

Safe Kids Grand Forks

News You Can Use

SUMMER 2013 SPECIAL EDITION

ALTRU HEALTH
SYSTEM

SPECIAL
POINTS OF
INTEREST:

*Coalition
Recognized for
Work to Protect
Kids from
Unintentional
Injury,
Number One
Cause of Death
to Children in
the U.S.*

INSIDE THIS ISSUE:

Dr. Wakefield 2

Capitol Hill Visit 3

25th
Anniversary
Celebration 7

Congressman
Cramer 9

New Look—New
Logo 11

Conference
Impressions 15

CPS Conference 17

Sports Physicals/
Education 18

Heatstroke
Awareness 20

Button Battery
Campaign 22

Safe Kids Grand Forks Named Outstanding Coalition of the Year

July 12, 2013 – (Grand Forks, ND) – On Friday, June 21, 2013, Safe Kids Grand Forks, a member of Safe Kids Worldwide, was named the Safe Kids Outstanding Coalition of the Year for its exceptional work in preventing childhood injuries in their community.

In partnership with Altru Health System, the lead agency of Safe Kids Grand Forks since 1989, Safe Kids Grand Forks works together with volunteers, businesses, parents, care givers and coalition members to keep kids safe from preventable injuries.

"I'm absolutely thrilled to award the Outstanding



Safe Kids Worldwide President and CEO, Kate Carr with SKGF members, Judy Larson, Carma Hanson and Patty Olsen at the Awards Luncheon.

Coalition of the Year Award to Safe Kids Grand Forks," said Kate Carr, president and CEO of Safe Kids Worldwide.

"Safe Kids Grand Forks

embodies everything a successful coalition should have: collaboration through community support, a strong lead agency and a dynamic coalition coordinator. With this amazing combination, Safe Kids Grand Forks is at the cutting edge of childhood injury prevention." Over the last several years, Safe Kids Grand Forks has developed exceptional programs in child passenger safety, pedestrian and bike safety, and swimming and water safety, while also engaging new partners to address emerging risks and trends, such as TV and furniture tip-over prevention, button battery safety and medication safety.

Continued on page 6

Safe Kids Celebrates 25 Years Of Injury Prevention

When people celebrate 25 years of marriage, it is thought of as a "silver anniversary". On our recent visit to Washington DC for the Safe Kids Worldwide Injury Prevention conference, silver was the color of choice as we celebrated the 25th

anniversary of Safe Kids Worldwide. We donned our silver attire and joined coalition coordinators from around the country and around the globe at the opening reception of the conference.

In 1988, Dr. Marty Eichelberger, a pediatric trauma surgeon at Children's National Medical Center (CNMC), founded this organization that has done immeasurable good over the last few decades.

Continued on page 7



North Dakota Proud – My Moments with

Dr. Mary Wakefield

By: Carma Hanson

On February 20, 2009 President Obama named North Dakota native, Dr. Mary Wakefield, as the administrator of the [Health Resources and Services Administration](#) (HRSA). Dr. Wakefield is a nurse from North Dakota who has a long history of work in the public policy arena. We have long been colleagues and members of a professional nursing organization together. Dr. Wakefield has been the Chief of Staff for two North Dakota Senators (Conrad and Burdick) in the past and went to HRSA from UND where she was Associate Dean for Rural Health at the School of Medicine and Health Sciences, a tenured professor, and director of UND’s Center for Rural Health. Needless to say, when I heard that there was going to be a session of high level agency officials presenting as a panel at the Safe Kids Worldwide Injury Prevention Conference, I was very proud to know that Dr. Wakefield (from little ol’ North Dakota) would be among them. Tony Green, Public Policy Director for Safe Kids Worldwide contacted me prior to the conference and asked if I would like to “connect” with Dr. Wakefield prior to her presentation. It was with great pleasure that she and I visited in the “prep room” prior to her taking the stage with other administrators from agencies such as the Consumer Product Safety Commission, the National Transportation Safety Board, the Federal Highway Administration and the National Highway Traffic Safety Administration. Each speaker presented on national initiatives that their agencies are involved in as they relate to childhood injury prevention. The common theme in their presentations was that injury prevention needs to be tackled on many fronts, from local, to statewide, to federal platforms. The panelists were all grateful for the work being done by the Safe Kids coalitions and the leadership of Safe Kids Worldwide.

I was very honored to have the chance to visit with Dr. Wakefield and so grateful for the experience and expertise that she brings to the Health Resources and Services Administration. Having representation on the national level from someone with a rural background is a real plus for the clients and citizens that we work with. I tip my hat to Dr. Wakefield and thank her for her service to health care policies and programs on the federal level!! Safe Kids Grand Forks was proud to have her on stage, front and center at the Safe Kids Worldwide Injury Prevention Conference!!

“I was very honored to have the chance to visit with Dr. Wakefield and so grateful for the experience and expertise that she brings to the Health Resources and Services Administration.”
 -Carma Hanson Safe Kids Grand Forks Coordinator

Carma Hanson— Coordinator of Safe Kids Grand Forks and Dr. Mary Wakefield in the left image. The esteemed panel of federal agency officials at the conference on the right.



Our Visit to Capitol Hill



During our recent trip to Washington DC for the Safe Kids Worldwide Injury Prevention Conference, members of Safe Kids Grand Forks made a special visit to Capitol Hill to visit with our Congressman and Senators. New to Washington since our last trip there four years ago, we were able to visit with Congressman Kevin Cramer and Senators Heidi Heitkamp and Hoeven. All three took time from their busy schedule to meet with us and learn about the issues that are important to Safe Kids and our injury prevention efforts. Often, Safe Kids Worldwide and our state and local coalitions call upon members of Congress to support legislation that will be impactful

to injury prevention. They are also very instrumental in passing funding initiatives that assist with children and their safety and well-

being. Besides being able to meet with the Congressman and Senators, we visited with their health care policy staff to make them more familiar with Safe Kids. We spoke about our headquarters based in Washington DC and the resources that we can provide to them as they try to keep abreast of childhood injury prevention issues.

