Dear Friends,

Safe Kids Oregon accomplished a milestone in 2010—15 great years of partnering with communities to support injury prevention efforts! Our coalitions and partners have increased awareness, supported new legislation, changed community norms and behaviors, recruited and trained coalition members, and assisted thousands of families with education and safety items. And, our childhood injury deaths and hospitalizations continue to decline, thanks to them.

2010 Highlights:

- In March, Oregon Public Health’s Maternal Child Health folks held a two-day Child Health Collaborative with local public health departments in which they set areas of focus. Fortunately, injury was selected as one of 3 efforts. Those that joined the Injury Workgroup selected infant suffocation as the 2-year focus. Roll-out will occur in 2011 and 2012.
- Thanks to a grant from ODOT's Transportation Safety Division, Safe Kids partnered with ACTS Oregon to increase the number of Senior Checkers for car seat clinics by 20%, and increased the percentage of forms filled out correctly to 98%.
- In September, Safe Kids Oregon, Washington and Utah sponsored a Regional Safe Kids Conference with a total of 110 participants from Alaska, Montana, and Idaho as well. Plans are underway for a 2012 conference.
- Safe Kids partnered with the Safety Center at Legacy Emanuel Hospital to launch a community forum in November on “Understanding and Preventing Window Falls Among Children.” Trauma data from 2004-2008 presented showed that each summer between 40-50 children entered the trauma system from falling out of second-story windows. The mean charge was $21,000. This is an issue that is not only expensive, but entirely preventable. We are grateful to the forum members that are building statewide efforts to address this issue.
- And, in December, the Advisory Board elected a new Honorary Chair: Dr. Karen Gunson, State Medical Examiner, and Co-Chair of the State Child Fatality Review Team. We are excited to have Dr. Gunson’s expertise and enthusiasm on our board.

Sincerely,

Adrienne Greene, MPA
Director of
Safe Kids Oregon
A MESSAGE FROM OUR HONORARY CHAIR ~ KAREN GUNSON, MD

I am very honored to be your Honorary Chair. We are all responsible for providing a safe and supportive environment for children to grow and learn. Safe Kids Oregon has provided proven strategies to promote childhood safety. I am excited about the opportunity to highlight and publicize these strategies whenever I can. No one knows better than I, the tragedies that occur when we become careless about helmet or lifejacket use or we forget about window stops. If I can do anything to prevent the next unintentional child death, I will. I am looking forward to assisting Safe Kids Oregon in anyway I can, and encourage all of you to pitch in and make a “safe” Oregon.

KAREN GUNSON, MD
STATE MEDICAL EXAMINER

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: www.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.

RISK AREAS

In this report, we present key highlights of activities in the injury priority areas that were the focuses of prevention for Safe Kids Oregon in 2010:

- Motor vehicle occupant safety
- Pedestrian safety
- Bicycle & wheeled sports safety
- Suffocation prevention
- Fire safety
- Falls prevention
- Water safety

We also highlight the 2010 work of our Safe Kids chapters and coalitions around the state.
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 on 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.

- In 2010, Safe Kids Columbia County continued to work closely with fire and police districts and the Columbia County Transit Division to hold regularly scheduled car seat clinics throughout the year.

In September of 2010, six Safe Kids Chapters and Coalitions participated in Seat Check Saturday - an annual, nationwide event that raises awareness on proper car seat installation. On this day alone, 328 seats were checked throughout the state.

Safe Kids Oregon also worked to increase the utilization of the Safe Kids child safety seat checklist at community events, improve accurate reporting on data forms, and increase the number of Senior Checkers available to assist at child safety seat clinics. In 2010, Safe Kids coalitions in Oregon:

- Checked over 4,000 car seats at child passenger safety events.
- Distributed more than 1,000 car seats to families in need.
- Increased the number of Senior Checkers in Oregon (experts on child passenger safety seats and installation) from 61 to 77.

A big thanks in identifying Senior Checkers goes to our partner, ACTS Oregon. They implemented the use of technician assessments at car seat clinics to measure both Child Passenger Safety technician skills and the readiness of a technician in becoming a senior checker. In 2010, Safe Kids Oregon increased the number of Senior Checkers in the state from 61 to 77.

