



Highlights of 2006

Safe Kids Lincoln-Lancaster County was chartered in 1995. 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 51,281 Lancaster County children 14 years of age and younger (2005 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 2006, the Coalition coordinated or was involved in the following community based injury prevention efforts:

Bicycle Safety:

- 21 Kiwanis bike rodeos reached 2,000 students with safety information. More than 250 helmets were distributed at the rodeos.
- Sixteen of the 21 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 250+ helmets were sold through WorkWell member organizations, Ultimate Safe Kids Day, and Bryan LGH Kids Fair. An additional 75 helmets were donated to schools and human service organizations serving at-risk children.
- 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 758 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 special needs carseat loaner program. 89% of these carseats were being misused., Over 300 carseats were provided to low-income families at no cost or reduced prices.
- A 4-day Safe Kids certification training was held at St. Elizabeth Regional Medical Center in September. Twenty 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, AAA Insurance, Madonna Rehabilitation Hospital, Nebraska Safety Council, Lincoln-Lancaster County Health Deptment, Nebraska Health and Human Services System, Nebraska Office of Highway Safety, and Lincoln Benefit Life.

Child Pedestrian Safety:

- Coalition-led International Walk to School Day/Safe Kids Walk This Way education and public awareness activities were conducted in cooperation with Huntington Elementary School reaching over 460 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 Huntington Elementary School which the media used to share these important health and safety messages with a larger audience of southeast Nebraska residents.
- Safe Kids Child Pedestrian Safety Task Force members educated over 100 elementary age children attending after school programs at F Street Recreation Center. Pedestrian Safety education included kids using an interactive computer program to help a child walk safely from home to soccer practice. Another exercise involved taking kids across 4 potentially dangerous intersections that many of them use on a regular basis. Kids are taught how to use pedestrian activated signals, where they should stand on the sidewalk before crossing, and how to determine when it is safe to cross the street.
- 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, Patte Newman and Ken Svoboda from the Lincoln City Council, City of Lincoln Mayor Coleen J. Seng, Lincoln Public Schools, and KLKN TV Channel 8.

CHILDHOOD INJURIES ARE PREVENTABLE.

lincoln.ne.gov keyword: safekids

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 Dept., Lincoln Electric System, Lincoln Public Schools, and Providers Network, Inc.

Home Safety:

- A maternal child health grant was received to address childhood injury prevention in Lincoln's medically underserved populations. Clinic and home-based public health nurses of the Lincoln-Lancaster County Health Department and Lincoln Action Program outreach staff use video and printed information to educate families on prevention of child injuries occurring in the home, and provide them with appropriate safety devices (i.e., cabinet locks, smoke detectors, baby gates, outlet covers, doorknob covers, etc.) to reduce injury risk.

Sports Injury Prevention:

- A Safe Kids Guide to Preventing Soccer Injuries was provided to 350 volunteer coaches and parents through the YMCA Youth Sports Program. The guides potentially impact over 1,500 local youth soccer players.

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, Conestoga, and Pawnee Lakes over the Memorial Day weekend. Safe Kids "I was caught wearing my life jacket." t-shirts were given as prize rewards to children found wearing them. Floating keychains were given to the parents of kids wearing life jackets. KLKN Channel 8 covered this story from Branched Oak Lake to help spread this lifesaving information across southeast Nebraska. A \$1,000 grant from the National Safe Boating Council paid for floating key chains and t-shirts given as rewards, and for water safety ads used as Safe Kids sponsorship on weekend weather casts for B107.3 FM.
- 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 Madonna ProActive, Nebraska Games & Parks, Lincoln Parks and Recreation, Coast Guard Auxiliary of Nebraska and Lincoln-Lancaster County Health Department Environmental Public Health.

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 21 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 50 unsafe and/or recalled child products.
- A Special Mayor's Press Conference focused attention on pool safety specific to the concerns of proper fencing and drain entrapment, and was used to promote Ultimate Safe Kids Day.
- The Safe Kids Week theme of "Safe Pools for Safe Kids" was integrated into many of the interactive educational stations at this year's Ultimate Safe Kids Day activities.
- A special thanks to all the Safe Kids Coalition Task Force members and friends for their financial and volunteer support of this event.

Other Accomplishments:

- Safe Kids Lincoln-Lancaster County was selected and recognized as one of the top 4 local United States Coalitions by Safe Kids Worldwide.
- 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, Star City Health, 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 newscast. Safe Kids partners with Broadcast House radio stations to sponsor weathercasts that include Safe Kids tips.
- It is conservatively estimated that 2,500 volunteer hours were spent making the activities of the Safe Kids Lincoln-Lancaster County possible in 2006.
- Over \$90,000 in cash funding was received by Safe Kids Lincoln-Lancaster County through individual, corporate, foundation, state, federal, and Safe Kids Worldwide donations and grants for FY 2005-2006.

In 2006, Lincoln-Lancaster County SAFE KIDS Coalition is proud to work with:

- *AAA Insurance* • *American Red Cross* • *Broadcast House - B107.3* • *BryanLGH Medical Center* • *CEDARS Youth Services* • *Coast Guard Auxiliary of Nebraska* • *Delrae Designs, Inc.* • *DuTeau Chevrolet Subaru* • *FedEx Express* • *Hartley Elementary School* • *Hispanos Unidos* • *Husker Auto Group* • *Johnson & Johnson* • *Kiwanis Clubs of Lincoln* • *KLKN Channel 8* • *Lancaster County Sheriff's Office* • *Lincoln Action Program* • *Lincoln Benefit Life* • *Lincoln Electric System* • *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 Safety Council* • *Nebraska State Patrol* • *Performance Dodge* • *St. Elizabeth's Regional Medical Center* • *Scheels All Sports* • *SHOPKO* • *SouthPointe Pavilions* • *YMCA*

Names printed in blue represent Coalition and Task Force Members