

500 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 the Safe Kids Blast!

#### Other Accomplishments:

- The coalition continued to broaden its reach into the community through creation of a new Safe Kids Lincoln-Lancaster County website and partnerships with Broadcast House - B107.3, KLKN TV - Channel 8 News, and the Lincoln Journal Star/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 TV Channel 8 Midday Forum newscast. B107.3 regularly promotes Safe Kids car seat inspection events, provided on-air promotion and conducted a live broadcast from the Safe Kids Blast, and

emceed the Safe Kids Walk This Way pedestrian safety assembly at Holmes 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 over 3,000 volunteer hours were spent making the activities of Safe Kids Lincoln-Lancaster County possible in 2010.
- Over \$130,000 in program funding was received by Safe Kids Lincoln-Lancaster County through individual, corporate, foundation, state, federal and Safe Kids Worldwide grants and donations during 2010.

#### In 2010, Safe Kids Lincoln-Lancaster County was proud to work with:

• *AAA Nebraska/Cornhusker Motor Club Foundation* • *Allied Insurance* • *American Red Cross* • *AmeriCorps* • *Anderson Ford* • *Baby Lane Memorial* • *Brain Injury Association of Nebraska* • *Broadcast House - B107.3* • *Budget Blinds* • *BryanLGH Medical Center* • *CEDARS Youth Services* • *Center for People in Need* • *Clinton/Hartley Community Learning Center* • *Coast Guard Auxiliary of Nebraska* • *Community Action Partnership* • *Continental Western Group* • *Delrae Designs, Inc.* • *FedEx Express* • *Fire Protection - Southeast Community College* • *Holmes Elementary School* • *Joshua Collingsworth Memorial Foundation* • *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* • *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 Orthopaedic and Sports Medicine, PC* • *Nebraska State Patrol* • *NeighborWorks Lincoln* • *Real Estate Owners and Managers Association (REOMA)* • *Rogge General Contractors, Inc.* • *Safe Kids Worldwide* • *Salvation Army* • *St. Elizabeth's Regional Medical Center* • *Scheels All Sports* • *SouthPointe Pavilions* • *Stronger Safer Neighborhoods Initiative* • *Teach A Kid To Fish* • *Union Bank & Trust Company* • *United Rentals* • *UNL Extension in Lancaster County* • *Wal-Mart* • *YMCA*

Names printed in blue represent Coalition and Task Force Members

**CHILDHOOD INJURIES ARE PREVENTABLE.**

[www.safekidslincoln.org](http://www.safekidslincoln.org)



*Protecting Kids  
from their number one killer –  
unintentional injury*



## Highlights of 2010

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 53,763 Lancaster County children 14 years of age and younger (2010 estimated census).
- Unintentional injury continues to be a leading cause of death for Lancaster County children 1 to 14 years of age.
- From 2008 - June 2010, 14,549 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 (3,164 fall injuries from 2009 - June 2010).
- Six Lincoln-Lancaster County children died as a result of accidental injury during the 2008-2009 period. (Source: Lincoln-Lancaster County Injury Surveillance System)



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**During 2010, the Coalition coordinated or was involved in the following community based child injury prevention efforts:**

**Bicycle Safety:**

- 22 Kiwanis bike rodeos reached 1,300 students with safety information. 64 helmets were distributed at these rodeos.
- Thirteen of 22 elementary schools participating in the 2010 Kiwanis Bicycle Rodeo Program incorporated supplemental Safe Kids resources such as classroom presentations, DVD programs, activity sheets 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. Ten bike helmets were provided at no cost to Biketacular participants.
- Another 187 helmets were distributed at school and community-based health and safety fairs.
- Proper sizing and usage of helmets continues to be a primary concern. The majority of the 261 helmets distributed through Safe Kids were adjusted and custom fit for the recipient.

**Child Passenger Safety (CPS):**

- A total of 910 carseats were inspected at 18 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. 81 carseats for low-income ethnic and racial minority families were provided at no cost.
- A matching fund-raiser donation from AAA Nebraska/Cornhusker Motor club Foundation and grants from the Nebraska Health and Human Services Office of Minority Health and Safe Kids Nebraska 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 Sudanese, 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 St. Elizabeth Regional Medical Center in September.

- Twenty-six area residents completed the course and received their National Child Passenger Safety Technician Certification. There are 60 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/Cornhusker Motor Club Foundation, 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, Safe Kids Nebraska, BryanLGH Medical Center, Lancaster County Sheriff’s Office, the Nebraska Office of Highway Safety, Center for People in Need and Asian Community & Cultural Center.
  - A two-hour CPS Advocacy Training was conducted for child care providers. This training provides basic knowledge on safely transporting children.

**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 Holmes Elementary School reaching 378 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 Holmes 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 In Motion, Lincoln-Lancaster County Health Department, Mayor Chris Beutler, Lincoln Public Schools, Teach a Kid to Fish and BryanLGH Medical Center East.

**Fire and Burn Prevention:**

- A FEMA grant prepared and submitted by the Mayor’s Office on behalf of Lincoln Fire and Rescue and Safe Kids Lincoln-Lancaster County allowed the Fire & Burn Prevention Task Force to conduct two Lincoln Smoke Alarm Rallies in neighborhoods bordering Lincoln High School. The rallies were successful in installing 546 dual-sensing smoke alarms thanks to the efforts of nearly 100 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, Fire Protection - Southeast Community College, International Association of Firefighters, Lowe’s, Lincoln, REOMA, Salvation Army, Stronger Safer Neighborhoods Initiative, Mayor’s office, Safe Kids Nebraska, and WalMart.

**Home Safety**

- A choking prevention/toy safety public awareness campaign was conducted during the Christmas toy buying season. 400 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 in 2008 at 6 months of age when he choked on a small rubber toy ball.

**Sports Injury Prevention:**

- Preventing sports-related injury was the theme for National Safe Kids Worldwide 2010. The Safe Kids Sports Safety Task Force held a news conference at Madonna Rehabilitation Hospital to create awareness of the impact of local sports injuries. Mayor Beutler and two youth athletes who have suffered serious sports-related injuries participated in the news conference.
- Volunteer youth league coaches were invited to attend Safe Kids Blast 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 Safe Kids Blast event.

**Water Safety:**

- The Water Safety Task Force provided Water Watchers classes for 25 child care providers. These free, comprehensive pool safety classes were created in response to the two child drownings and two near child drownings in 2008. Class material 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/lifejackets) while in or around open bodies of water was conducted at Branched Oak Lake over the Memorial Day weekend. 150 “I got caught wearing my life jacket.” t-shirts were given to children wearing them as positive reinforcement of safety behavior.
- 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. 58 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 during the spring and summer on Broadcast House radio stations and included on the City’s on-hold phone message system.
- Those supporting Water Safety efforts included the 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:**

- 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