

- Due to the continued increase in the use of deeper above ground family swimming pools, SKLLC partnered with the Environmental Public Health Division of LLCHD to inform the public of the city pool fencing regulations. 59 local retailers of these pools received educational materials with tips on preventing drowning in pools and copies of the municipal code stating specific requirements of pool fences. Fence code and pool safety information was also sent to 24 Lincoln mobile home parks and 17 fence companies.



- Those supporting Water Safety Task Force efforts include the YMCA, Lincoln Parks and Recreation, the Lincoln-Lancaster County Health Department, and Nebraska Game and Parks Commission.

#### Community Activities:

- Safe Kids coordinated the annual Safe Kids Blast in conjunction with The Salvation Army's Picnic in the Park at Pentzer Park.

#### In 2014, Safe Kids Lincoln-Lancaster County was proud to work with:

- AAA Nebraska/Cornhusker Motor Club Foundation • Aidan's Animals • American Red Cross • Anderson Ford • Baby Lane Memorial Fund • Bike Safe IM Foundation • Brain Injury Association of Nebraska • Broadcast House - B107.3 • Bryan Health • Budget Blinds • Cedars • Center for People in Need • CHI Health St. Elizabeth • Clinton/Hartley Community Learning Center • Coast Guard Auxiliary of Nebraska • Community Action Partnership of Lancaster and Saunders Counties • Delrae Designs, Inc. • DuTeau Chevrolet • FedEx Express • Fire Protection - Southeast Community College • Glenn's Star Care • Great Place Properties • Honda of Lincoln • Joshua Collingsworth Memorial Foundation • Kahoa Elementary School • KidGlov Marketing • Kiwanis Clubs of Lincoln • KLKN Channel 8 • KOLN/KGIN Channel 10/11 • Lancaster County Sheriff's Office • Lincoln Building & Safety • Lincoln Fire and Rescue • Lincoln-Lancaster County Health Department • Lincoln Parks & Recreation • Lincoln Police Department • Lincoln Public Schools • Madonna Rehabilitation Hospital • Nebraska Department of Health and Human Services • Nebraska Extension in Lancaster County • 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) • Safe Kids Worldwide • Scheels All Sports • Schworer Volkswagen • Stronger Safer Neighborhoods Initiative • Teach A Kid To Fish • The Salvation Army • Tracy's Collision Center • YMCA

Names printed in blue represent coalition and task force partners

**CHILDHOOD INJURIES ARE PREVENTABLE.**

- 615 children and adults attended with over 30 community partners providing interactive health and safety activities for families.
- Safe Kids partnered with the Lincoln Children's Museum's first annual Safe Kids Smart Kids event. All six task forces participated and provided interactive safety activities and messages to 563 children and parents.

#### Other Accomplishments:

- The coalition continues to broaden its social media presence in the community through the Safe Kids Lincoln-Lancaster County website and Facebook page, and enhanced partnerships with B107.3, KLKN TV Channel 8, the Lincoln Journal Star, and Lincoln's 5 City TV and 10 Health TV to reach the broader community.
- Safe Kids media outreach included: safety tips and childhood injury prevention information the second Wednesday of each month on the KLKN TV Channel 8 Midday newscast; B107.3 provided on-air and website promotion of Safe Kids car seat inspections; and the Lincoln Journal Star printed articles informing readers of the Fire Safe Landlord Trainings.
- Effective use of all relevant data sources continues to be a high priority. Local hospital injury 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 2,500 volunteer hours were provided to make 2014 activities possible.
- Over \$25,000 in program funding was received by SKLLC through individual, corporate, foundation, state, federal and Safe Kids Worldwide grants and donations during 2014.



# SAFE KIDS

LINCOLN-LANCASTER COUNTY

## Highlights of 2014

Safe Kids Lincoln-Lancaster County (SKLLC) was chartered in 1995. The Lincoln-Lancaster County Health Department (LLCHD) serves as the lead agency. Injury areas addressed by the coalition include: bicycle and pedestrian safety, child passenger safety, fire and burn prevention, water safety, home safety, and sports injury prevention.

