

Safe Kids Worldwide Coalition Agreement

This Coalition Agreement ("Agreement"), entered into as of July 01, 2016, is intended to formalize the relationship between Safe Kids Worldwide, with its principal place of business located in Washington, D.C. ("Safe Kids" or "SKW"), and San Benito County Health and Human Services, Public Health Services for the formation of a local coalition called Safe Kids Coalition of San Benito County.

Section I: About Safe Kids Worldwide and the Coalitions

Safe Kids Worldwide is a global organization dedicated to protecting children from unintentional injuries, the number one cause of death to children in the United States. Since 1988, Safe Kids has helped reduce the U.S. childhood death rate from unintentional injury by 55 percent.

Safe Kids works with global partners and an extensive network of state and local coalitions in the United States to reduce traffic injuries, drownings, falls, burns, poisonings and more. State coalitions lead statewide programmatic efforts, assist Safe Kids with establishing and maintaining new local coalitions and oversee the activities of local coalitions within the Territory, coordinate advocacy efforts, collect data and conduct media outreach. Local coalitions, with support from Safe Kids and state coalitions, conduct multifaceted childhood injury prevention efforts. Safe Kids' staff works to support the efforts of state and local coalitions, as well as international partners, with research, evidence-based programs, best practices, as well as guidance in advocacy, public relations and development (Attachment A – Safe Kids Worldwide Organization Chart).

While Safe Kids provides national media, public policy and program leadership, the local coalitions under the supervision of the Lead Organization and state coalitions as applicable decide how to implement childhood injury prevention efforts in their own communities. The local coalitions are responsible for implementing multifaceted strategies of public awareness, education, public policy and community activities in ways best suited to solving the problems particular to their localities.

Section II: Safe Kids Worldwide Responsibilities and Obligations

To facilitate the accomplishment of common goals in an effort to reduce childhood injury, Safe Kids agrees to do the following:

1. Develop and provide comprehensive program manuals and support materials on a multitude of child injury risk areas, and provide those materials and resources to the Lead Organization at minimal or no cost whenever possible.

2. Work with national media, policymakers and corporations, as well as other national organizations, to build strong and effective support for childhood injury prevention programs.
3. Provide opportunities for coalitions to apply for grant funding from Safe Kids, when such funding is available. Grant processes are competitive, and Safe Kids does not guarantee that grant funding will be awarded to each coalition that applies for such funding.
4. Provide support through telephone consultations, webinars, and, when possible, site visits, conferences and training programs. Through regular communications, Safe Kids will also provide: expert recommendations; up-to-date information and resources on injury prevention topics; partner activities; grant opportunities; training; and organizational updates.
5. Provide customizable communications materials on child injury risk areas for distribution, and maintain a comprehensive up-to-date website on child injury prevention.
6. Provide advocacy materials and consultation assistance on state and local policy initiatives.
7. Provide opportunities for Lead Organization to collaborate on fundraising when mutually beneficial (e.g. Safe Kids Day).
8. Provide opportunities for Lead Organizations to collaborate on research on child injury trends and program evaluation.
9. To the extent able, provide in some limited cases, general liability insurance for specific special registered Safe Kids programs or events, but only to the extent liability arises from the materials provided by Safe Kids for such program or event.
10. License the Lead Organization to use the trademarks and service marks owned by Safe Kids (including any and all variations and combinations thereof) attached hereto as Attachment B (each a "Mark" and collectively the "SKW Marks" or "Marks") and to grant sublicenses, solely for purposes of, and in a manner consistent with, attaining the goals and objectives of Safe Kids (collectively, "Authorized Activities").
11. Provide the Lead Organization with Coalition Logo formats to be used in connection with the Lead Organization and Coalition activities pursuant to the trademark license provisions of this Agreement.

12. Authorize the Lead Organization and Coalition to register in its own name domain names that include the Safe Kids name and to use trade names that include the Safe Kids name consistent with the terms of this Agreement, provided that Lead Organization notifies Safe Kids of all such uses and domain names and provides the registrant information for any registered domains and social media accounts (See Exhibit 2 attached hereto). In certain limited cases, Safe Kids may allow the creation of non-profit entities that include "Safe Kids" in the name; provided that prior to creating any such entity the Lead Organization receives the prior written approval of Safe Kids. In such cases, Lead Organization agrees to enter into a sublicense agreement with such entity in the form provided by Safe Kids related to use of the SKW Marks.
13. Safe Kids will indemnify and hold harmless Lead Organization and any of its directors, partners, officers, trustees, employees, agents, successors, and permitted assigns from and against any loss, damage or expense arising from any claim, suit, judgment or proceeding brought or asserted by any third party arising out of or in connection with: (i) any use of the SKW Marks by Lead Organization that is authorized expressly by this Agreement; and (ii) any material breach by Safe Kids of its agreements, representations, warranties or covenants set forth in this Agreement.

Section III: Lead Organization Responsibilities and Obligations

In exchange for the above-mentioned services provided by Safe Kids, Lead Organization agrees to do the following:

1. Build a broad-based, structured community coalition, called **Safe Kids Coalition of San Benito County** (the "Coalition"), with the mission to reduce unintentional childhood injuries through a multifaceted strategy of public awareness, education, public policy advocacy and community action in San Benito County (the "Territory"). Safe Kids outlines activities and practices coalitions can undertake to build an effective and efficient coalition in the Coalition Performance Assessment Tool (see Attachment C, incorporated herein for reference).
2. Identify a paid staff person, who shall devote at least 20 hours per week on average to Coalition activities, to serve as the Coalition coordinator ("Coalition Coordinator") and to be primarily responsible for overall Coalition coordination. These responsibilities may already be a part of the Coalition Coordinator's ongoing work in childhood injury prevention or health promotion. The Coalition Coordinator will serve as the primary liaison between the Lead Organization, Coalition and Safe Kids, and be responsible for meeting the reporting requirements of Safe Kids. Lead Organization will provide office space, storage space, administrative support and basic equipment, including, but not limited to, phone, fax access, Internet access and e-mail services, to the Coalition Coordinator. The Lead Organization may change the Coalition Coordinator from time to

time by providing written notice to Safe Kids in accordance with Section V.2 specifying the name and contact information for the new Coalition Coordinator.

