

# Annual Report 2010–2011



**Safe Kids**<sup>®</sup>  
Kalamazoo County



Preventing accidental injury.

**The** momentum of Safe Kids Kalamazoo County continues with passion to educate families, provide safety devices to those in need and advocate for better laws to help keep children safe, healthy and out of the emergency room. The tireless effort of our volunteers demonstrates commitment, dedication and sincere concern for the unintentional injury problem that faces our children, neighbors, family and friends. I would like to extend a sincere and heartfelt thank you for all that each of you has done throughout the year to keep the children in our community safe.

The past year has brought numerous accomplishments as a result of new and existing partnerships with health and safety experts, educators, corporations, foundations, governments and volunteers. Many of the activities would not have been possible without the generosity of numerous partners and local sponsors. A special thanks to Kohl's Department Store for their Health for Kids partnership and The Children's Hospital at Bronson who has continued to be the anchor, as the lead organization of Safe Kids Kalamazoo County.

Our programs focus on risk areas to children involving falls, bicycles, motor vehicle traffic, fire/burns, poisoning, pedestrian, suffocation, sports and drowning. They include:

- Safe Kids Ready to Roll, a reduced cost bicycle and winter sport helmet program; Bicycle Safety Camp; Protect Your Brain programs
- Safe Kids Walk This Way: Walk to School Day, Halloween Safety and Wassailing
- Safe Kids Buckle Up: Car Seat Checkup Events, CPS Certification Course and CEU Course
- In and Around Cars: Cub Scout Patch Program
- Head Start Fire/Burn Prevention Program
- Poison Prevention Puppet Shows and Plants that Poison
- Sports Safety Clinics
- Safe Sleep Campaign, and more.

We look forward to expanding our programming even further as the result of the recent merger of Safe Kids Worldwide and the Home Safety Council.

It is clear, as evidenced in the Action Group reports, that Safe Kids Kalamazoo County is a major resource in our community on current injury-related issues. This year's report shows what local grass roots enthusiasm can achieve!

*continued on page 4*

I would like to thank all of the members and friends of Safe Kids Kalamazoo County for their time, effort and work to make children safer in Kalamazoo County. Programs, such as pedestrian safety, bike safety, fire safety, poison prevention and other risk areas, are the vehicles to make this happen. Each of you should give yourself a round of applause for the things you have been able to accomplish this year.

During the past year, we continued to feel the effect that tough economic times can have on a group such as ours. However, I believe this coalition has been able to overcome many of these financial challenges and continues to provide excellent community services in Kalamazoo County. This would not happen without the leadership and commitment of our coordinator, Deb Carpenter. Her countless hours, both day and night, are what keeps Safe Kids Kalamazoo County moving forward. We all owe her a great deal of gratitude for her tireless efforts.

Because of this devotion, Deb received the Hometown Health Hero Award from the State of Michigan on April 13, 2011, at the State Capitol in Lansing. We commend Deb for her continued hard work in making Safe Kids the successful program that it is today.

Finally, I would like to share some of the coalition's contributions and accomplishments in 2010:

- More than 475 child safety seats were checked
- More than 1,125 children received fire and burn prevention education
- More 1,100 children were provided education on pedestrian safety
- More than 285 kids were given education on poison prevention
- And nearly 3,800 bike, ski and multi-purpose helmets were distributed for free or at a reduced cost to the youth in this community

Each and every member, friend and partner of the coalition has contributed to these accomplishments. Your hard work and commitment to this great program is much appreciated.

The 2011-2012 goal for Safe Kids Kalamazoo County is to continue our reach with safety programs and to extend educational programs to the small communities in the surrounding area. As I step down from my position, I know that incoming president, Officer Ken Skibbe, will have no problems leading this great organization in that capacity. Ken, thank you for taking on this role and for your continued work with Safe Kids Kalamazoo County.

