

Greater Cleveland Safe Kids/Safe Communities
Meeting Minutes
November 1

Old Business

- **Recognition Meeting** – Thank you to the 156 members that attended the Annual Recognition Luncheon. MORE importantly thank you for keeping our communities safe.
- **National Seat Check Saturday** – On Saturday, September 24, we brought Curious George and Clifford the Big Red Dog to Dave's Mercado on Cleveland's near Westside.
 - Checked 117 seats
 - Gave out 29 free convertible seats and 28 free boosters.
 - THANKS to all the volunteers and technicians that helped!
- **Seat Check Sunday** – On Sunday, September 25, we brought the characters to UH Ahuja Medical Center.
 - Another great event with 97 seats checked
 - Gave out 14 free convertibles and 14 free boosters
 - THANKS again to all those that helped before and at the event.
- **International Walk to School Day** – During the month of October, 20 schools participated in Walk to School Day events with over 4,000 students walking.
 - Thank you to those that joined the walk.
- **My Ride My Rules – KISS FM promotion** – in October we wrapped up the My Ride My Rules/KISS FM promotion to find teenagers to star in our next My Ride My Rules PSA
 - Gave teenagers the opportunity to star in commercials to air during January premieres of **American Idol** and **Glee and \$1,000 cash prize!**
 - Teens created videos sharing their rules, posted them on Youtube and registered on KissCleveland.com.
 - Winners get the star treatment – 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.
 - Two winners: [Kevin and Danny Best](#) from Brush High School and [Dan Vranic](#) from Akron.
- **My Ride My Rules – Football games**
 - THANKS to all those that brought My Ride My Rules into the schools, including 9 football games, homecoming dances and lunch periods.
- **Boo at the Zoo** – THANK you to all the awesome volunteers that helped at Boo at the Zoo!

New Business

- **12th Annual Holiday Mocktail Party** – Wednesday, November 30 from 5-8 pm at the Marriott Cleveland East at I-271 and Harvard Rd.
 - We need mocktail mixers! If your agency is interested in "mixing it up" for a good cause, contact Chrystal at chrystal.gullett@uhhospitals.org or 216.983.1108. Fill out the mixer form to get your recipe in!
 - Help us solicit prizes! Donate items and baskets for silent auction and Chinese raffle. Help us locate sponsors to help support our coalition's injury prevention efforts.
 - Pace setters – our thanks going to the following members who have taken the lead in supporting the event
 - Fred Szabo – Berea-Brook Park VFW - \$1500.00
 - Rich Garcia – Edgewater Insurance Group
 - Dennis Burke – AAA East Central
 - Children's Museum of Cleveland
 - Cleveland Metroparks Zoo
 - Pre-purchase your raffle tickets and we will have them ready and pre-labeled for you at the registration table. Tickets at the door will be \$1 a piece or 6 for \$5 BUT pre-purchase your tickets for \$50 and get 75 tickets! Fill out the form, check out the Injury Prevention Website or contact Mandy (mandy.thomas@uhhospitals.org or 216.983.1105) for more info.
- **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
- Fill out an order form to receive materials.
- **CPS Refresher class** – Wednesday, February 29, 2012 at I-X Center. We will be partnering with the Greater Cleveland Auto Dealers Association to hold a refresher during the Cleveland Auto Show. More information soon.
- **2011 KISS-FM Beautiful Baby contest** – running now through November. We are using this as a platform for getting the word to parents about keeping their children rear-facing in their car seats until age two.
- **Child Passenger Safety materials** – we have child passenger safety materials available.
 - Fill out an order form to receive booster seat bookmarks, posters, brochures and books.
- **Noon Year’s Eve at the Zoo** – Saturday, December 31 from 10 a.m. – 1 p.m. sponsored by Rainbow Babies & Children’s Hospital and Kohl’s Safe Rides for All Kids
 - Help needed at Safe Rides for All Kids Activity area
 - Contact Tracey at 216.983.1110 or tracey.stehura@uhhospitals.org to volunteer.
- **Railroad Safety** – fill out an order form to receive materials.
 - Participating in Safe Crossing program, that is a part of CN’s All Abroad for Safety community education program.
 - Customizable posters and curricula for classrooms are available. Children can learn more about railroad safety while having fun with Obie, the safety train, and his engineer friend, Max, at www.cn.ca/obie
- **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
- **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 order, pick up an order form or contact Mandy at 216.983.1105.
- **Thanksgiving Seat Belt Campaign** – fill out an order form
 - Safe Communities is adding Thanksgiving Holiday Seat Belt Placement to program materials. Placemats are geared towards adult men. Includes: interesting seat belt facts, buckle up call to action, road song crossword puzzles and famous car chase scene word scrambles.
 - Posters are also available in English and Spanish.
- **Holiday/New Year’s Eve Impaired Driving Campaign** – fill out an order form today
 - This year we will be distributing Mocktail Recipe Guides, posters and coasters.
 - Have a great method for distributing? Contact Heidi at heidi.dolan@uhhospitals.org or 216.983.1109.
- **Ohio Injury Prevention Partnership** – statewide group of professionals representing a broad range of agencies and organizations concerned with the prevention of injury. Members work to provide a coordinated statewide effort for injury prevention programming.
 - Membership – no cost to join. All you have to do is complete brief member agreement form.
 - Benefits – networking, injury data products, injury prevention resources and injury prevention advocacy
 - Current priorities – prescription drug misuse, abuse and overdose; falls among older adults; child injury (teen driving, child passenger safety, sports-related traumatic brain injury, bike helmets and infant sleep-related suffocation)
 - Contact Nikesha for more information about OIPP at nikesha.yarbrough@uhhospitals.org or 216.983.1119.
- **Poison Prevention** – fill out an order form for materials
 - Following materials are always available to order: Adult Poison Video (VHS), *Spike* video (VHS/DVD), wallet & key chain cards, phone stickers, Spanish phone stickers, magnets, poison tattoos and Spanish magnets.
- **Meeting with Representative from the Attorney General’s Office** – Aaron Hasiam
 - Wed, Nov 16 from 10 a.m.-11 a.m. at Cuyahoga County Board of Health (5555 Venture Drive, Parma OH 44130)
 - RSVP by Nov 11. Please contact Marlene Skovenski at 216.201.2001 ext 1255 or mkskovenski@ccbh.net to register.
- **Carbon Monoxide Safety** – fill out an order form for materials
 - Carbon monoxide educational materials available: coloring sheets and CO key takeaways.
- **Social media**
 - **Safe Communities** – Facebook and Twitter posts, e-mail blasts/website/newsletter copy and art for profile pictures or websites available for Thanksgiving and winter holiday campaigns. Fill out an order form to receive CD.
 - **Safe Kids** – Facebook and Twitter posts, links, downloadables and website resources available for winter sports safety, button batteries, holiday kitchen safety and toy safety. Fill out an order form to receive CD.

- **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

- **2012 Meeting Dates and Locations** – thank you to the agencies that offered to host meetings and provide lunch!
 - January 10 – Bay Village (tentative)
 - March 3 – Westlake PD
 - May 1 – AAA
 - July – Cleveland Metroparks Rangers Department
 - November 6 – Parma PD
- **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: chrysal.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!

Next meeting is Tuesday, January 10 (location TBD; check the website!) Thanks to all those who attended the meeting. A SPECIAL thanks to Euclid Police Department for hosting and providing lunch!