Safe Kids Oregon
2013 State Report

Celebrate Kids
Prevent Injuries
Save Lives

Near water
In vehicles
At home

On wheels
From fire
On foot

Oregon Health Authority
Dear Child Safety Advocates,

Starting this year, Safe Kids Worldwide expanded their efforts to address injury prevention to include youth ages 15 to 19. This change reflects concerns about the level of unintentional injury experienced by this age group. Data from 2010-2012 reported 271 fatalities - 137 children ages 0-14 and 134 teens ages 15-19. An additional 3,089 children ages 0–14 and 1,491 teens ages 15-19 were hospitalized. It is clear that our efforts should include prevention of unintentional injury to children birth to 19 years old. In Oregon, most coalitions were already working to prevent injuries to teens and welcomed the change.

The important injury prevention messages and events hosted by Safe Kids Coalitions and partners throughout communities in 2013 continued to help families make safe choices. This report details the ongoing work of Safe Kids Oregon and our seven coalitions in Oregon.

Ruth Harshfield
Safe Kids Oregon Director

A MESSAGE FROM KAREN GUNSON, MD ~ HONORARY CHAIR

The work of Safe Kids Oregon continues to be important and it is significant that teens be included in their efforts. Data from 2010–2012 indicates that motor vehicle traffic deaths were the number one cause of death (53 fatalities) among children and youth. Of these fatalities, 73% were youth ages 15–19 (39 fatalities). Suffocation was the second cause of death (52 fatalities) with 77% of these deaths among children under the age of one (40 infants).

Falls remain the leading cause of hospitalization from unintentional childhood injury. From 2010–2012, 1,602 children ages 0–19 were hospitalized from falls. Of the 4,580 children hospitalized from unintentional injury, falls accounted for 35% (1,602) of all the hospitalizations.

Motor Vehicle Traffic and Safe Sleep are injury areas we can impact and 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 efforts to decrease childhood injuries and deaths.
2013 was an active year for the Safe Kids Advisory Board and I am proud to share this report highlighting our accomplishments. Our efforts continue to be directed at ensuring the stability of the state office, strengthening our network through collaboration with partner agencies, and leading statewide child injury prevention advocacy efforts.

Our key accomplishments in 2013 included:
- Enhancing the roles and responsibilities of the Advisory Board Committees.
- Participating in Safe Kids Day at the Capitol on April 24th to promote sports safety.
- Hosting Amy Teddy’s webinar Seeking Inspiration – Evaluate on January 31st and Dr. Barbara Morrongiello’s workshop The Role of Supervision in Prevention on May 31st.
- Planning and participating in the Safe Kids Oregon Coalition Leadership Meeting on November 15th.

On behalf of the Advisory Board, I encourage you 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 U.S.

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 United States 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.
Injury treatment 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 support the development of coalitions throughout Oregon. Together, we are raising awareness about unintentional childhood injuries and deaths in Oregon by supporting public awareness campaigns, providing education and training, distributing safety items and educational materials, and supporting child safety policies and laws.

Coalitions in Oregon

Safe Kids Central Oregon
Safe Kids Columbia County
Safe Kids Columbia Gorge
Safe Kids Malheur County
Safe Kids Portland Metro
Safe Kids Washington County
Safe Kids Willamette Valley
STATEWIDE PREVENTION ACTIVITY

To highlight the importance of each activity, fatality and hospitalizations data from 2010-2012 for children ages 0–19 years is included.

Data Source: Death Certificate Data, Hospital Discharge Index Data, Injury and Violence Prevention Section, Public Health Division, Oregon Health Authority, 2013.

MOTOR VEHICLE OCCUPANT SAFETY

Motor vehicle occupant crashes resulted in 53 fatalities and 470 hospitalizations.

Motor vehicle occupant 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 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), Spot the Tot (driveway safety) and trunk entrapment. In 2013, Safe Kids Coalitions reported:

- 1,349 child safety seats were distributed to eligible families.
- 6,230 child safety seats were checked for correct use.

