



## COORDINATOR'S MESSAGE

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### Cure for Unintentional Injury: Prevention

Recently, as part of the Leadership Oklahoma City class, I had the privilege of touring the Oklahoma Medical Research Foundation. It was rather amazing to see the kind of research that is being conducted to discover the causes and, eventually, cures for diseases such as Alzheimer's, Parkinson's and Lou Gehrig's.

As I left, however, I couldn't help but think of how we already know the cure for unintentional injury — the leading killer of children. Of course, that cure is prevention. Those various forms of prevention are usually referred to as the "E's of injury prevention" — *education; enactment and enforcement* of prudent public policy; and *engineering* to eliminate hazards at their source.

Let me tell you how you can promote at least one of these "E's" in Oklahoma during National SAFE KIDS Week, May 3-10. In a continuing effort to educate kids about their leading health risk, we have blanketed the state with a fun, up-to-date educational video. It covers all the major risk areas and is only about 20 minutes long.

We are encouraging classroom teachers, principals, scout troop leaders and others to seek out the video, show it and discuss with their children — in an age-appropriate way — how they can avoid becoming the next statistic. Just call your county health department or your Regional Educational Service Center and ask for the SAFE KIDS video. The video has been sent to 95 different

health department sites and 23 RESC sites, so whether you're high and dry in the panhandle or in the swamplands of the southeast, you'll have access to this great educational tool. Various sites may have different lending rules regarding length of check-out time, etc., but all sites will offer the video for free. If you're not familiar with the RESC's, call the Oklahoma State Department of Education, (405) 521-4155 to find the location nearest you.

Whether you take advantage of this new educational tool, or do something else for SAFE KIDS Week, the important thing is that you *do something*. The most tragic injuries of all are the ones that were preventable.

— Martha Collar, Coalition Coordinator

## PROGRAM DEVELOPMENT

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### Time to Tee Up for SAFE KIDS

It is time to register your team for the 6<sup>th</sup> annual "Tee Up for SAFE KIDS" golf tournament. Brochures and posters are available — just call and we'll send you more information. This event continues to grow and we hear this is one of the best tournaments in the metro area. Please put July 14<sup>th</sup>, Oak Tree Golf and Country Club, on your calendar today. We continue to work to hold expenses to a minimum, which allows us to expand the SAFE KIDS program in Oklahoma.

Also on that day, if you hear someone utter, "It's a bird! It's a plane! No, it's a falling golf ball!" don't worry, it's just the first-in-Oklahoma Golf Ball Drop. For a suggested

donation of \$10, we will put your very own number on one of 2,500 golf balls that will be dropped from a Mediflight helicopter over Hole #1. The owner of the first ball in the hole, or the one that comes closest to the hole, will be the lucky winner of \$2,500. And don't worry, we have taken precautions so that no one will be injured by a falling golf ball. (We smile every time we are asked that question, which is a lot.) One hundred percent of the funds from the golf ball drop will go straight to programs — and your donation is tax-deductible.

To obtain your golf ball number, call the SAFE KIDS office, (405) 271-5695, or go to

any metro area Pearl's or Crabtown restaurant. Our deep appreciation goes to this community-minded organization for their support of this cause.

Fundraising is not as easy today as in the past, but SAFE KIDS continues to hold steady. Remember, the first and third Thursdays of each month are SAFE KIDS day at your local Johnnie's restaurants. Ten percent of your check will be sent to us, just remember to tell them your group is supporting SAFE KIDS! Thanks for your membership, for volunteering, and for helping to make preventable injuries a thing of the past!

— Patricia Wimberley, Development Director

## NHTSA Announces Child Safety Seat Rating System

NHTSA announced that it will begin rating child safety seats so parents know what models are easiest to use and properly install. Starting this year, seats will be graded on several factors, including whether the seat requires assembly, clarity of labels and instructions, ease of installation and ease of correctly securing a child in the seat itself. The grading system will rate on a scale of "A" to "C," "A" being the highest grade. The grades will eventually be posted on NHTSA's web site and presumably will be used by manufacturers in marketing efforts (at least those that receive high grades). The grading system was mandated by Congress.

## Bed-Sharing Among Parents and Infants on the Rise

Bed-sharing — the practice of letting babies sleep in an adult bed with a parent or caregiver — is increasing in the U.S., and can be dangerous.

Although common in many cultures, bed-sharing is controversial in this country. While proponents claim benefits, such as more and longer periods of breastfeeding, there are hidden hazards in letting babies sleep on adult beds, including falls, suffocation, and getting trapped between the bed and the wall, the head board or foot board. The study appeared in the January 2003 Archives of Pediatrics and Adolescent Medicine.

