

SAFE KIDS NEWS

Winter 2010



A publication of SAFE KIDS SPRINGFIELD—serving families in Christian, Dade, Dallas, Greene, Laclede, Lawrence, Polk, Stone, Taney & Webster Counties.

SAFE KIDS SPRINGFIELD CELEBRATES 20TH YEAR



Clockwise from top: Cathy Gaw (Spfd-Greene Cty Health), Daphne Greenlee, Bryan Newberry (Nixa Fire), Joe Robles (State Farm), Debora Biggs (Safety Council), Mike McDermott (FedEx) pose with their awards.

Lori Minor (OTC) accepts Volunteer of the Year award.

Shayla Tarter shares her story about her daughter Mackenzie.

Ted Shockley (St. John's Trauma Services), Alan Korn (Safe Kids USA), Daphne Greenlee, Dr. Robert Johnson (St. John's Trauma Medical Director) enjoy the evening's festivities.

Daphne Greenlee, Steve Lambert and Craig Youngblood of Reliable Chevrolet with their SKBU award.

Safe Kids members, partners and friends gathered at the McAuley Conference Center at St. John's Hospital in December to celebrate the Coalition's 20th anniversary of serving families in the Ozarks. The night included networking, watching a historical video of the coalition, and celebrating the many successes of the coalition's work.

Alan Korn, Executive Director of Safe Kids USA was present to share his appreciation on behalf of the national organization. He also presented Safe Kids Springfield a signed poster in recognition of the 20th anniversary.

Safe Kids Springfield was honored to have two families share stories about the loss of their children due to unintentional injuries. It is their wish that other parents do not have to experience a similar loss. Shayla Tarter shared her story about the untimely death of her daughter Mackenzie and Pat Dennis shared her son Jacob's story via video. Safe Kids Springfield would like to thank Shayla and Pat for their devotion to injury prevention efforts and for sharing their stories.

Safe Kids Springfield also recognized several agencies for their continued support of programs. The following organizations/individuals were recognized:

Outstanding Child Passenger Safety Partner—State Farm Insurance

Outstanding Safe Kids Buckle Up Partner—Reliable Chevrolet

Outstanding Walk This Way Partner—FedEx

Leadership Award—Safety Council of the Ozarks

Service Award—Bryan Newberry, Nixa Fire Protection District

Volunteer of the Year—Lori Minor, OTC

Safe Kids Springfield has grown to over 100 member agencies in the 10-county coverage area and continues to offer safety and injury prevention programs through education, public awareness campaigns, safety device distribution and advocacy.

Coordinator's Corner

What a great year we had in 2009! As we wrapped up the year with our 20th anniversary celebration, it was a great opportunity to visit with old and new members, recognize some outstanding partnerships and celebrate our group successes. A 45% decline in child injuries has been a wonderful testament to the work of injury prevention programs across the US. However, unintentional injury still remains the leading cause of death to children age 14 and under, so there is much work still to be done.

We were happy to have the CEO of Safe Kids USA, Alan Korn, visit us for this special occasion. Alan and his team at the national office provide valuable support to our local programs.

We were saddened to get the news of the death of our Missouri Safe Kids coordinator, Imtiaz Mahmood, in January. Mahmood, as he was known, worked at the Missouri Department of Health and Senior Services where he had served as the Coordinator of Safe Kids Missouri for the past 4 years. His work included supporting the childhood injury prevention efforts of Safe Kids coalitions across the state. He will be greatly missed.

We are starting 2010 with new programs, such as our preschool storytimes at area libraries, poison prevention poster contests, and new partnerships with area agencies. We are also gearing up for Safe Kids Boot Camp 2010 which will be in August this year. This is a huge program for our coalition and we are excited about its impact on campers.

Watch your email soon for our 2009 annual report, in which we will be highlighting our 20 years of service.

Thanks for all you do to keep kids safe!

Daphne Greenlee

Coordinator, Safe Kids Springfield



Alan Korn, CEO, Safe Kids USA addresses the crowd at the anniversary celebration.



