

# SAFE KIDS NEWS

Fall 2010



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

## Safe Kids Worldwide and Home Safety Council Take Step Towards Merger!

The Boards of the Home Safety Council and Safe Kids Worldwide have signed a letter of intent (LOI) outlining a proposed acquisition of HSC by SKW and a merger of the two organizations. When completed, the merger will bring together top experts in public health and safety with a common goal of preventing accidental injuries to children. It will also build on the more than 40 years of combined experience of the two organizations in providing education and advocacy for preventing unintentional injuries, a leading cause of childhood deaths.



“Safe Kids and the Home Safety Council together can be more effective in preventing injury to children than continuing as separate entities,” said Mitch Stoller, president and chief executive officer, Safe Kids Worldwide. “Home Safety Council is a well-respected organization with strength in home injury prevention that complements Safe Kids’ programming strengths in child passenger, pedestrian and recreational safety. We’re excited about the prospects of moving forward together, particularly the capability we will have to better serve at-risk audiences.”

“Educating parents and caregivers is vital to preventing childhood injuries and combining the outreach systems of the organizations will certainly enhance the reach of our messages,” said Meri-K Appy, president of the Home Safety Council. “Home Safety Council has long admired the work of Safe Kids in advocating for the population that is most vulnerable to accidental injuries – our children. As a combined organization, we will yield the broadest programming for parents and caregivers, have the widest network of expertise and be the strongest advocate in the arena of childhood injury prevention.”

Pending the final approval of both Boards of Directors, the organizations anticipate beginning merged operations early in 2011, and be solely dedicated to the prevention of accidental injuries to children ages 0-14 under the Safe Kids Worldwide name. Most Home Safety Council programs would consolidate within the Safe Kids USA organization, significantly enhancing the delivery system for public health programs in the U.S. through coalitions and existing grassroots networks.

Safe Kids Worldwide in the U.S. has to date: checked over 1 million car seats, donated 440,000 cars seats to families in need, distributed 2 million bike helmets and installed 300,000 smoke alarms in homes. Safe Kids Worldwide has nineteen member countries and, in the U.S., more than 600 coalitions and chapters. Coalition members are policemen, firefighters, paramedics, doctors, nurses, teachers, business owners, lawmakers, community volunteers and retirees. The Home Safety Council, through its various school-based programs, has provided free home safety curriculum to more than 80 million children, teachers, students, and family members in U.S. schools, as well as provided more than 1 million children and caregivers with hands-on home safety demonstrations in thousands of communities nationwide. Also, the Home Safety Council has served over 6,000 fire and life-safety educators of its Expert Network with online injury prevention resources and training.

## Coordinator's Corner

Everyday we hear stories of children injured from preventable injuries and it is a constant reminder that the work of our Coalition is always needed. I was recently reminded of one of these reasons when our partners at the Logan-Rogersville Fire Dept contacted me about a car seat that they had confiscated from a parent. It's not that uncommon for our CPS partners to exchange for a new seat, however, when you see the seat (pictured at right) and realize that a 19-month old child was sitting in this seat and traveling in the parent's vehicle for an undetermined amount of time, it's kind of startling. Sadly, this is not new. Everyday, fires take away homes and family members because smoke alarms are not installed or are missing batteries; children are killed or injured because of being involved in a motor vehicle crash and they are not restrained by a car seat or a seatbelt; children are getting poisoned in their own homes from unlocked cabinets; kids drown without life jackets; and the list goes on.

After 20 years in business, we still have a great amount of work to do, which is why the announcement (page 1) about Safe Kids Worldwide's merger with the Home Safety Council is a great opportunity at a national level as well as a local level. Injury prevention folks can band together and share resources, provide data-driven educational programs, and be more effective in our outreach programs.

We've been very busy this fall. Check out Lindsay & Russ' adventures at the Marine Corps Marathon (page 11) and find out about our coalition being named a Pool Safety Campaign Leader (page 10) because of our partnerships and efforts to promote pool and water safety year-round. We've almost completed our Hispanic CPS program grant (page 5) and it has been a great opportunity to reach families with seatbelt and car seat education. We're looking to expand our program offerings for preschools/daycares and putting together focus groups to make sure they are going to be the most effective. Our Facebook page has 200 followers! We keep it posted with valuable child safety information. If you have not already signed up to follow us, do so today!

As we prepare for 2011, we are proud of the many successful programs we have completed and new partnerships we have formed this year but we are ever vigilant in our efforts to continue this into the new year. We have much work to be done. Let's get busy!

