Safe Kids Oregon

Working to reduce unintentional preventable injury and death in Oregon’s children.
Dear Friends,

For 14 years, Safe Kids Oregon has been dedicated to preventing unintentional childhood injury, and it’s working. From 1995 to 2005, the unintentional injury death rate for children ages birth to 14 dropped more than 54 percent in Oregon – one of the largest declines ever seen in a children’s health issue.

The efforts of Safe Kids Oregon, its 14 coalitions and chapters, and over 150 partners – including corporations, government agencies, public policy-makers, medical professionals, public health and advocacy groups – have led to remarkable successes in preventing childhood death and injury.

Despite this tremendous progress, unintentional injury remains the number one killer of children ages 1 to 14 in Oregon. Between 2003-2006, 308 Oregon children under the age of 14 were killed by preventable unintentional injuries and another 6,208 were hospitalized. As I write this, our state is engulfed by concern about 9 cases of the flu. And, while the flu season will pass, the problem of unintentional injury will not stop without concerted state and community action.

In this report, we highlight the work of Safe Kids in 2008. Our long-term partnership with communities in Oregon has saved children’s lives through increased awareness, new legislation, changes in community norms and behaviors, research and the recruitment and training of coalition and chapter members.

This report provides a roadmap for the future. We can prevent injury, but it will require us to recognize the seriousness of the problem, and act. Please read it, spread the news, and pitch in to help us create an Oregon where all kids are truly “safe kids.”

Sincerely,

Adrienne Greene, MPA
State Director
Safe Kids Oregon
The unintentional injury death rate among children ages 14 and under in the state of Oregon declined 54 percent from 1995 to 2005.

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 among children ages 14 and under in the United States, claiming more than 5,100 child lives annually, or an average of 14 children each day. In addition, more than 6.2 million medical visits for unintentional injuries among U.S. children ages 14 and under were made in 2006. Furthermore, over 16% of all hospitalizations for unintentional injuries among children result in permanent disability, about 1 million children per year. Since 1995, Safe Kids Oregon has been raising awareness about childhood unintentional injuries and deaths in the state of Oregon by supporting public awareness campaigns, providing education and training, distributing safety items and educational materials, and supporting child safety policies and laws.

KEY FINDINGS

The collective efforts of organizations have reduced the rate of unintentional injuries to children ages 14 and under by 54% in Oregon and nationally by 45% since 1995. Despite this decline, unintentional injury is the leading cause of death among children. Between 2002-2006, 308 Oregon children 14 years of age and younger were killed by preventable unintentional injuries and another 6,208 were hospitalized.
Despite this tremendous progress, unintentional injury remains the number one killer of children ages 14 and under in our state.

In Oregon, motor vehicle crashes remain the leading cause of unintentional injury-related deaths among children ages 1 to 14. From 2002-2006, 40% of all fatal unintentional child injuries were due to motor vehicle crashes.6

Nonfatal childhood injuries such as those due to falls, motor vehicles, poisoning, being struck by/against objects and bicycle/pedal transportation continue to pose serious health problems for Oregon’s children, as well. Over 510 children in Oregon each year visit the hospital due to unintentional falls alone.7
Unintentional injury is a serious public health problem and must be elevated by the state and communities to a top priority. Safe Kids Oregon asks for a community and state call-to-action to recognize unintentional injury to children as a top public health priority.

**GEOGRAPHY**

Safe Kids Oregon is represented by nine chapters and five local coalitions that are active in counties where 85% of Oregon’s children live.\(^8\)

There are geographic differences in injury and death rates. Children living in the more densely populated areas of Oregon are at higher risk for falls, as more people are living in apartment complexes and second-story housing.\(^9\)
The highest risk of unintentional death and injury in Northeastern Oregon children under the age of 14 are poisoning, drowning, and fires/burns.10

Safe Kids Chapters & Coalitions in Oregon

RISK AREA ANALYSIS

In this report, we present an overview of the nine injury priorities that are the focus of prevention for Safe Kids Oregon:

- Motor vehicle occupant safety
- Drowning prevention and water safety
- Fire and burns prevention
- Pedestrian safety
- Bicycle/wheeled sports safety and helmet protection
- Falls prevention
- Poison prevention
- Suffocation prevention
- ATV injury prevention

We also highlight the work of Safe Kids chapters and coalitions around the state and report on the trends in Oregon childhood injury and death patterns between 2002-2006.
OREGON LAW

Seatbelts - November 1990
All motor vehicle operators and passengers must be properly secured with a safety belt or safety harness, unless all safety-belt equipped seating positions are occupied by other persons.

Child restraints - July 2002
All children less than 6 years of age or sixty pounds are required to be restrained appropriately with a booster seat.

Pick-up trucks - November 2003
Children under 18 years of age are prohibited from riding in the open bed of a pick-up truck.

Child restraints - July 2007
Infants must ride rear-facing until they reach both one year of age AND twenty pounds. Child passengers must be restrained in forward facing safety seats until they weigh forty pounds. Law is adapted, so that children must now use a booster seat until they are 4'9" tall, or until they are 8 years of age.

