

# Ohio Safe Kids Scene

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## The Front Lines

## Never Leave Your Child Alone Campaign

The warm days of summer are quickly approaching and again Ohio SAFE KIDS will be partnering with National SAFE KIDS and GM to promote the Never Leave Your Child Alone campaign. Heat is far more dangerous to children than it is to adults. The core body temperature of a child may increase at rates three to five times faster than an adult when left in a hot vehicle. The end result can be permanent injury or even worse, death.

Since 1996, at least 175 children have died of heat stroke after being trapped inside a parked car. The children were often found strapped in safety seats after being left behind or even forgotten. Others gained access and were unable to escape. Extreme heat can be dangerous or fatal in only a matter of minutes.

The Ohio SAFE KIDS Coalition urges parents and child caregivers to be particularly vigilant about their children's safety, by offering the following safety precautions to combat heat-related injuries in cars:

- Never leave your child unattended in a motor vehicle, even with a window open.
- Teach children not to play in, on or around cars.
- Always lock car doors and trunks and keep keys out children's reach.
- Watch children closely around cars, particularly when loading or unloading items.
- Ensure that all children exit the vehicle at your destination.
- Don't overlook sleeping infant.
- Check the temperature of child safety seats and seat belt buckles before restraining your child.
- Use a light covering to shade the seat of your parked car. Consider using windshield shades in front and back window.



The Never Leave Your Child Alone initiative includes brochures in English and Spanish that deliver potentially lifesaving information. Ohio SAFE KIDS is just one of the more than 300 SAFE KIDS coalitions across the country that will distribute the brochures at local community events.

For more information please visit [www.safekids.org](http://www.safekids.org) and [www.gmability.com](http://www.gmability.com)

Ohio  
**SAFE  
KIDS**  
★★★★★  
Coalition

OHIO  
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### Ride Safe!

- Make sure your kids are secured in the appropriate child safety seat or safety belt for their age and size.
- Kids should always be secured in the back seat.
- Study both your vehicle owner's manual and child safety seat instructions carefully.

# From The Coordinator . . . .



Wow! As the saying goes, "time flies when you're having fun"! It's hard for me to believe that three months has passed since assuming role as Coordinator for Ohio SAFE KIDS. I would like to thank all of you for the welcoming e-mails and phone calls I received. I have had the privilege of working with a few of you on a regular basis and look forward to future endeavors and meetings. Working with SAFE KIDS has already been a very rewarding experience.

I think it's safe to say that National SAFE KIDS Week 2003 in Ohio was a great success. Many of you put a lot of planning into your respected events and I commend your enthusiasm and dedication. I was pleased with the number of coordinators who submitted information about local events to be posted on the Ohio SAFE KIDS website. I would like to post future events in a similar fashion to attract as many visitors as possible. I am welcome to suggestions and comments.

On May 10, 2003, I attended the Ohio Troopers Association's (OTA) annual conference in Sandusky. I had the opportunity to speak to the OTA and the Ohio Troopers Coalition (OTC) about the make-up, mission, and success of SAFE KIDS. In addition, members of the OTC were given contact information for all local Ohio coalitions and chapters. If you have not had contact with your local OTC representative, I strongly encourage you to do so. The OTC membership, as part of the Troopers Caring program, is looking forward to partner with us in future SAFE KIDS and OTC events. I know that requests for volunteers go out all of the time and the OTC can be a valuable resource. Please take this opportunity to enhance the Ohio SAFE KIDS/OTC partnership.

Best wishes to all and have a wonderful, SAFE KIDS summer!

Anne Bacon  
Ohio SAFE KIDS Coalition Coordinator  
arbacon@dps.state.oh.us



## Calling All Certified Child Passenger Safety Technicians in Ohio!

Do you live in Ohio? Are you a certified child passenger safety technician? Would you like to be able to connect with other CPST's in Ohio? Do you have e-mail? If you answered yes to all the above, then you are invited to join the Ohio Child Passenger Safety Technicians listserv group. Moderated by Ohio SAFE KIDS, this listserv is exclusively for Ohio's CPSTs to have the opportunity to e-mail questions, requests, educational information, publications, pictures, and much more. This listserv is moderated by the Ohio SAFE KIDS Coalition. To be join the list, please go to: <http://groups.yahoo.com/group/ohiocpst/> Click on "Join This Group"; this will take you to the sign in page. Create your own Yahoo! user ID and password and follow all instructional prompts. Your request will be sent to the moderator for approval.