Thanks for all you do to keep kids safe!

*Daphne Greenlee*

Coordinator, Safe Kids Springfield



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## RECAP OF SAFE KIDS BOOT CAMP 2010



TOP: FedEx shares vehicle safety tips with the campers as they tour the delivery truck.

BOTTOM: Campers Hailey and Courtney model life jackets on Outdoor Safety Day.

AT RIGHT: Brad Huff and Sean McQueary visit camp.

Safe Kids Boot Camp 2010 was held in August at Pathways United Methodist Church in north Springfield. The camp was designed to teach safety to children entering 2nd or 3rd grade in the fall.

We had an outstanding lineup of speakers, volunteers and activities for the kids. The themes of each day included Outdoor Safety, Home Safety, Transportation Safety, Pedestrian Safety, and Bike Safety. As usual, this program could not be done without the continued support of our partners—from volunteering, speaking, bringing safety vehicles, donating snacks, etc.—it was definitely a joint effort of our Safe Kids member agencies and sponsors. We were very fortunate to have some great new partners come on board this year—including Larson Law, Andy's Frozen Custard, Meek Chiropractic, Greene County Sheriff's Department, IPA Educational Supply, and The Courts. Returning sponsors included Hiland Dairy, MoDOT, St. John's, and Scrapbook Generation.

We had a surprise visit from Brad Huff, 2-time National Crit Champion and member of the Jelly-Belly/Kenda Professional Cycling Team. He visited us with Sean McQueary from the St. John's Cycling Team, and they discussed the importance of being safe on a bicycle and wearing a helmet.

Congratulations to Courtney Grimes, Graham Mortimore and Hailey Fearing for winning the poster contest.

We are working on our 2011 calendar. Watch the website and Facebook pages for registration info—coming in January 2011.



## World Safety Conference in London, England

Daphne was invited to share the Safe Kids Boot Camp program at the World Safety Conference in London in September. This was an excellent opportunity to share information about setting up similar programs with agencies from around the world. The conference was held at the Queen Elizabeth II Conference Centre in the heart of London. While she was there, Daphne also had the opportunity to participate in some of the meetings of the Safe Kids Worldwide member countries to learn about other programs happening in Safe Kids organizations worldwide. The group also met with international sponsor, FedEx, and staff from Safe Kids USA to discuss pedestrian safety issues on a global platform.



At this conference, other local safety advocates received International Safety Media Awards. Congratulations to the team of Pam Holt, Angela Garrison, Cora Scott, Joe Rickman, Terry Moore and Scott Bradley for receiving Honorable Mentions in the Video Short Category and the Video Ultra Short Category for the "Drive Smart" DVD they created.

# Child Passenger Safety News

A successful CPS technician course was held at the Battlefield Fire Protection District Headquarters in July with 6 new technicians receiving their certification. The December 2010 class to be held at Ozark Fire Department is already full and has a waiting list. The instructor team is looking at 2011 schedules to accommodate the interest from area organizations. For more information about the child passenger technician certification program, visit <http://cert.safekids.org>



ABOVE: Cars line up at the Marshfield Chevrolet event.

**We will not be doing the 2nd Saturday car seat events every month for 2011. Our team is developing the event schedule and it will be available on the website in the next few weeks.**

## 2011 National Child Passenger Safety Board CPS Awards Nominations

Now is the time recognize that tech or instructor who is exemplary! Submit a nomination to recognize a technician or instructor who has demonstrated outstanding CPS contributions during 2010. This is the first annual national award program provided by the National Child Passenger Safety Board. You have likely experienced first-hand the outstanding work that goes on in the field of child passenger safety and this is a wonderful opportunity for you to recognize a deserving technician or instructor who shows extraordinary dedication to Child Passenger Safety programs.

The American Automobile Association (AAA) will be providing a \$500 cash award to each of this year's winners (one tech/IC and one instructor) so take some time and consider the dedicated technicians and instructors you worked with in 2010. Send in their nomination no later than January 3, 2011. Nominations are not valid unless submitted using the nomination form available for download. (Form is available at [www.cpsboard.org/awards.htm](http://www.cpsboard.org/awards.htm)) Nominations must be submitted via email, as attachments, to the email address provided on the nomination form.

