

FACT SHEET

“If a disease were killing our children at the rate that unintentional injuries are, the public would be outraged and demand that this killer be stopped.”

— C. Everett Koop, M.D., Sc.D.
Former U.S. Surgeon General



Who We Are

Safe Kids Oregon is the state affiliate of Safe Kids Worldwide, the first international organization dedicated solely to the prevention of unintentional childhood injury. Launched in 1995, **Safe Kids Oregon** focuses on one specific problem: more children ages 19 and under die from unintentional injuries (motor vehicle crashes, fires, drowning and other injuries) than from any other cause.

Unintentional injuries kill one million children annually worldwide and permanently disable even more. To combat this problem, Safe Kids Worldwide was established in 1987 and has expanded globally into 19 countries. With this worldwide coordinated effort with others in the injury prevention field, Safe Kids Worldwide and **Safe Kids Oregon** are working to achieve a 25 percent global reduction in unintentional injury by 2020.



Mission Statement

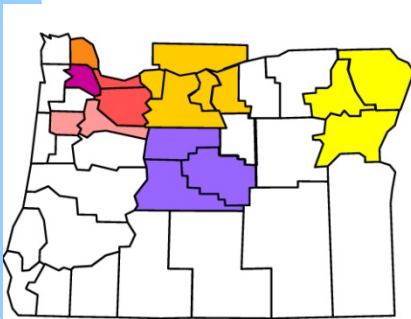
“Working together to reduce unintentional preventable injury and death in Oregon’s children ages 0–19.”

Vision Statement

“Injury prevention as every Oregonian’s approach to life.”



Where We Work



Safe Kids Oregon is one of the over 300 coalition’s active in all 50 states, the District of Columbia and Puerto Rico. **Safe Kids Oregon** is geographically represented by eight local coalitions, reaching approximately 72% of Oregon’s children under the age of 19. We are located in the following Oregon counties: Baker, Clackamas, Columbia, Crook, Deschutes, Hood River, Jefferson, Marion, Multnomah, Polk, Sherman, Union, Wasco, Willamette and Washington.

What We Do

Safe Kids Oregon promotes change in attitudes, behavior and the environment. Our statewide network of organizations provides injury prevention information, safety devices, activities, and events aimed at empowering local communities to prevent unintentional childhood injuries. We bring together health and safety experts, corporations, foundations, governments, parents, and community volunteers to educate and protect children and their families. It takes a multi-faceted campaign (grassroots outreach, education, media and public policy efforts) to reach thousands of children and their families with life-saving interventions.

Safe Kids Oregon

- Supports public awareness campaigns
- Provides education and training
- Distributes safety items and educational materials
- Administers small grants and incentives
- Supports child safety policies and laws
- Provides technical support on community building



Safe Kids Injury Risk Areas

- Motor vehicle occupant safety
- Falls prevention
- Drowning prevention and water safety
- Poison prevention
- Fire and burns prevention
- Safe Sleep and Suffocation prevention
- Pedestrian safety
- Concussion Prevention and sports safety
- Bicycle / wheeled sports safety and helmet protection

Success

In Oregon since 1995, unintentional injury deaths to children ages 0–14 have declined by 54%.

Oregon Contacts

Coalitions

Central Oregon

Serving Crook, Jefferson and Deschutes Counties

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Columbia

Serving Columbia County

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Columbia Gorge

Serving Hood River, Sherman and Wasco Counties in Oregon; Klickitat County in Washington

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Northeast Oregon

Serving Baker, Union and Wallowa Counties

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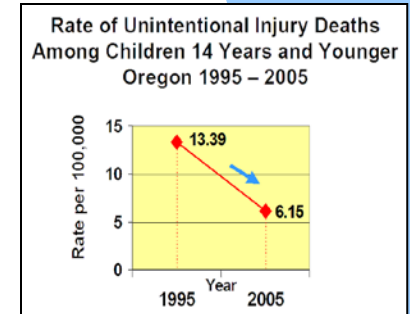
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Serving Marion and Polk Counties

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