

Safe Kids Pennsylvania Statewide Meeting

April 2, 2009



State Updates

- New Faces
- Announcements
- Farm Show 2009
- Safe Kids PA mini-grant deadlines
- Safe Kids PA 2009-2010 mini-grants
- Important dates
- Safe Kids Week 2009
- Today's Speakers

New Faces

Bedford County – Tammy Lemin
Bradford County – Jill Hoffmann

New Face & New Chapter:
Lackawanna County - Megan McCabe

Welcome!



New Van

- Safe Kids PA is receiving a 2009 Chevy Express Van
- What will we do with the old van?



Farm Show 2009

401 Helmets fitted and sold in 8 days



47 volunteers including 41 Safe Kids volunteers



Farm Show 2009

2 Stage Presentations



At Home, At Play, and on the Way



Farm Show Volunteers

Karen Rowe	Curt Heckler
Kerri Nace	Teresa McCloskey
Kraig Nace	Joyce Fosdick
Lisa McCloskey	Jon Kline
Sue Lackmann	Shelley Dreyer-Aurila
Carol Hanson	Angela Bassi
Barb Buzard	Steve Gensemer
Lynley Lapp	



Safe Kids PA Mini-grants 2008-2009

Safe Kids Pennsylvania Mini-Grants

- Final Reports due **May 29, 2008**
- You should have received a copy of the final report by email from Kristen
- Turn in **2 copies** of final report



Safe Kids PA Grants 2008-2009

Bicycle Safety Mini-grant

- Helmet observations in April and May 2009
- Education and Derby in May 2009
- Final report due **June 10, 2009**



Safe Kids Mini-Grants 09-10

Safe Kids Mini-Grants 2009-2010

- Guidelines and Applications are on SKPA website
- Applications due **June 18, 2009**
- Mini-Grant opportunities
 - Smoke Alarms (50 alarms/grant)



Safe Kids Mini-Grants 09-10

Safe Kids Bicycle Safety Mini-Grants 09-10

- Guidelines and Applications are on SKPA website
- Grant amount change (\$1,000-\$3,000)
- Applications due **June 18, 2009**



Safe Kids Week 2009

Raising Safe Kids One Stage at a Time

April 26 – May 3, 2009

Focus: building parent relationship to child
Theme targets adults to help them understand SK recommendations



SK Week 2009

- Coalition Guide (on SK USA Intranet)
 - Research Report (embargoed until April 27 at 8am)
 - Artwork
 - Media Materials
 - Parent Tip Sheets & Checklists
 - PowerPoint Presentation
 - Proclamation



Important Dates

Statewide Meeting
June 4, 2009
Center for Schools and Communities Office
Camp Hill, PA

Illuminate: Water Safety
May 28, 2009




Legislative Update

- Child Passenger Safety
- SIDS
- Poisoning
- Firearms
- Other related legislation

*information will be attached in an email






Safe Kids Collaboration with PANA

Farah Kauffman
 Pennsylvania Advocates for Nutrition and Activity
 fkauffman@psu.edu

nrg Walks

Safe Kids Pennsylvania
 Statewide Meeting
 April 2, 2009

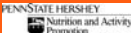




PENNSTATE HERSHEY
 Nutrition and Activity Promotion

Penn State Hershey Center for Nutrition and Activity Promotion:

- Advances knowledge and strategies for obesity prevention by exploring how environments and social groups influence health choices
- Engages communities in improving access to healthy eating and active living options





nrgBalance brand aims to make it easier for everyone to access healthy eating and active living options by rallying health and wellness champions to create energy balanced environments.





Energy Balance Brand

Promotes a message and measures to achieve
Energy Balance: energy in=energy out

- Universal measure of healthy eating and active living
- When energy in exceeds energy out over time, weight gain and associated health risks may occur (*weight loss below ideal body weight can also lead to serious medical issues*).







Energy Balance Message

Recommendations for Prevention of Childhood Obesity

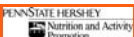
Davis MM et al, 2007 Pediatrics, S229-S253.


- 1** or more hours of physical activity each day
- 2** or less hours of screen time each day
- 3** meals each day
- 4** or more cups of water or low/no-calorie beverages each day
- 5** or more servings of fruits and veggies each day



Statewide network that works collectively to make it easier to be healthy in the places we live, learn, work and play by sharing the nrgBalance message and programs, and changing environments to support healthier eating and physical activity options.

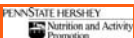





nrg Walks

nrg Walks aims to increase walking to and at school through the following portfolio of activities:

- nrg Walks Education Pack
- Materials and templates
- nrg Walks Challenge
- Safe Routes to School Academy

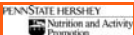




nrg Walks: Components

nrg Walks Education Pack: Week of standards-based classroom activities for teachers that builds skills around pedestrian safety, mapping and navigation.

