Dear Child Safety Advocates,

Injury prevention efforts continue to make a difference to Oregon’s children. Between 2005-2007 and 2009-2011 deaths to children ages 0 – 14 from unintentional injuries decreased by 18.9% (from 148 to 120) and hospitalizations decreased by 17.3% (from 3,539 to 3,214).

The important injury prevention messages and events hosted by Safe Kids Coalitions and partners throughout communities in 2012 continue to help families make safe choices. This report details the extensive work of Safe Kids Oregon and the eight coalitions and three chapters in Oregon. Please take a moment to read about our efforts.

2012 was a year of transition for Safe Kids Oregon. I wish to thank Adrienne Greene for her support as she moved into her role as CDC Grant Manager and Tam Peterson for her valuable training in website maintenance and newsletter design. Additionally, the Safe Kids Oregon Advisory Board has been very active and involved in providing guidance to Safe Kids Oregon.

Ruth Harshfield
Safe Kids Oregon Director

A MESSAGE FROM
KAREN GUNSON, MD ~
HONORARY CHAIR

The work of Safe Kids Oregon continues to be important. Between 2005-2007 and 2009-2011, motor vehicle deaths to children ages 0 – 14 decreased by 54% (from 33 to 15). However, suffocation deaths increased by 34% (from 25 to 38), becoming the leading cause of unintentional childhood death in 2011. The top four causes of deaths were suffocation, motor vehicle traffic, drowning and fire/burns. An additional 3,214 children ages 0-14 were hospitalized from unintentional injuries. Falls remain the leading cause of hospitalization from unintentional childhood injury (36% of all hospitalizations) followed by poisoning (11.6% of all hospitalizations).

I am pleased that Safe Kids coalitions and chapters are active partners in efforts to decrease childhood injuries and deaths.
2012 was an active year for the Safe Kids Advisory Board and I am proud to share this report highlighting our accomplishments. Our efforts were directed at ensuring the stability of the state office, strengthening our network through collaboration with partner agencies, and leading statewide injury prevention advocacy efforts. Our key accomplishments included:

- Welcoming Ruth Harshfield as the Safe Kids Oregon Director
- Establishing a fiscal sponsorship contract with Impact Northwest and developing corresponding operating processes and policies
- Enhancing the roles and responsibilities of the Advisory Board Committees
- Transforming the Public Policy & Education Committee into the Injury Community Planning Group (ICPG) Policy Subcommittee. ICPG is working with Adrienne Greene and over 30 stakeholders to develop a strategic policy plan for pedestrian safety

INTRODUCTION

The important thing to remember about preventable injuries is that they are preventable.

Preventable 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.

WHY OUR WORK IS IMPORTANT

Unintentional injury is the leading cause of death and disability among children ages 14 and under in the United States. In 2010, 8,684 children ages 19 and under died from unintentional injury. In 2011, more than 9 million children ages 19 and under were seen in emergency departments for nonfatal unintentional injuries.\(^1\) The total annual cost of unintentional injuries among children ages 14 and under was over $5 billion in 2005.\(^2\)

In Oregon, between 2009-2011, unintentional injuries to children ages 0-14 years resulted in 120 fatalities and 3,214 hospitalizations.\(^3\)

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1 Overview of Childhood Injury Morbidity and Mortality in the U.S. Fact Sheet (2013) Safe Kids Worldwide
3 Data Source: Death Certificate Data, Hospital Discharge Index Data, Injury and Violence Prevention Program, Public Health Division, Oregon Health Authority 2013
Efforts to reduce unintentional injuries to children are described under **Prevention Activity Statewide**. Additional prevention materials are available on the Safe Kids Oregon website.

http://www.safekidsoregon.org/safety-for-parents/

**GEOGRAPHY**

Since 1995, **Safe Kids Oregon** has been raising awareness about unintentional childhood 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.

