



Expanding the Envelope
Injury Free Coalition for Kids Annual Conference
Sunday December 7, 2003
Workshop Descriptions

8:30 am - 9:30 am

Breakout sessions

A. The Playground Project Step I

Everything you wanted to know about starting a playground program. Presentations will include: Community built playground (the importance of community support), playground design and construction, working with a playground designer, and selecting equipment while considering its age appropriateness.

Vanessa Martelli, Moderator

B. Supporting Partners in Prevention: Two Case Studies on Community Grants

This workshop looks at unique programs to teach community members how to identify potential injury hazards in their communities, the process of obtaining funding to address those hazards, and methods to sustain that funding. In addition, it examines how those efforts bring the community members involved to the Coalition table.

Gayane Stepanian/Leah Henderson, Moderators

C. 2003 Site Orientation

Newly funded sites will have an opportunity to meet the National Program Office staff and learn how to complete financial reports, project reports and reporting grids: Leverage, Program and Social Capital, Injury Surveillance and Technical Assistance Grid.

Sally Jacko, DiLenny Roca-Dominguez, Debi Wong

D. Grant Writing Workshop

Grant Proposal Writing...Its more than following the guidelines. This one-hour session will show you how to strategically position your organization and your efforts in order to become a more successful grant proposal writer. You will also gain practical tips and learn simple ways to help you keep your sanity and work more efficiently in a one-person, multi-task operation. This session shows you how to manage the process for greater results instead of letting it manage you.

L. Harden & Associates, Inc.

9:45 am -10:45 am

Breakout Sessions

A. Safety Street -- An interactive exhibit: A Tale of Three Cities

This workshop traces the adaptation of the Harlem Safety Street Concept to the needs of the Injury Free Coalition for Kids of Pittsburgh and shows how those steps led to the creation of a program in Pittsburgh in 1996. We will also discuss projects successfully carried out within that program's venue, some of which go beyond Safety Street's original mission. In addition, we will discuss the evolution of a newer Mobile safety street version to be used in Central Massachusetts by Injury Free Worcester and we'll look at the Development of the Safety Street Concept in Kansas City.

Dr. Michael Hirsh/Dr. Denise Dowd

**B. Small Area Analysis**

This workshop will provide an update on the epidemiology of childhood injuries in the United States and demonstrate applications of geographically based studies of injury incidence for the purposes of injury prevention. Information will be provided on data sources, on analytic methods for small area analysis of socioeconomic factors and injury risk, and on applications for program evaluation.

Dr. Maureen Durkin/ Dr. Wendy Pomerantz

C. 2003 New Site Communications and Website Workshop

New sites will be introduced to the Injury Free website and taught how to develop their area, post program information, staff biographies, upcoming events, and local news and press releases. They will also learn about the Injury Free Communications Style including the use of the logo, the development of materials, and the technical assistance available to them.

E. Lenita Johnson/Walter Rice

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L. Harden & Associates, Inc.

11:00 am - 12:00pm

Breakout Sessions

A. Communications and Website

Current sites will be introduced to some of the new features on the website, including the photo gallery, and we will talk about how to incorporate images and use HTML to improve the look of their site pages. In addition, attendees will provide input into existing Injury Free communications and marketing materials and the development of a Coalition Communications Committee.

Lenita Johnson and Walter Rice

B. Advocacy for Injury Prevention

Advocating with elected officials to improve community safety is a skill that can be learned. In this workshop, we will present two case studies to illustrate what to do (and not do) when working in the legislative arena. The discussion will include information on how to engage elected officials, create effective partnerships that impact policy and legislation, leverage funding and increase media support.

Dr. Karen Sheehan/Cheri Fidler



C. The Playground Project

This workshop will feature discussions on specific playground issues commonly found in every city. No prior playground experience needed. Presentations will include how to fill out the Allstate grant application, liability and insurance issues, Looking for corporate funders and dealing with construction problems.

Vanessa Martelli, Moderator

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