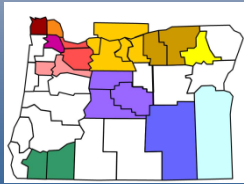


MISSION STATEMENT:

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



Inside

Child Injury Prevention SuccessP. 2

SK Worldwide Presents New LogoP. 2

Join Us to Protect Kids P. 3

“Stop at 4” Campaign Shows Great Promise....P. 3

The “Role of Supervision in Prevention”.....P. 4

Safety Observance and Upcoming Conferences.... P. 4



VISION

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

Safe Kids Oregon

News From Around the State

Coalition Updates

Safe Kids Portland Metro and Safe Kids Columbia County have been very active in supporting child passenger safety (CPS) training taught by ACTS Oregon.

In February, fifteen students successfully completed the National Child Passenger Safety Certification course held at American Medical Response in Milwaukie.



Seven students successfully completed the same course, sponsored by **Safe Kids Columbia County**, in March in St. Helens. Having new CPS Technicians in



Columbia County was vital to the continued success of this program.

Safe Kids Washington County has been busy preparing for spring activities. Their partners, Washington County Bicycle Transportation Coalition (WashCo BTC) and Hillsboro Police, are hosting a Bike Helmet Fitting & Sale for Safe Kids Day on May 18th at 137 NE 3rd Ave., Hillsboro from 10 – 2. Proceeds from the helmet sales will go to Safe Kids Washington County. They will also be raffling off :

- a light set (Planet Bike)
 - a Hi-Viz jacket
 - a bike bell
 - a helmet
- Participants will receive giveaways such as:
- cycling stickers & tattoos for kids
 - maps
 - coloring pages
 - activity books

Safe Kids Union County has also been busy planning for their annual Safety Fun Fair April 23 – 24 for 1,282 K – 3rd graders. They have also been busy working with Building Healthy Families to convene meetings with representatives from Baker, Union and Wallowa Counties to work on forming the newest Safe Kids Coalition in Oregon – **Safe Kids Northeast Oregon**. They have drafted by-laws, developed an organizational chart, and completed a community assessment. We look forward to working with them!

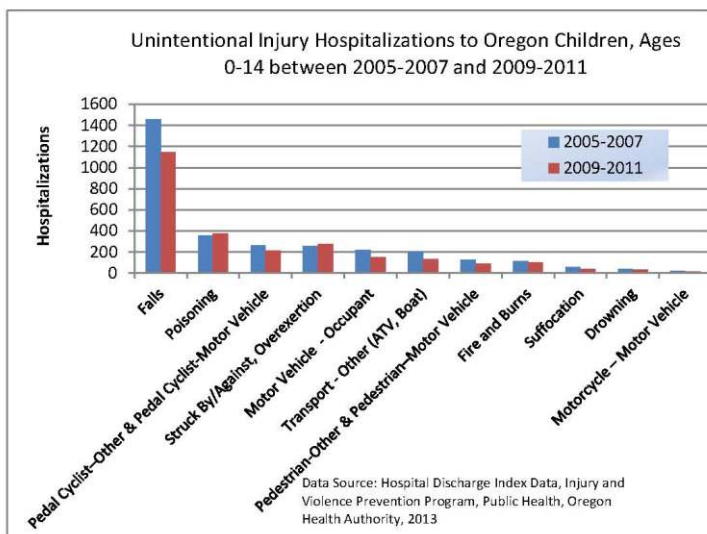
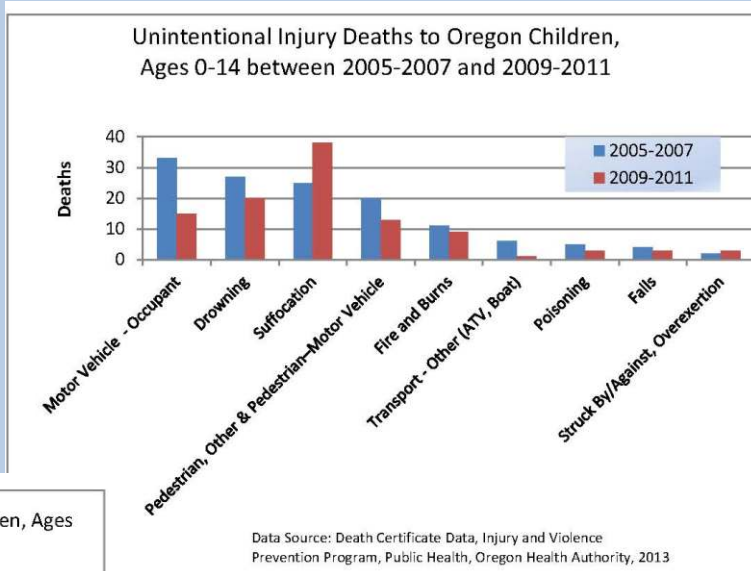
Child Injury Prevention Success

Comparison of Unintentional Deaths and Hospitalization to Oregon Children, Ages 0-14 between 2005-2007 and 2009-2011

Deaths

Between 2005-2007 and 2009-2011, deaths to children ages 0-14 from unintentional injury have decreased 18.9% from 148 to 120.

Motor vehicle occupant deaths have decreased by 54% (from 33 to 15) during this same period. However, suffocation deaths have increased by 34% (from 25 to 38), becoming the leading cause of unintentional childhood death.



Hospitalizations

Hospitalizations also decreased by 17.3% from 3,539 to 3,214 during this same time period.

Falls continue to be the leading cause of hospitalization for unintentional childhood injury (35% of all hospitalizations) followed by poisoning (11.6% of all hospitalizations)

Safe Kids Worldwide Presents New Logo!

