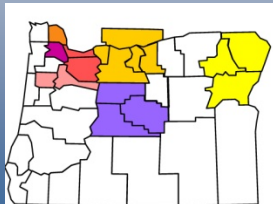


MISSION STATEMENT:

"Working Together to Reduce Unintentional Preventable Injury and Death in Oregon's Children Ages 0 – 19."



Fall 2014

Safe Kids Oregon

News From Around the State

Child Passenger Safety Week Efforts

Eight child safety seat checkup events were held throughout Oregon in celebration of National Child Passenger Safety in September. A total of 261 car seats were checked and 67 new seats were distributed to families.



Seventy-four child passenger safety technicians participated in these events. Events were held in Albany, Eugene, Hillsboro, La Grande, Portland, Salem, The Dalles, and Tualatin.

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Walk to School Day



Safe Kids Oregon and FedEx hosted Walk to School Day at Jane Austin Elementary School in Newberg on October 8th. Partners included Tyler Everson & Lanny Finley - FedEx, Lynne Mutrie – Oregon Safe Routes to Schools, Ken Howell – Dundee Newberg Police, and Terry McElligott, Principal & Maria Acosta, PE Teacher from Jane Austin Elementary School. Students and their parents met us at the Northside Community Church parking lot to prepare for our walk. FedEx provided reflective slap bands and backpacks as well as stickers for the kids who participated. The weather was perfect for our walk to school.



At the school, an all school assembly was held. Ken Howell talked about pedestrian safety with help from Tyler Everson and Lanny Finley. A big thank

you to Maria Acosta for organizing the event.

Halloween Safety

The [Newberg Downtown Association](#) Trick or Treat Street was held from 5:00pm – 7:00pm. Over 1,000 children and their families attended. Safe Kids Oregon promoted pedestrian safety with reflective trick or treat bags, slap bands and blinking lights. Thank you Tammy Franks and Woody Johnston for helping.



VISION

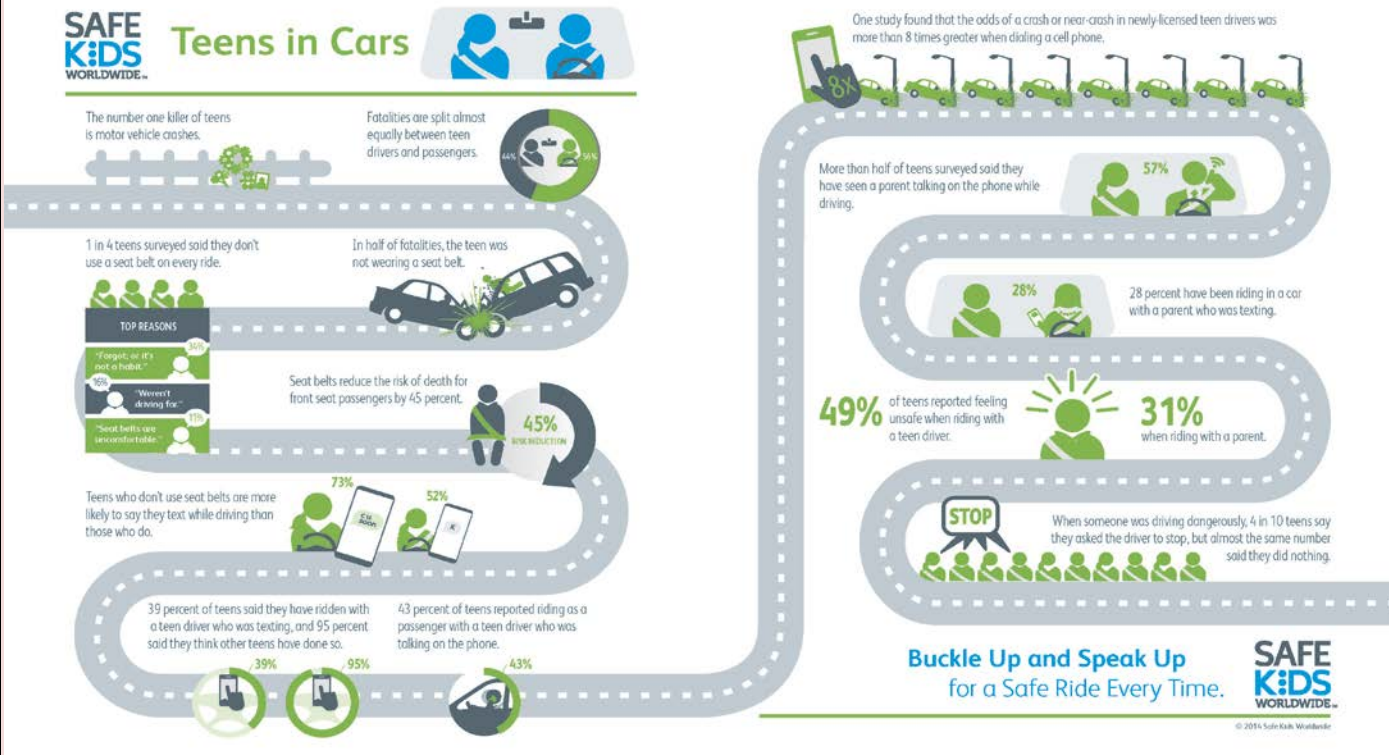
"Injury Prevention as Every Oregonian's Approach to Life."

