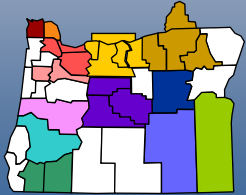


**MISSION STATEMENT:**

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



# Safe Kids Oregon

## News From Around the State

### Inside

**SK Partner Appreciation.....P. 2**

**Save These Dates .....P. 2**

**Funding Opportunities ....P. 2**

**EMSC Conference Highlights .....P. 3**

**Firework Safety .....P. 3**

**Taxes, Drinking, & Motor Vehicles.. P. 4**

**Calendar of Events ..... P. 4**

### Safe Kids Blue Mountain

All fourth, fifth and sixth graders in Union County had a chance to learn about four different safety topics during the third bi-annual Safety Fun Fair sponsored by Safe Kids Blue Mountain/Union County, Tuesday and Wednesday, May 4-5 at the Blue Mt. Conference Center in La Grande.

The subjects covered were Sports Safety taught by Doernbecher Children’s Safety Center; ATV/dirt bike safety taught by Oregon Parks and Recreation; Bullying/Peer Pressure taught by La Grande Police Department; and Drug/Alcohol Awareness taught by Union County Sheriff’s Office. The highlight this year was the presence of “Jack” the drug dog.

More than 845 children were impacted by the group’s outreach, which in turn reached out to their families and friends, effectively touching thousands of lives.



A Doernbecher bicycle helmet demonstration at the Safety Fun Fair.



AMR River Rescue Technician Megan Lassen fitting a lifejacket on a child at the Portland zoo

### Safe Kids Portland Metro

This year, Safe Kids Day at the Zoo was a wonderful success. Safe Kids Portland Metro thanks everyone for their hard work! The unofficial attendance was about 8,500 visitors through the gates during event hours and there were a record number of volunteers!

Big thanks to Walmart, Clackamas County Sheriff’s Office and Liberty Mutual for prize donations, to Michele Heile with Nocturnal I and Revolution Publishing, Carolina Iraheta for her creative efforts on the volunteer appreciation certificate and to Simone Carter for volunteer recruitment.

The zoo event planning committee was also exceptional this year. Patty McMillan (Clackamas County Safe Communities), KC Humphrey (ODOT), Carolina Iraheta (City of Portland Safe Routes), Kayt Zundel (OHSU Think First), Simone Carter (Legacy Trauma Nurses Talk Tough), Dea Boldt and Lucie Drum (AMR) worked hard to ensure that this event was successful. Thanks to everyone who made the event happen!



### VISION

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

# TRAUMA NURSES

## Safe Kids Partner Profile

### Trauma Nurses Talk Tough! (TNTT)

Legacy Emanuel Hospital and Health Center is the home of TNTT in Oregon. TNTT partners with Safe Kids Oregon to help save lives through community education and advocacy. TNTT was a founding member of Safe Kids Oregon and is a key partner in Safe Kids Portland Metro Coalition.

TNTT education courses empower people to take control of the risks in their lives by teaching them simple ways of changing their behavior. Classes include: Court-Ordered Classes developed for drivers, School Presentations, Family Education Program, and Resources for Parents. Throughout the year, TNTT also provides bike helmet sales for the community and works with Safe Kids Portland Metro on Bike and Helmet safety events. TNTT continues to be an important partner with Safe Kids Oregon in the fight for public policy that supports safety and injury prevention.

## ThinkFirst

National Injury Prevention Foundation

## Safe Kids Partner Profile

### Think First

ThinkFirst Oregon is a nonprofit organization dedicated to educating our state's young in the prevention of brain and spinal cord injuries. Founded in 1986 at Oregon Health and Science University (OHSU), ThinkFirst's programs help young children and teens develop lifelong safety habits to minimize their risk of sustaining brain, spinal cord or other traumatic injuries through innovative classroom presentations and course work. ThinkFirst Oregon also offers low-cost safety certified bicycles, skate and ski helmets to schools that participate in its educational programs and sell helmets at community health and safety fairs.

