



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



Highlights of 2011

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 56,497 Lancaster County children 14 years of age and younger (2011 estimated census).
- Unintentional injury continues to be a leading cause of death for Lancaster County children 1 to 14 years of age.
- From January 2010 - September 2011, 10,688 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 (3,623 fall injuries from January 2010 - September 2011).
- Six Lincoln-Lancaster County children died as a result of accidental injury during the 2010-2011 period. (Source: Lincoln-Lancaster County Injury Surveillance System)



Johnson & Johnson
Founding Sponsor

www.safekidslincoln.org

During 2011, 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 bike safety information. 60 helmets were distributed at these rodeos.
- Thirteen of 22 elementary schools participating in the 2011 Kiwanis Bicycle Rodeo Program incorporated supplemental Safe Kids resources such as educational tip 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. Safe Kids donated 10 bike helmets for prizes to Biketacular participants.
- An additional 118 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 188 helmets distributed through Safe Kids were adjusted and custom fit for the recipient.

Child Passenger Safety (CPS):

- A total of 638 car seats were inspected at 16 check-up events and through the car seat fitting station at Saint Elizabeth Regional Medical Center and Madonna Rehabilitation Hospital's special needs car seat loan and fitting program. 88% of these car seats were being misused. 106 car seats 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 Office of Highway Safety and Safe Kids Nebraska enabled Safe Kids Lincoln-Lancaster County to conduct three 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 Saint Elizabeth Regional Medical Center in September. Fourteen area residents completed the course and received their National Child Passenger Safety Technician Certification. There are 65 certified CPS technicians in the Lincoln area.
- Safe Kids CPS Task Force conducted a Technician

Update providing twenty-eight technicians with guidance on the new car seat check form, top tethers, weight limits, event protocol and customer service.

- A two day child passenger safety training for special needs children took place at Madonna Rehabilitation Hospital. Ten technicians received this additional instruction and certification.
- Generous support for CPS efforts was provided by CEDARS Youth Services, Saint Elizabeth Regional Medical Center, AAA Nebraska/Cornhusker Motor Club Foundation, Madonna Rehabilitation Hospital, Nebraska Safety Council, Lincoln-Lancaster County Health Department, Nebraska Office of Highway Safety, Anderson Ford, People's Health Center, Safe Kids Nebraska, BryanLGH Health System, Lancaster County Sheriff's Office, Asian Community & Cultural Center, and Novartis.

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 Clinton Elementary School reaching over 500 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 Clinton 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, KLN Channel 8, Lincoln Police Department, City of Lincoln Public Works and Utilities, Lincoln Parks and Recreation, Lincoln In Motion, Lincoln-Lancaster County Health Department, City Council Member Carl Eskridge, and Lincoln Public Schools.

Fire and Burn Prevention:

- Safe Kids Lincoln-Lancaster County's Fire and Burn Prevention Task Force and Lincoln Fire Rescue conducted its 4th Smoke Alarm rally in 2011. Over 1,100 smoke alarms were installed in neighborhoods bordering 17th to 27th St. and Capital Parkway and D to K Sts. The University of Nebraska, Nebraska Wesleyan University, and Southeast Community College provided 350 student volunteers for this very successful event and fifty-three landlords provided access to their properties.
- 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 educational materials to outreach workers serving those families at highest risk in our community.

- Those supporting Fire and Burn Prevention efforts included Lincoln Fire & Rescue, Saint Elizabeth Regional Medical Center, Lincoln-Lancaster County Health Department, American Red Cross, AmeriCorps, Fire Protection - Southeast Community College, International Association of Firefighters, REOMA, The Salvation Army, Stronger Safer Neighborhoods Initiative, Mayor's office, and Safe Kids Nebraska.

Home Safety:

- Safe Kids Lincoln-Lancaster County continues to promote the "Baby Lane" choking prevention/toy safety public awareness campaign. 350 small-part testers were provided to childcare centers and in-home daycare providers. These testers make it simple to determine if items are too small and may be a choking hazard for young children. The "Baby Lane" educational 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 ball.
- The Safe Kids Home Safety Task Force conducted 4 Home Safety Seminars for area in-home daycares. During one-hour sessions, 40 non-English speaking in-home providers learned ways to prevent falls, choking, poisonings, and electricity-related injuries. Participants were given a small part tester, a home safety checklist, and refrigerator magnet with home safety resources and facts.