3. Engage in outreach to and respond to requests from organizations and individuals that would be likely to participate in the efforts of Safe Kids and the Coalition.
4. Unless prohibited by law or by its governing documents, oversee the Coalition's efforts to secure and raise funds and in-kind contributions to ensure implementation of Coalition activities.
5. Provide the necessary resources for the Coalition Coordinator or designated Coalition representative to attend the Safe Kids Worldwide Childhood Injury Prevention Conference, including, but not limited to, the necessary time to attend the conference.
6. Submit the annual coalition self-assessment, by the designated due date to Safe Kids outlining the activities undertaken by the Lead Organization and Coalition in connection with Safe Kids. In addition, upon request, the Lead Organization, through the Coalition Coordinator, will provide Safe Kids and the relevant state coalition, if applicable, with copies of the following documents: activity reports, locally produced materials, including samples of materials that incorporate the SKW Marks, and other documents as may be reasonably requested.
7. Comply with the Safe Kids Worldwide Brand Guidelines (Attachment D) and trademark licensing and sublicensing requirements when producing program materials or otherwise using the SKW Marks. Include the Coalition logo provided by Safe Kids in all materials related to Coalition activities.
8. Promptly notify Safe Kids of any requests from for-profit or other organizations or businesses interested in supporting Safe Kids and its mission.
9. Lead Organization (the "Indemnifying Party") agrees to defend and indemnify Safe Kids, its employees, officers, directors, members, affiliates, assigns or successors (the "Indemnified Parties") and hold the Indemnified Parties harmless against any and all third-party claims, causes of action, suits, losses, damages, judgments, awards, petitions, demands, liabilities, costs and expenses (including reasonable attorneys' fees) to which the Indemnified Parties may become subject as a result of claims made against the Indemnified Parties arising from or as a result of the Indemnifying Party's or its employee's or agent's: (a) breach or nonperformance of this Agreement including improper use of the SKW Marks; (b) infringement or alleged infringement of the intellectual property rights of a third party; (c) negligence or willful acts or omissions; (d) any alleged or actual violation of applicable law, rule or regulation related to the Indemnifying Party's obligations under this Agreement; and (e) any events or activities of the Indemnifying Party undertaken in connection with this Agreement or related to Safe Kids; provided, however, that this indemnification shall not apply to any claims or

actions resulting solely from the negligent or willful misconduct of the Indemnified Parties.

10. Lead Organization cannot assign, subcontract or delegate its rights, responsibilities or duties under this Agreement, except as to providing a sublicense to use the SKW Marks, without the prior written consent of Safe Kids, which consent Safe Kids may withhold in its discretion.

Section IV : Trademark License

1. Safe Kids owns the SKW Marks shown at Attachment B, for use in connection with the Authorized Activities together with the goodwill symbolized by the Marks, and has the exclusive right to use and to license others to use the Marks.
2. License Grant. Safe Kids grants to Lead Organization a nonexclusive, royalty free license, with an obligation to monitor proper use of the SKW Marks by local coalitions under its control and the limited right to enter into a sublicense with local Coalitions established as separate nonprofit entities, the right to use the SKW Marks in connection with the Authorized Activities in this Agreement in the Territory. Safe Kids expressly retains any right to use and/or further license and sublicense the Marks during the term of this Agreement.
3. Ownership. Lead Organization acknowledges that Safe Kids owns all right, title and interest in and to the SKW Marks and agrees that it will do nothing inconsistent with such ownership, including applying to register the Marks or any variations thereof with any tribunal or other entity without the prior written permission of SKW. Lead Organization further acknowledges that nothing in this Agreement shall give Lead Organization any right, title or interest in the Marks other than the right to use the Marks in accordance with this Agreement and that any benefit or value added to the Marks as a result of Lead Organization's use shall inure to the benefit of Safe Kids. Lead Organization shall not use the Marks in combination with any other mark except as approved by Safe Kids.
4. Quality Maintenance; Form of Use.
 - (a) Quality Control. Safe Kids has the right to supervise the nature and quality of the services provided by Lead Organization and any local coalitions using the Marks pursuant to this Agreement. Lead Organization agrees to maintain the high quality of the Authorized Activities provided and activities offered during the term of the Agreement and to ensure that any authorized or sublicensed use complies with the quality control provisions of this Agreement. Lead Organization will provide Safe Kids with representative examples of use of the Marks in connection with its reporting obligations and Lead Organization agrees to comply with the Safe Kids Worldwide Brand Guidelines.

- (b) Lead Organization will not use, or allow others to use the SKW Marks in any manner that would, in the sole discretion of Safe Kids, dilute or tarnish the Marks.
- (c) Lead Organization will cause all uses of the SKW Marks hereunder to bear the registered service mark notice "®" as appropriate.
- (d) Lead Organization will comply in all material respects with any applicable laws and regulations and shall obtain all appropriate government approvals pertaining to the performance, sale, distribution, promotion and advertising of the services and/or activities offered.
- (e) From time to time, the parties may amend Attachment B, in writing, to add further Safe Kids-owned marks and/or to delete any existing Marks.