Winners will be announced and recognized nationally. All winners, nominators and nominees will be recognized on the CPS Board web site, in the CPS Express and the Tech Update. Please submit your nomination form and questions regarding the form to [awards@cpsboard.org](mailto:awards@cpsboard.org).

## ATTENTION TECHNICIANS: Plan Accordingly for CEUs

There will be several local opportunities in 2011 to receive your CEU's for recertification, but don't wait until you are about to expire to work on it. Additional online opportunities are available at the certification website, <http://cert.safekids.org>

You can also check out webinars provided by Safe Kids Worldwide and NHTSA at:

[www.safekidswebinars.org](http://www.safekidswebinars.org)

At this time there are 6 CEUs available on this site, including Vehicle Safety, Consumer Testing, School Buses, A Tech's Guide to Recalls and Transporting Children in Vehicles Other than Cars.

## Thanks to our Fall 2010 Car Seat Event Partners

**KOHL'S**



**Marshfield Chevrolet**



**THOMPSON**



## State Farm Insurance—Child Safety Day 2010



Safe Kids Springfield partnered with State Farm Insurance to host Child Safety Day on Saturday, July 10th at the Joe Robles State Farm office on Republic Road in Springfield. This event featured a car seat check up event, as well as booths from area businesses and agencies to teach families about safety and injury prevention. Over 37 families received car seat checks and other safety information. We are already in the planning process for CSD 2011. If you would like to get involved, contact Daphne for more information.



Thank you to agents Joe Robles, Fred Harle, Todd Nadherny and Agency Field Specialist Barb Farrar at State Farm Insurance for their support. Also, Safe Kids would like to thank Erin Taylor of St. John's Injury Prevention Center for the coordination of this program.

### Register for Emailed Recall Notices from NHTSA

Stay up-to-date by subscribing to the NHTSA Office of Defects Investigation's email alerts. Anyone can sign up to receive child restraint recall notices at:

<http://www-odi.nhtsa.dot.gov/subscriptions/index.cfm>

(note that there is a dash in between *www* and *odi*—that is not a typo!)

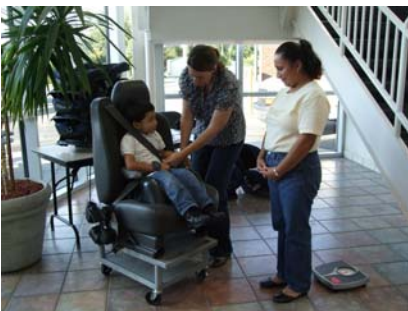
### Final Car Seat Event of 2010:

**December 11—Dennis Hanks Chevrolet, Ozark**

**10am to 1pm**

For the complete list of 2011 Car Seat Events, visit the Safe Kids Website.

## Hispanic CPS Program



As part of a Community Foundation grant, Safe Kids partnered with local agencies to provide car seat and seat belt safety information to Hispanic families in the Ozarks. Safe Kids participated in the 2009 3V's Community Health Celebration and held car seat appointments at the Jordan Valley Community Health Center/WIC Office throughout 2010. Over 200 car seats were distributed to families in cooperation with the Springfield-Greene County WIC office and Hand In Hand Multicultural Center. A special thanks to our translators, Maria and Jared, who also handled scheduling the families and events!



## Home Safety Committee News

The Home Safety Committee was busy this fall assisting with the 3rd Annual Healthy Baby Extravaganza on Saturday, September 18th. This free event was hosted by SIDS Resources and focused on getting child safety and health information to expectant and new parents in the Ozarks. The first 50 registrants received Halo sleep sacks. Registrants were provided lunch and also eligible for prize drawings that included a new crib, and much more. This event was held at Central Assembly Church in midtown.

Check out the Home Holiday Safety Tips Flyer on the Safe Kids Website,

[www.safekidsspringfield.org](http://www.safekidsspringfield.org)

## Poison Prevention Program Coming in 2011



**OPERATION MEDICINE DROP**—Safe Kids Springfield is planning an area-wide medicine take-back program during March 2011 in recognition of Poison Prevention Month. Safe Kids will partner with the Community Partnership and their community collaborations, area law enforcement agencies and the DEA for a successful program to get rid of the potential for accidental overdose of medications by children and also address potential substance abuse issues. This program was developed by Safe Kids North Carolina and is being replicated locally. Additional details for agencies who want to be involved will be available soon on the website and Facebook pages.



