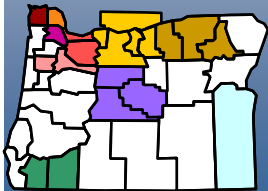


**MISSION
STATEMENT:**

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



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VISION

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

September 2012

Safe Kids Oregon

News From Around the State

Sports Safety Week



Safe Kids Willamette Valley participated in the first annual Cascade Soccer Jamboree held during Sports Safety Week on May 19 in Salem. The event was co-sponsored by DePuy Mitek, a division of Johnson & Johnson, Safe Kids USA, and Hope Orthopedics. About 200 kids were run through various training exercises to help improve soccer skills. While their parents received education on how to avoid sports injuries, concussion prevention, and the importance of proper equipment and hydration. This education was provided by a physician and an athletic trainer from Hope Orthopedics. Safe Kids Willamette Valley had a fun activity booth for kids to test their knowledge about sports safety. All participants won a water bottle. Safe Kids Willamette Valley also provided



information and handouts on dehydration and concussion prevention. This was a very fun and successful event. They look forward to doing it again next year.

Pedestrian Safety

Last year, **Safe Kids Umatilla Morrow**

Countries received the Start Safe Travel Tier 1 grant. They partnered with Umatilla Morrow County Head Start to provide training on pedestrian safety to classroom staff. Focusing on their local area, training was provided to 30 teachers and classroom assistants. Training included power point based training, pre and post testing materials, and safety materials and incentives to those that conducted the training with parents. Parent trainings occurred during home visits and at parent meetings. For the 52 parents who completed the pre-test and post-test, knowledge about pedestrian safety increased by 19% (pre-test average score was 71% and post-test score average was 90%). All educators felt that the in-service time was well spent and provided a better understanding of safe travel best practices. This year, they were awarded the Start Safe Tier 2 Travel Grant to continue the program.

Start Safe:

A Program to Teach Safety
to Young Children and
Their Families



Interested in Policy? Join our Committee

In efforts to address the issue of injury in Oregon, Oregon Public Health Division works with key partners to develop, implement, and maintain the Statewide Injury Prevention and Control Plan. Part of this plan is to look at policy issues that impact injury prevention efforts. To create a focus statewide on policy that affects all Oregonians, the Injury Community Planning Group (ICPG) Policy Subcommittee has been created. It includes members from the Safe Kids Oregon Advisory Board, ICPG, Safe Kids Portland Metro, advocates and interested professionals. The Subcommittee are committed partners working together, volunteering time, expertise, and strategic planning resources with the Injury and Violence Prevention Program.

Policy Subcommittee Objectives:

- Disseminate relevant information
- Identify two policy priorities and produce strategic plans for implementation
- Use sound data and indicators in order to inform policy
- Provide a forum for monitoring and discussing injury-related bills and policies.
- Support the priorities of the Oregon Injury Prevention & Control Plan.
- Advocate and use best practice in addressing injury prevention policy activities.

Currently, the two policy priorities include pedestrian safety and suicide. Anyone interested in joining the Subcommittee via phone or in person is welcome. Contact the Co-chairs: Heather Morrow-Almeida, Heather.R.Morrow-Almeida@state.or.us and Kayt Zundel, zundel@ohsu.edu.

Upcoming Opportunities



National Standardized Child Passenger Safety (CPS) Technician Certification Trainings

Applications for two courses are open.

• Lincoln City, September 26 – 29

• Sherwood, October 17–20.

Information and application:

www.actsoregon.org/CPStraining.html



The 9th Annual Kidz In Motion Conference will be held at the Hyatt Regency Tamaya Resort & Spa, August 27 – 29, 2013, north of Albuquerque, New Mexico.

The Missing Tether

Getting Caregivers and Technicians To Use Tethers

LATCH stands for Lower Anchors and Tethers for Children. LATCH systems – lower anchors and top tethers have been available in most passenger vehicles since 2003, while top tethers have been available since 2000. The system was designed to make it easier to install child restraints in vehicles.

Although car seat and vehicle manufacturer's have been working to make these systems easy to use, top tether use continues to remain low.

Benefits of top tethers include:

- 1) increases protection to children in front and near side impact crashes.
- 2) provides 3 points of contact that holds the child restraint firmly against the vehicle seat;
- 3) reduces the distance that a child's head moves forward by 4-6 inches and can reduce the risk of head/neck injuries in a crash

Why is tether use so low?

- 1) Tethers are not always easy to find – out of sight behind the child restraint.
- 2) Vehicle anchor points may be hard to identify
- 3) Caregivers are confused about when to use it.



The car seat manufacturers instructions and vehicle owners manuals contain information on using LATCH. Use the top tether for forward facing children with seats installed with the safety belt or the lower anchor attachments. Rear facing, use the tether when the car seat manufacture allows.