We are especially grateful to Congressman Kevin Cramer, who shortly after taking office, agreed to serve as a co-chair of the Congressional Children's Safety Caucus. Kevin and his staff will be working with Safe Kids Worldwide to bring injury prevention awareness to other

members of the US House of Representatives. Kevin is a father and grandfather and takes seriously the safety of children. When asked, he was delighted to accept the offer to serve in this role. During the Injury Prevention Conference, two of Kevin's staff members were able to attend presentations and part of the sessions at the conference. They were able to get a "flavor" of the work being done by Safe Kids Coalitions around the country and the world. We were grateful to have them spend time with us as well.

Our visits on Capitol Hill confirmed to us that we are fortunate to have three people in Washington DC representing our state. They place childhood injury prevention high on their priority list and work tirelessly to protect the children of our country. For that, we are grateful and we thank them for spending time with us

"We at Safe Kids Grand Forks are grateful that our Congressman and two Senators are so accessible to us to visit about childhood safety issues."





New Kid's Wellness Tracker App

The makers of Children's Tylenol and Children's Motrin have released a new free app for your phone. The new Kid's Wellness Tracker enables you to review your child's health at the convenience of your fingertips. By downloading the Kid's Wellness Tracker you can track and monitor your child's vaccinations and other medications by storing dates of vaccines. The Dosing Calculator lets you look up doses for pediatric Tylenol and Motrin products. The Medicine Tracker is an easy to use system to keep and track medical records. Along with all these features of the new all in one free app, you can store information and share it with your pediatrician. When your child gets sick, you have the ability to record the symptoms to accurately track what is going on with their body. The free app also encompasses resources to reference in the Learning Resources Library. It gives you access to information and answers to your questions in one quick and easy place. Not only is this app free to all, but it is easy to navigate and an amazing tool to have handy while balancing a busy schedule. To download the new Kid's Wellness Tracker, visit the Apple Store today.



"WATCH OUT! New Trends in Distraction"

While at the Safe Kids Worldwide Injury Prevention Conference, Patty Olsen had the opportunity to attend a workshop on distracted behavior as it relates to a variety of safety issues. Speakers focused on the dangers of texting and the use of electronic devices by drivers, pedestrians and those in charge of supervising children. The three speakers reviewed data, ongoing initiatives nationwide and effective methods of changing behavior. Some of the resources that were shared include:

- The United States government has an entire website dedicated to reducing distracted behaviors: <http://www.distraction.gov>.

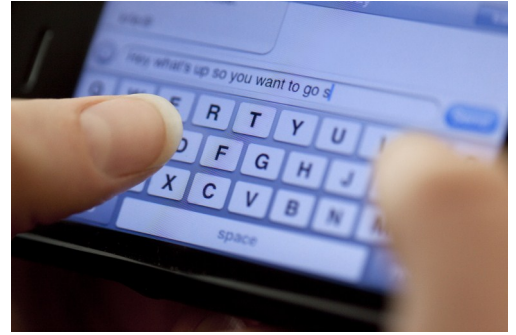
- AT&T continues their national "It Can Wait" Campaign to reduce texting and driving, with particular focus on teenage drivers. Safe Kids Grand Forks was able to take advantage of the AT&T program last spring when they visited Northwood and Red River High Schools.

Continued on next page

- AT&T is currently conducting a major campaign over the summer of 2013. "The highlight of the summer campaign will be a national day of action on September. 19. On that day, "It Can Wait" advocates will reach out in their communities to raise awareness of the risks of texting while driving and encourage everyone to make a personal commitment not to text and drive. They will also recruit others to join the growing ranks of advocates dedicated to saving lives by ending texting while driving.

- To take the pledge and see a list of supporters, visit www.ItCanWait.com. For additional information and resources, visit www.att.com/itcanwait.

Safe Kids Grand Forks is grateful for the work of AT&T and the National Highway Traffic Safety Administration on reducing distracted behaviors and improving road safety.



Teen Drivers

Many teen drivers feel that they don't need a seat belt because they think that air bags are sufficient and fear the seat belts would hurt them. They also falsely assume they will never be in a crash; all these reasons are false! As adults we need to be mentors and teach by example. Teen drivers have many distractions in today's world; friends, cell phones, and loud music just to name a few. Most crashes are caused by driver error including speeding, low seat belt use, inexperience, and even alcohol. Approximately 1 in 5 fatally injured 16 year olds have a blood alcohol concentration of 0.08% or more.*

What can parents and guardians do to help?

- Don't rely solely on driver's education
- Know the laws in your state
- Restrict night driving
- Restrict the number of passengers your teen may have in the vehicle
- Supervise practice driving
- Require safety belt use
- Choose a vehicle in accordance with safety
- Be a role model

As parents, we need to be aware of the dangers of teen drivers. Make sure to always set rules and monitor driving. Driving is a privilege, something to be taken seriously by both teens and us as parents.

*Statistics according to the Insurance Institute for Highway Safety and article submitted by Judy Larson, Safe Kids Grand Forks Child Passenger Safety Subcommittee Co-chair

Outstanding Coalition Award

Continued from page 1

"I am proud and humbled to work with such an amazing and committed group of people!"

- Carma Hanson



They cover upper north east North Dakota and north west Minnesota with their injury prevention efforts and conduct hundreds of injury prevention classes, events and activities each year. Their coalition consists of over 200 businesses, agencies and individuals who come together to support the work of childhood injury prevention in the communities that they serve.

Through its work, Safe Kids Grand Forks raises awareness about injury prevention, educates parents and caregivers on proven and practical things they can do to protect children and inspires others to support advocacy efforts and become leaders in their community.

Safe Kids Coalition Coordinator, Carma Hanson commented on the award saying, "This award is a big feather in the cap of all those who come together to work so diligently to keep the kids of our community and region safe. This is an acknowledgement that we have a great coalition, wonderful volunteers and a committed lead agency in Altru Health System. But ultimately, it is the KIDS that win as our collective efforts are keeping them safe from their number one killer – unintentional injuries. Together, we work to keep kids safe at home, at school, at play and on the way. I am proud and humbled to work with such an amazing and committed group of people!!"

Outstanding State Coalition Coordinator of the Year Award

Erin Petersen
 Congratulations on your Outstanding State Coalition Coordinator of the Year Award. You are very deserving and we appreciate our partnership with Safe Kids Minnesota under your leadership!!

SAFE KIDS GRAND FORKS

Your friends at Safe Kids Grand Forks

Outstanding Local Coalition Coordinator of the Year Award

Daphne Greenlee
 Congratulations on your Outstanding Local Coalition Coordinator of the Year Award. You are very deserving and we appreciate our relationship with Safe Kids Springfield under your leadership!!

