Safe Kids Oregon
2014 State Report

Near water
In vehicles
At home

On wheels
From fire
On foot

SAFE KIDS OREGON
Oregon Health Authority
Dear Child Safety Advocates,

Safe Kids, through its coalitions and partners in Oregon, have worked to prevent preventable injuries to children and teens, ages 0 – 19 since 1995. Safe Kids coalitions serve each local area with diverse approaches and safety products in response to the needs of the community, resources within the community, and interest of the coalition members. Many organizations, businesses and individuals participate in these collaborative efforts to protect Oregon’s children.

This report details the important work of Safe Kids Oregon and the seven coalitions in Oregon.

Ruth Harshfield
Safe Kids Oregon Director

A MESSAGE FROM
KAREN GUNSON, MD ~ HONORARY CHAIR

Looking at unintentional injury deaths between 2010 - 2013, motor vehicle traffic, suffocation and drowning were the top three risk areas. Suffocation was the leading cause of death to children under the age of one, with drowning the leading cause of death for children ages 1–4, followed by motor vehicle traffic deaths as the top cause of death to youth ages 15–19.

Almost 100 percent of the injuries caused by motor vehicle traffic, suffocation, and drowning are preventable. Safe Kids is a great partner in these efforts. I am thankful that Safe Kids Oregon and the local Safe Kids coalitions are active partners in the hard work to decrease childhood injuries and deaths.

A MESSAGE FROM TAMMY FRANKS ~ ADVISORY BOARD PRESIDENT

I am proud to share this report highlighting Safe Kids accomplishments. The Advisory Board continues to work to ensure the stability of the state office, strengthen our network through collaboration with partner agencies, and lead statewide child injury prevention advocacy efforts.

On behalf of the Advisory Board, I encourage everyone to keep up the good work!
INTRODUCTION

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

WHY OUR WORK IS IMPORTANT

Preventable injuries are the #1 killer of kids in the US.
- Every year 9,000 families lose a child because of a preventable injury.
- When a child dies, the lives of families are changed forever.

Millions more children are injured every day.
- In the US nearly 9 million children are treated for injuries in emergency departments every year.
- These are often serious injuries that can affect them for a lifetime.

Treatment of injuries is the leading cause of medical spending for children. The estimated annual cost of unintentional child injuries in the United States is nearly $11.5 billion according to the Center for Disease Control and Prevention. (http://www.cdc.gov/safechild/)

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 0-19.

Safe Kids Oregon operates as the state office for Safe Kids Worldwide. Since 1995, Safe Kids Oregon has worked to prevent injuries to children and youth and to support Safe Kids coalitions throughout Oregon. Together, we are preventing childhood injuries and deaths by:

1) supporting public awareness campaigns
2) providing education and training
3) distributing safety items and educational materials
4) supporting child safety policies and laws.

MAP OF COALITIONS IN OREGON
STATEWIDE PREVENTION ACTIVITY

Data on the number of deaths and children hospitalized from each injury cause for four years (2010-2013) is included this report. Children includes ages 0-19 years.

Data Source: Death Certificate Data, Hospital Discharge Index Data, Injury and Violence Prevention Section, Public Health Division, Oregon Health Authority, 2014.

MOTOR VEHICLE OCCUPANT SAFETY

Motor vehicle crashes resulted in 69 deaths and 605 hospitalizations of occupants.

Motor vehicle crashes are the leading cause of death and hospitalization to Oregon teens, ages 15–19. Safe Kids coalitions work with high school and middle school students to recognize the dangers of intoxicated and distracted driving.

The Safe Kids Buckle Up program works to ensure children ages 0-8 are fully protected in and around vehicles. Coalitions provide education on the proper use of car seats, provide reduced cost car seats and booster seats to eligible families, and sponsor/volunteer at free child safety seat check-up events. They also share information on *Never Leave a Child Alone in a Car* (heatstroke prevention), and *Spot the Tot* (driveway safety).