MOTOR VEHICLE OCCUPANT SAFETY

Since passage of Oregon's adult safety belt law in 1990, a significant increase has occurred in the use of occupant protection devices throughout the state. In 2008, safety belt usage by all drivers and passengers combined was 96%. Total occupant usage is highest in the Mid-Valley segments and lowest in the Eastern segments of the state.11

Despite the high seat belt usage rate, motor vehicle occupant injury remains the leading cause of injury-related death among children. An average of 25 child occupants ages 14 and under die in motor vehicle crashes each year in Oregon. In addition, an estimated 162 child occupants in this age group are hospitalized with non-fatal injuries.12

Riding unrestrained is a significant risk factor for death and injury among child occupants of motor vehicles. Heightened public awareness of appropriate selection and proper installation of child safety seats, coupled with increases in the consistent use of child restraints, have contributed to injury death reduction. Child occupant protection laws are effective in reducing fatal injuries to children by approximately 35%.13 In Oregon, infants must ride rear-facing until they reach both one year of age and 20 pounds. Child passengers must be restrained in forward facing safety seats until they weigh 40 pounds and must use a booster seat until they are 4'9" tall, or 8 years old.14

WHAT WE ARE DOING

Safe Kids chapters and coalitions throughout the state provide education about the proper use of child safety seats to caregivers. Additionally, low-cost or free child safety seats are provided to caregivers who cannot afford them.

Safe Kids Oregon and the Alliance for Community Traffic Safety (ACTS) Oregon Child Safety Seat Resource Center are collaborating to build a larger network of experienced Child Passenger Safety Technicians who can serve as highly-skilled “Senior Checkers” at community check-up events.

Safe Kids Oregon and ACTS Oregon Child Safety Seat Resource Center are working to develop a standardized checkup form to be used statewide. Moving to a single check-up data form will enable us to monitor our efforts more effectively.
Children are at an increased risk for pedestrian injury and death because the traffic rules and risks often exceed their cognitive, developmental, behavioral, physical, and sensory abilities. In addition, parents and caregivers often overestimate their child's traffic skills. Children are impulsive and have not developed the skills to judge how far away a car is and how quickly it is approaching. Usually, these skills develop gradually and are not fully mastered until at least age 10.15

One specific age group, ages 1 to 4, is at increased risk for non-traffic related pedestrian injuries, such as when a car backs up in the driveway, parking lot, or on sidewalks.16 Unfortunately, injuries sustained by child pedestrians are often severe. From 2002-2006, 9 children in Oregon were killed as pedestrians and 45 more were hospitalized in non-traffic related incidents.17

**WHAT WE ARE DOING**

- Several Safe Kids chapters and coalitions have partnered with schools in support of the international Walk To School Day in October. A key component of this day is to assist with “walking school buses” where community volunteers pick kids up at home or at designated locations along a walking route to school. Walking school buses help to reduce traffic congestion due to school traffic and increases driver awareness of children bicycling and walking. Child pedestrian safety to and from school is a focus for Safe Kids because a national survey of speeding in school zones found that two-thirds of drivers exceeded the posted speed limit during a 30 minute period before and after school.18

- Safe Kids chapters, coalitions and partner organizations teach children and adults in the community how to share the responsibility of safety on the road. Students learn to be responsible pedestrians who follow traffic rules and regulations. The adults learn what to expect in pedestrian areas, particularly in school zones and other areas where children tend to be.
OREGON LAW

Bicycle Helmets - July 1994
- Any youth under age 16 riding a bike or when a passenger on a bike in any public place (streets, roads, sidewalks, parks, etc.) must wear bicycle helmets labeled ANSI and/or Snell approved.

Safety Helmets - January 2004
- Oregon law requires youth under the age of 16 to wear safety helmets when riding on skateboards, scooters, and in-line skates in public places. Failure to wear protective headgear is a traffic violation, which carries a fine of $25 for each offense.

BICYCLE / WHEELED SPORTS SAFETY AND HELMET PROTECTION

Helmets protect from brain injury—a potentially serious consequence of sports injuries—and should be used for all contact sports as well as in-line skating and skateboarding. Children, especially, should wear helmets when engaged in sports activities where impact could result in head injury. This includes children riding to school on bikes, scooters, inline skates and skateboards. According to the Oregon Department of Transportation (2005), observed bicycle helmet use among children under the age of 16 is only 45.3%, statewide.

Oregon law requires youth 15 years of age and younger to wear safety helmets when riding a bike or when a passenger on a bike in any public place. This helmet law has been shown to increase helmet use among bicyclists. In 2004, a new amendment to the law made it mandatory for children ages 15 years and younger in Oregon to wear helmets when riding on skateboard, scooters, and in-line skates in public places.

WHAT WE ARE DOING

- Safe Kids chapters and coalitions around the state partner with Trauma Nurses Talk Tough, Think First, Bicycle Transportation Alliance, service organizations, and law enforcement to provide classroom education and bicycle helmets if possible (through discounts or donations) to schools.
- Bicycle rodeos are held throughout the year, in which a bicycle safety clinic featuring bike safety inspections and a brief safety lecture about the rules of the road are held. These are often followed by a ride on a miniature "chalk street" course set up in a parking lot where young cyclists are shown where and how to apply the rules. Other activities that may be held include helmet fittings, prizes and drawings, and commercial vendor displays.
OREGON LAW
Child Safety Protection Act - January 1995
- Requires choking hazard warning labels on packaging for small toys with small parts when items are intended for use by children ages 3 to 6. Also bans any toys intended for use by children under age 3 that may pose a choking, aspiration or ingestion hazard.

Bunk Beds - July 2000
- The Consumer Product Safety Commission issues a mandatory standard for bunk beds. This includes requiring guardrails, restricting rail-opening sizes and requiring company identification and age-specific warning labels on all new bunk beds.

Cribs - July 2001
- It is illegal in Oregon for anyone to sell a crib at a garage sale, estate sale, or second hand store that does not meet set safety standards.