SAFE KIDS GRAND FORKS

Your friends at Safe Kids Grand Forks

Safe Kids Grand Forks works with and collaborates with many coalitions and coalition coordinators from around the country. Two of our very favorites were given awards at the conference as well. Hats off to Erin Petersen, Safe Kids Minnesota, as she was named the Outstanding STATE Coalition Coordinator of the Year and to Daphne Greenlee who was named the Outstanding LOCAL Coalition Coordinator of the Year. These ladies are very deserving of this award and we were excited to send them the banners that you see on the left to display in their places of work!!

Safe Kids Worldwide Celebrates 25 Years

Continued from page 1

Dr. Eichelberger has been known to say that “he was tired of seeing kids coming into his operating room from preventable injuries – things that could have been prevented if only. . . .”. “Dr. Ike”, along with Safe Kids Worldwide founder, Children’s National Medical Center, approached Johnson & Johnson with his dream and vision. He asked them to help him launch a nationwide, but grassroots effort, aimed at decreasing the childhood injury rates. At the time, childhood injuries were the number one cause of death to children in our country. While that remains the same today, there has been a 55% decrease in childhood injury rates since this campaign and Safe Kids Worldwide were started. Over the years, the coalition network has grown to include over 600 coalitions and chapters in the US and other players have also come to the table. You see, we are not unique here in the US in that unintentional injuries are the leading killer of children in most of the world. Currently, there are 23 other countries that have joined forces with Safe Kids Worldwide in an effort to collaborate and tackle this problem together.

25 years: A Good Start



Safe Kids Grand Forks, a local coalition that is a part of the network, was founded in 1989 with Altru Health System serving as the lead agency for the coalition. Altru Health System has fulfilled that role since the coalition started and is proud to remain the lead agency today. We are grateful to be a part of an outstanding network of coalition members, businesses, volunteers and agencies with the same mission of keeping kids safe.

At the conference, we CELEBRATED 25 years of work and collaboration. We have done a great deal of work and have made fabulous strides but yet, there is more to be done as children continue to die of preventable injuries. While it is great fun and very rewarding to pause and celebrate, we also need to look forward with a strong focus and sense of direction. That direction and challenge was laid out to us by our leader, Safe Kids President and CEO, Kate Carr. By the year 2020, the goal of Safe Kids Worldwide is to decrease our injury and death rates in this country by 50% again. We have seen a 55% decline in 25 years and our hope is to cut them in half again by 2020. We at Safe Kids Grand Forks are up for that challenge. We are poised and ready with our wonderful coalition to

take up the work that needs to be done to make this goal happen. We will continue to work hard in the communities we serve and reach out to new partners and areas where we can assist so they too can have the resources and expertise to tackle this problem of childhood injuries. Because, you see, we won’t sleep as long as there is even one child affected by this preventable cause. We thank our partners, our volunteers, our businesses and agencies that have come together in this effort thus far and we ask you to stay at our side as we look to the future and the things we hope to accomplish before we put on our gold and celebrate a 50th anniversary!!



Did you know?

- There are 57 Poison Control Centers around the United States.

- Those centers handle 36 million calls a year!

- About 73% of calls that come in to the center are residential; 19% come from health care facilities.

- For every \$1 spent on Poison Control, over \$13 are saved in medical costs.

* Facts from the Poison Control

Poison Safety Education Programs

Patty Olsen was also able to attend a session “Medication Safety: Safe Storage, Safe Dosing, Safe Kids”. One of the speakers was from Scholastic Books. Scholastic has developed a comprehensive education program for 6th grade students about over-the-counter medications. Following is a description of that program:

From the American Association of Poison Control Centers and Scholastic, with support from McNeil Consumer Healthcare, OTC Literacy was developed to raise awareness about the safe use of over-the-counter medicine and provide resources to better equip educators, school nurses, and families with knowledge about OTC medicines and responsible usage.

Age-Appropriate and Audience Approved

OTC Literacy's comprehensive unit for 6th-grade educators combines assessment quizzes, interactive lesson plans, student printables, and at-home resources. This program was specifically created for use by 6th-grade teachers and students, and includes age-appropriate messages that have been tested with students and teachers. Teachers and students in this age group participated in focus groups and provided valuable input on the program's messages, content, and lessons.

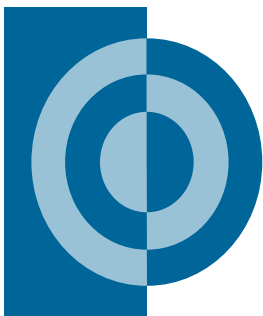
Students found OTC Literacy's lessons engaging and relevant in raising awareness and dispelling misconceptions about OTC medicines. Teachers shared a need for interactive materials on over-the-counter medicines to help teach students real-life skills. Educating 6th-grade students about OTC medicine safety can have a potentially lifesaving impact, and it can make a positive difference in the classroom as well.

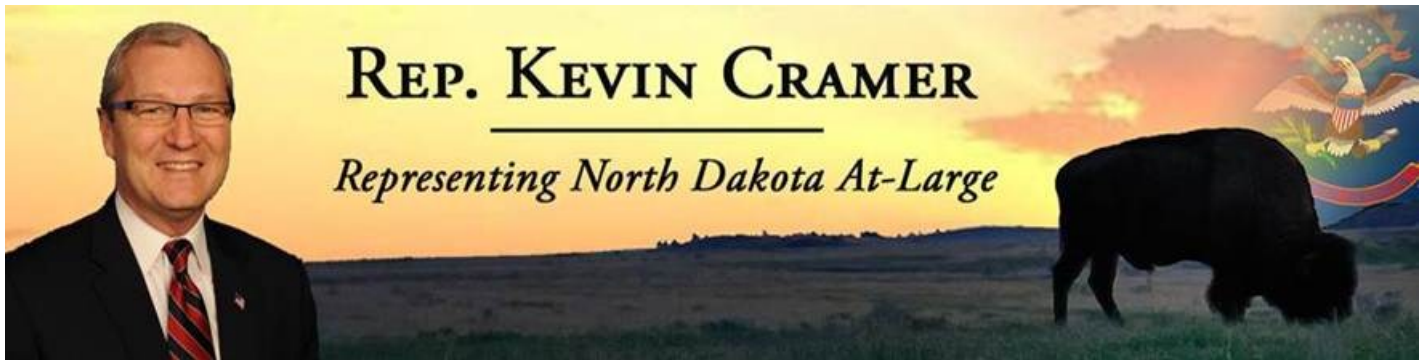
Learning Outside the Classroom

OTC Literacy helps move the learning outside the classroom by including school nurses and students' families in the education process. Also available are print resources created especially for school nurses or the campus's health and wellness office to help reinforce OTC medicine safety with students. A family newsletter will explain the program and its goals, and will offer extension activities to help facilitate at-home discussion of this important topic.