**MAP OF COALITIONS AND CHAPTERS IN OREGON.**

- Safe Kids Oregon
- Safe Kids Central Oregon
- Safe Kids Columbia County
- Safe Kids Columbia Gorge
- Safe Kids Harney County Chapter
- Safe Kids Malheur County
- Safe Kids Portland Metro
- Safe Kids Rogue Valley
- Safe Kids Umatilla/Morrow Co. Chapter
- Safe Kids Union County Chapter
- Safe Kids Washington County
- Safe Kids Willamette Valley

**SAFE KIDS OREGON**

**Vision:** Injury prevention as every Oregonian’s approach to life.

**Mission:** Working together to reduce unintentional injuries in Oregon’s children age 0-14.
To highlight the importance of each activity, data regarding fatalities and hospitalizations from 2009-2011 is included.

Data Source: Death Certificate Data, Hospital Discharge Index Data, Injury and Violence Prevention Section, Public Health Division, Oregon Health Authority, 2013.

**MOTOR VEHICLE OCCUPANT SAFETY**

Motor vehicle occupant crashes resulted in fatalities to 15 children and the hospitalization of 146 children.

The Safe Kids Buckle Up program works through local coalitions to ensure children are fully protected in and around vehicles. Coalitions provide education on the proper use of child safety seats; provide reduced cost child safety seats and booster seats to eligible families; and sponsor/volunteer at free child safety seat check-up events throughout Oregon. They also share information on *Never Leave a Child Alone in a Car* (heatstroke prevention), driveway safety and trunk entrapment. In 2012 Safe Kids Coalitions reported:

- 1164 child safety seats were distributed to eligible families.
- 5960 child safety seats were checked for correct use.

**PEDESTRIAN SAFETY**

Pedestrian crashes resulted in fatalities to 13 children and the hospitalization of 89 children.

The Safe Kids Walk This Way program teaches children and adults how to share the responsibility of safety on the road. The program includes sponsoring schools to participate in International Walk to School Day, encouraging pedestrian visibility during Halloween, and developing school and community task forces to improve safe routes for children to take to school.

**BICYCLE AND WHEELED SPORTS SAFETY**

Bicycle crashes resulted in 1 fatality and 211 hospitalizations for children.

Safe Kids coalitions around the state worked with partner organizations to provide classroom education and bicycle helmets when possible (through discounts or donations) to schools and community members. Bicycle rodeos were held featuring bike safety clinics and bike inspections. Additionally, many safety presentations about rules of the road were made.
FIRE AND BURN PREVENTION

Fire and burn injuries resulted in 9 fatalities and 99 hospitalizations for children.

In Oregon, Safe Kids coalitions are either led by fire departments or have strong partnerships with local fire districts. They partner to provide smoke detectors, safety presentations and education on fire and burn prevention.

The Safe Start Fire Prevention program was hosted by some of the coalitions with Head Start and the Office of the State Fire Marshal.

SUFFOCATION PREVENTION AND SAFE SLEEP

Suffocation was the cause of 38 deaths and 36 hospitalizations for children.

Suffocation injuries and deaths usually occur in the home – 85% were children under the age of four. Leading causes of suffocation are unsafe sleep environments, choking on food and small objects, and strangulation by products such as window blind cords and clothing drawstrings. Safe Kids provides information to families and caregivers about suffocation prevention including:

- Informing about safe sleep environments based on the Oregon Public Health Division Babies First! program materials - http://public.health.oregon.gov/HealthyPeopleFamilies/Babies/Pages/sids.aspx
- Encouraging prevention of choking on food by offering cooked and softer foods when it is age-appropriate and preventing choking on small objects by taking an empty toilet paper roll and putting the small object in it. If it fits completely into the roll, don’t let children under 3 play with it.
- Preventing strangulation by using cordless window coverings and being sure there are no drawstrings in clothing.

FALL PREVENTION

Falls resulted in 3 fatalities and 1,354 hospitalizations to children.

Falls are the leading cause of hospitalization to children under the age of 14 in Oregon. The four largest categories of falls include:

- from windows
- on playgrounds
- in the home from stairs, chairs, beds
- from skateboards and during sports activities.

To prevent falls, Safe Kids partners encourage the use of window guards and stops for second-story windows; urge
parents and caregivers to closely supervise children on play structures; teach home safety to new parents; and recommend proper sports gear to protect from a fall during sports activities and wheeled sports.

Safe Kids Oregon participates on the Window Falls Task Force and maintains the Stop at 4 Campaign website: 
www.stopat4.com

SPORTS SAFETY

Overexertion and being struck by or against an object resulted in 3 fatalities and 276 hospitalizations to children.

