

Salvation Army Community Center. An estimated 900 area children participated in the dozens of interactive safety activities provided at the event.

- A special thanks to all the Safe Kids coalition members and friends for their financial and volunteer support of these events.

Other Accomplishments:

- The coalition continued to broaden its reach into the community through partnerships with Broadcast House - B107.3, KLKN - Channel 8 News, and the Neighborhood Extra.
- Examples of our media outreach include: Safe Kids members provide safety tips and childhood injury prevention information the second Wednesday of each month 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 and Safe Kids Blast events, and emceed the Safe Kids Walk This Way pedestrian safety

In 2009, Safe Kids Lincoln-Lancaster County was proud to work with:

- AAA Nebraska • Allied Insurance • American Red Cross • AmeriCorps • Anderson Ford • Broadcast House - B107.3 • BryanLGH Medical Center • CEDARS Youth Services • Center for People in Need • Clinton/Hartley Community Learning Center • Coast Guard Auxiliary of Nebraska • Continental Western Group • Delrae Designs, Inc. • Dolezal Family Foundation • FedEx Express • Fire Protection - Southeast Community College • McPhee Elementary School • Husker Auto Group • International Association of Firefighters • Kiwanis Clubs of Lincoln • KLKN Channel 8 • Kohl's • Lancaster County Sheriff's Office • Lincoln Fire and Rescue • Lincoln-Lancaster County Health Department • Lincoln Mayor Chris Beutler • Lincoln Parks & Recreation • Lincoln Police Department • Lincoln Public Schools • Lowe's • 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 • NeighborWorks Lincoln • REOMA • Rogge General Contractors, Inc. • Salvation Army • St. Elizabeth's Regional Medical Center • Scheels All Sports • Snitily Carr Advertising • SouthPointe Pavilions • Stronger Safer Neighborhoods Initiative • Union Bank & Trust Company • United Rentals • Wal-Mart • YMCA

Names printed in blue represent Coalition and Task Force Members

CHILDHOOD INJURIES ARE PREVENTABLE.

lincoln.ne.gov keyword: safekids



Safe Kids
Lincoln-Lancaster
County

Protecting Kids
from their number one killer –
unintentional injury



Highlights of 2009

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 56,531 Lancaster County children 14 years of age and younger (2008 estimated census).
- Unintentional injury continues to be the leading cause of death for Lancaster County children 1 to 14 years of age.
- From 2006-2008, 17,724 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 (6,326 fall injuries from 2006-2008).
- Ten Lincoln-Lancaster County children died as a result of accidental injury during the 2006-2008 period. (Source: Lincoln-Lancaster County Injury Surveillance System)



Johnson & Johnson

During 2009, the Coalition coordinated or was involved in the following community based injury prevention efforts:

Bicycle Safety:

- 18 Kiwanis bike rodeos reached 1,300 students with safety information. At these rodeos, more than 150 helmets were distributed.
- Thirteen of 18 elementary schools participating in the 2009 Kiwanis Bicycle Rodeo Program incorporated supplemental safety resources such as classroom presentations, video programs and helmet sales into their schools' events.
- Safe Kids was a sponsor of the South Capitol Biketacular held at McPhee Elementary School. The event attracted more than 300 participants and was designed to increase awareness of the health benefits and enjoyment of bicycling and provided many family fun learning activities related to safe biking options in Lincoln. Thirty bike helmets were provided at no cost to Biketacular participants.
- Another 210 helmets were distributed at community-based health and safety fairs.
- Proper sizing and usage of helmets continues to be a primary concern. The majority of the 390 helmets distributed through Safe Kids were properly fitted.

Child Passenger Safety (CPS):

- A total of 670 carseats were inspected at 15 check-up events and through the car seat fitting station at St. Elizabeth Regional Medical Center, and Madonna Rehabilitation Hospital's special needs carseat loan and fitting program. 88% of these carseats were being misused. Over 200 carseats for low-income ethnic and racial minority families were provided at no cost.
- Grants from the Dolezal Family Foundation and Nebraska Health and Human Services Office of Minority Health enabled Safe Kids Lincoln-Lancaster County to conduct four car seat inspection events for low-income ethnic and racial minority families. Separate events were held for African American, Native American, Hispanic and Asian families. These events revealed a critical need for this service which provides child passenger safety education and car seats at no cost.
- 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.

- Safe Kids CPS Task Force conducted a Technician Update providing technicians with guidance on the new car seat check forms, a Technician Code of Conduct to be strictly adhered to when educating parents, and options for obtaining CEUs required to maintain certification.
- Generous support for CPS efforts was provided by CEDARS Youth Services, St. Elizabeth's Regional Medical Center, AAA Nebraska, Madonna Rehabilitation Hospital, Nebraska Safety Council, Lincoln-Lancaster County Health Department, Nebraska Department of Health and Human Services - Office of Minority Health, Dolezal Family Foundation, Anderson Ford, People's Health Center, Safe Kids Nebraska, the Nebraska Office of Highway Safety, Center for People in Need, Indian Cultural and Community Center, and Immaculate Heart of Mary Vietnamese Church.

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 McPhee Elementary School reaching 275 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 McPhee Elementary School which the media used to share these important health and safety messages with a larger audience of southeast Nebraska residents.
- Safe Kids worked with Arnold Elementary School administrators and members of the Arnold School Neighborhood Action Committee to create safe walking routes and drop-off/pick-up schedules in conjunction with the opening of the new Arnold Elementary School in August.
- 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, Mayor Chris Beutler, Lincoln Public Schools, McPhee Elementary School Community

Learning Center, and Nebraska First Lady Sally Ganem.

Fire and Burn Prevention:

- Safe Kids Fire and Burn Prevention Task Force, with leadership from Lincoln Fire and Rescue, sponsored the Lincoln Smoke Alarm Rally in the Everett Elementary School neighborhood. The rally was successful in installing 390 dual-sensing smoke alarms thanks to the efforts of nearly 150 community volunteers.
- 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, Allied Insurance, American Red Cross, AmeriCorps, Center for People in Need, Continental Western Group, Fire Protection - Southeast Community College, International Association of Firefighters, Kiwanis Clubs of Lincoln, Lowe's, NeighborWorks Lincoln, REOMA, Rogge General Contractors, Inc., Salvation Army, Stronger Safer Neighborhoods Initiative, Safe Kids Nebraska, and WalMart.

Home Safety

- A choking prevention/toy safety public awareness campaign was conducted during the Christmas toy buying season. 600 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 child care providers and residents with family swimming pools. These free, comprehensive pool safety classes were created 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 Lake over the Memorial Day weekend.
- 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 fencing. 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 fences. Fence code and pool safety information was also sent to all Lincoln mobile home parks, neighborhood associations and fence companies. PSAs containing this information were aired April-July on Broadcast House radio stations and included on the City's on-hold phone message system.
- Those supporting Water Safety efforts included YMCA, Nebraska Games & Parks, Lincoln Parks and Recreation, American Red Cross, Coast Guard Auxiliary of Nebraska, Froggy 98 and B107.3 radio stations and Lincoln-Lancaster County Health Department.

National Safe Kids Week:

- SouthPointe Pavilions hosted the Ultimate Safe Kids Day event once again this year. An estimated 600 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 33 unsafe and/or recalled child products.
- In an effort to reach a broader segment of area families, the Safe Kids Blast was held at the