SUFFOCATION PREVENTION

The majority of unintentional injury deaths among Oregon’s children under the age of 1 are suffocation/strangulation. Between 2002-2006, 63 children under the age of 15 died and 115 were hospitalized due to unintentional suffocation in Oregon.

Infants can suffocate when their faces become wedged against or buried in a mattress, pillow, infant cushion or other soft bedding or when someone in the same bed rolls over onto them. Infants can also suffocate when their mouths and noses are covered by or pressed against a plastic bag. Other suffocations happen when children become trapped in household appliances such as refrigerators, mini-blind cords, dryers, and toy chests.

WHAT WE ARE DOING
- Safe Kids and partner organizations promote infant back to sleep and safe sleep guidelines to parents, family members, child care providers, health professionals, and other caregivers of infants.
- Safe Kids Oregon supports public awareness campaigns which alert the public to safety recalls in cribs and other consumer products which may cause childhood suffocation morbidity and mortality.
- Educational materials are distributed throughout the year which discourage the use of consumer products that wrap around the neck or cause suffocation in the homes of small children. These items include plastic bags, clothing drawstrings, ribbons, necklaces, pacifier strings, window blind cords and drapery cords.
Fire and burns are another leading cause of unintentional deaths for children under age of 15 in the state of Oregon. Between 2002-2006, 18 children under the age of 15 died due to fires/burns and 192 were hospitalized. Working together with partner organizations around Oregon, fire awareness and education programs can help to stop fires before they start. Community programs that give away smoke alarms have shown to reduce fire-related injuries.

WHAT WE ARE DOING

- Many Safe Kids Chapters and Coalitions partner with their local fire districts to support the Door-to-Door Smoke Detector Campaigns, which target high-risk areas for the distribution of safety devices and education about home fire deterrence.
- Safe Kids chapters and coalitions develop public service announcements and media campaigns promoting fire and burn prevention strategies.
- Safe Kids Oregon has supported legislation requiring product modification to prevent fires. Safe Kids is in support of a ban of toylike or novelty lighters.

OREGON LAW

Smoke alarms - January 2002

- Ionization smoke alarms that are solely battery-operated shall be packaged with a 10-year battery. All ionization smoke alarms shall include a “hush” mechanism that allows a person to temporarily disengage the alarm for no more than 15 minutes.

Self-extinguishing cigarettes – January 2008

- All cigarettes sold in Oregon must be fire standard compliant/self-extinguishing.
ATV (ALL-TERRAIN VEHICLE) INJURY PREVENTION

Between 2002-2006, 10 children under the age of 15 were killed and 366 were injured in Oregon due to nonstandard transportation methods; the majority of these being ATVs. Additionally, 40% of all ATV deaths in the Oregon occurred in children under the age of 19.

There has been a large increase in the number of both ATV and off-road two-wheeled motorcycle riders requiring treatment in Oregon’s trauma centers. It is important that health care providers, citizens and public officials work together to implement a comprehensive injury-prevention response to this serious health issue.

WHAT WE ARE DOING

- Safe Kids Oregon is dedicated to sharing local issues, research, and data about ATV injuries to all Oregonians. Local coalitions and chapters hold educational forums and events for professionals and community members aimed at understanding how to reduce ATV injuries by turning that knowledge into prevention strategy action plans for their community.

OROGEN LAW

ATVs - January 2008

- Anyone under the age of 16 operating an ATV is required to be supervised by an adult over the age of 18. Also, anyone under the age of 18 must wear a helmet and have the chin strap fastened.

ATVs - January 2009

- All youth under the age of 16 is required to have an operator's permit to use an ATV.

2002-2006 Unintentional injury hospitalizations from Other Land Transportation, Oregon Ages 14 and Under

<table>
<thead>
<tr>
<th>County</th>
<th># of Hospitalizations</th>
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<tbody>
<tr>
<td>Benton</td>
<td>18</td>
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<tr>
<td>Washington</td>
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<td>Multnomah</td>
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<td>Josephine</td>
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<td>Jackson</td>
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<td>Yamhill</td>
<td>22</td>
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<td>Jefferson</td>
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<td>Wasco</td>
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<td>Morrow</td>
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<td>Lincoln</td>
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<td>Lane</td>
<td>3</td>
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<td>Tillamook</td>
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<td>Grant</td>
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<td>Columbia</td>
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<td>Harney</td>
<td>13</td>
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<td>Crook</td>
<td>2</td>
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<tr>
<td>Hood River</td>
<td>7</td>
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<td>Lake</td>
<td>12</td>
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<tr>
<td>Gilliam</td>
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</tbody>
</table>

Source: DHS  Injury in Oregon  2008
OREGON LAW

Walkers - June 1997

Baby walkers manufactured after this date must meet all American Society for Testing and Materials (ASTM) standards, which require that baby walkers must either be too wide to fit through a standard doorway or have features, such as a gripping mechanism, to stop the walker at the edge of a step.

FALL PREVENTION

In 2006, falls were the leading cause of injury hospitalizations for Oregon children under 15 years of age. Between 2002-2006, 8 children in died and 2,567 children were hospitalized due to unintentional injuries sustained in falls. Among the children hospitalized for unintentional falls, males were at a higher risk than females. Several factors contribute to childhood falls. In warm-weather months, children spend more time on playgrounds, sports fields, balconies, fire escapes and near open windows. Toddlers are at risk from window-related falls while older children tend to suffer from falls associated with playground equipment.