The focus of Safe Kids sports safety efforts includes athletic conditioning, overuse injury prevention, concussion awareness, hydration, proper equipment and safety training. The goal for this national program is to provide parents, coaches and other stakeholders within the youth sports community with practical information and tools that are essential to keeping youth active, healthy and injury free, while playing the sports they love.

WATER SAFETY

Drowning resulted in 20 fatalities and 30 hospitalizations to children.

Drowning is the second leading cause of death to children under age 14 in Oregon. Drowning occurs in three manners:

- In natural bodies of water such as rivers, lakes and oceans 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 wearing Personal Flotation Devices (PFDS) at all times, regardless of swimming ability. Life Jacket Loaner Kiosks continued to be built and maintained by six Safe Kids Coalitions at popular river and lake sites.

For pools and spas, the key to preventing drowning is an adult’s active supervision and within an arm’s reach of the child. Safe Kids recommends the use of Water Watcher cards, which identify the adult keeping eyes on the children in the water at all times.


For in the home, Safe Kids encourages parents and caregivers to never leave kids alone in or around water, to remove water from tubs and buckets after use, keep toilet lids closed and use toilet seat locks and to keep doors to bathrooms and laundry rooms closed.
SAFE KIDS OREGON

Safe Kids Oregon is the state office of Safe Kids Worldwide, and is housed in the Injury and Violence Prevention Section at the Oregon Public Health Division. The activities of the state office are overseen by the Safe Kids Advisory Board. Board members participate in one of four committees: Injury Community Planning Group (ICPG) Policy Subcommittee; Finance and Fund Development; Conference and Training, or Communications and Website.

Adrienne Greene, Safe Kids Oregon Director since 2002, was promoted to manage a new 5-year CDC Injury and Violence Prevention Grant. Ruth Harshfield was hired in March 2012 as the Director for Safe Kids Oregon.

The Public Policy & Education Committee became the Injury Community Planning Group (ICPG) Policy Subcommittee and participated in the development of a strategic policy plan for pedestrian safety.

2012 State Office and Advisory Board Accomplishments

Signed the contract for fiscal sponsorship with Impact Northwest.
The Safe Kids Director and the Finance and Fund Development Committee developed operating processes and policies.
Maintained www.stopat4.com and promoted Window Falls Week in April to increase public awareness of pediatric window falls.
Co-led the Window Falls Task Force and the Injury Workgroup on Safe Sleep and Infant Suffocation Prevention, as part of the Public Health Division’s Child Health Collaborative.
Conducted eight site visits with coalitions.
Continued to support training, information and resources for Senior Checkers including how to register events on the Safe Kids Worldwide website, correct use of the Safe Kids check sheet, and the protocol and role of Senior Checkers at events.
Conducted a survey of Coalitions and Chapters and hosted bi-monthly conference calls to increase communication.
Updated the website regularly on over ten injury areas including sports safety/concussion prevention, laundry pods/safe storage of medicine, Start Safe fire prevention, water safety - boating and spa safety, window falls prevention and motor vehicle safety/warnings on back and front over incidents.
Published quarterly newsletters and distributed to over 560 subscribers.
Participated as an active member of the Tom Sargent Safety Center Advisory Committee, and the Emergency Medical Services for Children Advisory Committee.
Co-Lead Agencies
- The Center Foundation
- St. Charles Medical Center

Partners
- Bend Fire Department
- Bend Police Department
- City of Bend
- Commute Options
- Good Morning Central Oregon
- Healthy Beginnings
- NeighborImpact
- ODOT
- Redmond Fire Department
- ThinkFirst Central Oregon
- Trauma Nurses Talk Tough

Prevention Priorities
- Bicycle and Wheeled Sports Safety
- Motor Vehicle Occupant Safety
- Sports Safety

2012 ACTIVITY OVERVIEW

Healthcare and community partners worked with Safe Kids Central Oregon (SKCO) to improve the health of the population and reduce health care costs to their community through prevention efforts.