Visit: <http://www.scholastic.com/browse/article.jsp?id=3757818>

Safe Kids Grand Forks will be reviewing the curriculum to determine the appropriateness for use in Grand Forks.





This past winter, I was called by Safe Kids Worldwide Public Policy Director, Anthony Green. Anthony indicated that Safe Kids Worldwide would be facilitating putting together a Safe Kids Caucus and asked if we would be willing to connect with Rep. Kevin Cramer to find out his interest in being a part of this bi-partisan group working toward educating fellow Congressmen and the public on childhood safety topics and federal legislation that would be helpful in this regard. Having known Congressman Cramer for years, I called him and he was wholeheartedly delighted to accept this responsibility and honor. I was able to connect Congressman Cramer and Tony Green. During our recent Safe Kids Grand Forks visit to Capitol Hill, I met with Congressman Cramer and his staff helping with this caucus. We are delighted to have someone from North Dakota serving in this capacity and thank Congressman Cramer for stepping up to the plate with an enthusiastic “YES” to this request. We look forward to working with him and his team and know the kids of our state and country will benefit from his work in this arena!!

Carma Hanson—Coordinator, Safe Kids Grand Forks

(Following is the press release recently issued by Representative Cramer’s team in Washington DC on this project.)

Cramer Forms Bipartisan Congressional Kids’ Safety Caucus

Jul 31, 2013

Washington, D.C. – Today Congressman Cramer announced he and three other members of the House of Representatives have founded a bipartisan coalition to work on issues related to child safety. The four chairs of the new Congressional Kids’ Safety Caucus are Cramer and Representatives Debbie Wasserman Schultz (D-FL), Jon Runyan (R-NJ), and Grace Meng (D-NY). Among the family of the co-chairs are 13 children and one grandchild (Cramer’s).

The Kids’ Safety Caucus will hold educational forums for Members of Congress and their staff, provide data and research, and act as a resource for Members to provide safety information and best practices to parents and caregivers back home in their districts.

“It’s important for Congress to come together to share ideas, information, research and emerging trends to stop preventable injury from taking so many lives too soon. As a parent and grandparent, I take these concerns personally and hope this new Caucus will be a productive place to discuss the safety of our youngest people,” said **Rep. Cramer**.

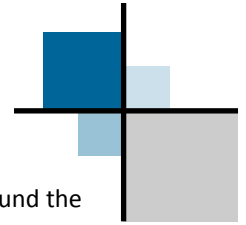
“Nothing is more important than protecting our kids. It’s essential that we do all we can to keep them safe,” said **Rep. Meng**. “Most deaths of children 19 and younger are preventable, and tragedies such as accidental poisonings, drownings, car accidents are easily avoidable. I hope that this new caucus we are launching will make the public more aware of the many dangers that threaten our children, and reduce the number of kids that are put in harm’s way each year. Our children deserve nothing less.”

“As a father of three, I am proud to be a founding member of the new Congressional Kids’ Safety Caucus,” said **Rep. Runyan**. “Today, preventable injury remains the leading cause of death for children in the United States. As parents and policy makers, we must focus on new ways to help protect the safety of our children. This Caucus will allow Members to bring back important information to their districts to help inform parents on ways to improve child safety.”

“The number one killer of kids is unintentional injury, and it’s important that we come together to talk about ways we can help protect against these preventable injuries,” said **Rep. Wasserman Schultz**. “As parents and Members of Congress, we can play a leadership role in educating our constituents about child safety, whether it’s in cars, on sports fields, or in swimming pools and open water.”

The Caucus is the first of its kind to be formed in the U.S. House of Representatives.

UN Decade of Action for Road Safety



National conferences are a wonderful way to learn more about safety initiatives around the country and around the world. One of the exciting initiatives is the UN Decade of Action for Road Safety of which Safe Kids Worldwide is participating. Following is a description of the UN initiative:

“Road traffic injuries kill more kids between ages 5-14 than HIV/AIDS, tuberculosis or malaria and are the leading cause of death among teens ages 15-19. Each year, more than 133,000 children between ages 5-14 die on roads in developing countries, often on their way to and from school.

Launched in May 2011, the Decade of Action for Road Safety is a United Nations initiative, which aims to reduce road deaths and injuries across the world and save 5 million lives by 2020.

As part of a Decade of Action for Road Safety, Safe Kids Worldwide and FedEx are working together to make routes safer for kids walking to and from school. Through the Model School Zone project, Safe Kids is working with 10 schools in 10 countries (Brazil, Canada, China, India, Korea, Mexico, Philippines, Thailand, the United States and Vietnam) to improve infrastructure around schools, educate drivers and families and build partnerships with governments in order to make school zones safer for kids.

In addition, we’re working with local and national governments, NGOs, and communities, to keep kids safe on the road and in cars through our pedestrian safety program, Walk this Way, and our child passenger safety program, Buckle Up.” The work of the United Nations and partner organizations is to reduce road safety deaths for pedestrians, bicyclists, and motor vehicle drivers and passengers. To learn more about the UN initiative, visit <http://www.roadsafetyfund.org>.

See also article on page 12



Featured in this photo are most of the staff from the Safe Kids Worldwide team. They were gathered for the 2013 Safe Kids Worldwide Injury Prevention Conference in Washington DC in June.

This team leads over 600 coalitions and chapters in the United States and 23 countries around the world in our childhood injury prevention initiatives. They are amazing to work with and we are fortunate to have this type of leadership in our organization.

New Look, New Logo



Over the last few months, you may have noticed a change in the Safe Kids logo in our newsletters, printed materials, Facebook page and website. Safe Kids Worldwide has a new logo! We had an opportunity to learn more about the new logo at a conference workshop.

