



January 11, 2011

Beachwood - Community
Center

Greater Cleveland Safe Kids/Safe Communities Coalition



2010 Meeting Dates and Locations

Tuesday, March 1 – Westlake (Location TBA)

**Tuesday, May 3 – Cleveland Metroparks
Ranger Department Headquarters,
4600 Valley Parkway, Fairview Park**

Tuesday, July 12 – Mayfield (Location TBA)

Tuesday, September 13 – (Recognition Meeting, TBA)

Tuesday, November 1 – Euclid (Location TBA)



Old Business



11th Annual Mocktail Party

Thank You to everyone who made the Mocktail Party a success!!



11th Annual Mocktail Party

Thank you to all of the agencies and individuals who mixed this year!
Fabulous Drinks!!!

Best Mocktail Overall

Cuyahoga County Coroner's Office "Coroner's Cold Case Cocoa"



Best Mocktail Name: Cuyahoga County Coroner's Office & Ohio Department of Transportation

Best Presentation: Lake County Crime Prevention Task Force

Crowd Pleaser: Cleveland Metroparks Ranger Dept.



11th Annual Mocktail Party

- Silent Auction \$8,287.00
 - Chinese Raffle \$4,038
 - 50/50 Raffle \$233.00
 - Grants \$4,670
 - Donations \$2,600.00
- \$19,595.70**



Thank you to everyone who solicited for Silent Auction and Chinese Raffle items.

11th Annual Mocktail Party

Cleveland Metroparks Ranger Department and Jennifer Walker were on Channel 3 to chat about mocktail recipes and responsible party hosting tips.



Noon Year's Eve

- Rainbow Injury Prevention Center sponsored Noon Year's Eve at Cleveland Metroparks Zoo
- Crafts, activities and education on riding safe in the New Year
- Presentation of Kohl's check of \$180,579 for the Kohl's Safe Rides for All Kids Program
- Media coverage on FOX8 and more than 10,000 guests at the Zoo!



Noon Year's Eve

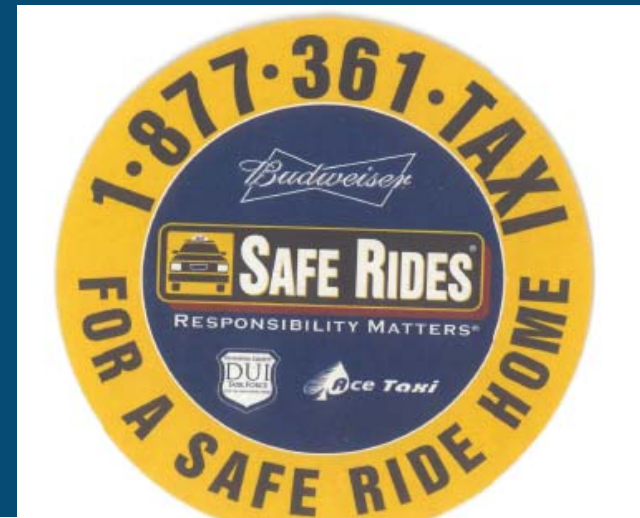


Holiday Impaired Driving Campaign

- Heightened Enforcement
 - 21 agencies conducting high visibility enforcement to keep drunk drivers off the road
- Ed Gallek did a piece on New Year's crashes in Cuyahoga County
 - Crashes that take place on New Year's Eve or New Year's Day are 1.6 times as likely to be alcohol related as those that take place on other days
 - 73% of crashes (99/136) were single vehicle crashes
 - 28% took place between 9 pm and 6 am (38/136)
 - 48% of drivers were male
 - 52% of drivers were female

Holiday Impaired Driving Campaign

- Safe Rides
 - Partnership with Ace Taxi & Budweiser
 - Distributed 40 Bar & Restaurant kits



New Business



Multicultural Communities Occupant Protection Program FFY2011

Occupant Belt Use by Wave East Cleveland

	March Baseline	June Post	October Post	Point Change (from Baseline)
BLACK OCCUPANT				
Belted	41.3%	49.4%	49.6%	+8.3
Total	T=1092	T=1029	T=1073	
WHITE OCCUPANT				
Belted	71.6%	67.1%	75.1%	+3.5
Total	T= 204	T= 146	T=209	

Multicultural Communities Occupant Protection Program FFY2011

Rainbow Babies & Children's Hospital was selected as The East Cleveland Bridges of HOPE Coalition 2010 Partner of the Year for the seat belt outreach activities implemented in East Cleveland.



