

- In an effort to reach a broader segment of area families, the Safe Kids Blast was held at the Salvation Army Community Center. An estimated 250 area children participated in the dozens of interactive safety activities provided at the event.
- Safe Kids partnered with the Kohl's Cares for Kids A-Team Program to coordinate a Child Safety Event in the Kohl's parking lot. An estimated 400 people attended this event to learn how to keep kids safe year-round. AAA Nebraska provided and fit 140 Bell Sports bicycle helmets at no-cost.
- 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, 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. B107.3 regularly promotes Safe Kids car seat inspection events, conducts live broadcasts from Ultimate Safe Kids Day, the "Seat Check Saturday" national car seat event, and emceed the Safe Kids Walk This Way pedestrian safety assembly at Everett Elementary.

- 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 2,600 volunteer hours were spent making the activities of the Safe Kids Lincoln-Lancaster County possible in 2008.
- Over \$54,000 in funding was received by Safe Kids Lincoln-Lancaster County through individual, corporate, foundation, state, federal and Safe Kids Worldwide donations and grants during 2008.



Highlights of 2008

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 52,770 Lancaster County children 14 years of age and younger (2007 estimated census).
- Unintentional injury continues to be the leading cause of death for Lancaster County children 1 to 14 years of age.
- From 2003-2005, 16,853 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 (5,833 fall injuries from 2003-2005). Seven Lincoln-Lancaster County children died as a result of accidental injury during the 2003-2005 period. (Source: Lincoln-Lancaster County Injury Surveillance System)

In 2008, Lincoln-Lancaster County SAFE KIDS Coalition is proud to work with:

- AAA Insurance • American Red Cross • Anderson Ford • Broadcast House - B107.3 • BryanLGH Medical Center • CEDARS Youth Services • Coast Guard Auxiliary of Nebraska • Delrae Designs, Inc. • DuTeau Chevrolet Subaru • FedEx Express • Everett Elementary School • Husker Auto Group • Kiwanis Clubs of Lincoln • KLKN Channel 8 • Kohl's • Lancaster County Sheriff's Office • Lincoln City Council • Lincoln Fire and Rescue • Lincoln-Lancaster County Health Department • Lincoln Parks & Recreation • Lincoln Police Department • Lincoln Public Schools • Madonna Rehabilitation Hospital • McDonalds, Inc. • Mr. Goodcents Subs and Pasta • Nebraska Games and Parks Commission • Nebraska Department of Health and Human Services • Nebraska Office of Highway Safety • Nebraska Safety Council • Nebraska State Patrol • Salvation Army • St. Elizabeth's Regional Medical Center • Scheels All Sports • SHOPKO • Snitily Carr Advertising • SouthPointe Pavilions • YMCA



CHILDHOOD INJURIES ARE PREVENTABLE.

lincoln.ne.gov keyword: safekids

During 2008, the Coalition coordinated or was involved in the following community based injury prevention efforts:

Bicycle Safety:

- 18 Kiwanis bike rodeos reached 1,800 students with safety information. At these rodeos, more than 200 helmets were distributed.
- Sixteen of the 18 elementary schools participating in the 2008 Kiwanis Bicycle Rodeo Program incorporated supplemental safety resources such as classroom presentations, video programs and helmet sales into their schools' events.
- Another 175 helmets were distributed at community-based health and safety fairs.
- Proper usage of helmets continues to be a primary concern. The majority of the 375 helmets distributed through Safe Kids were properly fitted.

Child Passenger Safety (CPS):

- A total of 803 carseats were inspected at 12 check-up events and through the car seat fitting station at St. Elizabeth Regional Medical Center, and Madonna Rehabilitation Hospital's specialty carseat loaner program. 88% of these carseats were being misused, and over 200 carseats were provided to low-income families at no cost or reduced prices.
- Grants from Nebraska Health and Human Services Office of Minority Health enabled Safe Kids Lincoln-Lancaster County to partner with the People's Health Center to conduct two car seat inspection events for low-income Hispanic families.
- A 4-day certification training was held at the Lincoln AAA Nebraska Office in September. Eighteen 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.
- Eleven CPS technicians received certification in special needs child restraints at a 3-day Safe Kids training hosted by Madonna Rehabilitation Hospital.
- Generous support for CPS efforts was provided by CEDARS Youth Services, St. Elizabeth's Regional Medical Center, McDonald's, Inc.,

DuTeau Chevrolet, AAA Insurance, Madonna Rehabilitation Hospital, Nebraska Safety Council, Lincoln-Lancaster County Health Deptment, Nebraska Department of Health and Human Services - Office of Minority Health, Anderson Ford, People's Health Center, Nebraska Safe Kids, and the Nebraska Office of Highway Safety.

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 Everett Elementary School reaching 475 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 Everett Elementary School which the media used to share these important health and safety messages with a larger audience of southeast Nebraska residents.
- Using a \$1,000 Safe Kids Worldwide/FedEx grant, the Photovoice Child Pedestrian Safety Project was conducted with students at the Everett Elementary School Community Learning Center. After learning basic photography skills and pedestrian safety practices, students took photos of the walking environment around the school. The photographs and accompanying narrative were presented to the public by Mayor Beutler at the Walk to School event at Everett on October 8th. To increase public awareness of the hazards child pedestrians face each day, selected project photos will be displayed at the Mayor's Office and Lincoln Public Schools District Office during 2009.
- 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, Mayor Chris Beutler, Lincoln Public Schools, and Everett Elementary School Community Learning Center.

Fire and Burn Prevention:

- Safe Kids Fire and Burn Prevention Task Force members provided over twenty educational presentations to child-care centers, elementary schools and at community events. Safe Kids provided fire and burn printed materials to outreach workers serving those families at highest risk in our community.
- Those supporting Fire and Burn Prevention efforts included Lincoln Fire & Rescue, St. Elizabeth Regional Medical Center, Lincoln-Lancaster County Health Department, Lincoln Electric System, and Lincoln Public Schools.

Home Safety

- A Maternal Child Health grant was received from the Nebraska Department of Health and Human Services to address childhood injury prevention in Lincoln's medically underserved populations. Thirty-five clinic and home-based public health nurses of the Lincoln-Lancaster County Health Department and 37 Lincoln Action Program outreach staff use video and printed information to educate families on prevention of child injuries occurring in the home. Families are provided with appropriate safety devices (i.e., cabinet locks, smoke detectors, baby gates, outlet covers, doorknob covers, etc.) to reduce injury risk.
- A choking prevention/toy safety public awareness campaign was conducted during the Christmas toy buying season. 2,000 small-parts testers were provided to pediatricians' offices, People's Health Center, and child care centers to inform parents and child care providers of the potential choking hazards small toys are for young children. The small-parts testers and "Baby Lane" printed materials were paid for by a donation from Lane's family which lost him at 6 months of age when he choked on a small rubber toy ball.

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. A Safe Kids Local Guide to Preventing Soccer

Injuries was distributed to coaches and parents attending the Ultimate Safe Kids Day event.

Water Safety:

- The Water Safety Task Force developed a Water Watchers class for residents with family swimming pools. These free, comprehensive pool safety classes were in response to the dramatic increase in child drownings and near-drownings in 2008. Class curriculum emphasized pool owner responsibility and appropriate supervision of child swimmers.
- 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. "I was caught wearing my life jacket" t-shirts were provided to children found wearing their life jackets. Life jacket reminder stickers were given to kids not wearing them.
- 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 YMCA, Nebraska Games & Parks, Lincoln Parks and Recreation, American Red Cross, 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 800 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 50 unsafe and/or recalled child products.