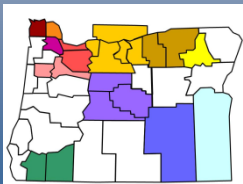


MISSION STATEMENT:

“Working Together to Reduce Unintentional Preventable Injury and Death in Oregon’s Children Ages 0 – 14.”



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VISION

“Injury Prevention as Every Oregonian’s Approach to Life.”

Safe Kids Oregon

News From Around the State

Coalition Updates

Safe Kids Columbia County

Sunny skies and a great location made the success of the Columbia County Safe Kids Buckle-Up event in September inevitable. Technicians and volunteers were energized, parents happy and children safe!

Emmert Motors hosted the event directly off busy Highway 30 in St. Helens. Technicians from St. Helens and Cowlitz County, WA, educated parents while checking 9 car seats and installing 10 new car seats.

County Commissioner Henry Heimuller greeted parents and completed a quick survey with each, asking what had drawn them to the event.

A table of information about child injury prevention was a popular feature. Gun locks, stickers promoting driving smoke free and never leaving your child alone in a vehicle, and window locks were among the free items available to families.



Safe Kids Union County

Safe Kids Union County joined Cove Elementary kindergarten through 5th graders on Wednesday, October 3rd to raise awareness about pedestrian safety on International Walk to School Day. The morning was chilly, but over 120 children gathered at the school football field and burned off energy walking around the field. They were joined by two local representatives from Safe Kids corporate sponsor FedEx.

Union County Sheriff’s Deputy Tony Humphries talked about rules of the road, safe walking and biking practices. "International Walk to School Day is a great opportunity for students to learn how to remain injury-free as they walk to and from school" said Luke Bundren, a Cove High School senior who is finishing his senior project which involves educating children on bicycle and pedestrian safety. Luke worked with Hannah Hulse, a sophomore at Cove High School, so she can continue the project next year.

Distracted Middle School Pedestrians

By Brian Potwin, Commute Options



Mobile devices, such as iPhones, iPods, cell phones and tablets have become more prevalent in schools across the nation and Rim Rock Expeditionary Alternative Learning Middle School (REALMS) is no exception. Although this ease in communication and entertainment has aided in educational endeavors at REALMS, recent observations at the school have identified hazards and risks.

During the hours directly before and after school at REALMS, students can be seen engaged in many different types of activities. Students play basketball, ride skateboards, and even stilt walk; however, some students can be seen staring into the screen of a mobile tablet, talking on a cell phone or listening to music. The hazards and risks begin when these students become pedestrians. O.B. Riley Road, located adjacent to REALMS, is a wide rural road with dirt shoulders and sporadic sidewalks. Distracted students on mobile devices leaving the school put themselves and others at risk. A higher number of distracted pedestrians than expected were recorded by Commute Options during Phase 1 of the Pedestrian Safety Research grant observations at REALMS.

Scheduling and planning for educational classes to encourage students to “Put the Cell Phone in Your Pocket”, will begin Winter 2013. Commute Options' hope is to encourage students to pay attention and be aware of their surroundings while walking and bicycling. Another observation will be conducted in the Spring to determine the impact of the education.

Pedestrian Safety Research Grant Awarded

Safe Kids Walk This Way is funding a national research project to determine the prevalence of distracted child pedestrians in school zones across the country. Safe Kids Central Oregon was awarded one of 25 grants and is working with Commute Options at REALMS Middle School.

The research will investigate the use of cell phones, mp3 players and other technologies by child pedestrians. The effectiveness of classroom-based pedestrian safety education informing the students of the dangers of distracted walking will also be evaluated.



Safe Kids Partner Profile – Harmony Miller

Harmony Miller joined the Safe Kids Oregon Advisory Board in 2012 because she believes that a focus on prevention and safety are essential to reducing unintentional childhood injury. Through her work at D'Amore Law Group, Harmony has witnessed the emotional impact and lifelong repercussions that come with catastrophic injury. Because childhood injury is often preventable, Harmony believes that parents need information and the support of their communities to make their children's lives safer.



After working with numerous brain injured clients, Harmony developed an interest in traumatic brain injury (TBI) treatment and prevention, and supports Safe Kids Oregon's many initiatives to help reduce TBI through car seat clinics, use of bike helmets, and concussion awareness programs.

Harmony recently completed a Master of Public Health at Portland State University. Harmony is the Administrator at personal injury firm D'Amore Law Group in Lake Oswego, and lives with her husband in Portland.

'Tis the Season for Giving –

Safe Kids Oregon strives to ensure that all children live safe and healthy lives by engaging families and communities to prevent unintentional injuries. Local Safe Kids Coalitions distribute safety items and provide education to hundreds of families throughout Oregon. Our coalitions touch many Oregon families, but there is much more work to do.

