

April 19, 2004

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

RECOMMENDATION: It is the recommendation of the Executive Director that the Commission approve a 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 or supervised by teens and preteens more 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 will be used to get these safety messages out to the community.

CURRENT PROPOSAL: It is proposed that the Commission approve a program of public service announcements on local radio station KUBA. This would consist of 76 60 second commercials in June. KUBA will provide an additional 152 commercials for July and August at no cost to the Commission. Topics to be covered are water safety, heat safety, burn prevention, and parental supervision.

IMPACT ON COMMISSION RESOURCES: \$1,000.00

POLICY ACTION REQUESTED: Approval of Summer Safety Public Awareness Campaign

DC:bd