Teens In Cars

In June 2014, Safe Kids Worldwide (SKW) published *Teens in Cars*, a research report funded by General Motors. SKW surveyed 1,000 teens ages 13 to 19 to explore why teens aren't using seat belts for every ride, and to understand their perceptions about their own safety when riding as passengers. This infographic highlights the results from this report. To download the report, visit [Safe Kids Oregon](#).

It is important that teens be prepared to be safe passengers today, so they can make safe decisions as drivers in the future. Here are three strategies for parents and families to stay safe while riding as a passenger and a driver:

- Make using a seat belt for every ride a habit, starting when kids are young.
- Be a safety role model by observing speed limits, putting phones away while driving and following the rules of the road.
- Talk to teens and kids about ways to speak up if a driver of any age isn't driving safely.



Safe Kids Partner Profile

Office of the State Fire Marshal

The Youth Fire Prevention and Intervention (YFPI) team includes Krista Fischer, Claire McGrew and Shauna Fenison. YFPI works in partnership with fire service, law enforcement, social service agencies, school professionals and organizations such as Oregon Safe Kids to provide a variety of services and support from prevention education to intervention resources. Their target audience is youth, ages 3 to 17 years, and their families. Parent and caregiver resources are available at the [State Fire Marshal](#) website.



Services include: prevention education materials, collaboration with fire service and community agencies to develop/distribute prevention education, intervention and treatment resources, support for the statewide network of teams serving youth with firesetting behavior, training to meet Youth Fire Prevention & Intervention Specialist (Level 1 and 2) and much more. For information & materials contact Krista Fischer at 503-934-8240 or email Krista.Fischer@state.or.us

New research shows incorrect use of car seats widespread among parents taking newborns home from hospital

SAN DIEGO – Nearly all parents unknowingly put their newborn infants at risk as soon as they drive away from the hospital due to mistakes made with car safety seats, according to research presented at the AAP National Conference & Exhibition in San Diego in October.

A study of 267 families at OHSU showed that 93 percent made at least one critical error in positioning their infant in a car safety seat or when installing the safety seat in the vehicle. The National Highway Traffic Safety Administration (NHTSA) has defined critical errors as those that put infants at increased risk for injury in a crash.

“Car safety seats can be difficult to use correctly for many families, and we need to provide the resources and services needed to help ensure the safest possible travel for newborns and all children,” said Benjamin Hoffman, MD, FAAP, author of the study “Unsafe from the Start: Critical Misuse of Car Safety Seats for Newborns at Initial Hospital Discharge.”

