Learning Conversation Notes	
Name of Partner: Safe Kids Placer County	**Date:** January 14, 2009
Conversation Participants: Jim Owens, Liz Honeycutt, Janice LeRoux, Nancy Baggett, Cathy Ferron, Judy Marston, Janey Crider	
Outcome: • Parents/caregivers will gain knowledge to prevent unintentional injuries and deaths so that they can keep their children safe.	
Performance Measures: • Demographics according to the categories mandated in the First 5 Placer Demographic Tool. In addition the following will be required; number of children served directly, the number of children served indirectly and the number of parents/caregivers served. • Results of Parent Survey to measure knowledge gained through viewing the DVD. • Results of Retrospective Survey to measure the knowledge gained related to safety device/topic (to be completed by parents listed by event). • Number of safety devices and DVDs distributed.	
Number of Children Served:	264
When served:	7/1/2008 to 1/14/2009
Gender:	
- Male	129
- Female	110
- Unknown	25
Ages:	
- Prenatal	75
- < 1 year	72
- 1 year	37
- 2 years	24
- 3 years	14
- 4 years	19
- 5 years	21
- Unknown	1
Ethnicity:	
- Alaskan Native/ American Indian	
- Asian	12
- Black/African American	4
- Hispanic/Latino	57
- Pacific Islander	
- White	155
- Multiracial	22
- Other	13
- Unknown	1

What is this data telling us about achievement of outcomes?

Demographics

Most of these children were served indirectly as the program is mainly focused on parent education.

High number of prenatal age children indicates that parents are getting the message that car seats need to be secured prior to the child's birth.

The high number of children under one year old is typical for this time of year. We expect to see more older (3-5 yr olds) children reflected in the demographics as the weather gets warmer and helmets and lifejackets are also distributed.

205 parents/caregivers were served: 42 were males and 163 were females.

Demographics indicate the target population of parents/caregivers and children are being served.

Results of Retrospective Survey

A total of 121 surveys were returned from parents at events with regard to car seat installations. The majority of parents showed an increase in their knowledge of car seat safety and appropriate use which will help to keep their children safe.

Results of Parent Survey to measure knowledge gained through viewing the DVD (to be collected by partners distributing the DVD)

Surveys have not yet been returned. Safe Kids will follow up with partners and the data will be available at the next learning conversation.

Number of safety devices and DVDs distributed

42 Car seats, 166 helmets, and 62 DVDs were distributed (see data for specific information). The program provided educational resources and car seat inspections at a total of 16 events in this reporting period.

Next Steps:

Collect data (demographic and survey) from other partners who have shown the DVD in their program and present this data at the next learning conversation.

Next learning conversation will be Tuesday, July 7, 2009, 1:15 to 4:45 pm.