Dear Friends,

During 2011, Safe Kids Coalitions and partners continued to provide important injury prevention messages and events throughout their communities despite the downturn in the economy. This report details the extensive work the local coalitions and partners have accomplished. We thank them for their tremendous dedication to the children in their communities and recognize that their efforts have contributed to the decrease in child deaths in Oregon.

For 2011, a major accomplishment was the development of the newest Safe Kids campaign, “Stop at 4, the Campaign to Stop Window Falls.” Highlights include:

- The launching of the new Stop at 4 Window Falls Prevention Campaign was launched in April 2011 during national Window Safety Week. With our co-lead partner organization, the Safety Center at Randall Children’s Hospital, KATU Channel 6 provided extensive media coverage. Safe Kids Oregon also launched a new dedicated website to the effort, www.stopat4.com.
- An invitation was accepted from Safe Kids USA to present at the national Safe Kids Conference Nov. 11-14 in Charlotte, NC. Lucie Drum presented for Safe Kids Oregon. Oregon was well represented with four Coalition Coordinators and Tam Peterson from the state office.

In August, I was offered a new position with the Injury and Violence Prevention Program as coordinator of the 5-year Centers for Disease Control injury grant. The SK Director position was opened, and we were extremely lucky to have Ruth Harshfield begin as the new Director in 2012.

While it is bitter sweet to be signing this letter as my last official responsibility with Safe Kids Oregon, I am excited about the continued growth of Safe Kids and our partners under the capable leadership of Ruth Harshfield. Ruth brings years of experience in the traffic safety world to this position.

With thanks to you,

Adrienne Greene, MPA
Director of Safe Kids Oregon
A MESSAGE FROM KAREN GUNSON, MD ~ HONORARY CHAIR

The work of Safe Kids Oregon continues to be important. Between 2005-2007, 148 children ages 0-14 died from unintentional injuries. The latest data, 2008-2010, show this number remained the same, at 148. However, the top causes of deaths have changed. Motor vehicle occupant deaths declined 42%, from 33 deaths in 2005-07 to 19 deaths in 2008-10. However, suffocation deaths nearly doubled, from 25 deaths in 2005-07, to 45 deaths in 2008-10. The top four causes of unintentional death in 2008-2010 are suffocation, drowning, motor vehicle occupant, and pedestrians. For hospitalizations, falls remain the leading cause, followed by poisoning.

With the continued efforts of ODOT - Transportation Safety Division, ACTS Oregon, Safe Kids, law enforcement, and hundreds of community partners it is great that motor vehicle occupant deaths continue to decrease. But it is a call to action that we address suffocation deaths to our vulnerable children ages 0-4. We need to continue to address risk factors and awareness of drowning to move those numbers down, and increase awareness and policy issues around pedestrian safety.

Injury prevention efforts need to continue on the local level to prevent needless and tragic deaths. I am pleased that Safe Kids coalitions are active partners in these efforts.

A MESSAGE FROM SANDY GIFFIN, RN, MS ~ ADVISORY BOARD PRESIDENT

I am pleased to share this report highlighting our accomplishments. 2011 was an active year for the Safe Kids Advisory Board. Our efforts were directed toward the stability of the office, strengthening our network through collaboration with partner agencies, ensuring the effectiveness of the Advisory Board committees and leading statewide injury prevention advocacy efforts. Our key accomplishments included:

- Hosted Safe Kids Day at the Capitol focusing on window fall prevention and poison prevention
- Updated Bylaws and developed a new strategic plan.
- Promoted the Safe Kids Oregon web site and increased subscribers.
INTRODUCTION

Preventable unintentional injuries take an enormous financial, emotional, and social toll not just on the injured children and their families but also on society as a whole. Unintentional injury is the leading cause of death and disability among children ages 14 and under in the United States. In 2008, 4,643 children ages 14 and under died from unintentional injury. In 2009, 6,178,000 children ages 14 and under sustained unintentional nonfatal injuries treated in emergency departments in the US. The total annual cost of unintentional injuries among children ages 14 and under was over $5 billion in 2005. For more information regarding this data and other national childhood injury statistics, visit the Safe Kids USA website at: www.safekids.org.

GEOGRAPHY

Since 1995, Safe Kids Oregon has been raising awareness about childhood unintentional injuries and deaths in Oregon by supporting public awareness campaigns, providing education and training, distributing safety items and educational materials, and supporting child safety policies and laws.