Bicycle and Wheeled Sports Safety
SKCO partnerships supported community wide activities to promote bike and wheeled sports safety. Commute Options, a SKCO partner, was interviewed and appeared four times in The Bulletin and the Cascade Business News promoting bicycling and walking, helmet use, share the road messages and other safety outreach. They conducted bicycle and pedestrian education reaching nearly 5000 students ages K-12. SKCO received a Safe Kids Worldwide grant for a research outreach project to inform middle school students about the dangers of being a distracted pedestrian. This project was conducted at REALMS Middle School.

The SKCO partner, ThinkFirst Central Oregon, provided brain and spinal cord injury prevention curriculums to several Central Oregon elementary schools. Prevention presentations were made at bike rodeos, elementary and middle schools and to Boy Scout troops. More than 400 bicycle helmets were distributed to children at no cost.

Motor Vehicle Occupant Safety
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Motor Vehicle Occupant Safety
Commute Options addressed 200 Central Oregon high school students taking drivers education courses focusing on distracted driving, sharing the road with vulnerable road users and using a ride matching tool to reduce single occupancy driving (www.drivelessconnect.com).

The Trauma Nurses Talk Tough program was presented to Central Oregon high school students taking drivers education courses. The program focused on high risk driver behaviors

Sports Safety
The Center Foundation (TCF) provided sports medicine coverage for over 1500 high school athletes and managed the concussions of over 300 young athletes. As part of the comprehensive high school sports medicine coverage, TCF used a concussion prevention and management program that included ImPACT neurocognitive testing.

Commute Options distributed 2000 bicycle helmets to students in grades 3-5 primarily in Bend and Redmond.
2012 ACTIVITY OVERVIEW

Safe Kids Columbia County (SKCC) focused on public education efforts to increase Bicycle and Wheeled Sports Safety, Fire and Burn Prevention, Firearm Safety, Sports Safety, Water Safety and Window Falls Prevention. The Coalition also actively worked on Motor Vehicle Occupant Safety.

Motor Vehicle Occupant Safety

The Car Seat Program has developed new partnerships and added six new certified child passenger safety technicians to support the continuation of nine car seat check-up clinics a year. Coalition members make referrals and share resources. The Safe Kids Lower Columbia Coalition in Cowlitz County WA, Columbia County Transit District, Kiwanis, the Columbia County Traffic Safety Commission and Columbia River Fire and Rescue are vital partners in the success of the check-up clinics. The Department of Human Services also continues to make referrals and pay for car seats on a limited basis. SKCC received grants to purchase child safety seats for distribution.

- 37 child safety seats were distributed to eligible families.
- 63 child safety seats were checked for correct use.

2012 Highlights

Creating accessible public information was a key part of SKCC’s strategy because over 74% of our population commutes outside the county to work. Having internet accessible safety education is vital. Safe Kids Oregon was instrumental in designing easy to read flyers for distribution and website posting. The Commission on Children and Families added a webpage section for SKCC, with introductory information and links to websites recommended by Safe Kids Oregon and Safe Kids Worldwide. SKCC also assisted in promoting transportation safety for the Highway 30 Safety Corridor.

The South Columbia Chamber of Commerce was an essential partner in getting information to employees, employers and customers. Schools, Head Start, Healthy Start and child care providers have welcomed Safe Kids injury prevention information.

SKCC looks forward to continually enhancing outreach and connections to families, students, commuters, policy makers, educators, and health and human service organizations. Child injury prevention is an essential strategy for healthy, vibrant communities.
2012 ACTIVITY OVERVIEW

Safe Kids Columbia Gorge (SKCG) concentrated on child passenger safety, bicycle helmet use and water safety around lakes and rivers in the 5-county region.

Motor Vehicle Occupant Safety

Hood River and Wasco Counties each held monthly car seat safety classes in English and Spanish. Thirteen car seat check-up clinics and/or education events were held in Klickitat, Hood River, Sherman and Wasco Counties. Seat Belt Diversion classes were held bi-monthly by volunteers to promote seat belt safety and generate funds to purchase car seats. ODOT grants and parent donations supplemented these purchases. Klickitat County obtained a grant and trained two new child passenger safety technicians and plans to order seats for distribution.

- 291 child safety seats were distributed to class participants who were eligible.
- 203 child safety seats were checked for correct fit and installation.

Bicycle and Wheeled Sports Safety

Skyline Medical Center, Mid-Columbia Medical Center and Providence Hood River Memorial Hospital offered free helmets and fittings in emergency rooms. Seven helmet fitting stations for the public were also held.