## Home Safety Series with KY3



Safe Kids Springfield partnered with KY3 and MomsLikeMe to promote home safety in a few different venues last week. It started with a KY3 Investigative Story "5 Common Home Hazards for Kids" by Cara Restelli to remind parents of safety advice for the holidays and year-round. It was followed up by an online chat with moms across the Ozarks via the KY3 and MomsLikeMe websites, where Coordinator Daphne Greenlee answered parents' home safety questions. It was concluded with a walk-through safety audit at the home of Jenny Masterson. Jenny allowed us to review the safety measures she was already taking and check to see if she needed any additional safety devices to keep her kids and those that she babysits safe from injury. (She was doing great, by the way!) The program covered furniture tip-overs, scald burns, cabinet latches, safety gates, and other childproofing issues.



Thanks to Cara Restelli, Brad Belote and the team at KY3 for their coverage of this important safety topic. Safe Kids would also like to thank Sony Hocklander and the MomsLikeMe program for streaming the webcast and posting safety questions during the chat. MomsLikeMe is a social networking site for moms in the Ozarks. It's a great place for moms with kids of all ages to talk about parenting, pop culture, current events and local happenings and life in general. To get involved, go to [www.ozarks.momslikeme.com](http://www.ozarks.momslikeme.com).

**momslike me .com**

Safe Kids Springfield provided new, larger outlet covers to the parents who requested them throughout the program and on the Facebook sites. In addition, one lucky participant received a Safe Kids Springfield first aid kit.



Don't forget to sign up for product recall notifications. Go to [www.recalls.gov](http://www.recalls.gov) today!

## Fire Committee News

By Fire Chief Bryan E. Newberry

As a member of the fire service for almost 20 years, I have seen all too many times the devastation fire can incur on people and their homes. Watching a household endure the loss of their most valued possessions is simply heartbreaking. But there's no greater horror than to witness a family suffer the aftermath of one or more loved ones who have perished in a fire. What's most tragic about so many of these incidents, and I must admit sometimes frustrating, is that the fatal outcomes often could have been prevented with the presence of properly installed, working smoke alarms.

Each year, nearly 3,000 people die in home fires; many of those deaths could be avoided with the proper smoke alarm protection. The nonprofit National Fire Protection Association's (NFPA) statistics show that while working smoke alarms cut the chance of dying in a fire nearly in half, roughly two-thirds of all home fire deaths result from fires in homes with no smoke alarms or no *working* smoke alarms.

People have grown so accustomed to seeing smoke alarms in their homes that they feel adequately protected by them. The public's complacency toward smoke alarms and fire safety in general must change. With a greater understanding and respect for fire's potentially devastating impact, people can start taking the steps necessary to better protect themselves and their families.

NFPA's recommendations include a smoke alarm installed in all bedrooms, and at least one on every level of the home (including the basement), and outside all sleeping areas. It is also recommended that smoke alarms be interconnected, so that when one sounds, they all do. Most residents are not aware of the two types of smoke alarm technologies available – ionization and photoelectric. Ionization smoke alarms are generally more responsive to flaming fires – like a pan fire or smoke from cooking. Photoelectric smoke alarms are generally more responsive to smoldering fires – like a cigarette, overheated wiring, or something hot like a space heater. Both types of smoke alarms should be installed in your home or combination ionization and photoelectric smoke alarms that take advantage of both technologies. Unfortunately, many homes and communities throughout the U.S., still do not have this level of protection.

Throughout Fire Prevention Week 2010, NFPA promoted "Smoke Alarms: A Sound You Can Live With!" to better educate the public about recommendations for smoke alarms, and the steps they can take to best protect their homes and loved ones. Fire Departments actively supported this campaign through family-oriented events during Fire Prevention Week and year-round. The Fire Departments are doing their part to educate residents about the importance of installing and maintaining smoke alarms appropriately. But the true safety lies with you and your family to take the steps needed to protect your homes and families from fire. Our sincere hope is that everyone participates in one or more of these activities, and starts working toward a community from fire.



### ATTENTION FIRE DEPARTMENTS:

Fifteen Rapid Response Grants are available from October 1, 2010 – June 30, 2011 and will be distributed on a first-come, first-serve basis. **Grantees must apply within 2 weeks of the fire event and must begin carrying out activities as soon as they are approved for the grant.**

The objective of this opportunity is to use the local fire event as a learning experience and motivation to the public to take steps to prevent a fire in their own homes.

Grant funding can be used on anything regarding fire prevention outreach as appropriate in response to this local fire incident. Fire departments interested in having Safe Kids Springfield apply on their behalf should contact Bryan or Daphne.