From July 2013-June 2014, Safe Kids Coalitions reported:
- 830 child safety seats distributed to eligible families.
- 4,419 child safety seats checked for correct use.

PEDESTRIAN SAFETY

Pedestrian-motor vehicle and pedestrian non-motor vehicle injuries resulted in 34 deaths and 229 hospitalizations.

Distraction among drivers and pedestrians is a major concern for pedestrian safety. All pedestrians are encouraged to put electronic devices down, look left, right and left again when crossing the street. Cell phone use was the second most cited offense of drivers in Portland-area pedestrian crosswalk stings.

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 participating in safe routes to school efforts.
BICYCLE AND WHEELED SPORTS SAFETY

Bicycle-motor vehicle and bicycle non-motor vehicle injuries resulted in 6 deaths and 345 hospitalizations.

Safe Kids coalitions around the state, working with partner organizations, provided classroom education and distributed more than 1,500 bicycle helmets to students and community members. Several bicycle rodeos also were held which provided bike safety riding clinics and bike inspections.

Additionally, more than 1,000 driver education students attended prevention presentations about rules of the road and how they apply to bicyclists.

FIRE AND BURN PREVENTION

Fire and burn injuries resulted in 13 deaths and 161 hospitalizations.

In Oregon, many Safe Kids coalitions have strong partnerships with local fire districts. They partner to provide smoke alarms to families and offer safety presentations and education on fire and burn prevention. Families are encouraged to develop home escape plans and keep smoke alarms in working order.

SUFFOCATION PREVENTION AND SAFE SLEEP

Suffocation resulted in 59 deaths and 50 hospitalization.

Children 4 years and younger experience the majority of suffocation injuries and deaths from three primary causes:

- unsafe sleep environments.
- choking on food and small objects.
- strangulation by products such as window blind cords and clothing drawstrings.

Additional information for families and caregivers about safe sleep is available at: [http://www.safekidsoregon.org/safety-for-parents/suffocation-prevention/](http://www.safekidsoregon.org/safety-for-parents/suffocation-prevention/)

FALL PREVENTION

Falls resulted in 12 deaths and 2,032 hospitalizations.

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

- on playgrounds
- from windows
- 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 in the Campaign to Stop Window Falls. For more information, go to: www.stopat4.com

SPORTS SAFETY

*Overexertion and being struck by or against an object resulted in few deaths, but 512 hospitalizations.*

Safe Kids focuses on sports safety 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 enabling them to continue playing the sports they love. Topics include athletic conditioning, overuse injury prevention, concussion awareness, hydration, proper equipment and safety training.

WATER SAFETY

*Drowning resulted in 52 deaths and 51 hospitalizations.*

Drowning is the third leading cause of death to children and teens under age 19 in Oregon. Drowning occurs in three manners:

- In natural bodies of water such as rivers, lakes and oceans while swimming and boating. 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 Safe Kids Coalitions at popular river and lake sites.

- In both public and private pools and spas. The key to preventing drowning is an adult’s active supervision and remaining within an arm’s reach of a 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.

- In the home in bathtubs, buckets, toilets and other water sources. Safe Kids encourages parents and caregivers to never leave kids alone in or around water, to remove water from tubs and buckets after use, to keep toilet lids closed and use toilet seat locks, and to keep doors to bathrooms and laundry rooms closed.
POISON PREVENTION

Poisoning resulted in 26 deaths and 691 hospitalizations.

Safe Kids Oregon encourages programming phones with the Oregon Poison Center number, 1-800-222-1222.

The top five most common poisoning events for children, under the age of six, are:
- cosmetics/personal care products,
- household cleaners,
- pain relieving medications,
- foreign bodies (e.g. disk or hearing aid batteries),
- topical/skin preparations (e.g. diaper rash ointment or gels containing camphor).

The top five most common poisonings for children and youth ages of six and nineteen are:
- pain relieving medications,
- antidepressants,
- antihistamines,
- stimulants and street drugs
- cold and cough medications.