Sgt. Tim Randall

Kalamazoo Department of Public Safety

2010 President, Safe Kids Kalamazoo County

**TREASURER'S REPORT**

Balance sheet for January 1, 2010 – December 31, 2010

Starting Balance: ..... \$69,102.07  
 Ending Balance: ..... \$56,188.95

**INCOME**

Child Passenger Safety ..... \$8,367.00  
 Bike & Pedestrian Safety..... \$10,738.98  
 Winter Sports Safety ..... \$10,220.00  
 Sports Safety ..... \$2,130.00  
 General Fund.....\$640.42  
**TOTAL INCOME..... \$32,096.40**

**EXPENSES**

Child Passenger Safety ..... \$15,420.87  
 Bike & Pedestrian Safety..... \$12,363.60  
 Winter Sports Safety ..... \$11,556.00  
 Sports Safety ..... \$3,252.12  
 Burn Prevention..... \$513.00  
 Public Relations & Membership ..... \$801.61  
 General Fund.....\$602.32  
**TOTAL EXPENSES ..... \$45,009.52**

**NET LOSS ..... (-\$12,913.12)**



**TELEVISION**

**WWMT CH.3**

- Ski/Snowboard/Sledding Helmets Reduce the Risk of Brain Injury
- Safety first: Bronson Offers Bargain on Ski Helmets
- Safe Kids Kalamazoo County Partners with Kalamazoo County Elementary Schools and WMU

**WZZM CH.13**

- Safe Kids Kalamazoo County Partners with Kalamazoo County Elementary Schools and WMU Bronson School of Nursing to Promote Bicycle Safety

- Bronson School of Nursing to Promote Bicycle Safety
- Car Seat Check up Event at Target
- In and Around Cars
- Bicycle Safety Camp

**WOOD CH.8**

- Safe Kids Kalamazoo County Partners with Kalamazoo County Elementary Schools and WMU Bronson School of Nursing to Promote Bicycle Safety

**RADIO**

**WMUK 102.1 FM**

- Safe Kids Kalamazoo County Partners with Kalamazoo County Elementary Schools and WMU Bronson School of Nursing to Promote Bicycle Safety
- WMUK – 2009-2010 Safe Kids Annual Report

**WKZO 96.5 FM**

- Baby Slings Can Cause Suffocation
- Summer Safety

**WRKR 107.7 FM**

- Bicycle Safety Camp

**PRINT**

**KALAMAZOO SHOPPER**

- Shopping Cart Injuries
- Guard Against Winter's Hazards
- Safe Kids Raises Awareness of Walking Safely
- Ski/Snowboard Helmet Blitz

**COMMUNITY VOICES**

- Bicycle Safety Camp

**BRONSON HEALTHLINES**

- Ski/Snowboard Helmet Blitz
- Ski Helmet Blitz Offered

**KPS EXCELSIOR**

- Safe Kids Raises Awareness of Walking Safely
- Wellness Matters: Wheels Sports Safety & Bicycle Helmet Blitz
- Sports Safety Clinic

**KALAMAZOO GAZETTE - NEWSPAPER**

- Guard Against Winter's Hazards
- Safe Kids Raises Awareness of Walking Safely
- Ski/Snowboard Helmet Blitz
- Safety First: Bronson Offers Bargain on Ski Helmets
- Wear Your Helmet Kids
- Bicycle Safety Camp

**KCIS CONNECTIONS**

- Hats Off... or Rather On to Safe Kids Kalamazoo County!