Materials and Templates: Free downloadable resources including a bulletin board design, posters, planning guides, and other adaptable resources





nrg Walks: Components

nrg Walks Challenge: Held during International Walk to School Week (October 5-9, 2009). School-wide competition that encourages children to walk at school.

Safe Routes to School (SRTS) Academy: Mini-grant and technical assistance program sponsored by PennDOT and the Federal Highway Administration that helps schools address barriers to walking to school. www.srtsacademy.org





Contact Info

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Penn State Hershey Center for Nutrition and Activity Promotion
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Safe Kids USA Update

Patrick Schoof
Director, U.S. Coalition Network
pschoof@safekids.org



Safety Towns

- Safe Kids Allegheny County
- Safe Kids Allentown/Bethlehem
- Safe Kids Carbon County
- Safe Kids Wyoming County



Safety Towns


Safe Kids Allegheny County

For More Info...

- Safe Kids Allegheny County
- Holly Sloan
- Children's Hospital of Pittsburgh of UPMC

Lawrenceville Medical Building; 4117 Penn Avenue; Pittsburgh PA 15201

- 412-692-5931



Getting Started

- Safety Town was built several years ago (no date listed).
- Who built it:
 - Cardillo Design Associates donated blueprints
 - Rich Yost, a private cabinet maker, built the city
- Cost to build:
 - \$4000 structure
 - \$789 artist and paint supplies
- Transportation and set up of safety town: Fed Ex delivery truck.
- Parts of Town:
 - 7 Square Buildings (4.5 ft. wide x 4.5 ft. tall x 4.5 ft. deep)
 - 1 Double sized building (9 ft. x 4.5 ft. tall x 4.5 ft deep)
 - 1 fire hydrant, 1 gas pump, 4 street lights, 2 stop lights, 2 walk/don't walk sign posts, 2 small houses



Our Safety Town



How to use it

- Used once so far: Fed Ex Air/Ground player of the week kick-off event.
 - Park Elementary School gym
 - Grades 3-5 walked through the town.
 - Each class split into two groups
 - "Guides" talked about crossing streets, using signs, lights, and cross walks
 - Groups switched sides of the town
- Younger children seemed to be more "in tune" with lesson at hand.



What works well

- There was a lot of excitement from school personnel, local police, students.
- Two agencies have asked to borrow Safety Town in May 2009



What could be better?


- What we would do differently:
 - MAKE IT LIGHTER (very cumbersome, heavy, and difficult to roll on it's wheels. Also very easy to pinch fingers in transit)
 - Purchase Moving Blankets: Paint damaged in transit and needs to be re-touched.
 - Trees are very unstable—they need bigger bases to stand upright
- Changes since it was built:
 - Addition of wheels (which lock) to transport it easier.
 - A Fed Ex store is one of the store fronts because they helped to fund the project



Any additional comments

- We do not have a curriculum for the town.
- We will need to always re-touch paint to maintain its look
- A Penn D... ing it for us





**Lehigh Valley Health Network
Safety Town**


Donna Grather, RN
Pediatric Trauma Coordinator

For More Info...

Lehigh Valley Health Network Affiliations

- Safe Kids Allentown-Bethlehem Coalition
- Berks County Safe Kids
- Carbon County Safe Kids

Contact Information
William McQuilken
Injury Prevention Coordinator
610-402-9047
William_D.McQuilken@lvh.com



Getting Started

- Collaborative effort
 - Trauma service
 - Pediatric unit
 - Pediatric intensive care unit
 - Emergency department
 - Burn center
 - Child life
 - Marketing/public affairs
 - Friends and family members
- Expenses
 - \$1,500 Safe Kids Grant
 - \$400 Trauma service
 - Donations of supplies and manpower



Getting Started

- Portable design
- Topics to cover
- Who will staff town?
- Storage and transportation
- Introduced to community April 2005



How to use it



- Staffed by volunteers
 - Students
 - Nurses
 - Assorted hospital staff
 - Parents
 - Community members

- Targets audience age 5-7
 - Visitors to Town become members of Safety Patrol at completion of tour




What works well

- Portability
- Free of charge
- Cover wide range of prevention topics
- Unique opportunity to participate in community outreach




What could be better?

- "Portability"
- Storage challenges
- Maintenance
- Volunteer incentives



What is better?

- Guidelines for use
- Expanded volunteers into community
- Seasonal adjustments
- Dashboard with steering wheel/airbag
- Scale and growth chart
- One piece carpets
- 911 simulator




Upcoming...

- Copyright
- Research study to evaluate retention of prevention messages



Questions?




