

MARK YOUR CALENDAR

September Baby Safety Awareness Month	Oct. 19-25 National School Bus Safety Week
Sept. 21-27 National Farm Safety & Health Week	December National Drunk & Drugged Driving Prevention Month
Oct. 8 International Walk to School Day	Safe Toys & Gifts Month
Oct. 5-11 National Fire Prevention Week	Dec. 30 "Super Sitters" Babysitter Training at Children's Hospital



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.

PRESORT STANDARD  
US POSTAGE PAID  
OKLAHOMA CITY, OK 73123  
PERMIT 474



COORDINATOR'S MESSAGE

Let's Legislate Common Sense? They Do Down Under

We have a new addition to our family! No, it's not a baby (whew!) or even a puppy. It's Celia — our exchange student from Australia.

Since joining our family in April, Celia, a vibrant and very bright 18-year-old, has been a wonderful addition. We have had all the usual conversations comparing life in the U.S. to life in Australia. Here are a few of Celia's observations, in no particular order, some surprising, and some not so surprising:

- Sandwich bread in the U.S. tastes sweet compared to Australian bread.
- Australia does not yet have dryer sheets — those little squares that go in your clothes dryer and make your clothes smell good.
- 95 degrees in Oklahoma feels a lot hotter than a 95-degree day in Celia's hometown of Brisbane, which despite similar humidity levels, draws the ocean breeze.
- Americans buy/use more "stuff" than Australians.

Of course, being the safety nerd that I am,

I have asked Celia lots of questions about how the two countries compare in terms of safety-related issues. No surprises here. Australians tend to be much safer than Americans. For example:

- Australia has a national motorcycle helmet law; in America, only 21 states have such a law.
- The fine for not wearing a seat belt or having your child buckled up where Celia lives is \$105, compared to \$25 in Oklahoma. Also, points are assessed against your license in Australia, but not here.
- In addition, in Queensland, children have been required to wear bicycle helmets since 1990. Oklahoma has no such law, and only a handful of other U.S. jurisdictions do.

Guess what? Australia's child injury rate (as well as those of 22 other industrialized countries) is lower than that of the U.S. Australia's child injury rate (ages 1-14) is 10 per 100,000 population. By comparison, about 14 in every 100,000 American children die from an unintentional injury. The rate is even higher in Oklahoma. Although

it could not be proved scientifically, I'd bet Australia's rate is lower because of their stricter safety laws.

Jeff Runge, M.D., head of the National Highway Traffic Safety Administration, said it best in a recent speech while visiting Oklahoma City: "The average 16-year-old is more worried about getting a ticket than they are getting killed." How true! Kids are immortal, right? Or so they think. But a ticket? That's another story.

Therefore, a strict law (requiring seat belts, for example) that is strictly enforced is probably our best tool in combating preventable and unintentional deaths and injuries.

What would prevent more drownings? Educating people about the need for four-sided fencing around their backyard pools, or a law requiring the same? I'd put my money on the law.

I know, I know — we can't "legislate common sense." Or, can we? It seems Australia has.

— Martha Collar, Coalition Coordinator

FUND DEVELOPMENT

Please Join SAFE KIDS; We're Depending on It!

Our mission is to ensure that every boy and girl in Oklahoma grows up safe, and every family has the opportunity to learn how to provide an injury-free environment for their children. We are currently conducting our annual membership drive, which brings in resources that make these programs possible.

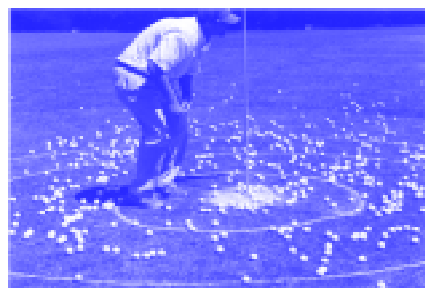
As you know, fall brings a big demand on both our financial resources and our volunteer time. We subsidize the car seat checks by giving away seats, we match every request made by fire departments for smoke alarms for the "Save-a-Life" program, and we give bike helmets for every authorized bike rodeo. These are just a few of the opportunities we have to make a safer arena for children — but our challenges are just beginning. Our sponsors provide about one-third of our annual budget; grants and special events about one-third and we depend on your membership commitment to fund the remainder of our program needs. SAFE KIDS needs your help to be able to continue to provide injury prevention pro-

grams to Oklahoma's children.

