



2022 Annual Report Data Collection Guide

The purpose of the Annual Report is to capture the reach and impact our coalitions have during the year as well as look at trends and gaps. The information is used with funding opportunities and other partnerships to grow our injury prevention efforts, as well as for the Safe Kids Worldwide Annual Assessment. This should be reflective of the work done under the Safe Kids brand.

Directions:

The workbook is split into 4 quarters with one worksheet per quarter- January-March, April-June, July-September and October-December. There is also a tab for "Data Not in Q1-4" which is for data you are not able to pull on a quarterly basis but can obtain at the end of a year. This is to ensure the data is not tabulated to skew any one quarter of the report.

Additionally, there is a separate page to capture any injuries/deaths we can confirm were prevented from our efforts. This is commonly determined from media coverage of an incident and the family could either call out Safe Kids as providing them the important information that helped them or you/a member recognizes the individual as having attended a Safe Kids event. Doing a query on the Buckle Up system may also provide this info if you have a name of the child or parent.

- **Column A & B (Date/Activity Details)** - help coordinator know what event it is being reported on. This info also helps when reviewing activities to ensure entries are consistent, not duplicated and items that may not be counted are removed for the final state report.
- **Column C, D & E (Focus Area)** - these are drop down options, please do not type in a focus area. You may select up to 3 areas of focus per line. If additional areas were covered, please select them on a separate line directly below the event entry. (diag. 1)
 - Coalition Promotion is providing information to others about Safe Kids, as well as your coalition meetings.
 - Other Home is any other home related topic that doesn't fall into one of the other focus areas.
 - CPS includes all "In and Around" cars. Teen Motor Vehicle is a separate area.
- **Column F (Activity Type)** - this a drop down option, please do not type in an activity type.
 - CPS Technician Training Class-this is a class that your coalition is hosting for others to become certified child passenger safety techs. (not a tech class you attend to becoming certified)
 - Advocacy/Legislation-meetings with legislators, providing testimony or other work to advocate policy makers on injury prevention issues.
 - Car Seat Check-these are typically events with a community partner once or twice a year.
 - Car Seat Fitting Station-these are typically recurring activities at a given location many times a year. i.e the local health/fire department takes appointments every first Monday of the month or weekly from Monday-Thursday, 12:00-3:00. Coalition Mtg/Coalition Workgroup Mtg- your regular scheduled coalition meetings or any workgroup/committee meeting held to work on a coalition event or program.

Due Dates:

1st Qtr: January- March due April 15, 2022

2nd Qtr: April- June due July 15, 2022

3rd Qtr: July- September due October 14, 2022

4th Qtr: October-December due January 18, 2023

- CPS Tech Update-this is a CEU offering that your coalition is holding for other technicians in the area to earn CEU's. (not a CEU session you attend to maintain your own certification)
- Community Event (not captured by any other activity type)- refer to broader awareness activities that provide an opportunity for coalitions to reach larger audiences and engage them for shorter periods of time (e.g. health and safety fairs, event booths and informational tables at conferences and local retailers, Ask the Expert events, Children's Fest, Splash into Safety, Winners Wear Helmets, Walk to School Day, Slide into Safety and other large reach events.)
- Education Session (not captured by any other activity type)- refer to providing direct instruction to captive audiences (adults or children) and offering coalitions the ability to engage target audiences for a dedicated, focused period of time through semi-structured presentations, dialogue and interactive activities (e.g., new parent or grandparent classes, student groups, professional trainings, train-the-trainer programs, one-on-one trainings, and home visits)
- Social Media- any social media posts on your own channels or other channels that tag your coalition.
- Traditional Media-these are separate activities not part of any other community event or education session. i.e. the local television station is doing a story on fire safety due to a recent tragedy, you put out a press release for water safety month and get an interview from the newspaper. Do not count when local media attend a community event or education session (that is captured in column R)
 - **Note for 2022 social media:** capture Total Reach for posts for our analytic. It can be reported as one total number for the quarter rather than each post if desired.

