



## 2009 Annual Report

Safe Kids Kansas, Inc. is a nonprofit coalition of over 70 statewide and regional organizations and businesses and 28 local coalitions across Kansas. The mission of Safe Kids Kansas is to protect Kansas children ages 0-14 from accidental injury. Safe Kids Kansas is a member of Safe Kids Worldwide and is a federally recognized tax-exempt organization. Safe Kids member representatives and advisory committees meet on a quarterly basis, with the Board of Directors meeting monthly.

Accidental injury is the number one cause of death among children ages 0-14 in Kansas. Each year, one out of four children needs medical attention due to accidental injury. We know our efforts are needed because as many as 90 percent of accidental injuries can be prevented. While there is no simple way, no one device or solution, to effectively prevent all types of accidental childhood injuries, Safe Kids combines several factors to create programs that reduce injuries to our children:

- ✪ Educating adults and children
- ✪ Creating safe environments, including provision and correct use of safety devices
- ✪ Advocating for effective public policy

The accidental injury death rate for Kansas children ages 0-14 in the 10 years following the founding of Safe Kids Kansas has decreased 24 percent when compared to the previous 10 years. Keeping children safe is an investment in both their lives, and in the future of Kansas. With education, resources and better laws to protect our children, we are making a difference.

### **Buckle Up**

Since the implementation of the Buckle Up program in 1998:

- A total of 55,178 child safety seats have been checked at 2,410 local checkup events. 3,650 seats were checked in 2009 at 281 local checkup events (including van events).
- Safe Kids Kansas continues to operate two mobile child safety seat checkup vans – one stationed in Lawrence and the other in Wichita. The vans help to facilitate child safety seat education and checkup events in local communities. Since beginning the mobile van program in 2000:
  - The vans have cumulatively traveled nearly 79,000 miles across Kansas

- The vans have been present at over 900 community events.
  - Nearly 13,000 child safety seats were checked at van events.
- The Buckle Up program also provides child safety seats to low-income families. In the last nine years, 27,587 child safety seats and booster seats have been distributed to low-income families through the program. 1,907 of those seats were distributed in 2009.
- Safe Kids Kansas continues to distribute special needs child safety seats through a grant from the Kansas Emergency Medical Services for Children (EMSC). Seats have been provided to 101 children with special health care needs in the last six years. (15 seats in 2009)
- Special events were held in 16 communities in recognition of Child Passenger Safety Week, September 12-18, 2009.
- During 2009, Safe Kids Kansas and 16 local coalitions received Buckle Up grants totaling \$20,104.82.
- During 2009, 10 child passenger safety certification trainings, 4 technical renewal course, and 60 workshops were conducted, training 94 new CPS technicians and educating 522 advocates.
- Safe Kids Kansas continued to participate in a national initiative, Spot the Tot. The program provides education and demonstrations to parents and children regarding safety in and around cars, including the dangers of back-over injuries and children left alone in vehicles.
- Safe Kids Kansas, in partnership with State Farm Insurance and the Kansas Dept. of Transportation, sponsored the 6<sup>th</sup> annual Bucks for Buckles campaign. Between August 30<sup>th</sup> and September 12<sup>th</sup>, volunteers rewarded drivers and passengers who were “caught” properly restrained with a dollar bill. Those unrestrained received education on the importance of buckling up. The program was implemented in 43 Kansas communities where a total of \$5,777 was distributed.
- The Buckle Up program has been credited with 31 lives saved over the past 10 years. (since 2000)

## **Cycle Smart**

- The coalition has facilitated local bike safety programs in 94 communities, at which 5,034 low-cost or free bicycle helmets were distributed to children ages 1-14. State Farm Companies and the Kansas Department of Transportation gave monetary support for the program. Local coalitions distributed an additional 2,062 helmets. Since the program's inception, a total of 120,568 helmets have been distributed to Kansas children – 97,082 by Safe Kids Kansas and 23,486 by local coalitions.
- The Cycle Smart program has been credited with 12 lives saved.
- Safe Kids Kansas continued its partnership with the Kansas State Department of Education to sponsor Body Venture (formerly Body Walk) at which K-5<sup>th</sup> grade students learn about the brain and how important a helmet is in protecting the brain from injury. The interactive program was presented at 91 schools throughout the state in 2009, reaching 21,701

students. Each participating school received two bicycle helmets to award as incentive prizes to students.

### **Get Alarmed**

- During 2009, Coalitions distributed 788 smoke alarms and 151 carbon monoxide (CO) detectors through local programs in the state. A total of 18,863 smoke alarms and 1,992 CO detectors have been distributed since implementation of the program.

### **Kids Don't Float**

- Three personal floatation device (PFD) loaner boards were maintained at two public lakes in Kansas; Big Hill and Milford lakes.
- The project was a coordinated effort between Safe Kids Kansas and the US Army Corp of Engineers.
- The loaner boards, erected in 2008, include water safety tips and hold multiple sizes of PFDs that can be borrowed for use by the public.