### Community Toolkit for Burn Awareness Week

The National Gasoline Safety Project (NGSP), in partnership with Safe Kids USA, has recently created a [Stop Gas Fires Campaign Community Toolkit](#) that coalitions can use for Burn Awareness Week (Feb. 6 to 12, 2011) as well as for general safety education events. The Campaign is designed to reach out to parents in order to reduce burn injuries to children. The Toolkit includes flyers, posters, activity guides, slide presentations and press template materials. These materials can be incorporated into an existing fire safety program or used to create a gas safety campaign. To receive a copy of the Toolkit, contact Daphne.

## Safety on Wheels Event Rolls into Marshfield

Safe Kids Springfield partnered with Marshfield Chiropractic for the Safety on Wheels event in Marshfield in August. This first-year event brought in over 200 kids to learn about bike safety, have their bicycles checked out, and provided new helmets. Children also participated in a ride-thru obstacle course to discuss street signs and safety on the road. In addition, the sponsors provided drawings for new bicycles, gift certificates, and treated the families to lunch. The event was held at the First Baptist Church of Marshfield. Thanks to event sponsors Marshfield Chiropractic and Meek Chiropractic for making this program possible.

### OTHER BIKE NEWS:

The Bike/Ped committee also participated in the La Trinidad Wellness and Safety Fair on October 2nd. A translator helped relay bicycle safety information to the 20 participants. The team also provided and fitted 13 helmets.



LEFT: The bike rodeo course is set up in the Family Life Center at Marshfield FBC.

TOP RIGHT: A&B Cycle donated their time to check out minor bike issues and do repairs.

MIDDLE: A happy participant shows off the new bike he won at the event.

BOTTOM: Dr. Petrey of Marshfield Chiropractic helps fit a young girl's helmet.

## Member Profile—Ted Martin, Division Chief City of Branson Fire & Rescue

Raised in Raymore, Missouri, Ted moved to the Branson area in 1985 to attend the College of the Ozarks where he earned a degree in Mass Communications. While in college he earned his emergency medical technician certification and worked for Taney County Ambulance District. After graduating college he pursued his Paramedic certification. After working six years as a Paramedic he took a position with Branson Fire & Rescue in 1996 as the Technical Services Division Chief.



His primary responsibilities include leading the division's programs in plan review and inspections of new commercial construction, fire and life safety inspections on existing businesses, fire investigation, and most importantly, fire and life safety education. Ted focuses programs delivered by the fire department that are age specific to various target audiences in the community. Programs also focus towards All-Hazards Risk Reduction, beyond just the scope of fire and life safety.

In his time outside of work, Ted is known in the community for being focused on providing resources to help young students become successful. He is a foster parent in Taney County, serves on the board for a youth ministry known as K-Life, and volunteers to help with the youth group at the church he attends. On top of that you can usually find him at Branson Schools sports events, riding his wave runner on Table Rock Lake (with a life jacket), riding the ATV's (with a helmet), sport shooting (gun locks, hearing & eye protection), or indulging in his passion for hot air ballooning!

## Pedestrian Update—Walk This Way, Halloween & School Improvements

Delaware Elementary in Springfield was the site of Walk This Way 2010. Over 50 children, parents and faculty members walked in recognition of this pedestrian program. Safe Kids hosted a kick-off assembly in mid-October followed by a poster contest and pedestrian safety education program. The top poster in each grade was matted and the winning posters from K-2nd grade and 3rd-5th grade were given backpacks of cool gifts. Teachers also won prizes for the most posters returned and best participation of class in the “walk.”

### Halloween



Many Safe Kids partners hosted Halloween events for the community. Safe Kids Springfield provided reflective trick-or-treat bags, reflective stickers, reflective zipper pulls, and safety tips for kids and drivers. Thanks to Springfield, Battlefield and Nixa Fire Depts., Discovery Center, Boys & Girls Club, CoxHealth Child Life, Dade County Health Dept., and Strafford Schools for helping to promote child safety on Halloween.



Safe Kids Springfield received another \$3,500 School Safety Committee grant to continue their pedestrian safety efforts at Rountree Elementary. Safe Kids members put together a short bike rodeo course and rules of the road demonstration during the school's “Meet the Teacher” night in August. The initial School Safety Committee program brought together administration and parents to identify safety concerns around the school and made a plan to address those concerns. Parents participated in a walking audit last 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 2011.