Safe Kids Oregon also participated in the rollout of the teen pre-driver education program Countdown to Drive, a web-based program designed to bring parents and young teens together to talk about the key safety issues teens will face when riding as passengers or as they prepare to drive.

- Safe Kids Union County participated in the program with Cove 8th grade students and parents
- Safe Kids Oregon piloted the program to Boys & Girls Club teens in Lake Oswego, Oregon.
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, to pedestrian visibility during Halloween, to developing school and community task forces to improve safe routes for children to take to school.

- Safe Kids Rogue Valley received a grant to purchase bicycle helmets and safety items for International Walk to School Day 2010. They also distributed safety incentives from Safe Kids USA (posters, reflective stickers, banners, tip sheets, buttons & hand-held signs) at the event.

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 bicycle safety clinics, featuring bike safety inspections and brief safety lectures about the rules of the road, are featured.

- In 2010, Safe Kids Umatilla/Morrow received a Traffic Safety grant to teach motorists, bicyclists and horse riders about sharing the road in their community.
- Safe Kids Lane County was able to reach families in need of bicycle helmets by distributing them during Safe Kids Car Seat Safety checks and Head Start family events.
- Safe Kids Central Oregon distributed over 5,000 helmets.
- Safe Kids Harney County provided bike helmets and multi-sport helmets to youth at cost. They also partnered with law enforcement agencies, schools and the Kids’ Club to promote helmet usage.
- Safe Kids Malheur and Safe Kids Grant County participated in annual fairs, where they featured bike and multi-sport helmets and information on bike and wheeled sport safety.

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 Sleep and the prevention of infant suffocation is a focus of Oregon Public Health’s Babies First! and Safe Kids programs.

- For more information on Safe Sleep, go to: http://public.health.oregon.gov/HealthyPeopleFamilies/Babies/Pages/sids.aspx

FIRE AND BURN PREVENTION

In Oregon, many Safe Kids coalitions are led by local fire departments or have strong partnerships with local fire districts. The Office of the
State Fire Marshal received a training grant to initiate the Start Safe fire and burn prevention curriculum project targeted to preschool aged children and their parents. OSFM coordinator Judy Okulich worked with many Safe Kids coalitions in Oregon to coordinate local trainings with Head Start and other preschools.

- Safe Kids Umatilla-Morrow coordinated two trainings in Milton Freewater and Hermiston after the deaths of 3 children from home fires. More than 100 participants received the training.

**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 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.

- Safe Kids Oregon and the Safety Store at Legacy Emanuel Hospital sponsored a community forum on pediatric window fall prevention in November. More than 60 participants heard from leading experts on the issues. A Task Force was created to develop a statewide prevention effort.

**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 active supervision and within an arms reach 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 built at popular river and lake sites. The following Safe Kids Chapters and Coalitions have lifejacket kiosks:

- Safe Kids Columbia Gorge
- Safe Kids Portland Metro
- Safe Kids Willamette Valley
- Safe Kids North Coast
- Safe Kids Washington County
- Safe Kids Umatilla/Morrow

For pools and spas, Safe Kids recommend the use of Water Watcher cards that an adult wears to identify themself as keeping eyes on the children in the water at all times. Watcher Watcher cards can be downloaded at www.safekids.org.
Lead Agency
Oregon Public Health Division
Fiscal Sponsor
Jeff Morris Foundation
Advisory Board
Chair
- Sandy Giffin, Oregon Poison Center
- Tammy Franks, Legacy Emanuel Hospital
Secretary
- Cynthia Ikata, Public Health, Babies First! Program
Treasurer
- Ruth Harshfield, ACTS Oregon
Honorary Chair
- Karen Gunson, MD, State Medical Examiner
Honorary Member
- Bill Stryuk, Johnson & Johnson
Board Members
- Shelley Campbell, Legacy Emanuel TNTT Program
- Lucie Drum, AMR
- Philip Engle, Public Health, EMSC Program
- Matt Kaplan, Kaplan Law
- MariAnn Koloszar, Oregon State Marine Board
- Judy Okulitch, Office of the State Fire Marshal
- Sue Riehl, ODOT, Transportation Safety Division
- Rae Rosenberg, Mercy Corps
- Kayt Zundel, OHSU, Think First Program

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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.