Water Safety

An additional three Water Safety Kiosks were built and installed. There are now eleven life jacket loaner kiosks in the Mid-Columbia region.

2012 Highlights

SKCG is surrounded with water. Water safety kiosks were added at The Dalles Marina, Hood River Waterfront Park and Bonneville Lock and Dam. In partnership with the US Army Corps of Engineers life jacket loaner kiosks provide safety information and loaner life jackets of varying sizes for use by boaters and swimmers.

Car seat safety and/or bike helmet safety education was available at 13 community events: HUGS Fair, Cherry Festival, Easter Egg Hunt and Safety Fair, Dallesport Safari, OCDC Safety Fair, Google Safety Event, Sherman County Memorial Day Parade, Children's Fair, Klickitat Valley Health & Wellness Fair, Klickitat County Fair, Kids Family Fun Day, The Dalles Safety Fair, and NW Natural Get Ready Event.
2011 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, and various pedestrian and school safety projects. Safe Kids Harney County was also an outlet for bike helmets for kids of all ages.

Motor Vehicle Occupant Safety

The main priority area for Safe Kids Harney County and Harney County Safe Communities was child occupant safety. They were the only outlet for new child safety seats located in Harney County. Thirty-five car seats were sold and fitted in 2012. One car seat check-up event was held in May.

- 10 child safety seats were checked for correct use.

Bicycle and Wheeled Sports Safety

Another high priority for Safe Kids Harney County and Harney County Safe Communities was wheeled sports safety. Bike helmets were provided to youth in the county for $5.00 or residents can trade in an old helmet and receive a new helmet for free. Safe Kids Harney County 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 held June 2nd.

2011 Highlights

Safe Kids Harney County provided packets to the teachers at the elementary school including blinking lights and Safe Kids Flyers about safe trick-or-treating on Halloween. Safe Kids Harney County participated in the following community events:

- Harney County Fair
- Suntex Rural Schools Health Fair
- Harney District Hospital Health Fair
- Red Ribbon Week
- Crane Play Day
- City of Burns Christmas Jamboree
2012 ACTIVITY OVERVIEW

Safe Kids Malheur County (SKMC) stayed busy running a 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.

Motor Vehicle Occupant Safety

SKMC held a monthly child safety seat fitting station at the Ontario Fire Department on the 2nd Thursday of the month. Grant funds from the Oregon Department of Transportation purchased new scales, noodles, tape measures and other items needed for the fitting station. In 2012, a new partnership with Nyssa Fire Department provided the opportunity to host two car seat clinics in Nyssa, Oregon. Our 2012 statistics for fitting stations and car seat clinics are:

- 78 child safety seats distributed to eligible families
- 189 child safety seats checked for correct use.

In 2012, SKMC continued working with law enforcement and local courts. When car seat violation citations were issued, officers could refer people to attend the fitting station and have the citation excused. SKMC also provided law enforcement agencies with handouts on car seat safety and fitting station time and date cards to share with people they contacted. Several families came to Safe Kids events via the cards/information they received.

2012 Highlights – Coalition and Community Partner Building

SKMC is dedicated to community outreach to prevent unintentional injuries in children. In 2012 a new partnership was developed with Nyssa Fire Department holding car seat clinics at their location. Our amazing partnership continued with the nursing program at Treasure Valley Community College. Nursing students participate at car seat clinics/fitting stations to help with scribing, weighing and measuring children, and talking about child safety practices with families.

SKMC, in partnership with Malheur County Traffic Safety Commission and the Boys and Girls Club of Western Treasure Valley, participated in the Malheur County Fair in August. This four day event provided fun education on seat belt safety, pedestrian safety, child car seat safety, fire awareness, water safety, firearm safety and bicycle safety.