The study shows that the proportion of infants usually sharing an adult bed at night increased from 5.5 percent to 12.8 percent between 1993 and 2000. Infants of mothers under 18 years old were twice as likely as other infants to share a bed with a parent or caregiver. Low household income also increased the likelihood of bed sharing by 50 percent.

## Play Safe! Be Safe Workshop Set

Oklahoma City has been selected as one of seven sites across the nation to host a "Play Safe! Be Safe!" fire safety workshop for child care providers, Monday, July 21, 6-9 p.m., at Children's Hospital at OU Medical Center, in Oklahoma City.

Winner of the 1997 Best Curriculum Award from Early Childhood News, a journal of the National Association for the Education of Young Children, "Play Safe! Be Safe!" provides early childhood educators with an engaging set of tools to help teach fire safety to preschool children. Since the introduction of the kit in 1994, BIC has distributed over 40,000 copies and has sponsored 68 workshops in 41 states and six Canadian provinces. The workshops are presented by Dr. Robert Cole, associate professor at the University of Rochester Medical Center, president of Fireproof Children and nationally-recognized authority on fire safety education.

BIC, which underwrites the cost of the workshop, also provides a free curriculum kit to each participant. Co-sponsors, in addition to SAFE KIDS, include the Oklahoma City Fire Department, Midwest City Fire Department, Department of Human Services and Association for Central Oklahoma Governments.

The workshop will be free to child care providers, but pre-registration is required and is limited to 400. For a copy of the registration form, go to [www.oksafekids.org](http://www.oksafekids.org), or call (405) 271-5695.

## KYIS-FM and Auto Trader Partner to Protect Kids

Know someone in central Oklahoma who needs help in obtaining a child safety seat? You can nominate them to receive a free seat by filling out the form found in *Auto Trader*, a local publication which also prints *Truck Trader* and *Bargain Post*. Once a week on SAFE KIDS' regular Thursday segment on KYIS-FM, a winner will be drawn from among the entries. The winner will claim their prize at the SAFE KIDS office where they will also receive instruction on proper installation.

## PUBLIC POLICY PROGRESS

### Booster Seats Still Optional

A bill which would have required 4- and 5-year-olds to be transported in booster seats was defeated by the Oklahoma Senate by a vote of 28-19. Currently, it is legal to put children in seat belts when they turn 4 or reach 60 lbs., whichever comes first. S.B. 16 would have also removed the provision that specifies an "oral warning" may be given. Some law enforcement officers and judges interpret this to mean that *only* an oral warning can be given, which was not the original intent of the law. The vote was recorded as follows:

*Yes* · Cain, Capps, Corn, Crutchfield, Easley, Fisher, Helton, Hobson, Horner, Lawler, Leftwich, Monson, Morgan, Nichols, Robinson, Stipe, Taylor, Wilkerson, Williams.

*No* · Branan, Brogdon, Coates, Coffee, Dunlap, Fair, Ford, Gumm, Harrison, Johnson, Kerr, Laster, Laughlin, Littlefield, Maddox, Milacek, Myers, Price, Pruitt, Rabon, Reynolds, Riley, Rozell, Shurden, Smith, Snyder, Wilcoxson, Williamson.

*Excused* · Aldridge

The bill was opposed by the Oklahoma State Child Care Association. Ironically, on March 25, the Department of Human Services Commission voted to require child care centers to transport pre-kindergarten children in booster seats. (Positions in vehicles with lap belts only are exempt, since most booster seats require lap/shoulder belts.) Once signed by the governor, this new requirement will go into effect Aug. 1, 2003.

Only 24 percent of children age 4 are in booster seats, according to a study conducted by Children's Hospital of Philadelphia and State Farm. Children who are placed in seat belts rather than car or booster seats are 3.5 times more likely to suffer a serious injury in a crash. Such facts are what led the National Highway Traffic Safety Administration to recommend that children remain in booster seats until around age 8. Fifteen states plus Washington, D.C. have adopted laws similar to the one that was proposed in Oklahoma.

Thanks to Sen. Ben Robinson for his dedicated support of this measure over the past two years.

Our thanks to Auto Trader General Manager Jerry Wagner for coming up with this great idea and for funding the seats, and to our long-time partner KYIS-FM, whose contributions in media support over the past *nine* years have been immeasurable.