Emerging concerns for poison prevention efforts include:
- Liquid nicotine
- e-cigarettes
- marijuana, especially edibles
- liquid detergent packets

ADDITIONAL PREVENTION MATERIALS

Safe Kids Oregon’s website is updated regularly with the latest injury prevention information, research, and resources regarding children and teens. We encourage you to visit www.safekidsoregon.org and subscribe. This free subscription includes notification of home page updates and publication of quarterly newsletters.
Lead Agency
Oregon Public Health Division

Fiscal Sponsor
Impact Northwest

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SAFE KIDS OREGON

Safe Kids Oregon, the state office of Safe Kids Worldwide, is housed in the Injury & Violence Prevention Section at Oregon Public Health Division. The activities of the state office are supported by the Safe Kids Advisory Board.

2014 State Office and Advisory Board Accomplishments

- Sponsored the Annual Safe Kids Oregon Coalition Leadership meeting on October 17th. Thirty-one coalition members attended. Presentations included “Connecting the DOTS and Strengthening Parents through Quality Education”, “A Trial Lawyer’s Perspective on Injury Prevention for Children” and “Adolescent Brain Development”.


- SKO hosted coalition coordinator conference calls, attended coalition meetings, provided individual technical assistance and ongoing communication.

- SKO welcomed and supported new coalition coordinators from Safe Kids Northeast Oregon and Safe Kids Columbia County.

- SKO hosted a webinar for CPS Technician Senior Checkers regarding their role at car seat checkup events.

- The State Office hosts www.safekidsoregon.org and regularly updates the front page on pertinent injury topics. In addition, the State Office publishes quarterly newsletters to more than 630 subscribers.

- As part of our commitment to window fall safety, the State Office maintains the www.stopat4.com website, and provides data and web support for the promotion of Window Falls Week in April. The State Office also participates in the Western Pacific Injury Prevention Network on regional issues of window fall prevention and pedestrian safety.

- Safe Kids Oregon and child injury prevention is represented on the State Child Fatality Review Team, Campaign to Stop Window Falls Committee, Tom Sargent Safety Center Advisory Committee, and Emergency Medical Services for Children Advisory Committee.
2014 ACTIVITY OVERVIEW

Safe Kids Columbia County (SKCC) focused on public education efforts and increasing volunteers to promote child safety.

Motor Vehicle Occupant Safety

SKCC sponsored ten car seat check-up events between July 2013 and June 2014.

- 49 child safety seats were distributed to eligible families.
- 112 child safety seats were checked for correct use.

Transition

2014 was a year of transition for SKCC. Community Action Team, (CAT) as a long-time partner with SKCC began the transition to becoming the Lead Agency.

County Demographics

Columbia County consists of 5 communities located along the Columbia River. Each community is unique and SKCC provides education and resources in each community.

2014 Highlights:

SKCC participated in Safe Kids Day in 2014 in Vernonia. The community has embraced SKCC to support safety prevention in the light of a tragic traffic accident claiming one of their own and severely injuring another, both young children. With the support of the community of Vernonia, SKCC has been able to purchase car seats and distribute to local families free of charge.

- 35 child safety seats were checked
- 14 child safety seats were distributed to eligible families
- Ten families with 20 children were served
- Six expired car seats were removed from use

SKCC was able to work with high school student, Andrew Crawford to complete his senior project. Andrew volunteered more than 40 hours participating in car seat events, conducting inventory and other activities to support SKCC. He has continued to volunteer and is planning on becoming a certified car seat technician.

SKCC looks forward to continually enhancing outreach and connections to families, students, commuters, policy makers, educators, and health and human service organizations.
2014 ACTIVITY OVERVIEW

Safe Kids Columbia Gorge (SKCG) has three priority safety areas: child passenger safety, bicycle/sport helmet use and water safety.

