

Safe Kids/Safe Communities Meeting Minutes

Tuesday, January 10, 2012

Westlake Recreation Center

Thank you to our speaker, Kris Fleck! She talked to us about the position of Drug-Free Action Alliance and the Alcohol and Drug Abuse Prevention Association of Ohio about Marijuana as a medicine. The Position Paper Kris discussed is enclosed.

2012 Meetings and Locations

- March 6 – Fatima Family Center, 6600 Lexington Ave, Cleveland
- May 1 – AAA (Independence)
- July 10 – Cleveland Metroparks Ranger 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!

2011 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
- 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: 5,170
 - 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
- 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

2011 Fatal crashes in Cuyahoga County

- 60 fatal traffic crashes
- 65 traffic fatalities
 - 8 pedestrian crashes
 - 13 motorcycle crashes
 - 25 out of 39 occupants died unrestrained, an additional 2 were marked "use unknown"

- 17 out of 36 crashes (with toxicology reports) were alcohol or drug related
 - Average BAC: .198 other drugs included prescription medications, cocaine, and marijuana

Old Business

- **12th Annual Mocktail Party** – THANK YOU to everyone who made this event a HUGE success!
 - Thank you to the agencies that mixed this year!
 - Best Mocktail– Remington College “Crimecicle Cocktail”
 - Best Mocktail Name – Warrensville Heights “‘Hot’ Pursuit Holly-Day Punch”
 - Best Presentation – University Hospitals Rainbow Babies & Children’s Hospital Emergency Department “Goody Lemon Drop”
 - Crowd Pleaser – Cleveland Metroparks Ranger Department “Pachyderm Punch”
 - Best Mocktail to Date! With Silent Auction, Chinese Raffle, 50/50 raffle and donations we raised \$19,031 for Safe Kids/Safe Communities!
- **Noon Year’s Eve** – reached around 5,170 kids and parents with CPS information.
 - Great activities for kids including a pledge to always buckle up, “buckle up in the back seat” activity, decorating back seat organizers and measuring/evaluation kids at “Boost Your Booty”.
 - Parents received education on “Be a Booster Booster” and about keeping kids rear facing until two-years-old.
 - UH Rainbow Babies & Children’s Hospital received a check for Kohl’s for \$215,525 in support of the Kohl’s Safe Rides for All Kids Program.
- **Holiday Impaired Driving Campaign** – Thanks to all those that helped get the nearly 4,000 Party Guides out to grocery stores, carry outs and other member contacts.
 - Designated Driver Drink of the Season – Winking Lizard locations throughout NEO offered free mocktails to designated drivers during the month of December.
- **My Ride My Rules** – Thank you to everyone that helped make the fall My Ride My Rules program such a success.
 - With the help of KISS-FM, students submitted videos depicting their rules and the top five finalists posted on KISS-FM to vote.
 - Two winners starred in commercials that will be run during the *Glee* and *American Idol* premieres in January. Additional air dates during high-profile shows with teen audience. Also, KISS-FM supporting with on-air radio spots.

