

Guidelines for Bicycle Safety Mini-Grants
Pennsylvania Department of Health
Safe Kids Pennsylvania
August 1, 2008 – June 10, 2009

A. Background and Purpose

The Pennsylvania Department of Health, through Safe Kids Pennsylvania, will make available mini-grants ranging from \$1,000 - \$5,000 to any organization throughout the state during 2008 – 2009, for projects designed to increase bicycle safety and reduce bicycle-related injuries. The primary target audience will be children and youth ages 5-18 with a secondary focus on adults.

B. Eligible Mini-Grant Applicants and Submission Date

Any organization within Pennsylvania is eligible to apply for this mini-grant. To be considered for a mini-grant, the applicant must submit an application on the attached Mini-Grant Application form or on 8.5 x 11 paper in the *same format and order* as shown on the Mini-Grant Application form. Safe Kids Pennsylvania will notify all applicants of the status of their application in August 2008.

To be considered for a mini-grant, four (4) copies of the application must be postmarked by Thursday, June 19, 2008. Please send all applications to:

Safe Kids Pennsylvania
Attn: Allyson Fulton
275 Grandview Avenue, Suite 200
Camp Hill, PA 17011

C. Bicycle Injuries in Pennsylvania

During 2006, 13 bicyclists died and another 1,310 were injured in bicycle crashes. Children ages 5 to 14 represented four of the deaths and over a third of the injuries. Adults ages 15 through 34 accounted for 23 percent of the total deaths and almost 40 percent of the total injuries while riding a bicycle. The majority (42 percent) of bicyclists were injured at intersections, while bicycle-related deaths occurred most often (54 percent) in non-intersection crashes. Almost twice as many bicyclists are injured in 4-way intersections (552) compared to T-intersections (301). Local roads account for 58 percent of the crashes, while 41 percent occurred on state highways and less than 1 percent occurred in driveways (*2006 Pennsylvania Crash Facts and Statistics*).

Nationally, bicycle helmets reduce the risk of head injury by as much as 85 percent and brain injury by as much as 88 percent. Wearing an approved helmet in the proper manner (taut chin strap, low and level on the head, proper-fitting helmet) is the most effective way to prevent serious head injury or death from a bicycle crash. It is estimated that 75 percent of fatal head injuries among child bicyclists could be prevented by wearing a properly fitted bicycle helmet (*2007 Safe Kids USA Fact Sheet*).

D. Risk Factors for Bicycle Injuries

The circumstances and factors that increase the risk of bicycle injuries include: lack of helmet use; poor visibility of bicycle and bicyclist; age and inexperience of the rider; lack of awareness of the rules of the road for bicyclists; and poor sharing-the-road skills for drivers.

E. Statewide Bicycle Safety Program Goal for the Year 2008:

- In communities that sponsor Safe Kids bicycle safety programs, increase the proper use of bicycle helmets by 60 percent for children and youth in the coming year via pre- and post-observation surveys.

F. Mini-Grant Activities

(1) Mini-grants should be used to provide bicycle safety activities for children as the primary focus and adults as the secondary focus.

- Activities for children should focus on: increasing the use and proper fit of appropriate bicycle helmets; increasing the use of reflective clothing and reflectors by children; as well as increasing knowledge and skills related to bicycle safety and rules of the road.
- Activities targeted toward adults should focus on: bicycle safety education; increasing the use of helmets and improving safety skills; and increasing knowledge related to sharing the road safely with other riders and drivers.

(2) Other target audiences for educational programs can include, but not be limited to, local police, bicycle store employees, teachers, and driver education instructors.

(3) Mini-grant activities may include:

- driver education on how to share the road safely;
- train-the-trainer educational format;
- bicycle safety education in schools and neighborhood centers;
- bicycle derbies, on-the-street safety inspections, and helmet observations;
- creation of a junior safety patrol unit made up of youths;
- involvement of youth in educational programs for their peers and younger-aged youths;
- distribution of helmets;
- development of helmet policies in schools; and
- promotion of bicycle safety through health and safety fairs and other special events such as newsletter features.

G. Minimum Requirements for Mini-Grants

- **Implement an educational component** during the month of May 2009. This should be a separate event, and prior to the date of your bicycle derby.
- **Conduct at least one bicycle derby** during the month of May 2009.
- Demonstrate **youth involvement** by providing educational services to younger children.
- Conduct a bicyclist **observation survey** in *April 2009* of **25** bicyclists in the area where the bicycle safety program and derby will be held. Repeat the observation survey of **25** bicyclists during the *last week in May 2009*. (A simple survey and survey instructions will be distributed at the second grantee workshop.)

H. Working with Community Partners

Mini-grant recipients must demonstrate a commitment to working with other community agencies in carrying out the proposed activities. Partners should include: the State Health Improvement Plan (SHIP) Partners, which are listed on the website of the Pennsylvania Department of Health at www.health.state.pa.us under the Health Planning section.