RISK AREAS

This report presents key highlights of activities in injury priority areas that were the focus of prevention for 2011:

- Motor Vehicle Occupant Safety
- Pedestrian Safety
- Bicycle and Wheeled Sports Safety
- Suffocation Prevention and Safe Sleep
- Fire and Burn Safety
- Falls Prevention
- Water Safety
- Sports Safety

It also highlights the 2011 work of our Safe Kids chapters and coalitions around the state.
**PREVENTION ACTIVITY STATEWIDE**

**MOTOR VEHICLE OCCUPANT SAFETY**

The Safe Kids Buckle Up program works through local coalitions to ensure children are fully protected in vehicles. Coalitions provide education on the proper use of car seats; screen and provide child safety seats and booster seats to families in need at a reduced cost; and sponsor or volunteer at free child safety seat clinics throughout Oregon. Other key partners in this program are ACTS Oregon (Alliance for Community Traffic Safety in Oregon) and the ODOT Transportation Safety Division’s Occupant Protection Program.

2011 accomplishments included:

- Safe Kids Coalitions hosted 148 car seat safety check-up events
- Checked more than 4,047 car seats for correct use and distributed 1,399 car seats to eligible families.

In September, nine Safe Kids Coalitions participated in National Seat Check Saturday - an annual event raising awareness of proper car seat use and installation.

Safe Kids Oregon also continued to increase the use of the Safe Kids child safety seat checklist form at community events. Training and partnering with ACTS Oregon improved accurate reporting on the forms and increased the number of Senior Checkers available to assist at child safety seat clinics.

Safe Kids Oregon received a grant from State Farm Insurance to customize the “Ride Like a Friend” game and education segments for 8 Radio Disney Road Show events. The target audience was pre-drivers. Shows were included at the Trailblazer Street Jam and Safe Kids Portland Metro Day at the Zoo. Safe Kids Oregon also set up the “Safe Kids In and Around Cars” program inside the Tigard Festival of Balloons and partnered with Safe Kids Portland Metro to host the teen pre-driver education program “Countdown 2 Drive” booth at Kidfest.

**PEDESTRIAN SAFETY**

Teaching children and adults how to share the responsibility of safety on the road is a key effort in the Safe Kids Walk This Way program. The program has several components: sponsoring schools to participate in International Walk to School Day; encouraging pedestrian visibility during Halloween; and developing school and community task forces to improve safe routes for children to take to school.

BICYCLE AND WHEELED SPORTS SAFETY

Safe Kids coalitions around the state worked with partner organizations to provide classroom education and bicycle helmets if possible (through discounts or donations) to schools and community members. Bicycle rodeos were also held featuring bike safety clinics and inspections, and brief safety lectures about the rules of the road.

- Safe Kids Malheur County and Safe Kids Union County participated in annual fairs featuring bike and multi-sport helmets, and information on bike and wheeled sport safety.

SUFFOCATION PREVENTION AND SAFE SLEEP

Suffocation injuries and deaths usually occur in the home with children under the age of four. Leading causes of suffocation are unsafe sleep environments, choking on food and small objects, and strangulation by products such as window blind cords and clothing drawstrings.

Safe Sleep and the prevention of infant suffocation is a focus of Oregon Public Health’s Babies First! and Safe Kids programs. In 2011, a new brochure with Oregon-specific recommendations that mirror the AAP recommendations was published.

- For more information on Safe Sleep, go to: http://public.health.oregon.gov/HealthyPeopleFamilies/Babies/Pages/sids.aspx

FIRE AND BURN PREVENTION

In Oregon, many Safe Kids coalitions are led by local fire departments or have strong partnerships with local fire districts. The Office of the State Fire Marshal (OSFM) received a training grant to initiate the Start Safe Fire And Burn Prevention Curriculum Project targeted to preschool aged children and their parents. OSFM Coordinator Judy Okulich worked with many Safe Kids coalitions in Oregon to coordinate local trainings with Head Start and other preschools.

- Safe Kids Umatilla Morrow worked with the Office of the State Fire Marshal to offer the Start Safe Fire Campaign at the Oregon Child Development Coalition in Milton-Freewater and at the Umatilla Morrow Head Start in Hermiston and Pendleton. More than 70 participants were trained.

FALL PREVENTION

Falls are the leading cause of hospitalization to children under the age of 14 in Oregon. Four of the largest categories of falls are: falls from windows; on playgrounds; in the home from stairs, chairs, beds; from skateboards and during sports activities. To prevent falls, Safe Kids partners teach home safety to new parents; recommend proper sports gear to protect from a fall during sports; recommend parents and caregivers closely supervise children on play structures; and encourage the use of window guards and stops for second-story windows.