5. Representations and Warranties.

- (a) Safe Kids represents and warrants that (i) it possesses all necessary rights to enter into this Agreement; (ii) it is the exclusive owner of the Marks; (iii) to the best of Safe Kid's knowledge, there is no pending or threatened litigation challenging Safe Kid's rights in and to the Marks or any adverse rulings by any tribunal regarding the same; and (iv) to the best of Safe Kids's knowledge, Lead Organization's use of the Marks in connection with the services/activities, as authorized by this Agreement, will not infringe any rights of any third parties, including, but not limited to, intellectual property rights arising under the laws of any jurisdiction.
- (b) Lead Organization represents and warrants that (i) it has the full right to enter into this Agreement and fulfilling its obligations hereunder does not infringe on the rights of any person or entity; (ii) it shall comply in all material respects with any applicable laws and regulations and shall obtain all appropriate government approvals pertaining to the performance, sale, distribution, promotion and advertising of the services; and (iii) it shall use the Marks solely in accordance with this Agreement.

6. Infringement.

- (a) The parties agree to cooperate in their efforts to defend and protect the rights in and to the Marks. Lead Organization shall promptly notify Safe Kids in writing of any potential or actual infringements of such rights as may come to its attention. In the event of any potential or actual infringement, Safe Kids reserves the exclusive right, but is not required, to take any legal action or other measures to protect the Marks against such infringement. Lead Organization shall cooperate with Safe Kids in any such actions or measures at Safe Kids' request and sole expense. Licensee shall take no legal action or any other measures to protect the SKW Marks without first obtaining Safe Kid's prior written approval.

- (b) Lead Organization shall promptly notify Safe Kids in writing of any infringement claims made by third parties, as may come to Lead Organization's attention, pertaining to Lead Organization's or any sublicensee's right to use and/or Safe Kids' ownership of the SKW Marks. In the event of any such infringement claims, Lead Organization shall cooperate with Safe Kids in defending Safe Kids' rights in and to the SKW Marks against such claims at Safe Kids' request and sole expense.

Section V : Miscellaneous Provisions

1. Termination:

- (a) By Safe Kids. This Agreement may be terminated by Safe Kids, upon thirty (30) days' written notice to Lead Organization, upon the occurrence of: (i) a material breach of this Agreement by Lead Organization; or (ii) any activity or event hosted, sponsored or supported by the Lead Organization or Coalition that Safe Kids determines, in its reasonable discretion, irreparably damages the reputation of Safe Kids and/or the relationship between Safe Kids and the Lead Organization.
- (b) By Either Party. Either party may terminate this Agreement, with or without cause, by giving the other party thirty (30) days' written notice of its intention to terminate.
- (c) Effect of Termination. Upon a termination of this Agreement, the parties agree as follows:
- (i) Neither party shall have any further obligation under this Agreement, except for any liabilities or obligations accruing prior to the date of termination, and such obligations as are intended to survive pursuant to the terms of this Agreement.
- (ii) Lead Organization shall:
- immediately discontinue all use of the SKW Marks;
 - use best efforts to promptly return (but in any event no later than thirty (30) days after the effective date of termination) to Safe Kids: (1) all documents and other materials that bear the SKW Marks or in any way relate to Safe Kids pursuant to the terms of the trademark licensing provision in Section IV; and (2) all monies, materials, products or other goods provided to the Lead Organization by Safe Kids;
 - promptly change the Lead Organization's name and Coalition names to remove "Safe Kids" and/or any of the SKW Marks, if such are used in the trade or company name of the Coalition, but no later than thirty (30) days after the effective date of termination;
 - immediately assign any domain names or social media accounts registered by the Lead Organization or with the permission of the Lead Organization by the Coalitions that include the Safe Kids name to Safe Kids within thirty (30) days following the effective date of termination;

- e. immediately terminate the membership of all Coalition members;
- f. terminate all sublicense agreements between Lead Organization and Coalition; and
- g. uninstall from any and all websites under Lead Organization's control or the control of Coalition members the SKW Marks and any marks or names confusingly similar thereto.

(iii) The license granted hereunder by Safe Kids to Lead Organization (1) to use the SKW Marks and (2) to sublicense use of the SKW Marks, shall terminate effective as of the termination date of this Agreement.

2. Notices: All notices, requests and other communications hereunder shall be in writing, and delivered in person or by certified or registered mail, postage prepaid and return receipt requested, or by national overnight courier service, addressed as follows (or to such other place or places as a party may designate in writing in accordance with this section):

If to Safe Kids:	Safe Kids Worldwide 1301 Pennsylvania Avenue, NW Suite 1000 Washington, DC 20004 Attn: Sr. Manager US Coalition Network
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If to Lead Organization:	At the Address set forth in Exhibit 1
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The date of delivery shall be: actual delivery in the case of personal delivery or courier delivery or the third (3rd) business day following deposit of notice served by U.S. mail.

3. Governing Law: This Agreement shall be interpreted, governed and construed in all respects by the laws of the District of Columbia without regard to its conflicts of law provisions.
4. Waiver: Failure to insist upon strict compliance with any of the terms, covenants, or conditions of this Agreement shall not be deemed a waiver of such terms, covenants, or conditions. No waiver of any term, covenant or condition of this Agreement shall be deemed to imply or to constitute a further waiver of the same or any other condition or covenant of this Agreement.
5. Independent Contractors: Except as otherwise provided herein, nothing in this Agreement shall be construed as creating any partnership, joint venture or agency relationship between the parties or as otherwise restricting or affecting the independent control of either party over its own operations.

8. Entire Agreement: This Agreement, including any attachments, exhibits or schedules referred to herein and attached hereto, contains the entire agreement between the parties with respect to the subject matter hereof and thereof. This Agreement supersedes all prior agreements, arrangements and undertakings, whether oral or written, and all other communications between the parties with respect to the subject matter hereof.
9. Counterparts: This Agreement may be executed in any number of counterparts, each of which shall be an original and all of which shall together constitute one agreement.

