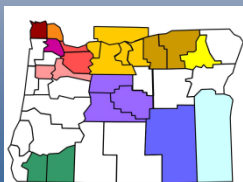


MISSION STATEMENT:

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



Safe Kids Oregon

News From Around the State

Safe Kids Northeast Oregon (SKNO)

Congratulations to the newest Safe Kids Coalition representing Baker, Union and Wallowa Counties! Building Healthy Families is the Lead Organization for Safe Kids Northeast OR. Executive Director **Amy Johnson** will serve as chair while Wallowa County Prevention Coordinator, **Billie-Jo Deal**, will be Coalition Coordinator. Officers include: Vice Chair– **Heather Stanhope**, Eastern Oregon University; Secretary–**Phoebe Wachtel**, Baker City Police; and Treasurer–**Neil Rogers**, Wallowa County Sheriff’s Office.



In this unique partnership, each county has a representative acting as the “chair” of the county group. They will be coordinating meetings, and working with the SKNO Coordinator to communicate the needs and activities of their respective counties. They will also represent their county at the larger tri-county SKNO quarterly meetings. County Representatives include: **Tori Andrews**, Baker Co. Public Health; **Patty McClure**, ODOT representing Union Co. and **Liana Fisher**, Wallowa Co. Public Health.

Risk areas of focus will include:

Baker County: Safe Sleep, Motor Vehicle, and Wheeled Sports Safety

Union County: Bicycle & Wheeled Sports Safety, Motor Vehicle Occupant Safety, Poison Prevention

Wallowa County: Water Safety, Motor Vehicle and Wheeled Sports Safety, Fire & Burn Prevention



We are looking forward to working with this new Coalition!

Child Passenger Safety Week - 9/15-9/21

Safe Kids Coalitions and Chapters were busy participating in Child Passenger Safety Week including hosting many events on National Safety Seat Saturday, September 21st. Events were hosted by Safe Kids Coalitions in Beaverton Hillsboro, LaGrande, Portland, Payette (Idaho), Salem and The Dalles.



Safe Kids Worldwide published **“Buckle Up: Every Ride, Every Time”** in time for Child Passenger Safety Week.



This report is available at:
<http://www.safekidsoregon.org/safety-for-parents/motor-vehicle-occupant-safety/>.

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VISION

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

Call for Safe Kids Oregon Advisory Board Nominations

The purpose of the Safe Kids Advisory Board is to provide direction for the State Office and local coalitions of Safe Kids Oregon. The Mission is to support and sustain the goals of Safe Kids Oregon through public awareness, education and training, distribution of safety items, and policies and laws. Terms are for two years and begin January 1, 2014.

For more information regarding eligibility, a description of board member responsibilities and the process for submitting an application, please visit <http://www.safekidsoregon.org/about/safe-kids-oregon-board/>

The deadline for submitting nominations is Friday November 15,
Nominations are welcome from any one and may include self nominations.

Oregon Injury Lawyer Blog by Matthew Kaplan Law Safe Kids Oregon Launches: Buckle Up: Every Ride, Every Time

Posted: 28 Sep 2013

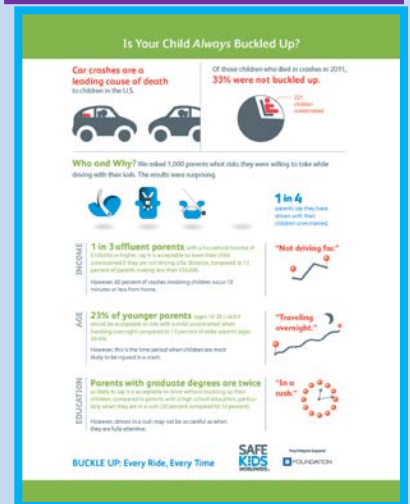
“Buckle Up: Every Ride, Every Time” aims to eliminate some of the myths surrounding kids and seat belt use. The report begins by acknowledging that the US has “made tremendous progress in child passenger safety over the last 30 years.” It notes that “the number of children dying in car crashes has declined 58 percent since 1987.” Despite this progress, however, a study commissioned by Safe Kids Worldwide found that “one in four respondents admitted to having driven without their child buckled up in a car seat or booster seat.”

Even more surprising were the study’s findings related to age, Income and education. Simply put, the data show many popular preconceptions to be myths. According to Safe Kids, affluent parents (defined as those with a household income of \$100,000 or more) were more than twice as likely to “say it is acceptable to leave their child unrestrained if they are not driving a far distance” compared to parents making less than \$35,000 per year. This belief is especially worrying since about 60 percent of car crashes take place within 10 minutes of home.

In a similar vein, “parents with graduate degrees are twice as likely to say it is acceptable to drive without buckling up their children, compared to parents with a high school education, particularly when they are in a rush (20 percent compared to 10 percent)” even though, people in a rush are rarely as attentive as they are when not hurried.

