

Coalition Business



Car Seat Check Weekend

Saturday, September 24, from 11 am-3 pm at Dave's Mercado
Sunday, September 25, from 11 am-3 pm at UH Ahuja Medical Center






VOLUNTEERS NEEDED!

SAFETY DAY
WITH
CLIFFORD THE BIG RED DOG
AND **CURIOS GEORGE**

SATURDAY, SEPTEMBER 24 11 AM-3 PM
AT DAVE'S MERCADO PLAZA (RIDGE & DENISON)

SUNDAY, SEPTEMBER 25 11 AM-3 PM
AT UNIVERSITY HOSPITALS AHUJA MEDICAL CENTER

- CPST Technicians needed. Please pass the word to other technicians in your agency.
- Two straight days of car seat inspection events.
- You'll see the events advertised on Fox 8 and hear about them on CBS and ClearChannel Radio.
- Instructors will be available to sign off on installs so you can meet your recertification requirements, get practice, and learn new things.
- Contact Heidi Dolan (216.983.1109 or heidi.dolan@uhhospitals.org) for additional details and/or to volunteer.



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Families are invited to get their car seats checked and meet Curious George and Clifford. There will be many giveaways and safety activities for the children.

CPSTs: We need your help to make this event a huge success!!

Please contact Tom or Heidi to volunteer.



New Booster Seat Campaign



**BE A BOOSTER
BOOSTER**

**Over 4 years. Under 4'9".
In a booster. Every time.**



Campaign Launch

- New campaign targeting parents with children 6-8
- Focused on educators and influencers in the community
- Goal is to make booster seat use the norm for all kids older than 4 but under 4'9" and get parents talking to each other
- Kicks off with social media outreach 9/19-10/23





Campaign Launch



Facebook campaign on UH Rainbow Babies & Children's Hospital's page supported by Fox 8

- Visitor's must "like" the page to be entered to win
- Weekly prizes for family-oriented tickets – Disney On Ice and/or Circus
- Entered for grand prize "Car Pool Kit" to include Britax Parkway Booster



Booster Seat



- Campaign promoted via Fox8 Facebook fan page
- Currently more than 291,000 fans
- One post per week will drive people to site
- Radio campaign on Q104 will also drive traffic to site via on air spots and website presence





Booster Seat

- Marketing materials will include:
 - Tape measure key chains
 - Vehicle window clings
 - Direct mail
 - Brochure
 - Billboard
 - TV spot
 - Car pool kit

My Ride My Rules

- Fall 2011 Campaign Refresh
- Build on existing Facebook campaign
- Currently more than 900 fans
- Opportunity for teen drivers to star in commercials aired during January season premieres of American Idol and Glee
- KISS-FM based promotion with additional support from Fox8
- Campaign runs 9/12-10/21



My Ride My Rules

www.KissCleveland.com



MY RIDE MY RULES

University Hospitals | Rainbow Babies & Children's Hospital | KOHL'S Cares

Username: Password: **LOG ME IN!** [Forgot Password?](#) [Sign Up!](#)

RULE YOUR RIDE RULE YOUR T.V. SCREEN

**NEED SOME INSPIRATION?
CLICK HERE TO VIEW AN EXAMPLE VIDEO**

In your car you rule. So rule wisely. Make your friends buckle up—or make them walk. **Facebook.com/MyRideMyRules** is a place for teen drivers to share the rules they make for their rides, everything from buckling up and minimizing distractions to making choices about music or who gets the shotgun spot.

Keeping yourself and your passengers safe could win you a \$1,000 cash prize AND a starring role in an upcoming "My Ride, My Rules" TV commercial!

Submit a link to a video of you in your car, showcasing your rules in your ride. Of course, the first rule should always be "buckle up." Two lucky winners will be selected to each win a \$1,000 cash prize AND a starring role in an upcoming "My Ride, My Rules" TV commercial to be aired during the season premiers of *American Idol* and *Glee* on Fox 8!

Upload your video to YouTube, then submit a link to your video right here. Deadline to submit the link is October 7 at 12 pm. Good luck from the Kohl's Safe Rides for All Kids program at UH Rainbow Babies & Children's Hospital and 96.5 KISS-FM.

Ten semi-finalist videos will be selected and posted on KISSCLEVELAND.com for voting from October 10th-14th. **Five finalists** will move on to the next round. The finalists' videos with the most votes will move to the next round of voting on KISSCLEVELAND.com from October 17th-21th. **Two winners** will be announced on Monday, October 24th.