Multicultural Communities Occupant Protection Program FFY2011

Purpose: To increase seat belt use among Cuyahoga County's minority communities

Target Communities: East Cleveland, Glenville, Forest Hills, and Clark-Fulton

Funded by: Ohio Department of Public Safety

Staff: Linda D. Kimble, Heidi Dolan and Rickiesha March



Multicultural Communities Occupant Protection Program FFY2011

Goals:

- Expand and enhance:
 - the East Cleveland Seat Belt Coalition
 - population-based efforts to deliver seat belt message via multiple media elements
 - beauty salon/barber shop based program
 - corner store/gas station component
 - faith-based component
 - relationship building in the Hispanic Community
 - Keep Your Family Tight including adding a family reunion component
 - outreach to young male demographic

Multicultural Communities Occupant Protection Program FFY2011

Keep Your Family Tight Reunion Kit contents:

- Introduction letter
- Travel safety activities book
- Fact Sheets including How to wear a seat belt correctly
- CPS resources and information
- Bingo game
- Talking points

Fatal crashes in Cuyahoga County, 2010

- ~ 66 traffic fatalities
- 41 fatalities (40 crashes) for which we have police reports and Coroner's toxicology reports
- What can we learn about Cuyahoga County crashes from looking at these 41 deaths?

Preliminary findings

- Who's most at risk?
 - men (85%)
 - drivers (58.5%, more than occupants, motorcyclists or peds)
 - adults (no one under 19, most 30-58)
- Where?
 - 1 in 3 on interstates

Preliminary findings

- When?
 - 61% in dark conditions
 - 56% at night (9 pm-5:59 am)
- How?
 - 62.5% of drivers killed in single vehicle crashes
 - 17% (1/6) motorcyclists in single vehicle crashes

Preliminary findings

- Occupant protection
 - 30% of drivers buckled (7/23)
 - 17% of occupants buckled (1/6)
 - 67% of motorcyclists with helmets (4/6)
- Alcohol and drugs
 - half of drivers and motorcyclists and three-fourths of pedestrians had alcohol in their systems
 - 1 in 4 drivers and 1 in 3 motorcyclists qualified as “super DUI” ($BAC \geq .17$)
 - 29% of drivers, 67% of cyclists had drugs in their systems that would have negatively affected driving

Preliminary findings

	drivers	motorcyclists	pedestrians
n with toxicology results	23	6	4
any BAC	52%	50%	75%
BAC \geq .08	30%	50%	50%
BAC \geq .17	26%	33%	60%
drugs (of type/amount that would affect driving)*	29%	67%	60%
drugs + alcohol	26%	50%	50%
mean BAC	.14	.16	.22

*marijuana, cocaine, pcp, antihistamines, antianxiety medication

Live Nation High School Rock Off

- Sponsoring this year's Live Nation High School Rock Off to promote our teen program, My Ride My Rules.
- We will have a table in the lobby with giveaways and a spin wheel and on stage presence at the 8 events encouraging the teens to go to our Facebook page and list their rules to win \$500 for their school's music program.

2011 HIGH SCHOOL
TRI-C® ROCK OFF
KISSCLEVELAND.COM/ROCKOFF
FACEBOOK.COM/HIGHSCHOOLROCKOFF • TWITTER.COM/HSROCKOFF

Sponsors and partners include: Hoodie & Blood, Catching Country Culture, Triquetra, School of Rock, Ante Up Radio, Kiss 103.5, Friday, Verizon Wireless, Time Warner Cable, Live Nation, House of Blues Foundation, Ohio Natural Gas, What Means You, Kohls, NTH RockTheBare, and Sam's Club.



