

Safe Kids/Safe Communities Meeting

March 1, 2011

Meeting Minutes

Thanks to our guest speaker!

- **Julie Leggett, Executive Director of MADD, Northeastern Ohio Affiliate**
 - MADD offers 30-minutes parent workshops where parents and caregivers can receive a free parent handbook to equip them with the communication tools they need to talk to their teens about alcohol.
 - Public event to launch “Power Talk 21” is April 21 at location TBD
 - Contact Julie at 216-265-9229 for more information.

Old Business

- **Tri-C High School Rock Off**
 - *My Ride My Rules* had a table at the lobby of the House of Blues in an effort to encourage teens to “like” our www.facebook.com/MyRideMyRules and post their own rules.
 - We provided the participating bands with “swag bags” filled with *My Ride. My Rules.* giveaways.
- **Super Bowl Outreach**
 - Big thanks to Nestle! Another BIG thanks to Mark Fyock, North Royalton PD, for being press contact! He was interviewed by WTAM, Fox8 and WKYC!
 - Distributed 275 kits throughout Cuyahoga County!
- **Greater Cleveland Auto Show**
 - Thanks to all the volunteers who helped on Kids Fun Day on February 28!
- **New Member Recruitment**
 - 27 new members since January 2011!
 - 11 new fire departments and 9 new community agencies!
 - Please continue to help us grow the coalition!

New Business

- **Multicultural Communities Occupant Protection Program**
 - Keep Your Family Tight Reunion Collaborative Partner: Positively Cleveland
 - Helping us promote our reunion kits
 - We will be featured on their website
 - Media: *Saved by the Belt* Print Ad
 - Neighborhood Voice – newspaper around Cleveland
 - Karamu playbill
 - East Cleveland theater playbill
- **Child Passenger Safety Technician Refresher Course**
 - Thanks to all those who came on Wednesday, March 2 for the CPS Refresher Course at the IX Center!
 - Sarah Tilton from Britax spoke on new products, standards and testing, LATCH and more.
- **St. Patrick’s Day Impaired Driving Campaign – March 17-20**
 - Viral email campaign again – “How Irish Are You?” email campaign featuring the website link that will give the answers, safety information, DUI checkpoints and saturation patrols and will allow users to print \$5.00 Safe Rides Ace Taxi voucher. We will send out the email the week of the 14th. Please forward to your email contacts.
 - New goal for website (tentative – www.saferides.net) 1,000 visits
 - Also have supplies to order (fill out order form to receive)
 - Cooler stickers, coasters and posters

- **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 sheets
 - Contest entry forms (poster submissions must be postmarked by Friday April 29, 2011)
 - Educational poison materials are available for adults and students on CDs
 - Adult materials include: video showing when and why to call the Poison Center, PowerPoint with information on poison prevention and poisoning statistics, fliers on prescription drug abuse and how to properly dispose of medications, 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 you are 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
- **Prescription Drug Abuse Summit - Tuesday April 5, 2011 at Hyatt Regency, Columbus, 9:00 a.m.-4:30 p.m.**
 - To register go to www.oacbha.org
- **Ohio Legislation & Advocacy Updates**
 - Updates on the Continuing Resolution (CR) Bill passed by the U.S. House of Representatives which cuts many federally funded programs for the remainder of the 2011 Fiscal Year. For a complete list of program cuts, visit the website below:
http://appropriations.house.gov/index.cfm?FuseAction=PressReleases.Detail&PressRelease_id=259&Month=2&Year=2011
- **Sports Safety Week – April 17-24** – fill out order form
 - Offering kits that allow recreation centers, community centers or schools to host their own sports safety events.
 - Kits include suggested activities, teaching materials, customizable press releases, customizable flyers, parent packs and giveaways.
 - Also offering “Spring into Sports Safety” activity books that feature sport safety tips, games and puzzles.
- **Playground Safety –April 25-29** – fill out an order form for materials
 - Playground Safety materials for all age groups. Brochures for parents/caregivers, *Arthur* coloring books for preschool-kindergarten aged children, word scrambles for kindergarten-second grade and math lesson plans for older students.
- **National Distracted Driving Awareness Month – April** – contact Chrystal for more information. 216-983-1108 or chrystal.gullett@uhhospitals.org.
 - Mock Traffic Court – Teen Focus
 - Police departments, high schools, municipal court representatives, etc, can partner to inform students about the dangers of distracted and reckless driving.
 - Invite a selection of high school students (ex. government students) to participate in a Mock Traffic Court session. Citations will include:
 - OVI
 - Speeding
 - Full Time Attention (Texting)
 - Failure to Stop
 - Seat Belt