- Safe Kids Oregon participates on the Window Falls Task Force and maintains www.stopat4.com
WATER SAFETY

Drowning is the second leading cause of death to children under age 14 in Oregon. Drowning occurs in three manners:

- In natural bodies of water such as rivers, lakes and oceans for both swimming and boating.
- In public and backyard pools and spas.
- In the home in bathtubs, buckets, toilets, and other water sources.

For natural bodies of water, Safe Kids Oregon promotes and encourages wearing Personal Flotation Devices (PFDS) at all times, regardless of swimming ability. To make PFDs or lifejackets available to the public, Life Jacket Loaner Kiosks continued to be built at popular river and lake sites. The following Safe Kids coalitions and chapters have lifejacket kiosks:

- Safe Kids Columbia Gorge
- Safe Kids Portland Metro
- Safe Kids Willamette Valley
- Safe Kids North Coast
- Safe Kids Washington County
- Safe Kids Umatilla/Morrow

For pools and spas, the key to preventing drowning is an adult’s active supervision and within an arms reach of the child. Safe Kids recommends the use of Water Watcher cards, which identifies the adult keeping eyes on the children in the water at all times. Drowning prevention materials can be downloaded at www.safekidsoregon.org under the Injury Area - Drowning Prevention and Water Safety. In 2011, Safe Kids Portland Metro received a Pool and Spa Safety Education Grant.

- Five seminars on pool, spa, open water and river safety were presented to 123 children/youth and 14 adults.
- Pool and Spa Safety was featured at three safety fairs reaching more than 4,800 people.

SPORTS SAFETY

Youth sports safety has become a strategic focus of Safe Kids. The goal for this national program is to provide parents, coaches and other stakeholders within the youth sports community with practical information and tools that are essential to keeping youth active, healthy and injury free, while playing the sports they love. Sports safety features conditioning, overuse injury prevention, concussion awareness, hydration, equipment and safety training.

- Safe Kids Union County received a Sports Safety grant and used the game as part of their safety fair.
- Safe Kids Willamette Valley promoted sports safety at community events for parents, children and coaches.
**SAFE KIDS OREGON**

Safe Kids Oregon is the state office of Safe Kids USA, and is housed in the Oregon Public Health Division. The activities of the state office are governed by the Safe Kids Advisory Board. Board members participate in one of four committees: Public Policy and Education, Finance and Fund Development, Annual Meeting and Training, and Communications.

**2011 State Office and Advisory Board Accomplishments**

- Hosted Safe Kids Day at the Capitol on February 25th. The focus areas were Window Falls Prevention and Poison Prevention. More than 18 partner organizations participated. Members took packets to all legislators containing window cling stickers and cabinet locks, courtesy of Randall Children’s Hospital and the Oregon Poison Center.
- Promoted Window Falls Week in April to increase public awareness of pediatric window falls, and developed [www.stopat4.com](http://www.stopat4.com).
- Participated in Public Health Week in Salem at the Capitol in April.
- Adrienne Greene was promoted to manage a new 5-year CDC Injury and Violence Prevention Grant. Hiring a new Safe Kids Director will be completed in early 2012.
- The Public Policy & Education Committee became the policy committee for the new CDC grant, and will focus on developing a strategic policy plan in 2012.
- Safe Kids co-led the Window Falls Task Force and is co-lead for the Injury Workgroup on Safe Sleep and Infant Suffocation Prevention, as part of the Public Health Division’s Child Health Collaborative.
- Site visits were conducted with all three chapters and nine coalitions.
- Safe Kids partnered with State Farm and Radio Disney to promote safe passenger behavior through multiple safety fair venues.
- The State Office provided training, information and resources to support Senior Checkers in registering events on the Safe Kids USA website, understanding the Safe Kids check sheet, and understanding the protocol and role of Senior Checkers at events. These efforts resulted in an increased number of senior checkers in Oregon.
- The State Office was able to increased staff support by hiring a temporary MPH student intern to help with data collection and administrative duties.
- The Advisory Board voted to provide reimbursement on registration to the national Safe Kids Conference in November through a grant from Oregon Emergency Services for Children. Four coordinators and one staff member attended the conference in North Carolina. Lucie Drum presented the Oregon Window Falls workshop at the conference.
2011 ACTIVITY OVERVIEW

Healthcare and community partners worked with Safe Kids Central Oregon to improve the health of the population and reduce health care costs to their community through prevention efforts.