If you have questions about the Ohio CPST listserv, please contact Anne Bacon at 614-387-1949 or by e-mail at [arbacon@dps.state.oh.us](mailto:arbacon@dps.state.oh.us).

# Heads Up

## Join Consumer Product Safety Commission's Recall Subscription List

The Consumer Product Safety Commission is an Independent Federal Regulatory Agency. CPSC works to save lives and keep families safe by reducing the risk of injuries and deaths associated with consumer products. This is done by:

- developing voluntary standards with industry
- issuing and enforcing mandatory standards or banning consumer products if no feasible standard would adequately protect the public
- obtaining the recall of products or arranging for their repair
- conducting research on potential product hazards
- informing and educating consumers through the media, state and local governments, private organizations, and by responding to consumer inquiries

To keep current on CPSC news releases and recalls, subscribe to their e-mail list at: [www.cpsc.gov/cpsclist.asp](http://www.cpsc.gov/cpsclist.asp). You will be given subscription choices to choose from.

The CPSC also has a toll-free consumer hotline at: 800-638-2772. Call to obtain product safety information, other agency information, and to report unsafe products. Available 24 hours a day, 7 days a week.

### **Swim Safe!**

- Always supervise young children near water, including pools, spas, toilets, bathtubs and buckets.
- Insist your children wear personal flotation devices when out on boats, near open bodies of water or participating in water sports.

### **Wheel Safe!**

- Make sure your kids wear properly fitting helmets and other protective gear every time they ride their bikes, scooters, inline skates or skateboards.
- Teach your children the rules of the road and practice obeying traffic laws with them.

### **Walk Safe!**

- Never let your child under age 10 cross the street alone. Teach children to obey traffic rules.
- Make sure your kids wear retroreflective materials, and don't let them walk alone at night. If they must walk at dawn or at dusk, make sure they carry a flashlight.

### **Play Safe!**

- Always supervise your children at playgrounds or in the backyard. Make sure they play on a safe surface, such as mulch, rubber or fine sand.
- Make sure your kids wear the right, properly fitted protective gear when they practice and play team sports!

# Glance Around The State

## Findlay Area SAFE KIDS Trains Volunteer Coaches in First Aid and CPR

Findlay, like many small communities has a strong commitment to youth sports programs. There is an organized soccer program for kids 3-18 years old, as well as t-ball, baseball, softball, hockey, midget football, and swimming. Many of the programs are overseen by the Hancock Recreation Department. About a year ago, Findlay Recreation Department Director, Ken Trout, who is a very active member of the Findlay Area SAFE KIDS Chapter, came to the group with a concern that there are many dedicated "volunteer" coaches involved with their various programs. Unfortunately, most had no training in CPR or knowledge of what to do if a child was hurt. The concern was predominately in practice when the coaches are alone with the youngsters; as statistics indicate that a child is at greater risk of injury during practice than in a game situation.

The Findlay Chapter received funding from Ohio SAFE KIDS to offer Basic First Aid and Adult/ Child CPR to interested volunteer coaches. Amanda Brown from Findlay Red Cross provided the training to registered coaches. Ms. Brown is an active member of the Findlay Chapter and coordinated efforts with Mr. Trout to plan the trainings for 2 Saturdays in March at Anchor Center (local community center). Twenty-six adult volunteer coaches were certified in the program. For all but three, this was the first time taking any such training. All participants felt this, ideally, should be incorporated into coach orientation. Evaluation further indicated that participants would like to see this program offered on an annual basis. Findlay Area SAFE KIDS was even approached by a local chiropractor who is interested in adding a sports injury component after hearing about the training and the Chapter's efforts to increase awareness of childhood injury prevention.

