

District Grant Report 2018-2019

Rotary Club: Newport Beach Sunrise Rotary ClubProject Title: NBSR Youth Safety Programs Progress Report Final Report

1. Briefly describe the project. What was done, when and where did project activities take place, and who were the beneficiaries?

This project mainly focused on three areas of Youth Safety, each branded under our club initiative; RotarySafe:

- 1) Helmet and Bicycle safety
- 2) Water Safety & Water Watcher program
- 3) In Case of Emergency (I.C.E.) Stickers

Helmet and Bicycle safety – We assembled a great presentation kit to demonstrate to children and educate their parents the importance of wearing a properly fitted helmet. We start off with a demonstration which helps the children understand how susceptible their skulls are to damage due to a simple fall or accident through a combination of egg drops onto bricks and into buckets of dirt, hitting wood blocks with hammers and then covered in Styrofoam, and showing life size models of the brain inside helmets.

During the demonstrations the children can squeeze squishy brains and bounce rubber eggs to help make it fun and to provide a tactile experience to enhance learning. Once they understand the need for a helmet, we show them how to properly select and fit a helmet, teaching them the 2-2-2 method of fitting. We have a set of mannequin heads of various sizes and tones, each with a different type of helmet on them, as part of the booth décor and as teaching tools. Each child brings us their helmet, we inspect it and adjust it to fit correctly (nearly 100% require adjustments, most major).

If the helmet no longer fits, is damaged or broken, or if the child does not have a helmet, we provide a helmet to them free of charge. And then to help build healthy habits and encourage the children to always wear their helmet, we let them search through a giant bin of stickers to put their name on and decorate their helmet. This is the most fun part of the process! We teach the older children to help look after the younger kids, and encourage parents to check the fit of the helmets regularly.

Educational and printed materials were provided by other organizations, and those are handed out at each event.

Two of the events at local elementary schools included a Bike Rodeo put on by the Costa Mesa Police Department, and free bike inspections and repairs by The Cyclist bike shop. As of this update, we conducted four helmet and bicycle safety events at elementary schools, one at a high school, participated in one at the Melinda Hoag Smith Center and hosted a booth at the Corona Del Mar Christmas Walk. Additional event details and photos to be added to FINAL report.

Water Safety & Water Watcher program – While researching and developing our Water Watchers program, we learned that drowning is the #1 cause of injury related death among children ages 1-4 and #2 for children ages 1-14 behind vehicle accidents.

We created an 8.5' X 11" Flyer/Postcard which explains what a Water Watcher is and how to start up a Water Watcher program in your community, and we designed and created an NBSR branded Water Watcher's medallion and Lanyard for parents and caregivers to wear when supervising children in and around water. The flyer also provides Pool Safety Tips, summarizes what Rotary is and promotes when and where our Club meets.

We partnered with the OC Chapter of the American Academy of Pediatrics and Children's Health Connection Orange County on this program and modified some of the text to ensure the message matches that of the AAP's new Drowning Prevention Policy (April 2019).

The Water Watchers program materials are being distributed to Pediatricians in Orange County, to childcare facilities and elementary schools, through the Newport Sea Base, to multi-family living communities (apartments/condos) with pools, and to family and friends of nearly every Rotarian in our club. Already the demand for these materials exceeds the 1,000 we printed.

In Case of Emergency (I.C.E.) Stickers – We designed and created an NBSR branded shield shaped vinyl sticker with fields for the child's name, emergency contacts with their phone numbers, and a medical note if needed. These stickers are designed for helmets, bikes, skateboards, scooters, etc... We explain that if there is ever an accident, and it probably wouldn't be their fault, it is best for them to put these on their helmets and everything they ride so paramedics will know who to call when they need help. We printed 2,500 of these stickers and they are being handed out at everything we do, and by nearly every one of our members. We include a few stickers with every Water Watcher medallion we hand out, and with every helmet we inspect and give.

2. How many Rotarians participated in the project?

Nearly every member of our club is participating in the distribution of the Water Watcher program materials and I.C.E. stickers. The helmet and bike safety events are a lot more work and have been attended by 12+ different members, with the majority of the events handled by six of us. Most members attended a helmet fitting training during a Club Assembly, allowing them to help friends and neighbors.