SUBMIT YOUR LINK

SHARE THIS! **MORE INFO** **CONTEST RULES**

My Ride, My Rules		
Entry method	Entry Deadline	Your Entries
Click to enter	10/24/2011 8:00 AM	0



My Ride My Rules

- Teens create video sharing the rules for their car by 10/7



- Contest promoted with on-air spots, live mentions, website, streaming, Fox 8 Facebook posts & ads



My Ride My Rules

- Winners receive:
 - Starring role in TV spot to air during season premieres of Glee and American Idol in Jan.
 - Interview on New Day Cleveland show in Nov.
 - Starring role in :10 promo video to air in Dec. on Fox8
 - Commercial to air during teen-targeted primetime TV shows and on Fox8's Facebook page in Jan./Feb.
 - Tours of KISS-FM studio and Fox8 studio

My Ride My Rules

- Marketing materials available:
 - Posters
 - Postcards
 - Window clings
 - Car organizers
 - Air fresheners
 - Music download cards

**YOUR RIDE.
YOUR RULES.
YOUR FIFTEEN MINUTES
OF FAME.**

MY RIDE MY RULES

**RULE YOUR RIDE
RULE #1: BUCKLE UP**

Log onto KissCleveland.com and search "My Ride" to upload a video of you in your car declaring your rules for a chance to win \$1,000 and star in a TV commercial during the season premieres of Glee and American Idol. Contest ends October 7, 2011.

Like us on Facebook

For all the details, visit KissCleveland.com

MY RIDE MY RULES

www.Facebook.com/MyRideMyRules

Win a starring role in a TV commercial to air during the 2012 premieres of Glee & American Idol + \$1,000!

ENTERING IS EASY.

1. Create a video featuring you and your ride as you share your rules. (hint: Rule #1 should always be Buckle Up!)
2. Go to KissCleveland.com and search "My Ride" to post the link to your video. Winners will be selected by KISS-FM listeners.

Deadline to submit video link is October 7 at 12pm. Voting takes place October 14-21.

Rule #1: BUCKLE UP!

Rule #2: Share the rules for your ride
Facebook.com/MyRideMyRules

MY RIDE MY RULES

3 Free Music Downloads

MY RIDE MY RULES

1. Buckle up
2. Shotgun has to be hot
3. Try not to look shady when police cars are around

www.facebook.com/MyRideMyRules

Volunteers Needed for the Hiram House Pumpkin Fest

Sunday, October 9, 2011

40th Annual

Hiram House Camp Pumpkin Festival

10 a.m. To 5 p.m.



Please contact Tracey Stehura at 216-983-1110 or
Tracey.Stehura@UHhospitals.org to volunteer.





Fire Prevention

- Fire Prevention Week is October 9-15, 2011, and the theme is “**It’s Fire Prevention Week. Protect your Family from Fire!**”
- This year, our campaign is all about keeping you, your family, and your community safer from fire.
- We will provide *Junior Fire Stopper* stickers, family escape plans, coloring sheets and other fire prevention activities.

International Walk to School Day

Wednesday, October 5



Have you registered your school yet?

Participation is easy! It is as simple as:

- sending information sheets home with the children
- conducting a walk around the school or to school
- having pedestrian safety activities to get children excited about walking

Toolkits available with **EVERYTHING** a school needs to take on their own International Walk to School Day program!

- different types of walks they can do
- list of fun activities to participate in
- samples of letters, flyers and other materials to promote the event
- giveaways for the students that walk

Halloween Safety

- Halloween Safety materials including trick-or-treat bags, tip sheets, coloring sheets and reflectors available to order.
- Fill out request form today!



Halloween Seat Belt and Impaired Driving Campaign



Includes-

- Click It or Ticket banners/yard signs
- Seat belt / Impaired Driving flyers
- Coasters
- Taxi vouchers



Fill out an order form today!

Boo at the Zoo

Volunteers Needed!

October 20-23 & 27-30
5:30 p.m. – 9:30 p.m.



Shifts are 5:30 – 7:30 p.m. and 7:30 – 9:30 p.m.
You may volunteer for one or more shifts.
All volunteer shifts include set-up or clean-up.

Please contact Tracey Stehura at 216-983-1110 or tracey.stehura@uhhospitals.org to volunteer and for more information.

12th Annual Holiday Mocktail Party

Wednesday, November 30, 2011 from 5 – 8 pm
at the Marriott East at I-271 and Harvard Road

We need mocktail mixers!!!!

If your agency is interested in “mixing it up” for a good cause, get your recipe in soon! Bragging rights and prizes for:

- Best Mocktail
- Crowd Pleaser
- Best Presentation



11th Annual Holiday Mocktail Party

Help us solicit prizes!

- Donate baskets for silent and Chinese auctions
- Locate sponsors to help support our coalition's injury prevention efforts, including:
 - Child Passenger Safety
 - Teen and Senior Driving
 - Bike and Playground Safety
 - Poison Prevention