Bicycle and Wheeled Sports Safety

Safe Kids Central Oregon partnerships supported community wide activities to promote bike and wheeled sports safety. Safe Kids Central Oregon members provided regular safety features on Good Morning Central Oregon. On one of the editions, Commute Options, a Safe Kids Central Oregon partner, was interviewed about biking/walking.

ThinkFirst Central Oregon, a Safe Kids Central Oregon partner, provided brain and spinal cord injury prevention curriculums to several Central Oregon elementary schools. Brain and spinal cord injury prevention presentations were made at bike rodeos, Boy Scout organizations, elementary and middle schools. More than 300 bicycle helmets were distributed to children at no cost.

Motor Vehicle Occupant Safety

Safe Kids Central Oregon partners supported monthly car seat clinics in Bend, Redmond, Prineville, and Madras.

- More than 120 child safety seats were distributed to eligible families.
- 275 child safety seats were checked for correct use.

The Trauma Nurses Talk Tough program was presented to Central Oregon High school students taking drivers education courses. The program focused on high risk behaviors that increased the likelihood of injury or death from a motor vehicle crash.

Sports Safety

Bend, Summit, Mountain View, La Pine, Sisters, and Culver high school athletes participating in football, soccer, basketball and wrestling were part of a progressive program that set new standards for concussion diagnosis and treatment. The program, called ImPACT (Immediate Post-Concussion Assessment and Cognitive Testing), was the first computerized evaluation system to help determine concussion severity, and objectively measure neurocognitive recovery to determine if and when it was safe for an athlete to return to contact sports.
2011 ACTIVITY OVERVIEW

In Columbia County, Safe Kids focused on public education efforts to increase Bicycle and Wheeled Sports Safety, Fire and Burn Prevention, Firearm Safety, Sports Safety, Water Safety and Window Falls Prevention. The Coalition also actively worked on Motor Vehicle Occupant Safety by coordinating the Car Seat Program.

Motor Vehicle Occupant Safety

New partnerships have been developed for the Car Seat Program which continues to hold car seat check-up clinics 10 times a year. Through coalition members, referrals have increased and more resources have been shared. Welcome support from the Safe Kids Lower Columbia Coalition in Cowlitz County WA, Columbia County Transit District and Columbia River Fire and Rescue make the check-up clinics possible. The Department of Human Services also participates with a CPS Technician on staff, referrals and payment for seats on a limited basis. Safe Kids Columbia County continued to receive grants to supply child safety seats for distribution to families who were low income.

- 20 child safety seats were distributed to eligible families.
- 73 child safety seats were checked for correct use.

2011 Highlights

Creating accessible public information was a key part of Safe Kids Columbia County’s strategy to strengthen child injury prevention. Over 74% of our population commutes outside the county to work. Having internet accessible safety education is vital. Safe Kids Oregon was instrumental in designing easy to read flyers for distribution and website posting. The Commission on Children and Families added a section to their webpage for Safe Kids Columbia County, which is updated regularly. The reader is guided through introductory information and can link to websites recommended by Safe Kids Oregon and Safe Kids USA.

The South Columbia Chamber of Commerce has been an essential partner in getting information to employees, employers and customers. Schools, Head Start, Healthy Start and child care providers have welcomed Safe Kids injury prevention information, including window falls prevention and sports safety.

The Columbia County Traffic Safety Commission has requested assistance in promoting public education on transportation safety for the Highway 30 Safety Corridor. Future efforts will include the Countdown2Drive program.

Safe Kids Columbia County looks forward to continually enhancing outreach and connections to families, students, commuters, policy makers, educators, and health and human service organizations. Child injury prevention is an essential strategy for healthy, vibrant communities.
Co-Lead Agencies
Hood River County Commission on Children & Families
Klickitat County Health Department

Partners
- ACTS Oregon
- Local Hospitals
- Health Departments
- Head Start
- New Parent Services
- Head Start & Migrant Head Start
- Commissions on Children & Families
- Emergency Services
- Schools
- Law Enforcement
- ODOT
- DHS
- US Army Corps of Engineers
- Oregon Parks

Prevention Priorities
- Motor Vehicle Occupant Safety
- Bicycle and Wheeled Sports Safety
- Water Safety

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2011 ACTIVITY OVERVIEW
Safe Kids Columbia Gorge concentrated on child passenger safety, increased bicycle helmet use and focused on water safety around the many lakes and rivers in the 5-county region.

