

- Due to the continued 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 of pool fencing. 59 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.
- Those supporting water safety efforts include the YMCA of Lincoln, Nebraska Game and Parks, Lincoln Parks and Recreation, American Red Cross, Coast Guard Auxiliary of Nebraska, B107.3 radio station, Lincoln Public Schools, Community Learning Centers and the Lincoln-Lancaster County Health Department.

National Safe Kids Week:

- The annual Safe Kids Blast was held at The Salvation Army Community Center and Pentzer Park. 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 Facebook, and enhance 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. Joe Skare from B107.3 emceed the Safe Kids Walk This Way assembly at Campbell Elementary. B107.3 also 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. 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 \$25,000 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 2012.

In 2012, Safe Kids Lincoln-Lancaster County was proud to work with:

• AAA Nebraska/Cornhusker Motor Club Foundation • American Red Cross • Anderson Ford • Baby Lane Memorial • Brain Injury Association of Nebraska • Broadcast House - B107.3 • Bryan Memorial Hospital • Budget Blinds • CEDARS Youth Services • Center for People in Need • Clinton/Hartley Community Learning Center • Campbell Elementary School • Coast Guard Auxiliary of Nebraska • Community Action Partnership • Delrae Designs, Inc. • FedEx Express • Fire Protection - Southeast Community College • Great Place Properties • Joshua Collingsworth Memorial Foundation • Kiwanis Clubs of Lincoln • KLKN Channel 8 • Lancaster County Sheriff's Office • Lincoln Building & Safety • Lincoln Fire and Rescue • Lincoln-Lancaster County Health Department • Lincoln Mayor Chris Beutler • Lincoln Parks & Recreation • Lincoln Police Department • Lincoln Public Schools • 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 • Tracy's Collision Center • UNL Extension in Lancaster County • Vine Congregational Church • YMCA

Names printed in blue represent coalition and Task Force partners

CHILDHOOD INJURIES ARE PREVENTABLE.

www.safekidslincoln.org



Highlights of 2012

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 57,197 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 2012, the coalition coordinated or was involved in the following community-based child injury prevention efforts:

Bicycle and Pedestrian Safety:

- 17 Kiwanis bike rodeos reached 900 students with bike safety information.
- Five of the 17 elementary schools participating in the 2012 Kiwanis's Bicycle Rodeos Program incorporated supplemental Safe Kids educational resources and helmet sales at their schools' event.
- Safe Kids was a sponsor of the South Capitol Biketackular held at McPhee Elementary School. Over 300 people attended the event that was designed to increase awareness of the health benefits and enjoyment of bicycling and provided many family fun activities related to safe biking in Lincoln. Safe Kids donated 10 bike helmets for prizes to Biketackular participants.
- An additional 188 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 240 helmets were adjusted and custom fit for the recipient.
- Safe Kids participated in the first annual Bike to School Day sponsored by National Center for Safe Routes to School and Safe Kids USA . Over 150 Kahoa and Prescott Elementary students rode their bikes to school the day of the event. Children received reflective stickers and had a chance to win a bike helmet or water bottle.
- Coalition-led International Walk to School Day/Safe Kids Walk This Way education and public awareness activities were conducted at Campbell Elementary School reaching nearly 700 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 Campbell Elementary school which the media used to share these important health and safety messages with a larger audience of southeast Nebraska residents.
- A bike and pedestrian safety initiative was piloted with the Prescott and Clinton school communities. The purpose of the initiative was to develop practical, user friendly resources which businesses, schools and neighborhood organizations could partner with to reduce the risk of injury to child pedestrians and cyclists. A tool kit of safety resources is now available to school communities.
- Those supporting child bike/pedestrian safety efforts include FedEx Express, B107.3, Lincoln Police Department, City of Lincoln Public Works and Utilities, Lincoln in Motion, Lincoln-Lancaster County Health Department, Campbell Elementary PTO, Lincoln Public School Assistant Superintendent of Instruction, Dr. Jane Stavem and City Council Member Carl Eskridge.

Child Passenger Safety (CPS):

- A total of 655 car seats were inspected at 16 check up events and through the car seat fitting station at Saint Elizabeth Regional Medical Center (SERMC). 72% of these car seats were being misused. 257 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 enabled SKLLC to conduct three car seat inspection events for low-income, ethnic and racial minority families. Separate events were held for Burmese and Sudanese, Hispanic and Vietnamese 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. Twenty-one area residents completed the course and received National Child Passenger Safety Technician Certification. There are 50 certified CPS technicians in the Lincoln area.
- Safe Kids CPS Task force provided presentations on child passenger safety information to over 150 individuals in Lincoln Public School Parenting Classes, the Southeast Community College Nursing Program and the Everett Elementary School's Parenting Group, for non-English speaking families.
- A two day child passenger safety training for special needs children took place at Madonna Rehabilitation Hospital. Ten technicians received the additional instruction and certification.
- Safe Kids is collaborating with Tracy's Collision Center in Lincoln to recycle damaged, old expired car seats. Promotion of this service is taking place on the SKLLC website and Facebook page. Over 130 car seats have been recycled to date.
- Generous support for CPS efforts was provided by SERMC, 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, Bryan Memorial Hospital, Lancaster County Sheriff's Office, Asian Community and Cultural Center, Schworer Volkswagen, Vine Congregational Church and Tracy's Collision Center.

