



January 10, 2012
Westlake Recreation Center

**Greater Cleveland
Safe Kids/Safe
Communities Coalition**



Kris Fleck

Marijuana as Medicine

**A Position of Drug-Free Action
Alliance and the Alcohol and Drug
Abuse Prevention Association of
Ohio**





2012 Meetings and Locations

- **March 6** – TBD
- **May 1** – AAA
- **July 10** – Cleveland Metroparks Rangers Department Headquarters
- **September 18** – Recognition Meeting (TBD)
- **November 6** – Parma








Congratulations

To the BEST Safe Kids Coalition!!




Safe Kids Greater Cleveland won the Safe Kids USA 2011 Award for Coalition of the Year
and
Outstanding U.S. Safe Kids Walk this Way Partnership

**THANKS FOR ALL YOUR
AMAZING WORK!!**




2011 Coalition Highlights

- 1,473 car seat inspections
- 297 car seats distributed free or at subsidized cost to low income families
- 39 families received special needs car seats on loan
- 12 school districts participated in Walk Safely to School Week activities
- 48,500 children received pedestrian safety information
- 1,169 low-cost bike helmets sold
- 5,400 children received bike safety information through skills courses, school assemblies, and other community events

2011 Coalition Highlights

- 9 high schools participated in the Click It For a Ticket program
- 400 free smoke alarms were distributed
- 200,000 contacts for poison prevention awareness
- 200 elementary schools received poison prevention curricula
- Mocktail Party – 450 attendees & nearly \$20,000 raised
- 60,000 children and parents through fun, interactive safety games at large scale events providing volunteer opportunities including:
 - Noon Year's Eve at the Zoo: 10,000
 - Hiram House Pumpkin Festival: 5,000
 - Parade the Circle: 1,500
 - Car Seat Check Saturday & Sunday: 500
 - Cleveland Mayor's Night Out Against Crime: 6,000
 - Boo at the Zoo: 8,500
 - Greater Cleveland Auto Show Family Day safety booth: 400
 - Cleveland Classic Football Game: 300

2011 Coalition Highlights

- 2.9 million people reached with seat belt/DUI traffic safety messages
- 225,000 pieces of traffic safety literature distributed
- CIOT: *Speedway Clicks!* 8 Buckle Downs,
- Motorcycle Safety Liberty Mutual and WTAM partnership
- Buckle Your Beats partnership
- WMMS/Alan Cox Click It or Ticket partnership
- Motorcycle safety booths at:
 - Policemen's Memorial Ride
 - Bike Night @ Valley View Quaker Steak & Lube
 - Wayne Leon Memorial Ride



Fatal crashes in Cuyahoga County, 2011

- | 2011 | 2010 |
|---|---|
| • 60 fatal traffic crashes | • 62 fatal traffic crashes |
| • 65 traffic fatalities | • 63 traffic fatalities |
| • 8 pedestrian crashes | • 10 pedestrian crashes |
| • 13 motorcycle crashes | • 12 motorcycle crashes |
| • 25 out of 39 occupants died unrestrained, an additional 2 were marked "use unknown" | • 20 out of 29 occupants died unrestrained, an additional 7 were marked "use unknown" |
| • 17 out of 36 crashes (with toxicology reports) were alcohol or drug related <ul style="list-style-type: none"> • Average BAC: .198 other drugs included prescription medications, cocaine, and marijuana | • 28 out of 51 crash reports indicated alcohol or drug related <ul style="list-style-type: none"> • Average BAC .16 other drugs included prescription medications, cocaine, methamphetamine, and marijuana |



Old Business



12th Annual Mocktail Party

THANK YOU to everyone who made this year's event a HUGE success!



12th Annual Mocktail Party

Thank you to all of the agencies and individuals who mixed this year!
The drinks were AMAZING!!

Best Mocktail Overall: Remington College "Crimecicle Cocktail"



Best Mocktail Name: Warrensville Heights "Hot" Pursuit Holly-Day Punch"

Best Presentation: University Hospital Rainbow Babies & Children's Hospital Emergency Department "Goody Lemon Drop"

Crowd Pleaser: Cleveland Metroparks Rangers Department "Pachyderm Punch"



12th Annual Mocktail Party

- | | |
|------------------|-----------------|
| • Silent Auction | \$9,098 |
| • Chinese Raffle | \$7,017 |
| • 50/50 Raffle | \$286 |
| • Grants | \$3,300 |
| • Donations | <u>\$2,630</u> |
| | \$22,331 |



BEST Mocktail to date!
Thanks for all your help!



