

Lincoln-Lancaster County SAFE KIDS Coalition

lincoln.ne.gov keyword: safekids



Highlights of 2004

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, child pedestrian safety, fire and burn prevention, water safety, and sports injury prevention. In addition, the Coalition is active in other areas of childhood accidental injuries, including home and playground safety.

Injury-Related Information:

- There are 50,287 Lancaster County children 14 years of age and younger (2003 estimated 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 accidental injury to Lancaster County children 14 years of age and under is falls (4,415 fall injuries from 2000-2002). The leading cause of accidental injury resulting in death is motor vehicle crashes (11 motor vehicle crash deaths from 2000-2002). (Source: Lincoln-Lancaster County Injury Surveillance System)

During 2004, the Coalition coordinated or was involved in the following community based injury prevention efforts:

Child Passenger Safety (CPS):

- A total of 770 carseats were inspected at 13 check-up events and through the permanent car seat fitting stations at the Nebraska Safety Council, St. Elizabeth Regional Medical Center and Madonna Rehabilitation Hospital's specialty carseat loaner program. An estimated 85% of these carseats were being misused, and over 300 carseats were provided to low-income families at no cost or reduced prices.
- A 4-day certification training was held in Lincoln in August. Twenty-two area residents completed the course and received their National Child Passenger Safety Technician Certification. There are 50 CPS technicians in the Lincoln area.
- 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, the Nebraska Safety Council, the Lincoln-Lancaster County Health Department, the Nebraska Health and Human Services System, Lincoln Benefit Life, and State Farm Insurance.

Child Pedestrian Safety:

- The Coalition was responsible for installation of a crosswalk and signage across 13th St., east of the F Street Recreation Center. 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/SAFE KIDS Walk This Way education and public awareness activities conducted in cooperation with Belmont and Arnold Elementary Schools. Activities included all-day educational presentations and exercises addressing the importance of pedestrian safety and physical activity. An all-school assembly was held at Belmont Elementary School 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, Broadcast House - B107.3, Lincoln Police Department, City of Lincoln Public Works and Utilities, Lincoln Parks and Recreation, Lincoln-Lancaster County Health Department, Lincoln City Council and Lincoln Board of Education.

Bicycle Safety:

- Seventeen of the 20 elementary schools participating in this year's Kiwanis Bicycle Rodeo Program incorporated supplemental safety resources such as classroom presentations, video programs and helmet sales into their schools' events. More than 250 helmets were distributed through bicycle rodeos this year.
- Another 200+ helmets were sold to nine WorkWell member organizations through the year, and 85 helmets were sold at the 2004 Ultimate SAFE KIDS Day.

Sports Injury Prevention:

- An Injury Prevention Clinic for volunteer soccer coaches, which impacted teams serving over 320 children, was held in March. Madonna Rehabilitation Hospital physical therapists and neuropsychologist, along with the UNL soccer team athletic trainer, and local dentist covered topics ranging from traumatic brain injury to proper hydration, conditioning, and oral injury prevention.

Water Safety:

- Due to the recent increase in the use of deeper, above ground family swimming pools, the SAFE KIDS Coalition partnered with the Environmental Public Health Division of the Lincoln-Lancaster County Health Dept. to inform the public of the regulations for pool enclosures. Retailers of these pools displayed educational brochures with tips for preventing drowning in pools, as well as copies of the municipal code stating specific requirements of pool enclosures.

Fire and Burn Prevention:

- A SAFE KIDS news release "Holiday Decorations Can Spark Danger In Homes" resulted in two radio interviews and a Channel 8 news story on how to safely decorate for the holidays.

Ultimate SAFE KIDS Day (National SAFE KIDS Week):

- This year during the National SAFE KIDS Coalition Leadership Conference in Washington, D.C., the Lincoln-Lancaster County SAFE KIDS Coalition was honored to receive the Outstanding National SAFE KIDS Week Award recognizing the excellent efforts of our coalition during National SAFE KIDS Week. Over 600 different SAFE KIDS Week efforts took place in all 50 states and in 12 countries.
- SouthPointe Pavilions hosted the Ultimate SAFE KIDS Day event once again this year. An estimated 1,000 visitors participated in the 21 interactive demonstrations and presentations designed to provide families with information and skills needed to prevent childhood injuries.
- A special thanks to all the SAFE KIDS Coalition members for their financial and volunteer support of this event.

Other Accomplishments:

- The Coalition broadened its reach into the community with new and expanded partnerships with The Broadcast House, KLKN - Channel 8 News, Lincoln Kids quarterly newspaper, and the Neighborhood Extra.
- The Lincoln-Lancaster County SAFE KIDS Coalition co-chairs were presenters at the 2004 National SAFE KIDS Leadership Conference in Washington, D.C. Over 600 local and state SAFE KIDS Coalition coordinators attended the conference.
- Effective use of all relevant data sources continues to be a high priority. CODES (Crash Outcome Data Evaluation Systems) data, local Injury Surveillance System data and law enforcement accident report data are being linked to provide the Coalition with a more accurate assessment of childhood injury.

In 2004, Lincoln-Lancaster County SAFE KIDS Coalition is proud to work with:

- American Red Cross • Bennet Fire Department • Broadcast House • BryanLGH Medical Center
- Community Health Endowment • Delrae Designs, Inc. • FedEx Express • Husker Auto Group • Johnson & Johnson • Kiwanis Clubs of Lincoln • KLKN Channel 8 • Lancaster County Sheriff's Office • Lincoln Benefit Life • Lincoln Fire and Rescue • Lincoln-Lancaster County Health Department • Lincoln Parks & Recreation • Lincoln Police Department • Lincoln Public Schools • Lincoln Racquet Club • Madonna Rehabilitation Hospital • McDonalds, Inc. • Nebraska Dental Association • Nebraska Games and Parks Commission
- Nebraska Health and Human Services System • Nebraska State Patrol • Pershing Elementary • St. Elizabeth's Regional Medical Center • SouthPointe Pavilions • State Farm Insurance • YWCA

CHILDHOOD INJURIES ARE PREVENTABLE.

