

Greater Cleveland Safe Kids/Safe Communities Meeting Minutes

July 12, 2011

Mayfield Village Civic Center

Thank you to both of our speakers who shared a wealth of information:

- **Christie Wiedt from Saint John West Shore Medical Center** discussed how the Westlake Health and Safety Committee brings together stakeholders from the City of Westlake to deliver Safe Communities and Safe Kids programs to residents of Westlake. She described some of their recent successes including primary and middle school bike and pedestrian safety events and child passenger safety education provided to parents through the schools. The committee has engaged high school students in peer-reachback efforts to get more kids in booster seats and is tackling distracted driving as well. If you would like more information on how you can use the Safe Kids/Safe Communities materials to influence your community please talk to Christie about her efforts with the Westlake Health and Safety Committee.
- **Nancy Schaumburg from Bellefaire JCB.** Nancy works with SAY – Social Advocates for Youth which is a school based prevention and early intervention program of Bellefaire JCB for students in middle and high school. SAY services are offered in eight suburban school districts in Cuyahoga County. The SAY students have developed a distracted driving campaign that is being implemented in communities including South Euclid and Lyndhurst. They have developed materials and messages and have two copies of a very powerful video. For more information on how to incorporate the SAY Distracted Driving Campaign in your community, please contact Nancy at 216-320-8469 or schaumburn@bellefairejcb.org

Old Business

- **Click It or Ticket – BEST to date!**
 - WMMS partnership
 - WMMS web components – register to win page; banner ads
 - Alan Cox Kings of Cleveland Comedy – CIOT interview during the Cleveland Kings of Comedy (THANK YOU to Sgt. Laura Park, Maple Heights Police Department)
 - WMMS air components – cue to call/CIOT sounder; CIOT weekend (text weekend specific to CIOT message); additional spots (100 on air, 125 streaming, 200 PSAs and 500 billboards)
 - Balloon Launches – THANK YOU to those that participated!
 - Coverage on WEWS, WKYC, Fox 8, News Herald, Sun News, West Life, Parma Sun Post and Sun Press
 - Summer Travel Safety Kits (Memorial Day kits) – thank you State Farm for sponsoring!
 - Coverage in Chagrin Solon Times, Chagrin Valley Times, Sun Messenger, News Sun, News Herald, WEWS, MSNBC and Action 19
 - Enforcement Press Event – Thank you Chief Miller, Parma PD, and Lt. Morgan, OSHP, for speaking to media.
 - Coverage on WTAM and WEWS
 - Speedway events – thanks to all those who participated!
 - Customers that buckled up received coupon for free lunch items and chance to win concert tickets from WMMS. 350 people texted to win the tickets.
 - Pump stickers were on all Speedway gas pumps in 11 Northeast Ohio counties.
- **Parade the Circle – Thank you to all those that helped at this successful event! We had a HUGE turnout!**
- **Buckle Your Beats – Grand prize winner Keith Campbell**
 - 40 great submissions; 62 percent of participants were male and average age was 23, which is exactly what we wanted for the program!
 - Grand prize: on-air radio exposure on DJ Latin Assassin's Hip Hop Countdown show, Conrad's Tire and Auto gift certificate, Cedar Point Family Four Pack, In & Out Car Wash and Auto Detailing, Villa Clothing Store gift card and B&M Barbeque Restaurant gift card. **Valued at \$975!**
- **Congratulations to Traffic Commissioner Bob Abele, South Euclid Police Department, for being recognized at the NHTSA Bi-Regional Highway Traffic Safety Law Enforcement Conference.**

New Business

- **Motorcycle Safety – order forms available**
 - Respect the Road- Reflect Yourself - Safe Communities, State Farm, 3M, WMMS and Quaker State & Lube sponsored the "Respect the Road—Reflect Yourself" Design Contest this year to keep motorcyclists safe by asking them to create a design out of retro reflective materials for their helmets, bikes or gear. **Judging by WMMS's Alan**

Cox was Wednesday, July 13 at Valley View Quaker Steak & Lube. Prizes include full face helmet, gift cards and concert tickets.