Other possible community partners may include: highway safety programs; police departments; Safe Kids Chapters/Coalitions; county/municipal health departments; trauma centers; Emergency Medical Services; fire departments; schools; parks & recreation departments; bicycle clubs; 4-H Clubs; Boys and Girls Clubs; hospitals; American Automotive Association (AAA); State Farm Insurance agencies; the American Trauma Society; local media and businesses; and restaurants.

I. Training and Networking Opportunities

In October 2008, a one-day workshop will be held in Camp Hill for the mini-grant recipients to learn more about bicycle safety issues and to share information with other applicants on their planned activities. A second one-day workshop will be held in February 2009 in Camp Hill to discuss plans for mini-grant activities set to occur in May 2009. **Mini-grant recipients must send a representative from their organization to attend both workshops.** No one person may represent two mini-grants.

J. Letter of Agreement/Contract

The mini-grant recipient's **fiscal organization will receive a Letter of Agreement (LOA)** from the Central Susquehanna Intermediate Unit, the Safe Kids Pennsylvania's fiscal agent, upon grant approval. Once the LOA is signed by the grantee's fiscal organization and returned to Safe Kids Pennsylvania, the mini-grant recipient will receive 50% of their grant money. All payments are contingent upon availability of funds from the Pennsylvania Department of Health. As part of this agreement, the recipient must agree to federal funding provisions, such as the Americans with Disabilities Act, Equal Opportunity for the Handicapped, and Equal Employment Opportunity. A budget revision is required to be filed with, and approved by, Safe Kids Pennsylvania in advance if there is a twenty percent (20%) or greater change in a category of the approved budget. Changes in a category of less than twenty percent (20%) do not require a budget revision.

K. Invoicing Procedures

A blank expenditure report will be enclosed with your LOA. This report, which will outline your expenditures, must be submitted with your final report by June 10, 2009 in order to obtain the second payment of grant funds. The mini-grant recipient will receive payment for the second half of the grant money after the expenditure report has been submitted to Safe Kids Pennsylvania and after Safe Kids Pennsylvania receives payment from the Pennsylvania Department of Health. All payments are contingent upon availability of funds from the Pennsylvania Department of Health. All submitted expenditure reports are to contain detailed descriptions of purchases. This documentation will allow for verification of expenditures. Insufficient documentation may delay payment to the mini-grant recipient. **The mini-grant recipient should expect payment of invoices approximately 3-4 months from the end of the grant period (June 10, 2009).** The mini-grant recipient must submit the final expenditure report by June 10, 2009 with the final report.

L. Reporting Procedures

One copy of a **mid-term report** containing the schedule of events for May and a brief summary of accomplishments will be due **March 4, 2009**. One copy of the **final report** and the **final expenditure summary** will be due **June 10, 2009**. The final report should include: a completed final report form; a final expenditure summary; copies of the observation forms and summary; copies of materials developed for and used in the project; and a copy of any newspaper articles that featured the grants events.

M. Budget Guidelines and Ineligible Costs

- Travel shall be reimbursed at state rates (currently \$.505/mile). The budget should contain sufficient funds allocated to cover travel to attend the two training workshops in Camp Hill.
- The following items are NOT reimbursable under this mini-grant: food, salaries, custodial fees, paid advertising, cash or monetary awards, bicycle give-aways, t-shirts, audiovisual equipment, tables, chairs, software, and computers.
- In addition to helmets, funds may be used to purchase educational materials, safety cones, and functional safety items (reflective wrist bands, reflective zipper pulls, etc.).
- Purchased items must contribute to the injury prevention objectives of the mini-grant. Purchased safety items must be listed and approved in the mini-grant recipient's budget.

N. Developing Materials

All educational materials and safety items developed for the program must be pre-approved by the Pennsylvania Department of Health. Materials from previous years must also be submitted (please note on the approval form that the materials have been approved in the past). This process usually takes three to six weeks, so submit materials as early as possible. Send a copy of the proposed materials with an Office of Communications Request for Approval Form (page 6 of Guidelines) to:

Violence and Injury Prevention Program
PA Dept. of Health
Health and Welfare Building
Seventh & Forster Streets, Room 1008
Harrisburg, PA 17120
Phone: (717) 787-5900
Fax: (717)783-5498

You will be notified by fax of any revisions needed prior to distributing the materials. Expenses for safety items and educational materials that have not been approved will not be reimbursed.

- 1) Educational Materials (brochures, newsletters, flyers, press releases, public service announcements, etc.)
 - a. All educational/informational materials developed under the agreement must contain the Safe Kids Pennsylvania logo, which is available on the Safe Kids Pennsylvania website www.pasafekids.org, and the following language:
“*This project is supported by the Pennsylvania Department of Health.*”
 - b. This can usually be placed in small type at the end of a brochure, newsletter or flyer. It must also be incorporated into the text of a press release, media advisory, or public service announcement.
- 2) Safety Items (reflective materials, belt chip strobes, and other small, inexpensive safety items)
 - a. These items must contribute to the injury prevention objectives of the mini-grant. Also, these items must contain a safety message (space permitting), the Safe Kids Pennsylvania logo, or the PA Department of Health logo which is available on the Safe Kids Pennsylvania website www.pasafekids.org. An example of the wording and logos on the items must be sent with a communications approval form to the address listed above for approval before purchase and distribution of materials can occur.