According to Safe Kids Worldwide, the new logo reflects the ever-evolving strength and breadth of the organization. Because Safe Kids coalitions work through partnerships, the logo is regularly seen next to partner logos. The strong, square block of the new logo stands up well beside partner logos and is graphically easy for other organizations to include in a row of logos.

Blue has always been the primary color of our logo. In recognition of the strong foundation built over the past 25 years, that tradition continues.

The logo is child-focused, without being childish. It includes some elements of playfulness and fun. After all, Safe Kids is an organization all about kids.

By representing the letter "I" as three dots, a whole world of creativity is opened up. What do the three dots mean? We have our ideas, and every child we know will make up something it means to them. The dots can be symbolic, expressing essential elements of our work and mission. They can be used as a basis for graphic design. They can be bullets in a presentation. Or they can be, well, just dots.





Join Us to Protect Kids Safe Kids Day May 18th

When a child dies or is seriously injured, the lives of families and entire communities are changed forever. In the US, injury is the number 1 killer of kids. Around the world, millions of children are injured in ways that can affect them for a lifetime.

These injuries don't have to happen. Join us on May 18, 2013 as we celebrate Safe Kids Day. Safe Kids Day is an awareness and fundraising initiative to highlight childhood injury prevention programs at the local, state and national levels. Safe Kids Day will be celebrated in more than 100 communities across the United States to raise funds and awareness to protect children from injury.

Here's how you can help:

- Make a \$10 donation. Your gift will protect kids from preventable injuries.
- Join Safe Kids Oregon team members and create a fundraising page to support Safe Kids Day at <http://celebrate.safekids.org/Oregon>. Share your page with family, friends and coworkers and ask them to support your efforts.

To learn more and make a donation, please visit <http://celebrate.safekids.org/Oregon>

April Health Focus:

“Stop at 4” Campaign Shows Great Promise for Decreasing Pediatric Window Fall Injuries

According to Oregon Trauma Registry data, the rate of children's window falls has decreased 46 percent from 2009 to 2011. The dramatic decrease is due to the combined efforts of the media's window fall coverage and extensive outreach of the “STOP at 4” Campaign to STOP Window Falls. Oregon Trauma Registry data reports about 50 children a year fell from windows from 2009 to 2010. Oregon Trauma Registry data for 2011 shows a 26 percent decrease in children's window falls, from 2009 to 2010, and 2012 data shows a 46 percent reduction from 2009 to 2011.

“STOP at 4” urges parents and families to continue their commitment by observing **National Window Safety Week from April 7 to 13, 2013**. Help save children's lives by asking your family and friends to visit www.stopat4.com to learn more about window safety.

Families are encouraged to install window child safety window stops or guards, not window locks, on windows that pose a fall risk. A list of where to buy window stops and guards is available under Resources at www.stopat4.com.

The STOP at 4” campaign reminds parents and caregivers:

- Keep windows closed and locked when not in use
- Keep furniture, and anything else a child can climb, away from windows
- Only allow windows to open 4 inches. Install a window stop to keep children from opening them further. Be sure an adult can open them in an emergency
- If you open windows wider than 4 inches, install window guards with an emergency release device
- Never try to move a child who appears to be seriously injured after a fall — call 911 and let trained medical personnel move the child with proper precautions

The campaign strives to reduce the number of children who fall from windows by urging families to install child safety window stops or guards and to educate families about window fall prevention.





YOU'RE INVITED!

Child Injury: The Role of Supervision in Prevention

Barbara Morrongiello, PhD, C. Psych.
University of Guelph Ontario, Canada

- ❖ Do you wonder why your safety messages to families seem to be ignored?
 - ❖ Have you struggled with how to motivate parents and caregivers to provide "better supervision"?
 - ❖ Do you want to better understand how to successfully incorporate supervision in your prevention efforts?

Come learn about a new technique for empowering and training parents to provide better supervision

Safe Kids Oregon and our partners are delighted to offer a 4-hour workshop with Dr. Barbara Morrongiello. This internationally renowned child health researcher's recent work examines the complex interplay between child risk taking and parental safety practices. Her video-based research provides insight into a new approach to child injury prevention.

Sponsors:



When:

Friday May 31, 2013
12:30PM – 4:30PM

Where:

Oregon Child Development Center
9140 SW Pioneer Court, Suite E
Wilsonville, OR 97070
Parking is free onsite.

Registration:

Cost: \$50 (includes afternoon snack)
Register at:
http://www.safekidsoregon.org/?page_id=5100

Deadline:

May 17, 2013
Space is limited to the first 75

Continuing Education Credit:

CA Board of Registered Nursing CEUs, Provider No.CEP8749

Safe Kids Oregon is housed in the Oregon Public Health Division's Injury and Violence Prevention Program.



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

<http://safekidsoregon.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
Safe Kids Oregon Director
971-673-1028
email: ruth.harshfield@state.or.us

Fax: 971-673-0990

-Safety Observance Calendar-



April 22-25, 2013
National Playground Safety Week
<http://www.playgroundsafety.org/>



April 7-13, 2013
National Window Safety Week
<http://www.stopat4.com/>



May 8, 2013
Bike to School Day
<http://walkbiketoschool.org/>



May 18-24, 2013
National Safe Boating Week
<http://safeboatingcampaign.com/index.html>

-Upcoming Conferences -



June 18-22, 2013
National Safe Kids Leadership Conference
<http://safekidsconference.org/>



August 27-29
Kidz in Motion Conference
<http://www.kidzinmotion.org>