Fourth Annual

Minnesota Childhood Injury Summit

Spend the day with experts in injury prevention, child development, cross-cultural competence, generational communication, storytelling, coalition building, and program evaluation. Gain new concepts, skills and practical tools and leave informed, equipped and inspired!

September 20, 2012
9:00 a.m. - 4:00 p.m.
Como Park Zoo Visitor Center
St. Paul, MN

Children’s Hospitals and Clinics of Minnesota, Emergency Medical Services for Children, Hennepin County Medical Center, Johnson & Johnson, Regions Hospital & Gillette Children’s Specialty Healthcare, and University of Minnesota Amplatz Children’s Hospital
Fourth Annual Childhood Injury Summit Sessions

8:30 – 9:00 a.m.
Networking/Continental Breakfast

9:00 – 9:30 a.m.
Welcome/State of the State: Unintentional Childhood Injury in Minnesota

Minnesota Commissioner of Health, Edward Ehlinger, MD, MSPH

Everyone—health care providers, educators, parents and community members—has a part to play in preventing injury among children. Even though we’ve seen child injury death rates decrease 29% in the last decade, injury is still the leading cause of death for children. Minnesota’s Commissioner of Health, Dr. Edward Ehlinger, will summarize state data, noting successes, gaps and opportunities for action. He will also share highlights from the Center For Disease Control’s 2012 National Action Plan for Child Injury Prevention, including resources to make our jobs easier as we move forward together.

9:30 – 10:20 a.m.
Stages of Child Development: Are Your Tactics on Target?

Dr. Andrew Barnes, Assistant Professor Developmental-Behavioral Pediatrics, University of Minnesota Physicians

Children’s safety is a “moving target” because of the rapid changes that take place in their brains and bodies as they grow. Their cognitive, social, and physical skills determine which hazards they will encounter and how they will deal with them. To “meet them where they are at” preventively requires learning about and anticipating their stage of development. This highly-interactive session will review these stages and provide ways to quickly assess developmental level in order to support effective prevention efforts.

10:20 – 10:35 a.m. Break/Exhibits

10:35 – 11:25 a.m.
Communicating Safety Across the Generations

Bob Fillpczak, Social Media Coordinator, Minnesota Department of Transportation

Parents of various ages and grandparents are critical audiences for childhood injury messages. However, different age groups are likely to respond differently to the same message. The generation in which people are born significantly influences their beliefs, values, life skills and the types of messages that will resonate with them. This session will profile three generations — Boomers, Gen Xers, and Millennials — and explore how to communicate effectively with cross-generational audiences.

11:25 a.m. – 12:15 p.m.
Cultural Competence: Insights into American Indian Culture

Monte Fox, Deputy Director, Office of Indian Policy, Minnesota Department of Human Services; Connie Berg, Director, Red Lake Band of Chippewa Indians Vocational Rehabilitation Services

Gaining cultural competence is the process of understanding how values, beliefs, attitudes and traditions influence our behavior and interactions with others. This session will help us gain new ideas on how to enhance our work in cross-cultural situations. It will look specifically at understanding the “cultural glue” of American Indians and the protections needed to strengthen the bond that holds our native families together. Attendees will also learn about childhood injury prevention challenges, programs and opportunities within the Red Lake Indian Reservation.

12:15 – 12:35 p.m.
Injuries Hurt, Safety Doesn’t: A Firsthand Account

Gabby Taylor, 2012 Miss Teen Minnesota

In December 2009 Gabby Taylor’s life changed in an instant when her right arm was paralyzed by a cheerleading injury. As Miss Teen Minnesota, Gabby has made it her goal to educate youth, parents and coaches about sports safety. Hear her story and learn what she’s doing to reach and teach young athletes across the state. You’ll be inspired!

12:35 – 1:30 p.m. Lunch

“Champion of Child Safety” Award Presentation

This award honors an individual or organization that has made significant contributions to the prevention of unintentional injuries to children in Minnesota.

1:30 – 2:20 p.m.
Using Storytelling Skills to Reach Children and Families

Mike Mann, Storyteller, Founder, Center for Imagination

Everyone loves a well told story. Storytelling is an important communications tool that can build bridges to the people around us. Take part in a series of fun, explorative activities that will provide practical guidelines and story pattern templates for use in your prevention efforts. Learn how to apply storytelling skills to create interest, convey key points and support meaningful, effective communication with children, families and the media.
2:20 – 3:00 p.m.
It Takes a Village: Effective Coalition in Action
Jill Chamberlain, Project Manager Community Initiatives,
Center for Prevention, Blue Cross Blue Shield

The concept of Safe Routes to School is simple: Where it’s safe to walk or bike, encourage kids to do so. And where it isn’t safe, make it safe. But simple does not mean easy. Four years ago, a small band of people representing different organizations and agendas began talking about this crucial area of child safety. From there we have seen local initiatives grow, advanced a legislative agenda, and created a statewide network, integrating education, enforcement, engineering and emergency response. Learn how this holistic collaboration model can be applied to your own work with children, families and communities.

