

Greater Cleveland Safe Kids/Safe Communities Meeting Minutes

May 3, 2011

Cleveland Metroparks Ranger Department Headquarters

BIG Thanks to Ray Sanderbeck, Team Leader of the National Safety Council's Ohio State Teen Safe Driving Coalition, for speaking about plans to improve teen driver safety in our state through education and advocacy. He invited Coalition members to take part in an informational meeting this Friday.

- For more information on how you can help, please call in to the teleconference on Friday, May 6, at 877.309.8641, conference code 2393394483.

Old Business

- **Sports Safety Initiative** – It's not too late; please fill out an order form to receive a Sports Safety Education Kit.
 - Thanks to the eight recreation centers and community centers that participated in the Sports Safety Week campaign!
 - We provided kits with instructions for activities, teaching sheets, letters to parents and giveaways. There are still kits available.
- **Poison Prevention Week**
 - Thank you for making Poison Prevention Awareness week amazing!
 - Total materials distributed from January to March: **56,052**

New Business

- **Multicultural Communities Occupant Protection Program**
 - Billboards promoting seat belt safety will be going up in East Cleveland and the Clark-Fulton area in June.
- **Motorcycle Safety Awareness Month** – order forms available
 - Window/cooler/mirror decals and posters available to remind riders to "Ride Smart. Ride Sober." Distribute materials to restaurants or bars in your area.
 - Kick off event is Wednesday, May 11 at Quaker Steak & Lube, Valley View from 6:30 pm-8:30 pm. There will be spring safety check demos for motorcycles, 3M design helmet raffle and skills demonstrations by police officers.
 - State Farm, 3M, WMMS and Quaker State & Lube have agreed to sponsor the "Respect the Road—Reflect Yourself" Design Contest again this year. Fill out an order form or contact Chrystal if you'd like to participate. We are also looking for sponsors. Please let us know if you have ideas.
- **Bicycle Safety** – order forms available
 - "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 events.
- **Bulk Bike Helmet Sales** – order forms are attached.
 - \$8.50 purchase price, with a minimum order of 12 helmets. Payments must be received with order; 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/l (unisex).
 - Updated order forms available. Bike helmet measuring tapes are also available.
 - Order our new website banner ad or posters to hang up in your community to advertise sales.
- **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.
- **Mother's Day at the Zoo – May 8, 2011 from 10 a.m. – 5 p.m.**
 - Volunteers needed to help with activities at Safe Kids booth. Contact Rickiesha March to help at 216.983.1176 or Rickiesha.March@UHhospitals.org.
- **Click It or Ticket** – Cuyahoga County's current seat belt use rate is 69.8%, compared to 83.6% for Ohio as a whole and 84% for the nation. Worn correctly, 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 seat belt use during CIOT to get more people buckled up in Cuyahoga County. Plans for CIOT include:
 - Alan Cox/WMMS Partnership.

