitz and Wolff (2001) is described as a group of people from various agencies, both private and public, who come together to address community needs and solve community problems. There are many advantages to coalition formation as is outlined in the literature.

One advantage Berkowitz and Wolff (200) observed regarding coalition development is that it has more credibility than a government program. Other advantages include that members may be more willing to allocate resources as they maintain control of the program, and implementation of the program may be more efficient as it does not have to deal with bureaucratic red tape. The media is more willing to give the coalition public recognition. Coalitions can reduce fragmentation and duplication among various public and private services, and provide better coordination, monitor the quality as well as evaluate services. Among the public and private sector, coalitions assess and advocate the need for new services as well as raise public awareness. This type of organization fosters the growth of trust as well as brings about recognition and attainment of community goals.

#### Safe Summer Program

Needs for San Bernardino County included the implementation of year round drowning prevention strategies as well as the establishment of a computer database program that would collect the facts surrounding actual drowning and near drowning events.



## Definition of Terms

The following definition of terms as interpreted for this project include the following:

Accident - Rivara (1982) reflects an attitude toward non-intentional injuries. The word has many meanings, including the idea of randomness or the notion that injuries happen without pattern or expectedness.

Child Death Review Team - The function of the team is to systematically and comprehensively review factors that contribute to deaths of children according to the State of Washington Department of Health Child Death Review Glossary (2002). The goal is to reduce preventable deaths of children by identifying problems leading to such deaths, collecting and reporting standardized information, improving interagency communication through case and issues review, and developing appropriate prevention strategies. The review is a coordinated, multi-disciplinary process involving individuals from community agencies relevant to the health and welfare of children of all ages.

Coalition - This term is defined by Berkowitz & Wolf (2000) as a group of people from various agencies both private and public who come together to address community needs and solve community problems.

Drowning/Near Drowning - Drowning deaths result from suffocation within 24 hours of submersion in water, while victims of Near Drowning survive for at least 24 hours. Drowning is fatal, near drowning is sometimes fatal according to the American Academy of Pediatrics Policy Statement (1993).

The Fetal Infant Mortality Review Model - a model that was developed by National College of Obstetrics and Gynecology, specifies procedures to be followed when investigating and reviewing the death of a fetus or infant up to one year of age, according to the State of Washington Department of Health Child Death Review Glossary (2002).

Health Belief Model - This theory addresses what it takes for an individual to change a behavior. According to Rosenstock, (1974) much of it has to do with the individual believing they have a reasonable chance of achieving their expressed goal.

Non-intentional injury or Unintentional injury - The

State of Washington Department of Health Child Death Review Glossary (2002) identifies that this type of injury was accidental in nature and was not meant to occur.

Prevention - This is the strategy of keeping something such as an injury event from happening (State of Washington Department of Health Child Death Review Glossary 2002). There are various levels of prevention. The first level is the primary one and it is designed to prevent the occurrence of an injury event as well as to promote health. The secondary or second level of prevention is based on the earliest promising identification of how an injury event may happen. At this level, the injury can be more enthusiastically prevented. The last level, the tertiary level, is the third phase of intervention, and is concerned with the maintenance of independent function.

## CHAPTER TWO

### REVIEW OF THE LITERATURE

#### Introduction

Chapter Two consists of a discussion of the relevant literature. The theoretical literature reviewed for this project includes: Child Abuse and Neglect, Injury and Injury prevention strategies, and the Health Belief Model.

#### Child Abuse and Neglect versus Non-Intentional Injuries

Jacobs, a Director of the New England Association of Child Welfare Commissioners (2001) spoke of the role the child welfare community has in recognizing its mandate to protect children from abuse and neglect. She also discussed how these child welfare agencies have not extended the definition of child protection to include the prevention of so-called non-intentional injuries such as drowning. The distinction between intentional and non-intentional injuries is an arbitrary one, and there is a focus on inflicted injuries and the overlooking of other types of injuries. Nersesian, Petit, Shaper, Lemieux, and Naor in a 1985 study noted that children who

live in poverty have a suspiciously high death rate as cited by Jacobs (2001). These authors also reported that children who live in poverty suffer three times more deaths than any other group of children. There are indications, according to Wise, Kotelchuck, Wilson & Mills, (1985) that these children also suffer the greatest number of non-intentional injuries. The Newberger et al (1986) study noted that there might be a connecting relationship between abuse and non-intentional injury. Jacobs (2001) also discusses the need for strategic planning by agencies to maintain continued collaboration in the area of injury prevention. Other strategies presented included public awareness campaigns and various media presentations to the identified high-risk populations, which have brought about changes in health related behavior and attitudes. Jacobs (2001) proposes a comprehensive review and reform of state laws and administrative rules that pertain to child health and safety. State agency involvement in these networks keeps policymakers and planners updated on new strategies for injury prevention and can be an important component in the overall child protection endeavor.

Jacobs (2001) also observed that an unintentional injury might be the family's way of expressing a need for help. Some researchers have noted that families in crisis with existing problems are the major factor for a child being hospitalized for a non-intentional injury event.

### Injury Prevention Strategies

Internationally, according to an article by Svansson and Haglund (2001), Sweden and Norway have been in the forefront of injury prevention for children. Epidemiological surveillance systems together with collaboration and legislation have been utilized to assist in the injury prevention process. Community intervention is one of the newer strategies these countries are using to prevent injuries. In Sweden 3,000 people die per year, and about one million visit doctors each year because of injuries due to accidents. It was not until injuries became a number one public health problem in Sweden that a national injury prevention program began and the health care community became involved in 1991. There are now many collaborators such as medical and surgical specialists, epidemiologists, statisticians, biomechanical engineers and public health

practitioners who have worked together to develop a sophisticated interdisciplinary science of injury control and safety prevention.

The interventions that have worked the best are based on the involvement of professionals and practitioners along with other disciplines as well as the inclusion of parents and children. The injury prevention program is a long-term, continual process, which requires a continual plan of action along with both watchful, involved leadership and inter-agency partnerships (Svanstrom and Haglund, 2001).

#### Health Belief Model

Another issue related to injury prevention has to do with how human behavior can be changed to accomplish prevention of drowning events. How does a person deal with health issues that may affect their wellness? Health behavior has to do with health enhancing behaviors such as not smoking, exercise, along with the use of drowning prevention strategies such as pool fencing. One theory that developed in order to understand the health behavior of individuals is the Health Belief Model (HBM), also known as a value-expectancy theory. The theory addresses

what it takes for an individual to change a behavior much of it has to do with the individual believing they have a reasonable chance of achieving their expressed goal i.e. weight loss. Rosenstock, (1974) the Health Belief Model was originally developed to predict preventive health behaviors. The Health Belief Model theory examines various levels such as cues to action, susceptibility, severity, benefits and costs these are all utilized to predict a persons behavior. Community readiness could be accomplished as people become aware of the fact that drowning does happen to all children including their own. The public must be aware of the severe affects drowning can cause for a child the worst affect being death. They should be given information about the various safety items related to prevention of drowning such as pool fencing that are available to prevent the event from happening. The Health Belief Model includes a cue to action that is something that causes the person to be aware of probable consequences. To accomplish this task it is important to be aware of demographic variables. Certain populations are more likely to have drowning happen in swimming pools, for others it will depend on the age of the child. Fear arousing warnings may be used



effectively when a change in behavior is desired in certain areas of health prevention such as smoking and the development of lung cancer. The Drowning Prevention Network this year is utilizing this tactic with the use of a poster developed in Australia that shows a toddler drowning in water.

In the early 1950's, the United States Public Health Service was involved in prevention of disease but not the treatment of disease. There was a need to understand why a person would accept the practice to not develop an illness. The Health Belief Model helps to explain how an affected individual determines what they will or will not do to change a behavior.

#### Summary

In Summary this specific theoretical literature identifies factors that professionals are beginning to assess as needing to be examined regarding drowning and near drowning. According to a 1997 report by Nixon and Pearn there are several features that help to discriminate accidental from nonaccidental drowning. Griest and Zumwait, (1989). These same authors observed

how parents and caregivers might fit the sociopathologic profile of abuse perpetrators.

DiGuiseppi and Roberts, (2000) noted that unintentional injuries are the leading cause of death for children and adolescents. These authors also inform us that the role of home visitors plays an important part in the prevention of childhood injuries. Injury prevention education in all environments such as provider's offices, homes, and communities these authors note are all beneficial places where prevention education can be given. Miller et al (2000) observed that the cost of this injury prevention compares favorably with the cost of injury treatment and rehabilitation.

The last theoretical literature examined has to do with the Health Belief Model and how it can affect drowning and near drowning. It is often when children are with their parent or caretaker that an unintentional injury occurs. The parent usually states they just turned their back for a second and the drowning event happened. According to Rosenstock (1974), the Health Belief Model is a theory of decision making related to a choice the individual makes regarding alternative behaviors. This theory is based on the fact that the individual

understands and agrees this event will happen to them.  
Many do not comprehend that the drowning of a child can  
happen when they turn their back on the child to answer a  
phone or do any behavior that will redirect their  
attention from the child in the water.

## CHAPTER THREE

### METHODOLOGY

#### Introduction

Chapter Three documents the steps used in developing the project. Specifically, the Grant Writing and the Limitations of Study Design and Procedures. Finally, the summary of chapter three.

#### Grant Writing

A Request for Application (RFA) was obtained from the California Center for Childhood Injury Prevention (CCCIP) Kids' Plates Program in December of 2001. The grant was authored by Joan Williams. Four programs will be awarded monies of \$65,000 in May 2002. This grant, if obtained will augment the development of the Drowning Prevention Network in San Bernardino County, with a year round implementation of a drowning and near drowning prevention program. The grant will enable the creation of a computer database program of the drowning and near drowning events of children as well as change organizational practices regarding drowning and near drowning in San Bernardino County agencies.

The grant proposal includes the following components: proposal summary, project abstract, project narrative, scope of work, budget, budget justification, marketing menu and letters of commitment. Review Appendix B for the completed grant proposal submitted to California Center for Childhood Injury Prevention Kids' Plate Program.