WHAT WE ARE DOING

- Safe Kids chapters and coalitions teach home safety through local events to prevent falls and improve safety in the home. They teach parents and caregivers about common household risks, such as stairs and open windows.
Unintentional Poisoning

Rate by age and sex, 2006

Source: DHS, Injury in Oregon, 2008

POISON PREVENTION

Children can be poisoned by many common household products, including cosmetics, cleaning supplies, plants, toys, pesticides, art supplies, alcohol, medicines and vitamins. Both lead and carbon monoxide pose significant poison risks to children.

In Oregon, the highest hospitalization rates of unintentional poisoning in children are for males, 1-4 years of age. Between 2002-2006, 4 children died and 501 children were hospitalized in Oregon due to poisoning.31

WHAT WE ARE DOING

- Safe Kids chapters and coalitions educate children and families in their communities about the dangers of lead, carbon monoxide and other poisonous substances. Additionally, we partner with the Oregon Poison Control Center on educating families to add the 1-800-222-1222 hotline number into their cell phones.
- Safe Kids Oregon chapters and coalitions conduct public awareness campaigns to alert the public to poisoning risk.

OREGON LAW

Poison prevention - April 1995

- Oregon is the first state to require the addition of an aversive agent to discourage ingestion of antifreeze and windshield washer fluid.
DROWNING PREVENTION AND WATER SAFETY

Most drowning deaths occur in the summer months. Oregon is somewhat unique with a frequent occurrence of drowning deaths in water bodies fed by snow melt; mostly cold-running rivers found throughout the state. Between 2000 and 2006, 18% of all drowning deaths occurred among children 14 and under. Hospitalization rates for drowning/submersion are typically very low, reflecting the lethality of drowning as a cause of injury death.

A recent study found that 34% of drowning deaths among Oregon children 15 years of age and younger occurred in swimming pools. Active supervision of children in and around water bodies is needed to prevent drowning fatalities in children.

WHAT WE ARE DOING

- Life Jacket Loaner Stands promote water safety and use of lifejackets. “Loaner board” signs and life jacket stations have been erected at water bodies around Oregon. At these stations, kid-size life jackets are available for loan at no cost to the user throughout the summer months.
- Oregon statute requires boats to carry U.S. Coast Guard readily accessible personal flotation devices (PFDs) for each person on board. Children ages 12 and younger must wear a PFD at all times.
- Safe Kids Oregon educates parents and caregivers on water safety using key lifesaving messages.
- Safe Kids Oregon promotes the use of PFDs to be worn in non-motorized water craft as well as for non-boating recreation such as swimming and playing in rivers and lakes and pools.

OREGON LAW

Life jackets - January 1998
- No person shall operate a boat on Oregon waters with a child age 12 and under unless the child is wearing a U.S. Coast Guard-approved personal flotation device (PFD)/life jacket of the appropriate size while the boat is underway.

Virginia Graeme Baker Pool and Spa Safety Act - December 2008
- Mandates that all public pools and spas be fitted with a federally approved anti-entrapment drain or grate cover to prevent people from getting caught by the suction and drowning.

Unintentional Drowning among Children Less than 19 Years of Age, Oregon 2001-2005

Source: DHS, State Report, 2005
SAFE KIDS OREGON

Safe Kids Oregon is the state office of Safe Kids USA, and is housed in the Injury Prevention & Epidemiology Section at Oregon Public Health Division. The annual plan and activities of the state office are governed by the Safe Kids Advisory Board. Board members are elected to two year terms and are required to participate in one of three standing committees:

1) Public Policy and Education
2) Annual Meeting and Training
3) Financial/Fundraising

2008 Goals

- To increase the number of children reached by Safe Kids programs. Currently, approximately 85% of Oregon’s children live in counties served by 14 Safe Kids chapters and coalitions.
- To strengthen the Safe Kids network; and to move chapters to coalition status. Currently, 4 chapters are in transition to coalition status.
- To maintain a strong, diverse, Advisory Board with a defined leadership role.
- To establish fiscal account with Foundation to accept donations and develop fundraising plan.
- To increase the awareness of Safe Kids and injury prevention issues statewide through development of a Communications Plan.

2008 Key Activities

- Supported public awareness campaigns on national Child Passenger Safety Week in September and national Safe Kids Week in May.
- Provided education and training to local chapters and coalitions in October in conjunction with the Transportation Safety Conference.
- Distributed safety items, educational materials, and administered small grants and incentives to local chapters and coalitions.
- Provided technical support on community building by hiring a .4 FTE Health Educator to work with chapters and coalitions. Three chapters moved into coalition status: North Coast, Malheur Co, and Willamette Valley.
- Signed contract with Jeff Morris Fire & Life Foundation to act as fiscal sponsor for Safe Kids Oregon.
2008 ACTIVITY OVERVIEW

During 2008, representatives of Safe Kids Central Oregon and key partners met monthly to share information about community events. The committee underwent some restructuring and actively worked on recruitment and retention of current members.

Bicycle and Wheeled Sports Safety
- Local businesses supported SK Central Oregon’s distribution of over 850 free bike helmets in 2008.
- The Think First Safety curriculum was utilized in 31 classrooms during 2008, enabling teachers to educate children about safety in six focus areas. Children who completed the Think First curriculum were fitted with new helmets to reinforce the lessons.
- A certified athletic trainer was placed in 6 local high schools, through the efforts of Project Impact. 77 students who have experienced concussions and several injured athletes have benefited from this state-of-the-art diagnostic program.