ThinkFirst works with Safe Kids Oregon and TNTT to share expertise about helmets and bike safety. They have been a partner to prevention in Oregon since the mid-1990's.

## Save These Dates!

### Drowning/Water Safety Community Forum

On **July 24, 2010** from 10 AM-4 PM at Taft Fire Station in Lincoln City, Oregon, water safety experts are invited to come share their public education efforts, network with others and explore the idea of putting together a statewide water safety curriculum for Oregon's communities. For more information, please contact Lt. Jim Kusz at: 541-996-2233.

### Safe Kids Regional Conference

The first regional training for Safe Kids coalitions in Oregon, Washington, Utah, Idaho, Montana, and Alaska will be held **Sept. 28-29, 2010** in Portland, OR. This 1.5 day training is geared toward injury prevention professionals associated with a Safe Kids chapter or coalition. Registration will be open on June 9 at the Safe Kids Oregon website:

[http://www.safekidsoregon.org/?page\\_id=941](http://www.safekidsoregon.org/?page_id=941)

### Oregon Transportation Safety Conference

The 2010 Oregon Transportation Safety Conference will be on **Oct. 12-14, 2010** in Salem, OR. At this



event, Safe Kids will have a networking session on Wednesday, Oct. 13. To register for the conference, go to: <http://www.actsoregon.org/conference.html>

### Window Falls Prevention Community Forum:

"Understanding and Preventing Pediatric Window Falls" will be held on **November 9, 2010**, in Portland, Oregon. The forum will be held from 8 AM-1 PM at Legacy Emanuel Hospital. Stay tuned for more details!

## Funding Opportunities

### **Building Safer Communities and Bicycle Safety**

**Mini Grant** applications are now available at:

<http://www.actsoregon.org/grants.html>

Applications are due September 10, 2010. If you have any questions, contact Charity Sturgeon at:

[charityts@actsoregon.org](mailto:charityts@actsoregon.org)

(The following two grant applications are available on the Safe Kids intranet home page. For more information on how to apply, please contact Tam Peterson at: 971-673-0968.)

### **New Walk This Way Task Force Grant**

Safe Kids coalitions and chapters are eligible to apply for a grant to physically improve the environment where children walk. Coalition applications are due by July 30, 2010.

The **PHOTOVOICE** grant application is now available. As a part of the grant, children are given cameras to capture images of their walking environments. The electronic application must be submitted by June 18, 2010.



## Oregon Emergency Medical Services for Children Conference

This year, the EMSC (Emergency Medical Services for Children) Conference was held on May 21-22 at Lane Community College in Eugene, OR. At the conference, the latest information on pediatric best practices, systems improvement, equipment, and special needs were provided. Several of the conference sessions focused on injury prevention.

Safe Kids Oregon, Safe Kids Portland Metro, and the Oregon Marine Board presented at a session on childhood drownings in Oregon. ACTS Oregon was also in attendance and presented with SK Portland Metro on child passenger safety. To download these presentations and others, go to the EMSC conference website at: [http://www.oregonemscconference.org/?page\\_id=26](http://www.oregonemscconference.org/?page_id=26)



Lucie Drum, Tam Peterson, Adrienne Greene, and Ruth Harshfield exhibiting at the EMSC Conference.



## June Health Focus: Firework Safety



The Fourth of July is a time for celebration across the country. Whether at a professional show or in the backyard, fireworks can be fun to watch – but they can also be very dangerous.

In 2007, an estimated 2,600 children ages 14 and under were treated in U.S. emergency rooms for injuries involving fireworks during the fireworks season, which runs from the middle of June until the middle of July. According to the U.S. Consumer Product Safety Commission, approximately 40 percent of the people injured by fireworks were under the age of 15.

Don't ever let kids play with fireworks, period. Fireworks are intended for use by adults in open spaces and children should watch from a safe distance with plenty of adult supervision to make sure they don't get too close.

As with any activity involving hazardous equipment, keep all children under active supervision at all times and give them your undivided attention. The safest way to enjoy fireworks is to watch them at a community event where professionals handle them.