#### Limitations of Study Design and Procedures

During the development of the project, a number of limitations were noted. Limitations include:

1. The only population examined included children ages birth through 17 years of age, who drown or nearly drown in San Bernardino County.
2. Resources for injury prevention (RFA) resources were obtained from only one funding source Kid's Plate.
3. Documentation of near drowning cases of children, birth through 17 years of age in San Bernardino County, was obtained from the Coroner Records only.
4. Currently there is not sufficient funding to effectively provide drowning prevention

education to community populations in San Bernardino County. While the Drowning Prevention Network is a beginning step in the process of injury prevention education of parents and others, must be improved and sustained in the attempt to prevent drowning as well as near drowning events from becoming epidemic, on a year round basis.

If funding from this grant is not received, the year round safe summer program cannot be implemented until alternative funding is secured.

#### Summary

Much of the literature notes that there must be multiple strategies utilized to prevent, reduce or maintain the number of drowning or near drowning that occur each year and that these strategies must be consistent. Over the years, society has pursued various strategies to prevent drowning and near drowning. One is that parents or caretakers must constantly watch their children around water. Repeatedly society observes the situations in which the parent turns their back on the

child for only a minute in any water environment, and a drowning occurs. In an article by Marsh and Kendrick, (1998) the effectiveness of an outcome education and training program for injury prevention, increases knowledge and allows individuals to have some injury prevention concepts they can then utilize in the home for parents or in the office for providers.

## CHAPTER FOUR

### CONCLUSIONS AND RECOMMENDATIONS

#### Introduction

Included in Chapter Four is a presentation of the conclusions gleaned as a result of completing the project. Further, the recommendations extracted from the project are presented. Lastly, the Chapter concludes with a summary.

#### Conclusion

The need for a Drowning Prevention Program in San Bernardino County has been documented over the past years by the statistical number of children that drown. It is imperative that funding be provided to develop and implement a program to meet these needs.

Each year many drowning deaths are documented as an accident by professionals as well as non-professionals. The loss of a child's life deserves consideration of all factors that may be related to the event, whether it be accidental or non-accidental. Determining outside factors that might have influenced a drowning event, such as parents using drugs/alcohol, and improper supervision of



young children in water, is important yet often difficult to initiate as an issue of neglect.

Much has been written regarding drowning injuries and ways to prevent it from occurring, but the messages are not getting out to the community where they can take on meaning. According to Stevens and Branche-Dorsey, (1998) California is one of the areas that permit people to be involved in water recreation all year round, which means year round education should also be available to constantly remind families about the ways to prevent drowning and near drowning. It was determined by the co-chairs of the Drowning Prevention Network that the best first step to obtainment of these goals was to apply for grant funding.

#### Recommendations

In the world of Public Health we are very aware of Maternal and Child Health Objectives in the year 2000, one of the health objectives is the reduction of deaths of children and youth through age 24 which were caused by unintentional injuries. The Healthy People Initiative 2010 included objectives for injury and violence. These health indicators help us as health providers to identify

steps we can take to improve our health. There are only two goals the Healthy People Initiative intended to achieve and they target the excellence and years of our lives as well as the eradication of health disparities.

To accomplish these goals and objectives it is up to the individual states to put into place ways these objectives can be accomplished. With regard to unintentional injuries and drowning, there has to be development of injury prevention strategies and these must be developed first by county/state agencies followed by community organizations.

Specific recommendations due to this process include counseling and home visitation by nursing. Counseling of parents and children is extremely valuable in the reduction of drowning and unintentional injuries. It has been documented in studies by Kitzman, (1997 and Olds, (1997) how effective "in home" visiting nursing interventions are in the area of childhood injury reduction. Olds, (1997) noted that the US Advisory Board on Child Abuse and neglect recommended home-visitiation services as a means of preventing child abuse and neglect. Hanks and Smith, (1999) discussed Mulligan-Smith, Puranil, and Coffman's, (1998) research

that the parents perceptions of injury prevention were not only culturally diverse but that the parents tended to underestimate their child's risk for injury. Less than one third of these parents listed a need for future learning about injury prevention. Can injury risk be predetermined? A long-term study performed by Rowntree in 1998 in the National Survey of Health and Development noted that developmental factors were of considerable significance in the prevention of injuries Wadsworth, (1998). The point this author makes is that early life contains the basics of adult life health and this information is pertinent to the development of risk and injury behavior. Risks of injury potential information are important facts that nurses can give to parents especially for high-risk populations like attention deficit children.

#### Summary

The major conclusion of this project describes the basic, primary need for funding in order to effectively implement a drowning prevention program in San Bernardino County. Once funding is established recommendations would include year round drowning prevention education in San

Bernardino County as well as the start up of a computer database program of all drowning and near drowning events of children birth through 17 year olds that happen in San Bernardino County. Counseling of injury related topics to parents and children along with home visitation by nursing are vital components in the reduction of the drowning and near drowning problem at both the state and national levels.

APPENDIX A  
PERMISSION LETTER

**DEPARTMENT OF PUBLIC HEALTH**



**COUNTY OF SAN BERNARDINO  
HUMAN SERVICES SYSTEM**

351 North Mt. View Avenue • San Bernardino, CA 92415-0010 • (909) 387-6280  
TDD: (909) 387-6359 • Toll Free 1-800-782-4264

**DOUG HALLEN, MBA**  
Public Health Programs Administrator

**THOMAS J. PRENDERGAST, JR., MD, MPH**  
Health Officer

April 12, 2002

Susan L. Lloyd, Ph. D., RN  
Director, MSN Program  
California State University - San Bernardino  
Department of Nursing  
5500 University Parkway  
San Bernardino, CA 92407

Dear Dr. Lloyd,

This letter is to affirm that Joan Williams has my permission to develop the Drowning Prevention Network of San Bernardino County. The Board of Supervisors has approved the submission of a grant developed by Ms. Williams to support drowning prevention activities. I have attached a copy of the Board of Supervisors approval document.

Ms. Williams' intention is to continue the development and implementation of the Drowning Prevention Network whether or not the grant is funded by the California Center for Childhood Injury Prevention Program. The Department of Public Health supports her in this effort.

Should you have any additional questions, please do not hesitate to contact me at (909) 387-6225 or email [cspencer@dph.sbcounty.gov](mailto:cspencer@dph.sbcounty.gov).

Sincerely,

Claudia J. Spencer, MPH, RN  
Director, Public Health Nursing

CJS:as

attachment (1)

JOHN F. MICHAELSON  
County Administrative Officer

BILL POSTHUIS  
JON D. MIXELS

Board of Supervisors

First District  
Second District  
JERRY LEAVES

PENNIS HANSBERGER  
FRED AGUIAR

Fifth District

Third District  
Fourth District



**GRANT APPLICATION WITH SAN DIEGO STATE UNIVERSITY FOUNDATION TO IMPLEMENT THE MAJOR GOALS OF THE DROWNING PREVENTION NETWORK OF SAN BERNARDINO COUNTY**

February 26, 2002

Page 2 of 2

The proposal addresses injury and drowning prevention and establishes coalitions, networks, and advocacy for legislative and organizational change. The DPNSBC will provide education to professionals and non-professionals on the dangers and issues of drowning and near drowning and the processes necessary to inform policymakers in order to advocate policy change. Education will occur in the schools, in daycare facilities, at health fairs, and in other settings where parents and children may gather. A Public Health Nurse II with the Department is the current Chair for the DPNSBC, with the Assistant Network Officer for the Children's Network as current Co-chair.

**REVIEW BY OTHERS:** This contract has been reviewed by County Counsel (Charles Larkin, Deputy County Counsel) on February 13, 2002, and HSS Administration (Kathie Pelletier, Administrative Analyst) on February 13, 2002.

**FINANCIAL IMPACT:** Approval of this item requires no local County cost. Expenditures are fully reimbursed by the San Diego State University Foundation. If successful, the Department will return to the Board to accept and budget any funds resulting from this application.

**SUPERVISORIAL DISTRICT(S):** All

**PRESENTER:** Doug Hallen, Public Health Programs Administrator (909) 387-9146

FEBRUARY 26, 2002

ITEM 060



APPENDIX B  
GRANT PROPOSAL

**California Kid's Plates Program**  
**Proposal Cover Sheet**  
Attachment A-Page 1 of 3

Please type or print legibly.

Organization name San Bernardino County Department of Public Health

<p><b>Program Contact Person Betty Ansley</b> Title: Program Manager</p> <p>Address: <u>505 N. Arrowhead Ave. Suite 211</u> <u>San Bernardino, California 92415-0048</u></p> <p>Telephone #: <u>909-388-5665</u> Fax #: <u>909 388-5685</u></p> <p>E-mail address: <u>bansley@ph.co.san-bernardino.ca.us</u></p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p><b>Fiscal Contact Person: Mary Peluffo</b> Title: Interim Director Fiscal Administrative Services <i>(if different from <b>Program Contact</b>)</i></p> <p>Address: <u>157 West 3<sup>rd</sup> Street 6<sup>th</sup> Floor</u> <u>San Bernardino, California 92415</u></p> <p>Telephone #: <u>909 387-6637</u> Fax #: _____</p> <p>E-mail address: <u>mpeluff@ph.co.san-bernardino.ca.us</u></p>
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Name of authorized agency officer (approving submission of this proposal application): Fred Aguiar

Title of authorized agency officer Chairman, Board of Supervisors

Signature of authorized agency officer \_\_\_\_\_

Attachment A-Page 2 of 3

Please mark the following clearly. Check all that apply.

What area of unintentional injury is the focus of your proposal?

- |                                                                                 |                                                                  |
|---------------------------------------------------------------------------------|------------------------------------------------------------------|
| <input type="checkbox"/> Pedestrian Safety                                      | <input type="checkbox"/> Unintentional Firearm Injury Prevention |
| <input checked="" type="checkbox"/> Drowning Prevention                         | <input type="checkbox"/> Motor Vehicle Occupant Protection       |
| <input type="checkbox"/> Poisoning Prevention                                   | <input type="checkbox"/> Bicycle Safety                          |
| <input type="checkbox"/> Fire and Burn Prevention                               | <input type="checkbox"/> Sudden Infant Death Syndrome Prevention |
| <input type="checkbox"/> Fall Prevention including<br>Playground-related falls) |                                                                  |

What age group will your target population reflect?

- |                                                         |                                                        |
|---------------------------------------------------------|--------------------------------------------------------|
| <input checked="" type="checkbox"/> Under 1 year of age | <input checked="" type="checkbox"/> 13–17 years of age |
| <input checked="" type="checkbox"/> 1–4 years of age    | <input type="checkbox"/> 18 – 20 years of age          |
| <input checked="" type="checkbox"/> 5–12 years of age   |                                                        |

What cultural/ethnic group will your target population reflect?