Child Occupant Safety
- Over 120 car seats were distributed to families in need at monthly child safety seat clinics at Redmond & Bend Fire Stations.
- Over 400 families were provided car seat education, screening, and follow-up at 14 Healthy Beginnings community screenings.
- SK Central Oregon had additional staffing for services this year including Debbie Miller from ODOT, Spanish translation through Healthy Beginnings, and Judi Wentz from Safety Queen LLC.

Injury Prevention Education and Teen Driver Education
Nurses from St. Charles medical Center presented Trauma Nurses Talk Tough to approximately 200 students and 450 teen driver education students at Bend and La Pine High Schools.

2008 Highlights
Good Morning Central Oregon sponsored a monthly Safe Kids injury prevention topic. “Featured guests” were Safe Kids partners, which provided time and expertise on various subject matter to increase community awareness about prevention.
2008 ACTIVITY OVERVIEW

In Columbia County, the Safe Kids program focused on providing the community with appropriate safety gear and education. Car seats and bicycle helmets were routinely provided to families-in-need at little to no cost. Seat distribution through the locally developed Safe Kids referral program remained steady during 2008.

Bicycle and Wheeled Sports Safety

- Safe Kids Week was held during April 26-May 4, 2008. To coincide with this week, SK Columbia County distributed 40 bike helmets to 4 local law enforcement agencies during the month of May.

Child Occupant Safety

- SK Columbia County received a $5,741.00 grant during 2008, which gave them the ability to purchase 136 car seats.
- 20 car seats were distributed through the SK Columbia County referral program in 2008.

2008 Highlights

Safe Kids Columbia County held a “Sk8 Safe” event for youth between the ages of 10 and 14 on Saturday, April 26th, 2008 from 11am to 1pm at the Rainier Riverfront Skate Park. Skateboarding was selected as the theme for the Columbia County event because of its popularity among pre-teens. “Sk8 Safe” featured a skating exhibition by Bully’s Skate Shop and local semi-professional skater Matt Jenkins of Warren, Oregon. There were safety sessions on the proper use of protective gear. Kids had the opportunity to learn tips and new tricks and there were giveaway bags and drawing for prizes. Additionally, educational material was available for parents. Kids were encouraged to bring their skateboards and their helmets.
COLUMBIA GORGE

COORDINATOR
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HOOD RIVER COUNTY CCF, 309 STATE ST, HOOD RIVER OR 97031

2008 ACTIVITY OVERVIEW

In 2008, Safe Kids Columbia Gorge activities concentrated on car seat safety, as they had a strong group of Child Passenger Safety Technicians. However, they also saw the need to expand to other safety areas and involve other partners.

Helmet Safety
- Providence Hood River Memorial Hospital, Mid-Columbia Medical Center and The Dalles City Police provided bicycle helmets at fitting stations during 2008.

Child Passenger Safety
- Hood River and Wasco Counties held monthly Car Seat Safety classes. Seats were distributed to class participants who meet WIC income guidelines, with over 200 seats distributed annually.
- Three car seat clinics were held annually in The Dalles and Hood River.
- Additional car seat clinics were held as requested.
- Seat Belt Diversion classes were run bi-monthly by volunteers to generate funds to purchase seats. ODOT grants supplemented these purchases.

2008 Highlights
During 2008, Safe Kids Columbia Gorge had nine CPS Technicians, including a new Technician Instructor and worked hard on becoming a stand-alone Safe Kids coalition. They began working with community partners in preparation for becoming a bi-state Safe Kids coalition in 2009.

The new coalition will encompass Hood River, Wasco, Sherman and Gilliam Counties in Oregon and Klickitat County in Washington. The Wasco County Commission on Children and Families, along with the Klickitat County Health Department, will serve as the co-leading agencies for startup operations.
2008 ACTIVITY OVERVIEW

Safe Kids Douglas County provided targeted community-based outreach in coordination with local schools, agencies, organizations, and businesses. The Douglas County Public Health Promotion Program coordinated the delivery of injury prevention information and outreach through various Public Health Programs, including WIC, Maternity Case Management, Babies First!, and Prenatal Care.

Bicycle and Wheeled Sports Safety

- A grant from the Douglas County Traffic Safety Commission was used to assess elementary school helmet/traffic safety education. The grant was used to purchase “I’m Safe” educational materials for distribution to selected law enforcement agencies to help facilitate elementary school presentations. Funding was also used to purchase 210 helmets for distribution to local law enforcement.

- A grant from the Emergency Medical Services for Children was used to purchase 48 bicycle helmets for distribution to law enforcement agencies

Child Occupant Safety

- Douglas County Public Health in Roseburg was secured as permanent fitting station. Staff provided monthly parent education classes and helped parents install their child’s safety seat
  - 28 seats were distributed and/or installed at the fitting station during 2008

- Douglas County was awarded a 2008 ODOT Safety Seat Grant to purchase seats and a grant from ACTS Oregon/State Farm Insurance to support local education.

2008 Highlights

The Safe Kids Week 2008 initiative in May included a “Gear Up for Safety” event. The “Gear Up” event, which received significant local media attention, reached over 3,000 students from 15 middle schools across the county. Middle school students tested their safety knowledge by taking the “Gear Up” safety quiz. They were able to make a safety pledge and enter to win a new bicycle and helmet. A bike, helmet, and certificate were presented to one student at each of Douglas County’s 15 middle schools.
In 2008, the Safe Kids Grant County had 15 active members and 12 community partners. The committee met on a monthly basis to plan upcoming projects and invited keynote speakers to present to the group.

