



## 2010 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 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 58,594 child safety seats have been checked at 2,675 local checkup events. 3,416 seats were checked in 2010 at 265 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.
- The Buckle Up program also provides child safety seats to low-income families. In the last nine years, 29,079 child safety seats and booster

seats have been distributed to low-income families through the program. 1,492 of those seats were distributed in 2010.

- 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 123 children with special health care needs in the last seven years. (22 seats in 2010)
- Special events were held in 9 communities in recognition of Child Passenger Safety Week, September 19-25, 2010.
- During 2010, 9 child passenger safety certification trainings, 2 technical renewal courses, and 18 workshops were conducted, training 105 new CPS technicians, recertifying 11 lapsed technicians and educating 329 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 7<sup>th</sup> annual Bucks for Buckles campaign. Between August 29<sup>th</sup> and September 11<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 46 Kansas communities where a total of \$6,607 was distributed.
- The Buckle Up program has been credited with 35 lives saved over the past 11 years. (since 2000)

## **Cycle Smart**

- The coalition facilitated local bike safety programs at which 4,596 low-cost or free bicycle helmets were distributed to children. State Farm Companies and the Kansas Department of Transportation gave monetary support for the program. Local coalitions distributed an additional 2,399 helmets. Since the program’s 1993 inception, a total of 127,563 helmets have been distributed to Kansas children – 101,678 by Safe Kids Kansas and 25,885 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 grade school students are surveyed about their bike helmet use, learn about the brain and how important a helmet is in protecting the brain from injury. The interactive program was presented at 123 schools throughout the state in 2010, reaching 26,326 students. Each participating school received two bicycle helmets to award as incentive prizes to students.

## **Get Alarmed**

- During 2010, Coalitions distributed 819 smoke alarms and 225 carbon monoxide (CO) detectors through local programs in the state. A total of 19,682 smoke alarms and 2,217 CO detectors have been distributed since implementation of the program in 1993.
- Safe Kids Kansas was contacted by a family that received carbon monoxide detectors through the Get Alarmed program in 2010. The family believes the lives of the mother and two children were saved due to the detection of carbon monoxide from a malfunctioning heater.

## **Kids Don't Float**

- Four personal floatation device (PFD) loaner boards were maintained at three public lakes in Kansas; Big Hill, Marion 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.
- Since 2003, more than 15,755 children and adults completed the simulation and education program at 130 community events.

## **Walk This Way**

- Safe Kids sponsored the 11<sup>th</sup> annual Walk to School Day in Kansas on October 6, 2010. Safe Kids registered events were held by 27 Kansas schools.
- Reflective zipper pulls and backpack tags were distributed to more than 16,000 participating children.
- Eleven local affiliates received Walk This Way grants, and eleven received Halloween Safety grants.
- Since the program's inception in 1999, 167,740 children have participated in the program (21,555 in 2010).
- Two local coalitions focused on other pedestrian safety grant programs including School Safety Committees and Photovoice, a photojournalism challenge providing insight into pedestrian safety dangers. Additionally, Safe Kids Metro KC received grant funding for pedestrian safety initiatives from FedEx for the NFL Air & Ground Player of the Week and Player of the Year.

## **Safe Sleep**

- Safe Kids Kansas proudly supported the development of a Safe Sleep DVD, brochure and web site promoting the ABC's of Safe Sleep: Babies are safer Alone, on their Back, in a safe Crib.
- Cribs for Kids, a safe-sleep education program for low-income families to help reduce the risk of injury and death of infants due to unsafe sleep environments through education and distribution of portable cribs, has been incorporated into several local Safe Kids coalitions through collaboration with Healthy Start Home Visitor Programs.

## **Kansas Kids Fitness & Safety Day**

- The 20<sup>th</sup> annual Kansas Kids Fitness & Safety Day was held on Friday, May 7<sup>th</sup>. Over 14,000 third grade students, accompanied by parents and teachers, attended the event at one of 34 host sites across Kansas. Kids tested their safety skills in interactive relays.
- Safe Kids USA began a new campaign related to youth sports injury with focus on hydration, concussion prevention and detection, overuse injury prevention and pre-participation physical examinations. Materials were distributed in health and safety enrichment packets to participating third grade students and teachers.

## **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 staff responded to 439 technical assistance requests from local health departments, schools, health care providers, local coalitions and the public on a wide variety of child safety issues.
- Mini-grant funding from KDHE was awarded to 9 local communities for injury prevention programming.
- Safety devices provided by Safe Kids Kansas and local funders were distributed, including 210 gunlocks, 868 baby bath thermometers, 108 personal floatation devices (PFDs), and 22,598 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 2010. In addition to newspaper publication, Safe Kids staff responded to requests for 52 radio and television interviews from media.
- Safe Kids Kansas joined the social media age by developing a Facebook page to post news releases, educational materials and respond to safety information in the news.
- In the last 16 years, 3,282 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 513,642 hits from 82,583 visitors in 2010.
- The booster seat web site [www.kansasboosterseat.org](http://www.kansasboosterseat.org), provides information to the public about the booster seat law passed in 2006. The site has received 40,013 hits since its launch in June of 2006.
- A new web site, [www.safesleepkansas.org](http://www.safesleepkansas.org), was launched in 2010 to promote the ABC's of Safe Sleep: Babies are safer Alone, on their Back, in a safe Crib.

## **Policy and Advocacy**

- The Safe Kids Kansas Policy Platform and Policy Priorities were adopted by the Coalition for 2010.
- Five legislative updates on safety legislation were sent to over 400 advocates during the 2010 legislative session.
- Safe Kids Kansas' staff served on the Child Care and Early Education Advisory Committee, the Advisory Board for the Kansas Safe Routes to School Program, Kansas Healthy Homes Advisory Committee, Kansas Transportation Safety Conference Committee and Midwest Regional Child Passenger Safety Conference.