- |                                                            |                                              |
|------------------------------------------------------------|----------------------------------------------|
| <input checked="" type="checkbox"/> African American       | <input checked="" type="checkbox"/> Hispanic |
| <input checked="" type="checkbox"/> American Indian        | <input checked="" type="checkbox"/> White    |
| <input checked="" type="checkbox"/> Asian/Pacific Islander | <input type="checkbox"/> Other _____         |

In what region does your target population reside?

- North Counties: Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Napa, Plumas, Shasta, Sierra, Siskiyou, Sonoma, Tehama, Trinity, or Yuba
- South Counties: Imperial, Riverside, **San Bernardino**, Santa Barbara, San Luis Obispo, Ventura
- Central Counties: Alpine, Amador, Calaveras, El Dorado, Fresno, Inyo, Kern, Kings, Madera, Mariposa, Merced, Mono, Monterey, Nevada, Placer, Sacramento, San Benito, San Joaquin, Santa Cruz, Stanislaus, Sutter, Tulare, Tuolumne, Yolo
- Los Angeles, Orange, or San Diego Counties
- San Francisco Bay Area: Alameda, Contra Costa, Marin, San Mateo, San Francisco, Santa Clara, or Solano

In what type of geographical area will your project take place?

- Rural
- Suburban
- Urban

Please indicate the level(s) of change from the *Spectrum of Prevention* that your proposal will address:

1. Strengthening Individual Knowledge and Skills
2. Promoting Community Education
3. Educating Providers
4. Fostering Coalitions and Networks
5. Changing Organizational Practices
6. Influencing Policy and Legislation

**Project Abstract:** Describe the goal, objectives, and major activities of the project, including how you plan to accomplish your objectives. Use this page. Do not use bullet points or other special formatting. **Limit the abstract to one page, no smaller than 12point type.**

San Bernardino County would like to focus on drowning and near drowning prevention year round. In the recent past San Bernardino was with the assistance of Children's Network and multi agency partnerships able to institute a "Safe Summer" program countywide for children and parents. San Bernardino County accomplished a decrease in the number of children that drowned for the few months the Campaign was focused on which was June to September of 2001. Now we are not only looking at providing this type of prevention intervention during those months but also wanting to institute drowning prevention strategies year round.

In San Bernardino there has been a need for an organization to focus on drowning and near drowning prevention for children birth to 17 years of age. Just recently Children's Network formally established a new Children's Services Team Subcommittee, the Drowning Prevention Network of San Bernardino County. The Chair and Co-Chair of this group have already sent out letters of inquires and have found many interested agencies both public and private. Some of our objectives we want to work on have to do with the development of this group the Drowning Prevention Network of San Bernardino County (DPNSB). We want to start with a mission statement and later develop strategies for drowning and near drowning in our County.

There is also a great need to look at other agencies organizational practices and policies related to the drowning and near drowning of children in San Bernardino County. We are approaching the public agencies to begin with.

Another way San Bernardino can accomplish this task of year round drowning prevention is by going into the community with this education. San Bernardino staff would like to work with the many prop x programs in parenting programs as well as child care environments and present the drowning prevention programs that have been developed. We would like to measure the ability of these prevention programs to change behavior by administering a pre and posttest to the individuals present for the information. In this way we will be able to hopefully observe how successful the presenter and presentation was for the population.

Another component of our plan is to begin a computer database for the drowning and near drowning cases of children birth to 17 years of age in San Bernardino County. It is important to have complete data in order to provide prevention strategies. Some issues that need to be investigated have to do with the use of alcohol or drug use during a drowning event. Other issues would be where did the event happen, who was the caretaker, what prevention was in place if any. These are just some of the issues that must be documented on a regular basis in order to appropriately address strategies against drowning and near drowning of children in San Bernardino County.

# **California Kids' Plates Program**

## **Table of Contents Check List**

(Attachment B)

- Proposal Cover Sheet
- Table of Contents Check List
- Proposal Summary
- Project Abstract
- Project Narrative
- Scope of Work
- Budget
- Budget Justification
- Marketing Menu with your project's activities  
Checked
- Letter(s) of Commitment (if appropriate)
- Attachment: Proof of 50 (c) (3) Tax Status (Required  
of private, non-profit agencies only)

**Mandatory RSVP Form must be faxed by January 18, 2002 no later than 5:00 PM.**

Proposals must be received by mail on or before February 15, 2002 by 5:00 p.m. No late RSVP forms or proposals will be accepted.

## Project Narrative

### **A. Injury Problem**

The purpose of this proposal is to obtain funding in order to focus on the development of a Drowning Prevention Network in San Bernardino County (DPNSBC). The Child Death Review Team in San Bernardino County has noted over the years that the drowning of children is a continual problem. The total population of children less than 18 years of age in San Bernardino County according to the 2000 census was 552,047 (32.3%). According to the year, 2000 Census Data there are 552,047 children and youth under the age of 18 in San Bernardino County, representing 32% of the County's total population. The population of children aged 10 to 19 is growing almost three times as fast in California, as in the nation, reaching 6 million by 2005.

The ethnic composition of San Bernardino County youth is: Black or African-Americans are 9.9%, White 33.2%, American Indian or Alaska Native is .05%, Native Hawaiian or Other Pacific Islander is 0.3%, Other race is 0.2%, one race is 47.8% and two or more race is 3.4%. In 1999, drowning/submersions ranked as a part of the number one cause for the death among persons aged one through seventeen with five deaths, a rate of 1.0 per 100,000. In 1999, 1 African American, 3 Hispanic and 1 Caucasian, 2 were males and 3 female. Four of those five deaths in 1999 were children ages 1-4. In 1999, there was one infant under the age of 1 year hospitalized due to a bathtub drowning. There were 25 hospitalizations of children ages 1-4, 62% were for unintentional drowning. Eighteen of the 25 children ages 1-4 were the result of pool/spa drowning according to the California Office of Statewide Health Planning and patient discharge data Development. In the year 2000 twelve children drowned; eight of them were four years of age or younger according to San Bernardino County Department of Public Health. Over the last 5 years from 1996 to 2000 the total number of drowning deaths in San Bernardino County of children 0 to 17 were 57. In 1996 there were 16, 1997 (13), 1998 (14), 1999 (5), and in 2000 (9). Hospital admissions due to drowning in San Bernardino County of children aged 0 to 14 for four years from 1996 to 1999 totaled 153. In 1996 (44), 1997 (40), 1998 (44) and in 1999 (25).

In response to the number of children drowning, in the year 2001 multiple agencies in San Bernardino joined San Bernardino Children's Network and Loma Linda Children's Hospital Safe Kids and developed a "Safe Kids Summer" Program for children and their caretakers. The County Board of Supervisors issued a formal resolution proclaiming June 21 through September 3 a Safe Summer for Kids. Members of multiple agencies delivered to parents, schools, service organization, health fairs and community fairs education material about drowning as well as the danger of leaving children in cars. Members shared this information at schools, fairs, in malls, hospitals, anywhere that parents and children gathered. The campaign also included billboards near major highways in three areas of the county.

San Bernardino County is located in the inland portion of Southern California, bordered by the Counties of Los Angeles, Riverside, Kern, Orange, and the States of Arizona and Nevada. It encompasses 24 cities that comprise urban centers, suburban, rural and remote communities. San Bernardino County has diverse geographical features including vast deserts, extensive mountain ranges and a substantial number of lakes. San Bernardino County is the largest geographical county in the contiguous United States comprising approximately 22,000 square miles.

The county is larger than the combined masses of New Jersey, Massachusetts, Delaware, and Rhode Island. San Bernardino County Children's Network, is the designated child abuse prevention agency, which has been selected to oversee the Drowning Prevention Network of San Bernardino. The San Bernardino County Public Health Department will be the lead agency for the Kid's Plate grant. Children's Network has been in existence since 1986, Children's Network is the result of the San Bernardino County's Grand Jury recommendation that an interagency council be established to study and coordinate children's services for the County and to improve them. Twenty-one member agencies govern Children's Network, including the Department of Public Health, County Superintendent of Schools and a member of the Board of Supervisors. The overall goal of the Children's Network is to help "children at risk" by improving communications, planning, coordination and

cooperation among youth serving agencies; identifying gaps and overlaps in services; providing a forum for clarifying perceptions and expectations among agencies and between agencies and the community, setting priorities for interagency projects. Cited as a model in State legislation on youth interagency councils, it implements collaborative programs, public and private, to better serve children and youth. Children's Network has eight components: Children's Policy Council, Children's Advocate Linkage, Children's Services Team, Children's Fund, Children's Lobby, Child Abuse Prevention Planning Committee, Child Care and Development Planning Council, Family Preservation, and Family Support Planning Council.

### **B. Project Description**

**The goal of the Drowning Prevention Network of San Bernardino County (DPNSBC) is to maintain or reduce the incidence of the number of drowning and near drowning events of children; birth to 17 years of age.** These are 100% preventable deaths. We have chosen to initiate this goal by developing in San Bernardino County A Drowning Prevention Network Team. On January 23, 2002, the Children's Policy Council formally established a new Children's Services Team Subcommittee, the San Bernardino County Drowning Prevention Network of San Bernardino County (DPNSBC).

The purpose of the DPNSBC is to reduce the number of children, ages birth through 17 years of age, who drown or have a near drowning episode in San Bernardino County. A multi-agency coalition its representatives are from: Children's Network, Public Health, Code Enforcement, Environmental Health, Department of Children's Services, Hospitals/Trauma Centers/Emergency Rooms, Fire Department Law Enforcement, Emergency Medical Services, Coroner's Office, and Community Leaders. The Injury Prevention Community Based representatives include Loma Linda University Children's Hospital Safe Kids Coalition, Consumer Protection Services Program, Inland Regional Center and the Children and Families First Commission (Prop 10 Commission). The major activities of DPNSBC will include: strategic planning, media events, sharing of resources and data, as well as advocacy of



policy change. Many of the partnership members of the DPNSBC have been supporting other committees that involve issues related to children in San Bernardino County. The DPNSBC will measure the impact it makes on the number of drowning and near drowning events that occur in San Bernardino County. Along with the actual number of deaths we will look at how the prevention education influences these events from not happening. Another way our program will affect the drowning and near drowning events is by examining how and what influences these events. The recording of exact drowning and near drowning facts into a computer data base program will assist the policy makers in San Bernardino County in instituting the necessary strategies required interrupting predictive prevention for each drowning and near drowning event.