### IMPROVEMENTS IN BILLINGS

The City of Billings was interested in making their school zone more visible and invited Safe Kids Springfield to assist their efforts. A Safe Routes to School grant will be providing a flashing speed beacon along Mt. Vernon Street. Safe Kids provided reflective sign post sleeves for their school crossing signs and for the 4-way stop sign at the edge of the school property. We would like to thank Police Chief David Taylor, and Street Manager, Trent Heimer for their participation in this program.



ABOVE: Walk This Way poster contest winners from Delaware Elementary.



FAR LEFT: Participants from Boys & Girls Club and Discovery Center show off their reflective Halloween bags.

AT LEFT: Walkers at Delaware Elem carry signs on the walk.

BELOW: Safe Kids Springfield worked with the City of Billings to make pedestrian improvements around their school.



# Outdoor Safety Update

By Melvin Johnson, Chair, Outdoor Safety Committee

The Outdoor Safety program has been busy with numerous booths and displays, including: Missouri Department of Conservation's A Day At The Range at the Bois 'D Arc Conservation Area; Play Day at Fasnicht Park; Safe Kids Day at State Farm Insurance; Associated Electric; Rutledge-Wilson Farm Park; Sequiota Park's Sequiota Cave; Bass Pro Outdoor Fitness Festival/Springfield-Greene County Park Board's Greater Outdoor Days; Missouri Department of Conservation's Great Outdoor Days at the Bois 'D Arc Conservation Area. In excess of 9,000 participants were reached through these various booths and displays. Several Outdoor Safety and Water Safety Presentations were also given, including to a Recreation and Leisure Studies Class, Missouri State University. Free Outdoor Safety presentations available to businesses, groups, and organizations within Greene County (adjoining counties with special coordination) include: Bat Education, Camping and Camping In Bear Country, Canoeing and Kayaking Safety, Caving Safety, Hunter Safety, Outdoor Safety In General, Survival: Cities To Wilderness, Water Rescue, Wildlife Safety and "Please Don't Feed The Wildlife."

The new "Partnership In Action" desktops were unveiled with the Outdoor Safety Booth – Display at Associated Electric in July. The design was unveiled in a large 3' x 5' banner in September at the Bass Pro Outdoor Fitness Festival/Springfield-Greene County Park Board's Greater Outdoor Days.

Other presentations included "Outdoor Safety and Survival" at the WOW National Outdoor Recreation & Conservation School, Roaring River State Park ([www.mostateparks.com/wow.htm](http://www.mostateparks.com/wow.htm)). Outdoor presentations will be switching from warm weather to cold weather emphasizing the FEMA Guidelines and Information (attached), Cold Weather Safety and Skills, and Hunter Safety Education.

Presentation and displays may be scheduled via contacting Melvin Johnson, Safe Kids Outdoor Safety Committee and Springfield-Greene County Park Boards Outdoor Initiatives Supervisor at (417) 833-8647 or [mjohnson@springfieldmo.gov](mailto:mjohnson@springfieldmo.gov).



## WATER SAFETY IMPROVEMENTS COMING!

Safe Kids Springfield is currently working with the Army Corps of Engineers to investigate the possibility of installing life-jacket loaner boards around the Stockton Lake area, similar to the example below. This program is being spearheaded by the Keese family, who lost 2 loved ones last year at the Stockton Lake.



## CPSC Names Safe Kids Springfield as a Pool Safely Campaign Safety Leader

CPSC's *Pool Safely* campaign combines the efforts of a wide variety of partnering organizations, including drowning prevention, water and children's safety groups, industry leaders, the pool/spa community, and state and local entities involved in pool and spa regulation. Campaign Safety Leaders (CSL) are important partners due to their ability to reach the public in communities around the country. Safe Kids Springfield is proud to be recognized by CPSC in 2010 as one of the CSLs.

## HEAT IN VEHICLES — Huge Safety Issue in 2010

Deaths of children left in hot cars in 2009—32

Deaths of children left in hot cars in 2010—49!!!

(6 of these deaths occurred in MO, with another 16 near-misses!)

Details are available at <http://ggweather.com/heat>

Information provided by Kids and Cars, [www.kidsandcars.org](http://www.kidsandcars.org)

## Safe Kids Springfield Sends 2 Runners to the Marine Corps Marathon

Safe Kids USA, was among the nearly 50 charity partners that participated in the Marine Corps Marathon (MCM) and 10K run on October 31 in Washington, DC. The MCM, which is the fourth largest US Marathon and 8<sup>th</sup> in the world, has registered runners from all 50 states and 40 countries, to fill the 30,000 spots in the landmark 35th running of "The People's Marathon."