#### Injury-Related Information:

- There are 58,597 Lancaster County children 14 years of age and younger (2014 estimated census).
- Unintentional injury continues to be a leading cause of death for Lancaster County children 1 to 14 years of age.
- 5,666 Lancaster County children 14 years of age and younger received hospital care for unintentional injuries in 2014.
- The leading cause of unintentional injury to Lancaster County children 14 years of age and under is falls (1,960 fall injuries in 2014).
- Eight Lincoln-Lancaster County children died as a result of unintentional injury from 2011 to 2014. (Source: Lincoln-Lancaster County Injury Surveillance System)

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passenger  
safety



fire  
and burn  
prevention



child  
pedestrian  
safety



sports  
injury  
prevention



During 2014, the coalition coordinated or was involved in the following community child injury prevention efforts:

Bicycle and Pedestrian Safety

- 12 Kiwanis bike rodeos reached over 900 students with bike safety skill development and information at local schools.
- Seven out of the 12 elementary schools participating in the 2014 Kiwanis Bicycle Rodeo Program incorporated supplemental Safe Kids educational resources and helmet sales.



- 146 helmets were distributed at school and community health and safety fairs. Proper sizing and usage of helmets continues to be a primary concern. A majority of the helmets distributed were adjusted and custom fit for recipients.
- SKLLC participated in the 3rd annual Bike to School Day sponsored by Safe Kids Worldwide and Safe Routes. 242 elementary school children rode their bikes to Sheridan and Prescott Elementary Schools. Bike tune-ups were provided at no charge. 25 helmets were donated to both schools and 10 theater gift cards were raffled off.
- SKLLC assisted with coordinating the Kiwanis Bike Safety Rodeo Finals at LLCHD. 40 elementary and middle school children participated in safety skill courses and time trials.
- As part of this year's Streets Alive event, the SKLLC Bike/Pedestrian Task Force conducted a bike safety rodeo, used the bike safety wheel activity with bike/pedestrian questions, and distributed educational materials to 50 participants.
- International Walk to School Day (IWTSd) educational and public awareness activities were conducted at Kahoa Elementary School reaching over 600 children. Activities included educational presentations and exercises addressing the importance of pedestrian safety and physical activity. An

- all school assembly featuring community leaders helped to reinforce the need for students to practice the safety behaviors they learned.
- Prescott Elementary was the site for a mini WTSD in April. Close to 500 students navigated the 4 stations that included crosswalk education, dangers around large profile vehicles (Fed Ex Truck), the Safer Journey's computer pedestrian safety exercise, and Hip Hop Dance in the school gym.
  - The Traffic Skills 101, "Under 10 Need to Know" curriculum created by the League of American Bicyclists was presented to over 400 students at 3 elementary schools by League Certified Instructors with youth certification.
  - FedEx, B107.3, City of Lincoln Public Works and Utilities, LPD, LLCHD, Kahoa Elementary School staff, Lincoln Public Schools Superintendent Dr. Steve Joel, and City Council member Doug Emery provided support for bike/pedestrian safety efforts.

Child Passenger Safety (CPS)

- A total of 703 car seats were inspected at 17 check up events and through the car seat fitting station at CHI Health St. Elizabeth. 63% of these car seats were being misused. 344 car seats were provided for at-risk families at no cost.



- Donations and grants from AAA Nebraska, Cornhusker Motor Club Foundation, Aidan's Animals, Nebraska Office of Highway Safety, and Safe Kids Nebraska enabled SKLLC to conduct 5 car seat inspection events for low-income, ethnic and racial minority families. Separate events were held for Hispanic, Sudanese, Lancaster County Probation, Center for People in Need, and Community Action Partnership of Lancaster and Saunders Counties families. These events revealed a critical need for this service which provided child passenger safety education and car seats at no cost.