Motor Vehicle Occupant Safety

Hood River and Wasco Counties each held monthly car seat safety classes in English and Spanish. Nine car seat check-up clinics and/or education events were held in Klickitat, Gilliam, Hood River, Sherman and Wasco counties. Seat Belt Diversion classes were taught bi-monthly by volunteers to promote seat belt safety. Funds generated by classes, an ODOT grant and parent donations were used to purchase child safety seats in Oregon. A WSDOT grant provided seats for Klickitat County Health Department.

- 196 child safety seats were distributed to WIC income eligible class participants.
- 396 child safety seats were checked for correct use.

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 public helmet-fitting stations for the public were held.

Water Safety

Eleven life jacket loaner kiosks are maintained in the Mid-Columbia region. Life jackets were provided through a generous donation from the International Order of the Blue Gavel.

2014 Highlights

Car seat safety and/or bike helmet safety education was available at nine community events: HUGS Fair, Cherry Festival, Easter Egg Hunt & Safety Fair, Odell & The Dalles Oregon Child Development Safety Fairs, Sherman County Children’s Fair, The Dalles Children’s Fair, “Get Ready” at Mid-Columbia Fire & Rescue, Hood River Preparedness Fair, and the Gilliam County Children’s Fair. A volunteer CPST became a CPST Instructor.

SKCG is in the Columbia Gorge National Scenic Area with the Columbia River and many smaller rivers and lakes. Life jacket kiosks are at 11 public beaches and boat launches in Oregon and Washington, US Army Corps of Engineers parks and two city-managed marinas and city parks. A variety of life jacket sizes are available for public use during warm months.
Co-Lead Agencies
The Center Foundation
St. Charles Medical Center

Partners
- Bend Fire Department
- Bend-LaPine School District
- Bend Parks and Recreation
- Bend Police Department
- City of Bend
- Commute Options
- Healthy Beginnings
- NeighborImpact
- Oregon Department of Transportation
- Redmond Fire Department
- Safe Kids Oregon
- Sisters School District
- Trauma Nurses Talk Tough

Prevention Priorities
- Road Safety
- Wheeled Sports Safety
- Sports Safety

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2014 ACTIVITY OVERVIEW

Healthcare and community partners worked with Safe Kids Central Oregon (SKCO) to improve health and reduce health care costs to communities through prevention.

Road & Wheeled Sports Safety

SKCO partnerships supported community wide activities promoting road & wheeled sports safety. Commute Options, a SKCO partner, conducted bicycle and pedestrian education to more than 1,800 students grades K-12. SKCO received a Safe Kids Worldwide grant for an outreach project to middle school students about the dangers of being a distracted pedestrian. Sixty 7th and 8th grade students from REALMS Middle School participated in this project. Commute Options distributed 850 bicycle helmets to students in grades 3-5, primarily in Bend and Redmond.

The Center Foundation Central Oregon (TCF), 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 600 bicycle helmets were distributed at no cost.

Commute Options and Trauma Nurses Talk Tough presented to Central Oregon high school students taking drivers education courses. More than 1,000 students attended these presentations.

Sports Safety

The Center Foundation (TCF) provided sports medicine coverage for more than 1,500 high school athletes at seven high schools and managed concussions of more than 300 young athletes. TCF used a concussion prevention and management program that included ImPACT neurocognitive testing, as well as clinical evaluation by physicians and athletic trainers trained in youth brain injury. TCF partnered with Bend-LaPine and Sisters School Districts to design and implement district wide concussion management protocols. In 2014,

SKCO received the Safe Kids Sports Safety Grant. With that grant, and in partnership with The Center Foundation, SKCO conducted four separate sports safety events. These included a coaches’ education clinic, two Sports Safety Zone events, and an Ask the Expert Event for parents and young athletes.
2014 ACTIVITY OVERVIEW

2014 was a year of transition and development for Safe Kids Northeast Oregon. The Union County Sheriff’s Office became the Lead Agency and Shari Shafer was hired as the Coalition Coordinator. In order to support three counties, Safe Kids Northeast Oregon has a Chair, Vice Chair, Secretary, Treasurer and a representative from Baker, Union and Wallowa counties. Representatives are elected by local coalition members. Each county identifies its own safety priorities and meets monthly. Safe Kids Northeast Oregon meets quarterly to review finances, provide updates and schedule events.