Mother-infant pairs in the hospital’s mother-baby unit were selected from November 2013 to May 2014. A certified child passenger safety (cps) technician observed new mothers or a designee position the newborn in the car safety seat and install the seat in the vehicle. The cps technician recorded all misuses. Prior to departure, cps technicians helped caregivers correct all mistakes.

The most common errors in positioning the infant included:

- harness being too loose (69 percent)
- retainer clip too low (34 percent)
- use of after-market product not approved with seat (20 percent)
- harness too high (18 percent)
- caregiver not knowing how to adjust the harness (15 percent).



The most common installation errors were:

- car safety seat installed too loosely (43 percent)
- angle of car safety seat incorrect (36 percent)
- safety belt used but not locked (23 percent)
- incorrect spacing between car safety seat & vehicle front seat (17 percent).

Families who had worked with a cps technician prior to their child’s birth were 13 times more likely to position their baby correctly and install the car seat correctly in their vehicle. “We need to move beyond the idea that we cannot afford to develop and support child passenger safety programs,” said Dr. Hoffman. “Car crashes kill more kids than any other cause; we can’t afford not to.”

To view the abstract, visit <https://aap.confex.com/aap/2014/webprogrampreliminary/Paper25919.html>

Article adapted from American Academy of Pediatrics News Release, October 10, 2014

Child Passenger Safety Update

Safe Kids Coalition Buckle Up Programs - In Oregon during 2013, Safe Kids Coalitions in Oregon participated in the Safe Kids Worldwide (SKWW) Buckle Up Program. In 2013, 3,394 child passenger safety checklist forms were submitted for 4,191 children. A total of 4,728 seats were checked and 860 new seats were distributed statewide.

CPS Training Calendar for 2015 - CPS Technician classes, CPS Technician CEU classes and CPS Renewal classes for are scheduled. To view the Buckle Up report and the Training Calendar visit: [Safe Kids Oregon](#).

Celebrate Kids and Prevent Injuries Safe Kids Oregon Annual Meeting

The Safe Kids Oregon annual meeting was held October 17th. A big Thank You to Oregon Child Development Coalition and Karen Ayers for the use of their office. This meeting is designed to provide Safe Kids Coalition Coordinators and members with an opportunity to share accomplishments, honor their coalition Hero, learn about injury prevention strategies and be recognized for their efforts. Thirty members of Safe Kids Coalitions in Oregon participated.



The program this year included Lisa Millet, speaking on upstream prevention and Beth Gebstadt sharing parenting resources. Richard Vangelisti shared a trial lawyer's perspective on injury prevention for children. Liz Thorne provided training on Adolescent Brain Development and how it impacts our efforts to share injury prevention messages.



Safe Kids Coalition members talked about efforts to prevent drowning. Doreen Rivera, Washington County Sheriff's Office and Safe Kids Washington County talked about the task group that they have convened to work on drowning prevention efforts at Haag Lake. Justine Kilsby, AMR River Rescue and Safe Kids Portland Metro talked about their program to prevent drowning on the Sandy and Clackamas Rivers.

Safe Kids Coalition HERO awards recognized individuals who are making a difference including Jan Kenna - Safe Kids Columbia County; Nubia Contreras – Safe Kids Columbia Gorge; Andrew Traut – Safe Kids Central Oregon; Crystal Mendez and Patty McMillan – Safe Kids Portland Metro; and Phoebe Watchel – Safe Kids Northeast Oregon.

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. 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
Phone: 971-673-1028
email: ruth.harshfield@state.or.us
Fax: 971-673-0990

Safe Kids Heroes



Jan Kenna



Andrew Traut



Crystal Mendez



Phoebe Watchel



Patty McMillan



Nubia Contreras

Upcoming Training

Place Matters: Working together to create healthy communities

November 19-21, 2014 at Hilton Portland, 921 SW Sixth Ave.