Live Nation High School Rock Off

- If you are interested in helping, please contact Mandy Thomas at 216.983.1105 or mandy.thomas@uhhospitals.org
- Dates for Rock Off
 - January 15
 - January 16
 - January 21
 - January 22
 - January 28
 - January 29
 - February 12

ADAP/SFST Training Dates

The Cuyahoga County OVI Task Force will be conducting two ADAP/SFST Refreshers in the first quarter of 2011

- Tuesday, January 25
 - South Euclid Community Center
 - 5:00 pm to 8:00 pm
- Thursday, January 27
 - Olmsted Falls Police Department
 - 5:00 pm to 8:00 pm
- Sgt. Mike Cannon, Pepper Pike Police Department, and Sgt. Tony Meyers, Ohio State highway Patrol, will be instructing. There will be dosed subjects and OVI law updates.
- Space is limited. We will register 20 officers per session.
- Contact Chrystal (chrystal.gullett@uhhospitals.org) to register



Super Bowl Impaired Driving Campaign

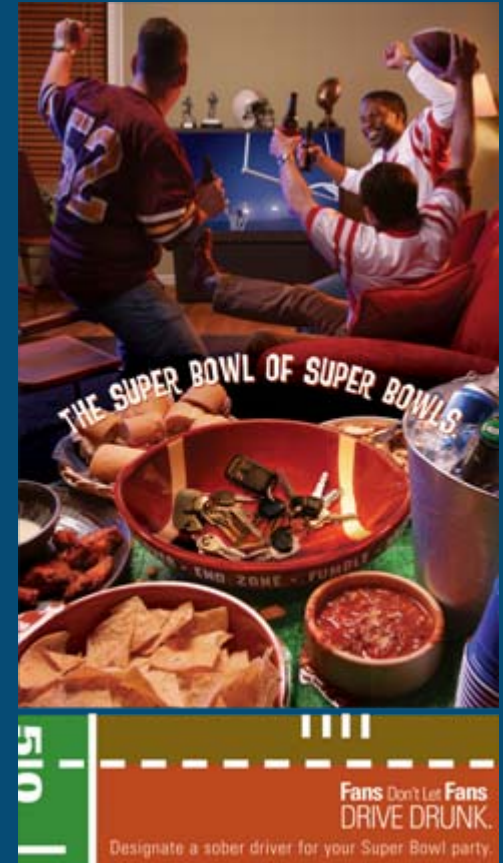
February 4-6

Fans Don't Let Fans Drive Drunk

Super Bowl Party Kits

- Key Dish (courtesy House of LaRose)
- Coasters
- Mocktail Recipe Book
- Designated Driver Wrist Bands
- “Be Responsible” Party Tips
- \$5.00 Taxi Voucher
- \$5.00 Discount Drug Mart Gift Card (courtesy Nestle’)

We are asking members to press release that they have these kits available. Customizable press materials are available.



Super Bowl Impaired Driving Campaign

February 5-7



We also have materials for local bars & restaurants.

- Safe Rides Vouchers
- Coasters
- Posters



Order your materials today!

Preschool Fire Safety Contest

- Safe Kids USA is holding its second annual fire safety contest for Preschools from November 1, 2010-February 25, 2011
- It is an effort to educate children ages 3-5 and their parents about how to escape a home fire.
- There are five grand prizes of \$200 to winning preschools or child care centers.
- Pick up an order form to receive your lesson plan, coloring pages and escape maps.

Plan & Practice: Escaping from a Home Fire



In the event of a fire, it is important to make and practice an escape plan with your family. Smoke can be extremely dangerous and you may have less than 3 minutes to escape your home.

