



## COLORADO KIDS 1<sup>ST</sup> LICENSE PLATE FACT SHEET

### ***SB 06-100 "Kids First Special License Plate" PASSED!***

Sponsored by SENATOR Sandoval and REPRESENTATIVE Pommer

For more information, please contact Dr. Lisa Van Bramer at [ColoradoKids1st@aol.com](mailto:ColoradoKids1st@aol.com) or call 303-521-7089

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#### **Q: What is the Colorado Kids 1<sup>st</sup> License Plate?**

**A:** The Colorado Kids 1<sup>st</sup> License Plate is a specialty plate that will help promote the health and safety of Colorado children. The plate will do this in two ways: a) by raising awareness on Colorado roads, reminding drivers to put kids first and b) by raising funds for community organizations and projects dedicated to promoting health and safety of Colorado children. The plate design (above) was submitted to the Colorado Department of Revenue and approved by the Colorado Transportation Legislation Review Committee. The 2006 Colorado State legislature passed Senate Bill 06-100 concerning the creation of the Colorado Kids 1<sup>st</sup> License Plate this year, and Governor Bill Owens signed the bill into law on June 9, 2006!

#### **Q: How will the Colorado Kids 1<sup>st</sup> License Plate raise funds?**

**A:** Prior to obtaining a plate, individuals will make a \$30 donation to the Rocky Mountain Research and Prevention Institute (RMRPI), a 501(c)3 non-profit corporation. In exchange for this donation, individuals will receive a voucher enabling them to obtain a Colorado Kids 1<sup>st</sup> License Plate. These donations will be placed into the Colorado Kids 1<sup>st</sup> Fund, which will provide grants to applicants whose projects directly impact the health and well being of children in the state of Colorado. Community groups and organizations can further promote the health and safety of Colorado children by selling these vouchers (see below). Additionally, a one-time \$25 special license plate fee charged by the Department of Motor Vehicles as well as regular registration fees applies.

#### **Q: How will the money raised from the Colorado Kids 1<sup>st</sup> License plate be used?**

**A:** Community groups and organizations with project proposals that comply with the Colorado Kids 1<sup>st</sup> mission of promoting health and preventing injuries to Colorado's children may apply for grants from the Colorado Kids 1<sup>st</sup> Fund. The RMRPI Board of Directors intends to fund projects that: (a) promote health and safety programs for Colorado's children; (b) inform, educate and train the general public about children's health issues; or (c) promote public awareness of children's health issues. The Colorado Kids 1<sup>st</sup> Fund is designed to help community groups and organizations obtain funding, no matter how small the request. Therefore, there is no minimum grant amount.

#### **Q: How will this initiative benefit Colorado and its residents?**

**A:** In addition to raising awareness, the Colorado Kids 1<sup>st</sup> License Plate will help raise funds to support local safety and health projects focused on children in Colorado in two ways:

1. Colorado community groups and organizations will be able to apply for grants from the Colorado Kids 1<sup>st</sup> Fund.
2. The license plate will be available as a fundraising project for local community groups and organizations dedicated to the health and safety of Colorado kids. For each voucher a group sells, it will receive \$10 to use for its own programs. Groups interested in selling vouchers will first be approved by a RMRPI steering committee to ensure recipients will use the funds to help promote safety and prevent injury in Colorado children.

## An Ounce of Prevention

Grants from the Colorado Kids 1<sup>st</sup> Fund will be awarded to organizations and programs that promote the health and safety of children in Colorado. From eyeglasses to booster seat programs— from immunizations to prenatal nutrition—organizations and projects all throughout the state will be able to better help our children through these funds. But how do these programs translate into cost-savings for the state? Read below to find out how far a dollar of prevention can actually go.

- Over a four-year average, a **\$50 safety seat for a child on Medicaid can save almost \$100 in medical costs and \$1,400 in preserved good health.**<sup>1</sup>
- **For every \$1 spent on the preventative Prenatal Plus Program** administered by the Women's Health Section of The Colorado Department of Public Health and Environment, **\$2.48 is saved annually on Medicaid.**<sup>2</sup>
- Studies have shown **immunizations' prevention** of illness, disability, and death **saves an estimated \$10 to \$14 in healthcare for every \$1 spent.**<sup>3</sup>
- **Every \$1** WIC spends on preventative nutrition programs for pregnant women results in an average of **\$3.13 in Medicaid savings** over the first 60 days after birth.<sup>4</sup>
- A University of North Carolina at Chapel Hill study shows that preventative dental sealants—the plastic coatings applied to children's teeth to reduce cavities—**reduces the number of fillings and extractions in poorer children by two-thirds.** Not only did the children at highest risk for cavities and extractions require fewer treatments, **they also incurred fewer expenses for Medicaid.** For a 9-year-old child, for example, preventative sealant treatment led to a **savings for Medicaid dollars of almost \$4 per tooth.**<sup>5</sup>
- Prevention programs that educate women on the benefits of breastfeeding can help significantly reduce medical care costs due to less illness, fewer hospital, and doctor visits. The average formula fed infant requires **21% more Medicaid expenditures** than a breastfed baby.<sup>6</sup>

### Organizations supporting the Colorado Kids 1<sup>st</sup> License Plate

Alpine Children's Environmental Services, Inc.  
Aurora Fire Department and the Risk Watch Colorado Coalition  
Boulder County Movement for Children  
The Center for Hearing, Speech & Language  
Colfax Community Network, Inc.  
Colorado Catholic Conference  
Colorado Chapter of the American College of Emergency Physicians  
Colorado Children's Automobile Safety Association  
Colorado Public Health Association  
Colorado State Patrol  
Denver Fire Department  
Denver Police Department  
Family Advocacy, Care, Education, Support (FACES)  
Junior League of Denver  
Kids' Pages  
Rocky Mountain Regional Trauma Center at Denver Health  
Transportation Solutions

<sup>1</sup>Miller, T and Levy, D. Cost-Outcome Analysis in Injury Prevention and Control: 84 Recent Estimates for the United States. *Medical Care*, 38(6):562-582, 2000.

<sup>2</sup>*The Effects of the Prenatal Plus Program on Infant Birth Weight and Medicaid Costs*, Judith Glazner, M.S., Brenda L. Beaty, M.S.P.H., University of Health Sciences Center, December 2002

<sup>3</sup>Wagner, et al., *Insurance Coverage for Preventive Immunizations in Childhood*, 326 *New Eng. J. Med.* 768 (March 12, 1992).

<sup>4</sup>Press Release, Colorado Department of Public Health, Nutrition Program Celebrates 30 Years of Helping Colorado Families Eat Healthy (July 17, 2004) (on file at [www.cdphe.state.co.us](http://www.cdphe.state.co.us)).

<sup>5</sup>Press Release, UNC News Service, Study: dental sealants for children on Medicaid can reduce dental costs (November 2, 2001) (on file at <http://www.unc.edu/news/archives/nov01/rozier110201.htm>)

<sup>6</sup>Press Release, Colorado Department of Public Health, More Colorado Moms Are Continuing to Breastfeed for Six Months (July 30, 2002) (on file at [www.cdphe.state.co.us](http://www.cdphe.state.co.us)).