- CIOT PSAs on WMMS 5/2-6/5
 - NHTSA Car Talk PSA on WTAM and WGAR 5/2-6/5
 - CIOT Sounder “Cue to Call” 5/16-6/3
 - Kings of Comedy events 5/20 and 6/10 (text to win, signage on stage, videos and register to win tickets and dinner for two at House of Blues from 5/2-5/9)
 - Web takeovers on WMMS and WGAR 5/26
 - E-blasts
 - Banner ads & podcasts
 - Text in to Win at buckle down events
- Local campaign kick off events – balloon releases in elementary schools in areas with Sun News.
- Nighttime Seat Belt and OVI Enforcement
 - Seat belt use of seriously and fatally injured motor vehicle occupants is lower at night than during the day, largely due to high risk motorists who ride unrestrained: late night drivers, young males, drivers with violations and crashes, and impaired drivers.
 - Kick off date tentatively scheduled for Monday, May 23 at Winking Lizard Downtown
- High School Click It For a Ticket events
- Workplace/High School/College Campus ideas
 - Banners & yard signs
 - Posters
 - Secret spotters
 - Pay roll stuffers
 - Email blasts
 - Marquee messaging
 - Presentations
- Banners, yard signs, poster & marquee messaging
- Social media CD – 16 Facebook and Twitter updates around CIOT and Memorial Day safety messaging.
- Speedway Buckledowns – pump decals and Buckledowns on Friday May 27 from 11:00 a.m. – 1:00 p.m. Buckled up customers will receive a “text in to win” voucher and food from Speedway.
- Click It For A Ticket – order auto air fresheners and vouchers for your buckledowns
- Summer Travel Safety Kits – with help from State Farm we will provide agencies with these kits to distribute to community members (similar to Super Bowl party kits). Members that receive kits **must** issue a press release about it (we’ll provide a sample press release). Kits include:
 - \$5.00 gas gift card
 - Tire pressure gauge
 - Activity books and crayons
 - Atlas
 - Restaurant coupons
 - Safe travel tips.
- **Buckle Your Beats** – fill out order forms to receive hot cards promoting the contest.
 - Encourages seat belt use among minority males ages 14-34.
 - Listeners are encouraged to mix their own beats using seat belt sounds and upload them to www.zhiphopcleveland.com. Listeners then vote on their favorites and the winner’s submission will be played as the introduction to *Latin Assassin’s 7 at 7* show.
 - A kick off event was held at the Hood vs. Heights basketball game on Saturday, April 30—21 entries were recorded onsite and 200 seat belt pledges were received.
- **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.
- **Parade the Circle – VOLUNTEERS NEEDED!**
 - Saturday, June 11 from 11:00 a.m. – 4:00 p.m. (multiple shifts available for volunteers) at Wade Oval in Cleveland’s University Circle. We will be having a table where children can decorate provided giveaways. Please try to volunteer and highlight your own agency by bringing some of your promotional materials.

- To volunteer or for more information, contact Mandy Thomas at 216.983.1105 or mandy.thomas@UHhospitals.org.
- **Father's Day Seat Belt Initiative** – fill out order form
 - Pop-up Father's Day card kit that includes instructions on how to make the pop-up card, card stock and all the cut outs.
- **Social Media CD** - fill out order form
 - Safe Kids Social Media CD includes Twitter/Facebook updates on different safety topics, including bike safety, water safety, summer safety.
- **Keep Your Family Tight – June 29 – September 5**
 - 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 votes will win a family reunion for 50 guests at the Cleveland Metroparks Zoo and a \$500 gift card from Mr. Chicken.
 - Partnership with Positively Cleveland.
 - More information at next meeting.
- **My Ride My Rules** – fill out order form
 - 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.
- **Fourth of July Impaired Driving Campaign** – fill out order form
 - Coasters, posters and cooler/window decals available.
- **International Walk to School Day**
 - IWTS is October 5, so get it on your calendar!
 - More information will be available at the next meeting, including a kit that includes EVERYTHING you need to host your own walk.
- **Crib Safety Rules** – order forms available
 - New crib safety guidelines take effect in June. Posters available to promote in your community. Tip sheets are also available on the CPSC web site.
- **Button Battery Materials** – order forms available
 - CPSC has materials (posters and safety checklists) available about the dangers of button batteries. Materials available in English and Spanish.

Coalition Business

- **Rainbow Injury Prevention Center Contact List** – available here
- **Activity Reports** – available here
 - Need reports by 14th of the month for funders.
 - Submit reports by:
 - Fax: 216.983.1180
 - Email: chrystal.gullett@UHhospitals.org
 - On-line: www.injurypreventioncenter.com/safe-kids/activity-reports
- **SRAD/DUI Task Force Meeting**
 - Thursday, May 19 at Parma Police Department at 5555 Powers Blvd., Parma OH at 11:00 a.m.

Next meeting is Tuesday, July 12 in Mayfield (location TBD, check website). Thanks to all those who attended the meeting. A SPECIAL thanks to Chief Greg Loftus, Dianna Kall and The Cleveland Metroparks Rangers for hosting today's meeting!