### New Video Focuses On Oil Field Hazards

A new video on oil field hazards is being made available to schools, thanks to the Oklahoma Energy Resource Board (OERB) and Bill and Ellen Jenkins. The Jenkins' only son, Michael, died several years ago while playing around an oil and gas storage tank, have made it their mission to warn other children and parents of the potential dangers. In addition to the video, which is about 5 minutes in length, an educational coloring book and lesson plans are available. The materials explain the dangers of oil pumps, gas pipes, oil and gas storage tanks and slush pits. The coloring book and lesson plans can be downloaded at [www.oksafekids.org](http://www.oksafekids.org). For a copy of the free video, call the OERB, (800) 664-1301.

### Poster Contest Winners Announced

Six children from around the state were recognized as first-place winners in the Oklahoma Poison Control Center's annual poster contest. The children were invited to meet with the Governor on March 14 when he signed the National Poison Prevention week proclamation, and each child received a savings bond. The award winners follow:

<i>Kindergarten</i>	<i>Second Grade</i>	<i>Fourth Grade</i>
McKayla Davis	Mikaela Rich	Hilary Hume
Sallisaw	Durant	Stilwell
<i>First Grade</i>	<i>Third Grade</i>	<i>Fifth Grade</i>
Amberly Proctor	Chelsea Cloud	Kelsey Proctor
Hanna	Stilwell	Hanna

### Local Doc Promotes Helmet Use

Local anesthesiologist, avid bike rider and SAFE KIDS member Dr. Steve Edstrom has come up with a new way to promote bike helmet use.

Dr. Edstrom is personally giving coupons to children he sees riding bikes without helmets. The coupons can be redeemed at local bike shops for free helmets, which he has agreed to fund.

Dr. Edstrom, who frequently rides a mountain bike himself, was once saved by a helmet when he hit his head on a tree. He is a huge advocate of helmet use. "If I don't fall off my bike at least once when I'm out in the dirt, I'm not riding hard enough," he said. He has witnessed first-hand the challenges in getting his own kids, ages 4 and 7, to wear helmets, and wants to do his part in preventing brain injuries. Thanks, Dr. Edstrom, for getting involved in this creative way!

### UPCOMING CPS TRAININGS

<b>May 8</b> Technical Update, St. Francis Hospital, Tulsa, 9-3 pm	<b>June 2-5</b> CPS Certification, Children's Hospital at OU Medical Center, OKC, 8-5 pm	<b>July 8</b> Technical Update, St. Francis Hospital, Tulsa, 9-3 pm
<b>May 14</b> Technical Update, LeFlore County Emergency Services, Poteau, 1-4 pm	<b>June 3-6</b> CPS Certification, St. Francis Hospital, Tulsa, 8-5 pm	<b>July 9</b> Technical Update, High Plains Technology Center, Woodward, 1-4 pm
<b>May 22</b> St. Francis Hospital, Tulsa, 8-4 pm	<b>June 11</b> Great Plains Technology Center, Lawton, 9-6 pm	<b>August 13</b> City Hall, Stroud, 9-6 pm
<b>May 30-31</b> "Moving Kids Safely in Child Care," Children's Hospital at OU Medical Center, OKC, 5:30-9:30 pm and 9-5 pm	<b>June 23-24</b> "Moving Kids Safely in Child Care," Child Care Resource Center, Tulsa, 12-4 pm and 8-4 pm	<b>September 4</b> St. Francis Hospital, Tulsa, 8-4 pm
		<b>September 10</b> Technical Update, Eastern Okla. County Technology Center, Choctaw, 1-4 pm

### TOC Law Getting Stiffer

In an effort to curb drinking and driving in Oklahoma, the state House voted 95-5 recently in favor of H.B. 1430, which would increase the current fine of \$50 to \$500 for people who drive with open containers of alcoholic beverages in their vehicles.

Rep. Lance Cargill, R-Harrah, authored the bill after discovering that the current fine "was not much of a deterrent" for motorists who disobey the law. "We are punishing speeders much more than we are people who drink and drive. I'm pleased that the House wants to make the law stiffer for offenders who engage in this activity."

HB 1430 now moves to the Senate, where it is authored by Sen. Cliff Aldridge (R-Choctaw). Upon passage, it could go into effect Nov. 1, 2003.

### OCSH Opposes Bigger Trucks

A move is underway with a bill in Congress to prevent the expansion of bigger, heavier trucks on Oklahoma roads. The Oklahoma Coalition for Safe Highways (OCSH), a program of the national Coalition Against Bigger Trucks (CABT), opposes efforts at all levels of government to allow bigger, heavier trucks on Oklahoma roads. OCSH contends that these trucks present serious safety problems to the motoring public, and also translate to greater damage to bridges and roads.