2010 State Office and Advisory Board Accomplishments

- Participated with the Public Health Division’s Child Health Collaborative in March where injury was selected as an area of focus. Co-leading the Injury Workgroup on Safe Sleep and Infant Suffocation Prevention.
- Co-presented the “Childhood Drownings in Oregon & the Role of Prevention” with MariAnn Koloszar of the Oregon Marine Board, and Lucie Drum with American Medical Response, at the annual Emergency Medical Services for Children Conference in May in Eugene.
- Partnered with State Farm and Radio Disney to promote safe passenger behavior through multiple safety fair venues.
- 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. Co-sponsored a Senior Checker breakfast with ACTS Oregon in July.
- Co-presented with Ruth Harshfield, ACTS Oregon at the annual Oregon Childcare Resource & Referral Fall Conference in October on “Injury Prevention in the Childcare Setting.”
- Co-sponsored with the Safety Store at Legacy Emanuel a community forum on “Understanding and Prevention Window Falls Among Children.” More than 60 participants attended.
- Increased support staff for Safe Kids Oregon. Hired temporary MPH student intern to help with data collection and administrative duties.
Co-Lead Agencies

The Center Foundation
St. Charles Medical Center

Partners

- City of Bend
- Bend Police Department
- Commute Options
- Healthy Beginnings
- NeighborImpact
- Think First
- Trauma Nurses Talk Tough
- Safety Queen, LLC
- ODOT
- Bend & Redmond Fire Departments
- Good Morning Central Oregon

Prevention Priorities

- Bicycle & Wheeled Sports Safety
- Motor Vehicle Occupant Safety
- Sports Safety

2010 ACTIVITY OVERVIEW

In 2010, healthcare and community partners worked with Safe Kids Central Oregon to improve the health of the population and reduce health care costs to their community through prevention efforts.

Bicycle & Wheeled Sports Safety

Safe Kids Central Oregon partnerships supported community wide activities to promote bike and wheeled safety. Safe Kids Central Oregon continued to help families be safe by having regular safety features on Good Morning Central Oregon. On one of the editions, Commute Options, a Safe Kids partner, was interviewed about biking/walking in low visibility areas and tips on how to make it safer.

Motor Vehicle Occupant Safety

Safe Kids Central Oregon partnerships supported monthly car seat clinics in Bend, Redmond, Prineville, and Madras. There were 22 certified car seat technicians in Central Oregon to provide education and screening to Central Oregon families.

The Trauma Nurses Talk Tough program was presented to Central Oregon High school students taking drivers education courses. The program focused on high risk behaviors that increased the likelihood of injury or death from a crash.

Sports Safety

Bend, La Pine, Sisters, Redmond and Crook County high school athletes participating in football, soccer, basketball and wrestling were part of a progressive program that set new standards for concussion diagnosis and treatment. The program, called ImPACT (Immediate Post-Concussion Assessment and Cognitive Testing), was the first computerized evaluation system to help determine concussion severity, as determine if and when it was safe for an athlete to return to contact sports.

2010 Highlights

- Participated in Week of the Young Child event
- Attended the Regional Safe Kids Conference in Portland
- Participated in The Center Foundation sport physical annual event
- Facilitated implementation of the Start Safe Fire Safety Curriculum for Head Start teachers
- Helped sponsor a CPS Technician training in Prineville with ACTS Oregon
**2010 ACTIVITY OVERVIEW**

In Columbia County, the Safe Kids program focused on Child Occupant Safety during 2010.

**Motor Vehicle Occupant Safety**

Safe Kids Columbia County continued to receive grants which gave them the ability to supply child safety seats for distribution purposes.

- 34 child safety seats were distributed
- 82 child safety seats were checked for safety requirements

**2010 Highlights**

Under the coordination of Natalie Otero, the Columbia County program continued to hold car seat clinics in each area of the county. The steering committee maintained a strong commitment to quality and efficiency. Safe Kids Columbia County began planning for the review of 2010 statistics for each car seat clinic location. In 2011, Columbia County plans to change where and when clinics are held based on these findings in order to increase access to their target population and decrease overall costs to the program.

