

Annual Report 2007–2008



Preventing accidental injury.

2007 EXECUTIVE COMMITTEE

President

Vern Johnson, Kalamazoo County
Health and Community Services

Vice President (Acting President)

John Davis, Kalamazoo County
Human Services Department

Past President

Nate Hawthorne, Jaqua Realtors

Recording Secretary

Open

Treasurer

Robin Frisbie Cummings, Child
Care Resources

Member-at-Large

Cecily Nicolai, Borgess Medical
Center

Coordinator

Deb Carpenter, The Children's
Hospital at Bronson

2007-2008 ACTION GROUP LEADERS

Fire/Burn Prevention

Kimberly Caton, Life EMS

Child Passenger Safety

Open

Poisoning Prevention

Cherie Woodhams, Bronson
Methodist Hospital

Water Safety

Erin Tarnutzer, American Red Cross

Wheel and Pedestrian

Nate Hawthorne, Jaqua Realtors

Public Relations/Membership

Angie Rinock, State Farm Insurance

2007 SPONSORS

Babies 'R' Us

Brain Injury Association – Southern
Michigan Chapter

The Children's Hospital at Bronson
Enterprise Rent-A-Car

FedEx Express

General Motors

Kohl's Department Stores

Life EMS

Safe Kids Worldwide

State Farm Insurance

Western Michigan University Public
Safety

2007-2008 SAFE KIDS CHAMPIONS

Myrna Richards – Bronson
Methodist Hospital

Cinda Swinsick – Western Michigan
University

Jane Weststrate – Bronson Methodist
Hospital

Sharon Fedesna – Birch River Group

Bette Hawkins – AT&T Pioneers



SafeKidsKalamazoo.org




Safe Kids®
Kalamazoo County
(269) 341-8830

Led by
 **The Children's Hospital at
BRONSON**

Safe Kids Kalamazoo County
c/o The Children's Hospital at Bronson
601 John Street, Box 80
Kalamazoo, MI 49007

SINCE VERN Johnson, our elected president, was unable to fulfill his role due to employment constraints at Kalamazoo County Health and Community Services Department, I had the opportunity to step up from the vice president position to serve as acting president.

This occasion has provided me with a new function in the Safe Kids Kalamazoo Coalition. I am impressed with the variety of individuals who are involved in the action groups and the dedication to the goal of the organization — preventing accidental injury to children.

I would like to extend a sincere THANK YOU to all members of the Kalamazoo Safe Kids Family for the great work you do and support you give to our coalition and community.

The year 2007 was, once again, remarkable. Members of each action group demonstrated enthusiasm and commitment to reach our children and their families. We are extremely fortunate to have all of you in our community. THANK YOU!

Finally I would like to thank Deb Carpenter; as we all know, her leadership and tenacity helps us to stay on track. Without her it just wouldn't happen like it does.

I have enjoyed working with ALL of you this year. I look forward to continuing in the role of President in the coming year.

John Davis
Kalamazoo County Human Services
Department
2007 Acting President
Safe Kids Kalamazoo County

2007 WAS A GREAT YEAR for Safe Kids Kalamazoo County. We maintained the focus on our goal to reduce accidental injury and death to children resulting from the major risks, and empowered families and the community to educate adults and children, create safe environments and advocate for effective laws.

I am so proud to coordinate and lead this coalition in the injury prevention activities and the life saving work that we do. If you identify ways that I can do it better, please let me know.

Each of the action groups have displayed originality in the progress of new and creative lessons to teach people about the importance of injury prevention while preserving programs that have proven to be successful. I am tremendously impressed with the dedication and commitment of our committee chairs, members and partners. We are extremely fortunate to have each of you on our team to lead incredible programs and highlighted projects.

- Necessary resources began in web-based communications with the development of safekidskalamazoo.com.

- A second year "Safe Pools for Safe Kids" grant from Safe Kids

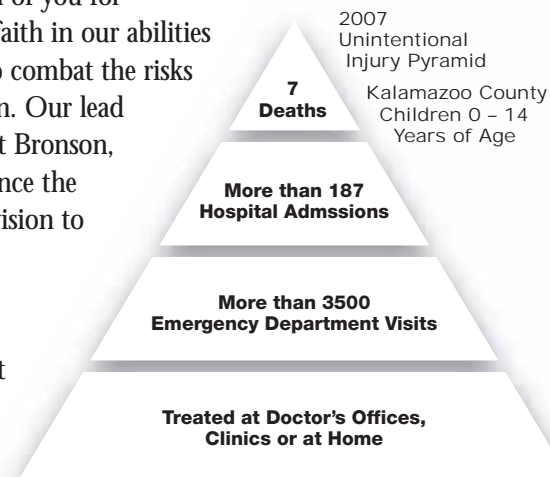
Worldwide and Johnson & Johnson allowed us to work with building inspectors to raise awareness of safety warnings associated with inflatable pools as outlined in the Michigan Residential Swimming Pool and Hot Tub Building Code.