The members of Findlay Area SAFE KIDS Chapter plan to write a grant to the local Community Foundation to support this effort.

Ohio SAFE KIDS is in full support of this wonderful program and applaud the initiative taken by Findlay Area Chapter to train local volunteer coaches in first aid and CPR. Programs like this make all the difference. Way to go!

## Greater Toledo Launches "Max Learns Fire Safety" Program

The Greater Toledo KIDS Coalition launched the "Max Learns Fire Safety" lighter and match curriculum on May 5, 2003. The curriculum, developed with the National SAFE KIDS Campaign and United States Fire Administration's \$25,000 Fire Safety Grant, is designed to educate children aged 3-6 about the dangers of touching matches and lighters. A study of data in the metropolitan Toledo area revealed that children playing with lighters and matches were the primary cause of fire-related injuries and deaths in children 14 and under. The program was developed by a committee of firefighters from six different fire departments and a number of safety educators from other local agencies.

The program includes a large, colorful read-along book featuring Max, a puppy who is accidentally injured while playing with lighters and matches. Max shares his story with the children and sings a fire safety song that was written to reinforce the messages of the book. Parents receive a color brochure that summarizes the program and has the words of the song so they can learn it with their children. Chief Michael Bell of the City of Toledo Department of Fire and Rescue attended the launch along with members of the media.

The launch coincided with the beginning of National SAFE KIDS Week. A week-long safety program was conducted at a Head Start center in Toledo that serves the children targeted in the fire safety grant as being at greatest risk for fire-related injury and death. Nearly 700 children received a safety presentation each day for 5 days. The topics covered included poison prevention, bicycle safety, booster seats, fire safety and how to use the 911 system. Each day the children received materials to take home to their parents as well as incentives.

The "Max Learns Fire Safety" materials are available for loan to fire departments and other educators in the Toledo area. If you would like information about the program, please contact Coalition Coordinator Lori Ferguson at 419-291-3486.



Firefighters Jewel McCalland, left, of Toledo Fire and Rescue, and Chief Jim Sedlar, Ottawa Hills Fire, read the "Max Learns Fire Safety" book to children at the Jefferson Center Head Start.

# Lead Agency Lowdown

## What's Holding You Back? Click It or Ticket

For a third consecutive year, the Ohio Department of Public Safety, the Ohio State Highway Patrol and the Governor's Highway Safety Office are teaming with local law enforcement, Safe Communities and all emergency responders to increase seat belt use.

This year during the campaign period, law enforcement will adopt a zero tolerance policy to those not buckling up. Tickets will be issued to those found in violation of Ohio state law. Officers warn drivers to "click it" or expect a "ticket." The "Click It or Ticket" campaign is a national movement coordinated by the National Highway Traffic Safety Administration (NHTSA). It is being incorporated with Ohio's What's Holding You Back? campaign.

The campaign encourages Ohioans to buckle up every trip, every time or face the financial consequences of a ticket.

An observational survey conducted by the Governor's Highway Safety Office showed the campaign was successful in raising seat belt usage statewide. Ohio's usage rate reached an all time high of 70.3 percent. Campaign partners hope to continue this trend with increased belt usage statewide.

The goal is to increase seat belt usage and to save lives. According to NHTSA, raising seat belt usage rates by 5 percent would save 40 lives every year. Raising the rate by 10 percent would save 82 lives.

Last year, more than half of all Ohioans who died on our roadways in motor vehicle crashes were unbuckled. While a seat belt may not have prevented all of these deaths, experts predict it would have saved many.

One person dies in a fatal crash every 13 minutes; 114 people die every day; 40,000 people die every year.

In a 23-year span, NHTSA estimated seat belts saved the lives of more than a 100,000 people. That's more than the entire population of Youngstown, Ohio and equals the populations of Marion, Athens and Massillon, combined.