PEDESTRIAN SAFETY

Pedestrian crashes resulted in 25 fatalities and 187 hospitalizations.

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, participating in safe routes to school efforts and teaching middle and high school students about the dangers of distracted walking.

BICYCLE AND WHEELED SPORTS SAFETY

Bicycle crashes resulted in 5 fatalities and 283 hospitalizations.

Safe Kids coalitions around the state, working with partner organizations, provided classroom education and distributed over 1,500 bicycle helmets to schools and community
members. Bicycle rodeos were held featuring bike safety clinics and inspections. Additionally, over 1,000 driver education students attended prevention presentations about rules of the road.

FIRE AND BURN PREVENTION

Fire and burn injuries resulted in 8 fatalities and 125 hospitalizations.

In Oregon, Safe Kids coalitions are either led by fire departments or 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 including home escape plans.

SUFFOCATION PREVENTION AND SAFE SLEEP

Suffocation resulted in 52 fatalities and 40 hospitalizations.

Children 4 years and younger experience the majority of suffocation injuries and deaths - 85% (79 out of 92). Leading causes of suffocation are

- 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.

FALL PREVENTION

Falls resulted in 10 fatalities and 1602 hospitalizations.

Falls are the leading cause of hospitalization to children under the age of 14 in Oregon – 1,286 hospitalizations out of the 1,602.

The four largest categories of falls include:

- from windows.
- on playgrounds.
- 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 on the Window Falls Task Force and maintains the Stop at 4 Campaign website- www.stopat4.com
SPORTS SAFETY

Overexertion and being struck by or against an object resulted in fewer than 5 fatalities and 421 hospitalizations.

The focus of Safe Kids sports safety efforts includes athletic conditioning, overuse injury prevention, concussion awareness, hydration, proper equipment and safety training. The goal for this national program is 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.

WATER SAFETY

Drowning resulted in 39 fatalities and 35 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 six 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.

ADDITIONAL PREVENTION MATERIALS

The Safe Kids Oregon website is updated regularly with the latest information on child and teen injury prevention. Information, research, and resources are available on nine risk areas. Visit www.safekidsoregon.org and subscribe.
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 overseen by the Safe Kids Advisory
Board. Board members participate in one of four committees: Injury
Community Planning Group (ICPG) Policy Subcommittee; Finance/Fund
Development; Conference & Training or Communications.

2013 State Office and Advisory Board Accomplishments

- Hosted Safe Kids Day at the Capitol on April 24th with a focus on
  concussion prevention and sports safety.
- Hosted the webinar Seeking Inspiration Evaluate with Amy Teddy on
  January 31st and the workshop The Role of Supervision in
  Prevention with Dr. Barbara Morrongiello on May 31st.
- Hosted the Annual Safe Kids Oregon Coalition Leadership Meeting on
  November 15th. Presentations included a summary of child
  unintentional injury data, an overview of Safe and Nurturing
  Environments, how to be involved in the new Oregon Child Death
  Review Data System, training on Safe Sleep and Suffocation
  Prevention and fund development strategies.
- Worked with Safe Kids Coalitions hosting Coalition Coordinator
  Conference calls, attending coalition meetings, providing individual
  technical assistance and ongoing email communication.
- Supported the development of the newest coalition - Safe Kids
  Northeast Oregon, which was formalized in December to begin working
  in 2014. The coalition will serve Baker, Union and Wallowa Counties.
- Continued providing training, information and resources to Senior
  Checkers regarding car seat event registration, correct use of checklist
  forms, and the role of Senior Checkers at events.
- Updated www.safekidsoregon.org regularly with information on injury
  risks. Added a new page - Laws and Policy.
- Published quarterly newsletters to more than 585 subscribers.
- Maintained www.stopat4.com and promoted Window Falls Week in
  April to increase public awareness of children falling from windows.
- Participated as an active member of the Stop at 4 Campaign to Stop
  Window Falls Committee, Tom Sargent Safety Center Advisory
  Committee, and the Emergency Medical Services for Children Advisory
  Committee.
- Fund raising efforts included donations from Vangelisti Law Firm,
  D’Amore Law Firm, Emergency Medical Services for Children, and
  individual donations. Received two grants from Safe Kids Worldwide
  for International Walk and Bike to School Day and Sport Safety Public
  Policy work to promote Jenna’s Law regarding non-school sports club
  concussion management.
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 over 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. Over 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. Over 1,000 students attended these presentations.