Safe Kids Oregon recommends these precautions for adults using fireworks:

- Light fireworks only on smooth, flat surfaces, and aim them away from spectators, buildings, dry leaves, and flammable materials.
- Do not try to relight fireworks that malfunction.
- Do not carry fireworks in your pocket or hold them close to your face.
- Visit [www.recalls.gov](http://www.recalls.gov) to make sure the pyrotechnic devices you are using are not subject to any safety recalls.
- Do not modify fireworks or use homemade fireworks.
- Keep a phone handy, and know first aid for burns. Also, keep a fire extinguisher handy and know how to use it.

Fireworks, including sparklers and flares, can cause serious burns as well as blast injuries that can permanently impair vision and hearing. Teach your children how to call 911 in an emergency. Also teach them what to do if their clothing catches on fire - stop, drop and roll.

Where permitted by law, fireworks should be handled and used in strict accordance with the manufacturer's instructions and all warning labels. For more information about fireworks safety and burn prevention, go to [www.safekids.org](http://www.safekids.org).

# Raising Alcohol Taxes Reduces Excessive Drinking, Motor Vehicle Crashes, and Other Alcohol-related Harms

Raising alcohol excise taxes is a highly effective strategy for helping to prevent deaths due to excessive drinking in the United States, according to a systematic review published in the February 2010 issue of the American Journal of Preventive Medicine. The review evaluated 73 published articles and reports that examined relationships between the price of alcohol, excessive drinking, and harmful consequences of excessive drinking, including motor vehicle crashes and alcohol-impaired driving.

Higher alcohol prices or taxes were consistently related to:

- \* Fewer motor vehicle crashes and deaths,
- \* Less alcohol-impaired driving,
- \* Lower levels of underage drinking, and
- \* Lower rates of violent crime, including homicide, assault, robbery, and rape.



The review found that raising the price of alcoholic beverages by 10 percent would reduce consumption by about 7 percent. The review was led by CDC scientists and overseen by the Task Force on Community Preventive Services. Based on the strong evidence from this review, the Task Force recommends raising alcohol excise taxes to reduce excessive drinking and related harms.

To read to full report, go to:

<http://www.thecommunityguide.org/alcohol/IncreasingAlcoholBeverageTaxesRecommendedReduceExcessiveAlcoholConsumptionRelatedHarms.pdf>

Safe Kids Oregon is housed in the Oregon Public Health Division's Injury Prevention & Epidemiology Section.



800 NE Oregon St., Suite 772  
Portland, OR 97232  
[www.healthoregon.org/safekids](http://www.healthoregon.org/safekids)  
or <http://usa.safekids.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.

#### Contacts:

Adrienne Greene, MPA  
Director  
971-673-1001  
email: [adrienne.j.greene@state.or.us](mailto:adrienne.j.greene@state.or.us)

Tam Peterson, MPH  
Health Educator  
971-673-0968  
email: [tamara.g.peterson@state.or.us](mailto:tamara.g.peterson@state.or.us)

Fax: 971-673-0990

## -Safety Observance Calendar-



**June is:**  
**National Safety Month**  
[http://www.nsc.org/nsc\\_events/Nat\\_Safe\\_Month](http://www.nsc.org/nsc_events/Nat_Safe_Month)

**June 21**  
**National Ask Day (Gun Safety)**  
<http://www.paxusa.org/ask/askday.html>



-and-

**Home Safety Month**  
<http://www.homesafetycouncil.org/homesafetymonth>

**June and July are:**  
**Fireworks Safety Months**  
<http://www.fireworksafety.com/>



## -Upcoming Conferences-

**NACHRI Injury Prevention Webinar:**  
**Legislative Update 2010 for Health Promotion**  
**August 17, 2010**  
To register for the seminar, go to:  
<http://www.childrenshospitals.net>  
(click on conferences & education tab)

**Annual Kidz In Motion Conference**  
**August 26-28, 2010**  
**Fort Worth, TX**  
<http://www.kidzinmotion.org/>

