

Safe Kids Worldwide – 2018-2022 Priorities for the U.S.

Goal 1 of Safe Kids Worldwide’s strategic plan for 2018-2022 is, “Contribute to the reduction of unintentional child injury globally by influencing behavior among parents, caregivers and children.” We recognize that while all areas of preventable child injury are important, we need to narrow down our priorities in order to focus our efforts where we will most likely be able to demonstrate an impact. Demonstrating impact is crucial to ensure that what we are doing to help reduce unintentional child injury is working, establish credibility and attract funding. To identify those priorities, we undertook a prioritization process using six criteria:

1. Magnitude of the issue (either fatal and/or non-fatal injury burden by 5-year age groups),
2. Existence of a reasonable level of evidence to support the Safe Kids approach¹
3. Current high or moderate level of network activity
4. SKW internal expertise
5. Existing or potential leadership role for SKW
6. Existing or potential partners

¹The Safe Kids Approach includes evidence-based strategies aimed at informing behavior change of parents, caregivers and children. These interventions are primarily delivered through community-based education and promotion, however, because evidence indicates that injury prevention efforts are most successful when the 3 Es (education, environmental modification and enforcement) are combined, where feasible our approach also includes environmental modification, distribution of protective equipment and advocating for policy change.

The process led to the identification of 8 priorities and associated target age groups, nationally.

Road Safety

- Passenger safety for 0-19 year olds
- Pedestrian safety for 15-19 year olds
- Bike safety for 5-19 year olds



Home Safety

- Poisoning (including medicine poisoning) for 0-4 year olds
- Drowning 0-4 years
- SUIDS <1/Suffocation for 0-4 year olds
- Fire and burn safety (including scald prevention) for 0-4 year olds



Play Safety

- Sports safety for 5-19 year olds



We also acknowledge that for each priority there are underserved and vulnerable populations at greater risk and we will therefore work to integrate those populations into SKW prevention efforts by:

- Including underserved/vulnerable populations as part of sponsor proposals and program RFPs and evaluations
- Undertaking capacity building activities and developing tools to support local coalitions in identifying and engaging with underserved/ vulnerable populations as appropriate to a given injury issue and geographic location

What does this mean going forward?

The identification of these priorities does not mean they are the only issues SKW will be working on. We will continue to provide information and resources to the network and to the public on the broad scope of unintentional injuries that impact children, including emerging issues and will continue to support a year-round editorial calendar. This will include issues identified by the U.S. network members through mechanisms such as the monthly State Leaders Call, the President's Advisory Council or periodic surveys.

However, in terms of concerted efforts to strengthen educational and advocacy programs and initiatives and increase our ability to demonstrate impact, SKW will be focusing on the priorities identified. This means that supporting activities such as fund raising and strengthening our capacity, infrastructure and processes and working to identify partners who, if engaged, could help leverage opportunities, will also focus on the priorities.