



2018 ANNUAL REPORT



THE
SAFETY PLACE
BRINGING SAFETY HOME

24,125 REACHED

63 BIKE/PED SAFETY PRESENTATIONS

891 BIKE HELMETS DISTRIBUTED

22 BIKE ROAD-EOS

20 SAFETY TOWNS

36 COMMUNITY EVENTS

24% KNOWLEDGE GAIN



Stroll into Safety



32,106 REACHED

63 SAFE DRIVING PRESENTATIONS

160 DRIVING SIMULATIONS

3 TRAFFIC SAFETY CAMPAIGNS

46 COMMUNITY EVENTS

38% KNOWLEDGE GAIN



Ready Set Drive

2,776 REACHED

324 CAR SEAT INSPECTIONS

185 CAR SEATS DISTRIBUTED

19 COMMUNITY EVENTS

13 CAR SEAT SAFETY PRESENTATIONS



Buckle Boogie



Shoot for Safety

3,425 REACHED

10 GUN SAFETY PRESENTATIONS

4 COMMUNITY EVENTS

125 GUN LOCKS DISTRIBUTED

Sleep & Sound

2,540 REACHED

10 SAFE SLEEP PRESENTATIONS

15 COMMUNITY EVENTS

39 PORTABLE CRIBS DISTRIBUTED



2018 Safety Numbers!

120

2018 COMMUNITY EVENTS



67,000+

2018 POPULATION REACH



LOUISIANA RANKS **AMONG THE WORST** NATIONALLY FOR UNINTENTIONAL SHOOTINGS IN CHILDREN. **1,662** UNINTENTIONAL SHOOTINGS OCCURRED NATIONALLY IN 2018.

354

LOUISIANA BIKE & PEDESTRIAN SERIOUS INJURIES IN 2018



272

LOUISIANA BIKE & PEDESTRIAN FATALITIES IN 2018

ADDITIONAL INJURY PREVENTION TOPICS MAY INCLUDE: HOME SAFETY, CHILDPROOFING, BULLYING, SUN/WATER SAFETY, FIRE SAFETY, STRANGER DANGER, SPORT SAFETY, PLAYGROUND SAFETY & RAILROAD SAFETY.

2018 AWARDS

ILLUMINATION AWARD

Buckle Boogie Program

ICARE SYBIL WITTER AWARD

Crystal Pichon

SUPER SAFETY SUPPORTER AWARD

Robin Bennett

AMAZING ADVOCATE AWARD

The Colston Family

2018 BOARD MEMBERS

LEXLEE OVERTON
CARRIE PERSON
MELISSA TERITO
KRISTEN LIZANA
KATHRYN PODORSKY

JOHNNIE BROWN
LAUREN SHERMAN
KATHY VICTORIAN
ERIC BERTOLET

2018 STAFF

CRYSTAL PICHON, Chief Executive Officer

ROBIN BENNETT, Community Outreach Coordinator

ASHLYN DYESS, Community Outreach Coordinator

2018 VOLUNTEERS & INTERNS

BRANDON BENNETT
KENYATTA ROBERTSON
BRANDY STEWART
AMY WATERS
JOICE REESE

MIEUNDRASIDEBORD
MARKIA TASKER
MARY TJON-JOE-PIN
DANIELLE WATLER
et. al.

2018 REVENUE

DIRECT PUBLIC GRANTS.....29%
DIRECT PUBLIC SUPPORT.....12%
GOVERNMENT GRANTS.....52%
OTHER INCOME.....7%
TOTAL INCOME.....\$352,058.17

2018 EXPENSES

OPERATIONS & OVERHEAD.....40%
PAYROLL.....23%
PROGRAM.....37%
TOTAL EXPENSES.....\$342,718.79

2018 POWER OF PARTNERSHIP IMPACT

The Safety Place & Healthy Blue partnered to host four community events. Our Total Wellness Fair, Back 2 School Bash, Total Teen Takeover, and Ultimate Community Baby Shower served **3,529+** individuals. Together our agencies were able to distribute **500** school supply kits, diapers, car seats, pack n plays, baby food, and other essential baby supplies to parents & caregivers.

The Safety Place & Junior League of Greater Baton Rouge partnered to distribute **14,000** diapers, **300** packs of baby wipes, and **800** jars of baby food through their Diaper Bank and Community Assistance programs.

The Safety Place has partnered with the EBR Coroner's Office, Baton Rouge Police Department, East Baton Rouge Sheriff's Office, Department of Children & Family Services, Louisiana Office of Public Health, East Baton Rouge Parish EMS, and Our Lady Of the Lake Children's Health to form the **Safe Sleep Taskforce** designed to educate the public about the dangers of unsafe sleeping environments. **Unintentional suffocation is the leading cause of injury deaths in children under age one**, and our team aims to prevent those deaths through education, services, and resources.

The Safety Place serves on the Louisiana Department of Health & Hospitals and Office of Public Health **Regional Child Death Review Panel** in an effort to **prevent unexpected death of infants and children** below the age of fourteen.

The Safety Place & ICARE partnered to deliver safety & prevention programs to area schools reaching **8700+** students.

Special Thanks: East Baton Rouge Sheriff's Office - Community Policing Unit, Baton Rouge City Police, State Farm Insurance, Dow Chemical Company, Capital Area United Way, Louisiana Highway Safety Commission, Department of Transportation & Development, Capital Region Planning Commission, Pelican State Friends of NRA, Overton Family, Terito Family, Joffrion Family, Mind Over Law, Kendra Scott, Louisiana State Trooper Association, Louisiana State Police, Our Lady of the Lake Children's Health, and Louisiana Medical Clinic.



2018 was a strong year for our agency. Our organization exists to serve you, our community. As we seek to advance our mission, visualize our path, step further into our purpose and uphold our core values; The Safety Place will continue to deliver programs and resources aimed at creating a safer community. Unintentional injuries remain the leading cause of death for our youth. We want to help bring you & your loved ones home safely. We want you to share safety messages at home, and we want you to know that The Safety Place marks the spot! We strive to foster community partnerships with safety-minded individuals and organizations to create solutions for preventing child injuries. When you think safety, we want you think THE SAFETY PLACE! The future is bright, and we hope you will be motivated to donate and give to good, as we expand the landscape of our services.

Crystal Pichon

UNINTENTIONAL INJURIES

are the leading cause of death for individual's 1-44 years of age.

UNINTENTIONAL DROWNING

is the leading cause of injury deaths in children 1-4 years of age.

UNINTENTIONAL SUFFOCATION

is the leading cause of injury deaths in children under age one.

MOTOR VEHICLE CRASHES

are the leading cause of injury deaths in individual's ages 5-24 years of age.

MISSION

Save and improve the lives of children ages 0-18, by empowering caregivers and youth through awareness of injury risks and prevention.

VISION

Improve quality and quantity of life for youth.

PURPOSE

Educate and empower individuals to lead a safe lifestyle through safety education.

CORE VALUES



COMMITMENT TO EXCELLENCE

Pursue excellence in performing duties, be well informed, prepared, and constantly strive to increase proficiency in all areas of responsibility.



INTEGRITY

Uphold principled, honorable, and upright behaviors without sacrificing for convenience.



LOYALTY

Remain loyal to the organization's mission, vision, core values, and fulfillment of its purpose, goals, and objectives.



RESPECT

Treat everyone with courtesy and respect.



SAFETY EDUCATION

Value and prioritize safety at all times, and in all situations.



ENTHUSIASM

Remain passionate about the work we do.