Noon Year's Eve

- Reached around 5,170 kids and parents with CPS information
- Great activities for kids including taking a pledge to always buckle up in 2012, a "buckled up in the back seat" activity, decorating back seat organizers and measuring kids at "Boost Your Booty"



- Parents received education on "Be a Booster Booster" and about keeping kids rear facing until two-years-old
- Received check from Kohl's for \$215,525 to support the Kohl's Safe Rides for All Kids Program



Holiday Impaired Driving Campaign

- Designated Driver Drink of the Season
- Winking Lizard locations throughout NEO offered free mocktails to designated drivers during the month of December
- Party Guide distribution -- ~4,000 guides distributed through:
 - member contacts
 - Heinen's stores
 - Acme grocery stores
 - Carry-outs



MY RIDE MY RULES My Ride My Rules

- Successful fall high school challenge with 96.5 KISS-FM
- Students submitted videos depicting their rules
- Top five finalists posted on KISS-FM for final vote
- Two winners starring in next round of TV commercials

MY RIDE MY RULES My Ride My Rules



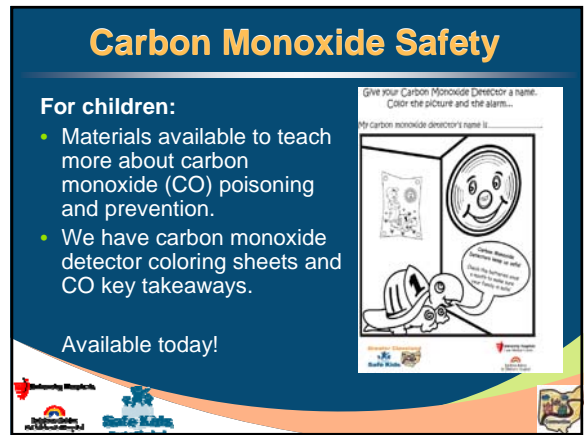
MY RIDE MY RULES My Ride My Rules



MY RIDE MY RULES My Ride My Rules

- Spots will debut during American Idol & Glee premieres in January
- Additional air dates during high-profile shows with teen audience
- KISS-FM supporting with on-air radio spots
- Ongoing planning for how to keep campaign fresh and keep kids engaged

SPECIAL THANKS TO ALL THOSE WHO ORGANIZED AND STAFFED FOOTBALL GAMES AND OTHER EVENTS THIS FALL



Ski and Snow Helmet Sales Program



- Does your local community purchase bike helmets?
- Does your school have a ski club?
- We are offering Giro ski and snow helmets at a discounted price of nearly 50 percent.
- Minimum purchase is six helmets.
- If you are interested in ordering, pick up an order form or contact Mandy at 216.983.1105.



Be a Booster Booster



- New campaign aimed at moms of kids 6-7 years old
- Looking to start a movement of influencers and early adopters
- Want moms who will talk about the issues with friends and get them on board
- Goal is to make booster seat use the norm up to age 8 or 4'9"



Be A Booster Booster – First Phase

- Kicked off with Facebook-based campaign on UH/Rainbow page
- Shared information and gained fans through FOX8 Facebook push (230,000+ followers)
- Engaged more than 1,000 moms in just a few weeks
- Offered grand prize of 5 Britax Parkway booster seats and other prizes



Be A Booster Booster – Coming Soon

- Direct mail campaign offering moms a “carpool kit” complete with BubbleBum booster seat
- Window clings
- Billboards
- TV commercial
- News media outreach
- Local celebrity mom outreach



Be A Booster Booster – Items available (or coming soon)

- Flyers
- Information card with branded tape measure key chain attached
- Car pool kits
- Direct mail pieces
- Window clings



Be A Booster Booster

- Seeking names to add to direct mail list
- Contacts for parents of 6 & 7 year olds
- Anyone with suggestions contact:
 - Jennifer Walker
jennifer.walker@UHhospitals.org
 216.983.1161



Standardized Field Sobriety Testing Four Day NHTSA Course

Sponsored by the Cuyahoga County DUI Task Force, Ohio State Highway Patrol and Olmsted Falls Police Department

Location: Olmsted Falls Fire Department, 9274 Columbia Rd, Olmsted Falls, OH
Dates & Times: Tuesday, January 24 9:00 am – 5:00 pm
 Wednesday, January 25 8:00 am – 4:00 pm
 Thursday, January 26 noon – 8:00 pm
 Friday, January 27 noon – 8:00 pm



The class is free but space is limited. Registration required.

This four day course will teach officers how to recognize and properly evaluate impaired driving suspects, from the initial observation of the vehicle to the arrest and processing of the suspect. Topics include: DUI visual detection, legal aspects of DUI enforcement, standardized field sobriety testing, proper documentation techniques, two SFST sessions with dosed subjects

For questions call or to register, contact Chrystal at chrystal.gullett@uhsospitals.org or (216) 983-1108



Super Bowl Impaired Driving Campaign February 3 - 5

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 Giant Eagle gift card (courtesy State Farm)



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

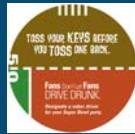


Super Bowl Impaired Driving Campaign February 3 - 5



We also have materials for local bars & restaurants.

- Safe Rides Vouchers
- Coasters
- Posters

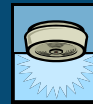


Order your materials today!



Burn Prevention Awareness Week February 5-11

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

If interested, please complete and return an order form!



Valentine's Day Safety Program

- Two Valentine's Day crafts available for children to make to remind their parents to stay safe
- Pop-up cards
 - Kit has instructions on how to make pop-up card, card stock and all cut outs for inside card
- Coupon books
 - Kit has instructions, cut-outs and ribbons to make a coupon book.