Home Safety

Preliminary Oregon State Trauma Registry data for 2013 indicates emerging home safety concerns in Central Oregon. The SKCO Coalition is currently collecting and analyzing injury data in an effort to direct resources to these emerging areas of need. We anticipate the development of collaborative opportunities in this new focus area for 2014.

Sports Safety

The Center Foundation (TCF) provided sports medicine coverage for over 1,500 high school athletes at 7 high schools and managed concussions of over 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.
Columbia County

2013 Activity Overview

Safe Kids Columbia County (SKCC) focused on public education efforts to increase Bicycle and Wheeled Sports Safety, Fire and Burn Prevention, Firearm Safety, Sports Safety, Water Safety and Window Falls Prevention. The Coalition’s primary activity is Motor Vehicle Occupant Safety.

Motor Vehicle Occupant Safety

SKCC sponsored nine car seat check-up events between October 2012 and June 2013.
- 44 child safety seats were distributed to eligible families.
- 88 child safety seats were checked for correct use.

The Car Seat Program developed new partnerships in 2013. Vernonia Fire District and Ambulance Volunteers have re-energized clinics in Vernonia. Clatskanie-Rainier Head Start has established an annual clinic for families and the community. Walmart is a new partner, bringing opportunities to educate the public.

An estimated 74% of Columbia County’s workforce commutes to work. In additional to employment, residents regularly access medical care, education, businesses and social activities outside the County, taking their children with them. Offering families opportunities to learn how to safely transport children is critical.

2013 Highlights: New Partnerships

Creating accessible public information is key to SKCC’s success with prevention efforts. The internet has become the most vital component of this strategy. Partner individuals and organizations share clinic event information and other safety messages via personal email accounts and partners post information to websites. The South Columbia Chamber of Commerce has taken the lead in distributing information to employees, employers and customers.

The results of this enhanced communication strategy was an increase in the number of families served at check-up events and receiving safety messages during 2013.

SKCC looks forward to continually enhancing outreach and connections to families, students, commuters, policy makers, educators, and health and human service organizations. Child injury prevention is an essential strategy for healthy, vibrant and economically strong communities.
Co-Lead Agencies
Hood River County Prevention Department
Klickitat County Health Department

Partners
- Local Hospitals
- Health Departments
- New Parent Services
- Head Start & Migrant Head Start
- Hood River Co Prevention Department
- Oregon State Police
- Emergency Services
- Schools
- Law Enforcement
- Oregon Dept. of Transportation
- Washington Dept. of Transportation
- Dept. of Human Services
- US Army Corps of Engineers
- Oregon & Washington Parks
- Oregon Impact

Prevention Priorities
- Motor Vehicle Occupant Safety
- Bicycle and Wheeled Sports Safety
- Water Safety

COLUMBIA GORGE

2013 ACTIVITY OVERVIEW

Motor Vehicle Occupant Safety
Monthly car seat safety classes in English and Spanish were held in Hood River and The Dalles. Thirteen 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 held bi-monthly to promote seat belt safety and generate funds to purchase car seats. An ODOT grant, parent donations and a WSDOT grant also helped purchase seats.
- 212 child safety seats were distributed to eligible families.
- Over 300 cars were checked for correct car seat use.