- Vouchers, kickstand coasters, magnets, Ride Smart bags and Ohio tour maps available. Contact Chrystal (216.983.1108 or chrystal.gullett@uhhospitals.org) to order materials.
- **911 Simulator** – contact Ken Taylor (216.983.1112 or Kenneth.taylor@uhhospitals.org) to reserve for an event
 - Thanks to State Farm we were able to purchase this interactive simulator that is designed to aid an educator to conduct a 911-safety session correctly and effectively. Speaks in both Spanish and English.
- **Summer Safety** – order forms available
 - Help raise awareness of summer safety measures by offering summer safety fans for children to color and cut-outs of firefighters, doctors or summer safety kids to pose with. We also have temporary tattoos for kids with bike helmet, pedestrian and child passenger safety designs.
- **Summer Fire Safety Toolkit** – order forms available
 - New summer-themed community toolkit materials on gasoline fire prevention.
 - Toolkit includes video of teenage burn survivor, flyers, posters, activity guides, slide presentation, press release template and web components.
- **Summer Safety Social Media** – order form available
 - Summer social media CD topics include: water safety, grilling/fireworks/fire safety, hyperthermia, bike safety and pedestrian safety. GREAT resource for you or the social media contact in your community!
- **Summer Poison Prevention** – order forms available
 - Following materials are always available to order: Adult Poison Video (VHS), *Spike* video (VHS/DVD), wallet & key chain cards, phone stickers, magnets, poison tattoos and Spanish magnets.
- **Keep Your Family Tight – June 29 – September 5**
 - **Radio Contest**- In partnership with Radio One's gospel and light jazz stations, listeners are encouraged to upload photos of their "families" buckled up; the entrant whose photo receives the most on-line votes will win a family reunion for 50 guests at the Cleveland Metroparks Zoo and a \$500 gift card from Mr. Chicken.
 - **Reunion Kit** – partnership with Positively Cleveland; kit includes: intro letter, travel safety activities book, fact sheets, CPS resources and information, Bingo game, talking points and ability to order fans, bookmarks and magnets.
- **Pool Safety** – fill out order form to receive:
 - "Pool Safety: Simple Steps Save Lives" campaign materials from the CPSC; Safe Kids water safety stickers and posters.
 - Safe Kids Grant for \$3,000 to provide East Cleveland Teens with swimming lessons and educational lessons on drowning, social issues, peer-reach back and physical fitness benefits from the Downtown Branch of the Cleveland YMCA
- **Hyperthermia**- order forms available for posters, handouts, window clings and magnets
 - Received grants to provide Greater Cleveland with hyperthermia messaging; Speaker from Medina family spoke about their hyperthermia experience to the local media (covered on WKYC, WEWS, WOIO, Fox 8, ONN and News-Herald). Next, we will be filming a 30 second PSA and a 4-5 minute video.
- **Labor Day Alcohol Mobilization** – new slogan "Drive Sober or Get Pulled Over"
 - Program elements: Safe Rides Program Promotion (taxi vouchers, Safe Rides website and promotion in restaurant and bars), press event and enforcement (600 hrs of saturation patrols and 10 checkpoints)
- **12th Annual Pediatric Trauma Symposium**
 - The Level I Pediatric Trauma Center at UH Rainbow Babies & Children's Hospital will host the 12th Annual Pediatric Trauma Symposium on September 16 at Corporate College East. Registration is available on line at www.rainbowbabies.org by clicking on the Pediatric Trauma Symposium banner.
 - Please consider attending to learn more about this year's theme of access to pediatric trauma care.
- **Child Passenger Safety Week – September 18-24**
 - National Highway Traffic Safety Administration has copyright-free marketing materials and outreach templates available at www.trafficsafetymarketing.gov/cpsweek2011
 - During CPS week, we will launch a refresh of the "Boost Your Booty" campaign with emphasis on older kids.
 - **National Seat Check Saturday – September 24** – we will be holding a big event with a fun surprise in Cleveland's near west-side in the Dave's Super Mercado parking lot on corner of Ridge and Dennison.
- **International Walk to School Day** – order form available
 - International Walk to School Day is October 5! Mark your calendars
 - Toolkit available that features everything you will need to host your own IWTS event. Giveaways for participants also available.
- **Fire Prevention Week** – order forms available