Please consider joining SAFE KIDS by completing the enclosed membership form and making your tax-deductible donation today. SAFE KIDS is a unique program in Oklahoma and we are committed to continuing to provide these programs at the level you have come to expect. Thank you for your continued support to SAFE KIDS. Oh yes... we are growing! We can now process your membership dues by credit card — just include the information on the form, or call us at (405) 271-5695.

— Patricia Wimberley, Development Director

"Democracy isn't controlled by decisions of a majority of the people; decisions are made by a majority of those who make themselves heard."  
— unknown



It's Raining Golf Balls!

An employee of Oak Tree Golf & Country Club retrieves the winning ball from the hole after SAFE KIDS' first annual Golf Ball Drop on July 14. A helicopter dropped 2,500 balls over the hole: the first one in landed a cash prize of \$2,500 for the lucky winner, Tim Brassfield, of the Oklahoma City All-Sports Association.



Lucky Winner

There it is, the winning ball, number 1032. Look for details on the 2004 Golf Ball Drop beginning in December. For a suggested \$10 donation per ball you too can have a chance at the prize AND help save kids' lives.

Graphic Design . . . Shauna Schroeder

THANKS FOR MAKING OKLAHOMA SAFER FOR CHILDREN

<p>Primary Sponsors Oklahoma State Department of Health OU Children's Physicians OU MEDICAL CENTER Oklahoma SAFE KIDS, Inc. Corporate (\$1,000+)</p> <p>Alliance Steel American Fidelity Benefit Marketing Solutions</p>	<p>Home Depot Johnson &amp; Johnson Metro Auto Dealers Association OGE/Enogex OU Trauma Services Sodexho Services Tim Soult, M.D. Teppco Crude Oil Yamanouchi Pharmaceuticals</p>	<p>Corporate (\$250+) Edmond Medical Center General Motors Push, Pedal, Pull Corporate (\$100+) Metro Fire Chiefs Association In-Kind City Bites Coach's Great Plains Coca-Cola</p>	<p>Hard Edge Screenprinting &amp; Embroidery Mattocks Printing Mid-South Restaurants (Pearl's) NewsChannel 4 Outback Steakhouse Robot House The Sign Guy Members Champion (\$300) Roxie Albrecht, M.D.</p>	<p>Advocate (\$150) Ellen Jenkins Friend (\$75) Lori Parmenter Individual (\$25) Polly Behringer Richard Coberg, Ph.D. Cam Dooley Suzanna Dooley Janice Francis-Smith Sarah Frank</p>	<p>Lois Jennings Jannie Matlock Chris Moler Laura Patterson Sue Wood Student (\$5) Sacha Primeaux</p>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------

The above reflects contributions received mid-May to Aug. 30. If you have contributed, but do not see your name, please contact SAFE KIDS at 405/271.5695.

## Tick Tock ... Enroll in Risk Watch

Time is ticking, but it's not too late to enroll your school district in the Risk Watch program, a comprehensive child injury prevention curriculum that is offered FREE to participating schools. Designed by the National Fire Protection Association (NFPA), Risk Watch addresses all the major risk areas: burns, drowning, motor vehicle injuries, bicycle injuries, gun safety, etc.



Oklahoma SAFE KIDS was the recent recipient of a grant from NFPA to expand the program, which has already been taught in more than 25 communities. For more information, contact SAFE KIDS.