It is useful to be reminded that education and income do not confer some special status on parents – that everyone is capable of making bad decisions and, as such, needs to be reminded of the importance of acting safely every day, not just when doing so is convenient.

Buckle Up: Every Ride, Every Time Infographic.



Senate Bill 721B “Jenna’s Law”

The 2013 Legislature passed Senate Bill 721 “Jenna’s Law”, an extension of “Max’s Law” to provide head injury protections to child athletes who play sports outside of school. On January 1, 2014, Jenna’s Law will go into effect. Jenna’s Law requires non-youth sports leagues to educate parents, referees, coaches and children over 12 to recognize the symptoms of concussions. And if a child does receive a potential concussion, they can’t go back on the field, court, slopes or ice until a day after they are cleared by a healthcare professional..



Rep. Huffman & Rep Guyer with Jenna Sneva

Safe Kids Oregon has been awarded one of five Sports Safety Public Policy grants from Safe Kids Worldwide and will be partnering with the Oregon Concussion Awareness and Management Program (OCAMP) to work on implementation. OCAMP was instrumental in the implementation of Max’s Law and will be updating materials, providing outreach and hosting a spring conference.

For more information, contact Ruth Harshfield at 971-673-1028 or ruth.harshfield@state.or.us.

July Health Focus: TEENS AND DISTRACTION

An In-Depth Look at Teens’ Walking Behaviors

In August 2012, Safe Kids Worldwide released this report because older teens now account for half of all pedestrian deaths among children 19 years old and under. Distraction may be an important factor in many pedestrian injuries. To better understand the prevalence of distracted walking in older children, Safe Kids Worldwide conducted an observational study of middle and high school students crossing streets in front of schools during the 2012-2013 school year. In addition, students participated in discussion groups in school to share what they really think about the risk of walking while distracted. With the help of 24 Safe Kids coalitions participating in the study, Safe Kids Worldwide was able to gain insights into teens’ walking habits on an unprecedented scale. Safe Kids Central Oregon was one of the participating coalitions, working with their partner, Commute Options.



Findings:

1. One in five high school and one in eight middle school students were observed crossing the street while distracted.
2. Teens who were distracted were most frequently texting or wearing headphones.
3. Girls were more likely to walk while distracted, but the pedestrian death rate is 1.8 times higher for boys.
4. 78% of teens perceive the most at-risk age group for pedestrian injuries to be one other than their own.



Recommendations:

1. Talk to kids, especially teens, about the danger of distraction and the importance of putting devices down when crossing the street.
2. Start the discussion about safely using technology when kids get their first mobile device – and keep talking about it.
3. Set a good example of what crossing the street safely looks like.
4. Be aware of others who may be distracted – and speak up.

Safe Kids Partner Profile –



Oregon Cascades West Council of Governments

The Oregon Cascades West Council of Governments (OCWCOG) is a new partner with Safe Kids Oregon. The OCWCOG is a voluntary association of local governments in Benton County, Lincoln County, and Linn County, Oregon. They have helped local governments, communities, and economic development partners meet priority needs and opportunities for over 30 years.

Regional Transportation Options and Transportation Demand Management is coordinated by Cascades West Rideshare program. This program is specifically aimed at promoting healthy, safe and active transportation while Reducing drive-alone rates. Cascades West Rideshare has been working throughout 2013 to increase Safe Routes to School programs in Lincoln County. Visit their website at: <http://www.cwride.org>



On October 9th they partnered with Safe Kids Oregon, Fed Ex, and Bike Newport to host an International Walk to School Day event and Bike to School Day ride in Newport. **Ken Dennis** of the City of Newport Bike/Pedestrian Advisory Commission lead a discussion on bicycle and pedestrian safety for a P.E. Class at Newport Intermediate.

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



800 NE Oregon St., Suite 730
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<http://safekidsoregon.org>

Safe Kids Oregon encourages readers to share their news. 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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Safe Kids Oregon Director
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Fax: 971-673-0990

Safety Observance Calendar



October 9th –
International Walk and Bike
to School Day
<http://www.walkbiketoschool.org/>

National Teen Driver
Safety Week
October 20 -26, 2013
http://www.teendriversource.org/more_pages/page/get_behind_national_teen_driver_safety_week_ntdsw/teen



October 6 – 12, 2013
Fire Prevention Week
<http://www.oregon.gov/osp/FM/Pages/FPW2013.aspx>

Fundraiser Event

Jenna's Law: Benefiting the
Brain Injury Alliance of
Oregon - November 2nd
<http://www.biaoregon.org/fundraiser.htm>

Upcoming Conferences



November 8 - 9
Oregon Afterschool
Conference
<http://www.oregonask.org>

November 19
Shoulder to Shoulder
Conference "Strengthening
Children & Families"
<http://www.stsconference.com/4>