The Chair and Co-Chair of the Drowning Prevention Network of San Bernardino County will investigate other Funding sources to continue the Drowning Prevention programs instituted. Other grants, partnerships with other injury prevention programs are just some thoughts regarding continuation of the drowning prevention "Safe Summer" and continuous year round drowning prevention goals.

### **C. Spectrum of Prevention**

Our proposal will address spectrum of injury prevention levels four, fostering coalitions and networks as well as level five, changing organizational practices in San Bernardino County. The goal is to maintain and/or reduce the incidence of preventable deaths for children and youth in SBC. The Drowning Prevention Network of San Bernardino County will focus on becoming a cohesive, working coalition that will maintain and or reduce the drowning and near drowning events in this County. The DPNSBC will bring together both professionals and non-professionals who are invested in the children's well being. Members will receive education about the problems related to drowning and near drowning. They will develop strategies on how to influence policymakers; drafting and updating laws dealing with drowning. DPNSBC members can also educate providers about how to inform parents and children about drowning/near drowning. This will be a continuous year round effort.

Individuals and communities are in need of this very preventable injury on an every day basis, not just during the summer months. Drowning prevention education will occur in settings like schools, daycare centers, at fairs, and in faith based settings where there are parents and children who can be influenced.

Daily administration and management of the DPNSBC will be the chair and co-chair. Because they are also members of the Child Death Review Team, they will be aware of all drowning deaths of children in San Bernardino County. Efficient and effective communication will occur throughout the DPNSBC as a result of their redundant assignments. The DPNSBC can then make progress in the second injury prevention spectrum identified changing the organization's practices. A strategy for this component will be developed by agencies involved with the DPNSBC.

**E. Marketing Activities (see the scope of work)**

**F. Organization Background and Capability**

Children's Network Staff were involved in the "Safe Kids Summer" 2001 program. This was the first Safe Kids Summer campaign in San Bernardino County to promote safe swimming and to make residents aware of the dangers of leaving young children unattended in vehicles. These various Children's Network Councils included: the Child Abuse Prevention Campaign, and the Child Abuse Prevention Planning council. They teamed with the Department of Public Health, San Bernardino County Sheriff's Department, County Schools, Child Care Planning Council, County Library, Preschool Services, various hospitals in the County, Loma Linda's Safe Kids Coalition, 4 R Kids and the inland Regional Center to accomplish this program. The board of Supervisors proclaimed June 21 through September 3 safe Kids Summer 2001. Donors to the campaign made possible the purchase of materials to distribute countywide. The San Bernardino County Department of Public Health is already involved in a car seat protection program for county residents who require assistance in acquiring a child safety seat for children 0 to 6 years of age. The program's goal is to prevent childhood injuries to young children who are motor vehicle occupants. The program not only makes car seats available to eligible families, but also a requirement

is that parents must attend a class on child safety education and correct installation of car seat in their vehicle.

Another organization that will be involved with the Drowning Prevention Network in San Bernardino County (DPNSBC) is the Building and Safety program. This group for many years has been aware and involved in the pool safety and drowning events in this county. The Health Promotion and Education Program is part of the San Bernardino County Department of Public Health services. This department is involved in many programs within the Department of Health including AIDS, Child Health, Tobacco Reduction and Family Planning. Another agency involved in the Drowning Prevention Network of San Bernardino County (DPNSBC) is Loma Linda University Children's Hospital's Safe Kid Coalition injury prevention program. Safe Kids holds various meeting related to many unintentional injuries that affect children in our County. The coordinator has presented at various conferences in San Bernardino County topics such as drowning prevention.

#### **F. Project Staff**

Joan M. Williams, Public Health Nurse II is the Chair of the Drowning Prevention Network of San Bernardino County. Her primary project responsibility will be assisting in the development of the DPNSBC. The primary focus will be on the goals related to the spectrum of injury prevention chosen in this presentation to maintain and or reduce the number of drowning and near drowning events in San Bernardino County.

Joan is presently working on her Master's in Nursing at California State University and her thesis/project is related to the establishment of a Drowning Coalition team in San Bernardino County. Her professional focus for the last three years has involved the problems related to drowning and near drowning in San Bernardino County. She has created and delivered a drowning prevention education power point presentation to both professional and non -professional members of the community in classroom settings. Joan has been involved in the Safe Summer Campaign attending fairs and

schools where drowning prevention information was delivered to children and families in San Bernardino County.

Joan is also the PHN liaison between the Child Death Review Team and Coroner's office in San Bernardino County. Her responsibilities include gathering details of the deaths of all children who come to the attention of the Coroner, writing synopses and bringing this information to the members of the Child Death Review Team. Joan has attended many professional meetings on drowning prevention, including Safe Kids Loma Linda and the 2001 Injury Prevention Conference in San Diego. As a member of the Drowning Prevention State Collaboration Team, she participates in their monthly telephone conference.

Joan is also the PHN involved with the Fetal Infant Review Team (FIMR). She makes home visits to families whose child under the age of one dies suddenly and unexpectedly, which includes drowning. After interviewing parents who have lost a child due to drowning, she gathers their information and any concerns related to the death of their child and brings this information back to the FIMR team. She abstracts records related to the birth and death of this child, and presents this information to the FIMR team. The FIMR team notes patterns in infant deaths, gaps in system delivery, need for education on injury prevention and makes recommendations for system changes.

Susan Melanson, Assistant Network Officer of the San Bernardino County Children's Network Develops and oversees the Child Abuse Prevention budget for San Bernardino County. She has been instrumental in the expansion of the Child Abuse Prevention (CAP) public campaign. With over two decades of child abuse prevention experience, she chairs the Child Abuse Prevention Planning Committee that is charged with the details of the public campaign. In 2001, Susan championed San Bernardino County's first "Safe Summer" campaign. As a result of her efforts a majority of the cities and town councils adopted proclamations declaring "Safe Summer 2001" for their residents. Included in her assignment was writing the final report to the State

Office of Child Abuse Prevention. Marketing and advocacy are areas of expertise she brings to the proposed year around project.

## Kids' Plates Program: Project Scope of Work

Attachment E

Applicant Department of Public Health San Bernardino County Page 1 of 8

Project Title Drowning Prevention Network of S.B.C. Project Period: May 2002 – February 2004

Project

Goal: Reduce and or maintain the number of children birth to 17 years of age drowning and near drowning in SBC

Measurable Objectives List of each objective separately	Activities to Accomplish Each Measurable Objective	Staff Responsible for Each Activity	Timeline (By Month-start and end date)	Tracking Measures	Outcome Evaluation
1. Development of the Drowning Prevention Network of San Bernardino County Members (DPNSBC)	1.1. We have composed and mailed invitation, fact-finding letters to collaborating agencies who wish to attend and participate in the first meeting of the DPNSBC. We have requested an RSVP back to set up our first meeting.	1.1 Chair and Co-chair	1.1 The end of February 02 to the end of March 02.	1.1 By the end of February, the Chair and Co-Chair will have letters of participation and interest from the collaborating people and agencies interested in the participation of the DPNSBC. At that time we will have an accurate number and arrange for an appropriate room where the	1.1 Holding our first meeting of the Drowning Prevention Network of San Bernardino County.

	<p>1.2. At the first meeting of the DPNSBC we will develop a mission statement with the assistance of the participating members</p>	<p>1.2 The Chair-Joan Williams and Co-chair -Susan Melanson</p>	<p>1.2. By the end of February 2002 or the end of March 2002.</p>	<p>group can hold it's first and monthly meeting by the end of February 02 or in the month of March 2002.</p> <p>1.2. The members of the collaboration will all be involved in the development of a mission statement regarding the prevention of children, birth to 17 years of age, drowning in San Bernardino County.</p>	<p>1.2. The development of a mission statement and documentation of it in an ongoing DPNSBC file. This mission statement can then be reviewed and updated throughout the developing years.</p>
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	<p>1.3. Develop and document the various drowning prevention strategies. Develop a time line for each specific drowning prevention strategy chosen to be instituted by the collaboration</p>	<p>1.3. All the members of the DPNSBC team will be involved with the development of drowning prevention strategies to be instituted in the County.</p>	<p>1.3. Strategy development beginning in April 2002 which may be updated on a monthly meeting basis of the team depending on drowning issues that are presented on a case by case basis.</p>	<p>1.3. Beginning April 2002 with monthly strategy updates.</p>	<p>1.3. The development of drowning prevention strategies that will be put into action in San Bernardino County with the goal of meeting the maintenance or reduction of the number of children birth to 17 years of age that drown in the County.</p>
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## Kids' Plates Program: Project Scope of Work

Attachment E

Applicant San Bernardino Department of Public Health

Page 2 of 8

Project Title Drowning Prevention Network of S.B.C.