New Business

- **My Ride My Rules - High School Rock Off** – we are sponsoring the 2012 High School Rock Off
 - My Ride My Rules logo will be in all print, TV and website advertising; presence on High School Rock Off website and Facebook page; included in correspondence to high schools; 2 banners on site; mentions during performances; items to be tossed to the crowd; swag bags presented to the 18 finalist bands; branded 8”x10” photo frames for finalists with band photos
- **Carbon Monoxide Safety** – fill out an order form for children and adult Carbon Monoxide Safety programs.
 - Children – we have carbon monoxide safety coloring sheets and key takeaways
 - Adults – we have CDs available that include b-roll video, bill insert/wallet cards, flyers and web banner ads
- **Winter Sports Safety** – fill out an order form for materials
 - Winter sports safety flyers for older kids about helmet use; “snow bunny” flyers and stickers to color for younger kids
 - We are offering Giro ski and snow helmets at a discounted price of nearly 50 percent. Minimum purchase 6 helmets.
 - If you are interested in ordering, fill out the ordering form or contact Mandy at 216.983.1105
- **Be a Booster Booster** – new campaign aimed at moms of 6-7 year olds. The goal is to have booster seat use the norm up to age 8 or 4’9”. Looking to start a movement of influencers and early adopters.
 - **First phase** – kicked off with Facebook-based campaign on UH/Rainbow page. Information was shared and gained fans through FOX8 Facebook push. We engaged over 1,000 moms in just a few weeks and offered grand prize of 5 Britax Parkway booster seats and other prizes.
 - **Coming soon** – direct mail campaign offering moms a “carpool kit” complete with extra booster; window clings; billboards; TV commercial; news media outreach; local mom celebrity outreach
 - **Items available or coming soon** – flyers; information card with branded tape measure key chain attached; car pool kits; direct mail pieces; window clings
 - If you have a mailing list or contacts for parents of 6 and 7-year-olds, contact Jennifer at 216.983.1161 or Jennifer.walker@UHhospitals.org
- **Standardized Field Sobriety Testing Four Day NHTSA Course**
 - **Location** – Olmsted Falls Fire Department (9274 Columbia Rd., Olmsted Falls)
 - **Date and Times:** Tuesday, January 24 from 9am-5pm; Wednesday, January 25 from 8am-4pm; Thursday, January 26 from noon-8pm; Friday, January 27 from noon-8pm

- 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. Class is free but registration is required. To register, contact Chrystal Gullett at chrystal.gullett@UHhospitals.org or 216.983.1108.
- **Super Bowl Impaired Driving Campaign** – fill out an order form to receive materials
 - Super Bowl Party kits include: key dish, coasters, Mocktail recipe books, designated driver wrist bans, “Be Responsible” party tips, \$5.00 taxi voucher and \$5.00 Giant Eagle gift card. **We are asking members to press release that they have these kits. Customizable press materials are available.
 - We also have materials for local bars and restaurants: Safe Rides vouchers, coasters and posters.
- **Burn Prevention Awareness Week** – fill out an order form to receive materials
 - Learn Not to Burn Curriculum for kindergarten to 5th grade students
 - Learn Not to Burn PowerPoint
 - Activity sheets
 - Safety tip sheets for parents
 - Fire safety certificate
 - Burn prevention coloring book
- **Valentine’s Day Safety Program** – fill out order form to receive materials
 - Two Valentine’s Day crafts are available for kids to create to remind their loved ones to stay safe
 - Pop-up cards – kit includes everything needed to make cards including instructions, card stock and cut-outs with safety poem
 - Coupon books – kit includes everything needed to create including cut-outs with coupons and ribbon
- **OVI Legal Update For Judges and Prosecutors** – Friday, February 24 from 12pm-5pm at Brook Park Recreation Center – 4.5 free CLE hours available
 - 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
 - Hands-on demonstrations of SFSTs
 - To register contact Chrystal at chrystal.gullett@UHhospitals.org or 216.983.1108
- **Greater Cleveland Auto Show** – Monday February 27 from 11am-10pm
 - We are looking for volunteers to help with the Safe Kids/Safe Communities safety booth at Family Day in the Interactive Kids Zone.
 - We asking people volunteer for 3 hour shifts.
 - To volunteer, contact Chrystal at chrystal.gullett@UHhospitals.org
- **CPS Refresher Class** - Wednesday, February 29 from 9am-4:30pm at Greater Cleveland Auto Show at I-X Center
 - \$35.00 to get all your needed CE hours.
 - Focusing on car seats
 - To register, contact Tom at Thomas.vilt@UHhospitals.org or 216.983.1115
- **CPS Technician Class** – to host, contact Tom at Thomas.vilt@UHhospitals.org or 216.983.1115
 - We are looking for a location to host a 4 day technician certification class this spring.
 - Facility needs to be large enough to accommodate 20 students and 60 car seats. Parking area close to classroom with enough space to allow hands-on activity in student vehicles. The availability of an indoor parking area in case of rain is a plus.
 - \$85 SKSC registration fee is waived for 2 students from host location
- **St. Patrick’s Day Impaired Driving Campaign** – fill out order form to receive materials
 - Looking for partners to sponsor a beaded necklace distribution to bars and restaurants with the “Safe Rides” message. Ideas? Contact Chrystal at chrystal.gullett@UHhospitals.org.
 - We also have materials for local bars and restaurants including Safe Ride taxi vouchers, coasters, posters and window clings.
- **Poison Prevention Week** – fill out an order form to receive materials
 - Poison Prevention Awareness Week Curriculum/Poster Contest Packets are available and include teacher/parent letters, safety tips, activity sheets and contest entry forms.
 - Feel free to borrow poison education materials from our Lending Library if you are attending a community event or giving a presentation. Materials include Glow Germ, *Spike’s Poison Prevention Adventure* DVD and *Poison Control In Action* DVD.
 - Education poison materials are available for adults and students on CDs.