Next Safe Kids Meeting

Wednesday, March 17th, 10:00 am

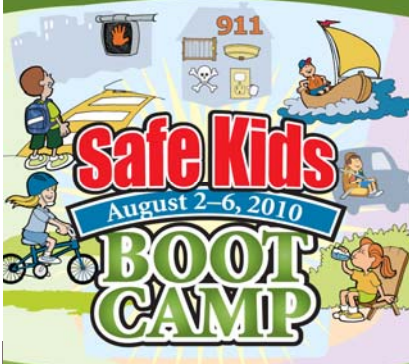
Safe Kids Springfield/St. John's
Injury Prevention Center offices,
1570 W. Battlefield, Suite 110

Meetings start at 10:00 am and are on
the 3rd Wednesday of each month.
Guests are always welcome.

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SAFE KIDS BOOT CAMP 2010—REGISTRATION OPEN



TOP: Boot Camp participant, Cameron, works in his daily activity binder.

BOTTOM: Dave Snider, KY3 Meteorologist, talks to campers about outdoor safety.

SAFE KIDS BOOT CAMP 2010 is coming up in August and registrations are now being accepted. This week-long day camp for children entering 2nd and 3rd grade is always busy with speakers, games, activities and crafts. Each year, the program grows and we are able to provide campers with more speakers, more safety devices from sponsors, work with more volunteers, and have much more fun!

Each day of camp features a different safety focus (Outdoor Safety, Home Safety, Vehicle Safety, Pedestrian Safety, Bike Safety). Campers learn about safety from a variety of speakers, interactive games and activities, videos, music and much more!

Our sponsors provide safety devices, supplies and funds to make this camp fun for the kids. Last years sponsors included Bass Pro Shops, Walgreens, Hiland Dairy, Ozarks Coca-Cola/Dr. Pepper Bottling Company, KIDDE, Lewis Insurance Agency, ANPAC, MoDOT, Traffic Safety Alliance, St. John's Trauma Services, Pathways United Methodist Church, and PriceCutter stores.

Camp will once again be held at Pathways United Methodist Church in north Springfield. The church has an excellent facility for our program needs and we would like to thank them for their continued support of Boot Camp.

Our great sponsors help us to keep the cost to only \$25/week for campers, however, we still have some families that request financial assistance in order to send their children to camp. If you or your business would like to offer a scholarship for a camper (or two) or would like more information on how to get involved, please contact Daphne today! Safe Kids Springfield would like to thank all of the camp partners who make this program successful.

View additional camp information online at www.safekidsspringfield.org

Safe Kids Springfield Offers Great Gift Ideas for Spring Holidays



With Easter and Mother's Day coming up soon, be sure to get your gift and basket items from Safe Kids Springfield. A wide variety of Plushland stuffed animals and one-of-a-kind Lucinda Pins are great gift ideas for family, teachers, grandparents, and others.



Child Passenger Safety Update

Motor vehicle crashes remain the leading cause of unintentional death to children under age 14, so it's no surprise that Safe Kids Springfield's CPS committee works year-round to provide injury prevention information to parents, caregivers, and families.

In addition to the 2nd Saturday car seat events, one-on-one appointments are also available for parents to get assistance with car seat installation and education. At this time, Safe Kids has regularly scheduled appointments each Wednesday. Safe Kids has also been very busy promoting seat belt safety and booster seat programs to elementary school students and parent groups.

The CPS committee is gearing up for spring Cub Scout Automotive Safety patch programs at area Chevy dealers. A complete list of Cub Scout events will be available on the Safe Kids website, when available.



Safe Kids Springfield partnered with Pinegar Chevrolet in Branson this past weekend to offer car seat assistance to Taney County families.

Safe Kids Partners with Isabel's House Crisis Nursery for Car Seats



For the past several years, Safe Kids Springfield has partnered with Isabel's House to provide car seat safety training for their staff members. The coalition has also provided new car seats for their company vehicles to ensure a safe transport of the children in their care. This year was no exception, and two new Graco Snug Ride infant seats were donated to replace older models.

Pictured here are Kelly Hill, Family Advocate and Lindsey Casey, House Manager accepting the seats on behalf of Isabel's House.

Thanks to our Winter 2010 Car Seat Event Partners



Marshfield Chevrolet

Safety Services Update:

OTC is pleased to offer a variety of safety services for interested individuals in the community. Services available include: free installation and inspection of child car seats; free CarFit services for senior citizens; free safe driving programs for teens; and free bicycle safety programs.