With your support, we can move one step closer to meeting the safety needs of all of Oregon's children. Please consider donating to Safe Kids Oregon this holiday season. A \$25 donation can purchase 5 bike helmets or a booster seat; \$50 can buy a child safety seat, or 5 smoke alarms.

Sent donations to:

Safe Kids Oregon

C/O Impact NW

P.O. Box 33530

Portland, OR 97292-3530

Or visit http://www.safekidsoregon.org/?page_id=13.

Thank you for your generous support!



December Health Focus: Benefits of Booster Seat Laws

After booster seat laws were passed, child deaths decreased.

States with laws requiring kids to ride in car booster seats have had fewer child deaths in crashes, especially among 6- and 7-year-olds, researchers reported in *Pediatrics (Booster Seat Laws & Fatalities in Children 4 to 7 Years of Age, 11/5/12)*.

Oregon law requires that children who have outgrown traditional car seats use a car booster seat to age 8 or 4'9" in height. A booster raises a child high enough so that seatbelts can be positioned properly - with the shoulder strap across the shoulder (not the neck), and the lap belt across the hips.

This new study found that after states began passing booster seat laws, fewer children ages 4 to 7 died in car accidents - and the biggest differences were seen in older kids. Between 1999 and 2009, states that required booster seats had an 11 percent lower risk of child traffic deaths compared with states without a law. When the booster law included 6- and 7-year-olds, deaths dropped by about one-quarter, versus states with no booster seat mandate.

"I think parents may think that as kids get older, they need booster seats less," said senior researcher Dr. Lois K. Lee of Children's Hospital Boston. "But this shows that it's kids at the upper end of the age range who could benefit the most."

Already, the American Academy of Pediatrics (AAP) says that children should ride in car seats with a harness until they are 4 years old, or have outgrown the seat. After that, they should use a booster seat until they're between 8 and 12 years old, or have reached 4'9" in height.

The findings are based on data from the National Highway Traffic Safety Administration (NHTSA) for 1999 - 2009. In 1999, no U.S. state had a car booster seat law; by 2009, nearly all states did.

Parents needing advice on using booster seats have many on line resources available. These include NHTSA (www.nhtsa.gov), Safe Kids USA (www.usa.safekids.org), Safe Kids Oregon (www.safekidsoregon.org). ACTS Oregon Child Safety Seat Resource Center (www.childsafetyseat.org) has educational materials as well as a calendar of local inspection stations and check up events in Oregon.



2013 Safe Kids USA Conference

This year's Safe Kids USA Conference will be June 19 – 22 at The Gaylord National Resort & Conference Center, just minutes outside Washington D.C.



All members of the Safe Kids Worldwide network are invited. We will come together with a clear focus: how can we improve the outcomes of our work and reach as many children and families as possible with information and programs that are effective? More details on registration and hotel information will be coming soon.

Call for Abstracts

Please consider submitting an abstract. Abstracts should be on global and domestic topics related to unintentional childhood injury prevention (ages 0-19) For more information see the [Abstract Submission Guidelines](#). Submissions are due January 4, 2013.

9th Annual Kidz In Motion (KIM) Conference



The KIM Conference will be August 27-29 at the Hyatt Regency Tamaya Resort & Spa near Albuquerque, NM. Registration will open in December, 2012 at www.kidzinmotion.org. There is a **special offer** this year – the 3rd person registered from an agency/organization will receive a \$75 discount off of their registration fee.

Call for Abstracts

Abstracts for programmatic and technical workshops on child occupant protection issues may be submitted using the easy-to-complete form at www.kidzinmotion.org by February 15, 2013.

Oregon will be represented this year by Dr. Ben Hoffman, a pediatrician and CPS Technician Instructor with OHSU, who will be a conference plenary speaker.

Safe Kids Oregon is housed in the Oregon Public Health Division's Injury and Violence Prevention Program.



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<http://safekidsoregon.org>

Safe Kids Oregon encourages readers to share their news with us. If you have an issue you would like to see covered in the statewide Safe Kids newsletter, or if you know of an article, event, or other item of interest, we would like to hear from you.

Contact:

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Fax: 971-673-0990

-Safety Observance Calendar-



February 3-9, 2013
National Burn
Awareness Week

<http://www.ameriburn.org/Prevention.htm>



March 17-23, 2013
National Poison
Prevention Week

<http://poisonprevention.org/poison.htm>

-Upcoming Conferences-



International Boating & Water Safety Summit
March 24-27, 2013
San Antonio, TX
<http://www.watersafetycongress.org/ibwss.shtml>



Transporting Students with Disabilities and Preschoolers
March 8 – 15, 2013
Fresno, TX
<http://www.tsdconference.com/>