

MARK YOUR CALENDAR

September	Oct. 6
Baby Safety Awareness Month	Walk to School Day
Sept. 19-25	Oct. 17-23
National Farm Safety and Health Week	National School Bus Safety Week
October	Oct. 30
SIDS Awareness Month	"Change Your Clock/Change Your (Smoke Alarm) Battery" Day
Oct. 3-9	December
National Fire Prevention Week	Safe Toys and Gifts Month



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www.oksafekids.org

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COORDINATOR'S MESSAGE

It's the Mundane Stuff that Kills

How many people do you know who, since 9/11, have opted to drive to their summer vacation destination rather than fly? Maybe you were among those ranks this summer.

But these fears are often out of sync with the facts. The National Safety Council reports that in the last half of the 1990s, Americans were, mile for mile, 37 times more likely to die in a vehicle crash than on a commercial flight. It has been calculated that if – because of 9/11 – we flew 20 percent less and instead drove half those unflown miles, about 800 more people would die in traffic crashes in the next year. In a recent issue of the journal *Psychological Science*, the German psychologist Gerd Gigerenzer finds that the last three months of 2001 indeed produced 350 more U.S. traffic fatalities than the average for those months in the previous five years.

Why do we intuitively fear the wrong things? Why do smokers fret about flying? Why do we fear violent crime more than clogged arteries? Why do we fear terrorism more than unintentional injuries, which kill nearly as many in a week in just the U.S. as did worldwide terrorism in all of the 1990s? Even with the horrific scale of 9/11, more Americans in 2001 died of food poisoning than terrorism.

David Myers, a social psychologist and author of *Intuition: Its Powers and Perils*, writes about how psychological science has identified four influences on how we gauge risk.

First, we fear what our ancestral history has prepared us to fear, which includes confinement and heights, therefore flying.

Second, we fear what we cannot control. Driving we control, at least somewhat; flying we do not. "We are loath to let others do unto us what we happily do to ourselves," notes risk analyst Chauncey Starr.

Third, we fear what is immediate. Teenagers are indifferent to the toxicity of smoking because they live more for the present than the future. Likewise, the dangers of driving are diffused across many moments to come.

Finally, we fear what is most readily available in memory. Images of United Flight 175 slicing into the World Trade Center form indelible memories. In contrast, thousands of safe car trips have largely extinguished our anxieties about driving. A thousand anthrax victims would similarly rivet our attention more than another 30,000 annual gun deaths. If a surface-to-air missile brings down a U.S. commercial airliner, the result would be devastating for the aviation industry. Probabilities won't matter; the human mind has trouble grasping the infinitesimal odds of it being a plane you will be on. Images will rule, Myers writes.

However, I have one more theory about why people fear the wrong things: Because when a child dies in a car crash or in a house fire, it doesn't make the same big headlines as when, for example, a child is abducted by a stranger. Never mind that

6,000 children are killed by unintentional injuries each year vs. about 100 who are abducted by strangers. The media certainly does not help parents put these risks in perspective.

We fear too little those threats that will claim lives undramatically, one by one rather than in bunches. Smoking kills 400,000 Americans a year, yet we subsidize tobacco growers. Although killing many fewer, terrorists kill in ways that cause more terror, writes Myers.

Consequently, we will spend tens of billions to save future thousands, yet we are reluctant to spend a few billion to save millions. Ten billion dollars a year would spare 29 million world citizens from developing AIDS by 2010, according to a joint report by representatives of the United Nations and others.

It is perfectly normal to fear purposeful violence from those who hate us. When terrorists strike again, we will all recoil in horror. But smart thinkers will also want to check their intuitive fears against the facts and to resist those who serve their own purposes by cultivating a culture of fear. Otherwise, if our fears cause us to live and spend in ways that divert our attention from tomorrow's biggest dangers, then we surely do have something to fear from fear itself.

– Martha Collar, Coalition Coordinator

RESOURCES

www.recalls.gov

Have you checked out the new Web site: [www.recalls.gov](http://www.recalls.gov)? Six federal agencies (the U.S. Consumer Product Safety Commission, the Food and Drug Administration, the National Highway Traffic Safety Administration, the Environmental Protection Agency, the Coast Guard and the Agriculture Department) launched the site to be a one-stop shop for recalls. The site allows consumers to view product recalls involving toys, drugs, food, cosmetics, pesticides, cars, child safety seats and boats.

Ready to Roll

SAFE KIDS recently received a new bike rodeo kit from the National Campaign, which is available for lending. The SAFE KIDS "Ready to Roll" kit includes colorful signage for each of six skill stations, banners, pylons, "report cards," flags, sidewalk chalk, etc. As always, SAFE KIDS donates 10 helmets for each school, church or other group hosting a bike rodeo. To reserve the kit and your helmets, register online, [www.oksafekids.org](http://www.oksafekids.org).