Seventy-five percent of all serious motor vehicle accidents occur within 25 miles of a person's home. With those odds, you have a better chance of having a crash during a quick trip to the grocery store for a gallon of milk.

But roads and drivers are unpredictable. If you knew you were going to be in a crash on a certain day, at a certain time, you would, without a doubt, buckle your belt. Don't make excuses.

Our mission is to save lives. The campaign kicked-off on May 19th with local law enforcement closely watching Ohio roads and highways for violators of Ohio's seat belt and child passenger laws. Wearing a seat belt and insisting that those who travel with you buckle up is the easiest thing you can do to protect yourself, your friends and your family.

Beg, plead, even get mad! Do whatever it takes to change the deadly bad habit of not buckling up every trip, every time.

**Click it or ticket, *what's holding you back?***

## Glance Around The State

### Portsmouth City Health Department Holds Playground Safety Workshop

The Portsmouth City Health Department and the River Cities SAFE KIDS Coalition held a Playground Safety Workshop in conjunction with Shawnee State University's Children's Learning Center to celebrate the NAEYC's "Week of the Young Child" on April 11, 2003. Teri Hendy, a Certified NPSI Playground Safety Inspector and nationally recognized authority on playground safety was the workshop speaker/ leader. Twenty-eight participants attended the all-day workshop, including Elementary School Principals, Teachers, Custodians, and Child Care Directors and Providers. Following the morning lecture, participants traveled to Buckeye Park to perform a playground inspection using the knowledge and skills that they learned in class. "This workshop is an excellent way for people in charge of playgrounds to learn basic things to do for their playgrounds to keep them hazard free and reduce the incidence of playground-related injuries to children," said Lisa Allen, Coordinator of River Cities SAFE KIDS and also a NPSI Certified Playground Safety Inspector. The Ohio Department of Health's Bureau for Health Promotion/ Risk Reduction funds the Playground Safety Project for Scioto and Lawrence Counties.



*Students use playground inspection kits to check for safety hazards.*

# DATA, DATA, DATA

## The Expert Says

### How Your Coalition Can Collect Data

**Beth Kane, Injury Epidemiologist--**

**National SAFE KIDS Campaign**

### Why should I collect local data?

Data collection is the cornerstone of any good public health program. While we at the national office can provide you with national statistics on unintentional childhood injury, nothing is more informative or persuasive than current, accurate local statistics.

Local information on childhood injuries allows you to diagnose the extent of the injury problem in your community. It is an essential step in setting priorities for your coalition - determining which injuries are taking the biggest toll on the children in your area and balancing that with the concerns of the community and your coalition members. Creating linkages between your coalition and an ongoing injury surveillance system also enables your coalition to quickly spot and respond to emerging issues in your community.

Integrating injury data with the demographics of your community will allow you to more effectively target programs to those most at risk or in need, and to tailor these programs to be culturally acceptable to them. This is especially important when you have a large or diverse service area. Injury surveillance also allows you to measure the effectiveness of your programs - to document successes for local partners, sponsors and your lead organization, and to reexamine and revamp programs that are not reducing the incidence or severity of childhood injury.

A data-rich picture of injuries in your community is compelling when you are trying to convince community leaders and decision makers of the importance of this problem. It will demonstrate need and provide justification for your programs when seeking funding or in-kind support from your local sponsors.

Local injury statistics greatly enrich news stories about injury prevention. A good relationship with local media outlets is a valuable tool in raising public awareness about injuries and generating interest in your programs and events.

Keep in mind that community interest in "hot" topics and the availability of effective, low-cost interventions are also key factors in setting priorities for your coalition. Initially, addressing those problems that have sparked public interest will help your community to embrace the concepts of injury prevention, even if these are not the greatest risks to your target population. Later, you can use the data to steer public attention away from such minor or rare risks toward those that affect many children in your area.

## How can I get started?

Do not panic! Not every community will have E-coded surveillance data on childhood injuries. The important thing is to find out what kind of data is being collected in your community and how you can use it to the coalition's advantage.