## Bike Helmets-R-Us

Did you know that SAFE KIDS assists schools, churches and other community groups in obtaining bike helmets? If your group is planning a bike rodeo, contact us to receive your 10 free helmets. These helmets can be distributed through drawings as door prizes or any method you choose. Groups are asked to fill out a one-page application form, which should include the date, time and location of your event, etc. Each group is eligible to receive helmets once a year. Contact SAFE KIDS to receive the application form, (405) 271-5695, or go to our web site, [www.oksafekids.org](http://www.oksafekids.org).

## Calling All Volunteers

Are you receiving SAFE KIDS' volunteer opportunities each month? If not and you'd like to, we certainly want to include you. Volunteers are needed to help staff car seat checks, health fairs, trainings, bike rodeos

and other events. Most require evening or weekend hours. Just tell us whether you'd like to receive the monthly notices via e-mail or snail mail by calling (405) 271-5695 or send a message to: [safekids@ouhsc.edu](mailto:safekids@ouhsc.edu).

By volunteering with SAFE KIDS, you'll receive not only the reward of knowing you may have helped to save a child's life, but thanks to our national office, we are now offering a variety of free incentive items. Sweatshirts, jackets, t-shirts, umbrellas, even picture frames – these items and more are available to our volunteers. For each event you sign up for (typically a three-hour shift), you receive 10 points. Those points can be redeemed for any of the above items and much more, all with the SAFE KIDS logo. So, sign up today, and receive free stuff!

## Thank You, Thank You!

It was a hot day in July, but the heat did not deter SAFE KIDS' volunteers and supporters from coming out and helping us recognize the best of the best at the SAFE KIDS Annual Meeting and Volunteer Recognition Luncheon at River Oaks Golf Club.

Each person who had volunteered at least three times in the last year was recognized: Ryan Aldrich, Katie Allen, Russell Brewer, Celia Campbell, Stephen Casteel, Suzanne Chew, Grant Clark, Sunshine Cowan, Terrie DeShazo, Debra Dickens, Gary Dill, Mike Garner, Cham Hoang, Petra Hutchison, Tom Hufford, Loxi James, Ellen Jenkins, LeAnn Jenkins, Kristen Jennings, Lois Jennings, Melissa Jennings, Ronnie Kessler, Renae Kirkhart, Jerry Lojka, Chad Mayberry, Tamara Mayfield, Karla Mena, Jo Miller, Shelba Murray, Regina Nelson, Brandie O'Conner, Lori Parmenter, Joe Schwartz, Comesha Shannon, Joan Stephenson, Larry Stone, Pam Stottman, Jim Sutterfield, Lennit Williams, and Heather Wright.

In addition, the following received Outstanding Member awards: Craig Murray, Jennifer Newell, Bill Parkerson, Tom Petrik, Carrie Reynolds, Jane Sutter, and Patsie VanDenHende. Cecily Nusbaum was named Volunteer of the Year, and Deanna Hutton was named Professional of the Year.

Coalition Project of the Year was the Rogers County SAFE KIDS Fair. Both OSU-OKC Child Development Center and General Motors/United Autoworkers Union received recognition for Outstanding Volunteer Group. Mary Lujan (radio personality "Janet Mathis") was recognized for Outstanding Media Support, and golf tournament chair Mike Messner received the President's Award.

Children's Hospital at OU MEDICAL CENTER was recognized for their 15 years of support of the Oklahoma SAFE KIDS.

Handing out the awards were Jack Elliott and Ron Williams, morning show radio personalities from KYIS-FM and SAFE KIDS' honorary spokespeople.

Outgoing board members Terrie DeShazo and Patti McDoulett were thanked, and incoming board members Sandy Parrish, Janice Francis-Smith, Laura Patterson and Ellen Jenkins were introduced. Also joining this year's board will be Allen Harris, Sue Wood and Tamara Mann.

## Got Smoke Alarms?

National Fire Prevention Week is almost here, which is a good time to determine if your community is in need of smoke alarms for low-income families. Through SAFE KIDS' "Save-A-Life" program, up to 50 free alarms are available each year to each fire department in the state when those are matched with 50 from local funds. For more information on how your community can access this program, contact SAFE KIDS.