Our last big event was on September 22, 2012 when SKMC participated in National Seat Check Saturday, holding the event with our partner dealership, Hanigan Chevrolet, at our local Ontario Super Wal-Mart Store.
**Lead Agency**
American Medical Response

**Partners**
- ACTS Oregon
- Boring Fire District
- Brain Injury Association of Oregon
- Ceasefire Oregon
- Clackamas County Fire
- Clackamas County Sheriff’s Office
- Clackamas County Safe Communities
- Consumer Product Safety Commission
- Doernbecher Children’s Safety Center
- Hillsboro Fire Department
- Lake Oswego Police
- Lake Oswego Fire Dept.
- ODOT Region 1
- OHSU Think First Oregon
- Oregon Burn Center
- Oregon EMS for Children (EMSC)
- Oregon Poison Center
- Portland Fire & Rescue
- Portland Police Bureau
- Randall Children’s Hospital
- Safe Kids Oregon
- Safe Routes to School (PDOT)
- Sandy Fire District
- Stop at 4” Task Force
- Tualatin Valley Fire & Rescue
- Trauma Nurses Talk Tough
- Washington County Sheriff’s Office

**Prevention Priorities**
- Bike & Wheeled Sports
- Fall Prevention
- Fire & Burn
- Home Safety
- Motor Vehicle Safety
- Pedestrian Safety
- Poison Prevention
- Safe Sleep

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**2012 ACTIVITY OVERVIEW**
Safe Kids Portland Metro (SKPM) is the coalition for Multnomah and Clackamas Counties. SKPM maintains close ties with Safe Kids Washington (SKW) County and is honored to have two members on our Advisory Board. SKPM coordinated hundreds of health and safety events, from classroom presentations to community events, providing injury prevention educational opportunities and safety devices for thousands of families in the metro area.

The coalition focused on the following activities:
- Child Safety Seat check-up events and car seat distribution
- Bike Safety and Helmet Distribution Programs
- Water Safety and Life Jacket Programs
- Concussion Prevention
- Fire Prevention Programs
- Window Fall Prevention - *Stop at 4” Campaign*
- Clackamas County’s Community Health Improvement Plan (integrating injury prevention into the strategic plan)

**2012 Event Highlights**
- Monthly Child Safety Seat Check Up events and 4 local “Fitting Stations” offering car seat inspections by appointment
- Trauma Nurses Talk Tough Bike Helmet Sales at Legacy Health Fairs
- Safe Kids Day at the Oregon Zoo with over 5760 attendees
- Legacy Health Fairs at Legacy Emanuel and Mt. Hood Medical
- Summer Safety News Conference in May
- Start Safe Travel Grant for Randall Children’s Hospital
- Day in Damascus Safety and Health Fair
- Clackamas Town Center Road & Safety Fair
- Safety Street at Clackamas County Fair
- Wilsonville Fun in the Park
- Life Jacket Loaner Programs maintained at AMR River Rescue locations - Glenn Otto Park and High Rock Park

**Motor Vehicle Occupant Safety**
Safe Kids Portland Metro partners coordinated monthly car seat check-up events in Multnomah and Clackamas Counties as well as provided individual car seat check-up appointments. Results from events:
- 443 child safety seats were distributed to low income families
- 2548 child safety seats were checked for correct use

**2012 Professional Development**
Opportunities in Portland Metro area included:
- First ever *Health Literacy Conference* in March 2012
- Safe Kids Oregon launched a series of webinars featuring SKPM injury experts
- CPS Technician Classes, 1 Recertification class and several CEU workshops
2012 ACTIVITY OVERVIEW

Safe Kids Rogue Valley (SKRV) maintained their relationship with La Clinica/Kids Health Connection and continued their support of the wheeled sports-helmet program with the aid of Rogue Valley Transportation District and Rogue Regional Medical Center. This program is a way to get helmets distributed, fitted and donated to children identified as “in need” through the elementary schools.

Motor Vehicle Occupant Safety

Every month SKRV in partnership with Jackson County Sherriff’s Department hosted a local distribution clinic where an average of 15-20 seats were provided to families in need. In addition, child safety seats that were already in use were checked.

- 240 child safety seats were checked for correct fit and installation

Events

Safe Kids Rogue Valley held their annual May Safe Kids event at the new Medford Wal-Mart superstore. There was a good turnout and the event featured a bicycle rodeo that taught participants safe riding habits and proper helmet and bicycle fittings. The hazard house was also used to teach home and fire safety. Additional participants included Oregon Department of Forestry and Smokey Bear; Jackson County Search & Rescue; The Medford Family YMCA; Mercy Flights, and many others.

