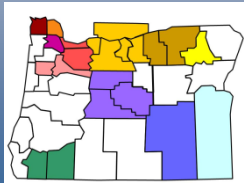


**MISSION STATEMENT:**

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



# Safe Kids Oregon

## News From Around the State

### AMR and Safe Kids Portland Metro Celebrate the 15<sup>th</sup> Anniversary of Safe Kids Day at Zoo!

Safe Kids Day at the Zoo on May 4<sup>th</sup> was a record breaker! Zoo guests numbered 9,965 and there were more than 320 event volunteers. Safety stations located throughout the zoo taught families about water safety, poison prevention, traffic safety, fire & burn prevention, helmet safety, and more! Kids who completed the 'Safety Safari' earned a prize! This year's theme was *“Be a Safety Hero!”*

A HUGE thank you goes to AMR and all of the coalition's injury prevention partners for their hard work providing excellent educational opportunities for children and families. Special thanks go to AMR's Dea Boldt, Gillian Gates, Tim Seidel and Joel Reynolds for their tireless energy, everyone at AMR for their patience when bike helmets were stacked to the ceiling, and to our event sponsors: OHSU ThinkFirst, Schwinn, Clackamas Co. Safe Communities, D'Amore Law Group, Doernbecher Children's Hospital, Safe Kids Oregon, Safe Kids Washington County, Operation Lifesaver, and Clackamas Co. Peace Officers Benevolent Foundation.

**Fun facts:**

- Nearly **500 bike helmets** were distributed along with slap bands, blinky lights, and other safety prizes!
- Schwinn and OHSU ThinkFirst provided TWO new bicycles for raffle!
- Live 95.5 and 750 The Fan and their street teams were media sponsors.
- 1,800 Head Start family members attended thanks to free zoo passes.



The Oregon Zoo Event Coordinator, Krista Swan said *“Your team has really taken this event to a new level. The exhibits looked professional, the activities were engaging, and all the kids participating seemed to be having a good time while learning about how to stay safe. I was proud to have Oregon Zoo be the host of this event.”*

### Safe Kids Day at the Capitol

On April 24<sup>th</sup>, Safe Kids Oregon and our partners joined together in the State Capitol Galleria to share information on child injury prevention. This year our focus was to raise awareness of sports safety and concussion prevention. A packet of concussion prevention materials was provided to legislators.

Participating partners included American Medical Response, Randall Children's Hospital Child Passenger Safety Program, Legacy Emanuel Trauma Nurses Talk Tough, ODOT Transportation Safety Division, Oregon Fire Marshal's Office, OHSU's ThinkFirst Program, Safe Kids Portland Metro and Safe Kids Willamette Valley.



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**VISION**

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

# Falls are the #1 Unintentional Child Injury Resulting in Hospitalization

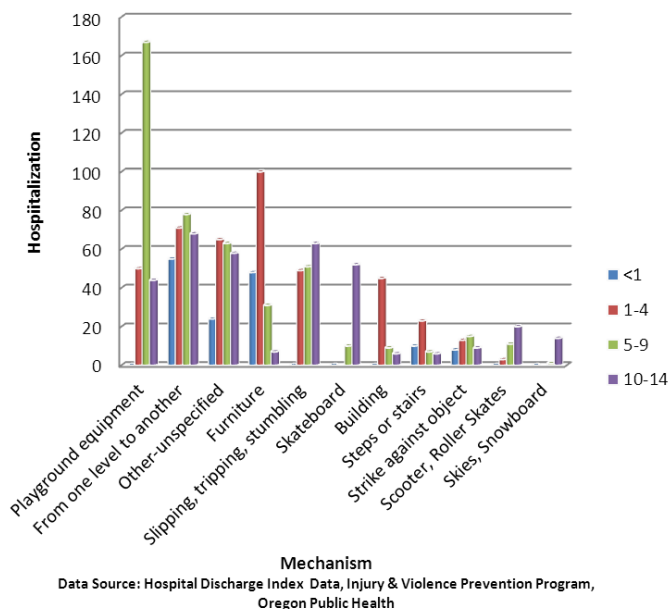
Falls continued to be the leading cause of hospitalization for unintentional childhood injury in 2009-2011. During this time, 1,354 children were hospitalized due to falls:

- 145 < age 1
- 419 ages 1 to 4
- 443 ages 5 to 9
- 347 ages 10 to 14

Strategies to prevent serious falls include:

- In the home - keeping furniture away from windows and installing guards or stops on windows. Installing safety gates at the top and the bottom of stairs if there are small children. Not using use baby walkers.
- On the playground – encouraging children to use equipment designed for their age. Ensuring there is a protective surface beneath playground equipment.
- On wheels and slopes - reduce the seriousness of falls from skateboards, scooters, roller skates, skis and snowboards by correctly wearing the appropriate helmet and safety gear.

## Unintentional Falls Injury Hospitalizations to Oregon Children Ages 0 - 14, 2009-2011



## Safe Kids Oregon Receives Award!

At the 2013 Childhood Injury Prevention Conference in June, Safe Kids Oregon was the proud recipient of the Safe Kids Worldwide Award *For Excellence in Program Innovation*. This award recognizes the collaborative efforts of the Buckle Up Committee and their development of the Child Passenger Safety Technician Assessment Tool. Committee members included ACTS Oregon, ODOT Transportation Safety Division, Safe Kids Oregon, and American Medical Response/Safe Kids Portland Metro.



## Supervision in Prevention Workshop A Success

Did you know that for toddlers 1-3 years old, supervision and childproofing are both effective ways to reduce a young child's risk of injury? But teaching about safety rules is NOT, if it is the primary or only approach used!

