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Board Resolution of Pacific Safety Center  
2019-February  
*Live Well San Diego Partnership*

**WHEREAS**, the health and well-being of citizens is of primary concern for the County of San Diego, and on July 13, 2010, the San Diego County Board of Supervisors adopted the Live Well San Diego vision, for achieving the county 's vision of Building Better Health, Living Safely, and Thriving; and

**WHEREAS**, *Live Well San Diego* is the common thread between the work of public and private entities, faith-based and community-based organizations, cities, business community members, and other stakeholders toward a shared vision of a healthier, safe, and more self-sufficient communities; and

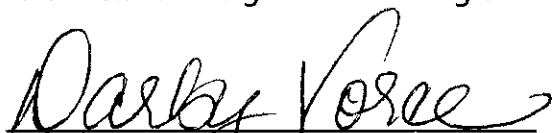
**WHEREAS**, the Pacific Safety Center (PSC) is a private, non-profit organization established in 1953 that is dedicated to making communities safer places to live, learn, work and play. Our mission is "to deliver safety education and training for business and community." PSC serves and offers community injury prevention programs, as well as occupational injury prevention courses to over 200 businesses. Our core values are safety, integrity and excellence. Current program areas include Child Passenger Safety (CPS), Driver Education, Motorcycle Safety and Workplace Safety. We target both occupational safety and community safety by providing quality education, information, programs and events. For child passenger safety programs, PSC identifies target populations including ethnicity and socio-economic status, by cultivating partnerships with community based organizations (CBO's) that also have a similar target.


**WHEREAS**, Pacific Safety Center fulfills the *Live Well San Diego* partner requirements by increasing Child Passenger Safety (CPS) awareness in the six regions of San Diego County with a current population of 3.5 million. One-third of San Diego County's working-age households don't earn enough money to make ends meet, according to a report issued by the Center on Policy Initiatives. Accessibility to education is critical for many minority groups because they are less likely to restrain their children due to cultural and socio-economic factors. Statistics indicate not only is there a disparity between the safety resources available, but the resources that parents and guardians actually possess. The goal of this project is to reduce preventable injury and death in children and teens from lower socioeconomic groups in our County by expanding our free car seat distribution program.

- The Keep 'Em Safe program (KES), with the County of San Diego initiative funds, distributed by the California Office of Traffic Safety (OTS), designed to increase seat belt use through the promotion of innovative public awareness and education strategies. Funding is used to provide child passenger safety education and car seats to low income and refugee families.
- The reduction of motor vehicle injuries remains a formidable public health challenge. Our CPS program helps promote Vehicle Safety, heat stroke awareness, "Never Leave Your Child Alone" and many other vehicle-related dangers within our diverse community throughout the six regions of San Diego County.
- PSC has educated families and community workers about the importance and proper use of safety belts and child restraints to avoid tragedies since 2003.
- PSC will continue participation with low-income and underrepresented families by engaging various CBOs, attending collaborative meetings, increasing our partnership database.

**WHEREAS**, Pacific Safety Center is committed to continuing to advance *Live Well San Diego* into the future, and is embracing strategies of this vision in ways such as our partnership will contribute to your efforts of making our communities a safer places to live, learn, work and play by providing quality education, information, programs and events related to Child Passenger Safety, Driver Education, Motorcycle Safety and Workplace Safety to our San Diegans. Our goal is to identify new, undeserved communities and potential stakeholders to provide injury prevention awareness in the six regions of San Diego County.

**NOW THEREFORE, BE IT RESOLVED** that Darby Vorce and the Pacific Safety Center Executive Board hereby approves the partnership with the County of San Diego's *Live Well San Diego* vision during the meeting occurring on May 21, 2019.

  
Darby Vorce, Executive Director

  
Date