In June, SKRV and the Jackson County Car Seat Coalition in partnership with Consumer Credit Counseling service hosted “Safety Saturday” where people could get their child’s car seats checked and shred their personal documents. About 30 child safety seats were checked and a drawing was held for a new child safety seat. Thanks to Rogue Federal Credit Union and Consumer Counseling Center a local grandmother was able to get a new child safety seat for her grandson whom she watches frequently. She received education on installing and fitting her grandson properly.

Walk to School Day was hosted at a new elementary school this year and the turnout was excellent. City management employees attended in an effort to support the cause and the overall result was getting our walking and biking kids to school safely and smartly.
2012 ACTIVITY OVERVIEW

Safe Kids Umatilla & Morrow Chapter (SKU&M) members remained dedicated to reducing injuries to children and providing safe environments for them to live and play. The chapter continues a strong collaboration with Hermiston’s Safe Communities Coalition on child safety issues.

Motor Vehicle Occupant Safety
SKU&M promoted proper car seat use and installation, seat belt use and the messages regarding hyperthermia through the “Kids in Cars” program throughout communities. A $2,000 grant was received from ODOT to purchase child safety seats. Pendleton police officer Steve Livingston and an alert community member received the Safe Kids Badge of Courage award for helping a child left in a car. Seven child safety seat clinics were hosted in Boardman, Hermiston, Morrow, Pendleton, and Umatilla.

- 43 child safety seats were check for correct use.

Pedestrian and Bike Safety
The Safe Communities Coalition has taken the lead on promoting bike safety and helmet distribution events as well as promoting the creation of walking and bike paths.

Water Safety
Morrow County Sheriff’s office maintained several kiosks in Morrow County including the Umatilla Marina with a variety of life jackets throughout the year. Families were very appreciative of this resource.

2012 Highlights
SKU&M provided support for Walk and Bike to School Day. Rocky Heights Elementary, Sandstone Middle School and all of the Umatilla Morrow Counties Head Start classrooms participated. The 2nd year of the Safe Start Travel program with Umatilla Morrow County Head Start Classroom teachers and Parent Educators was held. A Kellogg grant for 15 high weight car seats was received and a car seat clinic was held at the Head Start/WIC offices in Pendleton and Hermiston.

Safety presentations held at 2 Parent Policy Council meetings. Community education booths held at 3 events: National Family Health and Fitness Fair, Boardman Children’s Fair, and MOPS group in Pendleton.
2012 ACTIVITY OVERVIEW

Safe Kids Union County (SKUC) reached thousands of community members with Safe Kids messages.

2012 Highlights:

- Reached 860 students, 100% of Union County 4th through 6th graders, at the annual Safety Fun Fair. They participated in sports safety Safe Kids games, ATV safety, alcohol/drug awareness, and bullying/peer pressure prevention.
- Participated in 9 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, Greenwood Open House and Island City Open House.
- Participated in 24 classroom presentations: Walk to School (1), bicycle safety (4), crossing guard training (2), pedestrian safety (13), and driver education (4).
- Worked with a high school senior to help him with his senior project focusing on bicycling and walking to school.
- Sent calendars listing family friendly activities twice to all elementary age students through the schools. Placed table tents in the majority of eating establishments in Union County with prevention messages about childhood safety and unintentional injury.
- Ran radio advertisements on local station to foster public awareness about Safe Kids.

Bicycle and Wheeled Safety

SKUC held 2 bike rodeos at the Wal-Mart Safety Week and City of Cove. SKUC also went into four elementary schools in partnership with the Mason’s Lodge to give bicycle helmets and education while the Mason’s awarded “Bikes for Books” read throughout the year.

Motor Vehicle Occupant Safety

In honor of national Child Passenger Safety Week a child safety seat clinic was held on September 20th at DHS in La Grande and a second was held September 22nd at MJ Goss Motors. La Grande Fire hosted car seat checks by appointments and partner agencies assisted with car seat distribution by trained staff.

- 28 child safety seats were distributed to eligible families.
- 73 child safety seats were inspected for correct use.

New Partners: We are excited to have seven new partners: Union Co. District Attorney; Mt. Valley Fitness and Health; Wells Fargo; FedEx; Eastern Oregon University; National Guard and Union County Safe Communities.
2012 ACTIVITY OVERVIEW

Safe Kids Washington County had a busy year. Our members took part in dozens of events around the county designed to bring safety awareness to parents and kids.