Fire and Burn Prevention:

- Safe Kids Lincoln- Lancaster County in collaboration with several public and private partners, conducted the first Fire Safe Landlord Training. Twenty-four landlords representing twenty-two housing rental businesses with a

- total of 694 apartment units attended this 2 hour training. Landlords learned how to educate tenants about the importance of working smoke alarms and how to incorporate smoke free housing policies into their lease agreements. Each landlord received 10 dual sensing smoke alarms and tenant education materials.
- Those supporting Fire and Burn Prevention efforts include Lincoln Fire and Rescue, City of Lincoln Building and Safety, Saint Elizabeth's Regional Medical Center, Lincoln-Lancaster County Health Department, REOMA, Fire Protection – Southeast Community College, International Association of Firefighters, Paul Davis Restoration, and the Stronger Safer Neighborhoods Initiative.

Home Safety:

- Safe Kids Lincoln-Lancaster County continues to promote the “Baby Lane” choking prevention toy safety public awareness campaign. Annually, small part testers and educational materials are provided to childcare centers and in home day care providers. The testers make it simple to determine if items are too small and may be a choking hazard for your young children. The “Baby Lane” small part testers and educational materials are paid for by a donation from Lane's family which lost him in 2008 at 6 months of age in an incident involving a small, rubber ball.
- Safe Kids presented playground safety tips to 60 Head Start staff from Lancaster and Sarpy Counties. These workers are responsible for the safety and well being of hundreds of low-income and ethnic and racial minority children and families who receive services through Head Start in the two counties.

Sports Injury Prevention:

- Over 150 volunteer youth sports coaches for soccer, flag football, baseball and softball attended one of two sports safety clinics sponsored by Safe Kids and conducted at the YMCA Youth Sports Office in Fallbrook. Dr. Lori Terryberry-Spohr, a neor- psychologist from Madonna Rehabilitation Hospital and Dave Schutlz, NSATA Athletic Trainer from the Nebraska Orthopedics and Sports Medicine, PC presented. Topics presented included concussion signs, symptoms and treatment, hydration and heat illness and an explanation of the Nebraska Concussion Awareness law which took effect July 1, 2012. Each coach received a clipboard with the CDC's “Heads UP Concussion in Youth Sports” signs and symptoms affixed to the back and a Safe Kids water bottle.
- Safe Kids produced a 30 minute sports safety video on concussion signs/symptoms and hydration/heat illness that featured Dr. LoriTerryberry-Spohr, and Dave Schutz. This video can be seen on the Safe Kids website: www.safekidslincol.org and the City Health Channel 10.
- In 2012, over 1,500 children and youth enjoyed playing a Safe Kids Sports Safety game produced by Safe Kids USA, and received tips on sports safety at the Safe Kids Blast, the YMCA Healthy Kids Day, Near South's Biketackular

- and the Belmont Neighborhood fair.
- Those supporting the Sports Injury Prevention Task Force efforts included the YMCA of Lincoln, the Brain Injury Association of Nebraska, Southpointe Shopping Center, the Lincoln-Lancaster County Health Department, V2 Content, Madonna Rehabilitation Hospital, and the Nebraska State Athletic Trainers Association.

Water Safety:

- The Water Safety Task Force provided Water Watcher classes to 75 YMCA and Parks Rec Childcare staff and 825 kids. These free comprehensive pool safety classes emphasized pool owner responsibilities and appropriate supervision of child swimmers.
- With funding provided by Safe Kids USA, the Water Safety Task Force conducted two Water Safety Seminars for 100 parents and children that covered layers of protection to prevent drowning and fencing laws and regulations for backyard swimming pools. Sessions were held at El Centro da les Americas and Huntington Elementary School. Personal Flotation Devices were distributed to children attending these events.
- Safe Kids USA funding also allowed Safe Kids to produce a 30 second radio PSA narrated by Blake Collingsworth, a local water safety advocate whose 2 year old son drowned in 2008. The PSA provided water safety tips and directed listeners to the Safe Kids website for more information on pool safety during week of World's Largest Swimming Lesson and the Consumer Product Safety Commission Pool Safety Week. Broadcast House estimated that over 10,000 radio listeners heard the spot.
- 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. 100 “PFD's save lives...I always wear mine” t-shirts were given to children wearing life jackets as positive reinforcement of safe behavior.