Sports Injury Prevention:

- Preventing sports-related injuries continues to be a priority for Safe Kids Worldwide. The Safe Kids Lincoln-Lancaster County Sports Safety Task Force conducted three Sports Safety Clinics at the YMCA Youth Sports Office. At each clinic, an athletic trainer from the Nebraska Orthopaedic and Sports Medicine, PC presented information on the importance of hydration, overuse injury prevention, pre-participation exams, and concussion awareness, prevention and screening methods. Youth soccer, baseball, softball, tee ball and volleyball coaches attended the Safe Kids Sports Safety clinics.
- Volunteer youth league coaches were invited to attend the 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 s

Soccer Injuries was distributed to coaches and parents attending the Safe Kids Blast event.

Water Safety:

The Water Safety Task Force provided Water Watcher classes to 150 YMCA Child Care staff and over 500 kids. These free, comprehensive pool safety classes emphasized pool owner responsibilities 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. 110 "I got caught wearing my life jacket" t-shirts were given to children wearing them as positive reinforcement of safety behavior.
- With funding provided by Safe Kids USA, the Water Safety Task Force conducted three Water Safety Seminars for residential pool and spa owners. Information on pool fencing requirements, the Virginia Graeme Baker Act, and layers of protection including supervision and knowledge of CPR was presented. Twenty-eight pool and spa owners attended seminars at the Cooper and Northeast YMCA's and the Lincoln-Lancaster County Health Department.
- 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 Department to inform the public of the regulations for pool fencing. 62 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.
- 40 non-English speaking families at the Elliott Elementary School Community Learning Center attended a Water Safety Seminar presented by members of the Water Safety Task Force. The presentation included information about being a Water Watcher, proper pool fencing and the importance of learning to swim.
- Those supporting Water Safety efforts included the YMCA, Nebraska Game & Parks, Lincoln Parks and Recreation, American Red Cross, Coast Guard Auxiliary of Nebraska, Froggy 98 and B107.3 radio stations, and the Lincoln-Lancaster County Health Department.

National Safe Kids Week:

The annual Safe Kids Blast was held at The Salvation Army Community Center. An estimated 500 children participated in 32 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 newscast. Chief Meteorologist Kevin Coskren

emceed the Safe Kids Walk This Way assembly at Clinton Elementary. B107.3 provided on-air and website promotion of Safe Kids car seat inspection events.

- Effective use of all relevant data sources continues to be a high priority. CODES (Crash Outcome Data Evaluation Systems) data, local hospital 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 provided to make the 2011 activities of Safe Kids Lincoln-Lancaster County possible.
- Over \$30,000 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 2011.

In 2011, Safe Kids Lincoln-Lancaster County was proud to work with:

• AAA Nebraska/Cornhusker Motor Club Foundation • American Red Cross • AmeriCorps • Anderson Ford • Baby Lane Memorial • Brain Injury Association of Nebraska • Broadcast House - B107.3 • BryanLGH Health System • Budget Blinds • CEDARS Youth Services • Center for People in Need • Clinton/Hartley Community Learning Center • Clinton Elementary School • Coast Guard Auxiliary of Nebraska • Community Action Partnership • Delrae Designs, Inc. • DuTeau Chevrolet • FedEx Express • Fire Protection - Southeast Community College • Great Place Properties • 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 Department of Health and Human Services • Nebraska Game and Parks Commission • Nebraska Office of Highway Safety • Nebraska Orthopaedic and Sports Medicine, PC • Nebraska Safety Council • Nebraska State Patrol • Real Estate Owners and Managers Association (REOMA) • Saint Elizabeth Regional Medical Center • Safe Kids Worldwide • Scheels All Sports • Schworer Volkswagen • SouthPointe Pavilions • Stronger Safer Neighborhoods Initiative • Teach A Kid To Fish • The Salvation Army • 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