



PROMOTING CHILD SAFETY and INJURY PREVENTION

Community Report July 1, 2010 — June 30, 2011

HIGHLIGHTS of SAFE KIDS MCKEAN COUNTY'S EVENTS & ACTIVITIES

YOUTH SPORTS SAFETY & INJURY PREVENTION

In April, Safe Kids McKean partnered with the University of Pittsburgh Bradford's Athletic Training Department and Northwest Savings Bank to host a youth injury prevention training for coaches of youth sports in McKean County. The senior athletic training students presented on concussion prevention, recognition and response; preventing common sports injuries; basic first aid; treatment for stings and bites; hydration; sun safety; and lightning safety. The event was held in the field house at the Pitt Bradford Sport & Fitness Center.

RIDE SAFE BICYCLE SAFETY EVENTS

Safe Kids McKean received a grant from the PA Department of Health to target bicycle safety and helmet use initiatives in Bradford, Smethport and Eldred. The chapter had hosted similar events in Bradford, Port Allegany and Kane in recent years. In June, bicycle safety fairs were held at Callahan Park in Bradford, Ron Houben Memorial Park in Eldred and Hamlin Lake Park in Smethport. Participants were fitted with bicycle helmets that were purchased with grant monies, and received educational information regarding bicycle and helmet safety, sun and hydration safety, and family and home safety. The safety fairs also had bicycle safety obstacle courses that children were able to bike or be walked through. In May, the chapter enlisted Parent Teacher Organizations in Bradford and held two Bicycle Safety Fairs; one at School Street Elementary School and the second at St. Bernard Elementary/Middle School. Students were able to ride bikes through a safety obstacle course, be fitted for helmets, and families were given educational materials on bicycle safety, helmets, sun and hydration and family safety. Also in May, 540 fourth grade students across the county attended bicycle safety presentations and received reflective bracelets. The final component of the grant was to collaborate with local law enforcement officials to cross promote bicycle safety initiatives. The police departments throughout the county received bicycle helmet voucher cards to distribute to area youth seen riding without helmets.

CHILD PASSENGER SAFETY (CPS)

Safe Kids McKean partnered with the Pennsylvania State Police (Kane, PA barracks) to hold a CPS event on September 23rd. Several activities highlighted the day, including a car seat check with certified child passenger seat technicians from the Pennsylvania State Police. Safe Kids set up an area with car seat safety information and other safety items and brochures. Each family that had their car seats checked received a Safe Kids bag with various activities and information. Thirteen car seats were checked and two were replaced. Additionally, CARE for Children's Rainbow Corner Preschool students received CPS bags during classroom presentations, had a car seat demonstration, and were read a story on the importance of using car seats and seat belts.

BRINGING UP SAFE BABIES

Since 2007 Safe Kids McKean has been working to ensure that every baby born at Bradford Regional Medical Center goes home with a bag full of safety items and materials. Safe Kids partners with Bradford Regional Medical Center, CARE for Children, the Bradford Exchange Club, the PA Department of Health, the Kiwanis Club of Bradford, the United Way, the YWCA and a private foundation to provide the *Safe Baby Bags*. One hundred ninety-five bags were disbursed this year.

"FIRE SMART FROM THE START" SMOKE DETECTOR PROGRAM

Safe Kids McKean partners with the Bradford City Fire Department to install free smoke detectors into area homes that do not have the safety device in place. Families work on a simple evacuation plan and are given fire safety information. The smoke detectors have a 10-year lithium battery and were provided by a grant from Safe Kids Pennsylvania. Thirty-one smoke detectors were installed.

CHILD SAFETY TRAININGS

In September, Safe Kids McKean hosted *Parenting Is One Tough Job: Seeking Solutions for Families and Communities Impacted by Sudden Unexpected Infant Death*. The workshop focused on understanding sudden infant death syndrome, and tactics to promote prevention. This was an opportunity for local professionals and agencies to develop a consistent model for the county to use for prevention, investigation, and bereavement counseling. Safe Kids McKean displayed information specific to infant and toddler safety.

COMMUNITY INVOLVEMENT

Throughout the year, representatives from Safe Kids McKean participate in various community initiatives including; National Night Out and the March of Dimes annual walk; speaking to partner agencies such as Healthy Beginnings, Children and Youth Services and local law enforcement officials; and promoting child safety and injury prevention through numerous media outlets.



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<u>Safe Kids McKean EVENT/PROGRAM</u>	<u>No. Kids Impacted</u>	<u>No. Parents/ Adults</u>	<u>No. Volunteers</u>	<u>Safety Items distributed</u>
Youth Sports Initiative	500+	35	7	first-aid kits, education packets, blinking reflectors, Gatorade, sunscreen
Child Passenger Safety Week	48	11	3	3 car seats, activity books, blinking reflectors, car seat safety materials
"Ride Safe" Events (Bradford, Eldred, Smethport)	144	79	8	bike helmets, blinking reflectors, bike safety packets
Safe Kids McKean Safe Babies bags	195			baby bags with child-proofing kits and safety information
Smoke Detectors	58	147	17	31 smoke detectors installed in homes
4th Grade Safety Presentations	540	37		reflective bracelets, bike safety information
Trainings		42		educational materials
McKean County Family Centers Screening Days	31	24		blinking reflectors, mini first-aid kits and child passenger information
Additional Safety Events	159	105		safety brochures, activity books, <i>Cribs for Kids™</i> program information
<u>TOTAL</u>	1675	480	35	

Safe Kids McKean promotes the prevention of childhood injuries in McKean County through education, collaboration and advocacy by:

- Sponsoring effective injury reduction activities targeted to local needs.
- Promoting awareness and education among child injury prevention advocates.
- Supporting public policies and programs that reduce injuries among children and youth.
- Providing safety education to children and youth in the major risk areas of traffic safety, water safety, fire safety, poisoning and falls prevention.

CARE for Children is the lead agency for Safe Kids McKean. Safe Kids' efforts are supported by CARE's child safety and injury prevention program; United Way and United Fund allocations; private donor support, sponsorships, and grants; and funding and technical support from Pennsylvania Safe Kids and the PA Department of Health.



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