Please submit entire materials packet (printed and promotional) to the Pennsylvania Department of Health for approval at least three to six weeks prior to the date needed.

O. Criteria for Selection of Mini-grants

All mini-grants will be reviewed and evaluated by injury prevention specialists selected by the Pennsylvania Department of Health. The applications receiving the highest scores, based on the following criteria, will be selected for funding.

Maximum Points	Criteria
10	Project serves a low-income community or school
5	Appropriateness of educational programs, messages, and target audiences
5	Appropriate use of media to promote the helmet safety message in May
10	Collaboration with other community groups
5	Youth involvement in promoting use of helmets and safety messages
10	Prior experience with bicycle/in-line skating/scooter safety, helmet give-away programs, or similar programs
40	Comprehensiveness of work plan – likely to lead to permanent change in helmet use and safety practices (<i>Work plan is realistic and detailed</i>)
5	Appropriateness of evaluation
5	Adequacy of project coordinator’s qualifications and experience and time devoted to project
5	Appropriateness of budget for proposed level of activity

P. Time Line

- June 19, 2008 – Mini-grant applications due
- August, 2008 – Notice of award sent to mini-grant applicants
- August 2008 – Letter of Agreement sent to fiscal agent of mini-grant recipients for signature and return
- October 2008 – First workshop for mini-grant recipients
- February 2009 – Second workshop for mini-grant recipients
- March 4, 2009 – One copy of mid-term report including schedule of May events due
- April 2009 – Bicycle safety observation of 25 bicyclists
- May 2009 – Conduct educational component
- May 2009 – Conduct bicycle derby
- May 2009 – Complete follow-up bicycle safety observation of 25 bicyclists after conclusion of both bicycle derby and educational component
- June 10, 2009 – One copy of final report, expenditure report, and observation summary due

Office of Communications
Request for Approval of Material
(See Reverse For Instructions)



Date Submitted: _____	Date Needed: _____
Publication Title: _____	Publication Number: <u>N/A</u>
Return To: _____	Telephone Number: _____

Information Type:

- | | | |
|---|--------------------------------------|--|
| <input type="checkbox"/> Brochure/Flyer | <input type="checkbox"/> Poster | <input type="checkbox"/> Newsletter |
| <input type="checkbox"/> Press Release | <input type="checkbox"/> Fact Sheet | <input type="checkbox"/> Statistical/Research Report |
| <input type="checkbox"/> Annual Report | <input type="checkbox"/> Other _____ | |

Publication Type:

- | | | | |
|--------------------------------|---|----------------------------------|-------------------|
| <input type="checkbox"/> Stock | <input checked="" type="checkbox"/> Non-Stock | <input type="checkbox"/> Website | # to Print: _____ |
|--------------------------------|---|----------------------------------|-------------------|

Information Generated By:

- | | | |
|--|--|--|
| <input type="checkbox"/> Department Program Area | <input type="checkbox"/> Contractor | <input checked="" type="checkbox"/> Other: <u>Safe Kids PA Grantee</u> |
| <input type="checkbox"/> District/Field Office | <input type="checkbox"/> State Health Center | |

Audience:

- | | | |
|--------------------------------------|--|---------------------------------------|
| <input type="checkbox"/> Public | <input type="checkbox"/> Healthcare Professional | <input type="checkbox"/> Legislators |
| <input type="checkbox"/> Schools | <input type="checkbox"/> Social Service Professional | <input type="checkbox"/> Media/Press |
| <input type="checkbox"/> Contractors | <input type="checkbox"/> Department of Health | <input type="checkbox"/> Other: _____ |

Distribution Method:

- | | | | |
|---|--|---------------------------------------|----------------------------------|
| <input type="checkbox"/> Mail | <input type="checkbox"/> Display Booth | <input type="checkbox"/> Handout | <input type="checkbox"/> Website |
| <input type="checkbox"/> PA Public Health Information Clearinghouse | <input type="checkbox"/> Email | <input type="checkbox"/> Other: _____ | |

Please also include:

Fax number: _____ E-mail address _____

All educational materials and safety items developed for the program must be pre-approved by the Pennsylvania Department of Health. This process usually takes three to six weeks, so submit materials as early as possible.

Send a copy of materials with this form to:

Stephen Gensemer
 PA Department of Health
 Violence and Injury Prevention
 Bureau of Health Promotion & Risk Reduction
 Health and Welfare Building
 7th & Forster Streets
 Room 1008
 Harrisburg, PA 17120
 (717) 787-5900
 (717) 783-5498 (Fax)
 sgensemer@state.pa.us