Motor Vehicle Occupant Safety
Hood River and Wasco Counties each held monthly car seat safety classes in English and Spanish. Twelve car seat check-up clinics and/or education events were held in Klickitat, Hood River and Wasco Counties. Seat Belt Diversion classes were held bi-monthly by volunteers to generate funds to purchase car seats. ODOT grants and parent donations supplemented these purchases.

- 255 child safety seats were distributed to class participants who were eligible.
- 204 child safety seats were checked for correct use.

Bicycle and Wheeled Sports Safety
Skyline Medical Center, Mid-Columbia Medical Center and Providence Hood River Memorial Hospital offered free helmets and fittings in emergency rooms. Five helmet fitting stations for the public were also held.

Water Safety
An additional five Water Safety Kiosks were built and installed. There are now seven life jacket loaner kiosks in the Mid-Columbia region.

2011 Highlights
Safe Kids Columbia Gorge is surrounded with water. Water safety kiosks were added at The Dalles Riverfront Park, Columbia Hills State Park, Celilo Park, Heritage Landing and Maryhill State Park. A strong partnership was developed with the US Army Corps of Engineers expanding water safety across the Mid-Columbia region.

Car seat safety and/or bike helmet safety education was available at 12 community events: HUGS Fair, Cherry Festival, Easter Egg Hunt and Safety Fair, Children’s Fair, Sternwheeler Days, Klickitat County Fair, Home Depot Safety Fair, The Dalles Safety Fair at Water’s Edge, Children’s Place Open House and K-Mart Safety Fair.
2011 ACTIVITY OVERVIEW

Safe Kids Harney County and Harney County Safe Communities provided traffic safety resources to local schools and local agencies, as well as the community at large. The group’s ongoing activities included: winter driving education, bike safety rodeos, car seat clinics, safety and health fairs, and various pedestrian and school safety projects. Safe Kids Harney County was also an outlet for bike helmets for kids of all ages.

Motor Vehicle Occupant Safety

The main priority area for Safe Kids Harney County and Harney County Safe Communities was child occupant safety. They were the only outlet for new child safety seats located in Harney County. New child safety seats were provided to parents and caregivers at cost and to low-income families at a reduced price.

Bicycle and Wheeled Sports Safety

Another high priority for Safe Kids Harney County and Harney County Safe Communities was wheeled sports safety. Bike helmets and multisport helmets were provided to youth in the county at cost. Safe Kids Harney County partnered with law enforcement agencies, the schools and the Kids’ Club to promote helmet usage. One of the main promotion activities was the annual bike rodeo held the weekend after school was out for the summer.

2011 Highlights

Safe Kids Harney County participated in the following community events:

- Harney County Fair
- Suntex Rural Schools Health Fair
- Harney District Hospital Health Fair
- Red Ribbon Week
2011 ACTIVITY OVERVIEW

Safe Kids Malheur County stayed busy running a car seat fitting station, teaching children how to stay safe while riding bikes, educating the community on the importance of staying physically healthy and participating in sharing other safety messages.

Motor Vehicle Occupant Safety
Safe Kids Malheur County held a monthly child safety seat fitting station at the Ontario Fire Department on the 2nd Thursday of the month. Grant funds from the Oregon Dept. of Transportation purchased new scales, noodles, tape measures and other items needed for the fitting station.

- 52 child safety seats were distributed to eligible families
- 108 child safety seats were checked for correct use.

In 2011, Safe Kids Malheur County increased their worked with law enforcement. When car seat violation citations were issued, officers could refer people to attend the fitting station and have the citation excused. Safe Kids Malheur County also provided law enforcement agencies with handouts on car seat safety and fitting station time and date cards for officers to share with people they contacted. Several families came to Safe Kids events via the cards/information they received through this effort.

2011 Highlights
Coalition and Community Partner Building - Safe Kids Malheur County is continually dedicated to community outreach to prevent unintentional injuries in children. In 2011 we were able to partner with the nursing program at Treasure Valley Community College. Nursing students join our group at car seat clinics and fitting stations to help out with scribing, weighing and measuring children, and talking about good child safety practices with families.