## We've Come a Long Way, Baby!

Do you still see kids being transported unrestrained in vehicles? Child safety seat usage is up to 78 percent in Oklahoma, but that means that 22 percent are still unrestrained. Copy the tag number, location, date, time, etc. on a "Please Be Seated" card and mail it in. SAFE KIDS will then send information to the owner of the vehicle about the importance of buckling up children on every ride, and resources on free and discounted car seats. To receive the postcards, contact SAFE KIDS, (405) 271-5695, or download them from our Web site, [www.oksafekids.org](http://www.oksafekids.org).

## UPCOMING CPS TRAININGS

Oklahoma SAFE KIDS is currently looking for communities wishing to host a child passenger safety training sometime between Oct. 1, 2003 and Sept. 30, 2004.

Eight one-day classes (Introduction to Child Passenger Safety) and four three-hour classes (CPS Technical Update) will be scheduled. Each one-day introductory class will include a child safety seat check-up for that community. What we would need

from you is a room in which to conduct the training, and assistance in recruiting at least 20 participants for each class.

If interested, contact SAFE KIDS at [safekids@ouhsc.edu](mailto:safekids@ouhsc.edu), or (405) 271-5695. If interested in enrolling in such a class, please contact us also.

Continuing education credits are offered for law enforcement, emergency care providers and child care providers.

Three four-day CPS Certification classes are scheduled for the coming year:

Oct. 27-30, 2003,  
Norman

June 1-4, 2004,  
Oklahoma City

June 7-10, 2004,  
Tulsa

For more information on Tulsa area classes, contact Tulsa Area SAFE KIDS, (918) 494-SAFE, or [mbogle@saintfrancis.com](mailto:mbogle@saintfrancis.com).

## Study Boosts Benefits of Booster Car Seats

Recent studies show that children age 4-7 who use belt-positioning booster seats are 59 percent less likely to suffer injuries in car crashes compared with children who wear regular seat belts.

A cross-sectional analysis of children in crashes of vehicles insured by State Farm Insurance Co. compiled data collected from Dec. 1, 1998, to May 31, 2002.

The findings support a policy statement issued by the American Academy of Pediatrics' Committee on Injury and Poison Prevention that a belt-positioning booster seat should be used when the child has outgrown a convertible safety seat but is too small to use the vehicle's safety belts.

## Oklahoma Kids Safer While in Child Care

As of Aug. 1, 2003, Oklahoma child care providers are required by the Department of Human Services to transport all children under kindergarten age in appropriate child safety seats. Prior to this new ruling, which was recommended by SAFE KIDS, DHS policy was in line with state law, which says children can be moved to seat belts when they turn 4 or reach 60 lbs., whichever comes first.

"Although this move was a baby step, it was definitely a step in the right direction," said Martha Collar, coalition coordinator. "We applaud the stance taken by DHS in trying to en-

sure that more children are transported safely while in child care."

Both the National Highway Traffic Safety Administration and the American Academy of Pediatrics recommend that children be transported in booster seats until around age 8, since seat belts are not made for young children.

Child care centers needing assistance in obtaining child safety seats for their vehicles may contact SAFE KIDS, (405) 271-5695, or [safekids@ouhsc.edu](mailto:safekids@ouhsc.edu), for more information.

Be on the lookout for a measure to be introduced in the 2004 Oklahoma Legislature, increasing the minimum age for putting children in seat belts to age 6. It is not too early to contact your lawmakers, especially those who voted "no" on a similar bill this year in the Senate: 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 and Williamson.

## New Poison Video Available

A new video called Spike's Poison Prevention Adventure is available for loan from SAFE KIDS. Created by the American Association of Poison Control Centers, the video is geared for preschoolers and is 11 minutes in length. Call SAFE KIDS, (405) 271-5695.

## SAFE KIDS Offers Online Catalogs

Did you know that SAFE KIDS has two resource catalogs that are updated and online? One is for videos; the other is for all other SAFE KIDS resources (books for adults and children, exhibits, etc.). Check them out at [www.oksafekids.org](http://www.oksafekids.org).