

Safe and Active Communities Branch (formerly EPIC Branch), California Department of Public Health



California Kids' Plates Program

MISSION/VISION:

The long-term goal of the California Kids' Plates Program's childhood injury prevention component is to build a movement in California for the prevention of unintentional injuries among children, thus reducing the impact of this highly preventable public health problem. The Kids' Plates Program achieves this goal by supporting the efforts of local programs that currently work to prevent child injuries or those that are adding injury prevention to their repertoire of efforts on behalf of children. To accomplish these goals, the California Kids' Plates Program supports and encourages the use of best practices in injury prevention efforts.

PROGRAM DESCRIPTION AND KEY FUNCTIONS:

In 1992, due to the combined efforts of child safety and health advocates, the California legislature passed a bill allowing for the sale of Kids' Plates motor vehicle license plates and the creation of the Child Health and Safety Fund. Revenue from the sale of Kids' Plates goes into the Child Health and Safety Fund and is appropriated to support three significant child safety issues in California: 25% of the funds support unintentional childhood injury prevention; 25% supports the prevention of child abuse; and 50% supports child care licensing and inspection. Since 1998, Kids' Plates has awarded over 700 grants totaling more than \$3.8 million to childhood injury prevention programs throughout California.

Kids' Plates funds programs that are working to reduce or eliminate unintentional injuries in children, with a specific focus on these injury areas:

- Motor Vehicle Occupant Safety
- Bike Safety
- Fall Prevention
- Fire and Burn Prevention
- Drowning Prevention
- Pedestrian Safety
- Poison Prevention
- Unintentional Firearm Injury Prevention
- Sudden Infant Death Syndrome (SIDS) Prevention

Program-funded training and education includes:

- Child Passenger Technician Training;
- Playground Inspector Certification Training;

- Child Death Review Team child abuse and neglect prevention training;
- Culturally specific child safety parenting and SIDS prevention classes;
- Bicycle safety training;
- Water safety skills classes;
- Group facilitation classes;
- Pedestrian safety for first generation immigrants;
- Emergency medical services and injury control training;
- Program sustainability sessions as well as many other types of trainings.

TARGET POPULATION:

The Kids' Plates Program funds organizations that address the diverse needs of the population they serve, specifically targeting children ages 0-18. Overall, minority children and adolescents are at higher risks for injury due to a number of cultural and socioeconomic factors.

KEY PARTNERS:

The Safe and Active Communities Branch at the California Department of Public Health, works closely with San Diego State University to implement and administer the California Kids' Plates Program. External partners include:

- Community-based organizations
- Public health departments
- Law enforcement
- Schools/Parent Teacher Associations (PTA)
- Fire departments
- Hospitals/clinics
- Indian health services
- California Poison Control System
- Child Focused Coalitions
- Foundations/Universities
- City programs
- Local Child Health and Disability Prevention (CHDP) programs
- Kids' clubs
- Local emergency medical services

RECENT SUCCESSES/MILESTONES:

In FY 2009/2010, the Kids' Plate Program has revenues of over one million dollars to support childhood unintentional injury prevention programs in California.

FUNDING SOURCES:

One hundred percent (100%) of the revenues for these efforts come from the sale of Kids' Plates DMV issued license plates.

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