Bicycle and Wheeled Sports Safety
Skyline Medical Center, Mid-Columbia Medical Center and Providence Hood River Memorial Hospital offered free bike and skate helmets and helmet fittings in emergency rooms. In addition, eight helmet fittings for the public were held. Klickitat County also conducted a Safe Routes to School program distributing 80 helmets.

Water Safety
SKCG is surrounded by water. To keep children safe from drowning, SKCG maintains eleven life jacket loaner kiosks. Kiosks are maintained at public beaches and boat launches in both Oregon and Washington, as well as state parks, US Army Corps of Engineers parks and two different city-managed marinas and city parks. Each kiosk is maintained with a variety of life jacket sizes for public use.

2013 Highlights
Car seat safety and bike helmet safety education was available at thirteen 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, Klickitat County Fair, “Get Ready” at Water’s Edge, Home Depot Safety Fair, Hood River Preparedness Fair, The Dalles Jammin July Street Fest, White Salmon Spring Fest, Back to School Bash in Goldendale and the Gilliam County Children’s Fair.
2013 ACTIVITY OVERVIEW

Safe Kids Malheur County (SKMC) stayed busy running a car seat fitting station, teaching children how to stay safe while riding bikes, educating the community on the importance of staying physically healthy and helping share other safety messages.

Motor Vehicle Occupant Safety

SKMC held three community check-up events including a celebration of Child Passenger Safety Week at Hanigan Chevrolet in September 2013. The other events were held in partnership with Nyssa Fire in April and with St. Alphonsus at Four Rivers Cultural Center in October. SKMC also hosts a monthly child safety seat fitting station at the Ontario Fire Department on the 2nd Thursday of the month. At these fitting stations and car seat clinics:

- 41 child safety seats were distributed to eligible families.
- 127 child safety seats were checked for correct use.
- 255 parents, children and caregivers attended events.

In addition to hosting car seat check-up events, information on safety around vehicles was presented through the “Spot the Tot” program and information on heat stroke was shared through the “Never Leave Your Child Alone in a Car” program.

In 2013, SKMC continued working with law enforcement and local courts to refer people receiving car seat violation citations to attend the fitting station and have the citation excused. Law enforcement agencies were provided handouts on car seat safety and fitting station time and date cards to share with the public.

2013 Highlights – Coalition and Community Partner Building

SKMC is dedicated to community outreach to prevent unintentional injuries in children. In 2013 a new partnership was developed with St. Alphonsus Health Systems promoting passenger safety. The Safe Kids Malheur County Coordinator, Sheri Smith was invited to be a guest speaker at the “Baby Going Home” classes throughout the year.

Our amazing partnership continued with the nursing program at Treasure Valley Community College. Nursing students participate at car seat clinics/fitting stations to help with scribing, weighing and measuring children, and talking with families about child safety practices.

SKMC continues to participate as a member of the Malheur County Traffic Safety Commission.
2013 ACTIVITY OVERVIEW

Safe Kids Portland Metro, led by AMR (American Medical Response), coordinated hundreds of health and safety events in 2013, providing 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:

- Child Passenger Safety events (including car seat distribution).
- Bike Safety and Helmet Distribution Programs.
- Water Safety and Life Jacket Programs.
- Concussion and Head Injury Prevention.
- Safe Driving Programs.
- Fire Prevention Programs.
- Window Fall Prevention - Stop at 4 Campaign.

Event Highlights

- Monthly Child Safety Seat Check Up events.
- Kid Fest at the Expo Center.
- AMR World CPR Challenge - trained > 2,000 Hands-Only CPR.
- Trauma Nurses Talk Tough Bike Helmet Distributions.
- Safe Kids Day at the Oregon Zoo - attendance > 9,900.
- Legacy Health Fairs at Legacy Emanuel Medical Center and Legacy Mount Hood Medical Center.
- Day in Damascus Safety and Health Fair.
- Clackamas Town Center Road & Safety Fair.
- Safety Street at Clackamas County Fair.
- Wilsonville Fun in the Park.
- AMR River Rescue and Life Jacket Loaner Program.

