



## *Highlights of 2005*

Safe Kids Lincoln-Lancaster County was chartered in 1996. The Lincoln-Lancaster County Health Department serves as the lead agency. Injury areas addressed by the coalition include: bicycle safety, child passenger safety, child pedestrian safety, fire and burn prevention, water safety, home safety, and sports injury prevention.

### **Injury-Related Information:**

- There are 50,072 Lancaster County children 14 years of age and younger (2003 estimated census).
- From 1999-2003, 25,848 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 (8,522 fall injuries from 1999-2003). The leading cause of childhood accidental injury resulting in death is motor vehicle crashes (5 motor vehicle crash deaths from 1999-2003). (Source: Lincoln-Lancaster County Injury Surveillance System)

### **During 2005, the Coalition coordinated or was involved in the following community based injury prevention efforts:**

#### **Bicycle Safety:**

- 20 Kiwanis bike rodeos reached 2,000 students with safety information. At these rodeos, more than 200 helmets were distributed.
- 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.
- Another 300+ helmets were sold to six WorkWell member organizations through the year, and 75 helmets were sold at the 2005 Ultimate Safe Kids Day.
- Proper usage of helmets continues to be a primary concern. The majority of the 575 helmets distributed through Safe Kids were properly fitted.

#### **Child Passenger Safety (CPS):**

- A total of 633 carseats were inspected at 14 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. 87% of these carseats were being misused, and over 225 carseats were provided to low-income families at no cost or reduced prices.
- A two-day special needs carseat certification training was held at Madonna Rehabilitation Hospital in March. Seven Child Passenger Safety technicians from across the state received this national certification in special needs carseats. Marilyn Bull, M.D., Medical Director of the Automotive Safety for Children Program and the Center for Injury Prevention & Control, conducted the training. Dr. Bull also spoke to a group of over 50 Lincoln Public Schools and community early childhood development specialists and Pediatric Residents during her brief stay.
- A 4-day certification training was held at St. Elizabeth Regional Medical Center in August. Twelve area residents completed the course and received their National Child Passenger Safety Technician Certification. There are over 50 certified CPS technicians in the Lincoln area.
- Generous support for CPS efforts was provided by CEDARS Youth Services, St. Elizabeth's Regional Medical Center, McDonald's, Inc., Husker Auto Group, DuTeau Chevrolet, Performance Dodge, AAA Insurance, Madonna Rehabilitation Hospital, Nebraska Safety Council, Lincoln-Lancaster County Health Department, Nebraska Health and Human Services System, and Lincoln Benefit Life.

#### **Child Pedestrian Safety:**

- The Coalition was responsible for the installation of a video camera to monitor child pedestrian behavior across 13th St., east of the F Street Recreation Center. Projects in development include the installation of count-down pedestrian signals, and additional crosswalks and signs 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 were conducted in cooperation with Hartley Elementary School reaching over 250 children. Activities included all-day educational presentations and exercises addressing the importance of pedestrian safety and physical activity. An all-school assembly was held at Hartley 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, City of Lincoln Mayor Coleen J. Seng, and Lincoln Public Schools.

### Fire and Burn Prevention:

- Safe Kids received a \$25,000 grant from Safe Kids World Wide and United States Fire Administration to reduce residential fires in high-risk communities. Safe Kids members; Lincoln Fire and Rescue, St. Elizabeth Regional Medical Center - Burn Center, and Lincoln-Lancaster County Health Department, partnered to provide 150 in-home fire safety audits to residents and in-home childcare providers in high-risk neighborhoods. Community Fire Safety Festivals and fire safety presentations to pre-schools and elementary schools were also conducted as part of the grant workplan.
- Those supporting Fire and Burn Prevention efforts included Lincoln Fire & Rescue, St. Elizabeth Regional Medical Center, Lincoln-Lancaster County Health Department, Lincoln Electric System, Lincoln Public Schools, Providers Network, Inc.

### Sports Injury Prevention:

- Volunteer coaches were invited to attend Ultimate Safe Kids Day and visit with local sports safety experts on proper hydration, stretching, and head protection. Demonstrations were provided by local youth athletes to show how simple it is to incorporate stretching exercises into a practice session.

### Water Safety:

- An effort to increase public awareness of the need to have all children properly fitted with personal flotation devices (PFD's or lifejackets) while in or around open bodies of water was conducted at Branched Oak and Yankee Hill Lakes over the Memorial Day weekend. Lifejackets were provided to children not wearing them, and prize rewards were given to children found wearing them. KLKN Channel 8 covered this story from Branched Oak Lake to help spread this lifesaving information across southeast Nebraska.
- 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. 45 local 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.
- Those supporting Water Safety efforts included YWCA, Nebraska Games & Parks, Lincoln Parks and Recreation, Coast Guard Auxiliary of Nebraska. and Lincoln-Lancaster County Health Department.

### Ultimate SAFE KIDS Day (National SAFE KIDS Week):

- SouthPointe Pavilions hosted the Ultimate Safe Kids Day event once again this year. An estimated 1,500 visitors participated in the 22 interactive demonstrations and presentations designed to provide families with information and skills needed to prevent childhood injuries. One highlight of the event was the Recall Round-Up which brought in 16 unsafe and/or recalled child products.
- The National Safe Kids theme of "Follow the Leader" was integrated through our local theme of Safe Parents Make Safe Kids which was the primary emphasis of this year's Ultimate Safe Kids Day activities.
- A special thanks to all the Safe Kids Coalition members and friends for their financial and volunteer support of this event.

### Other Accomplishments:

- The Coalition continued to broaden its reach into the community with new and expanded partnerships with Broadcast House - B107.3, KLKN - Channel 8 News, Hispanos Unidos, Lincoln Kids quarterly newspaper, and the Neighborhood Extra.
- Examples of our media outreach include: Safe Kids members provide safety tips and childhood injury prevention information every other Tuesday on the KLKN Channel 8 Midday Forum newscast. Hispanos Unidos, the local Spanish newspaper, regularly features Safe Kids articles highlighting events and information for our Hispanic community.
- 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.
- It is conservatively estimated that 2,500 volunteer hours were spent making the activities of the Safe Kids Lincoln-Lancaster County possible in 2005.

#### **In 2005, Lincoln-Lancaster County SAFE KIDS Coalition is proud to work with:**

• *AAA Insurance* • *American Red Cross* • *Broadcast House - B107.3* • *Bryan LGH Medical Center* • *CEDARS Youth Services* • *Coast Guard Auxiliary of Nebraska* • *Delrae Designs, Inc.* • *DuTeau Chevrolet Subaru* • *FedEx Express* • *Hartley Elementary School* • *Hawthorne Elementary School* • *Hispanos Unidos* • *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* • *Madonna Rehabilitation Hospital* • *McDonalds, Inc.* • *Nebraska Dental Association* • *Nebraska Games and Parks Commission* • *Nebraska Health and Human Services System* • *Nebraska State Patrol* • *Performance Dodge* • *St. Elizabeth's Regional Medical Center* • *Scheels All Sports* • *SHOPKO* • *SouthPointe Pavilions* • *Toys R Us* • *YWCA*

*Names printed in blue represent Coalition and Task Force Members*

**CHILDHOOD INJURIES ARE PREVENTABLE.**

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