

Lincoln-Lancaster County SAFE KIDS Coalition



Highlights of 2003

The Lincoln-Lancaster County SAFE KIDS Coalition was chartered in 1996. The Lincoln-Lancaster County Health Department serves as the lead agency. The priority injury areas addressed by the coalition include: bicycle safety, child passenger safety and child pedestrian safety. In addition, the Coalition is active in other areas of childhood unintentional injuries, such as fire, burn, home and playground safety.

Injury-Related Information:

- There are 48,798 Lancaster County children 14 years of age and younger (2000 census).
- From 2000-2002, 18,873 Lancaster County children 14 years of age and younger received hospital care for unintentional injuries.
- The leading cause of unintentional injury to Lancaster County children 14 years of age and under is falls (4,415 fall injuries from 2000-2002). The leading cause of unintentional injury resulting in death is motor vehicle crashes (11 motor vehicle crash deaths from 2000-2002).
(Source: Lincoln-Lancaster County Injury Surveillance System)
- During 2003, the Coalition coordinated or was involved in the following community based injury prevention activities:

Child Passenger Safety (CPS):

- 9 child safety seat check ups (540 carseats checked...87% misuse rate; 306 free seats provided).
- A 4-day certification training was held in Lincoln in April. Twenty-eight area residents completed the course and received their National Child Passenger Safety Technician Certification. There are 48 CPS technicians in the Lincoln area.
- Implementation of a car seat loaner program for special needs children.
- Generous support for CPS efforts was provided by CEDARS Youth Services, St. Elizabeth's Regional Medical Center, Husker Auto Group, the Community Health Endowment, Madonna Rehabilitation Hospital, Wal-Mart North, the Nebraska Safety Council, the Lincoln-Lancaster County Health Department, the Nebraska Health and Human Services System, and State Farm Insurance.

Child Pedestrian Safety:

- The Coalition was responsible for installation of a crosswalk and signage on Lake St. on the north side of Blessed Sacrament School. Projects in development include the installation of speed tables, count-down pedestrian signals, and additional crosswalk and sign installations in neighborhoods identified as high risk based on child pedestrian incidents.
- Coalition-led International Walk to School Day education and public awareness activities conducted in cooperation with Pershing Elementary School. Activities included all-day educational presentations and exercises addressing the importance of physical activity and pedestrian safety. An all-school assembly was also held which the media used to share these important health and safety messages with a larger audience of southeast Nebraska residents.
- Those supporting child pedestrian safety efforts include FedEx Express, the Lincoln Police Department, City of Lincoln Public Works and Utilities, Lincoln Parks and Recreation, Lincoln-Lancaster County Health Department, Lincoln City Council members Patte Newman and Ken Svoboda, Lincoln Board of Education member Ed Zimmer, and Patti Gunther, DelRae Hirschman, and Ann Nickerson.

Bicycle Safety:

- Nineteen of the 23 elementary schools participating in this year's Bicycle Rodeo Program incorporated supplemental safety resources such as classroom presentations, video programs and helmet sales into their schools' events. More than 300 helmets were distributed through bicycle rodeos this year.
- Another 300+ helmets were sold to nine WorkWell member organizations through the year, and 150 helmets were sold at the 2003 Ultimate SAFE KIDS Day.

Ultimate SAFE KIDS Day (National SAFE KIDS Week):

- SouthPointe Pavilions hosted the Ultimate SAFE KIDS Day event once again this year. An estimated 1,000 visitors participated in the 21 exercises and presentations designed to provide families with information and skills needed to prevent injuries.
- A special thanks to all the SAFE KIDS Coalition members for their financial and volunteer support of this event.

Summary:

- In 2003:
 - Over \$48,000 in financial contributions was received and expended by the SAFE KIDS Coalition.
 - Over \$30,000 in in-kind support was received by the Coalition.
 - Over 4,000 volunteer hours were provided to the Coalition.

New for 2004 (Potential Areas of Expansion):

- Develop foundation for future bicycle helmet legislation.
- Sports injury prevention programs.
- Increasing and developing Coalition membership.

In 2003, Lincoln-Lancaster County SAFE KIDS Coalition is proud to work with:

- *Broadcast House • BryanLGH Medical Center • Community Health Endowment • FedEx Express • Husker Auto Group • Johnson & Johnson • Lincoln Benefit Life • Lincoln Fire and Rescue • Lincoln-Lancaster County Health Department • Lincoln Parks and Recreation • Lincoln Police Department • Lincoln Public Schools • Madonna Rehabilitation Hospital • Nebraska Health and Human Services System • Pershing Elementary • St. Elizabeth's Regional Medical Center • SouthPointe Pavilions • State Farm Insurance*

The Lincoln-Lancaster County SAFE KIDS Coalition is making a difference.

Please help us keep children from suffering potentially tragic and life-altering injuries. For more information on the Lincoln-Lancaster County SAFE KIDS Coalition and how you can be involved, call the coordinators:

**Brian Baker, 441-8046
Lincoln-Lancaster County Health Dept.**

**Susan Epps, 483-9508
Madonna Rehabilitation Hospital**

CHILDHOOD INJURIES ARE PREVENTABLE.