- Participation in the eighth year of the *Safe Kids Walk This Way* program at Washington Elementary School led us to expanded pedestrian safety focused programs, including safety around railroad tracks and Halloween Safety.
- Funding from General Motors for the Safe Kids Buckle Up program has helped us to raise awareness of children properly buckled up in car seats and booster seats. The misuse rate has decreased by six percent since 2004; however, the misuse rate in 2007 is still high at 86 percent.
- Numerous children and families received bicycle safety education, including helmets correctly sized for their heads during elementary school programs and community events.

Thank you for everything you do to save kids' lives!

Without the support of our funding sources, none of these programs would be possible. We thank each of you for supporting our ideas and having faith in our abilities to implement quality programs to combat the risks of unintentional injury to children. Our lead agency, The Children's Hospital at Bronson, has provided ongoing guidance since the coalition's inception. Their early vision to support this worthwhile cause is genuinely appreciated.

Although we have reached thousands of individuals this past year, the 2007 injury pyramid for Kalamazoo County shows



that we still have work to do.

Our challenge for the new year is to move steadily to expand the participation of our partners, and to continue to work at our mission — to reduce injury and death to the children in Kalamazoo County.

Safe Kids Kalamazoo County welcomes every opportunity and idea, and would be happy to work with others that share our goals. Together we can make a difference and save the life of a child. Please join us and become involved today.

Deb Carpenter, Coordinator
Safe Kids Kalamazoo County
Bronson Childhood Injury Prevention/School Liaison



TREASURER'S REPORT
 Balance sheet for January 1, 2007 – December 31, 2007

Starting Balance:	\$51,099.27
Ending Balance:	\$41,384.40

REVENUE

Bike & Pedestrian Safety	\$5,910.00
Child Passenger Safety	\$23,766.26
General Fund	\$3,138.95
Water Safety	\$2,000.00
TOTAL REVENUE	\$34,815.21

EXPENSES

Sweeps Interest Bank Charge	\$175.00
Bike & Pedestrian Safety	\$8,939.53
Burn Prevention	\$88.35
Child Passenger Safety	\$30,679.01
General Fund	\$2,825.31
Poison Prevention	\$363.86
Safe Kids Week	\$848.87
Water Safety	\$610.15
TOTAL EXPENSES	\$44,530.08

OVERALL TOTAL for 2007 \$-9,714.87

Prepared by Robin Frisbie Cummings
Communications Coordinator, Child Care Resources

TELEVISION WWMT – CH 3

- WMU School of Nursing, The Children’s Hospital at Bronson and Safe Kids Kalamazoo County collaborate on Bicycle Safety Program at Galesburg Elementary School
- 17 New Child Passenger Safety Technicians to check car seats at Saturn of Kalamazoo
- Never Leave Children unattended in hot cars
- Walk to School Day
- Car Seat Check – kick off to holiday travel

KALAMAZOO GAZETTE NEWSPAPER

- Young and old should swim with safety in mind
- Swimming lessons invaluable to children
- Galesburg school children receive free bike helmets
- Safety Event for kids set for Saturday
- Keep Kids Safe
- Backyard safety: pools and trampolines
- Haverhill Sidewalk Placement
- Keep children safe by properly using car seats

KALAMAZOO FLASHES

- Ride Safe This Summer (source: National Safe Kids)
- Swim Safe This Summer (source: National Safe Kids)

KALAMAZOO PUBLIC SCHOOLS (KPS) EXCELSIOR

- WMU Nursing Students Enliven Discussions of Safety and Hygiene with Children at Edison
- “Safe Kids Walk This Way” Alerts Walkers

PORTAGER

- Bicycle Safety & Etiquette (source: National Safe Kids)

WKZO RADIO

- Car Seat Check at Christian Life Center
- Pitching booster seat distribution
- Walk to School Day
- Halloween Safety

WNWN/WFAT RADIO

- Halloween Safety

COZY 93 (SOUTH HAVEN)

- Toy Safety

Safe Kids Week: April 28 – May 6, 2007

“Make It a Safe Kids Summer”

- 50 children, parents and caregivers participated in five activity stations during the Safety Zone Games. Games included a Match Helmet to Sport; Determining When a Life Jacket is Needed; Safely Cross a Mock Street; Match Proper Equipment to the Sports; and Demonstrate Proper Seat Belt Fit.