Prepare your home and family in case of a fire:

- ❑ Make sure there is always an adult around to help young children and others who might have difficulty escaping.
- ❑ Make sure all windows and screens can be opened quickly.
 - Security bars should have a quick release device so you can open windows and doors in an emergency.
 - For upstairs windows, have an escape ladder that fits your windows. Make sure your children know that the escape ladder is for emergencies only and is not a toy.
- ❑ Practice feeling the door, doorknobs, and cracks around the door with the back of your hand to see if it is too hot. Help your children practice this step.
- ❑ Teach children to "get low and go" if there is smoke when they are leaving the home.
- ❑ Choose a safe place to meet in front of your home where you can be seen from the street.
- ❑ Once out of the home, stay out.
- ❑ Wait to call 911 until after you are out of the home.

Apartment buildings require extra steps:

- ❑ Know all of your building's fire escape exits.
- ❑ Use the stairs to get out when there is a fire, never the elevator.
- ❑ If you don't hear the building's fire alarm, pull the nearest fire alarm "pull station" while leaving the floor.
- ❑ If you encounter heavy smoke or flames as you leave, find another exit or return to your apartment.

If you cannot safely escape your home or apartment:

- ❑ Stuff the cracks around the door and air vents with duct tape, towels or clothing.
- ❑ Call 911 and tell them where you are located.
- ❑ Open the window and signal for help with a sheet or flashlight.

Other Important Tips!

- ❑ Keep your child's bedroom door closed. If a fire occurs in the hallway, a closed door will help keep smoke out of the room.
- ❑ Teach children not to hide from firefighters. Their uniforms can look scary, but remind your children that firefighters are there to help.
- ❑ Make sure your street number is clearly visible from the road.



USE THE GRID ON THE BACK SIDE OF THIS PAGE TO MAKE YOUR ESCAPE PLAN.



The house is on fire — *Don't hide, Go outside!*
The alarm is beeping — *Don't hide, Go outside!*
The smoke is getting higher — *Don't hide, Go outside!*
Wake up if you're sleeping — *Don't hide, Go outside!*



Winter Sports Safety

- We have ski/snowboard safety sheets for older children who are skiing and snowboarding. Sheets feature information from the CPSC about the benefits of helmet use and how to be safe while hitting the slopes.
- For the younger “snow bunnies” we have tip sheets and stickers for them to color.



Ski & Snowboarding Bulk Helmet Sales



We can purchase discounted ski and snowboarding helmets through National Safe Kids.



If you have a minimum order of 6 helmets, call Mandy at 216.983.1105 for details.

Carbon Monoxide Prevention

- Materials available to teach more about carbon monoxide (CO) poisoning and prevention.
- We have carbon monoxide detector coloring sheets and CO key takeaways.

Available Today!

Give your Carbon Monoxide Detector a name.
Color the picture and the alarm...

My carbon monoxide detector's name is _____.

Carbon Monoxide Detectors keep us safe!
Check the batteries once a month to make sure your family is safe!

Greater Cleveland
Safe Kids

University Hospitals
Case Medical Center

Rainbow Babies & Children's Hospital

Valentine's Day Seat Belt Initiative

Valentine's Day craft for children to make Cupid door hangers for their parents reminding them to "Buckle up for me."

- Kit has instructions on how to make door hanger and all the pieces necessary.

Available today!



OVI Legal Update

The Cuyahoga County OVI Task Force will be conducting two OVI Legal Updates in the first quarter of 2011.

- Tuesday, February 15
 - Beachwood Community Center Westlake Community Center
 - 8:00 am – 11:00 am 1:00 pm to 4:00 pm
- Sgt. Wesley Stought, Director of Ohio State Highway Patrol Academy's SFST Training will cover:
 - Case Law
 - Elements of Ohio Revised Code
 - Senate Bill 58
 - DRE Training
 - Intoxilizer 8000 Implementation



Contact Chrystal, 216-983-1108 or chrystal.gullett@uhhospitals.org, to register.