Safe Kids Malheur County, in partnership with Malheur County Traffic Safety Commission, participated in the annual Malheur County Fair in August. This event served as a way of providing fun education in seat belt safety as well as pedestrian, child car seat, and bicycle safety. Malheur County Traffic Safety Commission provided helmets for all children and adults that participated in the bicycle safety course and bike rodeo.

On September 24, 2011 Safe Kids Malheur County participated in National Car Seat Check Day, holding the event at our partner dealership, Hanigan Chevrolet.

Our last big event was November 16th, when Safe Kids Malheur County participated in a Teen Driving Safety Seminar held at the Ontario High School. The “Spot The Tot” safety mat was used to provide an interactive demonstration on how difficult it is to see children behind a vehicle and how very important it is to always do a walk-around before backing up.
**COORDINATOR**

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### 2011 ACTIVITY OVERVIEW

Safe Kids North Coast participated in community safety fairs, child safety seat clinics, bike rodeos, school safety fairs, Halloween events, International Walk to School Day events, and Safe Travels Program for Head Start agencies. Safe Kids North Coast members strengthened their community partnerships in the county by encouraging businesses, non-profit agencies, law enforcement and health agencies to join their growing membership. They continue to provide education to families and children in the community.

#### Water Safety

Clatsop County provides recreational opportunities on and near the Pacific Ocean, Columbia River, and multiple lakes. Safe Kids North Coast currently has seven life jacket loaner kiosks located in the following recreational areas within the county: Astoria East Mooring Basin, Hammond Mooring Basin, Warrenton Mooring Basin, Coffenbury Lake – near the boat ramp and near the swimming area, and Cullaby Lake - near the boat ramp and near the south end swimming area.

#### Motor Vehicle Occupant Safety

In 2011, four child car seat clinics were sponsored by Safe Kids North Coast.
- 65 child safety seats were distributed to eligible families.
- 92 child safety seats were checked for correct use.

Safe Kids North Coast continues to focus on low-income families and new parents with their education and distribution of car seats in the county.

#### 2011 Highlights

Safe Kids North Coast invited the public to attend their two annual community safety fairs held in May in Seaside for National Safe Kids Week and in September in Warrenton for Child Passenger Safety Week. These safety fairs included stations on helmet safety with a bike rodeo, fire safety, power safety presented by Pacific Power, car seat check-up clinics, water safety, pedestrian safety, and poison safety. Medix also brought an ambulance to look through. The safety fair focused on kids ages 0 to 14 and provided prizes to all the children that attended. Overall, hugely successful events!

Safe Kids North Coast also participated in 3 school safety fairs at: Astor Elementary, Knappa Elementary, and Warrenton Grade School. Each school event featured safety stations on bicycle and wheeled sports safety, fire safety, motor vehicle occupant safety, and health awareness. 912 students participated and each child received a bag of safety materials.

In October, Safe Kids North Coast participated in the International Walk to School Day event with the after school students at the Astoria Recreation Center. In addition, Halloween Safety Bags were provided to children in Seaside at the Convention Center and to children at the Monster Bash in Astoria.
Partners of the Safe Kids Portland Metro (SKPM) Coalition coordinated hundreds of health and safety events in 2011, providing injury prevention educational opportunities for thousands of families in the metro area. The coalition focused on the following activities to address leading and emerging injury trends in children:

- Child Passenger Safety events (including car seat distributions)
- Bike Safety and Helmet Distribution Programs
- Water Safety and Life Jacket Programs
- Concussion Prevention Grant Program
- Countdown to Drive Program
- Fire Prevention Programs – Start Safe
- Window Fall Prevention - Stop at 4 Campaign
- Biannual Safety & Injury Prevention News Conferences

2011 Event Highlights
Safe Kids Portland Metro prepared for the launch of a new coalition in October 2011 – Safe Kids Washington County! We are excited to have a new coalition in Oregon and congratulate Storm Smith, Coalition Coordinator, and Hillsboro Fire as lead organization. SKPM will remain the coalition for Multnomah and Clackamas Counties. Additional highlights:

- Monthly Child Safety Seat Check Up events in each county
- Kid Fest at the Expo Center
- Trauma Nurses Talk Tough Bike Helmet Distributions
- Safe Kids Day at the Oregon Zoo (attendance >5,600)
- Legacy Health Fairs at Legacy Emanuel Medical Center and Legacy Mount Hood Medical Center
- Day in Damascus Safety and Health Fair
- Clackamas Town Center Road & Safety Fair
- Safety Street at Clackamas County Fair
- Wilsonville Fun in the Park
- Life Jacket Loaner Programs at Haag Lake and AMR River Rescue

2011 Motor Vehicle Occupant Safety
In 2011, partners of Safe Kids Portland Metro conducted 81 child safety seat check up events in Multnomah, Clackamas and Washington Counties.