FIRE/BURN PREVENTION

Action Group Chairperson: Kimberly Caton

Smoke Alarm Distribution

- **1500** smoke alarms provided to residents in the city of Kalamazoo and throughout the county.

Fire Safety Education

- **494** children in 33 Kalamazoo County Head Start classes participated in a three-day Fire Safety and Burn Prevention program that included: STOP-DROP-ROLL, what's hot/what's not and stay low-crawl out fire prevention puppet show.
- **800** preschool children participated in a STOP-DROP-ROLL activity during the Bronson Family Health Fair and Safe Kids week event.
- **56** students from Arcadia Elementary School participated in a Fire Safety Education Program.
- **35** Ronald McDonald Fire Drills were conducted for children in grades K-3 in area schools.
- **35** fire prevention education programs were presented in 50 Kalamazoo County schools.
- **4000** individuals toured the Fire Safety Prevention Trailer at community events throughout Kalamazoo County.
- **50** children who had played with matches attended Juvenile Fire-setter Education Programs presented by area Fire Marshals with Safe Kids members. These children were responsible for setting **110** fires.

Fire/Burn Prevention Awareness:

- "Time to Change Your Battery" banner was displayed over South Westnedge Ave. overpass during Fire Prevention Week.
- National Burn Awareness Week (Feb. 4-10) news release: "Parents Cautioned: It Doesn't Take a Fire to Burn a Child"

CHILD PASSENGER SAFETY

Action Group Chairperson: Open

Car Seat – Community Education

- **350** children/families gained awareness of car/booster seat use through educational demonstrations and displays at community events and workshops: Mooresbridge Elementary School, Babies 'R' Us Safety Expo, Burlington Coat Factory Safety Day, Mt. Zion Community Baby Shower and Keeping Kids Safe In and Around Cars activities.
- **13** students from Continuing Education for Young Families (CEYF) participated in a one-hour Child Passenger Safety workshop
- Car Seat inspection stations are available for appointments five days per month. Locations include: Kalamazoo Department of Public Safety, Rambling Road Pediatrics in Portage, Oshtemo Fire Station #2 and Portage Fire Department.

- Car seat voucher program continued to assist limited resource families with education and car seats. Referring agencies include: Catholic Family Services/Caring Network, Gentiva Mother/Infant Health Program, Healthy Babies/Healthy Start, Kalamazoo Department of Human Services, Kalamazoo Public School-Continuing Education for Young Families, Elizabeth Upjohn Community Healing Center, Bronson Center for Women, Borgess Women's Center, Bronson BirthPlace and Borgess OB Unit

Child Passenger Safety – Professional Training

- **12** individuals completed National Highway Traffic Safety Administration Standardized Child Passenger Safety Technician Training Class. Local community organizations with new Certified CPS Technicians: Bronson Methodist Hospital, Portage Police & Fire Department, Kalamazoo Department of Human Services, Family & Children's Services, Borgess Medical Center.
- Road Patrol Officers from Kalamazoo Department of Public Safety and Portage Police Department completed a Child Passenger Safety for Law Enforcement video education session.

Community Seat Check-Up Events

- **849** – Car Seats checked by Certified Child Passenger Safety Technicians
 - 426 – Public car seat check up events
 - 281 – Weekly inspection stations
 - 60 – Portage Police Department
 - 59 – Portage Fire Department.
 - 23 – AAA
- **558** – Seats Distributed
 - 277 – Vouchers issued
 - 206 – Seats distributed at public car seat check-up events
 - 73 – Seats distributed at Bronson Methodist Hospital
 - 2 – Seats distributed at Borgess Medical Center
- **41** – Inspection Station Events
 - 7 Public Events
 - 23 Kalamazoo Department of Public Safety
 - 9 Oshtemo Fire Department
 - 2 Bronson Rambling Road Pediatrics
 - By appt. Portage Police/Fire Department
- **6** Public Car Seat Check-Up Events
 - Cole-Gilmore Pontiac, Cadillac, Nissan
 - Department of Human Services
 - Saturn of Kalamazoo
 - Christian Life Center
 - Bronson Park / Family Health Fair
 - Cole Krum Chevrolet in Vicksburg
- **86** percent – Overall misuse rate at public check-up events in Kalamazoo County

