

MARK YOUR CALENDAR

- April 26-30  
Playground Safety Week
- May 1-8  
National SAFE KIDS Week
- May  
National Bike Month
- May 23-31  
Buckle Up America Week
- May  
National Trauma Awareness Month
- May 23-29  
National Safe Boating Week
- June 1-July 4  
Fireworks Safety Month



RETURN SERVICE REQUESTED

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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COORDINATOR'S MESSAGE

Is it Spring yet?

As I look out my window, I can see flowers popping out of the ground, which can only mean one thing – spring is here, and with it, the usual onslaught of SAFE KIDS activities and events.

Quite honestly, this phenomenon is something that sometimes makes me want to run screaming from my office. Not because I don't like my job. I really do! But in the spring (and fall, and sometimes, summer) it seems our work becomes overwhelming. Many of the 1,100 elementary schools around the state are calling us, wanting to conduct a bicycle safety fair. Automobile dealerships and other retail outlets want to host a child safety seat check-up. Civic clubs want a speaker. And it seems every county health department and church is conducting a health fair, and "can SAFE KIDS be there?" they want to know.

So about this time every year, we send out a plea for more volunteers. Because, like the girl in the show tune, we just hate to say "no."

But sometimes we *must* say no simply because there are not enough SAFE KIDS volunteers to go around. If you have any time on your hands, and you're a child injury prevention advocate, we'd love to hear from you. Here's just a short list of things you could assist us with:

- Staff a bicycle safety fair or "bike rodeo." Especially if you are an avid cyclist yourself and wear those cool cycling outfits, you're sure to hold captive the attention of the average 8-year-old. But don't

worry, wearing Spandex is not a prerequisite.

- Staff a child safety seat check. Even if you have had zero training in child passenger safety, you can still help fill out forms, watch for children around the cars, and hand out refreshments. If you have had some training in CPS, we *really* need you. Right now, the demand for this service far exceeds our capacity.

- Speak to a group about SAFE KIDS. Through our speakers bureau, we hear from PTA's, moms clubs, civic organizations, retirees groups, etc. If you aren't afraid of getting in front of an audience, do we have a job for you!

- Serve on our board of directors. Although the main function of our board is fundraising, that is certainly not its sole purpose. Our board also provides general guidance and direction, and members are sought from a variety of professional backgrounds, age categories and ethnic backgrounds.

- Staff an exhibit table at a health fair or other community event.

At SAFE KIDS, we really do try to match the volunteer's skills and interests with the job. There is nothing worse than asking a volunteer who hates to ask for money to do fundraising. Or asking a volunteer to help with a budget or a financial report if they don't even balance their own checkbook! So, whatever you do well, you can probably do it at SAFE KIDS.

We are also extremely flexible. We don't care if you volunteer once a week or once a year, as long as you do. And, we don't like to bug people. Our volunteers receive a monthly list of "volunteer opportunities," either by e-mail or snail mail; then they simply respond as their schedule permits.

Over the years, we have been blessed with some extremely dedicated volunteers. But because of the increased demand for services, we need to add to their ranks.

So, what's in it for you?

- A possible diversion from your usual job.
- The opportunity to meet other equally cool people (I've heard of some agencies who have even had volunteers meet and end up getting married!)
- The opportunity to get to know your co-workers or fellow church members better, if you volunteer as a group.
- The opportunity to get to know your family better, if you volunteer as a family.
- The knowledge that you are literally helping to save children's lives, which is perhaps the best benefit of all.

To become a SAFE KIDS volunteer, call us at 405-271-5695, or send a message to: [safekids@ouhsc.edu](mailto:safekids@ouhsc.edu).

– Martha Collar, Coalition Coordinator

FUND DEVELOPMENT

How can you help? 1-800-CALL-PAT

Springtime means bike rodeos, (wear that helmet!), more family outings (gotta have a car seat!), and getting ready for water activities (everybody needs a life jacket!). Our phones are really busy with agencies and organizations needing our help. With every request for a bike rodeo — about 40 each year — we provide 10 free helmets (about \$50 per event). Every time we do a car seat check — 55 last year - we give away about 25 seats (about \$1,000 per event). And, we need almost 500 life jackets to restock the loaner program for the summer (\$2,500). SAFE KIDS has worked hard to be recognized as a primary resource in childhood injury prevention. We don't want to ever say no when someone needs our help, but there are never enough resources to fund all the program requests.

But ... **you can help!** Our largest fundraiser is the annual golf tournament, "Tee Up for SAFE KIDS," to be held on July 12<sup>th</sup> at Oak Tree Golf and Country Club. This is our wish list:

- Sign up for the Golf Ball Drop. Make a \$10 donation to SAFE KIDS and possibly win a \$2,500 cash prize.
- Obtain a prize for the silent auction.
- Register to play in the tournament, or recruit a corporate team.