In 2010, Safe Kids Columbia County received much needed support from Safe Kids Oregon and ACTS Oregon. Safe Kids Columbia County also appreciated all of the wonderful techs from Oregon and Washington, the county’s fire and police districts and the Columbia County Transit Division who hosted their events throughout the year.
2010 ACTIVITY OVERVIEW

In 2010, Safe Kids Columbia Gorge activities concentrated on child passenger safety. They also continued their efforts to increase bicycle helmet use and water safety around many lakes and rivers in 5-county region.

Motor Vehicle Occupant Safety

- Hood River and Wasco Counties held monthly Car Seat Safety classes. More than 200 seats were distributed to class participants who meet WIC income guidelines.
- Seven annual car seat clinics were held in Klickitat, Hood River and Wasco Counties.
- Seat Belt Diversion classes were held bi-monthly by volunteers to generate funds to purchase seats. ODOT grants and parent donations supplemented these purchases.

Bicycle & Wheeled Sports Safety

- Outreach was regularly provided to children, families and community partners about importance of helmet use at festivals and health fairs.
- SK Columbia Gorge supported helmet education and distribution programs in schools.

Water Safety

- Provided water safety information to high risk areas and developed a life jacket loaner program along the Columbia River.

2010 Highlights

During 2010, Safe Kids Columbia Gorge expanded outreach efforts to additional safety partners and issues. Two Water Safety Kiosks were built by Dufur High School shop class students and installed at Meyer Park, The Dalles Marina and LePage Park at the confluence of the John Day and Columbia Rivers. All these parks had high use of recreational sports. Four additional kiosks are scheduled for completion in 2011.

Car Seat usage continued to improve across the region with on-going classes, clinics and events. Educational events were prioritized to increase booster seat usage.
2010 ACTIVITY OVERVIEW

In 2010, the Safe Kids Grant County committee met on a monthly basis to plan upcoming projects and invited keynote speakers to present to the group.

Bicycle & Wheeled Sports Safety

- In June, Safe Kids Grant County participated in Family Fun Day, staffing a bike/multi-sport helmet fitting station. Bike safety information and helmets were distributed.
- In August, Safe Kids had a bike safety and helmet booth at the Grant County Fair.

Motor Vehicle Occupant Safety

Considering that 85% of all child safety seats are installed incorrectly and there are over 772 children affected by child restraint laws in Grant County, on any given day about 656 children are riding in vehicles incorrectly restrained. To help resolve this problem during 2010, Safe Kids Grant County:

- Offered car seat clinics with CPS technicians from three local businesses.
- Participated in safety events including car seat distribution for low income families and health and safety fairs.

Pedestrian Safety

This past year, Safe Kids Grant County disseminated pedestrian safety materials during the annual Family Fun Day and during the Grant County Fair.

2010 Highlights

In 2010, three local offices that worked with families trained CPS technicians on staff. These included Families First Parent Resource Center, Oregon Dept. of Human Services and Child Care Referral and Resources. DHS caseworkers and foster parents received child occupant safety training.

Three annual countywide events offered information on our Safe Kids efforts. These include the Grant County Health and Safety Fair, Family Fun Day and the Grant County Fair.
2010 ACTIVITY OVERVIEW

Safe Kids Harney County and Harney County Safe Communities provided traffic safety resources to the local schools and local agencies, as well as the community at large. The group’s ongoing activities included: winter driving education, bike safety rodeos, car seat clinics, safety and health fairs, choices and consequences for teen drivers, and various pedestrian and school safety projects. Safe Kids Harney County was also an outlet for bike and sport helmets for kids of all ages.

Motor Vehicle Occupant Safety

The main priority area for Safe Kids Harney County and Harney County Safe Communities during 2010 was Child Occupant Safety, as they were the only outlet for new child safety seats in Harney County. They provided new child safety seats to parents and caregivers at cost and to low-income families at a reduced price. The group sold 70 seats and hosted 3 car seat clinics for the public.