Special Needs

- **30** Special Needs child restraints and education provided to families in the hospital setting:
 - **12** modified EZ-On Vests = children in hip spica casts or medical conditions that prohibit use of conventional car seats/seat belts
 - **9** spel cast seats = children in hip spica casts
 - **9** car bed = premature/low birth weight infants

Public Car Seat Check-Up Events

- February 17, 2007 at Cole-Gilmore Pontiac, Cadillac, Nissan
 - 59 seats checked; 26 seats distributed
- May 5, 2007 at Department of Human Services
 - 79 seats checked; 33 seats distributed
- June 15, 2007 at Saturn of Kalamazoo
 - 33 seats checked; 28 seats distributed
- July 19, 2007 at Christian Life Center
 - 88 seats checked; 42 seats distributed
- September 8, 2007 at Bronson Park
 - 93 seats checked; 39 seats distributed
- November 10, 2007 at Cole Krum Chevrolet
 - 26 seats checked; 6 seats distributed

Safety In and Around Cars

- 50** Parents, caregivers and children participated in special activities conducted during Child Passenger Safety Week and Safe Kids Week 2007 to raise awareness of the three ways children can be injured in non-traffic-related incidents in and around cars.
- *Spot the Tot* – to teach parents and caregivers to take a quick walk around their vehicles before driving to make sure that there are no children or other objects around the vehicles
 - *Never Leave Your Child Alone* – to educate parents and caregivers about the dangers of leaving children alone in cars
 - *Trunk Entrapment* – to remind parents, caregivers and children that vehicles are not play areas. This includes trunks, which may seem harmless, but can result in accidental entrapment.

Legislative Advocacy

- Held Booster Seat Distribution for Kalamazoo County Head Start Families September 27, 2007 at Kalamazoo County Head Start
- 49 seats checked; 48 seats distributed

HOME SAFETY

- **175** students in 6 Edison Elementary School classrooms and the Learning Village participated in Fido! Friend or foe? Dog Bite Prevention Program.
- **494** preschool and school age children practiced dialing 911 during the Annual Head Start Fire/Burn prevention program
- **200** Toy Safety Materials were distributed to day care, preschool and pre-primary kindergarten programs

POISON PREVENTION

Action Group Chairperson: Cherie Woodhams

Puppet Shows “Poisonous Perils of Petie and Penny”

- **18** Puppet shows performed: Kalamazoo Advantage Elementary School, Lakeland Reformed Church Preschool, Kalamazoo Valley Museums Festival of Health, Winchell Elementary School, Kalamazoo County Head Start, St. Ambrose Catholic Church, Bronson Family Health Fair.
- **369** children have watched the puppet show and received educational materials including: parent handouts, Officer Ugg stickers, and activity packets for children

Poison Prevention Awareness

- **61** *Plants that Poison* Posters were framed and delivered to Kalamazoo County businesses, agencies and schools for display: Bronson Internal Medicine, Bronson Family Practice, Bronson Rambling Road Pediatrics, Bright Future Pediatrics, Westside Medical Center, Kalamazoo Center for Medical Studies (KCMS), Oakwood Pharmacy, Parkwood Upjohn Elementary School, Edison School Based Clinic, ProMed Pediatrics, Family Health Center, Portage Library, Parkwood Upjohn Elementary, Kalamazoo County Head Start, Kalamazoo Advantage Academy, Pokagon Potawatami Indian Health Clinic, Pokagon Potawatami Indian Education Dept, Little Lambs Learning Center in Schoolcraft, Kalamazoo Christian West Elementary School, Wedel’s Nursery, Parchment Central Elementary School, Winchell Elementary School, Kindercare Preschool, Looking Glass Preschool.
- **100** individuals gained knowledge of poison prevention education and issues during Patient Safety Day at Bronson Methodist Hospital.

WATER SAFETY

Action Group Chairperson: Erin Tarnutzer

- **132** 4th and 5th grade students from Milwood Elementary School participated in the Safer Kids in the Water program at Kik Pool.
- **40** Water Watcher Tags were distributed at community events.
- **650** children played the Water Wheel of Fortune Game at WMU Pool Open House, Kalamazoo County Fair and Miranda’s Party in the Park.
- **300** children participated in water safety presentations: Kalamazoo Advantage Academy, Apple Tree Christian Learning Center, Indian Lake Elementary School, Sunset Lake Elementary School and Toby Elementary School.