These services are provided by OTC's Continuing Education Center and the Missouri Department of Transportation. Motorcycle rider courses are sponsored in part by the Motorcycle Safety Foundation.

Individuals interested in these services may contact Lori Minor, Community Safety Specialist at 417-447-8885.

Safe Kids Springfield Partners with St. John's Clinics for Child Passenger Safety

Beginning this spring, Safe Kids Springfield will work with area St. John's Clinics to offer car seat checks by appointment. Many communities still lack a certified technician and in some areas, there is only one CPS technician in the entire county!

The Safe Kids van will be making its way to Willard, Nixa, Branson West, Strafford, Rogersville and Mt. Vernon in the coming weeks, with additional locations expected during summer 2010.

Car seat services at these clinics are available by appointment only! Parents can call the Safety Hotline at 820-SAFE to schedule their appointment.



SAVE THE DATE—MAY 6TH CAR SEAT TECH UPDATE!

A CPS Technician Update will be held on May 6, 2010. More details will be available soon on the Safe Kids Springfield website.

Upcoming Car Seat Events:

March 13—Sunset Church of Christ, Springfield

April 10—Dennis Hanks Chevrolet, Ozark

**May 8—Reliable Chevrolet, Springfield
10am to 1pm**

For the complete list of 2010 Car Seat Events, visit the Safe Kids Website.

Member Profile—Mandy Buettgen City of Springfield, Traffic Engineering

Mandy grew up in Berlin, Germany and moved to Springfield in 2005, after finishing a 4-year degree in Traffic Engineering at the Technical University of Berlin. She has been working for City of Springfield Traffic Engineering Department for over 3 years and has been involved with Safe Kids Springfield since that time.

She enjoys her work, with the main area of focus being traffic safety, involving everything from crash remediation, site plan reviews and data analysis to children's pedestrian and bicycle education.

She is a staff member serving the School Crossing Protection Committee, Traffic Advisory Board and its' Safety and Ped/Bike Subcommittees. She is the Co-Chair of the Safe Kids Bike/Pedestrian Safety Committee. One of her goals is to get ped/bike safety integrated into Springfield's lesson plans and to promote safer driving practices.

She loves to hike and travel, watch soccer and chick flicks, and play with Charlie, her Old English Sheepdog pup.



Home Safety Committee News

Poison Prevention Week is just a round the corner—March 14-20, 2010. Unintentional poisonings is second only to motor vehicles crashes as a leading cause of unintentional injury death in the United States. Just over half the poison exposures reported to poison control centers affect children younger than six years.



**Poison
Prevention
Poster
Contest
Underway Now!**

Exposures in this group commonly involve cosmetics and personal care products, pain relievers, topical medicals, foreign bodies, cough and cold preparations and plants.

In an effort to raise awareness to the problem, Safe Kids Springfield is hosting a Poison Prevention Poster Contest for 1st & 2nd graders in the Ozarks. **The theme of the contest is "Put Poison in its' Place."** Registration forms and more information are available on the Safe Kids website. The deadline for entry is March 5, 2010.

Safe Kids Springfield is also partnering with St. John's pharmacies to attach poison prevention tips in all prescriptions filled during the month of March.

Safety-Sense Saturday with Girl Scouts

Safe Kids Springfield is partnering with the Girl Scouts to offer a Safety Sense Try-it patch on Saturday, March 6. This empowering, informative and fun workshop will give Brownies the skills they need to earn the Safety Sense Try-it. Girls will connect with experts from Safe Kids Coalition members and community volunteers to learn how to keep themselves and their families safe.

To register, contact Stefanie McCall at the Girl Scouts office at (877) 312-4764.

Toys 'R Us/Babies 'R Us *Great Trade-In Event*



Babies 'R Us/Toys 'R Us are hosting the "Great Trade-In Event" now through February 20, 2010. Customers can receive 25% off (from select manufacturers) a new car seat, stroller, travel system, high chair, play yard, bassinet or crib when they bring in any of these used items.

This event is a national safety program designed to draw attention to the fact that certain used baby products, like cribs and car seats, can carry potential hazards, but are still in circulation and are not the best candidates to be handed down or resold. Beyond recalls, certain older and used baby items can be potentially unsafe for a variety of reasons, including damage or lack of compliance with recent advances in product safety standards.