ATTACHMENTS:

Attachment A – Safe Kids Organization Chart
Attachment B – Safe Kids Marks
Attachment C – Annual Coalition Performance Assessment Tool
Attachment D – Safe Kids Worldwide Brand Guidelines
Attachment E - Definitions and Roles

Exhibit 1 – Lead Organization Contact Information
Exhibit 2 – Registered Domains and Nonprofit Entities

[Signature Page Follows]

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by their duly authorized representatives as of the date first written above.

Safe Kids Worldwide

San Benito County Health and Human Services Agency -
Public Health Services Division

By: Kathleen S. Carr
Print
Name: Kathleen Carr
Title: President and CEO
Date: 6/16/2010

By: _____
Print
Name: James Rydingsword
Title: Agency Director
Date: _____

APPROVED BY COUNTY:

Robert Rivas, Chair
San Benito County Board of Supervisors

Date: _____

APPROVED AS TO LEGAL FORM
SAN BENITO COUNTY COUNSEL
[Signature] 7-516
DEPUTY COUNTY COUNSEL DATE

EXHIBIT 1

LEAD ORGANIZATION CONTACT INFORMATION

Please type or print:

Lead Organization San Benito County Health and Human Services Agency, Public Health Services Division

Lead Organization's Employer Identification Number: 94-6000530
(Or the Coalition's fiscal agent's EIN, if different from the lead organization)

Mailing Address San Benito County Health and Human Services Agency
1111 San Felipe Road, #207
Hollister, CA 95023

Shipping Address San Benito County Public Health Services
439 Fourth Street
Hollister CA 95023

Coalition Coordinator's Name Ofelia Prieto

Coordinator's Phone Number 831.637.5367

Coordinator's Fax Number 831.637.9073

Coalition E-Mail Address oprieto@cosb.us

Coalition Coordinator's direct supervisor Samela Perez

Supervisor's title, department Program Manager

Supervisor's phone number 831.637.5367

Supervisor's email sperez@cosb.us

EXHIBIT 2

REGISTERED DOMAIN NAMES AND NONPROFIT ENTITIES

If any of the following use SKW Marks, please provide relevant information.

Website Domain name:

Owner:

Date Registered:

Facebook URL:

Name and Email for administrators of Facebook page:

(Please include one additional person from the lead agency as an administrator.)

Twitter Handle

Username and Password

Pinterest

Username and Password

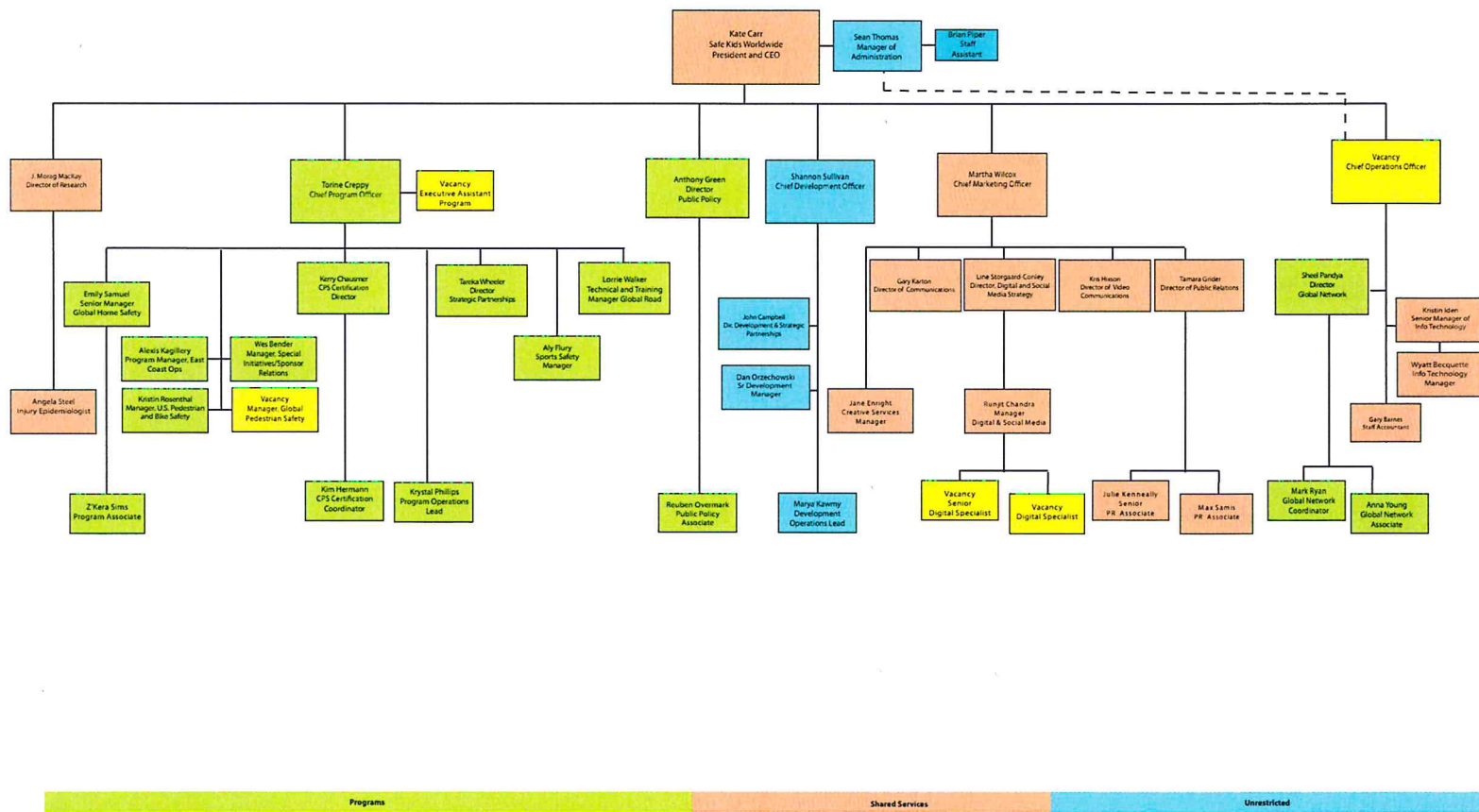
You Tube Account:

Username and Password

Nonprofit Entity:

Subsidiary of:

State:



ATTACHMENT B

1.