3:00 – 3:50 p.m.
Learning to Live with Program Evaluation — and Liking It, Too
Dr. Jean King, Professor and Director of Graduate Studies,
Department of Organizational Leadership, Policy, and Development, University of Minnesota

Despite the fact that people engage in evaluation on a daily basis — for example, when critiquing restaurant entrees or purchasing consumer products — many people secretly fear program evaluation, concerned that its consequences may somehow prove onerous or even disastrous in their setting. Psychological researchers have even identified a condition called extreme evaluation anxiety, and one well-known evaluator jokes about “pre-evaluation stress syndrome.” But have no fear. This session will detail the positive outcomes of evaluation by providing an overview of this growing field, including competing frameworks for evaluative thinking, standard steps in comprehensive evaluation planning and implementation, and creative ways to report evaluation results.

3:50 – 4:00 p.m. Closing Remarks

Certificate of Attendance available upon request after the summit.

2012 Childhood Injury Summit Registration Form

Registration discount through September 6: $40 (After September 6, Registration Fee: $50)
Includes continental breakfast, lunch and refreshments.

Name/Title ______________________________________

Organization _____________________________________

Address _________________________________________

City ______________________State _____ Zip _________

Phone:__________________________________________

Fax: ____________________________________________

E-mail: __________________________________________

Lunch Options (please pick one)

☐ Spring Vegetable Cavatappi
  Spiral pasta with baby spinach, artichokes, broccoli, asparagus, plum tomatoes, red onion and summer squash in a light mushroom sauce

☐ Sautéed Walleye
  Pan roasted walleye fillets, toasted almonds and capers, lemon butter sauce, two potato hash with spring vegetables

☐ Chicken Modena
  Balsamic-marinated breast of chicken with preserved cherry compote, asparagus risotto and grilled asparagus

Special Dietary Requests/Needs_____________________

Register:
• Online
• By fax: 651-291-7584; By phone: 651-228-7314
• By mail: Minnesota Safety Council
  474 Concordia Avenue, St. Paul, MN 55103

Payment must be received with registration.

Payment options:
☐ Check enclosed (Please make check out to Minnesota Safety Council.)
☐ Visa ☐ Mastercard ☐ American Express

Card Number ____________________________________

Cardholder’s Name________________________________

Cardholder’s Signature_____________________________

Expiration Date _______ 3-digit security code___________

Total Amount ________________________________

Questions? Contact Erin Petersen, Safe Kids Minnesota
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erin.petersen@minnesotasafetycouncil.org
Fourth Annual Childhood Injury Summit Planning Group

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Shonette Doggett, Manager, EMS Education and Injury Prevention, Regions Hospital
Thomas Hellmich, MD, Department of Emergency Medicine, Division of Pediatric & Adolescent Emergency Medicine, Mayo Clinic
Mark Kinde, MPH, Director, Injury and Violence Prevention Unit, Minnesota Department of Health
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Kjelsey Kluge, Coordinator, Emergency Medical Services for Children
Christina Kollman, Resource Facilitation Manager, Minnesota Brain Injury Alliance
Ann Kulenkamp, Director of Communications, Minnesota Safety Council
Kristi Moline, Manager, Injury Prevention and EMS Outreach Program, Children’s Hospitals and Clinics of MN and Emergency Medical Services for Children
Alison Pence, MPH, Director of Community Engagement, West Metro, Allina Health
Erin Petersen, Family Safety Programs Coordinator, Safe Kids Minnesota, Minnesota Safety Council

Room Reservations
A block of rooms has been reserved at the Best Western Bandana Square, 1010 Bandana Boulevard West, St. Paul, MN 55108. Room reservations can be made directly with the hotel at 651-647-1637. Please identify yourself as a member of the “Childhood Injury Conference” to receive the block room rate. Single block room rate for a standard king room is $79. The cut-off date for accepting reservations into this guest room block is September 1, 2012.

Map & Directions
Como Park Zoo Visitor Center / Bullard Rainforest Auditorium (2nd Level)
1225 Estabrook Drive, Saint Paul, MN 55103 / 651-487-8200

Sponsored by Safe Kids Minnesota, the Minnesota Safety Council and the Minnesota Department of Health with support from

Children's Hospitals and Clinics of Minnesota
Emergency Medical Services for Children
Hennepin County Medical Center
Johnson & Johnson
Levels I Trauma Center for Children
Regions Hospital
University of Minnesota
Gillette Children’s Specialty Healthcare