Safe Kids Oregon
2009 State Report
Dear Friends,

As Safe Kids Oregon moves into its 15th year, it is gratifying and amazing to look back at the organization’s accomplishments. We have much to be proud of. The efforts of Safe Kids Oregon, its 12 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.

From 1995 to 2007, the unintentional injury 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. However:

Unintentional injury is still the number one cause of death among children ages 1-14 in Oregon.

An average of 85 Oregon children under the age of 14 are killed each year by preventable unintentional injuries in Oregon and another 1,300 are hospitalized.

Keeping children safe is an investment - in their lives and the future of Oregon. In this report, we highlight the work of Safe Kids Oregon in 2009. 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 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
Director
Safe Kids Oregon
The unintentional injury death rate among children ages 14 and under in the state of Oregon declined more than 54 percent from 1995 to 2007.

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 and disability among children ages 14 and under in the United States. Every 101 minutes, a child in the United States dies from an unintentional injury, such as a vehicle crash or a fire. In addition, more than 6 million medical visits for unintentional injuries among U.S. children ages 14 and under were made in 2007. For more information regarding this data and other national childhood injury statistics, visit the Safe Kids USA website at: http://www.usa.safekids.org/

GEOGRAPHY

Since 1995, Safe Kids Oregon has been raising awareness about childhood unintentional injuries and deaths in Oregon by supporting public awareness campaigns, providing education and training, distributing safety items and educational materials, and supporting child safety policies and laws.

Safe Kids Oregon is represented by four chapters and eight local coalitions that are active in counties where 85% of Oregon’s children live.

RISK AREAS

In this report, we present key highlights of activities in the nine injury priorities that are the focus of prevention for Safe Kids Oregon:

- Falls prevention
- Poison safety
- Suffocation prevention
- All-Terrain Vehicle injury prevention
- Motor vehicle safety
- Water safety
- Fire safety
- Pedestrian safety
- Bicycle & wheeled sports safety

We also highlight the work of our Safe Kids chapters and coalitions around the state during 2009.
**PREVENTION ACTIVITY STATEWIDE**

**MOTOR VEHICLE OCCUPANT SAFETY**

The Safe Kids Buckle Up program works through the coalitions on the local level to ensure children are fully protected in vehicles. Coalitions provide education about the proper use of child safety seats to caregivers, screen and provide child safety seats and boosters seat to families in need at a reduced cost, and sponsor or volunteer at free child safety seat clinics throughout Oregon. Key partners in this program are ACTS Oregon (Alliance for Community Traffic Safety) and ODOT’s Transportation Safety Division’s Occupant Protection Program.

For 2008-2009, a goal of the program was to increase the utilization of the Safe Kids child safety seat checklist at community events, increase accurate reporting on the data forms, and increase the number of Senior Checkers to assist at child safety seat clinics. In 2009, Safe Kids coalitions in Oregon:

- Checked nearly 6,000 car seats at child passenger safety events.
- Distributed more than 2,200 car seats to families in need.
- Increased the number of Senior Checkers in Oregon (experts on child passenger safety seats and installation) from 52 to 61.

**PEDESTRIAN SAFETY**

Teaching children and adults how to share the responsibility of safety on the road is a key effort in the Safe Kids Walk This Way program. The program has several components from sponsoring schools to participate in International Walk to School Day every October, to pedestrian visibility during Halloween, to developing school and community task forces to improve safe routes for children to take to school. One activity of creating a safer walking environment is to establish “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 reduce traffic congestion and increase driver awareness of children bicycling and walking.

- In 2009, Safe Kids Umatilla/Morrow received a “Walk This Way” Safe Kids grant for the Pendleton area to teach safe behavior to motorists and child pedestrians and create safer, more walkable areas in their community.

