



District Grant Report 2019-2020

Rotary Club: Newport Beach Sunrise Rotary Club

Project Title: RotarySafe Youth Safety Program

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?

We plan and participate in assemblies at local daycare facilities and pre-schools, elementary schools, community centers and family health clinics to teach children and parents about 1) Bicycle and Helmet Safety, 2) Water Safety and Drowning Prevention, and are currently expanding into 3) Child Car Seat / Booster Seat education.

Bicycle & Helmet Safety - We check each child's helmet and adjust for proper fit, and we replace or give new helmets when needed. The children are encouraged to decorate their helmets with our stickers and to include a RotarySafe I.C.E. (In Case of Emergency) sticker on their helmet, bike, scooter and skateboard. We partner with the Costa Mesa Police Department and The Cyclist bicycle shop for the school assemblies. The CMPD conducts a Bike Rodeo, teaching rules of the road and bicycle safety, and The Cyclist inspects each child's bicycle and makes any needed repairs (including tire replacement) absolutely free. We partner with Clinic in the Park and the American Academy of Pediatrics OC (AAP-OC) at their Family Health Clinic at the Melinda Smith Hoag Center for Healthy Living to provide helmet safety education and demos, and to fit and provide helmets when needed. The education portion of our events includes many props (brain and skull models, mannequin heads showing proper helmet fit, brain hats, etc), egg drop demos, impact demos, and literature to take home.

Water Safety & Drowning Prevention – At each event, we ask the parents and caregivers to become Water Watchers (a responsible adult assigned to give their full attention to the children in and around the water), provide them with educational materials (which they can share with friends and neighbors), RotarySafe Water Watcher medallions and lanyards, or silicon bracelets which they can wear at their pool. We teach parents and caregivers which flotation devices are safe, and which are not (and why). We have samples of both good and bad floatation devices and show how easily water wings can be punctured and come off. Key points that we try to get across are that 1) drowning is silent and 2) drowning can happen in as little as 30 seconds. We partner with Clinic in the Park and the American Academy of Pediatrics OC (AAP-OC) at their Family Health Clinic at the Melinda Smith Hoag Center for Healthy Living, and provide them with Water Watcher program supplies and materials to be distributed through local Pediatricians and at other events which they conduct.

Child Car Seat / Booster Seat education – Choosing the right seat and education on how to properly install and use and child car seat / booster seat is a recent expansion of our program. Clinic in the Park (now part of AAP-OC) is a local leader in this area and we are working with them to expand the availability of educational materials, training and distribution through the events and assemblies we do on our own and with other partners.

Events:

Family Health Day (HOAG) (9/29/19) – Our Club was one of 83 organizations participating to help underserved children and families in the Newport-Mesa area at this event. We provided Helmet Safety and brain injury education through the use of brain and skull models, egg drop and impact demos, and provided I.C.E. stickers. We fitted and gave out 33 youth helmets while assisting Clinic in the Park to fit and give out 130 helmets. We provided Water Safety and Drowning Prevention education and materials, demonstrating different typical floatation devices and which are safe, or why not. We discussed the Water Watcher program and gave out lots of Water Watcher medallions and educational materials. Six club members and three non-club members participated in our booth at the event. An estimated 500 children and adults attended the event.

CDM Christmas Walk (12/18/19) – We presented our programs at this annual community event, distributed Water Watcher materials and a few helmets, provided educational materials to many parents and a few children. Nine club members participated. We talked to hundreds of community members at this event.

California Elementary (1/24/20) – We joined the Costa Mesa PD and the Cyclist bike shop to conduct a school assembly on Bicycle and Helmet Safety. We inspected every child's helmet for damage, adjusted them for a proper and safe fit, and replaced several helmets which the child had outgrown, was damaged or broken. We gave out several helmets to children who did not have a helmet. A few parents were on hand and we educated them on how to properly adjust the helmets and why they needed to make constant adjustments. We inspected over 100 helmets and gave out or replaced 20+. TeWinkle Middle School is next door to California Elementary. After packing up and pulling out of the parking lot, we noticed several 7-8 graders without riding bikes without helmets, pulled back into their lot and started fitting and giving out helmets again. We gave out another six there. Two club members participated in this event.

Cancellations - All other school assemblies and the Costa Mesa Summer Kick-off party were cancelled due to Covid-19. We will continue the school and public events as soon as permitted.

Other – President Minion keeps a bag of helmets in his car and when able, provides helmets and fittings as opportunities allow. We are moving to an appointment-based system and working with property management companies to move our efforts directly into local Apartment and Condo/Townhome complexes.