Safe Kids Northeast Oregon safety priorities include: bicycle & wheeled sports, safe sleep & suffocation prevention, motor vehicle & occupant safety, animal/dog safety, safe walking to school, poison prevention, fire & burn prevention, ATV safety, and water safety.

2014 Highlights

Many priority areas were put on hold this year to focus efforts on building a solid foundation. With the help and support of Union County Sheriff’s Office, funds were secured to re-wrap the mobile checkup van that will be available for events in 2015.

There were also struggles concerning funding for bicycle & wheeled sports safety. ODOT funds were restricted to products made in America. There are no helmets that met this requirement. In Baker County, the Baker City Police Department developed a program partnering with the local Rotary Club who provided funds to purchase helmets. The Baker City Police Department continued to distribute and fit them as well as participate in community events and bike rodeos. Union and Wallowa Counties would like to duplicate similar projects in 2015.

Safe Kids in Union County again hosted a very successful Safety Fun Fair in April for nearly 900 4th-6th graders. Learning stations included ATV safety, sports safety, drug/alcohol awareness, bullying/peer pressure, and electricity safety.

Motor Vehicle Occupant Safety

Community car seat check-up events and individual appointments were available in all three counties.

- 75 child safety seats were checked for correct use
- 52 child safety seats were distributed to eligible families.

Bicycle and Wheeled Sports Safety

More than 200 helmets were distributed to children through Head Start events, bike rodeos, school events, safety fairs, and county fairs by Safe Kids Northeast Oregon.
Lead Agency
American Medical Response

Partners
- Clackamas County Fire District #1
- Clackamas County Sheriff’s Office
- Clackamas County Safe Communities
- Consumer Product Safety Commission
- Doernbecher Children’s Safety Center
- Hillsboro Fire Department
- Lake Oswego Fire Department
- Lake Oswego Police
- ODOT Region 1
- OHSU Think First Oregon
- Oregon Burn Center
- Oregon EMS for Children (EMSC)
- Oregon Impact
- Oregon Poison Center
- Portland Fire & Rescue
- Portland Police Bureau
- Randall Children’s Hospital
- Safe Kids Oregon
- Safe Routes to School (PDOT)
- Sandy Fire District
- Trauma Nurses Talk Tough (TNTT)
- Tualatin Valley Fire & Rescue
- Washington County Sheriff’s Office

Prevention Areas
- Fall Prevention
- Pedestrian Safety
- Water Safety
- Window Safety
- Poison Prevention
- Fire & Burn Prevention
- Bicycle and Wheeled Sports Safety
- Motor Vehicle Safety
- Safe Sleep
- Concussion Prevention

2014 ACTIVITY OVERVIEW

Members of Safe Kids Portland Metro Coalition participated in dozens of health and safety events in 2014. Our goal: raise awareness about childhood injuries and provide injury prevention educational opportunities for thousands of families in the metro area. The coalition focused on the following activities to address leading and emerging injury trends in children:

- Car Seat Check Up events (including car seat distribution)
- Bike Safety & Helmet Distribution Programs
- Water Safety & Life Jacket Programs
- Concussion & Head Injury Prevention
- Safe Driving Programs
- Fire Prevention Programs
- Window Fall Prevention - Stop at 4 Campaign
- Safe Sleep (suffocation prevention)