2.

Safe Kids Buckle Up™

3.

Safe Kids Walk This Way™

4.

Safe Kids Ready to Roll™

2012 Coalition Performance Assessment Tool

State	
Coalition Number	

Purpose: Outline components of Safe Kids Worldwide's model for a childhood injury prevention program and provide coalitions with roadmap for continuous capacity building and improvement.

I. Documents and Reports utilized in 2012

	ANSWERS	SCORES
1 Annual Action Plan		0
2 Strategic Plan		0
3 Community Needs Assessment - conducted within the last 3 years, 2009 and later		0
4 Meeting Minutes		0
5 Decision-Making Team and Coalition Membership Rosters		0
6 Quarterly Treasurer's Reports		0

III. Coalition structure & lead agency

	ANSWER	
7 Does the coalition consist of a diverse collaboration of organizations and individuals?		0
8 How many active coalition members are currently a part of the coalition?		0
9 Has the coalition membership met at least six times in the last year? (including conference calls)		0
10 Has the coalition decision-making team met at least four times in the last year? (including conference calls)		0
11 Are there current bylaws in place that have been approved by coalition membership?		0
12 Do materials from the lead organization read Safe Kids is "led by [the lead agency]" and not a "program of [the lead agency]"?		0
12 Does the lead agency provide basic operational support such as email, phone, office space?		0

IV. Staff/Volunteers

	ANSWER	
14 How many hours per week of paid staff time is allotted to the coalition coordinator and support staff		0
15 Did the coordinator participate in at least 50% of state meetings/conferences? (select NA if no state coalition or state meetings)		0
16 Does the coalition have 10 or more active community event volunteers? (this may include coalition members)		0

Do you have designated staff or volunteers dedicated to assisting the coalition in these areas:

17 Development/Fundraising		0
18 Advocacy/Public Policy		0
19 Media/Communication		0
20 Administrative Support		0
21 other: job function		0
22 other: job function		0

V. Programs/Outreach/Evaluation

	ANSWER	
23 How many risk areas or topics is the coalition addressing with multifaceted programs?	none	0
24 Is the coalition conducting efforts to reach high risk communities or groups identified in the community needs assessment?		0
25 Do you have materials or programs in languages other than English?		0
26 How many programs are evaluated by the coalition?	none	0
27 Does coalition adhere to Safe Kids programmatic policies and messaging (except topics where deviations from SKW policy are allowed)		0

VII. Development (Fundraising)

Other than Safe Kids grants and lead agency support, list funding that the coalition received this year (at least one is required).

	ANSWER	
28 Government grant		0
29 Corporate sponsorship		0
30 Foundation grant		0
31 Individual donations		0
32 Event donations		0

VIII. Media/Communication

	ANSWER	
33 Did the coalition conduct at least two media outreach efforts per quarter (media advisory, press releases, rapid response, interviews)?		0
34 Has the coalition developed a new media contact in the last year (print, radio, television)?		0
35 Did the coalition maintain and use social media platforms such as Facebook, Twitter etc. (not including lead agency's profile)		0
36 Does the coalition adhere to Safe Kids Worldwide branding guidelines?		0
37 Does the coalition use letterhead with an approved Safe Kids Worldwide logo?		0
38 Does the coalition communicate with coalition members at least quarterly?		0
39 Does the coalition have a brochure or other printed material describing the coalition and its mission?		0
40 Does the coalition have a Web site?		0

IX. Advocacy/Public Policy

	ANSWER	
41 Does the coalition conduct outreach to public policymakers to advocate for laws or regulations?		0
42 Does the coalition invite a federal, state, or local policy maker to any of its injury prevention community events?		0
43 When an issue is coming before a policy making entity, does the coalition communicate with its members to advocate for/against it?		0
44 advocacy initiative 1: describe initiative		0
45 advocacy initiative 2: describe initiative		0
46 advocacy initiative 3: describe initiative		0

14	TOTAL compliance	0	0%
32	TOTAL meets	0	0%
10	TOTAL exceeds	0	0%



Coalition Profile

Worksheet

This document serves as a reference so the Coalition and Lead Organization understand what the Profile is. This document should not be completed and submitted to Safe Kids. Safe Kids will notify the Coalition and Lead Organization when the Profile is due. The Coalition Profile is issued on an annual basis.

SECTION I: BACKGROUND

Coalition Name _____

Safe Kids Coalition Number _____

State _____

Coalition Coordinator Name¹ _____

Coalition Coordinator Mailing Street Line _____

Coalition Coordinator Mailing Street Line _____

Coalition Coordinator Mailing City _____

Coalition Coordinator Mailing State _____

Coalition Coordinator Mailing Zip Code _____

Coalition Coordinator Phone Number _____

Coalition Coordinator Secondary Phone Number _____

Coalition Coordinator Email Address _____

Coalition Coordinator Secondary Email Address _____

Supervisor Name _____

Supervisor Mailing Address Line 1 _____

Supervisor Mailing Address Line 2 _____

Supervisor Mailing City _____

Supervisor Mailing State _____

Supervisor Mailing Zip Code _____

¹ If there is more than one coordinator at your coalition, please include the name, mailing address, and email addresses of the coordinator, as well as the coordinator's supervisor and lead agency information (if applicable) in the comment box at the end of the section.



