

TO: Juvenile Welfare Board Members

FROM: James E. Mills, Executive Director  
Lisa A. Sahulka, Director of Programs & Finance

### Requested Action

The Board is requested to allocate up to \$5,000 of one-time-only interim funding for the fourth quarter of FY 99-00 to the Exchange Center for the Prevention of Child Abuse for the Shaken Baby Syndrome Prevention Training Program.

### Options

1. Approve the request.
2. Deny the request.
3. Any other action the Board deems appropriate.

### Recommended Action

Approve the one-time-only interim funding request for the fourth quarter of FY 99-00 in the amount of \$5,000 to the Exchange Center for Prevention of Child Abuse for the Shaken Baby Syndrome Prevention Training Program.

### Source of JWB Funds

Transitional Unallocated for FY 99-00.

### Fiscal Impact

Transitional Unallocated Fund would be reduced by \$5,000 from \$11,037 to \$6,037.



### Narrative

- ◆ The Shaken Baby Syndrome Prevention Training Program is currently funded through the Department of Children and Families (DCF). DCF funding expired June 30, 2000. The Honeywell Foundation has awarded \$5,000 of interim funding to support the program from July 1 through September 30, 2000. The program has requested funding from JWB and the Ounce of Prevention for the additional interim funding needed to support the program from July 1 through September 30, 2000. The interim funds will be used to support staff salary, education materials, and travel. The Exchange Center of St. Petersburg will act as the fiscal agent for the project through September 30, 2000.
- ◆ The program will receive funding in October from a grant from the Department of Health for \$60,000 for FY 00-01.
- ◆ Shaken Baby Syndrome is one of the leading causes of death by abuse in the state of Florida. However it is estimated that 25-50 percent of parents and caretakers are not aware of the effects of shaking a baby.

- ◆ Shaken Baby Syndrome is a severe form of head injury that occurs when a baby is shaken forcibly enough to cause the baby's brain to rebound (bounce) against his or her skull. Forceful shaking can result in brain damage leading to mental retardation, speech and learning disabilities, paralysis, seizures, hearing loss, and even death. Shaken Baby Syndrome occurs most frequently in infants younger than six months old, yet can occur up to the age of three.
- ◆ Often frustrated parents or other persons responsible for a child's care feel that shaking a baby is a harmless way to make a child stop crying. The number one reason a baby is shaken is because of inconsolable crying. Almost 25 percent of all babies with Shaken Baby Syndrome die.
- ◆ The Shaken Baby Syndrome Prevention Training Program would provide education to young people regarding the dangers of shaking a baby or young child as well as offering appropriate ways of dealing with a crying baby. The training will be provided in the juvenile detention centers, Operation PAR youth programs, teen parent programs and family support groups for young parents through the Family Service Center.
- ◆ Janet Goree will be the trainer/coordinator of the project. She serves on the governing board of the national Shaken Baby Alliance and has recently been appointed to the Florida's Commission for Responsible Fatherhood.

Staff Resource Person: Karen Perkins  
Mike Stone

TO: Juvenile Welfare Board Members

FROM: James E. Mills, Executive Director   
Lisa A. Sahulka, Director of Programs & Finance 

### Requested Action

The Juvenile Welfare Board is requested to allocate up to \$29,354 to the All Children's Hospital Foundation – SAFE KIDS Coalition.

### OPTIONS

1. Approve the request.
2. Approve an alternate amount.
3. Deny the request.
4. Take any action the Board deems appropriate.

### RECOMMENDED ACTION

- 1a. Allocate up to \$29,354 to the All Children's Hospital Foundation-SAFE KIDS Coalition for the distribution of bike helmets, car safety seats, gun locks, and safety information to children and families.
- 1b. Special Condition the contract as follows: "The gun lock education/distribution program must be done in partnership with law enforcement professionals/agencies."

### SOURCE OF JWB FUNDS

Transitional Unallocated Fund for FY 99-00.  
Community Development Fund for FY 99-00.

### FISCAL IMPACT

1. Transfer \$23,317 from FY 99-00 Community Development Fund to Transitional Unallocated.
2. The Community Development Fund would be reduced by \$23,317 from \$38,000 to \$14,683.
3. The Transitional Unallocated Fund for FY 99-00 would be increased by \$23,317 from \$6,037 to \$29,354 and reduced to \$0.

### NARRATIVE

- The Florida Suncoast SAFE KIDS Coalition, sponsored by All Children's Hospital, was founded in 1991, by child advocates from various sectors of the community: education, law enforcement, fire/rescue, private industry, public health, health care, social services, parents, and volunteer service groups. The mission of SAFE KIDS is to prevent deaths and injuries to children ages 0 to 14. SAFE KIDS conducts and participates in educational programs and community events dedicated to reaching children, parents, teachers, and child care providers that increase awareness of preventable tragedies.

- The administration (staff support and supplies/materials) of SAFE KIDS is funded by All Children's Hospital. The Coalition receives additional financial support from the national SAFE KIDS Campaign through mini-grants and from community organizations and businesses to enhance programming. Grants and donations are used to purchase program materials and underwrite costs associated with special events. SAFE KIDS also depends on grants and donations to purchase bike helmets, child passenger safety seats, and gun locks for distribution to families with special financial considerations.
- The Juvenile Welfare Board allocated \$27,550 in FY 98-99 for bike helmets, car safety seats, special safety seats for special needs children, and three hundred (300) gun locks. SAFE KIDS distributed these items to eligible families at locations throughout Pinellas County.
- Families that received the bike helmets or car safety seats were identified using several criteria: WIC financial guidelines, free and reduced lunches, and identified recalled car seats at car seat safety check events.
- Technicians certified by the National Highway Traffic Safety Administration (NHTSA) conducted monthly one and a half-hour child passenger seat safety classes. In addition, the SAFE KIDS Coalition sponsors eight (8) car seat safety check-ups per year. Recently, the Coalition has begun training fire department personnel to conduct car seat safety check-ups in order to better meet the needs of consumers.
- The SAFE KIDS Firearm Injury Prevention Committee (comprised of representatives from the Pinellas County School Board, St. Petersburg Police Department, St. Petersburg Fire/Rescue, Pinellas County Sheriff's Office, ATF (Alcohol, Tobacco & Firearms), Bayfront Medical Center and All Children's Hospital) researched firearm injury prevention programs for implementation in Pinellas County. The committee chose Project C.A.R.G.O. (Communities Addressing Responsible Gun Ownership) which was piloted at Bay Point Middle School. The program will be presented to students and parents at evening PTA/PTO/SAC meetings at a number of schools beginning in the fall of 2000. Gun locks will be available after the presentation.

ITEM	LAST YEAR			PROPOSED		
	QUANTITY FY 98-99	UNIT COST FY 98-99	ALLOCATION FY 98-99	QUANTITY FY 99-00	UNIT COST FY 99-00	ALLOCATION FY 99-00
BIKE HELMETS	1000	\$6.50	\$6,500.00	1000	\$7.00	\$7,000.00
CAR SAFETY SEATS	300	\$39.00	\$11,700.00	250	\$38.50	\$9,625.00
BOOSTER SEATS	0	0	0	100	19.10	\$1,910.00
SPECIAL NEEDS CAR SEATS	18	VARIES	\$2,005.00	44	VARIES	\$3,495.00
PRINTED MATERIALS	34,500	N/A	\$5,200.00	34,500	N/A	\$5,200.00
GUN LOCKS	300	\$7.15	\$2,145.00	300	\$7.08	\$2,124.00
			\$27,550.00			\$29,354

Staff Resource Persons: Karen Perkins and Mike Stone