Contact the local Babies 'R Us/Toys 'R Us store
at **(417) 882-6097** for complete details.

Fire Committee News

Preschool Fire Safety Contest

Safe Kids USA is holding a fire safety contest for preschool teachers. By educating children ages 3-5 and their parents about how to escape a fire, you could win cash prizes for your school or daycare center to buy education resources for the children in your class! Prizes include 5—\$500 cash prizes and 15—\$100 cash prizes.

The deadline to enter is February 26, 2010 so get your entry in IMMEDIATELY.

For more information, contact Daphne or visit the Safe Kids USA website at www.usa.safekids.org and click on Media Center, Seasonal Safety, Preschool Fire Safety Contest.



Safety Storytime for Preschoolers



Safe Kids Springfield is partnering with area libraries this spring to offer Safety Storytime for Preschoolers. This program brings children and family members together to learn about child safety issues, while having fun doing hands-on activities and crafts, and reading some great safety storybooks.

Currently there are 9 locations for the spring dates. Branch location and times are included on the online flyer.

Safe Kids Springfield's Preschool Storytime Flier can be downloaded from the Safe Kids website at www.safekidsspringfield.org

This program is also made available to childcare facilities and Head Starts. For more information or to set up a Storytime, contact Daphne at 417-820-6671.

ATTENTION CHILDCARE PROVIDERS:

Educator Safety Training

Safe Kids Springfield is partnering with the Community Partnership/Educare, Childcare Provider's Link, and the Springfield-Greene County Health Department to offer child safety programs in the coming months. Check out their full calendars on the website at www.safekidsspringfield.org under the Partner Events tab.

Pedestrian Update

Fall is always a busy time for the Pedestrian Committee, with the annual Walk This Way event, Halloween promotions, and working on grants for school safety committees and pedestrian task forces.

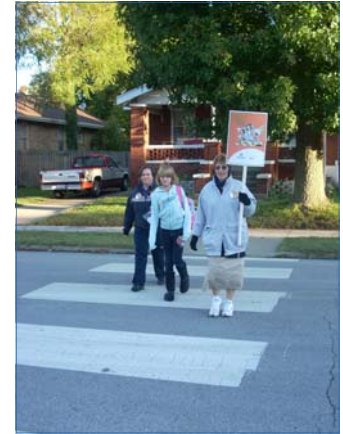
International Walk to School Day was October 7, 2009 and activities were held at Rountree Elementary in Springfield. The program kicked off with a school-wide assembly and FedEx goody bags were given to each student. Over the next week, students worked on their entries for the pedestrian poster contests, were provided classroom education and concluded with a walk to school. A total of 111 students, teachers, parents, and Safe Kids volunteers participated in the morning walk, making this program a huge success. Thank you to the many volunteers it took for this program, along with the administration and staff at Rountree. Mrs. Sullivan's Kindergarten class was the classroom winner for the most posters submitted and most kids walking. The class was awarded with a basket of games and supplies and Mrs. Sullivan was treated to an IPA gift card.

Safe Kids Springfield also partnered with Rountree Elementary for a \$3000 School Safety Committee grant. This program brings together administration and parents to identify safety concerns around the school and makes a plan to address those concerns. Parents participated in a walking audit in the fall to determine where sidewalks might be needed or repaired, safe crossing locations, and make suggestions for improvements. Plans are to continue pedestrian safety information and programs with this school throughout spring 2010, including additional training for crossing guards, reminders to parents about crossing the street in safe locations, and possible ped/bike rodeo-style events.

For Halloween, Safe Kids partnered with area agencies who were hosting activities and provided reflective bags, reflective zipper pulls and other safety items. The Discovery Center, Springfield Boys & Girls Club, Battlefield Mall, and the YMCA were among those partners.