Residential Swimming Pool and Hot Tub Building Code Compliance Project

Meeting held with local building inspectors to promote enforcement of State of Michigan pool safety rules.

Public Policy/Advocacy

Letter Writing to support the Virginia Graeme Baker Pool and Spa Safety Act of 2007, which would help prevent entrapment injuries and deaths and drownings in swimming pools and spas — a leading killer of children under the age of 14. Signed into law by President Bush on December 19, 2007.

WHEEL AND PEDESTRIAN SAFETY

Action Group Chairperson: Nate Hawthorne

Wheels/Head & Helmet Education

- **741** bicycle helmets were provided and sized correctly at community Bicycle Education and Recreation Programs: four Camp 911 Programs (Oshtemo Fire Department, Texas TWP Fire Department, Portage Fire Department, Westwood Fire Department), Milham Meadows Bicycle Rodeo, Bronson Family Health Fair, Bronson Rambling Road Pediatrics, Campus Point Bike to Work Day event, Saturn of Kalamazoo car seat check, Edison Elementary School, Galesburg/Augusta Elementary School and Arcadia Elementary School.
- **926** children participated in bicycle safety education programs at county elementary schools and coalition partnered activities: Galesburg Augusta School, Edison School, Arcadia School, Cooper Township School, Chapel Hill United Methodist Pre-School, Amberly Elementary School Cub Scouts, Camp 911, Haverhill Elementary School, Lake Center Elementary School Brownie Troop.
- **279** students participated in A Protect Your Brain program during 14 presentations at four local elementary schools.
- **40** coalition members and community partners participated in Helmet Fitting training.
- **158** helmets provided through pediatrician offices through partnership discount program.
- **3** discount ski helmets

Pedestrian Safety Education

- **350** children participated in classroom and assembly pedestrian safety education programs at Washington Elementary School.
- **1,535** children participated in community Safe Kids Walk This Way education programs during the Walk to School Day at Washington Writer’s Academy, Martin Luther King Jr. Elementary School Literature Night, Haverhill Elementary School and Winchell Elementary School Open Houses, the Back to School Bash at LaCrone Park and Bronson Family Health Fair.

- **900** retroreflective patches were distributed.
- Established Pedestrian Safety Task Force to address identified safety issues of concern at Haverhill Elementary School, including the placement of a 100-foot sidewalk on Oakland Drive.

Pedestrian Safety Environmental Modification

- A 300-foot sidewalk section placed on Oakland Drive at the corner of Haverhill Ave. on July 9, 2007. Result of a collaborative effort between Safe Kids Kalamazoo County, a School Safety Committee and Portage City Officials to resolve problem of children walking on the street or needing to ride to school in a motor vehicle because no sidewalk was present. The safety issue was identified during the Walk To School event at Haverhill Elementary School on October 4, 2006.

Halloween Safety

- **975** children participated in Halloween Safety Activities to promote pedestrian safety at elementary schools and community events: Crossroads Mall Trunk or Treat, Spring Valley Elementary School, Edison Elementary School, Oakland Academy, Alamo Elementary School, Comstock’s Merrell Park Haunted Forest, Twin Lakes Church Harvest Festival, Comstock Family Fun Night, and Sherman Lake YMCA Family Fall Festival.

Railroad Safety

- **50** – 3rd grade students at Arcadia Elementary School participated in a Railroad Safety program

PUBLIC RELATIONS/MEMBERSHIP

Action Group Chairperson: Angie Rinock

- Wheel (wheel questions) graphics produced for game.
- Implemented membership recruitment campaign.
- Developed and distributed flyers for all coalition events.
- Digital photographs taken to document coalition events.
- Safe Kids Kalamazoo County – coalition brochure printed.
- News releases sent to media outlets to promote activities and communicate results.
- Safe Kids Kalamazoo County web site: safekidskalamazoo.org improved.
- 8 Safe Kids PSAs shown at intermissions at Goodrich Quality Theaters (K-10): CPS “No Excuses,” CPS “No Excuses” 60 second version, CPS “9 Months,” CPS “Graduate,” Poison “Worst Nightmare” English and Spanish, Bike “Cycle Smart,” Drowning “Vase,” Drowning “Little Feet.”