Over the last year, Safe Kids USA and Safe Kids Worldwide were merged into one organization – Safe Kids Worldwide. As part of the merging, Safe Kids decided they needed a logo that was more contemporary, conveyed trust, was practical, family friendly and child focused (without being childish).



The logo is quite versatile as Safe Kids developed D Cons that can be used for specific injury prevention areas. Here are a few examples.



Pedestrian Safety



Sports Safety



Fire Safety



Car Safety

Safe Kids Coalitions all over the United States are adapting the logos specific to the work in their communities. You will start seeing the new logo and D cons in all of our new materials.

If you have any questions about the use of the Safe Kids Grand Forks logo, please contact Carma Hanson at chanson@altru.org. Also, if you are an organization that has had this logo on file for use, please contact us for a new one so we can keep our materials current.

Distracted Pedestrians

Submitted by: Patty Olsen



During the conference, in addition to learning about the UN Decade of Action for Road Safety, we were able to learn more about pedestrian education programs in Austria, Nevada and South Carolina. While some of the programming is similar to ours in Grand Forks, we are always learning something new!

- Children aged 6 – 10 years are the most vulnerable pedestrians. This is due in part to their increased independence but still developing cognitive skills. Specifically, children in this age group have a limited ability to judge the speed and distance of approaching vehicles when preparing to cross a street. Additionally, children in this age group have difficulty identifying unsafe situations.

- Some effective teaching methods include using various tools (traffic mats, pictures, videos) etc. to simulate a variety of unsafe situations. This allows educators to present children with “what if” scenarios to aid in the development of appropriate decisions as related to pedestrian behavior.

- In Nevada, a school that is located on the edge of town had a significant problem with driver behavior during arrival and dismissal of school. Parents were encouraging their children to make unsafe choices such as crossing busy streets mid-block. Parents also were putting other students at risk with U-turns, excessive speed and illegal parking. A comprehensive program was developed where volunteers conducted three weeks of education before and after school. Vehicles and drivers were approached one on one to discuss improving pedestrian safety. In addition, the student leaders produced a safety video for their fellow students.

- Safe Kids Clark County worked with the school and the Public Works Department to make inexpensive and simple environmental changes to the flow of traffic. The result has been a huge increase in safety during the arrival/dismissal process.

- Safe Kids Upstate (South Carolina) has instituted a safety patrol program. With sponsorship from Michelin, they have created a comprehensive training program for 5th grade students. These students help out with greeting younger students in the drive through lanes and guiding them to their classrooms so parents do not need to get out of their cars. The safety patrols also direct traffic from the sidewalk, remind parents of safe procedures, keep students away from moving cars, serve as hall monitors and help out with International Walk to School Day.

Safe Kids Grand Forks is always excited to learn about programming being done by other coalitions. We will be exploring options for incorporating what we learned into our pedestrian safety programs.



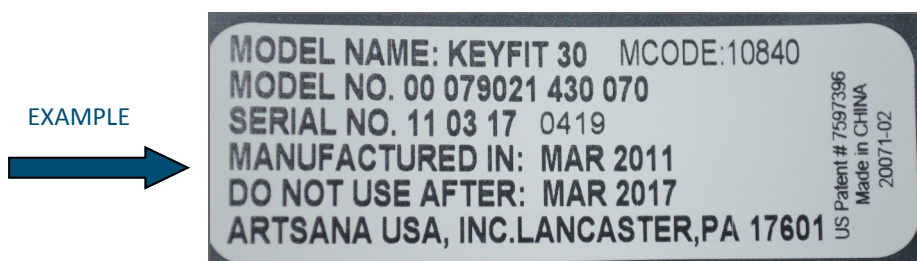
Advances in Car Seat Technology

Information submitted by: Judy Larson—Child Passenger Safety Subcommittee Co-chair

Wow— it's always amazing what's new in child restraints! Here are a few I would like to highlight:

- “Kids Fly Safe” is an airplane safety harness. It is easy to use and very convenient to transport. The child sits in his/her own seat with the harness system and airplane seatbelt. “Kids Fly Safe” is highly recommended for children flying who weigh between 22 and 44 lbs.
- Dorel has a new booster seat and backpack. This product is very easy to use. The child always has a seat with them, making it safe and ideal for daycare pick ups. Dorel's new booster seat backpack is recommended for children weighing 40 to 80 lbs.
- Another innovation in car seat technology is called “True Fit”. This seat comes with a monitoring system to alert parents when a child is left in the seat.

Expiration dates are changing on seats. Some expiration dates now go up to 10 years (previously it was 6 years). These dates/labels are located on the back of the seat.



Misuse of Child Restraints

The misuse of child restraints is still a problem here in the United States, and all over the world! Many problems arise from lack of knowledge on the proper way to utilize a seat. The top 3 misuses are:

1. Wrong Seat
2. Seat installed incorrectly
3. Child placed in seat incorrectly

Safe Kids Grand Forks has partnered with Rydell Auto Center to hold monthly car seat check up events. We have certified technicians on hand to help with correct installation and correct placement of the seat and harness straps. We will also help in determining the best seat for your child's size and age. We are at Rydell's the 2nd Thursday of every month from 4-7pm.

Also offered is a “new parent” class, so your child will be safe from the start! Classes are offered the 2nd Thursday of every month at Rydell's from 6-7:30pm. These classes serve as great opportunities to learn how to safely and correctly use your seats!

Safe Kids Buckle Up



Car Seat Checkup Event

Nearly 4 out of 5 car seats are used incorrectly. Could yours be one of them? Come learn how to secure your children the right way!

WHO: Cavalier Area Residents

WHAT: It's A FREE car seat check-up event to help assure that your kids are riding safely in your vehicle and their car seat.

WHEN: Thursday – August 15, 2013 from 5 – 7 p.m.

WHERE: Napa Parking Lot – Cavalier, ND

WHY: Because 4 out of 5 car seats are used incorrectly and we want to assure that yours is not one of them.

HOW: Bring your child, their seat and your vehicle to the Cavalier Back-to-School Event and our car seat check-up. We will assist with checking your seats for recalls and proper fit and assisting with the correct installation. The event is free and no appointments are needed.