- A 3.5 day CPS certification training was held at Bryan Health. 19 individuals completed the course and received National Child Passenger Safety Technician Certification. There are 60 CPS technicians in the Lincoln area.
- A SKLLC Child Passenger Safety Tech Recognition was held at Valentino's Grand Buffet. 25 technicians were recognized and thanked for all their hard work. Three awards were presented: CPS Tech of the Year: Stephanie Bonnema, Instructor of the Year: Ladonna Tool, and Rising Star of the Year: Kerry McManigal. Funding for this celebration was provided by AAA Nebraska.
- Safe Kids is collaborating with Tracy's Collision Center in Lincoln to recycle unsafe and expired seats. This service is being promoted on the SKLLC website, Facebook page, and at community events. Over 300 seats were recycled in 2014.
- SKLLC continues to offer Child Care Transportation Trainings as required by the Nebraska Department of Health and Human Services, Child Care Regulations. Licensed child care center staff who transport children must complete the 3 hour course. The purpose of this requirement is to insure child care staff are able to properly install and use age appropriate child vehicle restraint systems. 279 child care staff attended one of 21 trainings in 2014.
- Generous support for CPS efforts was provided by AAA Nebraska/Cornhusker Motor Club Foundation, Aidan's Animals, Madonna Rehabilitation Hospital, Nebraska Office of Highway Safety, Anderson Ford, DuTeau Chevrolet, Honda of Lincoln, People's Health Center, CHI Health St. Elizabeth, Community Action Partnership of Lancaster and Saunders Counties, Safe Kids Nebraska, Lincoln-Lancaster County Health Department, Bryan Health, and Tracy's Collision Center.

Fire and Burn Prevention

- Safe Kids Lincoln-Lancaster County conducted 4 Fire Safe Landlord Trainings. 55 landlords representing a total of 6,735 living units attended one of the four-hour trainings. Landlords learned how to educate tenants about the importance of working smoking alarms and how to incorporate smoke-free housing policies into their lease agreements. Landlords were given the opportunity to have 5 dual sensing smoke alarms installed in their units by the Southeast Community College Fire Protection Program.



- Those supporting Fire and Burn Prevention efforts include Lincoln Fire and Rescue, City of Lincoln Building and Safety, Lincoln-Lancaster County Health Department, REOMA, Southeast Community College, Great Place Properties, International Association of Fire Fighters, Paul Davis Restoration, Farm Bureau Financial Services, General Fire Safety and Equipment Company, and Stronger Safer Neighborhoods.

Home Safety

- 500 choking prevention small-parts testers and educational materials were provided to several family practice, pediatric, and obstetrics/gynecology offices for New Parent Packets. The testers make it simple to determine if items are too small and may pose a choking hazard for young children.
- SKLLC collaborated with Community Action Partnership of Lancaster and Saunders Counties to provide home safety devices to families participating in the Early Head Start Program. Outreach workers conducting home visits completed a home safety checklist and then determined what home safety devices would be most appropriate. Baby gates, door and stove knob covers, cabinet locks, blind cord wind ups, and electrical outlet plugs were offered. Two educational trainings were conducted for the Early Head Start outreach workers. Topics included proper medication storage and disposal, poison identification, and prevention of scalds and burns in the home. Over 100 high-risk families have benefitted from this project.
- Those supporting the Home Safety Task Force efforts included Safe Kids Nebraska, Community Action Partnership of Lancaster and Saunders Counties, Nebraska Extension of Lancaster County, CHI Health St. Elizabeth, Lincoln Public Schools, and the Lincoln-Lancaster County Health Department.

Sports Injury Prevention

- The Sports Injury Prevention Task Force conducted a sports safety clinic at Auld Recreation Center. Dr. Lori Terry-Berry Spohr, neuropsychologist at Madonna Rehabilitation Hospital, shared information on concussion signs, symptoms, and treatments. All participants received a "Heads Up" concussion clipboard.
- Those supporting the Sports Injury Prevention Task Force included Madonna Rehabilitation Hospital, the Brain Injury Association of Nebraska, the Lincoln-Lancaster County Health Department, and Lincoln Parks and Recreation.

Water Safety

- The Water Safety Task Force provided Water Watcher classes to 22 daycare groups, 263 YMCA and Park and Recreation staff, and 590 kids. These free classes emphasized pool owner responsibilities, appropriate supervision of child swimmers, and safe behavior in and around water.