

Safe Kids News

Preventing Accidental Injury



UPCOMING EVENTS....

Safe Kids Week 2008

It's that time of year again—spring has sprung and it is a time when children begin to play outside again. They get out the bikes, scooters, and rollerblades. Preventable injuries increase with the increased activities and games. We are asking kids and parents to “Gear Up For Safety” during Safe Kids Week, April 26-May 4, 2008. Every year the campaign includes national media relations efforts and a press conference, a national television advertising campaign on Nickelodeon, a national retail campaign, and a Web site – all designed to educate parents with important safety messages and influence key stakeholders. In addition, more than 300 coalitions and chapters across the country champion the cause at the local level.



In 2008, Safe Kids will be celebrating their 20th anniversary of working to save children's lives from unintentional injury. They will be releasing an injury trends report that will examine the most recent children's accidental injury death rate compared to 20 years ago – in general and across the leading risk areas. It also will measure parents' attitudes and behaviors about child safety as compared from 1987 and 1997. For more information visit www.safekids.org.

SAFE KIDS UPDATES..

Safe Kids Grand Forks and FedEx Launch Pedestrian Safety Task Force

Safe Kids Grand Forks is one of eleven sites in the United States to have been awarded the Safe Kids Walk This Way Pedestrian Safety Task Force Grant from FedEx. The coalition's grant of \$9,550 will help continue pedestrian safety projects at the Grand Forks Elementary School, J. Nelson Kelly Elementary. This is the third time Safe Kids Grand Forks has received the Walk This Way Pedestrian Safety Task Force Grant and they are excited to be able to continue our work at this school. The work on this project will take place this summer and they will “unveil” the new and safer route in the Fall of 2008. With the grant dollars, they will be doing the following: building a sidewalk along the northwest side of the north parking lot, moving the existing crosswalk that goes directly through the north parking lot to the west edge of the parking lot (to where the new sidewalk will be), adding a crosswalk across 29th Avenue and Oak Street that leads to the new sidewalk, continuing pedestrian safety education for the children at Kelly School.



SAFETY NEWS...

Safe Kids Buckle Up Offers Families Hands-On Educational Activities About Safety In and Around Vehicles

The Cameron Gulbransen Kids Transportation Safety Act signed into law will provide critical information about the circumstances surrounding non-traffic related deaths to children as well as help develop a multi-faceted approach, including important technological solutions, that will lead to preventing many needless injuries and deaths, according to Safe Kids Worldwide. Although the majority of deaths to children involving motor vehicles involve traffic crashes, more than 10 percent of the deaths are not traffic-related. Non-traffic-related vehicle incidents are those that occur somewhere other than a public highway, street or road. For example, when children are struck by vehicles in parking lots or driveways or when they are left unattended in vehicles. Nationwide, from 2001-2003, almost 2,500 children per year ages 1-14 went to emergency rooms with injuries from a vehicle backing up. During that same period, the CDC reported on average 229 fatal injuries per year for children ages 1-14. For the full article or more information visit www.safekids.org.

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