

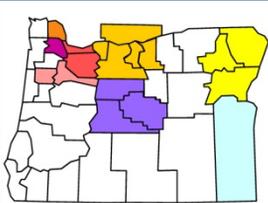
MISSION STATEMENT:

"Working Together to Reduce Unintentional Preventable Injury and Death in Oregon's Children Ages 0 – 19."

Spring 2014

Safe Kids Oregon

News From Around the State



Safe Kids Coalitions on Facebook

Using Facebook and other social media will help get safety messages to the large population using this type of marketing. Currently three coalitions are hosting pages: [Safe Kids Portland Metro](#), [Safe Kids Washington County](#) and [Safe Kids Willamette Valley](#). Please support their efforts by liking and sharing their pages.

Safe Kids Worldwide offers these social media suggestions:

- Post events such as helpful links, upcoming events, or announcements that give your followers useful information.
- Use resources already in existence to update your page rather than reinventing the wheel (i.e. Safe Kids Worldwide Social Media Plan).
- Update your page frequently but not so often that people are overwhelmed.
- Bring a laptop with Facebook access to events and meetings and have people "LIKE" your page right away.
- Ask those that follow you to SHARE your status updates on their page to attract new followers.
- Add a tag line about Facebook on your e-mail notes or voicemail.

Inside

April is National Youth Sports Safety Month.....P. 2

A Good Head Restraint Can Help Prevent Whiplash.....P. 2

Injuries are Preventable.....P. 3

The Work of the "Stop at 4" Campaign Continues.....P. 4

Safe Kids Partner Profile – ODOT TSD Occupant Protection Program.....P. 4

Safety Observance Calendar..... P. 4

Clackamas County "Stand Up 2014"

On Saturday, April 5th, Safe Kids Portland-Metro members from Clackamas Safe Communities, American Medical Response and Think First Oregon participated in this event honoring Military and Veteran's families. Important support information on benefits, housing and transportation options were provided.



There were also activities for children including the fire house, ambulance tours, hands on historical games and concussion prevention. Safe Communities provided helmets to children and youth (18 years and under) and safety gear including reflectors, convex mirrors and literature to everyone.

One story of note was about a military family residing in a shelter. The shelter had a cache of bicycles the children could use but no helmets. Safe Communities provided a helmet to each child in this family and they were grateful in words and smiles.

The event was sponsored by Clackamas County Veterans Advisory Council.



VISION

"Injury Prevention as Every Oregonian's Approach to Life."

April is National Youth Sports Safety Month

If your child is involved in youth sports, educate yourself about the risk of [injuries](#), especially [concussions](#) and any other injury that is particularly associated with your child's chosen sport. Meet the Athletic Trainers on staff and if there are none available, advocate for one.

WHAT YOU SHOULD KNOW

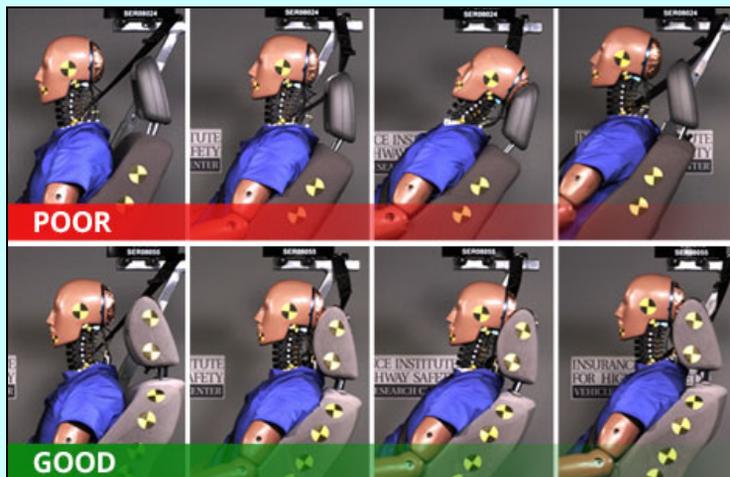
- Sports participation has become a major cause of serious injury among youth.
- Sports activities are the second most frequent cause of injury for both male and female adolescents.
- Each year it is estimated that more than five million children seek treatment in hospital emergency rooms because of sports injuries.
- Most sports injuries **are** preventable.



Click [here](#) for the American Orthopaedic Society for Sports Medicine specific [injury prevention tip sheets](#) for 20 different sports and activities.

A Good Head Restraint Can Help Prevent Whiplash.

How do head restraints help prevent neck injuries? What many motorists refer to as a headrest is actually a head restraint. These aren't comfort features, but rather essential safety components like safety belts and airbags. When a vehicle is struck from the rear it is accelerated forward, causing the seatback to push against the occupant's torso and propel it forward. An unsupported head lags behind the torso until the neck reaches its limit of distortion. Then the head is suddenly accelerated by the neck much like the tip of a whip; hence the term whiplash. Effective head restraints help move an occupant's head forward with the body in a rear-end crash and decrease the likelihood of a whiplash injury.



How should my head restraint be positioned?

To reduce the likelihood of a whiplash injury, head restraints should be positioned high enough to support the head so as to minimize neck distortion. Adjust the head restraint so that it's even with the top of your head. If it won't reach the top of your head, make it as high as it will go. For some people, no adjustment from the lowest position is required. If it's higher than the top of your head in the unadjusted position, that's OK, too. The distance from the back of the head to the restraint should be as small as possible, preferably less than 4 inches. On seats without horizontally adjusting head restraints, this can be achieved by adjusting the seat's recline angle. Be sure all passengers have a head restraint to protect them in a crash.