General Message: Encourage caregivers to use the top tether when available.

Safe Kids Partner Profile – Impact NW

Safe Kids Oregon is excited to enter into a partnership with Impact NW as our fiscal sponsor. Impact NW is a non-profit 501(c)3 organization with a mission to help people achieve self-sufficiency and to prevent and alleviate the effects of poverty. Currently, Impact NW serves 70,000 low-income infants, children, families, adults with disabilities and seniors throughout Multnomah County and Washington County.



As an agency with forty-five years of history of innovative programming and community organizing, Impact NW acts as an incubator for newer non-profit organizations that share their values through their fiscal sponsorship program. This allows all cash and in-kind donations made to Safe Kids Oregon through Impact NW to be tax deductible. Impact NW provides technical expertise in financial management, operations and leadership to build capacity, giving Safe Kids Oregon the opportunity to focus on implementing effective programs.

For more information on [Impact NW](http://www.impactnw.org) visit www.impactnw.org



September Health Focus: Safe Kids USA Releases Pedestrian Safety Report

Safe Kids has launched [*Walking Safely: A Report to the Nation*](#). This 15-year trend report reveals some surprising findings. While past reports covered children ages 0-14, the report discusses some concerning news about teenagers. Here are some highlights from the report.

The good news:

- Child pedestrian deaths are down 53 percent since 1995.
- Child pedestrian injuries are down 44 percent since 1995.
- In 1995, 5-9 year olds led the nation in injury rates. Today, injury rates among that population are down 65%.

But there is also concerning news about teenagers.

- In the last five years, injuries among 16-19 year olds increased 25 percent over the previous five years.
- Today, 14-19 year olds account for 50 percent of child pedestrian injuries.
- The death rate among older teens is now twice that of younger children.

So, why are teens getting hit more often now? The research didn't address that, but Safe Kids USA suspects distraction. According to the Pew Charitable Trust:

- In 2004, 45% of 12-17 year olds owned cell phones.
- In 2009, 75% of 12-17 year olds owned cell phones.

Overall, there are still too many children being hit by cars.

- 61 children are injured every day.
- In 2010, there were 22,351 children injured.
- More than 500 children are killed every year.
- More children are hit by cars in September than any other month.
- The number of injuries is highest in months when most students end and begin the school year (June, August and September.)



To view the report, visit [Walking Safely: A Report to the Nation](http://www.safekidsoregon.org/wp-content/uploads/2009/04/Walking-Safety1.pdf), <http://www.safekidsoregon.org/wp-content/uploads/2009/04/Walking-Safety1.pdf>

If you need additional information please feel free to contact Katherine Collins at kcollins@safekids.org

International Walk to School Day October 3rd, 2012



Quick Facts and Figures: The History of Walk to School Day

The Partnership for a Walkable America sponsored the first National Walk Our Children to School Day in Chicago in 1997, modeled after the United Kingdom's walk to school events, and communities around the United States have been celebrating Walk to School Day ever since.

The event was established as "International" in 2000, when Canada and the U.K. joined with the U.S. to celebrate. Around the globe, International Walk to School Month brings together more than 40 countries in recognition of the common interest in walking to school.

More than half of Walk to School events are part of ongoing activities to promote walking and bicycling throughout the year.

Participation in Walk to School Day 2011 reached a record high, with more than 4,000 events registered from all fifty states and the District of Columbia. Many more communities held events but did not register.

This year, Safe Kids North Coast, Safe Kids Rogue Valley, Safe Kids Union County and Safe Kids Umatilla Morrow County have received International Walk to School Day Event grants. We look forward to hearing about the success of their events.

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



800 NE Oregon St., Suite 730
Portland, OR 97232

www.safekidsoregon.org or
<http://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.

Contact:

Ruth Harshfield
Director

971-673-1028

email: ruth.harshfield@state.or.us

Fax: 971-673-0990

-Safety Observance Calendar-

September 2012

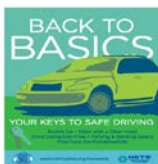


Sept. 16-22
National Child Passenger
Safety Week

Sept. 22
National Seat Check
Saturday



October 2012



Drive Safely
to Work Week
October 1-5

<http://trafficsafety.org/>



October 3
Walk to School Day
<http://www.walktoschool.org/>



October 9-15
National Fire
Prevention Week
<http://www.firepreventionweek.org/>

October 14-20
Teen Driver Safety Week
<http://www.centurycouncil.org/other/initiatives/teendrivers>



October 22-26
National School Bus Safety
Week
<https://netforum.avectra.com/eWeb/DynamicPage.aspx?Site=NAPT&WebCode=SBSW>