- Fire Prevention Week is October 9-15 with the theme of "It's Fire Prevention Week. Protect your Family from Fire."
- Have *Junior Fire Stopper* stickers, family escape plans, coloring sheets and other fire prevention activities available.
- **My Ride My Rules**
 - Know any teen drivers? Encourage them to go www.facebook.com/MyRideMyRules and "like" the page for a chance to win great prizes including gas cards and concert tickets.
 - More information about awesome programs launching in the fall soon!
- **Ohio Teen Safe Driving Coalition**
 - Safe Kids Greater Cleveland is a part of the Ohio Teen Safe Driving Coalition through the National Safety Council.
 - The goal of the coalition is to empower teens, get parents involved, strengthen the GDL legislation and engage local media.
 - For more information on how you can help, please contact Mandy (216.983.1105 or mandy.thomas@uhospitals.org)
- **Mstar 5K Fun Run/Walk 2011**
 - Sunday, August 28 at 8:00 a.m. at Fox Meadow Country Club in Medina; cost is \$20.00 to help support an Mstar Foundation Driving Simulator Teen Drivers Education Curriculum.
 - For more information, please go to www.mstarfoundation.com
- **Halloween Safety** – order forms available
 - Halloween safety materials including bags, tips sheets, coloring sheets and reflectors will be available closer to October.
- **Halloween Seat Belt and Impaired Driving Campaign** – order forms available
 - Includes: Click It or Ticket banners and yard signs; seat belt/impaired driving flyers; coasters; taxi vouchers
 - We would like to get these materials into Halloween costume or party stores; if you know of any, please contact Nikesha (216.983.1119 or Nikesha.yarbrough@uhospitals.org)

Volunteer Opportunities & Coalition Business

- **Member Recognition Meeting – Tuesday, September 20 from 11:00-12:30 at the House of Blues**
 - PLEASE turn in any of the following to get recognition for your organization and community: activity reports, newspaper articles, television clips, internet sites, community newsletters and event flyers.
 - Remember to put on calendar and invite bosses or other community members that you want to know about the Greater Cleveland Safe Kids/Safe Communities Coalition. If you know anyone you would like us to invite, please send their contact information to Mandy (216.983.1105 or mandy.thomas@uhospitals.org)
 - Look for the invitations soon!
- **Teddy Bear Day at the Zoo – September 24 from 10 a.m. – 2 p.m.**
 - Kids with a teddy bear or any plush toy will receive free Zoo admission with a paid adult. There will be activities for kids to participate in.
 - Volunteers needed!
 - Contact Tracey Stehura (216.983.1110 or tracey.stehura@uhospitals.org) for more information
- **Boo at the Zoo – October 20-23 and 27-30 from 5:30 p.m. – 9:30 p.m.**
 - Shifts are from 5:30 – 7:30 p.m. and 7:30 – 9:30 p.m. You may volunteer for one or more shifts. All shifts include set up or clean up.
 - If you are volunteering a teen organization, an adult representative must be present.
 - Contact Tracey Stehura (216.983.1110 or tracey.stehura@uhospitals.org) for more information
- **SRAD Meeting – Thursday, July 28 at 11:00 a.m. at Strosacker Hall, Baldwin Wallace College**
- **SRAD/OVI Task Force Annual Recognition Meeting – TENTATIVE DATE: Tuesday, November 15 from 11:00 – 12:30, Location TBD**
 - Please check your schedules for possible conflicts

THANK YOU to all those that attended the July Safe Kids/Safe Communities Meeting!
BIG thanks to Kris Fleck and the Mayfield Village Civic Center for hosting and providing lunch!
See everyone at the Annual Member Recognition Meeting on Tuesday, September 20!