- 694 child safety seats were distributed to eligible families.
- 3,106 child safety seats were checked for correct use.

2011 Professional Development
Professional development opportunities in Portland Metro area included:

- 7th Annual Bi-State Injury Prevention Summit
- Bilingual CPS Technician Training (focusing on cultural diversity)
- Three CPS Technician Classes, 1 Recertification class and 3 CEU workshops.
2011 ACTIVITY OVERVIEW

Safe Kids Rogue Valley (SKRV) continues to expand its efforts in as many local opportunities as possible. La Clinica/Kids Health Connection joined the coalition as a way to expand the wheeled sports-helmet program with the aid of Rogue Valley Transportation District and Rogue Regional Medical Center. This program is a way to get helmets distributed, fitted and donated to children identified as “in need” through the elementary schools. Child safety seat check-up events were hosted throughout the valley from Grants Pass, out to Rogue River and down into Ashland. Safe Kids Rogue Valley has a large and diverse population and the coalition is always expanding its ability to meet the safety needs of residents.

Motor Vehicle Occupant Safety

Every month SKRV in partnership with Jackson County Sherriff’s Department hosted a local distribution clinic where an average of 20-25 seats were provided to parents in need, in addition to checking car seats already in use. Throughout the year, 20 check-up events were held including Safety Saturday, at Providence Medford Medical Center, for Umpqua Bank in Rogue River, at Rock-a-Palooza in Eagle Point and more.

- More than 150 child safety seats were distributed to eligible families.
- 315 child safety seats were checked for correct use.

Bicycle and Wheeled Sports Safety

Safe Kids Rogue Valley held their annual May Safe Kids event; “Adventures in Safety” at the Rogue Valley Mall. There was a great turnout and the event featured a bicycle rodeo that taught participants safe riding habits and proper helmet and bicycle fittings; a fire safety trailer focused on home fire safety; the Jackson County Search and Rescue Lost But Found program, and many other partners.

Safe Kids Rogue Valley was also in attendance at the National Bike to School Day in Ashland, the Safety Day in Grants Pass and the open house for Medford Family’s YMCA. Our helmet donation program with Kids Health Connection donated 40 helmets to each of the 5 affiliated schools. This is a partnership that has been recently fostered and the plan is to continue it in 2012.
UMATILLA & MORROW COUNTIES

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2011 ACTIVITY OVERVIEW

Safe Kids Umatilla & Morrow Chapter members remained dedicated to reducing injuries to children and providing safe environments for them to live and play. The chapter continued collaboration with Hermiston’s Safe Communities Coalition on child safety issues.

Motor Vehicle Occupant Safety
Safe Kids Umatilla & Morrow continued to promote proper car seat use and installation, seat belt use and the messages regarding hyperthermia through the “Kids in Cars” program throughout communities.

Safe Kids Umatilla & Morrow held 7 Safe Kids Buckle Up Car Seat Checkup events and 2 new senior checkers were approved.

- 72 child safety seats were distributed to families who were low income
- About 50 child safety seats were checked for correct use.

Water Safety
The life jacket kiosks at the Umatilla Marina were kept stocked with a variety of life jackets throughout the year. Families were very appreciative of this resource.

2011 Highlights
Safe Kids participated in International Walk and Bike to School Day at Rocky Heights Elementary and with a number of Head Start classrooms in the Hermiston area.

We participated in the Safe Start Travel program with Umatilla Morrow County Head Start Classroom and Parent Educators and also distributed curriculum packs and arranged for Head Start programs to be trained by the State Fire Marshall’s office on the Start Safe Fire prevention program. This training occurred at UMCHS Inc, (Head Start and Early Head Start) Cay-Uma-Wa (Tribal Head Start) and OCDC (Migrant Head Start).