Project Period: May 2002 – February 2004

Project

Goal: Reduce and or maintain the number of children birth to 17 years of age drowning and near drowning in SBC

Measurable Objectives List of each objective separately	Activities to Accomplish Each Measurable Objective	Staff Responsible for Each Activity	Timeline (By Month-start and end date)	Tracking Measures	Outcome Evaluation
<p>2. Research and obtain appropriate drowning and near drowning prevention material to use during the "Safe Summer" Campaigns of 2002 and 2003</p>	<p>2. Choose drowning prevention material to be utilized for the "Safe Summer" campaigns as well as for other education needs of the DPNSBC</p>	<p>2. Chair, Co-Chair and members of the Drowning Prevention Network team.</p>	<p>2. May 2002 May 2003</p>	<p>2. Incorporate the drowning prevention materials available for the "Safe Summer" campaigns.</p>	<p>2. Distribute the drowning and near drowning prevention materials for the "Safe Summer" campaigns. Monitor number of drowning in San Bernardino County for maintenance or reduction in September/October of 2002 and 2003. Note the effectiveness of material for the education of the</p>

					Note the effectiveness of material for the education of the community people in San Bernardino County.
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## Kids' Plates Program: Project Scope of Work

Attachment E

Applicant Department of Public Health San Bernardino County Page 3 of 8

Project Title Drowning Prevention Network of S.B.C. Project Period: May 2002 – February 2004

Project

Goal: Maintain and or reduce the number of children birth to 17 years of age drowning and near drowning incidents in SBC

Measurable Objectives List of each objective separately	Activities to Accomplish Each Measurable Objective	Staff Responsible for Each Activity	Timeline (By Month-start and end date)	Tracking Measures	Outcome Evaluation
3. Strengthen collaboration with other drowning/injury prevention organizations.	3. Maintain contact with the Drowning Prevention Sacramento group by monthly phone conferences, as well as the National Drowning Group and Consumer products Safety Commission.	3. The Chairperson is already maintaining this monthly telephone meeting. The Chair or an assigned substitute person will attending these telephone conferences from February 2002 to February 2004.	3. The Chairperson will exchange San Bernardino County team information with the Sacramento group. The Chair person will update the Drowning Prevention Network members of San Bernardino County group with the telephone conference information at	3. We will develop and maintain a monthly agenda with the minutes/information	3. We will develop this monthly agenda information available for team members to review as needed. As well as for new ream members to learn from.

			monthly meetings		
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## Kids' Plates Program: Project Scope of Work

Attachment E

Applicant Department of Public Health San Bernardino County Page 4 of 8

Project Title Drowning Prevention Network of S.B.C. Project Period: May 2002 – February 2004

Project

Goal: Maintain and or reduce the number of children birth to 17 years of age drowning and near drowning incidents in SBC

Measurable Objectives List of each objective separately	Activities to Accomplish Each Measurable Objective	Staff Responsible for Each Activity	Timeline (By Month-start and end date)	Tracking Measures	Outcome Evaluation
<p>4. The Drowning Prevention Network of San Bernardino group will reduce and or maintain the number of children birth to 17 years of age drowning and near drowning in San Bernardino County.</p>	<p>4. The DPNSB members will initiate a public resolution by the Board of Supervisors in San Bernardino County to proclaim the period from June to September of a specific year to begin the "Safe Summer" campaign period in San Bernardino</p>	<p>4. Staff responsible for this activity will be the Chair and Co-Chair as well as other members of the DBNSBC group. Other community partners participating will be members of the Child Death Review Team, Injury Prevention Groups, various public and</p>	<p>4. This yearly process will be delivered at each "Safe Summer" campaign" in May of 2002 to September of 2002 as well as May of 2003 to September of 2003.</p>	<p>4. A "Safe Summer" campaign program will be documented as part of the yearly Children's Network Families and Partnerships Annual Report of 2002 and 2003.</p>	<p>4. The Child Death Review Team (CDRT) will identify and evaluate the number of drowning and near drowning monthly events of children, birth to 17 years of age that occur in San Bernardino County. Drowning and near drowning prevention information will</p>

	<p>County. This campaign will be announced at a public ceremony where the members of the Board of Supervisors together with members of the CDRT and DPNSB discuss the concerns related to children drowning and near drowning in SBC to the public. There will be members from the news, radio and television groups that will announce this resolution event to the public. The Network will also identify and present specific drowning</p>	<p>private agency groups as well as members of the Children's Network staff and volunteers from various agencies such as the fire and police or sheriff, Inland Regional Center members, hospitals, Public Health department volunteers as an example.</p>			<p>be shared with the DPNSB team to further develop prevention strategies.</p>
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	<p>prevention information that will be delivered by the members of the group at various San Bernardino County community places such as elementary and secondary schools, various community fairs, at public malls county wide. These members will be provided with the educational material and training to share the drowning prevention information with the public in the San Bernardino community.</p>				
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## Kids' Plates Program: Project Scope of Work

Attachment E

Applicant Department of Public Health San Bernardino County Page 5 of 8

Project Title Drowning Prevention Network of S.B.C. Project Period: May 2002 – February 2004

Project

Goal: Reduce and or maintain the number of drowning and near drowning in S.B.C

Measurable Objectives List of each objective separately	Activities to Accomplish Each Measurable Objective	Staff Responsible for Each Activity	Timeline (By Month-start and end date)	Tracking Measures	Outcome Evaluation
5.1 Initiate a year round drowning and near drowning prevention program in San Bernardino County to raise awareness of drowning and near drowning.	5.1 The DPNSB will, with the assistance of Children's Network and other participating community partnership members strategically place drowning prevention advertising such as bill boards in high risk areas of San Bernardino County.	5.1 Children's Network, the Drowning Prevention Network of San Bernardino members, and community partnership members.	5. 1 June 2001 to February 2004	5.1 Drowning Prevention Network of San Bernardino County monthly minutes as well as Children's Network records.	5.1 Monthly examination of drowning deaths of children birth to 17 years of age in San Bernardino County by the CDRT board. Maintain or reduce the number of drowning of children birth to 17 years of age in San Bernardino County. 5.2 Increased awareness of



	<p>5.2 Link with Prop X resources and deliver 50 (2 per month) drowning and near drowning educational presentations to parenting classes, child care centers, and professional nurses groups. A pre and post test on the presentation will be given to the group members.</p>	<p>5.2 The Chair of the Drowning Prevention Network of San Bernardino County program.</p>	<p>5.2. From June 2002 to February 2004</p>	<p>5.2 Documentation will be maintained in the DPNSBC minutes. To be updated monthly. Evaluation and outcome of the pre and post tests given to each member will be evaluated as to knowledge gained about drowning and near drowning.</p>	<p>5.2 Increased awareness of drowning and near drowning facts and information, which will bring about individual behavior change by the documented number of drowning and near drowning cases in San Bernardino County.</p>
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## Kids' Plates Program: Project Scope of Work

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Applicant Department of Public Health San Bernardino County Page 6 of 8

Project Title Drowning Prevention Network of S.B.C. Project Period: May 2002 – February 2004

Project

Goal: Reduce and or maintain the number of drowning and near drowning in S.B.C

Measurable Objectives List of each objective separately	Activities to Accomplish Each Measurable Objective	Staff Responsible for Each Activity	Timeline (By Month-start and end date)	Tracking Measures	Outcome Evaluation
6. Changing Organization Practices about drowning and near drowning deaths in San Bernardino County Public Agencies.	6. Identify and evaluate the practices of the various public organizations belonging to the DPNSBC group concerning drowning and near drowning events.	6 Chair, Co-Chair as well as members of the DPNSBC team	6. June through February 2004 at monthly DPNSBC meetings.	6. Monthly minutes documentation of the DPNSBC meetings.	6. Note changes in Organization Practices of public agency groups.

## Kids' Plates Program: Project Scope of Work

Attachment E

Applicant Department of Public Health San Bernardino County Page 7 of 8

Project Title Drowning Prevention Network of S.B.C. Project Period: May 2002 – February 2004

Project

Goal: Reduce and or maintain the number of drowning and near drowning in S.B.C

Measurable Objectives List of each objective separately	Activities to Accomplish Each Measurable Objective	Staff Responsible for Each Activity	Timeline (By Month-start and end date)	Tracking Measures	Outcome Evaluation
7. Creation and monthly updated maintenance of a computer data system of drowning cases/events in San Bernardino County of children from birth to 17 years of age.	7. Contract the services of a Program System Analysis to create a drowning and near drowning data base system of children birth to 17 years of age in San Bernardino County. Collection of drowning data by the Public Health Liaison	7. The Chair of the Drowning Prevention Network of San Bernardino County.	7. Creation of the data base system to begin in June 2001 and completed by January 2003. Input of data in the computer base program to begin in January of 2003 and continue on a monthly basis.	7. Maintenance of the children's computer base system at the Public Health Department	7. Utilize this data to develop more accurate drowning and near drowning strategies for children birth to 17 years of age in San Bernardino County by the DPNSBC and CDRT members.

	<p>Nurse to the coroners office and child Death Review Team. This information will than be put into this data base program on a monthly basis.</p>				
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## Kids' Plates Program: Project Scope of Work

Attachment E

Applicant Department of Public Health San Bernardino County Page 8 of 8

Project Title Drowning Prevention Network of S.B.C. Project Period: May 2002 – February 2004

Project

Goal: Reduce and or maintain the number of drowning and near drowning in S.B.C

Measurable Objectives List of each objective separately	Activities to Accomplish Each Measurable Objective	Staff Responsible for Each Activity	Timeline (By Month-start and end date)	Tracking Measures	Outcome Evaluation
8. Develop future funding for the continuation of the "Safe Summer" campaign and year round drowning prevention program in San Bernardino County.	8. Investigate and contact various funding sources available for these programs through the DPNSBC team and private community programs.	8. Chair, and Co - Chair of the DPNSBC and Children's Network staff.	8. Start the process in June of 2002 and have an available funder by February 2003.	8. Continuation of the "Safe Summer" and yearly drowning prevention programs for San Bernardino County.	8. Maintain and or reduction of drowning and near drowning events in San Bernardino County.

## Kids' Plates Program: Project Scope of Work

Attachment E

Applicant San Bernardino County Department of Public Health Page 1 of 5

Project Title Drowning Prevention Network of S.B.C. Project Period: May 2002 – February 2004

Project

Goal: Reduce and or maintain the number of children birth to 17 years of age drowning and near drowning in SBC

Measurable Objectives List of each objective separately	Activities to Accomplish Each Measurable Objective	Staff Responsible for Each Activity	Timeline (By Month-start and end date)	Tracking Measures	Outcome Evaluation
1. Conduct a Kids' Press Conference	1. Present Kids' Plates information at the "Safe Summer" campaigns. Obtain the assistance of the Hopcraft Communications Marketing Services.	1. Chair and Co-Chair of the Drowning Prevention Network of san Bernardino County.	1. June 2002 and June 2003	1. Discuss the events surrounding the "Safe Summer" campaign at the monthly meetings with documentation of the press conference in the minutes.	1. Presentation of the "Safe Summer" campaigns as well as the obtainment of the Kids' Plates Funding in the drowning and near drowning maintenance and / or reduction in SBC.

## Kids' Plates Program: Project Scope of Work

Attachment E

Applicant San Bernardino Department of Public Health

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Project Title Drowning Prevention Network of S.B.C.