- **Column G (Virtual or In-Person)** - this a drop down option, please do not type in these boxes. If the attendees are going to an activity and attending in-person it would be In-Person. If they are attending from a remote location via web meeting it would be virtual. If it's a combination, select the main method.
- **Column H (# of Seats Checked)** - these can be virtual or in-person seat checks. Please enter 0 or leave blank if it is not a car seat check event, do not type letters in column H. If a car seat was distributed through a curbside program with virtual education, count these as seats checked.
- **Column I (# of Fitting Station Hours)** - the total number of hours the fitting station was open. i.e. 3 hours
- **Column J (# Children Reached)** - children that attended the event/received the education, unborn children may be counted as well.
- **Column K (# Adults Reached)** - the adults/caregivers that receive the education/information provided at an activity.
- **Column L (# Volunteers)** - those individuals that are not paid staff of the coalition lead organization for the time assisting with the activity.
- **Column M (# Volunteer Hours)** - the total number of hours all volunteers put in for the activity. i.e. 2 volunteers helped for a 3 hour event= 6 hours.
- **Column N (# of Professionals Trained)** - refers to people trained to provide education to families and community members (includes educators and healthcare professionals where a train-the-trainer approach is used, such as training nurses to provide safe sleep education to new parents in the hospital).
- **Column O (Total Attendance/Total Reach)** - This number is a sum of all children & adults reached, volunteers, any media staff, or others in attendance. If a total attendance number is provided by the organizer of a large scale event that can be counted here. If social media, this is the number of total people reached.
- **Column P (# Distribution)** - the total number of items, either free or at a charge, distributed during the activity.
- **Column Q (Type of Item Distributed)** - this a drop down option, please do not type in these boxes. Select the items that were given away or sold. If more than one item was distributed please select them on a separate line

Due Dates:

1st Qtr: January- March due April 15, 2022

2nd Qtr: April- June due July 15, 2022

3rd Qtr: July- September due October 14, 2022

4th Qtr: October-December due January 18, 2023

directly below the event entry. (diag. 2) If items not listed were distributed, please add them to Column T "Other/Notes."

- **Column R (Media Coverage)** - this a drop down option, please do not type in these boxes. If media attended or provided coverage (newspaper, radio, TV) before, during or after the activity, select the type of media. If no media coverage was provided, select None. This is separate from a specific media request as noted in Column F. Please do not leave this box empty!
- **Column S (Media URL)** - if a URL is available from a Media event or an event that had media coverage please include it.
- **Column T (Other/Notes)** - this is to note any additional information that may be important or helpful to record.

Diag. 1-Washington Elementary Winter Carnival included 5 different areas of focus, which carried down into row 3. Do not duplicate data in any other columns within row 3 that was already included in row 2.

1	A	B	C	D	E	F	G	H	I
1	Event Date	Activity Details (Name of activity, location, or other details used to describe)	Area of Focus (one focus)	Additional Areas of Focus (Leave Blank if None)		Activity Type (one select)	Virtual or In-Person (also select)	# Seats Checked	# Fitting Station Hours
2	1/3	Washington Elementary Winter Carnival	Carbon	Fire/Burn	Falls	Community Event	In-Person		
3			Safe Sleep	Sports/not					
4	1/6	Local Hospital Birthing class	CPS	Falls	Fire/Burn	Educational Session	In-Person		
5			Safe Sleep	Water (any)					
6									
7									
8									
9									

Diag. 2-Event in row 2 had 2 different types of items distributed, which carried down into row 3. Do not duplicate data in any other columns within row 3 that was already in row 2.

1	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	Virtual or In-Person (drop down)	# Seats Checked	# Fitting Station Hours	# Children Reached	# Adults Reached	# Volunteers	# Volunteer Hours	# Professionals Trained	Total Attendance/Total Reach	# Distribution	Type of Item Distributed (drop down)	Media Coverage (drop down)	Media URL (if available)	Other
2	In-Person	5	3	10	12	2	6	0	25	3	Car Seat	Radio		
3		-	-	-	-	-	-	-	-	1	Crib/Pack n Play			
4	In-Person	0	0	30	2	1	3	0	33	30	Helmet	None		
5														
6														
7														
8														
9														

Due Dates:

1st Qtr: January- March due April 15, 2022

2nd Qtr: April- June due July 15, 2022

3rd Qtr: July- September due October 14, 2022

4th Qtr: October-December due January 18, 2023