Greater Cleveland Auto Show

Feb 26 – Mar 6

- Tentative Booth: Share the Road



- Issues from last year include:
 - Cost of give-aways
 - Activities
 - Booth location

CPS Refresher Class

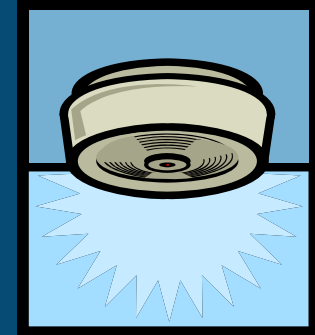
- Class will be held at the IX Center in conjunction with the Auto Show.
- Wednesday, March 2
- 6 hours of con ed necessary for recertification will be issued.
- Admission to Auto Show included.
- More details and registration forms will be out soon.
- Contact Tom Vilt, thomas.vilt@UHhospitals.org or 216-983-1115 for questions.

Burn Prevention Awareness Week

February 6-12

Learn Not to Burn Curriculum

Kindergarten – 5th Grade Students



Program includes:

- Learn Not to Burn PowerPoint
- Activity Sheets
- Safety Tips Sheets for Parents
- Fire Safety Certificate
- Burn Prevention Coloring Book

Participating Fire Departments
will get **24 smoke detectors** for
their community

If interested, please complete and return an order form!



New Booster Seat Campaign

- Building on success of “Boost Your Booty” we are developing a new booster seat campaign aimed at 6 & 7 year olds and their parents
- This age group requires special attention:
 - Many moved from car seats to seat belts at 4
 - Group that was using seat belts for a year or two when new booster law passed
 - Need to educate parents and change behaviors
 - Make booster seat use the norm and remove any stigma that boosters are for “babies”

New Booster Seat Campaign

- Part of the Kohl's Safe Rides for All Kids program
- Campaign will include:
 - New logo/slogan
 - Television commercial
 - Community events
 - Flyer
 - Poster
- Ready for launch in Spring 2011



Poison Prevention Awareness Week Curriculum/ Poster Contest packets are available.

Curriculum & Packets includes:

- Teacher/Parent Letters
- Safety Tips
- Activity Sheets
- Contest Entry Forms



Winning Poster:
2nd Grader
Woodmore Elementary
Lindsey, OH



Winning Poster:
3rd Grader
St. Brendan Elementary
North Olmsted, OH

Poster submissions must be postmarked by Friday, April 29, 2011.

Poison Prevention Month

Educational Poison Materials are available for Adults and Students on CDs

Adult curriculum includes: English/Spanish Versions

- An educational video showing when and why to call the Poison Control Center
- An educational PowerPoint with information on poison prevention and poisoning statistics
- Informational flier on prescription drug abuse and how to properly dispose of medications
- Educational flier on lead poisoning, how it happens and how to protect children

Poison Prevention Month

Educational Poison Materials are available for Adults and Students on CDs

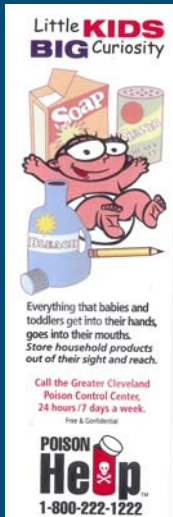
Student curriculum includes:

- The Spike Poison Prevention video and worksheets for preschoolers
- The Poison Patrol Training Program video with worksheets for elementary students (*English/Spanish Versions*)
- A full educational curriculum for middle school and high school students



Poison Prevention Month

Remember...These poison materials are also available. Order them today!!



Bookmarks



Spanish Magnets



Phone Stickers



Magnets

Poison Prevention Week

March 20-26

Attending a community event or giving a presentation?

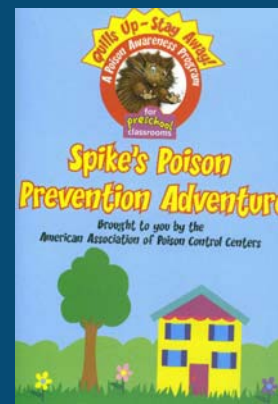
Feel free to borrow poison educational materials from our Lending Library.