Project Period: May 2002 – February 2004

Project

Goal: Reduce and or maintain the number of children birth to 17 years of age drowning and near drowning in SBC

Measurable Objectives List of each objective separately	Activities to Accomplish Each Measurable Objective	Staff Responsible for Each Activity	Timeline (By Month-start and end date)	Tracking Measures	Outcome Evaluation
2. Issue a news press release announcement about receiving the Kids' Plates grant, the purpose of the grant, what is Kids' Plates and how the sale of Kids' Plates is funding our efforts in San Bernardino County.	2. Issue a news press release announcing San Bernardino County obtaining the Kids' Plates grant, give the purpose of the grant, what a Kids' Plate is and how the sale of Kids' Plate is funding our efforts of drowning and near drowning prevention in	2. Chair and Co-Chair of the Drowning Prevention Network of San Bernardino County.	2. June 2002	2. Discussion in the DPNSBC June and July monthly minutes Maintain copies of the press conference information in the DPNSBC records.	2. The sale of more Kids' Plates to further the development of Injury Prevention ideas in the State of California. The assistance of information about the initiation of the "Safe Summer" campaigns in San Bernardino County along with the development of

	San Bernardino County.				the Drowning Prevention Network of San Bernardino County to maintain or reduce drowning events in SBC.
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## Kids' Plates Program: Project Scope of Work

Attachment E

Applicant San Bernardino County Department of Public Health Page 3 of 5

Project Title Drowning Prevention Network of S.B.C. Project Period: May 2002 – February 2004

Project

Goal: Maintain and or reduce the number of children birth to 17 years of age drowning and near drowning incidents in SBC

Measurable Objectives List of each objective separately	Activities to Accomplish Each Measurable Objective	Staff Responsible for Each Activity	Timeline (By Month-start and end date)	Tracking Measures	Outcome Evaluation
3. Appear on a Television public affairs program in San Bernardino County.	3. Appear on the San Bernardino public affairs television program in San Bernardino County to discuss Kids drowning and near drowning safety issues and Kids' Plates information. Discuss dramatic stories of local San Bernardino children	3. Chair, Co-Chair of the Drowning Prevention Network of San Bernardino County.	3. July 2002 and July of 2003	3. Record or obtain a copy of the broadcasts and allow viewing of this broadcast in such places of the DPNSBC August 2002 and 2003 meetings. Discover other venues to display and utilize this tools information in public settings.	3. Advertise Kid's Plates information in order to obtain the purchase of these plates to further develop injury prevention programs such as the maintenance or reduction of drowning and near drowning in California and San Bernardino County.

	<p>surrounding drowning and near drowning events as well as prevention information for parents and children. Also appeal to the public to support the Kids' Plates program by drivers who can purchase Kids' Plates as well as give on air the Kids' Plates telephone hotline number (1-800-HEY-KIDS).</p>				
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## Kids' Plates Program: Project Scope of Work

Attachment E

Applicant Department of Public Health San Bernardino County Page 4 of 5

Project Title Drowning Prevention Network of S.B.C. Project Period: May 2002 – February 2004

Project

Goal: Maintain and or reduce the number of children birth to 17 years of age drowning and near drowning incidents in SBC

Measurable Objectives List of each objective separately	Activities to Accomplish Each Measurable Objective	Staff Responsible for Each Activity	Timeline (By Month-start and end date)	Tracking Measures	Outcome Evaluation
4. Public Speaking: Present Kids' Plates information at five community meetings.	4. Hold personal appeal meetings to help protect kids by purchasing kids' Plates at community meetings and to member agencies of Children's Network. Bring applications and motivate participants to order plates at that specific meeting.	4. Chair, Co-Chair and members of Drowning Prevention Network of San Bernardino County as well as volunteers of the community partnerships and staff members of Children's Network.	4. June 2001 through February 2004.	4. Agenda minutes of DPNSBC monthly meetings coinciding with the month's meetings held. Also, by documentation of Children's, Network staff records.	4. Increase the sale, knowledge, and information to communities in San Bernardino County of Kids' Plates. Increase the knowledge of how Kid's Plates assists with the prevention of children drowning and near drowning of children birth to 17 in San Bernardino County.

## Kids' Plates Program: Project Scope of Work

Attachment E

Applicant Department of Public Health San Bernardino County Page 5 of 5

Project Title Drowning Prevention Network of S.B.C. Project Period: May 2002 – February 2004

Project

Goal: Reduce and or maintain the number of drowning and near drowning in S.B.C

Measurable Objectives List of each objective separately	Activities to Accomplish Each Measurable Objective	Staff Responsible for Each Activity	Timeline (By Month-start and end date)	Tracking Measures	Outcome Evaluation
5. Exhibit Kids' Plates information at fairs and conferences in San Bernardino County.	5. The Drowning Prevention Network of San Bernardino County and community partnership will display Kids' Plates grant recipients information at fairs, in schools, hospitals and public malls wherever large community gatherings are held.	5. Co-Chair and members of Children's Network along with volunteers from the DPNSBC and community partnership volunteers.	5. June to September of 2002. June to September 2003	5. Children's Network records. DPNSBC monthly agenda meeting during these timeline mentioned.	5. Increase the information about Kids' Plates to the public in San Bernardino County.



Hotel Room \$110 in San Diego & Sacramento x 3 days x 2 rooms for people		\$1,320
Air faire x2 days to Sacramento x 2 people (\$200)		\$800.00
Hotel room for 2 people @\$110 x 2 night		\$220.00

Consultants		
Computer Program Analyst	\$30.00 3.46 hrs	\$9,900

Other (Please specify)

\_\_\_\_\_

\_\_\_\_\_

	Total Operating Costs	\$38,290
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<b>Total Personnel Costs</b>	<b>\$26,180</b>
<b>Total Operating Costs</b>	<b>\$38,290</b>

**Indirect (maximum of 16.7% of total wages & benefits) included**

**Total Project Costs \$64,470**

## **BUDGET JUSTIFICATION**

### **Attachment G**

#### **Personnel:**

Public Health Nurse II rate of \$37.00 (including benefits) x 4.62 hours a week x 22 months = \$16, 280. This is the individual who will have the primary responsibility as Chair of the Drowning Prevention Network of San Bernardino County for the implementation of the majority of the scope of work.

The Assistant Children's Network Officer at a rate of \$25.95 x4.62 hours a week x 22 months = \$16,089 which will be in kind. This person will be the Co –Chair of the Drowning Prevention Network and will assist with the monthly Drowning Prevention Network of San Bernardino County meetings as well as cooperate with scope of work projects.

The Child Abuse Prevention Coordinator at a rate of \$16.00 x 7 hours x 22 months = \$7,040 also in kind.

Child Abuse Prevention Event coordinator at a rate of \$11.10 an hour x 4.8 hours x 22 months = \$3,330 also in kind will assist in the planning and implementing the "Safe Summer" Campaigns in years 2002 and 2003.

#### **Consultants:**

The Computer Program System Analyst at a rate of \$30.00 (including benefits) for 3.46 hours x 180 hours x 22 months = \$9,900. This person will develop a computer data base program for all the drowning of children birth to 17 years of age that occur in San Bernardino County.

Personnel Subtotal = \$26,180

#### **Supplies:**

Printing, photocopying and postage stamps will cost \$8,000 and \$3,500 for the 22 month time period. The need for these supplies is for mailings related to the development of the Drowning Prevention Network of San Bernardino County. All other supplies will be supplied in kind.

**Other Expenses:**

**Educational materials to be used for development of "Safe Summer"  
Campaigns 2002 and 2003 drowning prevention**

<b>This includes:</b>	<b>Brochures</b>	<b>20,000</b>	<b>@</b>	<b>\$ 3,800</b>
	<b>Lanyards</b>	<b>10,000</b>	<b>@</b>	<b>\$12,000</b>
	<b>Activity Books</b>	<b>15,800</b>	<b>@</b>	<b>\$ 5,372</b>
	<b>Stickers</b>	<b>10,000</b>	<b>@</b>	<b>\$ 2,600</b>

**Total of \$23,772.00.**

Also under other expenses:

**Conferences and Travel:**

\$110/night x 2 rooms x 6 nights x 2 conferences (San Diego and Sacramento) x 3  
people= \$1320

Hotel @ \$110 x 2 nights x 2 people x 1 room to Sacramento x 2 days = \$440

Air faire \$200 x 2 people x 2 trips to Sacramento = \$800

Air faire \$200 x 3 people x 1 trip to San Diego conference = \$600.

Mileage from S.B. to S.D for conference x 3 people = \$198.00

Operating Costs \$38,290

Total Costs \$64,470.00



## Marketing Menu for Kid's Plates Grantees

★ Each **grantee** must issue a press release, participate in **one** news conference, and **engage** in **three** other marketing activities.

*Check the appropriate number of additional boxes. You may choose boxes from any category you wish.*

### MEDIA WORK

#### *Media Events, Outreach and Partnerships*

You can reach drivers through the media. There are lots of ways to attract mass media coverage. Issue a press release, hold a onetime event, develop ongoing media partnerships, write letters to the editor or appear on local talk shows.

**Issue a press release**

Issue a press release announcing your Kid's Plate grant, the purpose of the grant, what a Kids' Plate is, and how the sale of Kids' Plate is funding your efforts.

**Hold a Kids' Plates news conference**

Invite your state assembly member or senator to join you to announce your program's grant. You may hold this news conference/event at any time during the grant period. Unveil the activities funded by your grant and present a mock-up of a Kids' Plate to the elected official. Or, invite a well-known local celebrity, athlete, or entertainer to a news conference to receive a Kids' Plate. Make a sample Kids' Plate that features that well-known person. Hold a press conference with the well-known person to present the mock-up plate.

You may hold a news conference on your own or with other Kids' Plates grantees. Grantees in the state's most competitive media counties (Los Angeles, San Francisco, Alameda, Marin, San Mateo, San Diego and Sacramento Counties) will work with Hopcraft Communications on coordinated regional press conferences. Grantees outside of the major media markets will be required to hold a news conference on their own or to plan a media activity that makes sense in their community. Hopcraft Communications will provide technical assistance whenever grantees choose to hold their news media events. Hopcraft Communications will also manage a coordinated statewide news conference on a single date to be determined during the first quarter of 2000.

**Appear on a TV or radio public affairs program**

TV and radio stations are required to air public affairs programming. Children's safety is an appropriate subject for these programs. Call the station's Public Affairs Director and schedule an appearance about kids safety and Kid's Plates. Pair dramatic stories of local children's injuries and how-to-prevention information for parents with an appeal for drivers to purchase Kids' Plates or secure on-air mentions of the Kids' Plates telephone hotline (1-800-HEY-KIDS).

