Introduction to the California Kids’ Plates Program

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What is the Kids’ Plates Program?

• Funded by the sale of the California Kids’ Plate:
  – a unique license plate that uses any one of four symbols: a heart, a star, a hand, or plus sign
  – lets the driver make a unique statement

• Supports statewide initiatives to prevent child injury, abuse, and to regulate childcare activities

• Provides local assistance grants to injury prevention organizations to help keep kids safe
Why do we need funding for childhood injury prevention?

Every year in California:

- About 2,200 children suffer fatal injuries.
- Average medical costs of fatal injuries to children under age 15 is more than $8 million.
- About 38,000 children suffer injuries that require hospitalization.
- Medical costs of non-fatal injuries to children under 15 years old is over $436 million.
Where does the money go?

• To a special Children’s Health and Safety Fund, which is allocated to:
  ➢ Child injury prevention (25¢ of every dollar)
  ➢ Child abuse prevention (25¢ of every dollar)
  ➢ Child care health and safety programs (50¢ of every dollar)
What kind of programs do Kids’ Plates proceeds support?

- Drowning prevention
- Fire safety
- Firearm safety
- Child passenger safety
- Pedestrian safety
- Bicycle safety
- Playground safety
- Home safety
- Poisoning prevention
- Child care safety inspections
- Child abuse prevention efforts
How much does a Kids’ Plate cost?

- **Personalized** (a message that you create)
  - $50 to buy
  - $40 per yearly renewal

- **Sequential** (a symbol you choose followed by a random series of numbers/letters)
  - $20 to buy
  - $15 per yearly renewal
How much money have Kids’ Plates raised?

• More than $9 million, through the sale of more than 85,000 Kids’ Plates
Kids’ Plates Grantee Accomplishments

• Kids ‘N Cars
  – SB255 (Kaitlyn’s Law) enacted
  – Made it illegal to leave a child under age 6 alone in a vehicle without appropriate supervision

• Riverside County EMS
  – Injury Prevention Summit
  – Full day of plenary sessions and workshops that focused on injury prevention issues and activities
What Kids’ Plates Funds at SFIC:

• Injury Prevention Leadership Initiative workshop
  • In partnership with DPH
  • Conduct focused training on leadership and career development for injury prevention professionals

• Feasibility study for ThinkFirst Interactive
  • In partnership with ThinkFirst San Diego
  • Plan the process and resources needed to create an injury prevention game that will be accessible to every child in CA
How to Purchase a Kids’ Plate

• Visit www.kidsplates.org and follow the prompts (you can check to see if your plate is available and purchase your Kids’ Plate online with your credit card);

• Call the toll-free 1-800-“Hey Kids” line for a Kids’ Plate order form; or

• Place your order at your local DMV or auto club office.