For more information visit the [Insurance Institute for Highway Safety](#)

Celebrate kids. Prevent injuries. Save lives.

SAFE KIDS DAY
Presented by **TYLENOL** Children's



Injuries Are Preventable

Unlike the many complicated diseases and issues challenging us today, the problem of preventable injuries has a solution. Safe Kids Oregon and its coalition network members work every day to prevent tragic injuries from happening.

Will you join us? A donation of \$10 or more will help us protect Oregon children from drowning, falls from windows, burns, poisonings, traffic injuries and more. Safe Kids Oregon encourages you to support child injury prevention efforts in Oregon by donating

to the coalition of your choice. For information on Oregon Coalitions visit [Safe Kids Oregon Events](#).

Getting the message out to parents and families on how to keep their children safe is a goal embraced by two families that have learned firsthand the heartbreak of serious injuries, Crystal Mendez and Becca Cunningham. We admire their courage to tell their stories and share their messages of safety at <http://give.safekids.org/OR>

Celebrate kids. Prevent injuries. Save lives.

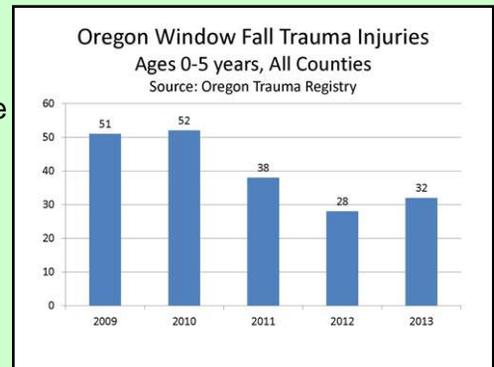
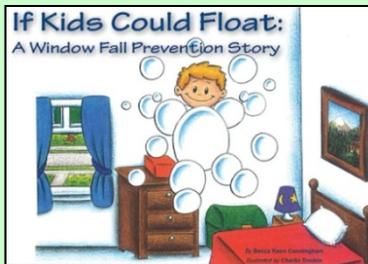
SAFE KIDS DAY
Presented by **TYLENOL** Children's



The Work of the “Stop at 4” Campaign Continues

Although the number of children falling from windows has decreased from the high of 52 in 2010, it again increased by 4 children between 2012 and 2013. It is important to continue to share information on window safety with parents, grandparents and caregivers.

The Stop at 4 website provides resources including videos, fliers and information on where to purchase window stops and window guards.



Parent Advocates continue to share their stories and work to get the word out so that other families do not experience the tragedy of a child falling out of a window. Becca Cunningham, a local mom, has written this window safety book for children after her son fell from a window. Help window safety efforts and share this important message with other families by purchasing the book through [Authorhouse](#)

The STOP at 4” campaign reminds parents and caregivers:

- Keep windows closed and locked when not in use
- Keep furniture, and anything else a child can climb, away from windows
- Only allow windows to open 4 inches. Install a window stop to keep children from opening them further. Be sure an adult can open them in an emergency
- To open windows wider than 4 inches, install window guards with an emergency release device
- Never try to move a child who appears to be seriously injured after a fall — call 911 and let trained medical personnel move the child with proper precautions

Safe Kids Partner Profile

ODOT Transportation Safety Division (TSD) Occupant Protection Program

The Occupant Protection Program works hard to promote correct and consistent use of safety belts, child safety seats and other occupant restraint devices through:

- Public information and education
- Overtime and training for law enforcement
- Child passenger safety technician training
- Child safety seat subsidy programs, and
- Legislative support



TSD provides many free public information brochures and posters including the popular “Stumped on Safety Seats, Befuddled By Boosters”. This brochure is widely distributed at fitting stations and by law enforcement. The program hosts a website that includes Oregon crash statistics related to safety belt and child seat use, and an explanation of Oregon laws supported by a short three-minute video.



The website also includes contact information for staff coordinating child passenger safety (CPS) certification training and fitting station mini-grants among the five ODOT regions. Oregon based National Child Passenger Safety Technician Certification Training and continuing education classes are posted on the website as scheduling is confirmed and registrations open.

You can also find links to prominent sources of car seat information and CPS technician resources here. Visit and bookmark this [valuable site](#).

Safe Kids Oregon is housed in the Oregon Public Health Division's Injury and Violence Prevention Program.



800 NE Oregon St., Suite 730
Portland, OR 97232

<http://safekidsoregon.org>

Safe Kids Oregon encourages readers to share their news. If you have an issue you would like to see covered in the statewide Safe Kids newsletter, or if you know of an article, event, or other item of interest, we would like to hear from you.

Contact:

Ruth Harshfield
Safe Kids Oregon Director
Phone: 971-673-1028
email: ruth.harshfield@state.or.us
Fax: 971-673-0990

Safety Observance Calendar



Bike to School Day
May 7, 2014



EMS Week 2014
May 18 – 24



National Safe Boating Week
May 19-25



Click it or Ticket Mobilization
May 19 – June 1

Upcoming Training

Window Falls Regional Forum
June 16th in Vancouver, WA

For more information on registration,
visit www.stopat4.com

Sponsored by: Western Pacific Injury Prevention Network and the Stop at 4 Campaign to Stop Window Falls



Child Passenger Safety Technician Workshops
Visit [ODOT – TSD Occupant Protection](#) for
information on child passenger safety.