Glow Germ hand washing kits and activity sheets are also available through the Lending Library.



Call 216-983-1119 to order your materials!

Spike's Poison Prevention Adventure and the **Poison Control in Action** videos are available to check out of the Lending Library.



St. Patrick's Day Impaired Driving Campaign

March 17-20

We will have posters available. We are going to ask members to make use of the web materials



- Facebook posts
- Twitter posts
- banner ads and
- splash pages

We are planning a “viral” campaign, emails & texts that get forwarded.

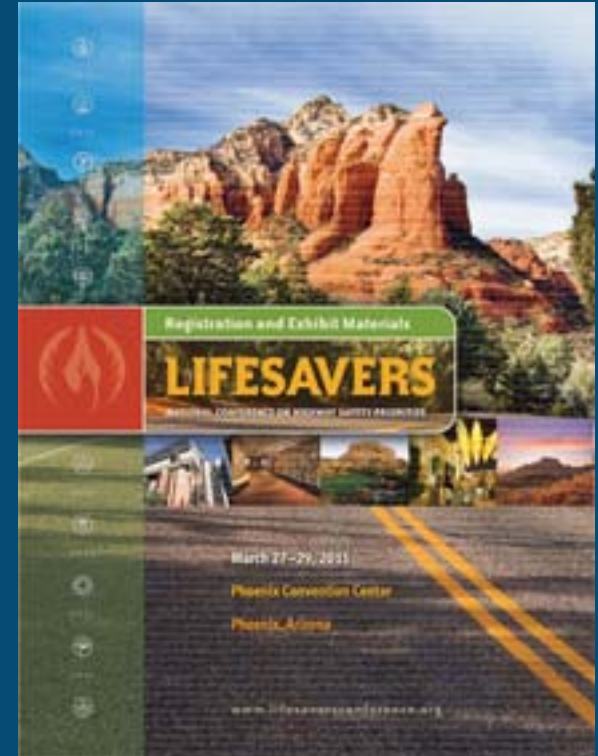
Any suggestions from last year?



Lifesavers 2011 Traffic Safety Conference

March 27-29 — Phoenix, Arizona

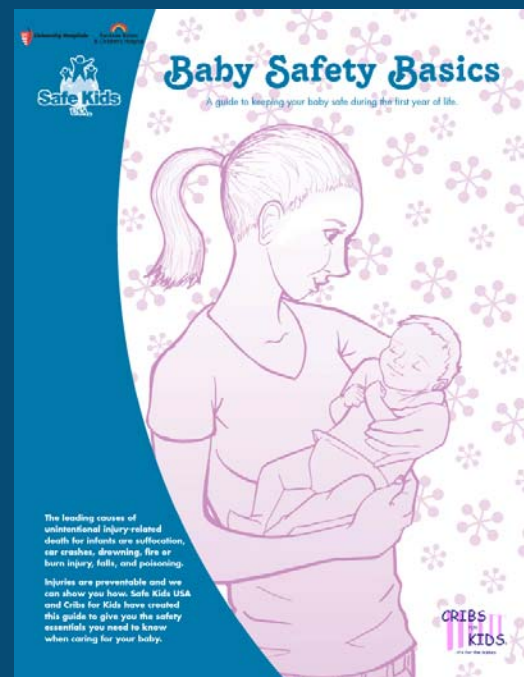
- Lifesavers is national highway safety conference dedicated to reducing traffic related deaths and injuries.
- The conference addresses a wide range of safety topics, from child passenger safety and occupant protection to roadway and vehicle safety and technology.
- It offers the latest information on advances in highway safety, highlights successful programs and draws attention to emerging safety issues.