Bicycle & Wheeled Sports Safety

Another high priority area for Safe Kids Harney County and Harney County Safe Communities was wheeled sports safety. They provided bike helmets and multisport helmets to youth of the county at cost. They partnered with law enforcement agencies, the schools and the Kids’ Club to promote helmet usage. One of the main promotion activities was the annual bike rodeo, which was held the weekend after school was out for the summer.

School Sports Safety

In 2010, Safe Kids Harney County was awarded a grant under the Safe Kids Safe Sports Initiative. With these funds, they organized a clinic series on: effective stretching, proper hydration, and concussion awareness. The clinics were for student athletes, coaches, parents and volunteers. The clinic series was staffed by a local family practice doctor and two local certified physical trainers. Dr. Mark Belza, a neurosurgeon from The Center for Orthopedic Care and Research in Bend, was a guest speaker during the session covering concussion prevention and the effectiveness of the ImPACT concussion screening program. Funds from the grant also helped implement the ImPACT program in the county’s two high school sports programs.

2010 Highlights

• The Coalition was awarded one of 20 grants nationwide for the Safe Sports 2010 Initiative to help provide safe sports education to students.

• Safe Kids Harney County participated in the following community events:
  o Harney County Fair
  o Suntex Rural Schools Health Fair
  o Harney District Hospital Health Fair
  o Red Ribbon Week
2010 ACTIVITY OVERVIEW

Safe Kids Lane County continued to focus on child occupant safety and received funding from the Kohl's Foundation for monthly car seat safety clinics in Eugene. They continued to offer life vests and summer safety information during the late spring to Head Start families at their annual fishing derby at the Leaburg fishery.

Bicycle & Wheeled Sports Safety

Safe Kids Lane County distributed 50 bicycle helmets at Safe Kids events that were held in conjunction with car seat safety checks and Head Start family events.

Motor Vehicle Occupant Safety

Twelve Kohl's Car Seat Safety Clinics were held and staffed by multiple partners, including the Eugene Fire Department, Head Start of Lane County and Sacred Heart Medical Center. Safe Kids Lane County distributed 88 car seats and checked 437 car seats at these events. Safe Kids Lane County averaged about 12 technicians per event, with the highest number of technicians at any one event being 20.

2010 Highlights

It is estimated that Safe Kids Lane County was able to reach over 598 community members through outreach in 2010. This was made possible through partnerships with local school districts and family resource centers.
2010 ACTIVITY OVERVIEW

Safe Kids Malheur County stayed busy running a 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 about bicycle helmet safety.

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.

Coalition and Community Partner Building

Safe Kids Malheur County is continually dedicated to community outreach to prevent unintentional injuries in children. On March 10, Safe Kids was invited to speak at the Ontario Kiwanis Club, providing them valuable information on the Safe Kids program. Because of this outreach, several Kiwanis members became volunteers for Safe Kids Malheur County programs. In 2010, Malheur County was also able to secure The Family Place as a solid partner and involve State Farm Insurance staff in helping as scribes and greeters at car seat clinics.

Child Occupant Safety

Safe Kids Malheur County continued holding a monthly child passenger safety seat fitting station at the Ontario Fire Department the 2nd Thursday of every month. Funds provided by a grant from the Oregon Dept. of Transportation purchased new scales, noodles, tape measures and other items needed for the Fitting Station. 53 child safety seats were distributed to families in need and another 120 were checked.

In 2010, Safe Kids Malheur County worked with law enforcement, where various car seat violation citations would be excused if the people came to the fitting stations. They also provided surrounding law enforcement agencies with car seat handouts and fitting station time and date cards to share with people the officers had contact with. Several families came to Safe Kids events via the cards/information they received through this effort.

