

FOR EXAMPLE PURPOSES ONLY! – SAMPLE LETTER PROPOSAL

February 18, 2002

Small Grants Review Committee
Northern Foundation
1234 NW Main Street
Portland, OR 97201

Dear Northern Foundation:

Thank you for the opportunity to request support from the Northern Foundation's Small Grant Program for \$5,000 to launch a child car seat safety education program that will help save lives, prevent injury and protect our community's underserved children. The Children's Foundation (CF) is launching this targeted campaign about the age-appropriate uses of required child safety seats as an ancillary health program service of our successful Free Immunization Clinics. Through creative public/private partnerships, *our immunization clinics have provided more than 21,000 free childhood immunizations to at-risk populations over the last six years* – virtually all are low-income, and almost 95 percent have no health insurance. Most do *not* qualify for the Oregon Health Plan. New this spring we will offer these families a child car seat safety education program.

This year presents a special need for public awareness and education about the use of child car safety seats. Here's why: Motor vehicle accidents are the primary cause of death and injury to children up to 14 years old. The National Highway Traffic Safety Administration has concluded that child safety seats are 71 percent effective in preventing fatalities if used correctly. They believe that the seats reduce the risk of even minor injury by 50 percent. Now the bad news: *Observational studies conducted in 1999 found that over 1/3 of children who should have been in a child safety seat, were not.* Further, of these, 8% were not restrained at all! More bad news: At the 71 safety seat check-up clinics conducted in Oregon in 1998/99, 90-95 percent of child safety seats were installed incorrectly or were being misused!

In addition to the health and safety reasons to use child safety seats, *it is the law in Oregon, and beginning just last month, the law was expanded to include children up to age 6 or up to 60 pounds.* Thus, it is especially timely to increase awareness about child safety seats among various population groups. Our monthly immunization clinics are a promising approach because there is a receptive population for the safety message – an audience hungry for health and safety information – a group typically not reached through more mainstream, hospital-based programs.

In keeping with our history of leveraging resources, we plan to collaborate with another nonprofit organization – the *Alliance for Children's Safety* (Alliance). Their flagship program is the **Child Safety Seat Center** which offers workshops on the correct use of child safety seats, trains and certifies technicians to check and install safety seats, distributes both English and Spanish language brochures through community outreach, and provides vouchers for discounted child safety seats for low-income families. Their programs and services dovetail perfectly with the needs of our client population. Mary Safechild, their Executive Director, has generously offered her time to help CF deliver its child seat safety education program. The Alliance will train CF volunteers to demonstrate correct use of the seats; the Alliance's certified technicians will inspect clients' vehicles for correct installation.

Car seat safety checks are not a new idea; safety offices (police and fire departments) and hospitals have long offered them to citizens and new parents. But, there is a gap in service: We have observed that existing programs have not effectively delivered their safety message to our largely immigrant clientele. Cultural differences (sensitivities about law enforcement) and traditional health care delivery venues (hospitals) erect additional barriers to care and education. Language, absent adequate interpreters, also creates barriers to education. *Our free immunization clinics and education programs minimize these roadblocks to obtaining services and safety information.*

Child Car Seat Safety Education Program Summary

Goal:

Improve the use rate and public awareness about the need for, and correct use of, child safety seats.

Tactic:

In collaboration with the Alliance, conduct a community awareness campaign and public education program about child car seat safety and the new legislation. Incorporate intensive child safety seat clinics in at least six of our twenty-four scheduled immunization clinics, beginning in April 2002.

Metric:

Use Oregon Health Division (OHD) surveys, local law enforcement compliance data, and data collected by the Child Safety Seat Center to track program impact.

Methods:

- Assist OHD and Oregon Department of Transportation efforts to publicize the January 2002 enactment of HB 3155.
- Add “free child safety seat checks” to bilingual (English/Spanish) print ads and flyers for distribution through county health departments, local merchants, and neighborhood newspapers, including *E! Hispanico*, Portland’s Spanish-language paper.
- Air public service announcements at every clinic (already produced by the Child Safety Seat Center) in waiting areas while clients are waiting for their immunizations.
- Specific program content and features include:
 - use trained volunteers (with interpreters, if necessary) to deliver a family-focused educational program about child safety seat selection and use;
 - use Certified Child Safety Seat Technicians (trained by the Alliance’s Child Safety Seat Center) to assist clinic patients’ families with installation and fitting of child safety seats;
 - offer a voucher program to provide safety seats at low or no cost, depending upon receipt of corporate support;
 - offer a modest car safety seat giveaway (in the form of vouchers redeemable at a local merchant such as Fred Meyer or Target). (Liability constraints unfortunately preclude exchange programs or redistributing used seats.

Project expenses and income are summarized in the budget on the next page. We are requesting funding for the April, 2002 to March 2003 project period.

The Children’s Foundation Board of Trustees wholeheartedly endorses this new children’s safety program. We invite the Northern Foundation to join us as we expand health services to our region’s largely underserved children and their parents. A grant of \$5,000 from the Foundation will be used to ensure the car seat safety program is properly staffed by experts during this initial year of the program. In year two we expect to reduce program costs by using our own organization’s volunteers who have been certified by the Alliance to conduct car seat inspections.

Sincerely,

Mark Needles, RN
President

Sharon Fairly, MBA
Executive Director, Children’s Foundation

**Child Car Seat Safety Education Program Budget
April 1, 2002 - March 31, 2003**

EXPENSES	Northern Foundation Small Grant Support	Covered by Children's Foundation
Staffing		
• Project Director (@0.025 FTE, approx 0.5 days/month)		1,300
• RN Clinic Coordinators (2 @0.025 FTE (total), approx 0.5 days/month)		1,000
• Communications and Fundraising Coordinator (@0.005 FTE, approx 1 day/month)		1,500
Benefits (@ 31% of \$3,800 Staffing subtotal)		1,200
Interpreters – <i>pro bono</i>		0
Professional Services – Contracted Child Safety Health Educators ¹	1,500	
Professional Services – Child Safety Seat Technicians (Honoraria, \$100/clinic x 6 clinics)	600	
Professional Services – Contracted Public Relations Assistance	1,600	
Supplies and Materials (Tabletop Brochure Racks, Health Education Materials, videos, etc.)	1,200	
Postage, shipping, utilities, telephone	100	
Car Seat Giveaway Program ²		2,400
Printing/Photocopies/Promotion (Bilingual – English/Spanish Publications, Publicity/Ads/PSAs)		1,600
TOTAL EXPENSES	5,000	9,000
INCOME/SUPPORT		
CF – Campaign for Safe Children Fund		5,000
In Kind Product Donations/Underwriting		4,000 ³
Northern Foundation	5,000	
Furniture, fixtures, space, equipment – donated by CF, the County Health Department, and Portland Lutheran Church. Highly valued!		0
CF volunteers – priceless! \$40,000 of professional time donated annually, plus community volunteers.		0
TOTAL INCOME	5,000	9,000

¹Health and Safety Educators – On contract basis, approximately \$25/hr x 5 hours/clinic x 6 clinics x 2 persons = \$1,500.

²\$40/safety seat x 60 seats.

³Corporate support is being sought for product vouchers for child safety seats. The Child Safety Seat Center, our partner organization, has suggested asking the Better Seats Corporation. We have also begun to solicit the auto industry for support. This line also includes promotional and educational materials to be requested from other companies.