### **Emergency Response Training**

- Safe Kids operates a bilingual, interactive 9-1-1 simulator, which helps children learn how to properly react during an emergency situation and how to properly call 9-1-1 in their area.
- Over the past seven years, more than 13,972 children and adults completed the simulation and education program at 116 community events.

### **Walk This Way**

- Safe Kids sponsored the 10<sup>th</sup> annual Walk to School Day in Kansas on October 7, 2009. Safe Kids registered events were held by 39 Kansas schools.
- Reflective backpack tags were distributed to 10,000 participating children.
- Eleven local affiliates received Walk This Way grants, and eleven received Halloween Safety grants.
- Since the programs inception, 145,795 children ages 5-9 have participated in the program (13,450 in 2009).
- Two local coalitions received School Safety Committee Grants, and one coalition received an Environmental Task Force grant.

### **Safe Kids Week 2009**

- Safe Kids Worldwide released a study of child development and unintentional injury, linking age-appropriate safety tips to an extensive analysis of research on children's cognitive, behavioral and physical

development. The results of this study create a blueprint of necessary safety recommendations for parents and caregivers to follow as children age. The report was released during National Safe Kids Week 2009 (April 26 to May 3).

- Safe Kids Week activities took place across the state as part of Kansas Kids Fitness & Safety Day on Friday, May 1<sup>st</sup>. Over 16,000 third grade students, accompanied by parents and teachers, attended the event at one of 40 host sites across Kansas. (Due to inclement weather, the flagship event at Cedar Crest in Topeka had to be cancelled.) Kids tested their safety skills in interactive relays. The safety relay includes activities such as “Stop, Drop & Roll”, “Dial 911”, “Swim Safe” (life jackets), and “BEEP BEEP” the smoke alarm test.

### **Local Activities**

- Kansas, as one of seven states participating in the State Office model, completed the transition of local chapters to coalition status. As a result, Kansas now has 28 local coalitions covering 74 percent of Kansas children age 0-14. Local affiliates are located in Allen, Anderson, Atchison, Butler, Clay, Coffey, Dickinson, Doniphan, Douglas, Ellis, Elk, Finney, Geary, Harvey, Jackson, Jefferson, Johnson, Labette, Leavenworth, Marion, Marshall, McPherson, Meade, Mitchell, Montgomery, Pottawatomie, Riley, Saline, Sedgwick, Shawnee, Smith, Sumner, and Wilson counties, as well as the city of Emporia and the Metro Kansas City area (including Wyandotte County).
- Safe Kids Kansas began offering webinars to local coalitions beginning in November. Topics of the webinars will focus on programmatic information and professional development. The webinars will be recorded so as to be accessible at the convenience of the local coordinators.
- Safe Kids Kansas staff responded to 431 technical assistance requests from local health departments, schools, health care providers, local coalitions and the public on a wide variety of child safety issues.
- Local programs partnered with a variety of local agencies to provide over 2,000 injury prevention programs, such as bike helmet fairs, water safety programs, home safety programs, grade school programs and safety fairs. Mini-grant funding from KDHE was awarded to 17 local communities for injury prevention programming. Safety devices provided by Safe Kids Kansas and local funders were distributed, including 725 gunlocks, 1,000 baby bath thermometers, 110 personal floatation devices (PFDs), and 17,659 additional safety devices, such as outlet covers and baby gates.

### **Public Information and Education**

- Safe Kids Kansas’ public information campaign targeted specific times of the year with the distribution of 41 news releases and media advisories to over 300 statewide media outlets in 2009. In addition to newspaper

- publication, Safe Kids staff responded to requests for 51 radio and television interviews from media.
- In the last 15 years, 3,241 calls from the public regarding child safety issues have been received through KDHE's toll-free line utilized by Safe Kids.
  - The Safe Kids Kansas web site at [www.safekidskansas.org](http://www.safekidskansas.org) received 1,207,355 hits in 2009, up from 1,010,065 hits in 2008.
  - The booster seat web site [www.kansasboosterseat.org](http://www.kansasboosterseat.org), continues to be an effective way to provide information to the public about the booster seat law passed in 2006. The site has received 39,808 hits since its launch in June of 2006 (4,917 hits in 2009).

### **Policy and Advocacy**

- The Safe Kids Kansas Policy Platform and Policy Priorities were adopted by the Coalition for 2009.
- Two legislative updates on safety legislation were sent to over 500 advocates during the 2009 legislative session.
- Coalition members served on the Child Care and Early Education Advisory Committee, the Advisory Board for the Kansas Safe Routes to School Program and Kansas Lead Poison Advisory Committee.

### **Corporate Advisory Panel**

- A panel of business representatives, founded in 2008, continued to meet on a quarterly basis. The purpose of the group is to assist in developing a fundraising strategy for the coalition and to serve as community ambassadors for Safe Kids Kansas.