2010 Highlights

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. Malheur County Traffic Safety Commission provided helmets for all children and adults that participated in the bicycle safety course and bike rodeo.
Lead Agency
Astoria Fire & Rescue

Partners
- Astoria, Warrenton & Seaside Fire Dept.
- Astoria, Warrenton & Seaside Police Dept.
- U.S. Coast Guard
- U.S. Coast Guard Auxiliary, Flotilla 64
- Clatsop Co. Health & Human Services
- Clatsop Co. Sheriff Office, Marine Patrol
- Lum’s Auto Center
- Seaside Kiwanis Club
- Walgreens
- Lower Columbia Power Squadron
- Providence Seaside Hospital
- Seaside Kiwanis Club
- Sunset Empire Park & Recreation District
- Medix Ambulance

Prevention Priorities
- Water Safety
- Motor Vehicle Occupant Safety
- Poisoning Prevention
- Falls Prevention
- Bicycle & Wheeled Sports Safety
- Fire Safety
- Pedestrian Safety

2010 ACTIVITY OVERVIEW
Safe Kids North Coast continued community participation in safety fairs, child safety seat clinics, and bike rodeos. Safe Kids North Coast members strengthened their community partnerships in the county by encouraging businesses, non-profit agencies, law enforcement and health agencies to join their growing membership. They continued to provide training to law enforcement agencies, who would provide education to families and children that officers interacted with on a daily basis.

Water Safety
Clatsop County provides recreational opportunities on and near the Pacific Ocean, Columbia River, and multiple lakes. At the end of 2009, Safe Kids North Coast had 6 life jacket loaner stands located throughout the county. During 2010, one more life jacket loaner stand was installed, making for a total of 7 stands located at the following recreational areas:
- Astoria East Mooring Basin
- Coffenbury Lake – near the boat ramp and near the swimming area
- Cullaby Lake - near the boat ramp and near the south end swimming area
- Hammond Mooring Basin
- Warrenton Mooring Basin

Motor Vehicle Occupant Safety
In 2010, five child passenger safety seat clinics were sponsored by Safe Kids North Coast, which included the checking of 92 car seats and the distribution of 65. Safe Kids North Coast continued to focus on low-income families & new parents with their education & distribution of car seats in the county. They worked with local agencies, including the Health Dept., WIC, and DHS in order to do this. They promoted their car seat inspections with Clatsop County Health & Human Services during home health visits & at the local WIC office.

2010 Highlights
Safe Kids North Coast invited the public to attend a safety fair on May 1st at the Seaside Fire Department. Different safety stations were featured which included helmet safety, fire safety, a car-seat clinic to cover motor vehicle safety and the U.S. Coast Guard brought a boat out to discuss water safety. Medix brought an ambulance, Pacific Power made a presentation on power safety and pedestrian and poison safety were also addressed. The safety fair focused on kids ages 0 to 14. Prizes were offered, including a stamp on a card to enter to win one of two bikes donated by the Seaside Police Officers Association and Providence Seaside Hospital. Overall, the event was a huge success!
2010 ACTIVITY OVERVIEW

Safe Kids Portland Metro served the community by coordinating dozens of health and safety events throughout the year that provided injury prevention educational opportunities for families. The coalition focused on the following activities to address leading and emerging injury trends in children:

- Child Passenger Safety events including car seat distributions for low income families
- Bike Safety and Helmet Distribution Programs
- Water Safety and Life Jacket Programs
- Fire Prevention Programs
- Window Falls Forum and Task Force to Prevent Window Falls
- Holiday Safety News Conference

2010 Event Highlights

- NW Bike Show
- Monthly Child Safety Seat Check Up events in each county
- Trauma Nurses Talk Tough Bike Helmet Distributions
- Safe Kids Day at the Oregon Zoo (attendance >5600!)
- Legacy Health Fairs
  - Legacy Emanuel Medical Center
  - Legacy Meridian Park Medical Center
  - Legacy Mount Hood Medical Center
- Day in Damascus Safety and Health Fair
- Clackamas Town Center Road & Safety Fair
- Safety Street at Clackamas County Fair
- Life Jacket Loaner Programs
  - Haag Lake
  - AMR River Rescue

Motor Vehicle Occupant Safety

ACTS Oregon and the outstanding partners of Safe Kids Portland Metro conducted 37 child safety seat (CSS) check up events, checked 1358 child safety seats and distributed 238 child safety seats to low income families in the Portland Metro area.