**Get TV and radio stations to air a Kids' Plates PSA**

Submit our model Kids' Plates Public Services Announcement (PSA) to your area radio and TV stations and secure a promise to air it. Meet with the Public Affairs Director of the stations to present your program and ask for the station to air the PSA. We'll provide you with a Kids' Plates slide with graphics and the telephone hotline number for TV stations to show with the PSA. Follow-up by phone to ensure airplay.

**Partner with your local traffic reporter**

Some of your local radio employs traffic reporters. Drivers listen to traffic reports while in their cars. Call and meet with your local traffic reporter and ask that they mention Kids' Plates, and appeal for listeners to buy them during their traffic reports. Make sure they mention the telephone number and a local location to pick-up applications. Encourage the reporter to mention Kids' Plates by providing him or her with a mock-up plate, or ordering an actual plate for him or her.

**Adopt your local movie theaters**

Meet with the manager(s) of your local movie theater(s). Give them our slide with Kids' Plates information and secure their commitment to show the Kid's Plates slide on-screen before each film begins. ★ 1-800-HEY KIDS

## **SIGNS AND BANNERS**

*Indoor and Outdoor Display Ads. Roadside signs and banners.*

Reach drivers through a sign or banner display at your office, or a high-visibility location in your community. Put up a Kids' Plates sign or banner with logo and hotline number at a high-traffic spot. Ask a landowner next to a freeway or highway or other busy intersection to put up a wooden, cardboard or banner sign that attracts drivers' attention.

## **POINT OF PURCHASE DISPLAYS**

*Auto dealers, auto club displays*

Placing Kid's Plates material in prominent places where vehicle owners buy or register their vehicles reminds them of Kids' Plates at the moment they are making their plate purchase. Point of purchase displays can be combined with talking to drivers at these locations. Put up Kids' Plates posters and brochure displays in prominent locations. Set up tables to attract the attention of potential purchasers as they buy their license plates. This activity involves ongoing attention to the materials and the people who present them to drivers. Restocking materials periodically is also part of this activity.

**Adopt an auto dealer**

Meet with the managers of local auto dealers to secure their cooperation in promoting Kids' Plates. Ask them to display mock-up Kids' Plates on their showroom floor vehicles (★C A R). Set-up a Kids' Plates display and provide applications to new vehicle buyers.

**Adopt an AAA or other auto club office**

Vehicle owners can purchase plates from an AAA or other auto club office. Identify an auto club office in your own town and adopt that office. Meet with the director, ensure prominent display of Kids' Plates materials, educate and motivate the staff, restock materials

## **COMMUNITY OUTREACH**

*Speaking to community groups. Tabling at fairs and conferences. Working with schools and medical providers.*

**Public Speaking: Present Kids' Plates at five community meetings**

You can reach dozens, hundreds, even thousands of people with a personal appeal to help protect kids by purchasing Kids' Plates. Call groups who would be sympathetic and ask to speak at an upcoming meeting. Bring applications and motivate participants to order plates immediately. Call your church, social club or school and schedule a Kids' Plates pitch. Appear before a children's or family group meeting or conference.

**Exhibit at fairs and conferences**

Kids' Plates tabletop displays are available to grant recipients. Set up a Kids' Plates display at three community events, such as church or school carnivals or large community gatherings. Team with others in your community and exhibit a Kids' Plates display at your county or other fair, youth, school or safety-related conferences or event.

**Place five countertop displays in your community**

Kids' Plates countertop displays are available to grant recipients. Initiate a partnership with five high-traffic businesses in your community. Place countertop Kids' Plates displays in their stores. Keep the displays stocked and visible. Keep the business owners motivated to feature the Kids' Plates display.

**Adopt a day care center**

Get a day care center serving more than 12 children to let you present Kids' Plates at their next parent's meeting. Ask them to place a Kids' Plates article in their newsletter. Place an appeal from the center director and an application in each family's hands.

**Medical providers**

Ask pediatricians, clinics, emergency rooms, hospitals and other health care providers to display Kids' Plates applications in their waiting rooms and distribute them to their patients with a personal appeal.

**Schools**

Get three local schools to place a blurb in their newsletter. Get parents to present a Kids' Plate to the principal at a parent-teacher meeting or assembly. Distribute applications to all parents. Include Kids' Plates at school carnivals or all-school activities.

**Car clubs**

Approach three local car clubs to present Kids' Plates at their meeting or rallies. There are clubs for VWs, Porsches, sports cars, 4-wheel drives, motorhomes, vintage cars and many other makes and models of vehicles. Find the ones in your community and ask for personal presentations, mailers and newsletter blurbs.

**Libraries**

Put up the poster and brochure/applications in five local libraries. Follow-up each month to keep the brochures in stock.

## **BUSINESS PARTNERSHIPS**

*Displays, ads, mailings and printing on bags and products*

Businesses can advertise themselves and their commitment to protecting kids at the same time. Get businesses to include a Kids' Plates pitch in their own advertisements; or place Kids' Plates appeals on their products, web sites, or mailings such as catalogs.

**Plate purchases**

Ask three local businesses to purchase Kids' Plates for their car or truck fleets, or for their executives and star employees' cars.

**Countertop displays**

ASK five local businesses to place our displays in their storefront windows, lobbies, or on their counters.

**Placement on products**

Work with two businesses to place Kids' Plates logos and materials on their products. Artwork is available to businesses that want to print Kid's Plates pitches on their products. Product placement could include; grocery or shopping bags, milk cartons, fast-food or other restaurant tray liners, packaging for any children's or auto product, or backs of cash register receipts.

**Envelop inserts**

Approach any local business or organization that mails to its customers (for example, cable TV, electric, phone or other utility companies, or grocery stores). Ask them to insert a Kids' Plates brochure/application in their next mailing.

**Display ads**

Ask businesses to sponsor a display ad in a local newspaper, magazine or other publication. Use the artwork provided, and ask the business to include it in their advertising. As your local transit district – or airport – to place Kids' Plates posters in or on their buses, trains or shuttles.

## **Understanding "Proxy" Measures**

### Attachment I

The proxy measure San Bernardino County would like to explore will examine the amount of knowledge individuals gain after prevention education has been presented to them. The presenter will deliver a pre test of a specific number of drowning questions to individuals prior to the drowning education. After the presentation is made the same, number of questions will again be given to these individuals. The instructor is then able to judge whether the drowning presentation made an impression and learning occurred to the individuals attending the training. This will also give the presenter information useful to the presenter. That is did the presenter deliver the information in an effective format so that learning could happen. Or was the information given the problem for the audience i.e. was the presentation language too difficult for the audience to understand, or was the presentation too long?



*LOMA LINDA UNIVERSITY CHILDREN'S HOSPITAL*

*Pediatric Trauma Services  
Loma Linda SAFE KIDS Coalition*

*11234 Anderson Street, Room 8700G  
Loma Linda, California 92354  
(909) 558-4704*

February 5, 2002

To Whom It May Concern:

San Bernardino County's Public Health Department and Children's Network are applying for funding from the California Kids Plate to form the San Bernardino County Drowning Prevention Network.

Loma Linda University Children's Hospital and Trauma Services Department along with the Loma Linda SAFE KIDS Coalition would like to enthusiastically endorse their application. Drowning and near-drowning incidence in San Bernardino County occurs all too often, devastating the lives of family, friends, emergency workers and the community as a whole. Children's Network has a long and prestigious history of successful collaborations with community agencies. Their tireless work has resulted in untold numbers of lives being enriched by their efforts. Their expertise in pulling various partners together to join forces to eradicate harm to the children and families of our county is second to none!

Last year the Loma Linda SAFE KIDS Coalition joined with San Bernardino County to better address the difficult issue of drowning prevention. We participated in this campaign and are very pleased with the successful collaboration of multiple agencies and as a result the effectiveness of spreading such valuable safety information. With adequate funding, this campaign could address this lifesaving message all year long. By joining forces, together we can impact the number of preventable drowning in this county. Every life saved from a drowning or spared from the devastating tragedy of near drowning will be worth our diligent effort.

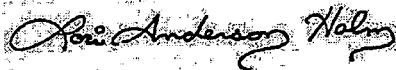


*A Seventh-day Adventist Institution*

Last year the Loma Linda SAFE KIDS Campaign provided support through man hours, billboard advertisements, presentations to schools, community health fairs and parent education classes. We were also pleased to provide promotional materials as well as educational resources to families in San Bernardino County. This collaboration resulted in keeping the vital issue of water safety before the community as a whole in the SAFE KIDS Summer 2001 Campaign.

Thank you for your serious consideration of the County application.

Sincerely,



Lori Anderson Holm, MSc  
Loma Linda SAFE KIDS Coalition Coordinator

# CITY OF COLTON POLICE DEPARTMENT

650 NORTH LA CADENA DRIVE  
COLTON, CALIFORNIA 92324

Business Telephone:  
(909) 370-5000

Emergency Telephone  
911

February 4, 2002

To Whom It May Concern

Re: Letter of Commitment

San Bernardino County and Children's Network are applying for funding from the California Kids Plate to form the San Bernardino County Drowning Prevention Network.

I wholeheartedly endorse this application to address this tragic incidence of child drowning and near drowning in San Bernardino County. Children's Network has a long list of successful collaborations and works diligently with all of the community agencies, as well as with government agencies. Their expertise in community collaboration is second to none!

Last year San Bernardino County joined with the Safe Kids Coalition to better address this difficult issue. We participated in this campaign and found it to be a successful collaboration of agencies. With adequate funding, this campaign could address this issue all year long. By joining together, we can impact the number of preventable drownings in this county.

Last year our agency arranged for a sun care product distributor to provide product for use as part of Children's Network's promotion. As a participating agency, the Children's Network attended numerous local events with presentations and information on swimming pool safety and drowning prevention.

I personally still have a "Children Drown Without a Sound" instruction card from Michelle, 7 1/2 years old, on my bulletin board as a reminder to promote the program.

I strongly endorse the program and endorse the grant application.

Sincerely,

  
Randy Heuserberg  
Chief of Police

RH/rw



T H E C I T Y O F  
R A N C H O C U C A M O N G A  
O F F I C E O F T H E M A Y O R

February 7, 2002

To Whom It May Concern:

San Bernardino County and Children's Network are applying for funding from the California Kids Plate to form the San Bernardino County Drowning Prevention Network.