3. What did they do? Please give at least two examples.

President Ross Minion has led the preparation for each event, selecting an assortment of helmets geared towards the age group of each audience, loading up the egg drop kits and training materials, EZ UP, table and chairs. Additional members then arrive to help setup, manage the event and take down. Last week new member Barbara Peskind helped set up and run an event, assisting with back-to-back school assemblies and then checking the helmets of over 250 children at Kaiser Elementary in Costa Mesa. Barbara and Ross were featured on the front page of the Daily Pilot on May 9th.

We had 10 members present at the CDM Christmas Walk where we checked and gave out helmets and raffled off 2 beach cruisers. Laura Dietz took the Water Watchers program to her HOA. Donna Cody is handing out the Water Watchers materials to her clients in CDM. Jeff Heileson is taking the program to local pool supply companies. Katie Ogden, Jackie Birdsong, Caroline Babott and others took 10+ each to give them to friends and family with children. We have a prospective member wanting to join due to the new Water Watchers program and she has scheduled a training session at her child's daycare facility on the 23rd.

4. How many non-Rotarians benefited from this project?

- 1,500+ helmets checked and fitted
 - 170 helmets given out this year
 - 1,000 Water Watcher medallions and program materials
 - 2,500 I.C.E. stickers.
- TOTAL 2,500 to 5,000 benefited directly plus the effects of community education

5. What are the expected long-term community impacts of the project?

These programs are designed to Save Lives! They provide community outreach for our club, have a low cost per beneficiary, the education and benefits of these programs can often affect multiple people, and these programs can easily be shared and duplicated by other clubs.

6. If a cooperating organization was involved, what was its role?

The Founder of Children's Health Connection OC (previously Clinic in the Park) advised us on our Water Watchers program, reviewing our draft and sharing the latest verbiage from the AAP's new Drowning Prevention Policy. That led to a partnership to launch our RotarySafe Water Watchers program to Pediatricians through the OC Chapter of the AAP, and to several Family Health Centers in Orange County through the Children's Health Connection. We are also now collaborating with Project Wipeout and the previously mentioned organizations to launch and distribute a Drowning Prevention Tool Kit, including a Train the Trainers program created by Project Wipeout.

Financial Report – Be sure that Income equals Expenditures!

7. Income

Amount

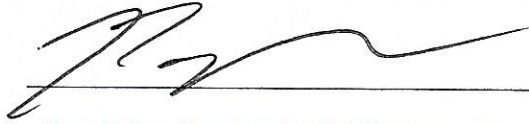
1. District Grant funds approved by the District	2,411.00
2. Club contribution	2,589.00
3. Other funding (specify)	
Total Project Income	\$ 5,000.00

8. Expenditures - please be specific and add lines as needed - receipts must be attached

1. Graphic design (print & web)	231.35
2. Printing & Signage, Booth supplies	933.55
3. RotarySafe I.C.E Stickers	585.00
4. RotarySafe Water Watchers medallions & lanyards	1,179.18
5. Youth Multi-sport Helmets	2,070.92
6. Caught Being Good rewards/prizes	0.00
Total Project Expenditures	\$ 5,000.00

9. By signing this report, I confirm that to the best of my knowledge these District Grant funds were spent only for eligible items in accordance with Trustee-approved guidelines, and that all of the information contained herein is true and accurate. Receipts for all grant-funded expenditures have been provided to the district. I also understand that all photographs submitted in connection with this report will become the property of RI and will not be returned. I warrant that I own all rights in the photographs, including copyright, and hereby grant RI and TRF a royalty free irrevocable license to use the photographs now or at any time in the future, throughout the world in any manner it so chooses and in any medium now known or later developed. This includes the right to modify the photograph(s) as necessary in RI's sole discretion. This also includes, without limitation, use on or in the web sites, magazines, brochures, pamphlets, exhibitions and any other promotional materials of RI and TRF.

Certifying Signature



Date: 5/14/19

Print name, Rotary title, and club

Ross Minion, President 2018-2020, Newport Beach Sunrise Rotary Club