

**Safe Kids/Safe Communities Meeting Minutes**  
**Tuesday, January 11, 2011**

- **2011 Meeting Dates and Locations**
  - Tuesday, March 1 - Westlake Community Center
  - 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!
  - Thanks to all those that mixed mocktails!
    - Best Mocktail overall – Cuyahoga County Coroner’s Office “Coroner’s Cold Case Cocoa”
    - Best Mocktail Name – Cuyahoga County Coroner’s Office and Ohio Department of Transportation
    - Best Presentation – Lake County Crime Prevention Task Force
    - Crowd Pleaser – Cleveland Metroparks Ranger Department
  - Raised over \$15,000 for Safe Kids/Safe Communities Coalition
    - Silent Auction - \$8,287
    - Chinese Raffle - \$4,038
    - 50/50 Raffle - \$233
    - Grants - \$4,670
    - Donations - \$2,600
    - TOTAL- \$19,595.70
  - Cleveland Metroparks Ranger Department and Jennifer Walker were on Channel 3 to chat about mocktail recipes and responsible party hosting tips. BIG thanks to them!
- **Noon Year’s Eve**
  - Rainbow Injury Prevention Center sponsored Noon Year’s Eve at the Cleveland Metroparks Zoo. Featured crafts, activities and education on riding safe.
  - Presentation on the Kohl’s check of \$180,579 for the Kohl’s Safe Rides for All Kids program.
  - Media coverage of FOX8 and more than 10,000 guests at the zoo.
- **Holiday Impaired Driving Campaign**
  - Heightened enforcement – 21 agencies conducted high visibility enforcement to keep drunk drivers off the road
  - Ed Gallek, from 19 Action News, did a piece on New Year’s crashes in Cuyahoga County
  - Safe Rides Partnership with Ace Taxi and Budweiser: distributed 100 bar kits that included posters, bottle openers, coasters, taxi vouchers and other information

## **New Business**

- **Multicultural Communities Occupant Protection Program FFY 2011**
  - Occupant Belt Use by Wave in East Cleveland
    - Seat belt usage in black occupants in East Cleveland increased by 8.3 from March.
    - Seat belt usage in white occupants in East Cleveland increased by 3.5 from March.
  - Congratulations to Linda for her great work! 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
    - Purpose: to increase seat belt use among Cuyahoga County's minority communities
    - Target communities: East Cleveland, Glenville, Forest Hills and Clark-Fulton
      - New programming this year to include Keep Your Family Tight family reunion component
- **2011 Fatality Review Preliminary Results**
  - There were 67 traffic fatalities, 41 fatalities (40 crashes) for which we have police reports and Coroner's toxicology reports
  - 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 & When?: 1 in 3 on interstates, 61% at night
    - How? 62.5% of drivers killed in single vehicle crashes, 17% (1/6) motorcyclists in single vehicle crashes
    - Occupant protection? 30% of drivers buckled up (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 system, 1 in 4 drivers and 1 in 3 motorcyclists qualified as "super DUI" (BAC > .17), 29% of drivers and 67% of cyclists had drugs in their systems that would have negatively affected driving
- **Live Nation High School Rock Off**
  - We are 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 teens to go to our Facebook page and write their rules to win \$500 for their school's music department.
  - If you are interested in helping with these FUN events, please contact Mandy at [mandy.thomas@uhhospitals.org](mailto:mandy.thomas@uhhospitals.org) or 216.983.1105
  - Dates for Rock off: January 15, 16, 21, 22, 28, 29 and February 12

- **ADAP/SFST Training** – Contact Chrystal (216-983-1108 to register)
  - The Cuyahoga County OVI Task Force will be conducting two ADAP/SFST Refreshers in the first quarter of 2011.
  - Tuesday, January 25, 5:00 to 8:00 pm at the S. Euclid Community Center
  - Thursday January 27, 5:00 to 8:00 pm at the Olmsted Falls Police Dept.
- **Super Bowl Impaired Driving Campaign** – Fill out an order form for supplies.
  - Super Bowl Party Kits again. Each kit will contain: Key Dish (courtesy of House of LaRose), Coasters, Mocktail recipe guide, “Be responsible” party tips, \$5.00 Taxi voucher and a \$5.00 Discount Drug Mart Gift Cards (courtesy of Nestle)
    - We are asking members to press release that they have these kits available. Customizable press releases are available.
  - We also have materials for local bars and restaurants: Safe Rides vouchers, coasters and posters
- **Preschool Fire Safety Contest** – ends Feb 25, fill out an order form for materials
  - It is an effort to educate children ages 3-5 and their parents about how to escape from a home fire.
  - There are five grand prizes of \$200 from Safe Kids USA to winning preschools of child care centers.
- **Winter Sports Safety** – fill out an order form for materials
  - 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 when hitting the slopes.
  - Younger “snow bunnies” can have tip sheets and stickers to color.
  - Ski and Snowboard Bulk Helmet Sales
    - We can purchase discounted helmets through National Safe Kids.
    - If you have a minimum order of 6 helmets, contact Mandy (216.983.1105) for details
- **Carbon Monoxide Prevention** – fill out an order form for materials
  - Materials are available about carbon monoxide poisoning prevention. We have carbon monoxide detector coloring sheets and CO takeaways.
- **Valentine’s Day Seat Belt Initiative** - fill out an order form for materials
  - Valentine’s Day craft for children to make Cupid door hangers for their parents reminding them to “Buckle Up for me”.
  - Kit includes: Instructions on how to make the door hanger , master sheets with the cut outs to make the craft
- **Free OVI Legal Update** – contact Chrystal to register (216-983-1108)
  - 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
  - Tuesday, February 15
    - Beachwood Community Center – 8:00 am-11:00 am
    - Westlake Community Center – 1:00 pm- 4:00 pm
- **Greater Cleveland Auto Show**
  - Tentative Booth: Share the Road
  - Call for volunteers to follow