On behalf of Safe Kids Grand Forks and Altru Health System, we thank Pembina County Public Health for their partnership in this community safety event.

Safe Kids Worldwide Injury Prevention Conference

Impressions

This year, Safe Kids Grand Forks was able to send Patty Olsen and Judy Larson to the Safe Kids Worldwide Injury Prevention Conference in Washington, DC. The conference celebrated 25 years of Safe Kids and it was a “celebration of sorts”. Safe Kids Coordinator, Carma Hanson asked each of the other attendees to submit their “conference impressions” to share in this newsletter. Here they are!!

Judy Larson’s Impressions:

Thank you Carma and Safe Kids Grand Forks for allowing me to go to the 2013 Conference in Washington DC. It was another amazing event. You learn so much, especially about new technology. The networking with other Safe Kids groups is inspiring. Not only do you see old friends, but you hear and learn about new ideas for everything from fund raising to new program ideas.

The Safe Kids staff in DC are the best—always encouraging!! They are like “family” and that is how we are treated and greeted when we attend!!

Judy Larson



Carma, Judy & Patty with Safe Kids Worldwide President & CEO, Kate Carr

Patty Olsen’s Impressions:

I was exceptionally grateful and honored to be able to attend my first Safe Kids Worldwide Conference. And, wow, what a great experience. The energy of being with hundreds of professionals committed to injury prevention through the U.S. and the world was contagious. It’s truly amazing to hear about the work being done in coalitions, chapters and other agencies to prevent serious injury and death in children from unintentional injuries.

I have been to several national conferences; I would say the Safe Kids Conference provided the most informative and useful workshops and plenaries of the conferences I have attended. It was great to have confirmation of the work we are doing in the Greater Grand Forks region as well as learning about opportunities to enhance our programming.

Being a part of the 25th Anniversary Celebration was an added bonus. We had a wonderful evening all decked out in silver attire. The celebration provided Safe Kids Worldwide the opportunity to recognize the individuals who have been a part of our success worldwide in starting Safe Kids and supporting the organization through the last 25 years.

What a great week! Patty Olsen

GRAND FORKS Kids 2013 fest

11 AM TO 10 PM

Tuesday, August 13th
RIVERSIDE PARK

BIG FUN
FREE SWIMMING
FREE "Movie
In The Park At Sundown"
("Mary Poppins")

SPONSORED BY
GRAND FORKS
PARK DISTRICT

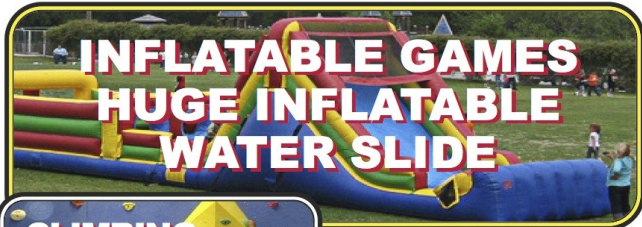
JOIN LEIGHTON BROADCASTING
FOR A DAY
FULL OF FUN AT RIVERSIDE PARK!

ADMISSION
\$5 WRISTBAND

Something FUN for Everyone!

PET FASHION SHOW
PET TALENT SHOW

SPONSORED BY
PET PARADE
WAG-N-TRAIN
Boarding | Day Care | Grooming



BIKE RODEO



"SPLASH INTO SAFETY"
KARAOKE & MUCH MORE!
DON'T MISS OUT ON THE FUN!

~ BROUGHT TO YOU BY THESE FINE SPONSORS ~

Employee Owned
LEIGHTON
BROADCASTING

Altru[®] the
HEALTH SYSTEM



once upon a child[®]

95.7
the FORKS
— KGFK —

97 KYCK
The Valley's Hit Country

KNOX
Talk Radio 1310

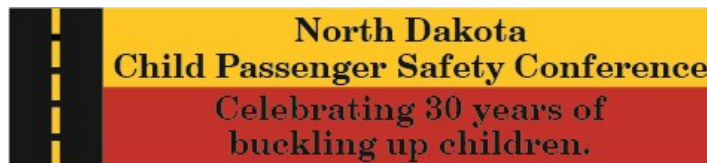
79.47
TODAY'S HIT MUSIC

Live Rock
104.3
KZZL



Calling all nurses, EMS personnel, law enforcement, social workers, child care providers and child passenger safety technicians.

Coming this fall to North Dakota: A GREAT Child Passenger Safety Conference you won't want to miss!!



Mark your calendars for the North Dakota Child Passenger Safety Conference in Bismarck on October 1-2, 2013. The objective of the conference is to provide an interactive educational opportunity to receive the latest information about child passenger safety, including technological advancements, products and best practices. It will also encourage networking that promotes a strong sense of professional support and community.

The conference will feature several well-known speakers from across the country and North Dakota.

Keynote speaker presentations include:

Denise Donaldson, Editor, Safe Ride News Publications - *LATCH Update 2013* and *A Global Survey of Child Passenger Safety Products, Practices and Policies*

Deb Hanson, Pediatric Trauma Program Coordinator, Sanford Hospital – *Were They Appropriately Restrained? – Case Studies*

Carol Meidinger, Child Passenger Safety Consultant – *Celebrating 30 Years of Buckling Up Children* and *Child Passenger Safety Technician Challenge*

Lorrie Walker, Training Manager, Technical Advisor, Safe Kids Worldwide -*The Magic Number Two: The Logic Behind The AAP Recommendations* and *From Boosters to Belts: Keeping Preteen and Young Teens Safe In The Car*

Several breakout sessions will also be featured including such topics as school bus/15-passenger van safety, special needs car seats, transporting children in emergency vehicles, new vehicle safety technology, rural child passenger safety issues, crash scene investigations and more.

Continuing education credits are being requested for Nursing, EMS, Law Enforcement, Social Workers, Child Care Providers and Child Passenger Safety Technicians.

The conference will be held on October 1 and 2, 2013 at the Ramada Bismarck, in Bismarck, ND. Please call 701-328-4536 for further information or visit the conference website at: <http://www.ndhealth.gov/injury/trainings.htm>



Kayla Dow Assists Safe Kids Through Her Marketing Internship While Gaining Valuable “Real Life” Experience

This past March, Kayla Dow approached Safe Kids Grand Forks about participating in a marketing internship with our coalition. In the past, we have hosted UND marketing students as an internship site. This opportunity provides Safe Kids with additional help and the students with “real life” marketing experience. During her time with our coalition, Kayla worked a great deal on our Safe Kids Day event that was held in May. She also participated in radio interviews, wrote our button battery PSA, drafted newsletter articles and was partially responsible for this Safe Kids Summer Special Edition Newsletter layout. We thank her for the time spent with our coalition and wish her the best as she continues her studies this fall at the University of North Dakota.