Motor Vehicle Occupant Safety

SKPM formed a Safe Kids Buckle Up Task Force (AMR, Randall Children’s Hospital, Doernbecher Children’s Hospital and others) which coordinates monthly child safety seat check-up events and fitting stations. In 2013:

- 3,097 child safety seats were checked for correct use.
- 680 child safety seats were distributed to families in need.
- 3 CPS Technician Classes and 1 CEU workshop were offered.

Earned Media

- Safe Kids Day at the Zoo- included media sponsor.
- Annual Holiday Safety and Summer Safety News Conferences.
- KUNP Radio Water Safety.
- KPAM Radio Seat Check Saturday.
2013 ACTIVITY OVERVIEW

Safe Kids Washington County maintained a furious pace in 2013. Coalition members either organized or took part in dozens of events around the county and in the region.

Motor Vehicle Occupant Safety

Members volunteered or were supported by their agencies in staffing child safety seat clinics. These monthly events were held at Tuality Health Education Center’s parking garage and at Forest Grove Fire Department.

- 161 child safety seats were distributed to eligible families at a reduced cost.
- 1,549 child safety seats were checked for correct use.

Water Safety

The two life jacket loaner kiosks at Hagg Lake have become a go-to resource for many of the thousands of visitors to the park. Safety-minded citizens and regional agencies, such as the Oregon Marine Board and the Joint Water Commission, have donated cases of children’s life jackets for swimmers to use. Safe Kids Washington County and our partner firefighters from Gaston Rural Fire District maintained and monitored the kiosks to ensure that life jackets were available and in good condition. Additionally, our members conducted water safety presentations at various apartment complexes with swimming pools in the county.

Window Falls Prevention

Kids Can’t Fly. That’s the message on displays that several coalition members are taking around to various events in the county. Oregon’s mild weather patterns mean open windows for many months of the year and coalition members are active in putting out the message about how easily toddlers can push out screens and fall. The result is often serious injury and even death.

Fire Safety

Many of the fire agencies are dialed in on prevention messages. And, many of our citizen volunteers pitch in on major events, such as Safe Kids Day at the Oregon Zoo where Head Start participants get free admission along with information from a dozen safety stations. Safe Kids Washington County provided and staffed the fire escape mobile classroom courtesy of Tualatin Valley Fire & Rescue to help pass along fire safety information to the several thousand attendees in May, 2013.
Co-Lead Agencies
Salem Hospital
Polk County Fire District #1

Partners
- Burlington Coat Factory
- Family Building Blocks
- Keizer Fire District
- Oregon State Marine Board
- Salem Hospital
- Oregon Dept of Transportation
- Polk County Fire District #1
- Salem Hospital
- West Salem Kiwanis
- 1490 AM – KBZY

Prevention Priorities
- Motor Vehicle Occupant Safety
- Water safety
- Fall prevention

2013 ACTIVITY OVERVIEW

Safe Kids Willamette Valley participated in three health and safety fairs, reaching approximately 2,000 community members. Coalition members also ran advertisements this past year to get the word out about childhood safety and unintentional injury. Every month Safe Kids Willamette Valley had different public service announcement radio spots on 1490 AM – KBZY, the local radio station, giving safety information on child injury prevention topics.

Motor Vehicle Occupant Safety
During 2013, eleven 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.

- 77 child safety seats were distributed to eligible families.
- 293 child safety seats were checked for correct use.

Fall Prevention
The highlight for 2013 was the Family Building Block Riverfront Festival. Safe Kids Willamette Valley used various window stops and window guards installed on a window display as a way to educate parents about window safety devices. Many families also received the Stop at 4 brochures and window clings with important window safety information.

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 continues to monitor the use of life jacket loaner kiosks at Riverfront Park in Independence, Wallace Marine Park in W. Salem and Mongold Park on Detroit Lake in Marion and Polk counties. They continue to get heavy use during summer months.