Motor Vehicle Occupant Safety

Safe Kids Washington County members actively supported and staffed child safety seat check-up events and distributed child safety seats. Our events not only checked for proper installation and usage, but provided low-cost safety seats for motorists who would otherwise be unable to afford them. These monthly events were held at Tuality Health Education Center’s parking garage and at Forest Grove Fire Department. Over 15 car seat check-up events were held and over 1500 car seats were checked.

Water Safety

Using cash and product donations from safety-minded citizens and agencies such as the Oregon Marine Board and the Joint Water Commission, Safe Kids Washington County maintained two life jacket loaner kiosks at Haag Lake. The lake hosts thousands of people each warm weekend and hundreds of fishermen throughout the week. Firefighters from Gaston Rural Fire District monitored the kiosks to ensure that life jackets were available and well maintained. Additionally, our members conducted water safety presentations at various apartment complexes in the county.

Window Falls Prevention

Several member agencies have developed the Kids Can’t Fly displays to promote window fall safety. Oregon’s mild weather patterns mean open windows for many months of the year and the incidence of toddlers plunging to concrete walks or driveways from open windows means long hospital stays for some children who push out the screens. Among the events where this safety message was presented were the Bethany Concert/Safety Fair, Celebrate Hillsboro and the Washington County Fair.

Fire Safety

Members of several agencies staffed Tualatin Valley Fire & Rescue’s mobile safety house at the annual Safe Kids Day at the Zoo. Free passes for Head Start program families in the Portland Metro area brought thousands of kids and parents to see the zoo’s wildlife and to visit the dozen safety stations staffed by safety experts.
Serving Marion and Polk Counties

Co-Lead Agencies

Salem Hospital
Polk County Fire District #1

Partners

- Burlington Coat Factory
- Family Building Blocks
- Keizer Fire District.
- Oregon State Marine Board
- Salem Hospital
- Oregon Dept of Transportation
- Polk County Fire District #1
- Salem Hospital
- West Salem Kiwanis
- 1490 AM - KBZY

Prevention Priorities

- Motor Vehicle Occupant Safety
- Water safety
- Fall prevention

WILLAMETTE VALLEY

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2012 ACTIVITY OVERVIEW

Safe Kids Willamette Valley (SKWV) participated in 8 health and safety fairs, reaching approximately 2,000 community members. Coalition members also ran advertisements this past year to get the word out about childhood safety and unintentional injury. Every month SKWV had different PSA radio spots on the local radio station giving safety information on a variety of topics.

Motor Vehicle Occupant Safety

During 2012, 14 car seat clinics were coordinated by SKWV. They also hosted a child passenger safety (CPS) technician update with ACTS Oregon for 27 CPS technicians at Salem Hospital.

- 117 child safety seats were distributed to eligible families.
- 414 child safety seats were checked for correct use.

Water Safety

The coalition participated in several health fairs highlighting water safety and distributed more than 100 life jackets for infants and children. This was a big hit with parents. We hope to distribute as many if not more next year. The three life jacket loaner kiosks continue to get heavily used during the summer months.

Fall Prevention

At the Keizer Fire Department Health and Safety Fair, SKWV had various window stops and window guards installed on a window display as a way to educate parents about various window safety devices. This display was also used at the Family Building Blocks Riverfront Festival where 100 window stops were distributed. Many families also received the Stop at 4 brochures and window clings with important window safety information.

2012 Highlights

The highlight for 2012 was the Family Building Block Riverfront Festival. It was a very well attended and busy event with long lines of children and parents waiting to receive free life jackets provided with education on boating and water safety. It was a very fun event.

SKWV also participated in the first Cascade Soccer Club sports safety event, sponsored by Johnson & Johnson, Safe Kids USA, and Hope Orthopedics. It was attended by about 150 kids who were run through a variety of drills related to soccer skills. Parents were provided with important concussion safety education and repetitive injury prevention strategies by certified athletic trainers. Safe Kids had a booth with materials and education on dehydration prevention and concussion safety. The kids were treated to a sports safety bean bag toss game where they could win a prize.