Safe Kids had more than 30 runners participating in the MCM or 10K, representing Safe Kids coalitions in Missouri, New Jersey, North Carolina, North Dakota, and Texas, as well as the national office in Washington, DC. The runners not only participated in the MCM and 10K, but also worked to raise funds and awareness for their local Safe Kids coalition and Safe Kids USA.

"Running is something that I can say I thoroughly enjoy and I hope to continue that throughout my lifetime. It is a privilege to run the Marine Corps Marathon for Safe Kids Springfield. Safe Kids does great things for children and families everyday and it's nice to give my energies to a wonderful charity. Training and running a marathon gives the mental freedom to let your mind wonder and you learn to love and respect your body. It's amazing what your body can accomplish!" says Lindsay Eller, a Safe Kids Springfield volunteer who is running the MCM for the first time.

Russ Conroy is also running on behalf of Safe Kids Springfield. "One of my main passions is running," said Russ. "When you couple this with an opportunity to support the kids of our community and show my support for the Marine Corps it seems like a natural fit. I have a son that was a sergeant in the Corps and served a tour in Iraq. This is in some small way an opportunity to thank the Corps for bringing him home safe and to show my son his dad is extremely proud of him. Also, it gives me a chance to show my buddies that if this old guy can run a marathon maybe they can get up and get moving."

Safe Kids Springfield is seeking support for the Marine Corps Marathon and local child safety and injury prevention programs to reduce the number of unintentional deaths and injuries to children in the Ozarks. Donations can be made through December 15th at the Safe Kids Springfield website or Facebook page. For more information contact Daphne Greenlee, Coordinator of Safe Kids Springfield at 417-820-6671.



Russ and Lindsay at the Marine Corps Marathon in Washington, DC.



*It's not too late to support our programs! Send your donations to Safe Kids Springfield and put "Springfield Marathon" on the memo line.*

## Stocking Stuffer Ideas



Christmas is just around the corner and Safe Kids Springfield has some great gifts and stocking stuffers for your family and friends. Check out our selection of one-of-a-kind Lucinda Pins—a perfect gift for teachers, grandmothers, Sunday School leaders. In addition, we have a huge selection of Plushland animals (CPSC tested and approved!) that are a great stocking stuffer for children over 3 years old. Our final gift option is a 50-piece first aid kit. This kit is great for the home or the vehicle and will have you prepared for most emergencies.

Proceeds from the sale of these items help Safe Kids Springfield continue their safety programs for families across the Ozarks.



## Safety-Sense Saturday with Girl Scout Troops

Safe Kids Springfield partnered with the Girl Scouts from the Waynesville and Fort Leonard Wood areas to offer a Safety Sense Try-it patch on Saturday, October 16. This empowering, informative and fun workshop gave Brownies the skills they need to earn the Safety Sense Try-it. Girls connected with experts from Safe Kids Coalition members and community volunteers to learn how to keep themselves and their families safe.

A total of 19 girls completed the program. Girls rotated through various stations, including making a fire escape plan, testing smoke alarm batteries, putting together an emergency kit, and mapping their neighborhood and community.

Another Girl Scout program for all ages, **Super Safety Saturday**, will be held on February 19th in Springfield. Additional information will be on the Safe Kids website as it becomes available.

**Thanks to Stefanie McCall at Girls Scouts Heartland Council for her help in setting up these programs!**



## Children's Safety Network Releases Updated Injury Prevention Cost Savings Data

The Children's Safety Network has issued a 2010 update of *Injury Prevention: What Works? A Summary of Cost-Outcome Analysis for Injury Prevention Programs*. The document provides the cost savings associated with various safety devices and safety programs, such as:

- Bicycle helmet, ages 3-14, yields an estimated cost savings of \$580 for a cost of only \$12 per helmet.
- Child safety seat distribution, ages 0-4, yields an estimated cost savings of \$2,200 for a cost of only \$52 per seat provided.

To find the whole report, visit: [www.childrensafetynetwork.org](http://www.childrensafetynetwork.org)

## Fire Safety Storytime for Preschoolers



ABOVE: Safe Kids Coordinator, Daphne Greenlee, reads a fire safety book to preschoolers at the Goddard School.