- Adult curriculum (available in English and Spanish) includes educational video about Poison Control Center, educational PowerPoint on prevention and statistics, informational flyer on prescription drugs and educational flyer on lead poisoning.
 - Student curriculum includes *Spike Poison Prevention video* and worksheets for preschools, *Poison Patrol Training video* and worksheets for elementary school and educational curriculum for middle and high school.
- If you need information about prescription drug abuse, please contact Nikesha Yarbrough at nikesha.yarbrough@UHhospitals.org or 216.983.1119
- As always, we have magnets, Spanish magnets, phone stickers, Spanish phone stickers and other poison materials available.
- **Sports Safety Initiative** – contact Mandy at mandy.thomas@UHhospitals.org or 216.983.1105 with information
 - 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
- **Safe Communities Social Media** – fill out an order form to receive materials
 - Social media for St. Patrick's Day and Super Bowl Impaired Driving campaigns
 - CD features Facebook posts, Twitter posts, e-mail blasts/website/newsletter copy and art
- **Safe Kids Social Media** – fill out an order form to receive materials
 - CD features Facebook and Twitter posts and downloads for winter sports safety, carbon monoxide, furniture accidents, childproofing and Burn Prevention Awareness Week
- **Distracted Driving Prevention Program Save A Life Tour** – to learn more or order contact Kramer Entertainment Agency, Inc. (389 Lake Michigan Dr., Grand Rapids, MI 49534; 616.791.0095 or 888.655.7263)
 - Costs \$2,850 per day
 - Includes ~20 minute multi media show with speaker who caused a crash due to distracted driving and 50 kids through hands on driving simulator per hour for ~6 hours.

Coalition Business:

- **Safe Sitter** – for more information to host a class, contact Tracey Stehura at tracey.stehura@UHhospitals.org or 216.983.1110.
 - 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
 - List of classes scheduled are on the website at <http://www.injurypreventioncenter.com/programs/safe-sitter>
- **Law Enforcement Luncheon** – Tuesday, January 17 from 11:00 a.m.-12:30 p.m. at Marriott Cleveland East
 - Agencies will be recognized for crash reduction, top DUI cops and outstanding efforts in traffic safety
- **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
- **Member recruitment**
 - Please send any recommendations or suggestions for new great members to the staff at the Rainbow Injury Prevention Center!
- **Social Advocates for Youth Coalition** – Thursday, January 19 at Hathaway Brown at 7 pm
- **Our Town & All Around Dining Directories** – for more information or to pick up books, contact Chrystal at chrystal.gullett@UHhospitals.org
 - Books sell for \$28 and our coalition gets \$11 for each book sold.
 - We have flyers and posters to help sell. The sale will end the first week of February.

Thanks to all that attending the meeting!

Thank you to the Westlake Police Department for hosting the meeting. Thank you to Applebees for donating lunch.
Next meeting is Tuesday, March 6 at Fatima Family Center from 9:30am-11pm!