For more information visit:
www.lifesaversconference.org

Baby Safety Guides

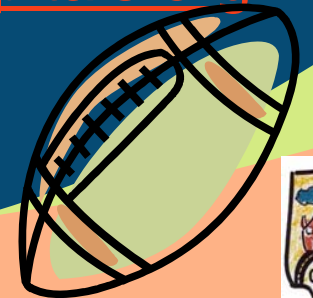
- We have “Baby Safety Basics: A guide to keeping your baby safe during the first years of life” available in English and Spanish.
- Feature information about crib safety, feeding time, bath time and car seat safety
- Please fill out an order form to order to get yours.





Sports Safety Initiative

- Safe Kids is launching a new sports safety initiative to keep kids safe while being active
- Giving grants for local Safe Kids Coalitions to partner with athletic trainers and other youth sports experts to educate and provide coaches, parents and league organizers with information and resources to keep kids safe while in sports
- Athletic trainers or coaches would need to conduct at least three sports safety clinics with the Safe Kids materials
- If anyone knows coaches or athletic trainers that would be interested in this, please contact Mandy at 216.983.1105 or mandy.thomas@uhhospitals.org



Traumatic Brain Injury Materials

- We ordered materials on traumatic brain injuries for older adults. These materials are also available in Spanish.
 - Help Seniors Live Better, Longer: Preventing Brain Injury in Older Adults (Booklet)- available in Spanish
 - Help Seniors Live Better, Longer: Preventing Brain Injury in Older Adults: Information for Family Members and Caregivers (Tri-fold brochure)- available in Spanish
 - Help Seniors Live Better, Longer: Preventing Brain Injury in Older Adults: Information for Family Members and Caregivers (Fact sheet)- available in Spanish
 - Help Seniors Live Better, Longer: Preventing Brain Injury in Older Adults (Magnet)
 - Acerca de la Lesion Cerebral Leve (Patient Education Booklet- Spanish)- limit 100
 - Atencion: Prevencion de lesiones cerebrales (Patient Education Tear-Off pad- Spanish)- limit 100
 - Facts about Concussion and Brain Injury: Where to get help (Brochure)
 - Get the Stats on Traumatic Brain Injury in the United States (Fact sheet)
- Order forms for these materials available today!

Social Media

- With the success of the Twitter and Facebook updates, we decided to create a CD with social media updates for Safe Kids programs.
- Topics on the CD:
 - Winter sports
 - Child proofing
 - Furniture tip-overs
 - National Burn Awareness Week
 - Poison Prevention Week
 - Playground Safety
 - Spring Sports Safety

** Safe Communities social media updates will still come over email.**



Member Spotlight



Coalition Business



New Member Fire Department Recruitment

- Thank you to all of the new fire department recruits!
- Pass in your new member forms for the drawing.



March New Member Recruitment

- High School:
 - SADD/Teen Institute Coordinators
 - Teachers
 - Principals
 - Counselors
 - Coaches
 - Etc.



Our Town & All Around Dining Directories

- We are wrapping up sales of the 2010 *Our Town and All Around* dining directories
- Books sell for \$28.00
- Our Safe Kids Coalition earns \$11 for each book sold!
- It's not too late to buy or sell them!
- Please turn in money and unsold books by the end of January



2011 Volunteer Opportunities

A quick overview of volunteer opportunities for 2011.

- Greater Cleveland Autoshow
 - February 26 – March 6
- Car Seat Check Saturday
- Teddy Bear Day
- Boo at the Zoo



Activity Reports

Our funders require monthly reports. Please submit your reports to us by the 14th of each month so we can input your activity information into our required on-line reports.

You can submit your reports by:

- Fax: 216-983-1180
- Email: chrystal.gullett@uhhospitals.org
- On-line: www.injurypreventioncenter.com/safe-kids/activity-reports

March Meeting

Tuesday, March 3
9:30 am – 11:00 am
Westlake



Thank You!

Great Big Thanks to:

- Ptl. Roger Martin, Beachwood Police Department for hosting the meeting!
- Mike Pecaroro, Nestle', for lunch!



Thanks