Bicycle and Wheeled Sports Safety
- Grant County law enforcement regularly handed out Dairy Queen tokens to kids wearing their bike helmets correctly in order to reinforce bicycle safety messages within the community.
- Safe Kids Grant County also held a bike rodeo and taught about ATV safety.

Child Occupant Safety
Considering that 85% of all child safety seats are installed incorrectly, and there are over 900 children affected by child restraint laws in Grant County, on any given day, about 765 children are riding in vehicles incorrectly restrained. To help resolve this problem during 2008, Safe Kids Grant County:
- Checked & distributed child safety seats through the local county health department and provided funding for car seats to low-income families.
- Worked with DHS caseworkers and foster parents to provide Child Passenger Safety training.

Pedestrian Safety
Safe Kids partnered with Humboldt School in forming a “walking school bus,” where community volunteers picked kids up at home or at designated locations along a walking route to school.

2008 Highlights
Safe Kids Grant County sponsored a Safety Fair in which students learned about water and fire safety, power line safety, medicine identification, and other safety areas. Safe Kids also participated in the Grant County Fair during the summer and hosted a booth with educational safety items and a traffic safety game.
Lead Agency
City of Burns

Partners
- Burns Fire Department
- City of Burns
- City of Hines
- Burns & Hines Police Departments
- Boys & Girls Club of Harney County
- Harney School District #3
- ODOT
- Burns Paiute Tribe
- Harney District Hospital

Prevention Priorities
- Child Passenger Safety
- Bicycle/Wheeled Sports/ Helmet Safety
- Motor Vehicle Safety
- Substance Abuse

Harney County

Coordinator
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City of Burns, 242 W Broadway, Burns OR 97720

2008 Activity Overview
Safe Kids Harney County chapter received grants from ODOT and ACTS Oregon in 2008. They had a good volunteer base, with volunteers working approximately 400 hours a year. During the Harney County Fair, Harney County Safe Communities and Safe Kids Harney County collaborated and shared a joint booth at the county fair. They distributed helmets, fire safety and other safety information.

Along with doing community events, Safe Kids Harney County did active health promotion messaging within its serviceable area. All Safe Kids activities were announced on the local radio station and in the Burns Times Herald. Flyers were put out in the schools and other public facilities for upcoming clinics and events.

Bicycle and Wheeled Sports Safety
This past year, Safe Kids Harney County had a booth at the Harney District Hospital health fair and distributed 35 bicycle helmets at this annual event.

Child Occupant Safety
During 2008, Safe Kids Harney County held 6 car seat clinics, where certified inspectors could provide guidance on proper child restraint use and installation.
- 35 seats were checked.
- 55 seats were distributed, including seats sold outside of clinics at Burns City Hall.

2008 Highlights
Underage drinking and driving remains a problem throughout the US, including Harney County. According to a recent study, it is estimated that 8.6% of all eleventh graders in Harney County drove under the influence in 2005-2006. In 2008, Safe Kids Harney County was involved in giving presentations for the “Every 15 Minutes” program held at both of the Harney County High Schools. The program focused on making responsible decisions around driving and alcohol. High school students, sophomores, juniors and seniors, were surveyed approximately thirty days after involvement in the program. After the program, students were more likely to be designated drivers and less likely to ride with someone who had been drinking. Safe Kids Harney County expects to have continued involvement with the program in the future.
This past year, Safe Kids Lane County embedded Safe Kids activities and efforts within existing community health grants and programs. This type of capacity building resulted in a sustainable program that was effective in reaching diverse populations within the community.

**Integrating Safe Kids Messages into Education**

In 2008, parents and teachers were important stakeholders in the Safe Kids program. They had the most contact with children on a daily basis and were critical components for success of the Safe Kids program through partnership with Head Start of Lane county. Safe Kids supported parents and teachers in teaching safe life skills to children through the following actions:

- Safe Kids materials were regularly distributed at Head Start parent meetings and family events.
- Safety messages were included in the Head Start classroom curriculum; Preschool grades, ages 3-5.
- Head Start staff was trained in injury prevention with Safe Kids materials.

**Child Occupant Safety**

Lane County held six child safety seat clinics, with an average number of 20 seat checks at each event. Car seat checks are also done by Child Passenger Safety technicians at Head Start when it is requested by families. Lane County offered car seat checks at rural locations when needed, as rural areas are over represented in vehicle-related deaths of young children.

**2008 Highlights**

Safe Kids Lane County has been excited about their model of building Safe Kids into the infrastructure of a large Head Start program. Their hope is that it is a model that may be duplicated in other areas that are lacking existing Safe Kids infrastructure. Because of this partnership, in 2008, Safe Kids Lane County was able to pool a Safe Kids grant with Head Start funds and distribute over 100 multi-sport helmets to Head Start children and their siblings.
2008 ACTIVITY OVERVIEW

This year, Safe Kids Malheur County was busy with creating public service announcements aimed at helping to educate community members on the importance of keeping their children safe. During 2008, monthly television community calendar postings were displayed, 20 radio public service announcements were broadcast, and six local newspaper stories were run.

Integrating Safe Kids Messages into Education

In 2008, Safe Kids Malheur County was dedicated to community outreach to empower students, teachers, parents, law enforcement, and concerned adults to prevent unintentional injuries in children. They participated in:

- 3 health fairs
- 16 workshops or other adult-focused education; and
- 16 classroom presentations to children.

Safe Kids included its educational messages in the Hunter’s Education Program, which had an emphasis on safe hunting practices to ensure the safety of all persons who enter the wilderness each autumn. Safe Kids also presented to alternative school students and did fire presentations throughout the year.