Currently, OCSH is gearing up for the federal transportation re-authorization by urging Oklahoma Representatives to support the Safe Highways and Infrastructure Preservation Act. This legislation will extend federal protection against bigger trucks by freezing truck size and weights

at current limits on the 156,000 miles of the National Highway System (NHS). This bill will:

- Cap truck trailer length at 53 feet. Trailers longer than 53 feet are more likely to "swing-out" and encroach on other lanes of traffic, thereby increasing the risk of collisions.
- Extend the federal 80,000 pound gross weight limit and the current freeze on longer combination vehicles (LCVs - long double and triple trailer trucks) to the entire NHS. The bill will protect states from pressure to allow even heavier trucks on federally-funded roads.
- Close loopholes and strengthen enforcement of truck size and weight laws.

For more information, or to join the fight against bigger trucks, go to [www.cabt.org](http://www.cabt.org) or call 1-800-535-6345.

**May**  
National Trauma  
Awareness Month

**May**  
National Bike  
Safety Month

**May 3-10**  
National SAFE  
KIDS Week

**May 17-24**  
National Safe  
Boating Week

**May 19-24**  
National Buckle Up  
America Week

**June 6-July 5**  
National Fireworks  
Safety Month

**June 9**  
Super Sitters

**June 23**  
Super Sitters

**July 14**  
Tee Up for SAFE KIDS  
Golf Tournament

**July 16**  
Super Sitters

**July 21**  
Play Safe/Be Safe  
Fire Safety Workshop

**July 29**  
Super Sitters

**August 11**  
Super Sitters

**September**  
Baby Safety Month

**September 21-28**  
National Farm  
Safety Week



www.oksafekids.org

Keep Us Current - Please advise SAFE KIDS of mailing list corrections or deletions by calling Beth Freeman at 405/271.5695 or via e-mail: beth-freeman@ouhsc.edu.

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## SAFE KIDS Welcomes New Staffers

In the Oklahoma SAFE KIDS Coalition office, no one has to wonder if spring is near. We can tell by the number of telephone requests for car seat checks, health fairs, school projects, and bike rodeos. The good news is that we have some help! SAFE KIDS recently hired two part-time employees — *Beth Freeman* and *Ellen Goff*.

Beth and her family (husband Jim and their three children, ages 8, 6, and 5) moved to Edmond from Omaha, NE just before Christmas. Beth recently worked for another non-profit agency, handling accounting, special event planning, etc. Here at SAFE KIDS she is primarily handling our bookkeeping, and helping to answer the phones. She is working mornings, Monday through Friday. Welcome, Beth.

Ellen came to SAFE KIDS originally as a volunteer through the AARP program. After volunteering for several months with us, she decided to submit her application when we posted the position. Ellen has four grown children and eight grandchildren — we thought that prepared her well to work with programs that are targeted to the safety of kids! Ellen is mainly coordinating volunteer opportunities and answering phones in the afternoon. So glad you're here, Ellen.

Also a part of our staff is *Shauna George*, a junior at Oklahoma City University. Although Shauna is here only about 10-15 hours a week, she has filled in for absolutely every position we have over the past two years. It's amazing how much one learns by the "sink or swim" method! Thanks, Shauna.

And finally, we have our lifesaver, Barbara Williams. General Motors graciously placed Barbara as a Job Bank volunteer with SAFE KIDS about one year ago. Rather than lay off union employees, GM lends them out to non-profits when work is slow, and their loss is certainly our gain. Barbara maintains the SAFE KIDS van, runs errands, helps with clients obtaining car seats and assists with a variety of other projects. At any rate, we recently told General Motors they cannot take back this invaluable volunteer.

The next time you call the SAFE KIDS office, take a minute to welcome the new members of our staff, and say hi to those who have been here for a while. You will be hearing from these folks from time to time, and they are eager to become familiar with the SAFE KIDS programs and you, our members, volunteers and supporters.



### Wee Wahoo!

Kindergarteners from Columbus Elementary enjoy an afternoon of swimming and water safety education at SAFE KIDS' annual "Wee Wahoo," event held recently at Oklahoma City Community College. Co-sponsors included the Oklahoma State Department of Health, United Way of Metro OKC, American Red Cross, McDonald's, the Oklahoma City Fire Department, Schools for Healthy Lifestyles and Hometown Buffet. A similar event, "Wacky Water Wahoo" is scheduled for May 15 at White Water Bay, and is expected to draw more than 2,000 children from grades 1-4.

"A smooth sea never made  
a skillful mariner."  
- English Proverb

Graphic Design & Layout . . . Shauna Schroder

## THANKS FOR MAKING OKLAHOMA SAFER FOR CHILDREN

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