Mortality data is generally available for every community through death certificate filings. You can obtain county-level mortality data on the Internet using the CDC WONDER system. However, this data often lags several years and, because the deaths from unintentional injuries are so few in any one county, it will not give you an accurate profile of the risks in your community.

Your local hospital is a good place to start looking for nonfatal injury data. Many will have records of ED visits, admissions or discharges that specify injuries - ideally this information can be teased out by age, intention and risk area (mechanism of injury). Trauma centers maintain detailed records of hospital admissions for unintentional childhood injuries in trauma registries. More and more hospitals are mandating the use of E codes to specify mechanism of injury, but you may also find data that is broken down by risk area in a more informal classification system.

Approach your coalition members about the information available from their organizations. Fire and police departments, emergency medical services, pediatricians, and health departments may have records of injury-related incidents among children. This data is especially useful for determining hazardous streets or neighborhoods in your community where many injuries have occurred. Always ask to review data without any victim identifiers (name, exact street address) to avoid confidentiality issues.

Do not feel that you need to be a statistician to utilize your local information. Actively seek out the people in these organizations who work with data on a daily basis and make them a part of your coalition. With today's sophisticated computer systems, searching and compiling records is much less laborious than you might think, so don't be afraid to ask for someone's time. Enlist the help of computer or public health students if possible.

Lastly, don't forget about your support system within the Campaign. As the Campaign's injury epidemiologist, I will always be available to help you with issues pertaining to data collection, survey design and program evaluation. Utilize the message board on the Coalition Extranet to solicit ideas and advice about data collection from other coordinators.

You may contact me directly at 202/662-0608 or by e-mailing [bkane@safekids.org](mailto:bkane@safekids.org).

## Successful Partnership

The Ohio Department of Public Safety and the Ohio Department of Health are pleased to sponsor this year's TEAM Ohio Annual Child Passenger Safety Conference. TEAM Ohio is the premier statewide conference dedicated to reducing the tragic toll of deaths and injuries to children on Ohio's highways. The conference addresses a wide range of safety topics from child passenger safety to innovative new products and equipment.

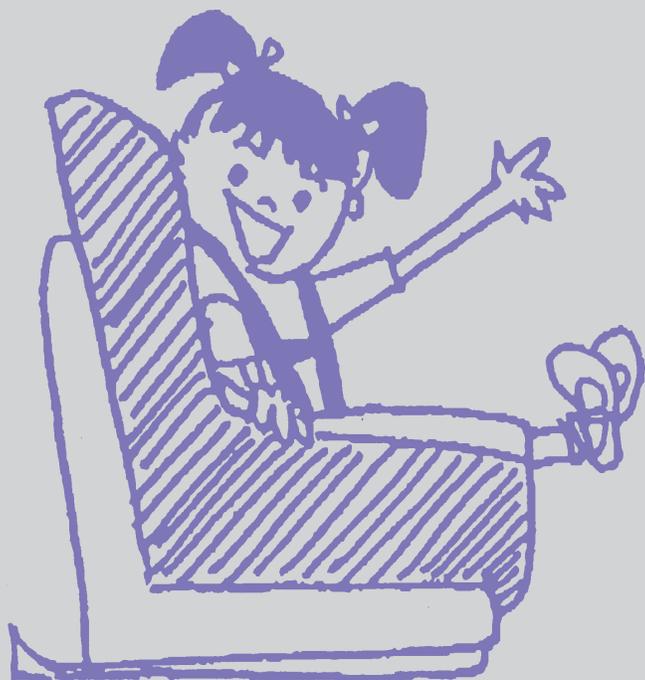


The conference kicks off with the Ohio Buckles Buckeyes Meeting from 7:00pm-8:30pm on Tuesday, July 22, 2003. Educational sessions will be held on Wednesday, July 23 from 8:00am-5:00pm; and from 8:00am-3:00pm on Thursday, July 24th.

