

Greater Cleveland Safe Kids/Safe Communities Coalition
Meeting Minutes
September 20, 2011

Thank you to all members who attended the Greater Cleveland Safe Kids/Safe Communities Member Recognition Lunch! More importantly, THANKS for all you do to help keep our communities safe!

Next Meeting: Tuesday, November 1 from 9:30 a.m.-11:30 a.m. at the Euclid Public Library at 631 East 222nd Street in Euclid. Lunch will be provided at the end of the meeting.

- **Car Seat Check Weekend**
 - Saturday, September 24 from 11 am-3 pm at Dave's Mercado, Ridge and Dennison, Cleveland
 - Sunday, September 25 from 11 am-3 pm at UH Ahuja Medical Center, I-271 & Richmond, Beachwood
 - Families are invited to get their car seats checked and meet Curious George and Clifford the Big Red Dog.
 - CPSTs: We need your help to make this event a success.
 - Contact Heidi (Heidi.Dolan@UHhospitals.org) or Tom (Thomas.Vilt@UHhospitals.org) to volunteer.
- **New Booster Seat Campaign – Be a Booster Booster** – fill out order form for materials
 - New campaign targeting parents with children 6-8 years old; focused on early adopters and influencers
 - Goal is to make booster seat use the norm for kids older than 4 but under 4'9" and get parents talking to each other; Contest runs 9/19-10/23
 - Social media outreach – "Like" UH Rainbow Babies & Children's Hospital supported by Fox 8. Weekly prizes for families that "like" the page include family-oriented tickets (Disney On Ice and/or Circus). Entered for grand prize "Car Pool Kit" to include Britax Parkway Booster
 - Campaign promoted on Fox8 Facebook and Q104 radio spots
- **My Ride My Rules** – fill out order form for materials
 - Fall 2011 Campaign Refresh – opportunity for two teen drivers to star in commercials to air during January premieres of **American Idol** and **Glee (\$1,000 cash prize too)**.
 - KISS-FM based promotion with support from Fox 8; Campaign runs from 9/12-10/21
 - Teens create video sharing their rules, post them on Youtube and register on KissCleveland.com. There will be two rounds of voting. The two videos with highest number of votes will receive a starring role in TV spot to run during Glee and American Idol; interview on New Day Cleveland show; starring roles in :10 promo videos; commercial to air during teen-targeted primetime TV shows and on Fox8's Facebook page; tours of KISS-FM and FOX8 studios.
- **Volunteers Needed** – contact Tracey Stehura (216.983.1110 or tracey.stehura@UHhospitals.org to volunteer)
 - **Hiram House Camp Pumpkin Festival** – Sunday, October 9 from 10 a.m.– 5p.m.
 - **Boo at the Zoo** – October 20-23 & 27-30 from 5:30 p.m. – 9:30 p.m.; shifts are 5:30-7:30 and 7:30-9:30. You may volunteer for one or more shifts.
- **Fire Prevention Week** – fill out an order form
 - This year's theme is "It's Fire Prevention Week. Protect Your Family From Fire!"
 - We are providing *Junior Fire Stopper* stickers, family escape plans, coloring sheets and other activities.
- **International Walk to School Day** – fill out an order form to request a toolkit.
 - International Walk to School Day is Wednesday, October 5.
 - Schools who sign up to participate will receive a toolkit filled with everything they need to conduct their own local program and a lot of great giveaways including book bags, tattoos and bracelets.

- **Halloween Safety**
 - Safe Kids – Fill out an order form to receive trick-or-treat bags, tip sheets, coloring sheets and reflectors.
 - Safe Communities – Fill out an order form to receive banners/yard signs, coasters, flyers and taxi vouchers to promote safe driving and OVI prevention.
- **12th Annual Holiday Mocktail Party**
 - **Wednesday, November 30 from 5-8 pm at Marriott Cleveland East at I-271 and Harvard Rd**
 - Looking for mocktail mixers! If your agency is interested in “mixing it up” for a good cause contact Chrystal at chrystal.gullett@uhhospitals.org.
 - Help us solicit prizes!! Donate baskets for silent and Chinese auctions. Help us locate sponsors to help support our efforts.