Over 45 child injury prevention professionals learned about the latest research on supervision and its importance to child injury prevention from Dr. Barbara Morrongiello on May 31. Specific ideas of how to successfully partner with families to increase supervision and safety were shared. And the combination of scientific evidence and practiced applications was well received.

The next steps are to identify an Oregon site to implement the video based program and do process evaluation with Dr. Morrongiello to improve the training materials to make implementation easier. Home visiting services in Clackamas and Marion County may be interested. To learn how your organization can participate, contact Ruth Harshfield at [ruth.harshfield@state.or.us](mailto:ruth.harshfield@state.or.us).

To learn more, view the workshop presentation at [www.safekidsoregon.org/training/workshops](http://www.safekidsoregon.org/training/workshops).

Thank you to our sponsors:



Matthew D. Kaplan  
Attorney at Law



## Safe Kids Day May 18th

Safe Kids Day proved to be a great opportunity to increase the public awareness of efforts of Safe Kids Coalitions in Oregon. Safe Kids Oregon also learned more about on-line fundraising, raising over \$700.

We want to thank the Leadership Committee for direction and support – Lynne Mutrie, Oregon Safe Routes to Schools Program; Anna Pickel, Family Day Care Provider and Karen O’Gorman, Adidas, and D’Amore Law Group for their sponsorship.



We are looking forward to planning an even more successful effort next year!

## July Health Focus: Child Passenger Safety - Air Bags & Seating Position

### Inflatable Seat Belts

Inflatable vehicle shoulder belts available by Ford are an innovative extension of air bag and seat belt technology for occupant protection. Child restraint manufacturers and safety advocates recognize the potential benefits to adult passengers but are concerned with how this may impact child passengers. Child restraint manufacturers are continuing to evaluate inflatable seat belt compatibility and update their recommendations. The June 2013 edition of the CPS Express included a list of child restraint manufacturer policies. Check out the updated [Inflatable Seat Belt Policy](#) list.

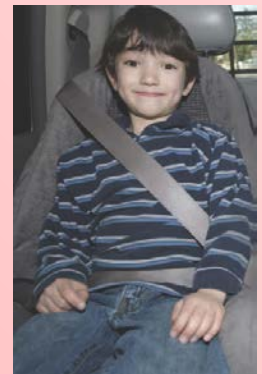


As always, the manufacturer provides the bottom line...always read and follow their directions.  
Submitted by Kim Herrmann, Safe Kids Worldwide (Ft. Myers, FL)

### Don't Leave the Rear Seat Behind: Prioritizing for Child Passengers.

A primary message from child passenger safety advocates is that all children under age 13 should ride in the back seat of a vehicle.

**Optimizing the Rear Seat For Children**, a research report released in April 2013 from The Children’s Hospital of Philadelphia (CHOP) provides specific recommendations for optimizing the rear seat of passenger vehicles to better protect children and adolescents. By bringing technologies already protecting front seat passengers to the rear seat and modifying the geometry of the rear seat to better fit this age group, important reductions in serious injury and death could be achieved.



“Our review of the current science and data regarding rear seat occupant safety found clear evidence that use of a child restraint system (CRS) is protective for younger children. However, older children who have outgrown child safety seats and booster seats are at greater risk of injury,” says Kristy Arbogast, PhD, Center for Injury Research and Prevention at CHOP. “Many technologies that protect front seat passengers, such as load limiters and pretensioners, are not commonly found in the rear seat even though sled tests and computer modeling suggest that these seat belt features have the potential to reduce the risk of serious head and chest injury for rear seated occupants.”

CHOP researchers also propose that adjustments to the geometry of the rear seat — including shorter seat cushions, lower seat belt anchorages and contoured seats — could increase comfort, keep the shoulder belt in position and, in side impact crashes, reduce lateral movement.

“For children under age 13, the rear seat is still the safer seating position as compared to the front seat of passenger vehicles,” says Dr. Arbogast.

Download the full report: [Optimizing the Rear Seat for Children](#)



# Safe Kids Partner Profile – ThinkFirst

*Congratulations ThinkFirst Oregon for being voted National Chapter of the Year*

ThinkFirst Oregon was voted ThinkFirst National Chapter of the Year for their work in injury prevention, community outreach, policy, and education. This is a prestigious award—given to only one chapter every two years—out of 150 national ThinkFirst chapters and 40 ThinkFirst international chapters.

ThinkFirst Oregon is part of a national non-profit organization working with teachers, educators and community groups to reduce the risk of brain and spinal cord injury through community education and outreach. Kayt Zundel, Program Director is an active members of the Safe Kids Oregon Advisory Board.



Dr. Ed Neuwelt MD, Nicole Skala-Education Coordinator, Jennifer Salame-Education Presenter, Kayt Zundel- Program Director

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



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<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.

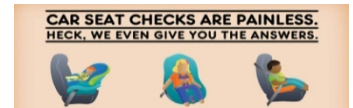
### Contact:

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## -Safety Observance Calendar-



Tuesday August 6, 2013  
<http://www.natw.org/>



Child Passenger Safety Week  
September 15 – 21, 2013  
Seat Check Saturday  
September 21, 2013  
<http://www.trafficsafetymarketing.gov/cps>

## -Upcoming Conferences -



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



**September 24-25**  
**Safety Institute National Conference**  
<http://www.thesafetyinstitute.org/conference-injury-prevention/>



**October 1 – 3**  
**2013 Walking Summit**  
<http://www.walkingsummit.org>