Donations from the tournament fund the many activities of SAFE KIDS. We want to be able to bring our programs to your neighborhood. Call today, (405) 271-5695, and tell us how you can help. The SAFE

KIDS Coalition is successful because of you. Thanks for your support.

– Patricia Wimberley, Development Director



Walk This Way

Did you catch this Oklahoma City billboard? About 20 were posted all over the city last fall as part of the 'Walk This Way' pedestrian safety campaign. Thanks to all the creative teachers at Fillmore Elementary for coming up with the slogan, 'Eyes Wide for Little Feet.'

Graphic Design . . . Shauna Schroeder

THANKS FOR MAKING OKLAHOMA SAFER FOR CHILDREN

<p><b>Primary Sponsors</b> Oklahoma Highway Safety Office Oklahoma SAFE KIDS, Inc. Oklahoma State Department of Health OU Children's Physicians OU Medical Center <b>Corporate (\$5,000+)</b> Dewayne Murcer Memorial Fund</p>	<p><b>Corporate (\$1,000+)</b> Wal-Mart Foundation <b>Corporate (\$250+)</b> Children's Hospital Volunteer Auxiliary Presbyterian Health Foundation <b>Corporate (\$100+)</b> Gwendolyn Anderson Edward Brandt, Jr., M.D.</p>	<p>Burch &amp; George, PC Edmond Regional Hospital Ellen Jenkins Lexus of Oklahoma Carol Sheldon Via Christi Oklahoma Don Wilbur, M.D. <b>Other (\$25+)</b> Fred Berry</p>	<p>Charles Davis Joe Hampton Dow Hughes Shawn Humes Marion Paden Shalonda Wilson <b>In-Kind</b> McDonald's (SW 89<sup>th</sup> Street)</p>	<p><b>Members</b> <b>Champion (\$300)</b> Brett Westerfield <b>Advocate (\$150)</b> Chrissie Frantz <b>Friend (\$75)</b> Leslie Batchelor Midwest City Fire Department</p>	<p><b>Individual (\$25)</b> Caddo Nation of Oklahoma Joan Eshbaugh Regina Nelson Maria Ozeretny Don Roddy LaDonna Ware Heather Wright <b>Student (\$5)</b> Denise Ledford</p>
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The above reflects contributions received from Dec. 13, 2003 to April 16, 2004. Membership forms can be found at [www.oksafekids.org](http://www.oksafekids.org).

### 'Booster Seat Bill' Signed By Governor

S.B. 1224, the booster seat bill, was signed by the governor on March 31, and went into effect immediately. It requires child safety seats or booster seats for all children under age 6.

Previously, the law only protected children under 4 and under 60 lbs. This bill, which was defeated in the past two legislative sessions, received overwhelming support this year. Children who weigh more than 40 lbs. and are being transported in a lap belt only are not required to be in a booster seat, since *most* boosters require a lap/shoulder belt. However, this is *only* if all other lap/shoulder belts in the vehicle are in use by others who weigh more than 40 lbs.

Oklahoma now joins 22 other states that have recently adopted booster seat bills.

Many thanks to Sen. Ben Robinson (D-Muskogee), who authored this bill for three years, and Rep. Ron Peters (R-Tulsa), who joined the effort this year and provided much support. Thanks also to many organizations that provided letters of support and the countless individuals who sent e-mails, made phone calls, wrote letters and made

their voices heard for the sake of Oklahoma's young children.

For more information about the new law, or possible resources for free and discounted seats, contact SAFE KIDS, (405) 271-5695.

### GDL Law Strengthened

Oklahoma's "Graduated Licensing Law" for teens has been strengthened with the passage of H.B. 2352. Authored by Rep. Chris Benge (R-Tulsa) and Sen. Debbe Leftwich (D-Oklahoma City), the law, which will go into effect Nov. 1, 2004, will require teens to hold an instruction permit for at least six months. Currently, teens can hold a learner's permit for as little as 30 days and still get a regular driver's license at age 16. For more information about Oklahoma's GDL law, contact the Oklahoma Department of Public Safety, (405) 425-2015, or Chuck Mai, AAA Oklahoma, (405) 290-7100.



Signed Into Law

Representatives from several supporting agencies witness the recent signing of SB 1224, the booster seat bill. Also present were children from the OSU-OKC Child Development Center..

### Summer Safety Video Available

Summer is a great time of year for children. Unfortunately, nearly half of all unintentional injury-related deaths occur during the summer months. Kids are spending more time outdoors, which increases potential risks. "Rusty's Garage," a new video on summer safety for children ages 3 to 6 is now available for loan from SAFE KIDS. Running time is 24 minutes. Call (405) 271-5695 to check it out for free, or go to [www.rustysgarage.com](http://www.rustysgarage.com).