OVI Legal Update

The Cuyahoga County OVI Task Force will be conducting an OVI Legal Update for Municipal Court judges and prosecutors.

- Friday, February 24
 - Brook Park Recreation Center
 - 12:00 pm to 5:00 pm
 - 4.5 Free CLE hours



This seminar will include information about the development of the Standardized Field Sobriety Tests (SFST), Ohio's new Drug Evaluation and Classification Program, the use of police officers as Drug Recognition Experts (DRE) as a means of identifying and prosecuting drug impaired motorists, and information about the process ignition interlock companies complete to become an approved device in Ohio. Demonstrations and activities will include:

- Demonstrate of the 12-step DRE assessment protocol
- Ignition Interlock demonstrations with dosed subjects
- Hands-on demonstrations of SFSTs with dosed subjects

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



Poison Prevention Week March 18-24

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.



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



Call 216-983-1119 to order your materials!



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!!



Spanish Magnets



Phone Stickers



Magnets



Sports Safety Initiative

- Safe Kids is launching a sports safety initiative to keep kids safe while being active
- Giving grants for up to \$1500 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



Safe Communities Social Media

When they start to look tall and handsome, it's time to find your designated driver.



- Order your Social Media CD for the Super Bowl and St. Patrick's Day safe driving campaigns!
- CD features:
 - Facebook posts
 - Twitter posts
 - E-mail blast/website/newsletter copy
 - Art for profile pictures or websites
- Fill out an order form today!



Safe Kids Social Media

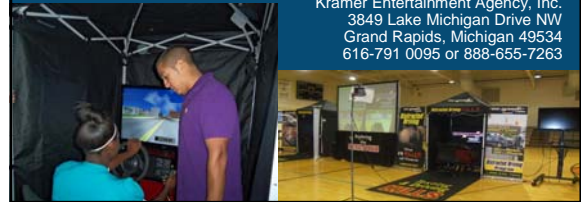
- Pick up your Social Media CD for the winter Safe Kids Programs!
- CD features updates for these winter safety topics such as:
 - Winter sports safety
 - Carbon Monoxide
 - Furniture Accidents
 - Burn Awareness
 - Childproofing
- Pick up your Safe Kids Social Media CD or fill out an order form!



Distracted Driving Prevention Program Save A Life Tour

- \$2,850 per day
- 20 minute multi media show with speaker who caused a crash due to distracted driving
- 50 kids through hands on driving simulator per hour for 6 hours

Kramer Entertainment Agency, Inc.
3849 Lake Michigan Drive NW
Grand Rapids, Michigan 49534
616-791 0095 or 888-655-7263



Coalition Business



Safe Sitter



Safe Sitters learn:

- What to do when a child chokes
- Safety for the Sitter
- How to call for emergency help
- Babysitting business skills
- Basic Child Care skills
- How to entertain children and keep them safe



For more information or to have a class at your location call Tracey Stehura @ 216-983-1110 or e-mail at tracey.stehura@UHhospitals.org



Safe Sitter



Upcoming Class dates:

- Saturday, Feb 11, 2012– UH Richmond Hospital
- Saturday, Feb 18, 2012– UH Westlake Medical Center
- Saturday, Mar 24, 2012– UH Mentor Medical Center
- Saturday, Apr 14, 2012–UH Ahuja Medical Center
- Saturday, Apr 28, 2012–UH Bedford Medical Center
- Saturday, May 12, 2012– UH Case Medical Center Downtown
- Monday, May 26, 2012– UH Geauga Medical Center

For more information or to have a class at your location call Tracey Stehura @ 216-983-1110 or e-mail at tracey.stehura@UHhospitals.org



Law Enforcement Luncheon

Tuesday, January 17, 2012

11:00 am – 12:30 pm

Marriott Cleveland East

26300 Harvard Blvd.



Agencies and officers will be recognized for:

- Crash Reduction
- Top DUI Cops
- Outstanding efforts in traffic safety



Social Advocates for Youth Coalition Bellefaire JCB

"THE COLLEGE CRAZE"

Thursday January 19th at Hathaway Brown
Parent Expo at 6pm
Program at 7pm

This program is offered to parents of middle and high school students and will demystify the process with breakout sessions on many topics related to getting your child ready for college.



Our Town & All Around Dining Directories

- We are wrapping up sales of the 2012 Our Town & All Around dining directories
- Books sell for \$28.00
- Our coalition earns \$11.00 for each book sold
- We have fliers you can hang to help sell the books
- The sale will end the first week of February
- Pick up books today or call Chrystal for more information 216-983-1108 or chrystal.gullett@uhhospitals.org



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

Pick up your activity reports today!



Member Recruitment

- Think you know someone who would be perfect to join the Greater Cleveland Safe Kids/Safe Communities Coalition? **Let us know!**
- We are always looking for new great members that can help spread our safety message.
- Reach out to any of the Rainbow Injury Prevention Staff with your suggestions!



BIG thanks to Westlake Police Department for hosting this meeting and providing lunch!