Coalition Profile

Worksheet

Supervisor Phone Number _____

Supervisor Email Address _____

Lead Agency Name _____

Lead Agency Mailing Address Line 1 _____

Lead Agency Mailing Address Line 2 _____

Lead Agency Mailing City _____

Lead Agency Mailing State _____

Lead Agency Mailing Zip Code _____

Lead Agency Type _____

Coalition Website _____

What year was the coalition established? _____

What year did the coordinator begin in his/her role? _____

COMMENTS

SECTION II: RISK AREA(S) COALITION ADDRESSES

Check all that apply.

ROAD

- ☐ Bicycle
- ☐ Child Passenger
- ☐ Frontovers and Backovers
- ☐ Heatstroke / Hyperthermia
- ☐ Motorcycle Helmets
- ☐ Pedestrian/Safe School Zones
- ☐ Rail
- ☐ Teen/Pre-Teen Driver
- ☐ Other

HOME



Coalition Profile

Worksheet

- ☐ Animal Bites
- ☐ Button Battery
- ☐ Carbon Monoxide
- ☐ Falls
- ☐ Fire, Burns and Scalds
- ☐ Medication
- ☐ Poisoning
- ☐ Suffocation and Safe Sleep
- ☐ Toys
- ☐ TV and Furniture Tip-overs
- ☐ Water
- ☐ Other

SPORTS AND RECREATION

- ☐ All-Terrain Vehicle (ATV)
- ☐ Boating
- ☐ Cardiopulmonary Resuscitation (CPR) / Automated External Defibrillator (AED)
- ☐ Drowning
 - ☐ Open Water
 - ☐ Swimming Pool
- ☐ Playground
- ☐ Sports
 - ☐ Concussions
 - ☐ Dehydration
 - ☐ Overuse
- ☐ Trampoline
- ☐ Wheeled sports
 - ☐ Bicycles
 - ☐ Scooters
 - ☐ Skateboards
- ☐ Other

OTHER

- ☐ Bullying
- ☐ Disaster/Emergency Preparedness
- ☐ E-cigarettes / Liquid Nicotine
- ☐ Farm
- ☐ Guns
- ☐ Halloween
- ☐ Marijuana / Marijuana Edibles
- ☐ Intentional Injury
- ☐ Other



Coalition Profile

Worksheet

What new or existing risk areas do you plan to address in 2016?

COMMENTS

SECTION III: COALITION STRUCTURE, ORGANIZATION AND OPERATIONS

Please respond to the following items. These items apply only to your coalition. Your answers should pertain to the calendar year 2015.

- ☐ Do you have a strategic plan? _____
 - ☐ If yes, when was it last updated? _____
- ☐ Do you have coalition bylaws? _____
- ☐ Do you have a governance board? _____
- ☐ What checks and balances do you have in place to safeguard your coalition finances? (e.g. risk/financial management support, secured accounts, appointed treasurer/budget minder, etc.) _____
 - ☐ If none, what is the challenge? _____
- ☐ Have you done a community needs assessment? _____
 - ☐ If yes, when was it completed? _____
- ☐ Number of paid full-time staff focused on injury prevention _____
- ☐ Number of paid part-time staff focused on injury prevention _____
- ☐ Number of current active coalition members _____
- ☐ Number of volunteers in 2015 _____
- ☐ Number of annual volunteer hours in 2015 _____
- ☐ Number of current community partners? (e.g. dealerships, social clubs, local businesses, local government, etc.) _____
- ☐ Number of coalition meetings held in 2015 _____
- ☐ Approximate number of people reached in 2015 _____
- ☐ Which audiences do you reach? (Please check all that apply)
 - ☐ Parents
 - ☐ Little kids (Ages 1-4)
 - ☐ Big kids (Ages 5-9)
 - ☐ Pre-teens (Age 10-14)
 - ☐ Teens (Ages 15-19)
 - ☐ Caregivers
 - ☐ Child care/day care providers
 - ☐ Children with special needs
 - ☐ Ethnic communities



Coalition Profile

Worksheet

-
- ☐ Faith-based organizations
 - ☐ Family resource center educators/home visitors
 - ☐ Head Start centers
 - ☐ Healthcare providers
 - ☐ Law enforcement
 - ☐ Rural communities
 - ☐ Tribal communities
 - ☐ Other
 - ☐ How many events did you host in 2015 in a Safe Kids capacity _____
 - ☐ How many events did you attend in 2015 in a Safe Kids capacity _____
 - ☐ Do you engage in traditional media? _____
 - ☐ If yes, select all that apply:
 - ☐ TV
 - ☐ Radio
 - ☐ Print
 - ☐ Other _____
 - ☐ Do you engage in social media? _____
 - ☐ If yes, select the social media platforms you use:
 - ☐ Facebook
 - ☐ Twitter
 - ☐ Pinterest
 - ☐ LinkedIn
 - ☐ Instagram
 - ☐ Other _____
 - ☐ What is your Facebook URL? _____
 - ☐ How many Facebook likes do you have? _____
 - ☐ What is your Twitter handle? _____
 - ☐ How many Twitter followers do you have? _____
 - ☐ What is your Instagram username? _____
 - ☐ How many Instagram followers do you have? _____
 - ☐ If you don't use social media, what's the challenge? _____
 - ☐ Do you apply for Safe Kids grants?
 - ☐ If yes, which ones?
 - ☐ Buckle Up/CPS Week
 - ☐ Walk This Way/International Walk to School Day
 - ☐ Medication
 - ☐ Home Safety
 - ☐ Safe Kids Day
 - ☐ Sports Safety
 - ☐ Events-based assistance
 - ☐ PrevCon
 - ☐ Other _____
 - ☐ If not, why not? _____
 - ☐ Do you use campaign materials if you don't participate in Safe Kids grant opportunities? _____



Coalition Profile

Worksheet

- ☐ If yes, which ones? _____
- ☐ Do you apply monitoring and evaluation components to your programming? _____
- ☐ If yes, do you track:
- ☐ Output
 - ☐ Outcomes
 - ☐ Other (please describe) _____
- ☐ What materials did your coalition distribute in 2015? (Please check all that apply)
- ☐ Brochures, Pamphlets, other print materials
 - ☐ Bike Helmets (number distributed: _____)
 - ☐ Car Seats (number distributed: _____)
 - ☐ Life vests (number distributed: _____)
 - ☐ Cribs (number distributed: _____)
 - ☐ Smoke detectors (number distributed: _____)
 - ☐ CO detectors (number distributed: _____)
 - ☐ Other _____
 - ☐ Other _____
 - ☐ Other _____
- ☐ If you distributed materials in other languages in 2015, please list the languages.