Workshop Titles include:

- Working With Diverse Populations
- Recertification Issues and Concerns
- Making the Right Choice for Special Needs
- Air Bags, Technically Speaking
- LATCH- Not The Perfect Solution
- Taking The Risk
- Show Me The Money
- Meet The Manufacturers
- Put Your Best Foot Forward, Not In Your Mouth
- Making The Numbers Work For You
- Ins & Outs of Fitting Stations
- Taking The Mystery Out Of Special Needs
- Getting the Most Mileage Out of Your Message
- School Bus Issues
- Together Everyone Achieves More
- Incorporating Media Into Your Message

For more information, please contact Anita Watkins at 614-466-3250.



## SAVE THE DATE!

The 15th Annual SAFE KIDS Leadership Conference will be held October 25-29th, at the Hyatt Regency Washington on Capitol Hill, Washington, D.C. Join representatives from the more than 300 state and local SAFE KIDS coalitions and 16 countries. This year's conference will include skills-building workshops on: advocacy, grassroots organizing, research, and data collection. The conference has targeted training sessions, plenary groups, and peer forums towards SAFE KIDS coalition coordinators and members. Online registration began on June 16th. Early registration deadline is September 1.

# Calendar of Events

**June 26**

July 22-24

**August 28**

September 21-28

October 5-12

October 8

**October 23**

**October 25-29**

**December 18**

**Ohio SAFE KIDS Conference Call**

Ohio Child Passenger Safety Conference in Columbus

**Ohio SAFE KIDS Conference Call**

National Farm Safety and Health Week ([www.nsc.org/farmsafe.htm](http://www.nsc.org/farmsafe.htm))

National Fire Prevention Week

Walk Your Child to School Day

**Ohio SAFE KIDS Annual Meeting-Columbus**

**National SAFE KIDS Leadership Conference-**

**Ohio SAFE KIDS Conference Call**

## Coalition Coordinator Spotlight

Amanda Eckleberry,  
Coordinator of the Stark County  
SAFE KIDS Coalition

Ms. Amanda Eckleberry has been the coordinator for the Stark County SAFE KIDS Coalition since December 2001. She graduated with a Bachelor's in Community Health Education from Malone College in May 2001, and was hired at the Stark County Health Department in July of that year as a health educator (tobacco prevention). In December, she took over for the former coordinator who moved into a new position. In April 2002, she became a Certified Health Education Specialist (CHES). When first hired, she was volunteering for SAFE KIDS and helping out at their events. She really enjoyed working with the children and parents. With a minor in Athletic Training, injury prevention was always of key interest.

The Stark County Coalition is 80-members strong and well-known throughout the community. The Stark County Health department has been the lead agency since the Coalitions inception in 1992. Amanda feels that the Coalition has been very fortunate with funding over the past few years. Main programs include Project Buckle Up (car seat distribution program and car seat check-ups), Project Get Alarmed/ Hector the Missing Smoke Detector, bike safety programs and pedestrian safety. The Coalition is also starting to plan programs for fall prevention and animal bite prevention.

Amanda stated "my favorite part about our coalition is that we are very personable with each other-we are always talking about our families and our interests. We all work well together-at meetings, check-ups and all events. All of our members are energetic and volunteer for countless events and programs!"

Biggest challenge is "time restraints". Amanda is allotted 17.5 hours per week coordinating the Coalition and stated that "there is so much that I want to do with different programs, but am sometimes limited on my time!"

The Stark County Coalition has had many accomplishments during their history-becoming a 501©(3), being one of the first coalitions in the state, expanding of programs, having almost 30 Certified Child Passenger Safety Technicians and much more. Since becoming the coordinator, Amanda feels that their greatest accomplishment is the fire safety video, "Instilling Positive Fire Safety Reaction". It has been presented at many meetings/conferences, and will be presented at the National Conference in October as well.

As a fairly new coordinator, she would recommend to get to know your coalition members and reward them as much as possible! She always tries to send thank you notes, have drawings at the meetings for different prizes, and she always has treats!

In conclusion, Amanda noted, "I have really enjoyed working with my SAFE KIDS members and getting to know all of you in Ohio SAFE KIDS!"

We've enjoyed getting to know her too! Keep up the good work, Amanda!