

Greater Cleveland Safe Kids/Safe Communities Coalition
Meeting Minutes
November 2, 2010

New Business

- **Preschool Fire Safety Contest**
 - Safe Kids USA is holding its second annual fire safety contest for preschools from November 1, 2010- February 25, 2011.
 - It is an effort to educate children ages 3-5 and their parents about how to escape from a home fire.
 - There are five grand prizes of \$200 to winning preschools or child care centers.
 - Fill out [order form](#) to receive the contest lesson plan, coloring pages and escape maps.
- **11th Annual Holiday Mocktail Party**
 - Thursday, December 9 from 5-8p.m. at Marriott East at I-271 and Harvard Rd
 - Looking for mocktail mixer! If your agency is interested in “mixing it up” for a good cause, fill out the [form](#).
 - Help us solicit prizes!! Donate baskets for silent and Chinese auctions. Help us to locate sponsors to help support our efforts.
 - Our thanks go to the following members who have taken the lead in supporting the event:
 - Fred Szabo- Berea-Brook Park VFW- \$1500
 - State Farm Insurance
 - Dianna Kall- Metroparks Rangers Department- Judges are all lined up!
- **Lights for Life 2010**
 - December 10 is “Lights for Life” day! ODPS and Ohio SADD are asking all Ohioans to drive with headlights illuminated as a pledge to increase teen traffic safety.
 - We want to have the biggest effort in Ohio! We have 8500 magnets to distribute to promote the event!
 - Pass out magnets to teens at events; ask your local police department to put magnets on their fleet.
 - You don’t have to be a SADD chapter to participate.
 - [Order](#) a “Lights for Life” kit for your local high school and work with the students to conduct activities.
 - Contact Heidi Dolan (216-983-1109) for information on how to bring a group of students to the [Ohio Youth Traffic Safety Summit](#) held December 10 from 9a.m. to 2 p.m. at the Columbus Police Training Academy.
- **My Ride. My Rules.**
 - School with the most teen fans of the *My Ride. My Rules* Facebook page by November 12 will win \$500. Once they “like” our Facebook page, students must post one of their rules on the wall and note which school they are from in order to be counted in the competition. To have your school participate, please fill out a [request form](#).
 - High Schools participating so far:
 - Westlake
 - Shaw
 - Brecksville/Broadview Heights
 - Annual Tri-C High School Rock Off
 - Some of Northeast Ohio’s most talented young musicians compete at the House of Blues in downtown Cleveland for prizes and a chance to record an original song.
 - *My Ride. My Rules* will be featured on signage, HOB TV, online and in print. We’ll also be on site with fun activities and giveaways.

- Please consider volunteering to help us promote teen driver safety and seat belt use on site at House of Blues during the events.
 - Watch for more *Facebook/My Ride. My Rules* fun in January as we give away Rock Off tickets and other great prizes.
- **Thanksgiving Seat Belt Campaign**
 - We have both English and Spanish versions of posters to distribute.
 - Order master copy of the Turkey dot-to-dot activity with parent information. (available in English and Spanish)
 - Fill [order form](#) out to order.
- **Christmas/New Year's Impaired Driving Campaign**
 - Safe Communities Coalition and DUI Task Force will be coordinating:
 - DUI checkpoints and saturation patrols
 - Designated Drive Super Heroes
 - Goal: conduct 4 events with Super Heroes at local businesses, shopping centers or community events.
 - Participants will receive an e-card with their picture. They can send their Designated Driver gift card to a friend or family member for a free evening of designated driver.
 - Poster Distribution
 - [Order your posters today!](#)
 - Party Planning outreach
 - Mocktail Party
- **Ski & Snowboard Safety**
 - Ski/Snowboard safety sheets for older children who are skiing and snowboarding. Sheets feature information from the CPSC about the benefits of helmet use and how to be safe when hitting the slopes.
 - For the younger “snow bunnies” we have tip sheets and stickers they can color.
 - [Order forms](#) for these sheets are available.
 - Ski and Snowboard Bulk Helmet Sales
 - We can purchase discounted helmets through National Safe Kids.
 - If you have a minimum order of 6 helmets, contact Mandy (216.983.1105) for details.
- **Carbon Monoxide Safety**
 - The US Consumer Product Safety Commission is sponsoring a nationwide carbon monoxide safety poster contest to help raise awareness of CO dangers in the home.
 - Contest open for middle schoolers. Three posters from each 6, 7 and 8 grades will be chosen and winners will receive \$250. One of these finalists will receive an additional \$500.
 - Log on to www.challenge.gov/cpsc
 - We have additional CO safety materials available for you to [order](#). We have activity sheets and tip sheets available.
- **Toy Safety**
 - Because of all the Fisher Price recalls and the holiday season right around the corner, we have created a toy safety brochure and poster.
 - Fill out [order form](#) to receive yours.
- **Winter Driving Safety**
 - With winter quickly approaching, we have materials to keep your community safe on the icy, snowy roads.
 - Schedule a brown bag lunch at your high school, local business or for your city employees.
 - Fill out an [order form](#) to receive:

- Two great videos
- “Winter Driving Tips” brochures
- Customizable press release template
- **CPS Update**
 - Make sure the recall list you are using is dated “November 1, 2010”
 - If your list is outdated, contact Tom at 216.983.1115 or Thomas.vilt@UHHospitals.org to receive a new one.
- **Parents of Teens**
 - New resource guide for parents.
 - Helpful articles by Rainbow experts on common teen issues
 - Advice for parents of young teens on
 - Teen brain development
 - Sleep
 - Nutrition
 - Parent/child relationships
 - Setting limits
 - Alcohol
 - Ties in seat belt messages for all topics
 - Available for anyone that dealing with teens. To order, please fill out [order form](#).
- **Poison Newsletter**
 - Please take a look at the American Association of Poison Control Centers quarterly [newsletter](#).
 - Feel free to take out information to customize and send around to your contacts.

Coalition Business

- **2011 Meeting Dates and Locations**
 - January 11- Beachwood Community Center 25225 Fairmont Blvd. Beachwood- 9:30 a.m.-11:00 a.m.
 - March 1- Westlake
 - May 3- Metroparks Rangers Department
 - July 12- Mayfield
 - November 1- Euclid
- ***Our Town & All Around Dining Directories***
 - We are wrapping up sales for our 2010 *Our Town & All Around* dining directories.
 - Books sell for \$28.00 and Safe Kids Greater Cleveland earns \$11 for each book.
 - We have [customizable flyers](#) for you to hang up to help sell the books.
 - Please turn in money and unsold books by the end of January.
- **Safe Sitter**
 - Want us to come and teach a Safe Sitter class in your community?
 - Contact Tracey (216.983.1110 or tracey.stehura@UHHospitals.org) for more details on hosting a Safe Sitter class.
- **Law Enforcement Luncheon**
 - Please turn in any of the following to recognize your police department and community
 - Activity reports
 - Newspaper articles
 - Television clips
 - Internet sites
 - Community News letters
 - Event fliers
 - Deadline is November 5.
 - Submit online at www.injurypreventioncenter.com/safe-kids/activity-reports or fax to [216.983.1180](tel:216.983.1180)

Old Business

- **Annual Recognition Meeting**
 - THANK YOU to all 181 members who attended the Greater Cleveland Safe Kids/Safe Communities Recognition Lunch!
 - More importantly THANKS for all you to help keep our communities safe.
- **Car Seat Check Saturday**
 - Dora the Explorer was at the Children's Museum on Saturday, September 25 for NHTSA's National Seat Check Saturday.
 - After parents had their seat checked, they received a free ticket into the Children's Museum to visit with Dora.
 - GREAT SUCCESS! Thanks to all those who helped!
- **Safety Day with Dora**
 - Sunday, September 26
 - Dora the Explorer was at Dave's Mercado and we offered free safety check for car and booster seats. Children participated in different safety events by other vendors.
 - Big thanks to all our helpers!
- **Respect the Road. Reflect Yourself.**
 - Local motorcyclists were encouraged to enter the "Respect the Road. Reflect Yourself." Design contest and customize their riding gear with 3M reflective decals. Winning designs will be posted on the WMMS website, keyword "motorcycle."
 - Entries were judged by Alan Cox of WMMS and a panel of experts on September 29 at Valley View Quaker Steak and Lube. There were eight motorcyclists with outstanding, prize-winning entries.
 - Thanks to all our coalition members that came to help out!
- **International Walk to School Day**
 - International Walk to School Day was Wednesday, October 6.
 - The 21 schools that participated received a toolkit filled with everything they needed to conduct like own local program.
 - THANKS goes out to the members that participated!
- **Multicultural Communities Occupant Protection Program**
 - Seat belt usage increased by 8 percent since implementing seat belt campaign in East Cleveland.
 - Keep Your Family Tight
 - 14 photo submissions
 - 49 users
 - 22,000 votes
 - Media- billboard featuring East Cleveland residents and employees: Mayor Gary A. Norton, Shaw High School students, Chief Spotts and others
 - Saved by the Belt print ads- Tammy Swails was saved by the belt and is featured in the ads.
 - To order materials for this program, please fill out an [order form](#).
- **Buckle Your Beats**
 - Grand prize: Julian Khan
 - Intro to Z107.9 Latin Assassin's 7 at 7 show
 - PLUS \$300 Best Buy and \$200 City Blue gift cards
 - Web Winner/Runner-Up: Rocky Munoz
 - \$200 Best Buy and City Blue gift cards
 - Fantastic Results!
 - 38 total mp3 submissions

- 38 total seat belt pledges
 - 816 web page views
 - 463 contest votes
 - Contest statistics
 - 96 Males (56%)
 - 75 Females (44%)
 - Average age for Males-25
 - REACHED TARGET AUDIENCE
 - **Boo at the Zoo**
 - Thank you to everyone that helped fill the 384 volunteer hours!
- Thanks to Parma Police Department for hosting the meeting and providing lunch!**

See you at the Mocktail Party at December 9!

**Next meeting is January 11, 2011 at Beachwood Community Center at 25225 Fairmont Blvd. at 9:30 a.m.
to learn about new campaigns and opportunities planned for 2011!**