**BICYCLE AND WHEELED SPORTS SAFETY**

Safe Kids coalitions around the state work with their partner organizations to provide classroom education and bicycle helmets if possible (through discounts or donations) to schools and community members. Bicycle rodeos are also held in which a bicycle safety clinic, featuring bike safety inspections and a brief safety lecture about the rules of the road, are featured.
In 2009:

- Safe Kids Rogue Valley received $3,200 for distributing bicycle helmets and distributed 250 helmets during the year.
- Safe Kids Central Oregon partners fit over 310 helmets and distributed 1200 helmets during 2009.

**SUFFOCATION PREVENTION**

Suffocation injuries and deaths usually occur in the home with children under the age of 4. Leading causes of suffocation are unsafe sleep environments, choking on food and small objects, and strangulation on products such as window blind cords and clothing drawstrings. Safe Kids and partner organizations promote infant back to sleep and safe sleep guidelines. Educational materials are distributed by coalitions that discourage the use of consumer products that wrap around the neck or cause suffocation. Children under age 1 are at greatest risk for all forms of airway obstruction.

- In the past year, the suffocation deaths of three infants have been linked to baby carrier slings. One baby was from Oregon.

**FIRE AND BURN PREVENTION**

In Oregon, many Safe Kids coalitions are led by local fire departments, or have strong partnerships with local fire districts. Many participate or conduct the Door-to-Door Smoke Detector Campaigns, which target high-risk living areas or residents for the distribution of smoke detectors and education about home fire deterrence. In 2009:

- Safe Kids Rogue Valley’s lead agency, the Medford Fire Dept, developed public service announcements and media campaigns around novelty lighters, which were recently banned in Oregon.

**ATV (ALL-TERRAIN VEHICLE) INJURY PREVENTION**

Safe Kids Oregon is dedicated to sharing local issues, research, and data about ATV injuries to all Oregonians. In 2009:

- Safe Kids and their partner organizations held an ATV Injury Reduction Forum in 2009 for professionals and community members aimed at understanding how to reduce ATV injuries.

**FALL PREVENTION**

Falls are the leading cause of hospitalization to children under the age of 14 in Oregon. Falls from windows, falls on playgrounds, falls in the home from stairs, chairs, beds, and falls from skateboards and sports are four of the largest categories of falls. To prevent falls, Safe Kids coalition partners teach home safety to new parents; recommend proper sports gear to protect from a fall during sports; recommend parents and caregivers supervise closely children on play structures; and encourage the use of window guards and stops for second-story windows.
POISON PREVENTION

Unintentional poisonings to children are increasing in Oregon. Safe Kids has partnered with the Oregon Poison Control Center on educating families to add the 1-800-222-1222 hotline number into their cell phones. According to the Poison center reasons that poisonings are increasing include:

- Among children under 5 years of age, more than half of poisoning exposures are by products such as cosmetics, cleaning substances, plants, toys, pesticides, art supplies, and alcohol; 44 percent of poison exposures are attributed to medicines.

WATER SAFETY

Drowning is the second leading cause of death to children under age 14 in Oregon. The key to preventing drowning in pools and tubs is an adult’s constant supervision and within an arm’s distance of the child. In natural bodies of water, a lifejacket is a necessity for all water activities. Drowning occurs in three manners:

- In natural bodies of water such as rivers, lakes and ocean for both swimming and boating.
- In public and backyard pools and spas.
- In the home in bathtubs, buckets, toilets, and other water sources.

For natural bodies of water, Safe Kids Oregon promotes and encourages the use of Personal Flotation Devices (PFDS) to be worn at all times, regardless of swimming ability. To make PFDS or lifejackets available to the public, Life Jacket Loaner kiosks continued to be erected at water bodies around Oregon in 2009. The following Safe Kids Chapters and Coalitions have lifejacket kiosks:

- Safe Kids North Coast
- Safe Kids Portland Metro
- Safe Kids Willamette Valley
- Safe Kids Umatilla/Morrow

Safe Kids Oregon thanks the Oregon State Marine Board and HO Sports for donating 100 infant lifejackets for use by coalitions in 2009.

For pools and spas, Safe Kids recommend the use of Water Watcher cards that an adult wears to identify which adult will keep eyes on the children in the water at all times. Watcher Watcher cards can be downloaded at [www.safekids.org](http://www.safekids.org).
SAFE KIDS OREGON

Safe Kids Oregon is the state office of Safe Kids USA, and is housed in the Oregon Public Health Division. The activities of the state office are governed by the Safe Kids Advisory Board. Board members are required to participate in one of four committees: Public Policy & Education, Finance and Fund Development, Annual Meeting and Training, and Communication.

2009 State Office and Advisory Board Accomplishments

- Distributed safety items, educational materials, and facilitated small grants to local chapters and coalitions.
- Provided education and training during annual Safe Kids meeting, held in conjunction with the Transportation Safety Conference (Oct. 27-29).
- Three new Safe Kids coalitions were formed: Columbia Gorge, Central Oregon & Blue Mountain. Blue Mountain & Columbia Gorge are both bi-state coalitions that include counties in both Washington and Oregon.
- Provided training, information and resources to support Senior Checkers in registering events on the Safe Kids USA website, understanding the Safe Kids check sheet, and understanding the protocol and role of Senior Checkers at events. Increased the number of senior checkers in Oregon.
- Supported the following public awareness campaigns in 2009:
  - Safe Kids day at the Capitol on Jan. 23
  - The ATV Injury Reduction Forum on March 13
  - Oregon Public Health Week at OMSI, April 6-10
  - National Safe Kids Day, May 2
  - National Child Passenger Safety Week, Sept. 12-18
  - Provided testimony on several bills during the Legislative Session
- Gained 501c3 affiliation. Able to accept tax-deductible donations and provide nonprofit status affiliation for coalitions seeking grants.
- Participated in the Marine Corps Marathon national fundraiser.
- Launched new website which allows for Safe Kids donations, coalition pages, coordinator pages and corporate sponsor recognition.
- Produced quarterly newsletters.
- Increased support staff for Safe Kids Oregon. Hired temporary MPH student intern to help with data collection and administrative duties.
- Adrienne Greene won the Outstanding State Coordinator of the Year award from Safe Kids USA!
During 2009, representatives of Safe Kids Central Oregon and key partners met monthly to share information about community events. The committee underwent some organizational restructuring with the goal of obtaining coalition status.

**Bicycle and Wheeled Sports Safety**
Safe Kids Central Oregon continued collaborative efforts with The Center Foundation, Commute Options, & Bend Police for the bike and wheeled safety activities. These included:
- Bike rodeo, Helmet distribution & fitting, school programs
- Think First presentations to school and community groups

**Child Occupant Safety**
Over 150 car seats were distributed to families in need at monthly child safety seat clinics at Redmond & Bend Fire Stations. More than 350 families were provided car seat education, screening, and follow-up at child safety seat clinics in Bend and Redmond.

**Injury Prevention Education and Teen Driver Education**
Trauma Nurse Talk Tough programs were offered to Central Oregon teens through the High Desert Drivers Education Courses.

**2009 Highlights**
In 2009, Safe Kids Central Oregon became a stand-alone Safe Kids coalition after working diligently with community partners.

Good Morning Central Oregon continued to sponsor 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.

Generous donations were received from the Langston Family Foundation and Bicycle Oregon, as well as a CPS grant from ODOT to Bend Fire Department for child safety seats and supplies.
COLUMBIA COUNTY

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2009 ACTIVITY OVERVIEW

In Columbia County, the Safe Kids program focused on providing the community with appropriate safety gear and education. Car seats 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 2009.

Child Occupant Safety

Safe Kids Columbia County continued to receive grants during 2009 which gave them the ability to keep their supply of child safety seats replenished for distribution purposes.

- 84 child safety seats were distributed by Safe Kids Columbia County
- 150 child safety seats were checked for safety requirements

2009 Highlights

In October of 2009, Safe Kids Columbia County participated in the Kiwanis Children’s Fair in St. Helens. During the event, the Safe Kids steering committee members and technicians demonstrated the use of seat belts to children and their families. Children were able to display the proper use of care safety seats and seat belts by using Twinkies as their test dummies, and miniature seat belt webbing to keep their Twinkies secure! In addition to such activities, members of the community were reached at the fair through the distribution of literature on car safety regulations.
Co-Lead Agencies
Wasco County Commission on Children & Families
Klickitat County Health Department

Partners
- ACTS Oregon
- 800 Buckle-Up
- Local Hospitals
- Health Departments
- Head Start
- New Parent Services
- Head Start & Migrant Head Start
- Commissions on Children & Families
- Emergency Services
- Schools
- Law Enforcement
- ODOT
- DHS

Prevention Priorities
- Motor Vehicle Occupant Safety
- Helmet Safety
- Other areas of concern (current events, seasonal safety)

2009 ACTIVITY OVERVIEW

In 2009, Safe Kids Columbia Gorge activities concentrated on car seat safety, as they have a strong group of Child Passenger Safety Technicians. They also continued their efforts to expand to other safety areas and involve other partners.

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.
- Additional outreach in Klickitat County, Washington, and in Hood River, Wasco, Sherman and Gilliam Counties in Oregon included:
  - 52 events; serving 951 Parents & 332 Children
  - 429 Seats Checked
  - 406 Seats Distributed
  - 24 workshops or other adult-focused education
  - 2 classroom presentations to children

2009 Highlights
During 2009, Safe Kids Columbia Gorge had 18 CPS Technicians, including one Technician Instructor.

Safe Kids Columbia Gorge continued to work on becoming a stand-alone Safe Kids coalition. The new coalition will be a bi-state Safe Kids coalition which 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.
2009 ACTIVITY OVERVIEW

In 2009, the Safe Kids Grant County had 7 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 fit and distributed helmets at the annual Family Fun Day in June 2009.

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 2009, Safe Kids Grant County:
- Checked & distributed child safety seats through Families First Parenting Center 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
This past year, Safe Kids Grant County sponsored the Children’s Health & Safety Fair that included a workshop of pedestrian and bike safety for kids in grades K-5.

2009 Highlights
During the Children’s Safety and Health Fair, students learned about water and fire safety, power line safety, medicine identification, and other safety areas. Safe Kids also hosted Family Fun Day where 72 safety helmets were distributed and 85 helmets were checked and fitted.

Families First, Inc., a local non-profit, became the Child Passenger Safety Technician resource for Safe Kids Grant County. In addition, a grant was secured from Enforcement of Underage Drinking Laws to help fund continued research and education in that area.
**2009 ACTIVITY OVERVIEW**

This past year, Safe Kids Lane County embedded Safe Kids activities and efforts within the existing community health program of Head Start. The Kohl's Foundation and the PeaceHealth Foundation continued as essential partners in supporting the Car Seat program, with both the Eugene Police and Lane Sheriff’s Departments contributing their car seat technician resources.

**Integrating Safe Kids Messages into Education**

Embedding Safe Kids messaging and education within Head Start programs continued throughout the year. This will be expanded into Infant and Toddler injury prevention in 2010, when Safe Kids Lane County branches out into Early Head Start programs. New partnerships with the Relief Nursery and Birth to Three programs will increase capacity to reach the families of the 0-3 age group.

**Child Occupant Safety**

Lane County held 12 child safety seat clinics, with an average number of 24 seat checks at each event. Car seat checks were done by 6-8 technicians and 4-5 non-technician volunteers at each clinic. Checks were also done at Head Start locations upon request by families. Over 60 child passenger safety seats were distributed throughout the community in 2009.

**2009 Highlights**

It is estimated that Safe Kids Lane County was able to reach over 325 community members through outreach in 2009. This was made possible through partnerships with local school districts and family resource centers.
2009 ACTIVITY OVERVIEW

In 2009, Safe Kids Malheur County stayed busy running their monthly car seat fitting station, teaching children how to stay safe while riding bikes, educating the community on the importance of staying physically healthy and participating in sharing other safety messages as well.

The annual Ontario Kid’s Fair was a wonderful, fun-filled time that taught community members all about bicycle helmet safety. Malheur County Traffic Safety Commission provided helmets for all children and adults that participated in the bicycle safety course and bike rodeo.

Safe Kids Malheur County spent time teaching firearm safety through the local Hunter’s Education program. Several classes were held, providing necessary information and tools to be safe and responsible hunters.

Integrating Safe Kids Messages into Education

Safe Kids Malheur County has been continually dedicated to community outreach to empower students, teachers, parents, law enforcement, and concerned adults to prevent unintentional injuries in children. In 2009, they participated in:

- 1 health fair
- 2 kid’s fairs
- 10 workshops or other adult-focused education; and
- 12 classroom presentations to children.

Child Occupant Safety

Safe Kids Malheur County was awarded a grant from ODOT to help fund supplies for their monthly child passenger safety seat fitting station which was held in the Ontario Fire Department the 2nd Thursday of every month. Child passenger safety seats were also purchased with this grant and were disbursed throughout the community to families in need, at lower costs. The Oregon Child Development Coalition aided Safe Kids, as well, in purchasing additional child safety seats. In 2009, Safe Kids Malheur County distributed 37 child safety seats and checked the safety requirements of 94, and added two more CPS Technicians the Malheur County CPS Technician family.

2009 Highlights

Approximately 2,300 community members of Malheur County were reached in 2009 via events hosted by Safe Kids Malheur County. Safe Kids Malheur County, in partnership with Malheur County Traffic Safety Commission, participated in the annual Malheur County Fair held in August. This event served as a way of providing fun education in seat belt safety as well as pedestrian, child car seat, and bicycle safety. Good times are a promise at the Malheur County Fair in the Public Safety Plaza!
2009 ACTIVITY OVERVIEW

During 2009, Safe Kids North Coast participated in 2 community safety fairs, 6 child safety seat clinics, and 2 bike rodeos. These events combined served approximately 2,865 community members.

Safe Kids North Coast members also ran 30 radio spots and 10 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 6 Life Jacket Loaner Stands located throughout Clatsop County. During 2009, a seventh stand was built with plan for installation in the spring of 2010.
- 350 boat safety checks were done at local marinas to teach about water safety.
- 6 Water Safety presentations conducted to 292 adults, 210 children, 150 life jacket fittings, and 215 water safety packets distributed.

Child Occupant Safety
- 6 child passenger safety seat clinics were put on by Safe Kids North Coast, which included the checking of 136 car seats and the distribution of 52.
- Conducted a 2-hour Foster Parent Child Safety Seat Training Class.

Pedestrian Safety
- Safe Kids North Coast successfully completed a pedestrian safety community event entitled “International Walk to School Day”. This 1-day, after school event included 122 students, grades K-5, who participated, and 35 volunteers.
- Participated in a Halloween Safety event and distributed about 600 Halloween Reflective Safety Bags, containing educational information, to children in Clatsop County.

Organizations such as Oregon Department of Transportation, ACTS Oregon, and State Farm awarded grants to Safe Kids North Coast in 2009 with the goal of continuing education, research, and outreach of child safety priorities.

In 2009, Safe Kids North Coast welcomed new community partnerships with Providence Seaside Hospital and Sunset Empire Park & Recreation District.
2009 ACTIVITY OVERVIEW

Safe Kids Portland Metro served the community by participating in more than 46 health/safety fairs throughout the year providing educational materials to the public. Emphasis in 2009 was put on the following programs/topics:

- Car Seat Distribution Program for low income families
- Jeff Morris Foundation Partnership
- Helmet Distribution Programs
- Health and Safety Fairs
  - Legacy Healthy Kids Fairs (3)
  - Day in Damascus Safety Fair
  - Clackamas Town Center Road & Safety Fair
- Safe Kids Day at the Oregon Zoo
  - > 9,900 attendees
- Safe Communities of Clackamas County
- Water Safety and Life Jacket Loaner Programs
  - Haag Lake Life Jacket Kiosk
  - AMR River Rescue Program and Media Partnership
- Program Evaluation Workshop Series
- Univision Portland Partnership
- Holiday Safety News Conference
- Safe Kids Portland Metro was active in providing communication outreach through advertising via television, radio, and in print. These forms of outreach in combination with community events resulted in Safe Kids Portland Metro reaching more than 1 million community members with information regarding children’s safety and injury prevention.

Child Occupant Safety

In 2009, Safe Kids Portland Metro members provided 69 child safety seat clinics throughout the community. In total, 2183 child passenger safety seats were inspected and 461 child safety seats were distributed.

2009 Highlights

Newly established as a 501 (c) (3) organization, Safe Kids Portland Metro was successful in obtaining grants from Walmart for the Safe Kids at the Zoo event. ACTS Oregon provided additional grants for the purchase of car seats for low income families and provided three Child Passenger Safety Technician Certification Courses in the metro area. ACTS Oregon also hosted a course on Transporting Children with Special Needs and a National CPS Symposium conducted by Kim Herrmann from SKW. Safe Kids Portland Metro joined Safe Kids Oregon in sponsoring Tammy Franks (Child Passenger Safety Program Coordinator) in the Marine Corps Marathon in Washington D.C. The coalition provided professional development opportunities by coordinating a series of three Program Evaluation Workshops conducted by Ronda Zakocs, PhD, MPH. A new life jacket loaner program and kiosk at Haag Lake was developed by our Safe Kids partners in Washington County.
2009 ACTIVITY OVERVIEW

Safe Kids Rogue Valley attended an annual safety fair and other two other large local events during the year. In 2009, they provided outreach to the community in the following ways:

- Provided 11 car seat clinics and helped with monthly distribution clinics
  - 460 seats checked
  - 180 seats distributed
- Held 3 workshops and other adult-focused education sessions
- Provided 25 classroom presentations to children.

Safe Kids Rogue Valley received grants from the Walmart Foundation, Walmart stores, and the West Family Foundation in order to support local education initiatives and community outreach.

Media Coverage

Safe Kids Rogue Valley ran public service announcements in 2009 to stress the importance of childhood safety and prevention. These media messages included television, radio, and print advertisements.

2009 Highlights

In 2009, Safe Kids Rogue Valley successfully partnered with Medford Parks and Recreation Foundation as a way to strengthen the impact of Safe Kids Rogue Valley on the community.

Safe Kids Rogue Valley, along with community members, participated in the following events in 2009:

- Safe Kids Day
- Walk to School Day
- Rogue Valley’s Transportation Celebration
- Medford’s 8th Annual Multicultural Fair
2009 ACTIVITY OVERVIEW

Safe Kids Umatilla/Morrow participated in many community outreach activities in 2009. These included 4 health fairs, a safe Halloween event, International Walk to School Day, and 2 bike rodeos. It is estimated that 2,660 community members were reached through these educational and awareness events throughout the Umatilla/Morrow area.

Child Occupant Safety

Safe Kids Umatilla/Morrow hosted 7 child passenger safety seat clinics in 2009. As a result, 193 safety seats were checked and 100 seats were distributed throughout the community.

2009 Highlights

In 2009, Safe Kids Umatilla/Morrow partnered with Good Shepherd Hospital, Confederated Tribes of the Umatilla Indian Reservation & the Hermiston Police Department to increase reach and awareness in the community.

Safe Kids Umatilla/Morrow ended 2009 by joining a new, bi-state, regional Safe Kids coalition, known as Safe Kids Blue Mountain! This new coalition encompasses Umatilla, Morrow, Union and Wallowa counties in Oregon, along with Walla Walla and Columbia counties in Washington. The new structure of Safe Kids Blue Mountain will help to strengthen coordination and resources among these counties, with the goal of increasing awareness of the importance of child safety and injury prevention.
2009 ACTIVITY OVERVIEW

During 2009, Safe Kids Union County participated in 7 safety/health fairs, gave 10 classroom presentations to children, and gave 11 workshops or other adult-focused educational presentations. With all of these events combined, over 3,000 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. Radio and print advertisements were run in the local media to foster public awareness about Safe Kids.

ODOT, OTEC, and the Commission on Children and Families gave grants to Safe Kids Union County for local education initiatives and to support in the funding of safety supplies, including child passenger safety seats.

Bicycle Safety

In 2009, Safe Kids Union County held 2 bike rodeos for the community, one in the City of Union and one in the City of Elgin.

Child Occupant Safety

In 2009, a child safety seat clinic was held by Safe Kids Union County on October 10, 2009; with four seats checked. An as needed fitting station was also offered on an appointment basis at the La Grande Fire Station. At this fitting station, during 2009:

- 33 car seats were distributed to families-in-need
- 91 car seats were inspected

2009 Highlights

Safe Kids Union County increased focus in 2009 on pedestrian safety and biking to school. This was made possible by the partnership secured with KCMB Radio, who promoted Safe Kids Union County through running 960 air traffic safety messages.

Safe Kids Umatilla/Morrow ended 2009 by joining a new, bi-state, regional Safe Kids coalition, known as Safe Kids Blue Mountain! This new coalition encompasses Umatilla, Morrow, Union, Wallowa counties in Oregon and Walla Walla and Columbia counties in Washington. The new structure of Safe Kids Blue Mountain will help to strengthen coordination and resources among these counties, with the goal of increasing awareness of the importance of child safety and injury prevention.
2009 ACTIVITY OVERVIEW

During 2009, Safe Kids Willamette Valley participated in 5 health fairs and gave 6 school classroom presentations. With all of these events combined, approximately 2,000 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. 10 radio spots and 2 printed ads were run in the local media to foster public awareness about Safe Kids. A local radio station in Willamette Valley, KBZY, has partnered with Safe Kids Willamette Valley to run public service announcements, every day, for a month.

State Farm continued to sponsor 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

During 2009, 11 car seat clinics were offered by Safe Kids Willamette Valley, in which 502 seats were checked, 143 seats were distributed, and 382 families served throughout the community.

Bicycle and Wheeled Sports Safety

Safe Kids Willamette Valley participated in several activities highlighting Bicycle and wheeled sports safety. They participated in 3 bike rodeos, partnered with a local skateboard team to educate kids on need to wear helmets while skateboarding, as well as giving away approximately 150 helmets.

Water Safety

Safe Kids Willamette Valley installed their third life jacket loaner station. This one was installed at the site of the drowning in 2008 of two brothers at Riverview Park in Independence. The dedication ceremony was highlighted by the boys’ mother placing the life jackets on the loaner station. It was a very moving ceremony. A memorial stone with placard was also placed next to the life jacket station. Safe Kids Willamette Valley also continues to monitor and replace life jackets at the other 2 stations.

2009 Highlights

Safe Kids Willamette Valley received grants in 2009 from ACTS Oregon for bicycle safety program support, Oregon State Marine Board to fund a lifejacket kiosk, and ODOT to fund child passenger safety seats.

A skateboarding event at the Dallas Summerfest, which included a demo and multi-sport helmet giveaway, was successful in reaching out to community members and educating them on safety and injury prevention surrounding skateboarding activities.
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.