Child Occupant Safety

Malheur County was awarded the ODOT Car Seat Grant to purchase car seats and an ACTS Oregon mini-grant to support local education initiatives.

2008 Highlights

Safe Kids Malheur County became official coalition during the Lifesavers Conference in April 2008, when the new Safe Kids Worldwide Field Director Patrick Schoof signed the agreements.
2008 ACTIVITY OVERVIEW

During 2008, Safe Kids North Coast participated in 3 community safety fairs, 2 bike rodeos, and 3 school safety fairs. These events combined served approximately 7,037 community members.

Safe Kids North Coast members also ran 30 radio spots and 7 printed ads in the local media to foster public awareness about childhood safety, unintentional injury, and Safe Kids.

Water Safety
- Safe Kids North Coast has six Life Jacket Loaner Stands located throughout Clatsop County. During 2008, 20 people needed life jackets from our loaner stands.
- Boat safety checks were done at local marinas to teach about water safety — 5,000 boating safety packets were distributed; 150 children who were wearing life jackets at the marinas received free ice cream coupons.
- Safe Kids North Coast has received additional funding for its water safety program from Lower Columbia Power Squadron, US Coast Guard Auxiliary, Seaside Kiwanis Club, and Safe Kids USA.

Child Occupant Safety
- Two car seat awareness workshops were given to the North Coast community in 2008.
- Safe Kids North Coast was awarded an Oregon Department of Transportation safety grant to support local education initiatives.

Fire Safety
During 2008, the North Coast Coalition participated in two Door-to-Door Smoke Detector Campaigns, the goals of which were to:
- Install battery powered smoke alarms in homes without working smoke alarms which are high risk for fire.
- Educate residents on the importance of maintaining their smoke alarms.

2008 Highlights
Safe Kids North Coast has sponsored and participated in events such as car seat clinics, bike rodeos, and various safety fairs. Because of this hard work, Safe Kids North Coast proudly became an official coalition during the Lifesavers Conference in April 2008.
2008 ACTIVITY OVERVIEW

Safe Kids Portland Metro served the community by participating in health/safety fairs throughout the year and by providing educational materials to the public. These are the major highlights of 2008:

- Damascus Day in the Park
- Belmont Firehouse
- Legacy Healthy Kids fairs
- Think First Programs monthly
- Safer Routes to School programs
- Trauma Nurses Talk Tough monthly.

Safe Kids Portland Metro was active in providing communication outreach in the following ways:

- TV spots by Portland Fire & Rescue
- Child Passenger Safety Week media
- Safe Kids Week media
- American Medical Response river rescue and water safety media event
- Miscellaneous event media
- Holiday safety news conference.

Child Occupant Safety

- Monthly fitting stations were provided in Clackamas, Multnomah and Washington Counties, with thousands of community members reached. CPS Technicians from over 20 organizations participated in these events.
- In November, Safe Kids Portland Metro, American Medical Response, and Wentworth Chevrolet hosted a new national Automotive Safety Patch program for Cub Scouts. Portland-area Scouts ages 6 to 10 completed five interactive safety stations to earn their automotive safety patch. The program focused on five aspects of safety 'In and Around' vehicles including: proper safety belt fit, preventing trunk entrapment, never leave a child alone in a vehicle, preventing back over incidents, and how to contact OnStar in the event of an emergency.

2008 Highlights

Safe Kids Portland Metro kicked off National SAFE KIDS Week with “Safe Kids Day at the Zoo,” which featured 10 safety exhibits with prizes, safety tips and hands-on activities for children and parents. Over 20 health and safety partners and 170 event volunteers participated. The targeted audience for “Safe Kids Day at the Zoo” was Head Start families, who received free admission to the zoo the entire day. Over 9,000 parents and children attended the event.
2008 ACTIVITY OVERVIEW

Safe Kids Rogue Valley attended an annual safety fair during Safe Kids Week and other two other large local events during the year. In 2008, they provide outreach to the community in the following ways:

- Provided 6 car seat clinics and helped with monthly distribution clinics
  - 368 seats checked
  - 123 seats distributed
- Held 17 workshops and other adult-focused education sessions
- Provided 47 classroom presentations to children.

Safe Kids Rogue Valley receives grants from the Anna May and West Family Foundations in order to support local education initiatives and has been awarded a State Farm sponsorship to purchase Safe Kid Bears for distribution in the community.

Media Coverage

Safe Kids Rogue Valley ran public service announcements in 2008 to remind people of childhood safety. These media messages included:

- 4 formal TV spots
- A continuum of coverage through a partnership with KMVU-TV FOX 26
- 12 formal live radio spots and special event announcements
- 12 formal print spots through Rogue Valley Parent and letters to the editor

The Million Seat event held by Safe Kids Rogue Valley in 2008 attained saturation media coverage for the area. The local paper ran an article on the day of the event and Radio Medford broadcast live from the Chevy dealership throughout the day. Five television stations covered the event and ran stories on their broadcasts at 5, 6 and 11 p.m. and again the following morning.

2008 Highlights

The Interactive Safe Kids Bus of Rogue Valley was sponsored by Rogue Valley Transportation District and was made possible by partner sponsorships in 2000 and Foundation donations in 2006 and 2007. Using the bus, Safe Kids Rogue Valley was able to distribute over 1,000 Bell all-sport helmets in 2008. This educational program reached over 6,000 students in Rogue Valley schools. Instructors focused on bike safety, while touching upon vehicle, pedestrian, and bus safety. Students were provided with a goodie bag filled with life safety handouts and the helmets were provided to at-risk children through the efforts of school teachers from Ashland to White City.
2008 ACTIVITY OVERVIEW

This year, Safe Kids Umatilla/Morrow Counties had 16 active members and 8 community partners. The committee met for one annual calendaring/business meeting and then planned for monthly car seat clinics. The Oregon Department of Transportation and Wal-Mart provided financial sponsorship to Safe Kids Umatilla/Morrow for local Safe Kids initiatives during 2008.