Healthy Steps

North Dakota's
Children's Health
Insurance Plan

keeping kids healthy
& in the game!

Healthy Steps can help you with the cost of sport physicals as well as:

- Inpatient hospital, medical, and surgical services
- Outpatient hospital and clinic services
- Mental health and substance abuse services
- Prescription medications
- Well-child check-ups and immunizations
- Dental and vision services
- Orthodontia

1-877 kids now
(1-877-543-7669)

low-cost/free health coverage
www.healthystepsnd.com




Safe Kids Grand Forks has been very active in spreading the word about sports safety and teaching parents and athletes about ways to “Stay Safe and Stay In the Game”.

Matt Anderson, an athlete and recent graduate of Red River High School and Nate Schroeder, a UND pre-med student have been attending the sports physical clinics hosted by Altru Clinic sites and visiting with parents and athletes about concussion recognition and management, sports injury prevention and dehydration. We are grateful for their help in raising awareness on these topics. For more information on sports safety, contact Safe Kids Grand Forks at safekids@altru.org or visit our web site. If you are a coach or parent that would like a sports safety presentation, we would love to connect with your team and your athletes.

“Splash Into Safety” Events A Huge Hit In Regional Communities



In mid-July, members of the Safe Kids Grand Forks Water Safety Subcommittee traveled around our region and conducted 5 “Splash Into Safety” events at local pools. The communities that participated include: Grafton, Northwood, Walhalla, Hoople and Crookston. This class is designed to teach life-long water safety skills to kids and parents. The presentation and stations around the pool included information on pool and drain safety, hypothermia (or the effects of cold water on your body), life jacket fitting, rescue techniques and general water safety. Nearly 150 kids attended these sessions and we are grateful to all the community pools that allowed us use of the facilities and provided extra life guard staff for the events. We are hopeful that the skills taught in a very interactive manner will stick with the kids throughout their lifetime.

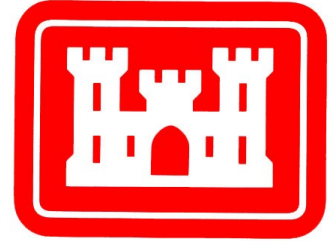


A special THANKS to Talon Stammen, our Safe Kids Water Safety Subcommittee Chairperson for coordinating this schedule and taking the lead in holding these sessions.



Safe Kids Grand Forks Coordinator Recognized Nationally For Her Water Safety Efforts

Maj. Gen. John Peabody, U.S. Army Corps of Engineers' Mississippi Valley Division commander, presented Carma Hanson of Safe Kids Grand Forks a National Water Safety award on behalf of the National Water Safety Congress at the Grand Forks, N.D., airport July 31. Hanson was to be given this award at the National Water Safety Congress, held this year in San Antonio but was unable to attend due to scheduling conflicts. Recently, General Peabody (from Mississippi) was in Grand Forks for a water meeting in the Devils Lake area and took that opportunity to present this award to Carma Hanson.



Hanson was selected to receive a Region 2 National Award of Merit from The National Water Safety Congress for 2013. She was nominated for her role as Coordinator of Safe Kids Grand Forks and their continued partnership with the U.S. Army Corps of Engineers, St. Paul District, in educating the children of the Grand Forks area about water and boating safety thru the "Kids Don't Float" program. Hanson was nominated for this award by Corps' Park Ranger Scott Tichy from the St. Paul District's Lake Ashtabula Recreation Site in Valley City, N.D.

There were four recipients of this award nationally. Region 2 includes the following states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin.

Hanson commented after the award presentation, "I am so grateful for this award and for the partnership that exists between Safe Kids Grand Forks and the US Army Corps of Engineers. They are truly experts in the area of water safety and we thank them for the successful partnership we have had to conduct the Kids Don't Float Program for the past 17 years. I am honored with this award given to me but really, it is about the effort of so many who come together to make this, and our many other programs a success. In the end, it is the kids that really are the winners."



**Are you a Facebook user? If so, consider "LIKING" us at
Safe Kids Grand Forks.**

We post links to great safety resources, upcoming events, tips on how to keep your family safe and lots of other "good stuff" to keep your kids and family safe from the number one cause of death for children under age 19—unintentional injuries.

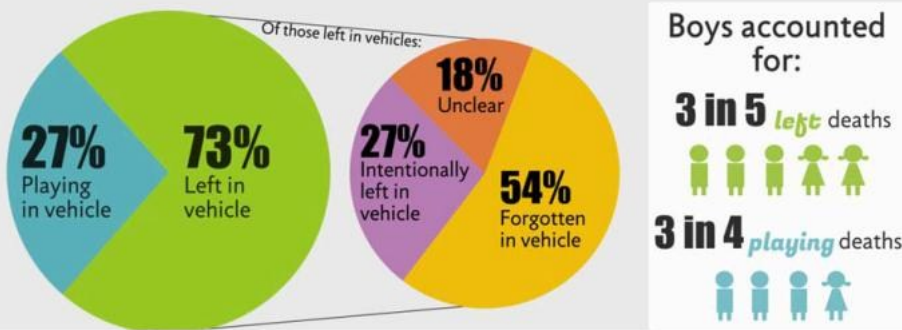
Heatstroke Deaths of Children in Vehicles



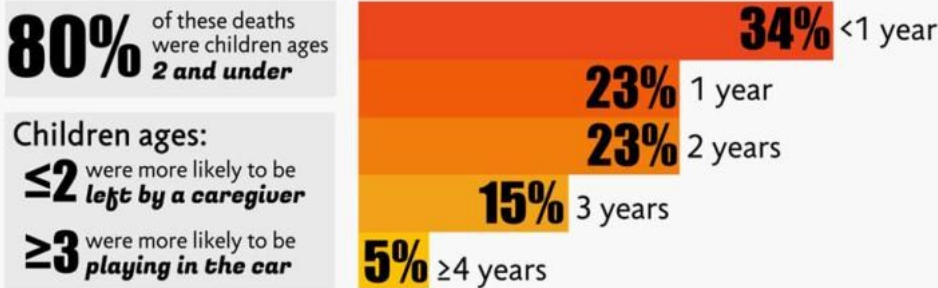
BY THE NUMBERS NHTSA (2012)