But Will It Fit in the Night Drop?

Paul Marmen, director of the Oklahoma EMS For Children Resource Center, and the lucky winner of \$2,500, accepts a check from SAFE KIDS President Lois Jennings. Paul's 'adopted' golf ball, number 635, was the one that landed in the hole in SAFE KIDS' second annual Golf Ball Drop. The Drop is part of the annual 'Tee Up For SAFE KIDS' tournament at Oak Tree Golf & Country Club.

Graphic Design . . . Shauna Schroeder

"I hear and I forget.  
I see and I remember.  
I do and I understand."  
– Confucius

THANKS FOR MAKING OKLAHOMA SAFER FOR CHILDREN

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The above reflects contributions received from April 17 to August 25, 2004. Membership forms can be found at [www.oksafekids.org](http://www.oksafekids.org).

## Two Birds, One Stone

Fall brings many traditions. One is the opportunity to make a donation to your local United Way or Combined Federal Campaign. SAFE KIDS applied to the metro OKC United Way to become a member agency, however reduced local funding precluded United Way from selecting any new agencies this year. We are, however, a part of the Combined Federal and State Campaigns. So, for all federal and state employees considering a donation through your employer, you can benefit the campaign and SAFE KIDS by designating your donation to agency number 9045.

We currently have requests for about 25 child safety seat check-up events between now and January 2005. With each event, we give seats to eligible families at no cost. In addition, for each \$25 you earmark for SAFE KIDS, we are able to provide a seat for a child through our subsidized car seat program. This is a program in which clients are referred to our office by a helping professional. The client contributes a \$21 "co-pay" of sorts, which increases the likelihood that the seat will be used consistently.

So, how can you help? First, consider designating SAFE KIDS as the recipient of your State or Federal Campaign donation. Then call

SAFE KIDS and volunteer at one of these car seat checks. You can participate in an event you truly helped make possible, and know a child is now being safely transported.

We will be speaking at State and Federal facilities throughout the fall. If you would like a SAFE KIDS representative to speak to your agency, please call the Oklahoma City United Way office at 405-236-8441 and make that request. We'll come to your workplace and tell your co-workers about SAFE KIDS and how they, too, can help. Thanks for your support and together, we will prevent unintentional injuries to our kids.

## SAFE KIDS at the Chicago Marathon

Every so often, we get a call that reinforces the true reason we believe in SAFE KIDS. Recently that call came from a young man named Jason Mirikitani, who offered to share his personal story of survival and become part of our speaker's bureau. In January 2002, Jason, his wife, Jill, her brother and father and 15-month-old Abigail were enroute to the grandfather's funeral when a tragic crash took Jill's life and almost fatally injured Jason. He spent many months learning to walk, eat and regain basic life skills. Eventually he recovered

from the traumatic brain injury, and he and Abby now live in the family home.

Jason is the executive director of Shiloh Camp, a summer day camp for troubled inner city youth. Although Jason operates a non-profit organization himself, he wanted to share his story with SAFE KIDS and personally remind people that his daughter survived, almost without a scratch, because she was properly buckled in a car seat. Jason will be speaking at educational events on behalf of SAFE KIDS beginning this fall.

Now the fun part: Jason was training to run a marathon when his injury occurred. This will be his first marathon since that tragic January day and he will be running in a SAFE KIDS t-shirt! So, if you happen to see the beginning of the marathon Oct. 10 on ESPN, look for the bright red shirt and you'll see Jason boldly telling everyone about SAFE KIDS. Thanks, Jason for helping us make Oklahoma's kids safe. If you would like to contact Jason about the race, you can reach him at (405) 858-7011.

— Patricia Wimberley, Development Director



Marathon Man

Jason Mirikitani sports his new SAFE KIDS volunteer t-shirt that he will wear in the upcoming Chicago Marathon.

## 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.

## Year at a Glance

For a copy of SAFE KIDS' Annual Report (2003-2004), go to our Web site: [www.oksafekids.org](http://www.oksafekids.org).

## Annual Honorees

Several dedicated SAFE KIDS volunteers were recognized at our recent Annual Meeting in Oklahoma City.

SAFE KIDS board member and parent advocate Ellen Jenkins was named Volunteer of the Year. Professional Member of the Year was Mark Brewer, injury prevention coordinator with the Chickasaw Nation Health System.

Outstanding SAFE KIDS Members were Mike Harris, Tulsa Fire Department; Jennifer Miller, parent advocate with Tulsa SAFE KIDS; Lt. Robert Cornelison, Midwest City Police Department; Ed Miller, Midwest City Rotary Club; and Lori Hill with MCI.