Child Occupant Safety

At the Boardman Children’s Fair at the Port of Morrow, a car seat checkup clinic was held and a safety fair with children’s activities promoted summer safety and safe play.

2008 Highlights

Umatilla/Morrow Counties ran public service announcements in 2008 to remind their communities of childhood safety messages. These mediums included:

- radio spots and special event announcements
- formal printing spots in newspapers and other written media

Safe Kids Umatilla/Morrow participated in an adult-focused education seminar at Blue Mountain Community College’s Early Childhood Conference in 2008. They also held two classroom presentations to parents of Head Start children.

Three family care health fair events were put on by Safe Kids Umatilla Morrow during the 2008 year.

Approximately 500 community members were reached through Umatilla/Morrow Safe Kids events in 2008.
2008 ACTIVITY OVERVIEW

During 2008, Safe Kids Union County participated in 2 safety/health fairs, attended 2 elementary school open houses, and gave 7 school classroom presentations. With all of these events combined, over 2,000 community members were reached with Safe Kids messages.

Safe Kids Union County members also ran advertisements this past year to get the word out about childhood safety and unintentional injury. Two radio public service announcements and 7 printed ads were run in the local media to foster public awareness about Safe Kids.

Wal-Mart and Frontier Motors gave grants to Safe Kids Union County for local education initiatives. Wal-Mart gave a matching grant for car seats; the Oregon Department of Transportation also gave money for the purchase car seats and helmets; and Safe Routes to School also gave grant money for the coalition’s activities in biking and walking to school.

Bicycle Safety

In 2008, Safe Kids Union County held 4 bike rodeos for the community.

- For Safe Kids Week, a Safety Fun Fair was held that reached close to 900 children in grades 4 to 6. It featured four safety stations staffed by professionals presenting electric safety, drug/alcohol awareness, ATV safety, and bully/peer pressure prevention.

Child Occupant Safety

Safe Kids Union County offered 1 car seat clinic during 2008 and 40+ fitting station clinics. At these events:

- 44 car seats were distributed to families-in-need
- 115 car seats were checked

2008 Highlights

Safe Kids Union County had a very successful year. They were able to reach not only children at safety fairs, the county fair, pedestrian safety workshops, bike rodeos and attending elementary open houses, but were also able to reach adults through car seat clinics, National Walk and Bike to School Day, and National Child Passenger Safety Week.
2008 ACTIVITY OVERVIEW
During 2008, Safe Kids Willamette Valley participated in 6 health fairs, held 2 educational workshops for the community, and gave 3 school classroom presentations. With all of these events combined, approximately 3,500 community members were served.

Safe Kids Willamette Valley Coalition members also ran advertisements this past year to get the word out about childhood safety and unintentional injury. Two television spots, two radio spots and four printed ads were run in the local media to foster public awareness about Safe Kids.

State Farm sponsored Safe Kids Willamette Valley to support local education initiatives and the coalition held a stuffed animal fund raiser to raise money for Safe Kid initiatives.

Child Occupant Safety
Safe Kids Willamette Valley partnered with Salem Hospital to be a primary car seat distribution program for low income families in Marion & Polk counties. During 2008, 14 car seat clinics were offered, in which 417 seats were checked and 101 seats were distributed. The coalition was fortunate to receive car seat clinic donations that will help to continue these services in the future.

Bicycle and Wheeled Sports Safety
In order to reach out to the more rural communities of Oregon, Safe Kids Willamette Valley received a grant from ACTS Oregon, in which they were able to hold 3 bike rodeos in less urban areas during 2008. They also provided approximately 300 bike helmets children in these rural communities.

Water Safety
The Willamette Valley Safe Kids Coalition received grant assistance from the Oregon State Marine Board to build two life jacket loaner stations at Wallace Marine Park in Salem and Mongold Boat Launch on Detroit Lake. The Wallace Marine station was dedicated on June 24, 2008. The station opened with 10 brand-new life jackets, sized for infants to large adults, for loan on the honor system.

2008 Highlights
Safe Kids Willamette Valley was re-established approximately three years ago in 2005 and has experienced tremendous success since that time. Through the hard work of the board and members, Safe Kids Willamette Valley has sponsored and participated in events such as car seat clinics, bike rodeos, and various safety fairs. Because of this hard work, Safe Kids Willamette Valley proudly became a coalition on March 10, 2008.
CONCLUSION

While significant progress has been made since Safe Kids Oregon started in 1995, more work needs to be done to further decrease the rate of unintentional injuries and deaths among children. We must continue to educate parents and children on safe behaviors and help to establish good safety habits as social norms. It is also essential that safety devices be distributed at low cost to families-in-need. In addition, policies and laws that can help reduce risks to children should be implemented and enforced.

Unintentional injuries kill one million children worldwide and permanently disable even more. With a worldwide coordinated effort with others in the injury prevention field, Safe Kids Worldwide and Safe Kids Oregon are working to achieve a 25% global reduction in unintentional injury by 2015.
REFERENCES

34. Oregon Division 10 Statewide Rules, Chapter 250, § 010 (2003).