- **Ford DSFL: 2nd Annual “Belt It Out” Teen Safe Driving Song Writing Contest**
 - Teens (15-19) encouraged to compose and perform original songs focusing on distracted driving. GREAT prizes!
 - Visit www.drivingskillsforlife.com for a complete description of contest.
- **My Ride My Rules – Prom Campaign** – fill out an order form
 - Engage students to log onto www.facebook.com/MyRideMyRules and “like” the page and answer pop culture seat belt questions to enter for a chance to win great prizes, including a Photobooth for prom.
 - Bring *My Ride My Rules* out to your school! Borrow the *My Ride My Rules* spin wheel, table cloth and lots of prizes! All will be provided to you free of charge if you or a student group will do the staffing.
- **Prom Tuxedo Junction Teen Seat Belt Campaign** – fill out an order form
 - Partnering with Tuxedo Junction and KISS-FM to distribute tuxedo pocket cards. Order cards to include with prom ticket sales, distribute to local dress and flower shops, insert with prom materials or come up with your own activity.
- **Mother’s Day Seat Belt Initiative** – fill out order form
 - Pop-up Mother’s Day card kit that includes instructions on how to make the pop-up card, card stock and all the cut outs.
 - Also providing e-cards for Mother’s Day around seat belt safety. Go to www.injurypreventioncenter.com for more information.
- **Bicycle Safety** – fill out order form
 - “Ride your Bicycle to School” week – similar to the International Walk to School Day program. Offering kits with ideas for schools/communities to host their own bike safety event.
- **Bulk Bike Helmet Sales** – order forms are attached.
 - 8.50 purchase price. A minimum of 12 helmets must be ordered. Payments must be received with order and please submit one check per order. Please allow four weeks for delivery. Sizes include: toddler (male & female), child (male & female), youth (male & female), adult s/m (unisex) and adult m/ (unisex).
 - Updated order forms available. Bike helmet measuring tapes are also available.
 - Order website banner ad or posters to hang up in your community to advertise sales.
- **Booster seat program**
 - New booster seat campaign with emphasis on older kids (6 & 7 year olds) and the parents.
 - Looking at different designs to appeal to older children and are gender friendly.
 - Look for more information at the next meeting.
- **Just Get It Across**
 - At the meeting we watched a new PSA shot for this campaign. If you would like to share your thoughts or ideas please contact Jen at Jennifer.walker@UHHospitals.org
- **Social Media CD** - fill out order form
 - Safe Kids Social Media CD for Twitter/Facebook updates on different safety topics including Poison prevention, Playground Safety, Sports Safety, Summer Safety, etc.
- **Motorcycle Safety Awareness Month** – fill out order form
 - Window/cooler/mirror decals, posters and coasters available to remind riders to “Ride Smart. Ride Sober.”
 - State Farm, 3M, WMMS and Quaker State & Lube have agreed to sponsor the “Respect the Road—Reflect Yourself” Design Contest again this year. More details to follow.
- **Click It or Ticket** – Cuyahoga County’s current seat belt use rate is 69.8%. Ohio’s 83.6% and Nation’s 84%. Worn correcting, seat belts reduce the risk of fatal injury by 45% for front seat occupants in cars and 60% for pick up truck and SUV front seat occupants. We need to capitalize on NHTSA’s national

push for seatbelt use during CIOT to get more people buckled up in Cuyahoga Co. More details will be forwarded as the programs get closer. Plans for CIOT include (watch for details!):

- Alan Cox/WMMS Partnership.
- Local campaign kick off events
- High School Click It For a Ticket events
- Buckle U – college themed program
- Signs and messaging
- **Buckle Your Beats – May 16- June 11**
 - Encourages seat belt use among minority males ages 14-34.
 - Listeners are encouraged to mix their own beats using seat belt sounds, upload it to www.zhiphopcleveland.com. Then listeners vote on their favorite and the winner becomes the introduction to *Latin Assassin's 7 at 7*.
 - If you would like to get information to distribute to people in your community contact Nikesha Yarbrough at 216-983-1119 or nikesha.yarbrough@uhhospitals.org .

Coalition Business

- **Member Recruitment**
 - Focus for May meeting: City Leaders/Safety Directors for *Click It or Ticket*, Motorcycle Safety, *Over the Limit. Under Arrest*. AND Elementary Schools for International Walk to School Day
- **NHTSA/OTSO Communications Calendar**

Next meeting is Tuesday, May 3 at Cleveland Metroparks Ranger Department (4600 Valley Parkway, Fairview Park). Thanks to all those who attended the meeting. A SPECIAL Thanks to Sgt. Mark Krumheuer and Westlake PD for hosting the meeting and providing lunch!