- **CPS Refresher Course** - Wednesday, March 2. Contact Tom Vilt, 216.983.1115 to register
  - Class will be held at the IX Center in conjunction with the Auto Show
  - Six hours of con ed necessary for recertification will be issued
  - Cost: \$35
- **Burn Prevention Awareness Week – February 6-12** - fill out an order form for materials
  - Learn Not to Burn Curriculum
    - Program includes: Learn Not to Burn PowerPoint presentation, Activity sheets, Safety tips sheets for parents, Fire safety certificate, Burn Prevention Coloring book
- **New Booster Seat Campaign**
  - Building on the 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 age 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”
  - Campaign materials will be ready for launch in Spring 2011 and will include: New logo/slogan, Television commercial, Community events, Flyer, Postcard
- **Poison Prevention Week – March 20-26** - fill out an order form for materials
  - Poison Prevention Awareness Week Curriculum/ Poster Contest Packets available: Teacher/parent letters, Safety tips, Activity sheers
    - Contest entry forms (poster submissions must be postmarked by Friday April 29, 2011)
  - Educational poison materials area available for adults and students on CDs
    - Adult materials include: educational video showing when and why to call the Poison Control Center, educational PowerPoint with information on poison prevention and poisoning statistics, fliers on prescription drug abuse and how to properly dispose of medications, educational flier on lead poisoning--how it happens and how to protect children
    - Student materials include: Spike Poison Prevention video and worksheets for preschoolers, Poison Patrol Training Program video with worksheets for elementary students (English/Spanish Versions), curriculum for middle school and high school students
  - Bookmarks, magnets, phone stickers and Spanish language magnets are also available.
  - Feel free to borrow poison educational materials from our Lending Library if attending a community event or giving a presentation.

- Glow Germ – hand washing kits and activity sheets
  - *Spike's Poison Prevention Adventure* and *Poison Control in Action* videos are available to check out
- **St. Patrick's Day Impaired Driving Campaign – March 17-20**
  - We are planning a “viral” campaign, emails and texts that get forwarded
  - We are going to ask members to make use of the web materials: Facebook posts, Twitter posts, Banner ads and Splash pages
- **Lifesavers 2011 Traffic Safety Conference – March 27-29 Phoenix, Arizona**
  - Lifesavers is national highway safety conference dedicated to reducing traffic related deaths and injuries.
  - For more information visit: [www.lifesaversconference.org](http://www.lifesaversconference.org)
- **Baby Safety Guides** - fill out an order form for materials
  - Safe Kids USA provided a pamphlet, “Baby Safety Basics: A guide to keeping your baby safe during the first years of life”.
  - Available in English and Spanish. Information featured: Crib safety, Feeding time, Car seat safety and bath time
- **Sports Safety Initiative - \*\*mini grant opportunity\*\***
  - Safe Kids is launching a new sports safety initiative to keep kids safe while being active
  - Athletic trainers, athletic directors 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](mailto:mandy.thomas@uhhospitals.org)
- **Traumatic Brain Injury Materials** - fill out an order form for 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
    - 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)

- **Social Media for Safe Kids** – fill out an order form to receive a CD
  - With social media being the new form of media and the success of Safe Communities on Twitter and Facebook, we created social media updates for the upcoming Safe Kids projects.
  - Safe Kids programs featured on the CD: Winter sports, Childproofing, National Burn Awareness week, Furniture tip-overs, Poison Prevention Week, Playground Safety, Spring Sports Safety

#### **Coalition Business**

- Thanks to all the new members at this month's meeting! Looking forward to seeing all you can do!
- March New Member Recruitment
  - High School Representatives, including: SADD/Teen Institute Coordinators, Teachers, Principals, Counselors, Coaches
- ***Our Town & All Around Dining Directories***
  - We're wrapping up sales of the 2010 *Our Town and All Around* dining directories
  - Books are \$28.00--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**
  - High School Rock Off
  - Greater Cleveland Auto Show
  - Seat Check Saturday
  - Teddy Bear Day at the Zoo
  - 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](mailto:chrystal.gullett@uhhospitals.org)
    - On-line: [www.injurypreventioncenter.com/safe-kids/activity-reports](http://www.injurypreventioncenter.com/safe-kids/activity-reports)

**Thanks to Ptl. Roger Martin, Beachwood Police Department, for hosting the meeting and Mike Pecaroro, Nestle for providing lunch!**

**See everyone at the next meeting on Tuesday March 1 from 9:30 am – 11:00 am at Westlake Community Center!**