Safe Kids Umatilla & Morrow supported community education booths at 4 events including:

- Family Care Health Fair
- National Family Health and Fitness Fair
- Boardman Children’s Fair
- Pendleton Parks and Recreation Halloween Party
2011 ACTIVITY OVERVIEW

Safe Kids Union County reached thousands of community members with Safe Kids messages:

- Participated in 9 safety/health fairs: Volunteer Link, Blue Monday, K-3 Grade Safety Fun Fair, Apple Eyecare Safety Celebration, Union County Fair, Celebrate La Grande, Drug-Free Relay, Greenwood Open House and Island City Open House.
- Participated in 23 classroom presentations: Walk to School (1), bicycle safety (2), crossing guard training (2), pedestrian safety (13), Halloween safety (1) and drivers education (4).
- Helped sponsor 2 guest safety speakers: Jermaine Gallowa the “Tall Cop” and Nigel Wrangham.
- Held 2 CPS clinics at DHS and at Goss Motors during National CPS Week. Provided support to the La Grande Fire Dept. fitting station.
- Safe Kids Union County worked with 2 seniors from Imbler and Cove High Schools with their senior projects. One was focused on distracted driving, while the other focused on drinking and driving.
- Safe Kids Union County worked with a Junior to help him with part of his senior project focusing on bicycling and walking to School.
- Coalition members sent out calendars twice during the year to all elementary age students through schools listing family friendly activities. Table tents were also placed in the majority of eating establishments in Union County with prevention messages about childhood safety and unintentional injury.
- Radio and print advertisements were run in the local media to foster public awareness about Safe Kids.

Bicycle and Wheeled Safety

Safe Kids Union County held 3 bike rodeos: Wal-Mart Safety Week, City of Cove and during La Grande Downtown Crazy Daze.

Motor Vehicle Occupant Safety

In honor of national Child Passenger Safety Week a child safety seat clinic was held on September 21st at DHS in La Grande and a second was held September 24th at MJ Goss Motors. La Grande Fire hosted car seat checks by appointments and partner agencies assisted with car seat distribution by trained staff.

- 91 child safety seats were distributed to eligible families.
- 63 child safety seats were checked for correct use.

2011 Highlights:

A record number of students - 1,289 attended the Safety Fun Fair, 100% of Union County kindergarten through 3rd graders. They participated in: bus safety, pedestrian safety, water safety, brain injury prevention, fire safety and poison prevention.
2011 ACTIVITY OVERVIEW


Motor Vehicle Occupant Safety

Safe Kids Washington County actively participated with Safe Kids Portland Metro in child safety seat check-up events and child safety seat distribution. Working with Forest Grove Fire, Tuality Health Education and Washington County Sheriff’s Office, car seats were checked at monthly check-events and individual seat checks were provided by appointment.

Water Safety

Safe Kids Washington County maintained life jacket kiosks at Haag Lake. The Gaston Rural Fire District monitored the kiosks to ensure that life jackets were available and well maintained.

Window Falls Prevention

A window falls prevention display developed by Hillsboro Fire, was used to provide window falls prevention education at safety fairs.

2011 Highlights

In addition to achieving coalition status, Safe Kids Washington County entered into a fiscal sponsorship relationship with the Washington County Bike Safety Coalition.
2011 ACTIVITY OVERVIEW

Safe Kids Willamette Valley participated in 8 health and safety fairs, reaching approximately 2,000 community members. Coalition members also ran advertisements this past year to get the word out about childhood safety and unintentional injury. Every month SKWV had different PSA radio spots on the local radio station giving safety information on a variety of topics.

Motor Vehicle Occupant Safety
During 2011, 15 car seat clinics were coordinated by Safe Kids Willamette Valley. They also hosted a child passenger safety (CPS) technician update with ACTS Oregon for 35 CPS technicians at Salem Hospital.

- 126 child safety seats were distributed to eligible families.
- 383 child safety seats were checked for correct use.

Bicycle and Wheeled Sports Safety
Safe Kids Willamette Valley participated in a activities highlighting bicycle and wheeled sports safety. They participated in a bike rodeo that included helmet distribution.

Water Safety
The coalition participated in several health fairs highlighting water safety and distributed more than 100 life jackets to infants and children. This was a big hit with parents. We hope to distribute as many if not more next year. The 3 life jacket loaner stations continue to get heavily used during the summer months.

Fall Prevention
At the Keizer Fire Department Health and Safety Fair, Safe Kids Willamette Valley had a window display with various window stops and window guards installed on the display as a way to educate parents about various window safety devices. While no safety devices were distributed, many people took the Stop at 4 brochures and window clings with important window safety information provided.

2011 Highlights
The highlight for 2011 was the Family Building Block Riverfront Festival. It was a very well attended and busy event with long lines of children and parents waiting to receive a free life jacket given with education on boating and water safety. It was a very fun and worthwhile event.