

May 12, 2005

STAFF REPORT

MEMO TO: SUTTER COUNTY CHILDREN & FAMILIES COMMISSION
FROM: DEB COULTER, EXECUTIVE DIRECTOR
SUBJECT: DISCUSSION AND POSSIBLE ACTION - PUBLIC AWARENESS CAMPAIGN FOR SUMMER SAFETY

BACKGROUND: Summertime presents unique challenges for the prevention of unintentional injuries and deaths, which often occur more frequently at that time of year. Individuals and families travel more. Outdoor activities increase, including the use of pools, rivers, hiking, camping, boating, barbecues, and fireworks. Children are out of school with more free time on their hands. They are outdoors for longer periods of time unsupervised and in more varied environments than at other times of the year.

The goal is to raise awareness about summertime injury prevention in order to lower the number of injuries and fatalities during this time of year.

Public service announcements, posters, theatre ads and brochures will be used to get these safety messages out to the community.

CURRENT PROPOSAL: It is proposed that the Commission approve funds for radio public service announcements, theatre advertisements, posters and brochures. Topics to be covered are water safety, heat safety, car safety and parental supervision.

IMPACT ON COMMISSION RESOURCES: \$5,000

RECOMMENDATION: It is the recommendation of the Executive Director that the Commission approve a Public Awareness Campaign for Summer Safety.

POLICY ACTION REQUESTED: Approval of recommendation

DC:bd