- 10** the minutes it takes for a car to reach deadly temperatures on an 80 degree day
- 38** the average number of children who die from vehicular heatstroke in the US each year
- 57** the lowest known outside temperature at which heatstroke can occur

BY CIRCUMSTANCE Guard (2005)



BY AGE Guard (2005)



TIPS NHTSA (2012)

- Never** leave children in a vehicle unattended, even with the windows cracked, even "for a minute"
- Always** check the backseat when exiting the vehicle (put your phone or your purse in the backseat to create a reminder system)
- Always** keep vehicle doors and trunks locked and keys out of reach
- Make** an agreement with your childcare provider to always call you when your child is absent
- Call 911** if you see a child alone in a vehicle

For detailed sources and resources: ChildrensSafetyNetwork.org/publications/heatstrokeinfographic
 For NHTSA's Look Before You Lock Campaign: safecar.gov/parents/heat-involved.htm



www.ChildrensSafetyNetwork.org

July 2013

H
E
A
T
S
T
R
O
K
E

P
R
E
V
E
N
T
I
O
N

D
A
Y

Heatstroke Prevention Awareness Day was held on July 31, 2013 and was used as a day nationally to raise awareness to the dangers of kids in hot cars. To date, there have been 24 children in the US that have died after being left in a vehicle. Each year, nearly 38 children die of this cause and this year we are well above the average for this time of the year. Read more and share these tips with parents and caregivers in an effort to keep kids safe from this preventable cause of death.

On this awareness date, we were able to distribute 7,000 flyers on this topic within our community and region. Thanks to all our partners who helped to "paint our town gold" with the gold flyers reminding parents to "ACT". For a copy of that flyer, visit safekidsgf.com or contact us at safekids@altru.org

Looking For A Way to Get Involved?

Safe Kids Grand Forks is always looking for volunteers to help us with a wide array of projects and events. We have lots of opportunities for public and “behind the scenes” jobs. Your efforts would help us in our work to keep kids safe. We “train” our helpers so don’t feel like to you have to be a “safety expert”; we are just looking for people with a passion to help kids stay safe. To learn more, contact us at safekids@altru.org or call Carma Hanson at 701-739-1591.



Is back-to-school shopping on your radar? Maybe you want to get a kick start on Christmas shopping or have a wedding coming up that you need just the right gift for. Well, have we got a deal for you!!!

Each fall, Macys hosts a “Shop For a Cause” day in which local non-profits are selected to receive the proceeds from the coupon sales. We are grateful that Safe Kids Grand Forks has again been selected for this year’s event. Shop For a Cause will take place on Saturday, August 24. For those interested in supporting Safe Kids Grand Forks and in getting in on some great shopping deals, contact us at safekids@altru.org or call 701-780-1489 to purchase a coupon. The coupons are \$5 each and Safe Kids gets to keep those proceeds. The coupon can be used all day in Macys to purchase regular or sale priced items for 25% off (10% in furniture, electronics, and some other departments). Thank you, Macys for helping Safe Kids Grand Forks with this event!!

Hats off to the US Army Corps of Engineers and Walsh County Public Health for their work in bringing the “Kids Don’t Float” water safety program to the Grafton community in May. We were delighted to partner with you in this effort to teach life-long water safety skills!!



The Battery Controlled



When a button-sized, coin battery is swallowed, it becomes a medical emergency, unlike when a coin, such as a penny or nickel is swallowed. If a child swallows a coin, physicians will advise parents to watch for it to pass in the stool in a day or two. A button battery, while the same size as a coin causes a chemical reaction in the stomach and must be removed within 2-3 ours of being ingested or it can eat through the stomach and intestinal linings, causing damage that needs surgery and even death.

To warn parents of these dangers, Safe Kids Grand Forks has been doing a great deal of education at health fairs, in our newsletter, on our Facebook site and now via a PSA that has aired this summer on WDAZ and its stations. We thank The Battery Controlled and Safe Kids Worldwide for the grant that we received to produce and play these PSA's. We also thank WDAZ for their partial sponsorship of this campaign and our effort to get the word out!!

**SAFE
K:DS
WORLDWIDE™**

For more tips on how to keep kids safe from the dangers of button batteries, visit www.thebatterycontrolled.com



Many thanks to Chilly Goodman and her beautiful daughters who were the star of our button battery PSA. Here, they are shown with the WDAZ team of producers and Kayla Dow, our marketing intern, who wrote the script for the PSA. What a great team!!



We are grateful to have met the Ehmer family from Finley, ND. Their youngest daughter Katia swallowed a button battery and they quickly learned about the medical emergency that it was and the dangers associated with it. They have been willing to share their story with Safe Kids Grand Forks in an effort to educate parents and caregivers on this topic and prevent it from happening to others. Here are photos from their trip to WDAZ where they did a television interview and to KNOX where they were interviewed by Kelli on 1310 AM. Thanks to the Ehmer family, KNOX studio and WDAZ for sharing this story so others become more aware.



Television Tip Over Campaign Thanks

Television tip over injuries have become more and more prevalent as homes install flat screen televisions. Safe Kids Grand Forks has carried out a great deal of education on this topic and what better place to start than at the point-of-sale. We are thankful to two locally owned appliance stores for allowing us to place television tip over safety sheets on the sales counter at their stores. Our thanks to Karls' and Dakota TV and Appliance, both on 32nd Avenue South. We thank them for helping us to spread this safety message. For copies of this tip sheet, visit safekids.org or contact us at safekids@altru.org. We have lots of copies and would welcome them being placed in other stores that sell televisions, in church nurseries, at child care centers or other locations where this message would get into the hands of parents and caregivers.



Thank you to Sam's Club for their donation of \$750 to our Safe Kids program. They graciously donated these funds to us in June of 2013 to use in our injury prevention program. We were thankful to be able to share our Safe Kids messages with their employees on the day of this check presentation. Thank you to this company that is making our Safe Kids mission important to them as well!!