Coalition Project of the Year went to Sen. Ben Robinson and Rep. Ron Peters, for their support of S.B. 1224, the booster seat bill. Outstanding Volunteer Group was awarded to the Tulsa Police Department for their ongoing support of Tulsa SAFE KIDS' child passenger safety program.

Outstanding Media Support awards went to both FOX-23 of Tulsa and FOX-25 of Oklahoma City, for the numerous segments they have aired this year on various aspects of child safety.

Four special Friends of SAFE KIDS awards went to LeAnn Jenkins, SAFE KIDS' volunteer webmaster; Judy Duncan, golf tournament chair; Renae Kirkhart, silent auction chair; and Dobson Cellular, for their substantial and unsolicited financial support.

The President's Award went to Roxie Albrecht, M.D., with the OU Trauma Center and incoming SAFE KIDS vice president. Jennifer Selzer was recognized as Outstanding Intern.

Emcees were Jack Elliott and Ron Williams, the award-winning morning drive team from KYIS-FM.

Nominations are accepted each June for the annual awards. If you know someone who should be recognized for their work in child safety either as a volunteer or a professional, please let us know.

## Also Honored

Long-time SAFE KIDS board member and past golf chair Mike Messner recently received two awards during the American Society of Safety Engineers' annual Professional Development Conference this summer in Las Vegas. Mike received the Charles V. Culbertson Volunteer Service award and the Region III Safety Professional of the Year award for his continued efforts with the Society and the safety profession. For the latter award, Mike was selected from 3,500 members throughout the region. Mike currently serves as a loss control consultant with Union Standard Insurance Company in Oklahoma City.

## Recertification Class

Were you once certified as a Child Passenger Safety Technician, but have let your certification lapse? If so, our new one-day class will be for you. There will be no need to retake the four-day certification class; only this one-day recertification class. The curriculum is being finalized by the National SAFE KIDS Campaign, the new certifying body, and is scheduled for distribution to instructors this fall. Once we receive the curriculum, a class date will be set. If interested, contact us, 405-271-5695, or [safekids@ouhsc.edu](mailto:safekids@ouhsc.edu).

## UPCOMING CPS TRAININGS

The following "Introduction to Child Passenger Safety" classes are scheduled for 9 a.m. to 5 p.m.:

Sat., Oct. 9, 2004, Shawnee

Sat., Dec. 11, 2004, Weatherford

Sat., Jan. 15, 2005, Ponca City

Thurs., Feb. 3, 2005, Guymon

Wed., March 24, 2005, Nobel

Sat., May 22, 2005, Perry

Wed., July 13, 2005, Ardmore

Wed., Sept. 21, 2005, Durant

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:

Friday, Dec. 3, 2004, Choctaw

Friday, May 6, 2005, Woodward

The following CPS certification classes are scheduled:

June 7-10, 2005, Okla. City

TBA, 2005, 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).

## Trauma Center Proximity

Need another reason to prevent injuries? Did you know that only 34 percent of Oklahoma's population lives within 50 miles of a Level I or Level II trauma center? This is according to the Spring 2004 issue of "Traumagram," which is published by the American Trauma Society.

## Car Seat/Seat Belt Use At Record Highs

An annual survey by the Oklahoma Highway Safety Office showed car seat and seat belt use at record highs in the state. Car seat use was up to 80.6 percent (up from 62.5 percent just five years ago), and seat belt use was up to 80.3 percent (up from 67.5 in 2000). Both tended to be higher in the Oklahoma City and Tulsa metropolitan areas, compared to rural areas. Both car seat and seat belt use are lowest in pickup trucks, compared to other vehicles. White children were more likely to be restrained than non-white children. The greatest variation in use of child restraints was found when considering whether or not the driver was belted. When the driver was belted, children were restrained 90.8 percent of the time. When the driver was unbelted, children were restrained only 39.4 percent of the time. For a copy of the full report, call 405-523-1570.

## Hidden Hazard

Another child has died due to a falling soccer goalpost. A 12-year-old in San Jose, CA, was killed during recess when a goalpost struck him in the head. The U.S. Consumer Product Safety Commission reports 27 fatalities and 49 major injuries nationwide from 1979 to 2003 linked to unanchored or portable soccer goals, with an additional two deaths occurring in the last six months alone. Schools, parks and other recreational facilities should be encouraged to inspect their soccer goalposts to ensure they are properly anchored. CPSC guidelines can be obtained at [www.cpsc.gov/CPSC/PUBS/PUBS/Soccer.pdf](http://www.cpsc.gov/CPSC/PUBS/PUBS/Soccer.pdf).