2014 Highlights

- Monthly Child Safety Seat Check Up events
- Kid Fest at the Expo Center
- AMR World CPR Challenge - trained more than 3,200 in Hands-Only CPR
- Trauma Nurses Talk Tough Bike Helmet Distributions
- Safe Kids Day at the Oregon Zoo – more than 2,200 attended.
- Legacy Health Fairs at Legacy Emanuel Medical Center & Legacy Mount Hood Medical Center
- Day in Damascus Safety and Health Fair
- Safety Street at Clackamas County Fair
- Wilsonville Fun in the Park
- AMR River Rescue and Life Jacket Loaner Program

Motor Vehicle Safety

Partners in the Safe Kids Buckle Up Task Force coordinate an annual clinic calendar, inspection stations, continuing education hours and courses to certify child passenger safety (CPS) technicians. Results for 2014:

- 3,042 child safety seats were checked for correct use
- 539 child safety seats were distributed to families in need
- Three CPS Technician Classes and three CEU workshops were held

Media

- Safe Kids Day at the Zoo
- AMR River Rescue Kick-Off and Water Safety News Conference
- Seat Check Saturday
2014 ACTIVITY OVERVIEW

Safe Kids Washington County (SKWC) maintained a furious pace in 2014. Coalition members either organized or took part in dozens of events around the county and in the region.

Motor Vehicle Occupant Safety
Our coalition continues its furious pace in providing child safety seat clinics. We have been successful using mobile phone-mounted debit/credit card readers in soliciting donations for our coalition. The readers allow clinic attendees to make on-the-spot donations quickly and conveniently. One hospital, several police departments and one fire department host those events.

- 141 child safety seats were distributed to eligible families at a reduced cost.
- 1,491 child safety seats were checked for correct use.

Water Safety
SKWC continued hosting coordination meetings with coalition members, county agencies, and interested parties to improve water safety at Henry Hagg Lake following a tragic drowning. The county park staff have designed six new, moveable, personal floatation device (PFD) loaner kiosks and an Eagle Scout candidate is building a third fixed PFD kiosk. A park consulting firm has collected usage information to enable staff to communicate better with visitors that flock to the lake for fishing, swimming, hiking, or just a picnic lunch.

Another subcommittee has been working on a project of providing water safety at apartment complexes involving teaching water safety and lifesaving concepts to residents and selecting families who most need swimming lessons.

Window Falls Prevention
The unusually warm Oregon spring meant open windows, which prompted SKWC to deploy the “Kids Can’t Fly” prop earlier than usual. It was taken to many events reminding citizens to install window stops and window guards to make their windows “Stop at 4”.

Fire Safety
We have several fire departments in our coalition. As a result, we have a significant effort already dedicated to fire safety throughout the year featuring one member’s mobile fire safety classroom and another member’s firefighter-in-action photo cutout. They allow us time to provide more in-depth contact with all visitors.
2014 ACTIVITY OVERVIEW

Safe Kids Willamette Valley participated in two health and safety fairs, reaching approximately 1,000 community members. Coalition members also ran public service announcements this past year to get the word out about childhood safety and unintentional injury. Every month Safe Kids Willamette Valley had different public service radio spots on 1490 AM – KBZY, a local radio station, giving safety information on child injury prevention topics.

Motor Vehicle Occupant Safety

Having a local resource for families with young children to learn about child safety seats is an effective strategy to increase the correct use of car safety seats.

During 2014, 11 car seat checkup clinics were coordinated by Safe Kids Willamette Valley. Appointments for families seeking a reduced cost car seat were made through Salem Hospital.

- 74 child safety seats were distributed to eligible families.
- 253 child safety seats were checked for correct use.

Water Safety

Having access to a life jacket near water is one of the strategies used to prevent drowning in lakes and rivers. Safe Kids Willamette Valley continued to maintain and monitor the use of life jacket loaner kiosks. These kiosks are located Marion and Polk Counties at Riverfront Park in Independence, Wallace Marine Park in W. Salem and Mongold Park on Detroit Lake. They continue to be heavily use during summer months.

Additionally, 100 lifejackets were provided free to kids at the Family Building Blocks Summer Fun Festival.