



*Serving Marion and Polk Counties*

### Co-Lead Agencies

**Salem Hospital**

**Polk County Fire District #1**

### Partners

- Burlington Coat Factory
- Family Building Blocks
- Keizer Fire District
- Oregon State Marine Board
- Salem Hospital
- Oregon Dept of Transportation
- Polk County Fire District # 1
- Salem Hospital
- West Salem Kiwanis
- 1490 AM - KBZY

### Prevention Priorities

- Motor Vehicle Occupant Safety
- Water safety
- Fall prevention

## WILLAMETTE VALLEY

### COORDINATOR

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### **2013 ACTIVITY OVERVIEW**

Safe Kids Willamette Valley participated in three 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 Safe Kids Willamette Valley had different public service announcement radio spots on 1490 AM – KBZY, the local radio station, giving safety information on child injury prevention topics.

### **Motor Vehicle Occupant Safety**

During 2013, eleven car seat checkup clinics were coordinated by Safe Kids Willamette Valley. Appointments for families seeking a reduced cost car seat were made through Salem Hospital.

- 77 child safety seats were distributed to eligible families.
- 293 child safety seats were checked for correct use.

### **Fall Prevention**

The highlight for 2013 was the Family Building Block Riverfront Festival. Safe Kids Willamette Valley used various window stops and window guards installed on a window display as a way to educate parents about window safety devices. Many families also received the Stop at 4 brochures and window clings with important window safety information.

### **Water Safety**

Having access to a life jacket near water is one of the strategies used to prevent drowning in lakes and rivers. Safe Kids Willamette Valley continues to monitor the use of life jacket loaner kiosks at Riverfront Park in Independence, Wallace Marine Park in W. Salem and Mongold Park on Detroit Lake in Marion and Polk counties. They continue to get heavy use during summer months.