I wholeheartedly endorse this application to address the tragic incidence of child drowning and near drowning in San Bernardino County. Children's Network has a long list of successful collaborations and works diligently with all of the community agencies as well as the government agencies. Their expertise in community collaboration is second to none!

Last year San Bernardino County joined with the Safe Kids Coalition to better address this difficult issue. We participated in this campaign, and found it to be a successful collaboration of agencies. With adequate funding, this campaign could address drowning prevention all year long. By joining together, we can impact the number of preventable drownings in this county.

Last year, the City of Rancho Cucamonga adopted a proclamation supporting the Children's Network in recognition of the Safe Kids Summer 2001 campaign. Additionally, joint efforts with public safety personnel produced a drowning prevention campaign to increase public awareness. City-sponsored community events provided ample opportunity to distribute materials and information to our residents. Consequently, the number of near drowning incidents was reduced in our community. Nonetheless, drowning statistics still remain a large concern. Collaborating with the Children's Network, we can eliminate such statistics!

Thank you for your consideration of our County's application.

Sincerely,



WILLIAM J. ALEXANDER  
Mayor



R A N C H O C U C A M O N G A  
F I R E P R O T E C T I O N D I S T R I C T

February 7, 2002

To Whom It May Concern:

San Bernardino County and Children's Network are applying for funding from the California Kids Plate to form the San Bernardino County Drowning Prevention Network.

I wholeheartedly endorse this application to address the tragic incidence of child drowning and near drowning in San Bernardino County. Children's Network has a long list of successful collaborations and works diligently with all of the community agencies as well as the government agencies. Their expertise in community collaboration is second to none!

Last year San Bernardino County joined with the Safe Kids Coalition to better address this difficult issue. We participated in this campaign, and found it to be a successful collaboration of agencies. With adequate funding, this campaign could address drowning prevention all year long. By joining together, we can impact the number of preventable drownings in this county.

Last year, the Rancho Cucamonga Fire Protection District supported the Children's Network when the city council adopted a proclamation in recognition of the Safe Kids Summer 2001 campaign. Additionally, joint efforts with local media resulted in several newspaper articles being published to increase public awareness of this preventable tragedy. Members of our public education division repeatedly went out into the community to distribute promotional items and informational materials. As a result, we were able to reduce the number of near drowning incidents in our community. Nonetheless, drowning statistics still remain in our community. Working together with the Children's Network, we will strive to eliminate such statistics!

Thank you for your consideration of our County's application.

Sincerely,



L. Dennis Michael  
Fire Chief



P.O. Box 807 • Rancho Cucamonga, CA 91729-0807 • (909) 477-2770 • FAX (909) 477-2772  
Fire Operations • P.O. Box 850 • Rancho Cucamonga, CA 91701-0850 • FAX (909) 937-0881



# CITY OF ONTARIO FIRE DEPARTMENT

BUREAU OF FIRE PREVENTION • 415 EAST 78<sup>TH</sup> STREET, ONTARIO, CALIFORNIA 91764 • (800) 395-2029 • FAX (800) 395-2585

February 11, 2002

To Whom It May Concern:

GARY C. OWIT  
CITY MANAGER

GERALD A. DUBOIS  
CITY MANAGER

ALAN D. WAPNER  
CITY MANAGER

GREGORY C. DEVEREAUX  
CITY MANAGER

MARY WITEN, MHC  
CITY MANAGER

JAMES R. WILLIAMS  
CITY MANAGER

FRED C. NELSEN  
CITY MANAGER

San Bernardino County and Children's Network are applying for funding from the California Kids Plate to form the San Bernardino County Drowning Prevention Network.

I wholeheartedly endorse this application to address the tragic incidence of child drowning and near drowning in San Bernardino County. Children's Network has a long list of successful collaborations and works diligently with all of the community agencies as well as with government agencies. Their expertise in community collaboration is second to none.

Last year San Bernardino County joined with the Safe Kids Coalition to better address this difficult issue. We participated in this campaign, and found it to be a successful collaboration of agencies. With adequate funding, this campaign could address this issue all year long. By joining together, we can impact the number of preventable drowning incidents in this county.

Last year the Ontario Fire Department participated in the Safe Kids Summer 2001 campaign, and added the topic of drowning prevention to our safety presentations. We use a Barbie Doll and "swimming pool" to generate interest, and make this segment more memorable for both the children and their parents.

We also distributed "water watch" tag kits. Children make tags and give them to an adult when they go into the water. The adult must not leave unless the tag is passed on to another adult to supervise the child. The Bureau of Fire Prevention made over a dozen such presentations, which reached approximately 1,000 families in our community last year. Despite these efforts, we were unable to totally eliminate each drowning in the City of Ontario during 2001.

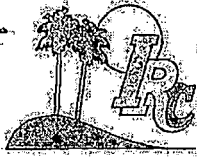
Thank you for your consideration of the County application.

Sincerely,

STEVEN E. HOLTRUST, Deputy Chief/Fire Marshal  
Bureau of Fire Prevention

seh:jmb

Courtesy • Loyalty • Service



## INLAND REGIONAL CENTER

*...valuing independence, inclusion and empowerment*  
674 Brier Drive, San Bernardino, CA 92408  
P.O. Box 6127, San Bernardino, CA 92412-6127  
Telephone: 909-890-3000  
Fax: 909-890-3001

February 11, 2002

To Whom It May Concern:

San Bernardino County and Children's Network are applying for funding from the California Kids Plate to form the San Bernardino County Drowning Prevention Network.

I wholeheartedly endorse this application to address the tragic incidence of child drowning and near drowning in San Bernardino County. Children's Network has a long list of successful collaborations and works diligently with all of the community agencies as well as with government agencies. Their expertise in community collaboration is second to none!

Last year San Bernardino County joined with the Safe Kids Coalition to better address this difficult issue. We participated in this campaign, and found it to be a successful collaboration of agencies. With adequate funding, this campaign could address this issue all year long. By joining together, we can impact the number of preventable drownings in this county.

In 2001, Inland Regional Center participated in a countywide safety program to avoid preventable accidents during the summer. This campaign, called "SAFE KIDS SUMMER 2001" was a collaborative effort between San Bernardino County Department of Public Health, San Bernardino County Children's Network, Children's Fund, Inc., Loma Linda SAFE KIDS Coalition, San Bernardino County Library and Inland Regional Center. Most of the tragedies involving swimming or other athletic activities can be avoided and are 100% preventable. The five main safety goals were: ride safe, swim safe, wheel safe, walk safe and play safe. Inland Regional Center participated in a kick-off campaign with the San Bernardino County Board of Supervisors to make this a collaborative effort to decrease or eliminate preventable injuries. We continue to function as a collaborative partner with the above agencies.

Thank you for your consideration of the county application.

Sincerely,

  
Mary Lynn Clark  
Director

MLC/afg  
IRC  
2-11-02

cc: Isabel Bellino, Program Manager, San Bernardino Early Start Program  
Bev Ching, Assistant Program Manager, Early Start Program

**LAND-USE SERVICES DEPARTMENT**

385 North Arrowhead Avenue • San Bernardino, CA 92415-0182 • (909) 387-4141  
Fax (909) 387-4288  
<http://www.sbcounty.gov/landuseservices>



**COUNTY OF SAN BERNARDINO  
ECONOMIC DEVELOPMENT  
AND PUBLIC SERVICES GROUP**

**MICHAEL E. HAYS**  
Director

February 12, 2002

To Whom It May Concern:

San Bernardino County and Children's Network are applying for funding from the California Kids Plate to form the San Bernardino County Drowning Prevention Network.

The Land Use Services Department endorses this application to address the tragic incidence of child drowning and near drowning in San Bernardino County. Children's Network has a long list of successful collaborations and works diligently with all the community agencies as well as with government agencies. Their expertise in community collaboration is second to none.

Last year San Bernardino County joined with the Safe Kids Coalition to better address this difficult issue. We participated in this campaign, and found it to be a successful collaboration of agencies. With adequate funding, this campaign could address this issue all year long. By joining together, we can impact the number of preventable drownings in the County.

Our Department will be providing technical assistance and trained personnel to investigate and abate swimming pool hazards relative to single family dwellings.

Thank you for your consideration of the County application.

Sincerely,

**MICHAEL E. HAYS, AICP**  
Director - Land Use Services Department

MEH:mac

JOHN F. MICHAELSON  
County Administrative Officer  
JOHN GOSSE  
Assistant County Administrator,  
Economic Development and  
Public Services Division

Bill Postmus  
John B. Mills

Board of Supervisors

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APPENDIX C  
SAN BERNARDINO COUNTY  
DROWNING FLIER

January 23, 2002

San Bernardino County Children's Network Policy Council

**REQUEST: TO ESTABLISH A NEW CHILDREN'S SERVICES TEAM SUBCOMMITTEE**

## San Bernardino County Drowning Prevention Network

**Purpose:** The purpose of the Drowning Prevention Network (DPN) is to reduce the number of children, ages birth through 17 years of age, who drown or have near drowning episodes in San Bernardino County.

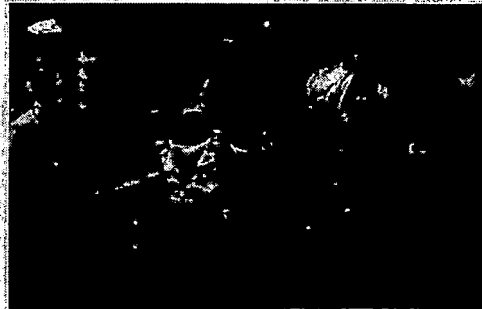
**Meeting:** The Drowning Prevention Network will be a multi-agency collaborative that meets once a month, the day, time and place to be determined by the members.

**Membership will include representatives from:**

Children's Network  
Public Health  
Code Enforcement  
Environmental Health  
Community Leaders  
Department of Children's Services  
Hospitals/Trauma Centers/Emergency Rooms  
Fire Departments/Law Enforcement  
Emergency Medical Services  
Coroner's Office  
Injury Prevention People: i.e. SafeKids Coalition  
Regional Center

**Activities will include:**

- Strategic planning
- Media events
- Sharing of resources & data
- Advocacy of policy change



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