2010 Professional Development

Professional development opportunities for the injury prevention community in the Portland Metro area included:

- 6th Annual Bi-State Injury Prevention Summit
- Oregon EMS for Children Conference
- Safe Kids Regional Conference
- Community Forum to Prevent Window Falls
2010 ACTIVITY OVERVIEW

The Safe Kids Rogue Valley Coalition is proud of their diverse membership that continued to work hard in 2010, pledging to help make safety a part of every Rogue Valley citizen’s way of life. The Coalition’s goals take a multifaceted approach to childhood injury; including community action, education interventions, public policy initiatives, media efforts, observation and evaluation.

Bicycle & Wheeled Sports Safety
In 2010, Safe Kids Rogue Valley continued to conduct their Injury Prevention Education Program with a unique one-of-a-kind bus: the Safe Kids Interactive bus. The Safe Kids Interactive Bus Education Program offered life-saving information, handouts and safety equipment to at-risk children and their families, some who could not otherwise afford these simple life saving devices. The program focused on bike safety, while touching upon vehicle safety, pedestrian safety, and bus safety.

Safe Kids Rogue Valley routinely distributed bicycle helmets to the community through safety fairs and events, but this important program allowed them to reach out and provide education at the same time. The program presented a comprehensive, multi-session, injury prevention strategy. During 2010, the Interactive Bus System reached over 6,000 students and 70,000 individuals saw the message on the bus daily in 2010, as measured by the existing RVTD Interactive Firefighters and Grandparents Bus Education Programs.

Pedestrian Safety
Safe Kids Rogue Valley continued to take an active role in International Walk to School Day 2010. Over 280 students from 13 schools in Medford, Ashland, Central Point, Phoenix, White City and Talent participated in the event. Safe Kids Rogue Valley was able to distribute safety incentives provided by Safe Kids (posters, reflective stickers, banners, tip sheets, buttons & hand-held signs). Grant money was also used to purchase bicycle helmets and 750 reflective tags imprinted with “Walk Left, Ride Right” for the event. During Walk to School Day, Safe Kids Rogue Valley members meet at 7:00 at Union Park in Medford to walk the kids to Washington Elementary school. The Mayor, Fire Chief, Fire Marshall, firemen, fire engine, bike policemen, FedEx employees and FedEx truck also attended the walk. FedEx passed out 500 coloring books and Safe Kids Rogue Valley received media attention from two television stations.

2010 Highlights
Other successful events in 2010 included the Medford Fire Open House, where Safe Kids Rogue Valley reached over 400 people, and the Medford Parks & Recreation Halloween Event, where staff in the Safe Kids van passed out reflective bags for trick-or-treating on Halloween night.
2010 ACTIVITY OVERVIEW

In 2010, Safe Kids Umatilla/Morrow’s membership grew and they recruited a number of new volunteers. Umatilla and Morrow County’s Commission on Children and Families continued to be a strong component to their organization.

Motor Vehicle Occupant Safety
Safe Kids Umatilla/Morrow continued to promote proper car seat and seat belt use, bike helmets and the messages of “Be Safe, Be Seen” & “Kids in Cars” throughout their community.

Water Safety
Life Jacket Kiosks at the Umatilla Marina were kept stocked with a variety of life jackets throughout the year.

2010 Highlights
Four new car seat technicians were trained and certified in April 2010 at John Day training.
Safe Kids Umatilla/Morrow held 7 Safe Kids Buckle Up Car Seat Checkup events during the year.
Safe Kids participated in International Walk and Bike to School Day at Rocky Heights Elementary.
Safe Kids Umatilla/Morrow supported education booths at 6 community events including:
- P-Town Throwdown Skate Park Competition
- FamilyCare Health Fair
- National Family Health and Fitness Fair
- National Night Out
- Boardman Children’s Fair
- Pendleton Parks and Recreation Halloween Party
2010 ACTIVITY OVERVIEW

During 2010, Safe Kids Union County:

- Participated in eight safety/health fairs: Volunteer Link, Blue Monday, 4-6 Grade Safety Fun Fair, Apple Eyecare Safety Celebration, Union County Fair, Celebrate La Grande, Drug-Free Relay and Greenwood Openhouse.
- Participated in five classroom presentations: Walk to School, bicycle safety, crossing guard training, Halloween safety and drivers ed.
- Helped sponsor 2 guest safety speakers: Syd Muzzy and Brad Barton.
- Participated in Safe Kids Countdown2Drive rollout with Cove 8th grade students and parents.
- Attended the Safe Kids Regional Conference in Portland.
- Held one CPS clinic and provided support to the weekly fitting station at the La Grande Fire Dept.
- Safe Kids Union County worked with two juniors (Imbler and Cove High Schools) to help them complete their senior projects. One was focused on distracted driving, the other on drinking and driving.
- Coalition members sent out calendars to all elementary age students through schools twice during the year, listing family friendly activities. They had table tents placed in the majority of eating establishments in Union County with prevention messages throughout the year about childhood safety and unintentional injury.
- Radio and print advertisements were run in the local media to foster public awareness about Safe Kids.

With all of these events combined, thousands of community members were reached with Safe Kids messages.

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 & Wheeled Safety

In 2010, Safe Kids Union County Held three bike rodeos: Wal-Mart Safety Week, City of Elgin and Cycle Oregon.

Motor Vehicle Occupant Safety

In 2010, one child safety seat clinic was held by Safe Kids Union County on September 20, 2010 at DHS in La Grande. An as needed fitting station was also offered on an appointment basis at the La Grande Fire Station. At this fitting station 39 car seats were inspected and 26 car seats were distributed to families-in-need.

2010 Highlights

A partnership secured with Capps Radio Group/KCMB Radio, promoted Safe Kids Union County by running 960, :30 second traffic safety messages.
Co-Lead Agencies

Salem Hospital
Polk County Fire District 1

Partners
- Burlington Coat Factory
- Keizer Fire District
- Dallas Police Dept.
- Oregon State Marine Board
- Oregon State Police
- Salem Hospital
- Oregon Dept of Transportation
- Polk County Fire District One
- West Salem Kiwanis
- State Farm Insurance
- Brain Injury Association
- Ranger Dawg: The “Stay out of stranger” Dawg
- 1490 AM - KBZY

Prevention Priorities
- Motor Vehicle Occupant Safety
- Bicycle & Wheeled Sports Safety
- Water safety
- Fall prevention

WILLAMETTE VALLEY

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2010 ACTIVITY OVERVIEW

Safe Kids Willamette Valley participated in 12 health and safety fairs, reaching approximately 4000 community members. Coalition members also ran advertisements this past year to get the word out about childhood safety and unintentional injury. Every month SKWV has a different PSA radio spot on their local radio station giving safety information on a variety of topics.

State Farm continued to sponsor Safe Kids Willamette Valley to support local education initiatives primarily through supporting bike rodeos. The coalition also held a fund raising basketball event by bringing the Harlem Ambassadors to Keizer to play against hometown celebrities including local policemen, firemen, ER physician, RN’s, radio station DJ’s, high school teachers/coaches, and public officials. Not only did the public get to enjoy a night of fun-filled family entertainment, Safe Kids Willamette Valley received tremendous publicity doing this event as well as raising needed funds.

Motor Vehicle Occupant Safety

During 2010, 15 car seat clinics were coordinated by Safe Kids Willamette Valley, at which 449 seats were checked, 139 seats were distributed, and about 300 families were served throughout the community. They also hosted CPS tech training of 25 people at Polk County Fire District 1 in Independence.

Bicycle and Wheeled Sports Safety

Safe Kids Willamette Valley participated in several activities highlighting bicycle and wheeled sports safety. They participated in 2 bike rodeos that included helmet distribution: a skateboard camp held over Spring Break sponsored by the Boys/Girls club where about 15 multisport helmets were distributed to participants; and a health fair sponsored by Family Building Blocks where 100 bike helmets were fit and distributed. They also participated in several Head Start events that included bike helmet distribution.

Water Safety

The coalition participated in several health fairs highlighting water safety and distributed more than 75 life jackets to infants and children. This was a big hit with parents. They hope to distribute as many if not more next year.

2010 Highlights

While Safe Kids Willamette Valley participated in many events in 2010, the highlight was the basketball event that brought a lot of attention to the coalition and their activities. They look forward to continuing to be active in their communities to promote safety for children in as many ways as they can.