AAP-OC / Clinic in the Park – We have designed and printed 2,500 cards each for Water Watcher and Helmet Safety program education, 2,500 Water Watcher bracelets, and printed 5,000 flyers on selecting “The Right Seat” for children in vehicles, English and Spanish. These materials will be shared with the American Academy of Pediatrics – Orange County Chapter to be distributed to local Pediatricians and handed out to their patients. Clinic in the Park will utilize the materials in their Family Health Clinics throughout the county all year long.

2. How many Rotarians participated in the project?

(11) NBSR Club Members

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

Helmet Inspection and Fitting – The member will inspect the child’s current helmet for damage or breaks, and that the foam has not become hard. If the helmet is good and still the correct size, then we move on to fitting. If the helmet needs to be replaced, we provide a new helmet. The position of the helmet is then checked to make sure it is level and the front is no more than 2 finger widths above the eyebrows. The side straps and slider are adjusted so that the straps make a V shade, meeting just below and in front of the ear lobes (this keeps the helmet stable). The center buckle is then adjusted so it is under the chin, and the straps are adjusted until the chin strap is snug. We have the child open their mouth, like a big yawn, to make sure the helmet does not move, slide or rock. Once the fit looks good, we replace the small rubberbands that hold the straps in place and keep them from loosening. While doing all this, we explain what we are doing and why to the child and parent. Member Barbara Peskind has become very adept at helmet fitting and has helped teach other members.

Brain Injury Education Demos – To teach children how easily their head can be injured, and what they are trying to protect, we have several demos (depending on the child’s age) and materials as part of that education. We have a great lifesize plastic skull where the top of the skull comes off to reveal the brain. The top of the skull looks like an egg, and this makes a great transition to the egg drop demo. We have the child drop the egg into a bucket of dirt, from as high up as they can. They think the egg will break, but it does not. We then have them drop the egg only a few inches onto a brick. They think the egg won’t break, but it does. This helps to demonstrate how fragile the skull is, that the helmet’s plastic shell is like the bucket, and the foam is like the dirt, absorbing all the energy from a fall or impact. For other children, we have them hit a 3” X 3” piece of pine wood with a hammer. The hammer leaves a dent in the wood. We then have them place a piece of foam over the wood and hit it again as hard as they can. No new dent! This shows the child how the foam absorbs all the energy from the impact and relates how the foam in the helmet protects them from injury. These simple demos are fun to do and easy to teach to others. At the Family Health Clinic, one of our members adult son was thrilled to be doing these demos to the children when they came to our booth. It also draws a crowd, providing for more opportunities to discuss the issues with the parents.

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

We estimate that 500-750 benefited through direct contact, and another 5,000-10,000 through the materials which are currently being distributed.

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

Reduced injuries and deaths from drowning, bicycle/scooter/skate-board accidents, etc.

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

Clinic in the Park – Set up the Family Health Day at Hoag, and many other similar clinics. We participate in their partner meetings to address needs in our community and coordinate efforts to better serve those in need. They distribute materials for us, and we are opening up distribution channels which they have been unable to penetrate.

American Academy of Pediatrics – Orange County Chapter – Provided materials and resources, helping us expand and coordinate efforts to serve those in need.

The Cyclist – They set up and coordinate school assemblies at local elementary schools, and support our efforts at other events.

Costa Mesa Police Department – They put on the Bike Rodeo portion of school assemblies coordinated by the Cyclist.

Financial Report – Be sure that Income equals Expenditures!

7. Income

Amount


1. District Grant funds approved by the District	\$ 1,880.00
2. Club contribution	\$ 2,120.00
3. Other funding (specify)	
Total Project Income	\$ 4,000.00

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

1. Water Safety Demo supplies - various floaties, life vest, air pump	\$95.07
2. Markers for I.C.E stickers, literature holder, storage bins	\$114.37
3. Eggs and supplies for helmet safety demo at Hoag	\$12.77
4. Brain injury teaching tools (brain hats)	\$35.80
5. Brain injury teaching tools (skull and brain models, etc.)	\$171.11
6. Bell Helmets (150 Youth) - SafeKids Worldwide program	\$1,679.27
7. 2,500 Water Watcher wristbands	\$561.00
8. 2,500 Water Watcher cards	\$348.03
9. 2,500 Helmet Safety cards	\$348.03
10. 5,000 "The Right Seat" child car seat infographic flyers	\$466.56
11. Brain injury teaching tools (2 pcs skull and brain model)	\$180.68
Total Project Expenditures	\$ 4,012.69

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: 5/15/2020

Print name, Rotary title, and club

Ross Minion, President, Newport Beach Sunrise Rotary Club