- ☐ Do you engage in advocacy for laws or regulations? _____
- ☐ Local
 - ☐ State
 - ☐ Federal
- ☐ If you do NOT engage in advocacy, is it because of limitations put in place by your lead agency?

- ☐ Does your lead agency provide liability insurance for Safe Kids activities? _____
- ☐ Do you have local/national exclusive partners? If so, please list them here. _____
- ☐ What was your primary funding source for 2015? _____
- ☐ What is your coalition's current annual budget? _____

COMMENTS _____

SECTION IV: COALITION STRENGTHS

How do you measure success as it relates to your coalition?



Coalition Profile

Worksheet

SECTION V: COALITION CHALLENGES AND OPPORTUNITIES

What do you want to improve as it relates to your coalition and how can Safe Kids Worldwide help you?

What do you see as the biggest opportunity for your coalition and how can Safe Kids Worldwide help you?

In what areas do you need assistance? (e.g., programs or campaigns, specific risk areas, organizational management, budgeting, fundraising, advocacy, etc.)

SECTION VI: USEFULNESS OF SAFE KIDS WORLDWIDE RESOURCES

Please indicate the Safe Kids resources that your coalition uses by checking all that apply. Please also rate each resource on how helpful it is to your coalition. If your coalition does not use the resource, please select N/A.

<u>ADVOCACY</u>	Not helpful at all	Very helpful
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Coalition Profile

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<input type="checkbox"/> General Support/Inquiries	1	2	3	4	5	N/A
<input type="checkbox"/> Advokits	1	2	3	4	5	N/A
<input type="checkbox"/> Discussion Groups	1	2	3	4	5	N/A
<input type="checkbox"/> Draft Testimony	1	2	3	4	5	N/A
<input type="checkbox"/> Letters of Support for Laws	1	2	3	4	5	N/A
<input type="checkbox"/> Model Laws	1	2	3	4	5	N/A
<input type="checkbox"/> New Recalls	1	2	3	4	5	N/A
<input type="checkbox"/> Online Tools	1	2	3	4	5	N/A
<input type="checkbox"/> Public Policy Grants	1	2	3	4	5	N/A
<input type="checkbox"/> Strategic Advice	1	2	3	4	5	N/A

COMMUNICATIONS

<input type="checkbox"/> General Support/Inquiries	1	2	3	4	5	N/A
<input type="checkbox"/> Infographics	1	2	3	4	5	N/A
<input type="checkbox"/> Press Releases	1	2	3	4	5	N/A
<input type="checkbox"/> Media Advisory	1	2	3	4	5	N/A
<input type="checkbox"/> Social Media Guides	1	2	3	4	5	N/A
<input type="checkbox"/> Facebook	1	2	3	4	5	N/A
<input type="checkbox"/> Instagram	1	2	3	4	5	N/A
<input type="checkbox"/> Twitter	1	2	3	4	5	N/A
<input type="checkbox"/> Campaign Materials	1	2	3	4	5	N/A
<input type="checkbox"/> Editorial Calendar	1	2	3	4	5	N/A
<input type="checkbox"/> Videos	1	2	3	4	5	N/A
<input type="checkbox"/> Network Members Resource Center	1	2	3	4	5	N/A
<input type="checkbox"/> Resource Library	1	2	3	4	5	N/A
<input type="checkbox"/> Technical support	1	2	3	4	5	N/A

Are you able to easily access the Resource Center? If not, please explain how we might help.

DEVELOPMENT

<input type="checkbox"/> General Support/Inquiries	1	2	3	4	5	N/A
<input type="checkbox"/> Overall Fundraising Support	1	2	3	4	5	N/A
<input type="checkbox"/> Safe Kids Day Support	1	2	3	4	5	N/A
<input type="checkbox"/> Accessing Corporate Contacts	1	2	3	4	5	N/A

GLOBAL NETWORK

<input type="checkbox"/> General Support/Inquiries	1	2	3	4	5	N/A
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Coalition Profile

Worksheet

<input type="checkbox"/> Coalition Building	1	2	3	4	5	N/A
<input type="checkbox"/> Capacity Building	1	2	3	4	5	N/A
<input type="checkbox"/> Leadership Conference	1	2	3	4	5	N/A
<input type="checkbox"/> New Coalition Webinar Orientation	1	2	3	4	5	N/A
<input type="checkbox"/> New Coordinator One-on-One Orientation	1	2	3	4	5	N/A