2010 Plans

In an effort to get more schools involved in International Walk To School Day, Safe Kids Springfield will be creating a competitive Walk This Way program for Springfield schools. This program will allow schools to work through their PTA's, school safety committees or other groups within the school to raise awareness about pedestrian safety, safe routes to school, and the health benefits of walking or riding a bike to school. A "Golden Sneaker" award will be given to the school that shows the most creativity and gathers the most participation from their school. Additional incentives will be available for students and faculty. **Contest sign-up and details will be available on the Safe Kids website by April 1, 2010!**



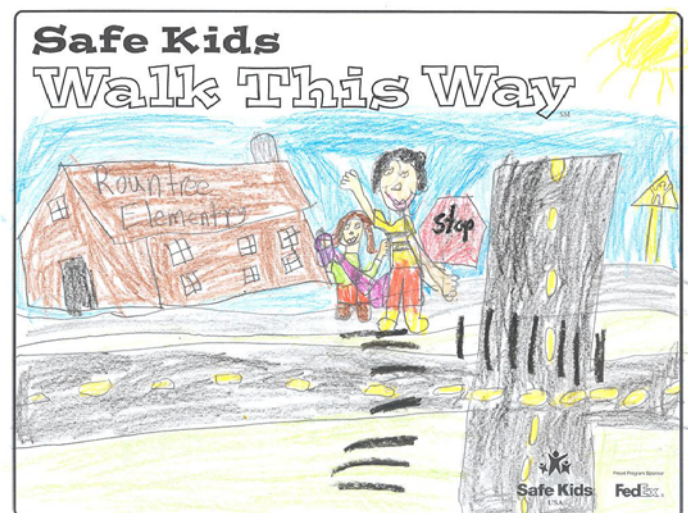
ABOVE: Rountree Elementary students and teachers participate in Walk This Way 2009.

BELOW: Reflective signs around the elementary schools provide constant reminders to drivers to watch for kids.



LEFT & BELOW: Halloween participants at the Discovery Center, Battlefield Mall, YMCA and Boys & Girls Club enjoyed the reflective bags and zipper pulls from Safe Kids Springfield.

RIGHT: Winning Walk This Way poster from Emma, 3rd grade.



Ped Update (cont.)

Safe Kids Completes Marshfield Safety Project with Help from Partners



Marshfield City workers, Sam Rost and Greg Perryman install a sleeve post near the High School and Shook Elementary.

Working with the City of Marshfield, Marshfield R-I Schools and MoDOT, Safe Kids Springfield completed a mini-environmental task force grant around the Marshfield schools and downtown area. This grant provided new sign post sleeves for crosswalk signs and stop signs. Labor for this project was donated by the partner agencies.

This grant was Phase II of a 2008 Photojournalism grant completed by Marshfield elementary students, in which the students documented on film pedestrian safety concerns in their communities. Concerns expressed by those participants included vehicles rolling through stop signs and not watching for pedestrian in crosswalk areas. The purpose of this grant was to provide greater visibility to drivers in the area and it appears to be paying off already.

"The signs and reflectors have already drawn notice and positive comments from parents and patrons of the school district," said Alan Thomas, Assistant Superintendent with Marshfield R-I Schools.

In addition, pedestrian and Halloween safety materials were provided to the elementary schools in the fall.

Save the Date—October 6, 2010
Walk This Way

Bike Programs News

It will be spring before you know it and many programs are gearing up for their bike safety month activities in May. Christian County has a couple of annual bike events that you will want to put on your calendar soon.

The annual Christian County Safety Palooza will be May 1st at the Nixa Community Center. At this event, 500 bicycle helmets are fitted and provided to participants. Children and their families have the opportunity to visit many organizations' booths to learn about safety—from fire prevention to emergency preparedness. Kids can also bring their bikes and participate in multiple courses.

The Nixa Bike Ride will be held on May 22nd at the St. John's Clinic-Nixa. There are several different options for family and individual rides. For more information about this event, visit www.stjohns.com/nixabikeride/



2009 Nixa Bike Ride participants get ready for a family ride.



Erin "Kirk" Taylor, Injury Prevention Educator at St. John's, gave birth to twins—Jala and Malachi on January 25, 2010

Congratulations to the Taylor family!



CASH FOR TRASH



Don't forget to save your empty inkjet printer cartridges!

Safe Kids Springfield collects and recycles these cartridges for cash. These funds go into the general Safe Kids program account.

If you would like to put one of the recycling boxes (shown at left) at your business, please contact Daphne at (417) 820-6671

Safe Kids Springfield Website

www.safekidsspringfield.org

Safe Kids Springfield's website is constantly being updated.

Be sure to check out upcoming events, safety tips, and program information.

Partners—send your event info to Daphne.

Congratulations to the City of Nixa and the City of Willard for passing Primary Seat Belt ordinances!

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Proud Leader:

