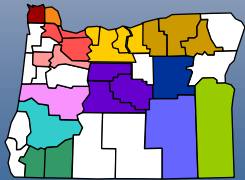


MISSION STATEMENT:

“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

Coordinator FocusP. 2

Upcoming Opportunities ...P. 2

SK Partner AppreciationP. 3

Walk to School Safety.....P. 3

New Seat BeltsP. 3

Lif Jacket StudyP. 4

Calendar of Events P. 4

Water Safety

Safe Kids North Coast is happy to announce that their 7th Life Jacket Loaner Stand has been put into the ground at Coffenbury Lake at Fort Stevens State Park. The loaner stand has a two sided box which allows them to store 24 life jackets; 6 life jackets per size. Thanks to everyone that helped with the stand, especially Matthew Carter and the staff at Fort Stevens State Park.



Tara Constantine with the new PFD Loaner Stand at Coffenbury Lake

Malheur County Fair

Safe Kids Malheur County worked with the Malheur County Traffic Safety Commission to make The Public Safety Plaza at the Malheur County Fair (August 2-6) a great success. The Plaza was busy with a different theme each day of the week.

Volunteers put in about 700 hours at the plaza and the most popular venue was the mobile shooting range. The law enforcement day drew the most people, with the various public safety agencies having booths or equipment on display.



Alecia playing the Car Seat Misuse Game at the Public Safety Plaza

Car Seat Safety

Safe Kids Harney County held its first official Safe Kids Car Seat Clinic on August 6th. The car seat technicians who attended the event were happy to check 6 seats in one morning, and they were even happier when people were interested in getting car seat education and following best practices.

Safe Kids and Safe Communities have the only program in Harney County where parents can purchase a new car seat, so this is a much-needed service that they are giving to their community.



VISION

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



This Month's SK Coordinator Focus
Safe Kids Harney County –
Amanda Benton

Hi, Safe Kids advocates! My name is Amanda J Benton. I recently became the Safe Kids Coordinator for Harney County. It's a big place, but not a lot of people, and there isn't anywhere to buy a car seat except through us.

I became certified as a Car Seat Technician with ACTS Oregon this summer in Eugene. It was a great time and I'm really looking forward to meeting even more people who are involved in child safety.

I've lived in Burns, OR for a year and a half now and I'm happily involved in the community as a young professional. Along with being the Safe Kids Coordinator for Harney County, I wear many other hats. I am employed with a non-profit that assists in making publically collaborated land management decisions and am on the City Council. Through the City Council, I helped get a community garden started, that is still going great. The level of volunteerism in such a small place is truly outstanding!

Upcoming Opportunities

3rd Annual Childhood Injury Prevention Training



On **Thursday, October** from 8:45 am – 4:30 pm, Doernbecher Children's Hospital will be holding their 3rd Annual

Childhood Injury Prevention Training in partnership with Safe Kids Oregon.

The training is \$25, with online registration available at www.ohsu.edu/childsafety.

For more information, e-mail Matthew Geraths at gerathsm@ohsu.edu.



Safe Kids USA Conference

Join us for this year's Safe Kids USA Conference on November 6-9, 2011 in Charlotte, NC.

The conference will provide you with up-to-date research and trends in childhood injury prevention, innovative programs, and skills and strategies to enhance your outreach in your community.

The Early Bird registration of \$250 ends on October 6, 2011. To register, go to: <http://www.safekids.org/conference>.



Inflatable Seat Belts to be Offered in More Cars



The Ford Motor Co. will offer inflatable rear seat belts in more of its vehicles starting next summer. Inflatable seat belts look like regular seat belts but with slightly more padding, since the air bag is sewn into them. When the car is in a severe crash, a balloon-like cushion inflates along the belt from the shoulder to the buckle. The belts help prevent chest injuries by distributing the force of the crash over an area that's five times larger than a traditional seat belt. They also cushion the neck.

Ford spent a decade designing and testing the belts. While they fill quickly - in 40 milliseconds - they are less forceful than traditional, steering wheel-mounted air bags because they don't need to bridge the space between the wheel and the person they're protecting. They also fill with cold compressed gas instead of the heat-producing chemical reaction used in traditional air bags. The cold gas and slower speed make the bags safer for young children.

Ford hasn't yet heard of any cases where the belts prevented injuries, but expects to once the new Explorer has been on the road longer. Ford is considering adding inflatable seat belts to the front seats, but is still studying how much benefit they would provide.

Toyota Motor Corp. also has inflatable seat belts in its Lexus LFA sports car, which went on sale after the Explorer. Keep an eye out, as we start seeing more car manufacturers offering this product.

2010 Washington State PFD Study Results

A study was recently conducted in Washington State to determine the extent of PFD (Personal Floatation Device) use by recreational boaters, to describe characteristics associated with their use and non-use, and to develop recommendations to increase usage.



Highlighted Results from the Study:

- Children 12 and under had the highest rate of PFD use, while adults had the lowest rate of PFD use.
- Children and youth were more likely to wear a PFD if any adult in the boat was wearing a PFD.
- Adult fisherpersons had the lowest rate of PFD use, compared to all adults.
- Jet ski and kayak occupants had the highest rate of PFD use, while motor boat occupants had the lowest rate of PFD use. Jet ski and kayak occupants were almost 5 times more likely to wear a PFD than motor boat occupants.

The full report and other local, national, and international water safety data and reports are available on-line at: <http://www.seattlechildrens.org/classes-community/community-programs/drowning-prevention/data/>

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.safekidsoregon.org 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

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

Fax: 971-673-0990

-Safety Observance Calendar- September 2011



Child Passenger Safety Month
<http://www.nada.org/Advocacy+Outreach/Auto+Safety+Initiatives>

-and-



Baby Safety Month
<http://www.jpma.org/bsm/2010>

Sept. 18-24
National Child Passenger Safety Week
<http://www.trafficsafetymarketin.gov/CAMPAIGNS/Child+Safety/Child+Passenger+Safety+Week>

Sept. 24
National Seat Check Saturday
<http://www.nhtsa.gov/Safety/CPS>



October 2011



October 9-15
National Fire Prevention Week
www.firepreventionweek.org/

-and-

October 16-22
Teen Driver Safety Week
<http://www.centurycouncil.org/other/initiatives/teendrivers>

October 17-21
National School Bus Safety Week
<https://netforum.avectra.com/eWeb/DynamicPage.aspx?Site=NAPT&WebCode=SBSW>



Oct. 6
Walk to School Day
<http://www.walktoschool.org/>

-Upcoming Conference-

Safe Kids USA Conference
November 6-9, 2011
Charlotte, NC
<http://www.safekids.org/conference>

