

Introduction to the California Kids' Plates Program

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April 4, 2005



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.

