

**Kids' Plates Program Report**  
FY 2019-20 through FY 2020-21

The California legislature passed a bill in 1992 (Chapter 1316, Statutes of 1992) for the sale of Kids' Plates specialized vehicle license plates and the creation of the Child Health and Safety Fund (#0279), currently administered by the California Department of Social Services. Revenue from the sale of Kids' Plates, which contain an embossed heart, hand, star, or plus sign, goes into the Fund and is used to support three significant child health and safety issues in California: 1) *unintentional childhood injuries*; 2) child abuse; and 3) child care licensing and inspection.

The CDPH Injury and Violence Prevention Branch (IVPB) Unintentional Injury Policy and Program Section oversees and administers an amount annually appropriated from the Child Health and Safety Fund dedicated to preventing unintentional childhood injuries. IVPB provides Kids' Plates Program funding to local entities to support and encourage the use of best practices to address this devastating public health issue.

**Appropriations, Expenditures, and Awards**

Agency	County	July 1, 2018 – June 30, 2019	July 1, 2019 – June 30, 2020	July 1, 2020 – June 30, 2021
		FY 2019	FY 2020	FY 2021
Children's Hospital & Resesarch Center at Oakland/Alameda	Alameda	51,015.25	44,579.00	19,375.00
Kings County	Kings	80,084.00	63,939.00	29,589.00
Mercy Foundation	Sacramento	81,412.00	87,934.00	47,712.00
Child Abuse Prevention Council of Sacramento	Sacramento and Northern California	81,412.00	87,934.00	46,988.00
San Joaquin Public Health Services	San Joaquin	81,412.00	87,934.00	37,147.00
Stanislaus County	Stanislaus	81,412.00	87,933.00	45,721.00
Total Contractor		456,747.25	460,253.00	179,544.00

Amounts				
Safety Equipment Distribution				\$250,569.87

**2019-20:**

- Six contractors continued implementation of previous injury prevention awards.

**2020-21**

- Six contractors completed implementation of injury prevention awards by December 31, 2020.
- Competitive distribution of childhood unintentional injury prevention safety equipment.
  - 59 entities covering 31 counties statewide
  - 6,008 multi-sport helmets and 1,802 convertible car seats

State Fiscal Year	FY 2019-20	FY 2020-21
<b>Amount Appropriated in the Governor's Budget</b>	\$551,000*	\$551,000*
<b>Total Expenditures</b>	\$460,253	\$430,000
<b>Unspent Balance***</b>	\$747	\$31,000
<b>Number of Unique Awards</b>	6 (contracts)	6 (contracts) + 59 (entities for equipment)

\* This appropriation includes a \$25,000 support appropriation to allow for administrative support of the Kids' Plates Program. The local assistance allocation is \$526,000. Appropriation from California Department of Social Services from where the Children's Health and Safety Fund is allocated, dispersed \$461,000.

\*\*\* In accordance with the Governor's Budget and pertinent Government Code requirements, annual appropriations from the Child Health and Safety Fund are only available for expenditure in the year in which the appropriation is made and there is no carryover of unexpended funds. Unspent funds revert to the Child Health and Safety Fund and can only be made available again upon legislative re-appropriation.

## How the Expenditures Have Furthered the Goals of the Program

During this period, CDPH IVPB made a total of 65 awards to a wide range of organizations throughout California to reduce or eliminate unintentional injuries in children and youth, such as:

- Community-based organizations
- Public health departments
- Hospitals/clinics
- Child-focused coalitions

Awards focused on injury areas consistent with Welfare and Institutions Code Sections 18285-18285.5, which include:

- Vehicular safety;
- Bicycle safety;
- Pedestrian safety;
- Fire safety;
- Drowning prevention;
- Childhood poisoning/Poison control and safety;
- Unintentional firearm injury prevention;
- In Home safety;
- Playground safety;
- Sleep suffocation and Sudden Infant Death Syndrome (SIDS);
- Children left in parked cars and children run over by cars moving forward or backward;
- Sports-related concussions, heat stroke, and spinal injury safety.

Examples of the Kids' Plates Program-funded activities included:

- Dissemination of child safety equipment;
- Culturally specific child safety parenting and SIDS prevention classes;
- Safe sleep education through media;
- Poisoning prevention education;
- Safe Routes to School and pedestrian safety;
- Bicycle safety training;
- Water safety education;
- Child Passenger Technician trainings; and
- Program sustainability sessions.

For more information about the Kid's Plates Program, please contact Jeffery Rosenhall, Chief, Unintentional Injury Policy and Program Section, at [Jeffery.Rosenhall@cdph.ca.gov](mailto:Jeffery.Rosenhall@cdph.ca.gov).