Safe Kids Springfield partnered with local preschools and fire departments this fall to offer a special fire-prevention focused Safety Storytime for Preschoolers. This program brought 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. Participants were each given a copy of the Brecker Bunny Learns Fire Safety storybook, provided by Safe Kids Springfield.



AT RIGHT: Ozark Fire Department and Safe Kids team up at Christian County Library.

For more information or to set up a preschool storytime, contact Daphne at 417-820-6671.

## Preschool News!

### Fire Safety Contest

Safe Kids USA is holding a second annual fire safety contest for Preschools from November 1, 2010 - February 25, 2011. By educating children ages 3-5 and their parents about how to escape a home fire, Preschools could win cash prizes to purchase educational resources! This contest is sponsored by Safe Kids USA and the United States Fire Administration.

#### Prizes

Five grand prizes of \$200 for educational resources will be awarded to the winning preschools or child care centers. Schools also may win fire safety materials.

#### Entry Requirements

- Download and implement the lesson plan with your class.
- Ask parents or guardians to complete and practice a home escape plan with their children and return the signed parent letter to you. You will need to keep track of how many letters you get back.
- Enter your results online: **APPLICATION FORM**.

#### Contest Judging Criteria

- Thorough use of fire safety information (**25 percent**) – description of the fire safety information you used to implement the lesson with your students.
- Creativity (**25 percent**) – description of any creative or unique methods you used to teach fire safety to your students.
- Parent/Caregiver Involvement (**50 percent**) - The percentage of students in the class who bring back a signed parent letter and an escape plan to show the teacher.

Additional information and details can be found on the Safe Kids USA website at:

<http://www.safekids.org/educators/preschool-fire-safety-contest.html>

### Preschool Focus Group Forming

A focus group is forming for preschool/daycare workers to share some insight on a couple of programs that Safe Kids Springfield is developing specifically for this audience. There are a couple of spots left on the focus group. Participants will meet in person for 1-2 brief evening meetings, followed by contact via email. They will receive door prizes and “treats” for their participation. It is open to classroom teachers, administrators, home daycares and large facilities. If you are interested, contact Daphne by email at [info@safekidsspringfield.org](mailto:info@safekidsspringfield.org) immediately.

### BIC! Fire Program Held in Webster County

Child Care Resource and Referral hosted a *BIC! Play Safe, Be Safe* fire safety program for 35 childcare providers in Webster County this fall during their quarterly training session. Safe Kids Springfield provided the kits for the participants to use in their own facilities. This program was supported through the Child Care Resource and Referral, Marshfield Child Development Center, University of Missouri Extension, Webster Electric Foundation, and Webster County Health Unit. For future *BIC! Play Safe, Be Safe* programs contact Safe Kids Springfield at (417) 820-6671.



Last year, Safe Kids Springfield won a \$500 grant for having the most participating preschools AND we also had 4 local preschools win prizes!



Child Safety Solutions, aka I'M SAFE!, is offering a 10% savings for educational products before the end of the year PLUS free shipping. For more details, visit [www.imsafe.com](http://www.imsafe.com) or email Alison Contento at [alison@imsafe.com](mailto:alison@imsafe.com)

- ◆ Activity Books
- ◆ Bookmarks
- ◆ Videos
- ◆ Water Watcher Tags
- ◆ Much more!

### Next Safe Kids Meeting

Wednesday, December 15th, 10:00 am

*JOIN US FOR HOLIDAY REFRESHMENTS!*

Safe Kids Springfield/St. John's Injury Prevention Center  
 1570 W. Battlefield, Suite 110 Springfield, MO 65807  
 Meetings start at 10:00 am and are on the 3rd Wednesday of each month. *Guests are always welcome.*

## Safe Kids Springfield Website and Facebook

[www.safekidsspringfield.org](http://www.safekidsspringfield.org)

Safe Kids Springfield's website and Facebook pages are constantly being updated.

Be sure to check out upcoming events, safety tips, and program info and become a Fan.

Partners—send your event info to Daphne.



## 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  
 c/o St. John's Injury Prevention Center  
 1570 W. Battlefield, Suite 110  
 Springfield, MO 65807  
 Phone: (417) 820-6671 or 820-SAFE  
 Fax: (417) 820-7227  
 Email: [info@safekidsspringfield.org](mailto:info@safekidsspringfield.org)  
[www.safekidsspringfield.org](http://www.safekidsspringfield.org)

**Proud Leader:**