PROGRAMS

<input type="checkbox"/> General Support/Inquiries	1	2	3	4	5	N/A
<input type="checkbox"/> Buckle Up Program Support	1	2	3	4	5	N/A
<input type="checkbox"/> Walk This Way Program Support	1	2	3	4	5	N/A
<input type="checkbox"/> Sports Safety Program Support	1	2	3	4	5	N/A
<input type="checkbox"/> Home Safety Program Support	1	2	3	4	5	N/A
<input type="checkbox"/> CPS Certification Support	1	2	3	4	5	N/A
<input type="checkbox"/> Discount Forms	1	2	3	4	5	N/A
<input type="checkbox"/> Grants						
<input type="checkbox"/> Bike to School Day	1	2	3	4	5	N/A
<input type="checkbox"/> Buckle Up	1	2	3	4	5	N/A
<input type="checkbox"/> Button Battery	1	2	3	4	5	N/A
<input type="checkbox"/> Global Road Safety Week	1	2	3	4	5	N/A
<input type="checkbox"/> Halloween/Fall Harvest	1	2	3	4	5	N/A
<input type="checkbox"/> Home Safety	1	2	3	4	5	N/A
<input type="checkbox"/> International Walk to School Day	1	2	3	4	5	N/A
<input type="checkbox"/> Medication	1	2	3	4	5	N/A
<input type="checkbox"/> National Child Passenger Safety Week	1	2	3	4	5	N/A
<input type="checkbox"/> Safe School Zones	1	2	3	4	5	N/A
<input type="checkbox"/> Sports Safety	1	2	3	4	5	N/A
<input type="checkbox"/> Take Action Against Distraction	1	2	3	4	5	N/A
<input type="checkbox"/> TV Tip-overs	1	2	3	4	5	N/A
<input type="checkbox"/> Reporting on recalls	1	2	3	4	5	N/A
<input type="checkbox"/> Supplies (Banners, Games, Reflectors, Signs, etc.)	1	2	3	4	5	N/A
<input type="checkbox"/> SKW branded materials/signs	1	2	3	4	5	N/A
<input type="checkbox"/> Coalition branded materials/signs	1	2	3	4	5	N/A
<input type="checkbox"/> Toolkits	1	2	3	4	5	N/A

OTHER

<input type="checkbox"/> Educational materials (e.g. Fact Sheets, Tip sheets, etc.)	1	2	3	4	5	N/A
<input type="checkbox"/> Network News	1	2	3	4	5	N/A
<input type="checkbox"/> Webinars	1	2	3	4	5	N/A
<input type="checkbox"/> State Office - Communication	1	2	3	4	5	N/A
<input type="checkbox"/> State Office - General Inquiries/Support	1	2	3	4	5	N/A
<input type="checkbox"/> State Office - Meetings	1	2	3	4	5	N/A



Coalition Profile

Worksheet

<input type="checkbox"/> State Office - Resources	1	2	3	4	5	N/A
<input type="checkbox"/> State Office - Trainings	1	2	3	4	5	N/A

COMMENTS	

Attachment E – Definitions and Roles

Safe Kids' has established a unique model for its U.S. Coalition Network. This Attachment provides some more details about the terms used and roles of state versus local coalitions.

Lead Organization – Also referred to as Lead Agencies, Lead Organizations are legal entities that serve as the host or parent organization for a Safe Kids coalition. Safe Kids Worldwide signs the Coalition Agreement with this organization to establish the coalition. Approximately half of Safe Kids' lead agencies are hospitals and nearly a quarter are health departments. Lead organizations do not have to be a nonprofit but must have mission alignment with Safe Kids.

Local Coalitions – Local coalitions are formed by Safe Kids Worldwide and a lead organization in a given community. Coalitions are a collaboration of individual and organizational members from the community that work to address unintentional childhood injuries and deaths in the community. They develop and implement local awareness campaigns and programs, and when appropriate work on local and state advocacy issues. The coalition model enables the community to work together to address injury prevention by pooling resources, sharing best practices and developing consistent messages.

State Offices/Coalitions - State Coalitions (also known as State Offices) lead statewide programmatic efforts, assist Safe Kids Worldwide with establishing new coalitions and maintaining local coalitions within the state, coordinate advocacy efforts, collect data and conduct media outreach. States work to facilitate the accomplishment of common goals and objectives concerning childhood injury prevention and to provide leadership to the local Safe Kids Coalitions within the state.

The State Coalition responsibilities and obligations include the following:

1. Maintain a state coalition focused on developing and supporting local coalitions within the state, to reduce unintentional childhood injuries and deaths through a multifaceted approach of public awareness, education, advocacy and community action.
2. Engage in outreach to organizations and individuals that would be likely to participate in the efforts of state or local Safe Kids coalitions.
3. Provide training and networking opportunities to local coalitions through state wide meetings, conferences and/or conference calls.
4. Monitor local coalition compliance with Safe Kids Worldwide and State Office reporting requirements, providing Safe Kids Worldwide with updates and results.
5. Work to raise funds to support efforts of state coalition and local coalition network within the state, and oversee the coalitions' efforts to raise funds and in-kind contributions to ensure implementation of coalition activities.

Risk Areas – Safe Kids uses the term risk area to refer to safety topics or mechanisms of injury. In addition to risk areas, Safe Kids also looks at cross-cutting issues such as supervision, and distraction. Risk areas addressed by campaigns or programs include:

- Motor vehicle safety
 - Child Passenger Safety
 - Heatstroke
 - Backovers and Frontovers
 - Pre-driver education
- Pedestrian Safety
- Bike and Wheeled Sports Safety
- Sports Safety
- Medication Safety
- TV and Furniture Tip Overs
- Fire and Burn
- Drowning
- Button Battery Ingestion
- Safe Sleep

In addition to the list above risk areas are often categorized or linked to broader topics like Home Safety or Road Safety.

STATE COALITION CONTACT INFORMATION

Children's Hospital Los Angeles
Lead Organization: Safe Kids California
Mailing Address: 4650 Sunset Blvd, MS #85
Los Angeles, Ca. 90027

Program Director: Helen Arbogast
Phone: 323-361-4697
Fax: _____
E-Mail Address: harbogast@chla.usc.edu

Supervisor: _____
Supervisor Title: _____
Supervisor Phone: _____
Supervisor E-Mail: _____