#### Gun Safety Resource

Trent Pribil, 14, and an eighth grader at St. Elizabeth Ann Seaton School, donate a new gun safety video to SAFE KIDS' resource center. Trent recently completed a 4-H project on shooting sports and gun safety. Copies of the video, "It's Your Call: Playing It Safe Around Guns," can be obtained free from the National Shooting Sports Foundation at [www.nssf.org](http://www.nssf.org), or can be borrowed from SAFE KIDS.

"Death is not the worst that can happen to men."

- Plato

### SAFE KIDS Summit: It's Not Too Late!

It's not too late to sign up for the seventh 'SAFE KIDS Summit,' scheduled for Friday, May 7, at Children's Hospital at OU Medical Center. Key-note speaker for the day-long child injury prevention conference will be Christine Branche, Ph.D., director of the Division of Unintentional Injury Prevention at the Centers for Disease Control and Prevention, Atlanta.

Another special guest will be motivational speaker Jeannie Whitman, founder and president of Strategies for Living, a Dallas-based consulting company.

A dozen breakout sessions will also be held throughout the day on topics including all-terrain vehicles, sports safety, Internet safety, child advocacy, how to work with parent advocates, and several others.

To register online, go to [www.oksafekids.org](http://www.oksafekids.org), then go to "SAFE KIDS Summit". Or, if you'd like to receive more information via e-mail, just send a message to: [safekids@ouhsc.edu](mailto:safekids@ouhsc.edu).

Cost is \$25, which includes all materials and lunch.

### Oklahoma Student Wins Nationwide Poster Contest

Fifth-grader Kelsey Proctor from Hanna, Okla. submitted the winning poster in a nationwide poster contest on poison prevention. The poster was selected for the 2004 observance of National Poison Prevention Week in March.

The winning design says "Poison Proof Your Home" and gives graphic examples of poison-proofing in the kitchen, bathroom, bedroom, and garage. The nationwide 800 number is featured as part of the design.

A large quantity of Kelsey's poster will be printed and distributed nationwide. Thanks to the Oklahoma Poison Control Center and Tracy McKeown, Education Coordinator, for coordinating this year's contest.

### Current Injury Research

For a convenient and free way to keep up with scientific research relevant to the prevention of unintentional injuries, subscribe to SafetyLit at [www.safetylit.org](http://www.safetylit.org). This free weekly e-mail newsletter is published by San Diego State University's Center for Injury Prevention.

### Updated ATV Report

Three groups – the Consumer Federation of America, the Natural Trails and Waters Coalition and Bluewater Network – have unveiled a new analysis of Consumer Product Safety Commission data on ATV injuries, collected between 1997 and 2001. The new analysis reveals that ATV injuries increased nearly 76 percent for children ages 12 to 15 and 233 percent for children under the age of 6. The report also shows that at least 97 percent of children under age 16 injured by ATVs in 2001 were riding ATVs larger than the size recommended for their age.

### Kids in Hot Cars

It's spring and, sadly, we will probably see local headlines soon about kids being left alone in hot cars. The "Kids and Cars" organization recommends that we work to have technology added to vehicles that can serve as a reminder that children are in the back seat, similar to technologies that remind us about keys left in the ignition or headlamps that are left on. In the meantime, here are some tips for parents:

- Keep a teddy bear in the child's car seat when no one's in it. When the child is placed in the seat, put the teddy bear up front in the passenger's front seat. "It's a visual reminder that any time the teddy bear's up front, the child is in the back seat in a child safety seat," said Janette Fennell, of Kids and Cars.

- Get in the habit of always opening the back door of your vehicle every time you reach your destination to make sure no child has been left behind. Put something you'll need that day like your cell phone, handbag, lunch or brief case, etc. on the floor board in the back seat. Kids and Cars calls this the "Look . . . Then Lock" campaign.
- Have a specific arrangement with your child care center. Always call if your child will not be attending school or being dropped off as expected at your child care provider's place of business. Have a specific agreement with your providers that they *must find you* if your child has not arrived as expected, or if they haven't heard from you.

### UPCOMING CPS TRAININGS

The following "Introduction to Child Passenger Safety" classes are scheduled for 9 a.m. to 6 p.m.:

May 11 – Lawton  
June 9 – Checotah  
Aug. 18 – Oklahoma City

The following "Technical Update" classes are scheduled for 1-4

p.m., and are geared for advocates who have had at least the introductory class, but have not had any training in about two years:

June 28 – Lawton  
July 21 – Oklahoma City  
Sept. 15 – Enid

The following CPS certification classes are scheduled:

June 1-4 – Oklahoma City  
June 7-10 – Tulsa

For more information, contact Oklahoma SAFE KIDS, (405) 271-5695, or [safekids@ouhsc.edu](mailto:safekids@ouhsc.edu), or register online, [www.oksafekids.org](http://www.oksafekids.org).



