



## **Lessons learned from CPS Week 2008**

The results of coalition's evaluations were compiled, below, for the purpose of sharing successes and lessons learned. Hopefully these tips and ideas will make for even more successful events this year!

### **Assuring Attendance**

Coalitions made many helpful recommendations about good ways to help guarantee attendance at the events targeted to preteens. They recommended advertising in multiple places such as on the radio, in the local newspaper or on fliers that are hung up in strategic places throughout the community.

Another idea was to partner with other like-minded programs to help spread the word about the event. Some also suggested holding the event in conjunction with another event for preteens such as a health fair. It may even help to work directly with schools either during school or during afterschool programs or with groups such as Boys and Girls Clubs or Scout camps.

It is always a good idea to both pre-register children before the event and to give the families a call the day before to confirm and remind them about the event time and location. Also, find out what other preteen activities the event may be in conflict with your chosen date/time when deciding when to hold the event (i.e. sporting events, etc.). And if available, small incentives are always a good way to get kids to show up, even if it's just food.

### **Ideas for incentives**

Some incentives that coalitions thought were successful included:

- Small giveaways (pens/pencils/backpacks/key chains/stickers/water bottles/etc.)
- Coupons for kids to local stores
- Coupons for parents (i.e. For a free oil change, percent off a tune up)
- Door prizes or a raffle for big ticket items.
- Food and drinks
- Gift cards
- Gifts for parents

- Movie passes
- Pizza
- T-shirts
- Buckle up bears
- Booster seats for younger children

### **How to ensure a successful event**

Coalitions were also asked to report on what worked best and what was challenging when conducting the events. Suggestions included; make sure when doing the event in conjunction with other events to not let the Safe Kids program get lost in the shuffle. If there are other activities going on nearby, make sure to be far enough away so kids don't become distracted. Make sure to give out food at the end instead of before or during the event. Hold the event at a location where children already go so they do not need to travel far from their normal activities. Some found it helpful to have car seat technicians present to answer more technical CPS questions. Always make sure to have a rainy day alternative plan if you are planning on hosting the event outside. Build in extra time in case activities last longer than expected. Also, include parents as much as you can so they don't get bored and want to leave.

Finally, make sure to plan ahead as much as possible so you don't have to make any last minute decisions. Determine ahead of time if you will allow children of other ages to be participants or not.

### **Ideas from the field**

Other ideas that coalitions had included; collaborate with other groups that already have a preteen audience such as scouts or after school programs. Engage community partners, maybe they can help with the incentives. Try to work with a GM dealer that the coalition has a strong relationship with. Make sure to educate both parents and children so they both feel involved. Have enough well trained volunteers that are interested in the topic. Have teens to help organize and set up and incorporate peer education. If you are able, include additional activities that are fun for kids such as a roll over machine or airbag demonstration. A few coalitions recommended only inviting children that were ages 11-12 since younger or older children may be a distraction. Some coalitions held events at GM dealerships where their staff helped kids learn about vehicle technology.