Safety

Town

"You too can be a member of our Safety Patrol!"

This project is supported by the Pennsylvania Department of Health and the Preventive Health and Health Services Block Grant from the Centers for Disease Control and Prevention (CDC).







Safety Towns
Safe Kids Carbon County

For More Info...

- Carbon County Chapter
- Mindy Graver – Co-chair
- Contact Information –
 - Susan Tyler, Chair
 - 616 North Street
 - Jim Thorpe PA 18229
 - (570)325-6106



Thanks to the Lions Club



Getting Started

- When was it Built? We first borrowed a Safety Town from Monroe County for a Head Start Picnic in May 2003. It was received so well, we decided to get our own. I met with the Franklin Lions on 9/11/03 and discussed building the town. We decided to have the Kick Off event on Sunday, June 6, 2004.
- Who Built it? The Franklin Lions & Lioness Clubs with no labor cost.
- What was the cost? We paid for materials and props through a PA SAFE Kids Mini Grant of \$1500.00 for 03-04 year. The Lions added additional props at their cost.
- Transportation and set up? SAFE Kids Volunteers transport SAFETY Town in one pick-up truck. Team members or students from the Concern Group Home have helped to set up and dismantle at each event.



Grand Debut.



How it is used -

- It's debut was during a Lion's Club Classic Car Show at the local fire hall with a ribbon cutting ceremony.
- It was displayed for Head Start's Family Picnic and Family Fun Night.
- It was the main attraction at a preschool Health Fair.
- It has been displayed two years at the Fun-N-Safety Fair in partnership with the Masons #242.
- It has been displayed at the Blue Mountain Health Systems Children Health Fair – twice.



Children's Fun-N-Safety Fair



Water and Sun Safety



What age groups work best?

- We change the script to accommodate the age of the children viewing the program, but all seem to enjoy the actual town.
- The event and space also determines the amount of props we bring with the town.



Event with Head Start



What works well

- We have made many great partnerships by having SAFETY Town in our county.
- Local media has helped in promoting the program with pictures and articles.
- Dedicated team members and their families.
- Scripts for each safety area given to volunteers prior to event.
- Flexibility of town. You can change and add new safety topics.



School bus with working lights



What could be better?

- We did not procure an actual 911 station – we have asked our EMA staff to fill in for that area. We have also improvised and used cell phones at that station which are more common than pay phones.



Jack and Jill Pre-school



Changes since it was built.

- We have added new stations with new props. We now have a water safety with a small pool, vests and pool drain covers.
- We have an umbrella so we can talk about sun safety.
- We have added a Bite Free portion that talks about animal safety.
- We include poison safety in front of one of the houses.



Need dedicated volunteers.



Additional comments

- It takes time setting it up and taking down. Need several volunteers to help.
- We try to have handouts to give children. Some we have utilized are activity books from I'm Safe, State Farm's book "Fido Friend or Foe, foam sun visors for children to decorate.



Notice the pretend car...



Stranger danger...



Grey carpets represent roads.



Hospital station with ambulance sounds.



Safety issues we address:

- Pedestrian safety including: street crossing/ traffic lights/driveway safety/
- School bus safety/ talk to parents on law
- Stranger danger
- Water/ pool/sun
- Animal safety
- Railroad crossing
- Bike safety
- 911
- Poison





Safety Towns Safe Kids Wyoming County

For More Info...

- Wyoming County Safe Kids Chapter
- Terri McCloskey, Chairperson
- Family Resource Center
Tunkhannock, PA 18657
570-996-2264



Wyoming County Fair



Wyoming County Fair



Getting Started

- Inspiration of our Elementary School Nurse. Completed in 2006
- Donations by local civic groups paid for lumber and supplies
- Cut out by High School Wood Shop
- Painted by local artists



How to use it

- Displayed at:
 - Wyoming County Fair
 - Community Events
- Best for Pre-school - 2nd grade
- Kids collect a sticker at each of 11 Learning Stations




What works well

- Staff from communities agencies volunteer serve as "Town Mayor"
*Nurse-Family Partnership Head Start
Parents as Teachers Dept of Health
Child Care Information Girl Scouts*
- Guide children and parents through Town. (Can also be self-guided by parents)
- Agencies have information on their programming available as resource



What could be better?

- More interactive such as push button:
 - Reverse lights on car in driveway
 - Train whistle
 - Flashing lights on ambulance/fire house
- High School Service Learning class upgrading for this season
- Adding Poison Look-Alike Display



Additional Benefits

Education of children and parents on safety issues is, of course, the main focus of Safety Town. However, its inclusion in community events allows host agencies to share information on their programming that may benefit families on many levels.