**PORTAGER**

- Portage Police to Hold Bike Safety Event

**Billboard**

**TRADITIONAL**

- ABCs of Safe Sleep
- Helmets are the New Cool

**DIGITAL**

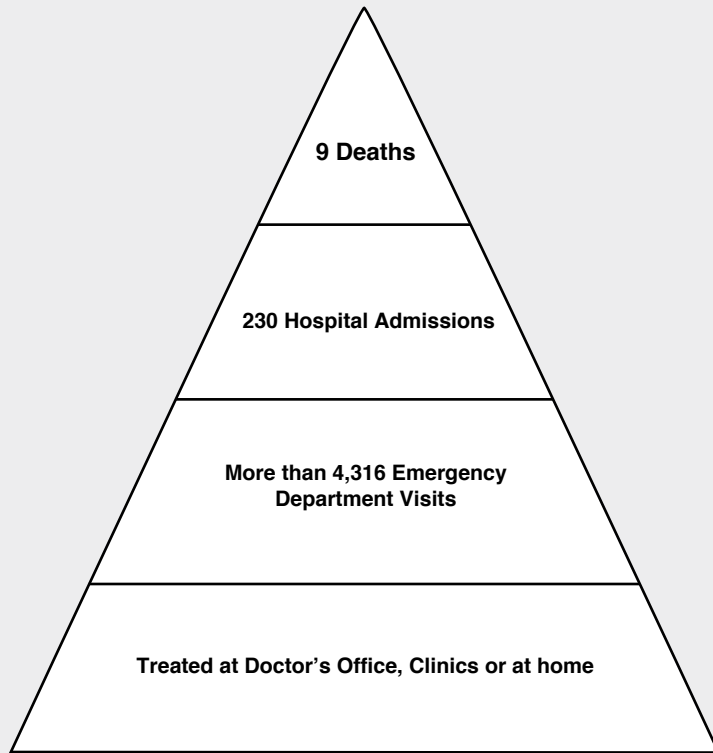
- ABCs of Safe Sleep
- Bicycle Safety Camp

**Transit Ads – Bus Tails**

- ABCs of Safe Bus

**SAFE KIDS IN THE NEWS**

**2010 Unintentional Injury Pyramid  
Kalamazoo County – Children 0-14 years of age**



Sadly, preventable injury remains the leading killer of children. As we approach a new year, we must become an even stronger voice in the community with increased resources to stop tragedy before it happens. The energy of many people is needed. We need your help to make Kalamazoo County a safer place for children.

Our work is far from over!

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

**FIRE/BURN PREVENTION**

Action Group Co-Chairpersons: *Open*

**Fire Safety Education**

- 357 preschool children from Kalamazoo County Head Start participated in a two-day Fire Safety and Burn Prevention program that included a Fire/Burn Prevention Puppet Show, practicing Stay Low/Crawl Out of a house, Stop-Drop-Roll, calling 911 on phone simulators, and a story: Max Learns Fire Safety about Lighter and Match Safety.
- 200 students at Edison Environmental Academy participated in fire prevention classroom and fire trailer activities.
- 500 children and adults participated in Fire Escape activities during Sunset Lake Fall Festival and the seventh annual Fire Safety Day at Lowes.
- 50 children and adults participated in an activity to test smoke alarm batteries during the seventh annual Fire Safety Day at Lowes.

**In the community:**

Provided Stop Gas Fire Campaign tool kit to KDPS for inclusion in Fire Prevention Trailer.

**Web Additions:**

Fire Works Safety

**CHILD PASSENGER SAFETY**

Action Group Co-Chairpersons:

Monique Austell and Courtney Weal

**Car Seat - Community Education**

- 1,791 children, families and caregivers gained awareness of car/booster seat use through educational demonstrations and displays at the following community events and workshops: Kalamazoo Public Schools - Continuing Education for Young Families (CEYF), Teen MOPS Group, Caring Network, Camp 911 @ Texas Twp, Woodbridge Pediatric Staff, Department of Human Services Staff and the Bronson BirthPlace.
- Car seat inspection stations were available by appointment three days per month. Locations include: Kalamazoo Department of Public Safety, 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, New Beginning Mother/Infant Health Program, Nurse/Family



Partnership, Hannah's House, Ruth's Newhouse, Magdalene Care, Healthy Babies/Healthy Start, Kalamazoo Department of Human Services, Kalamazoo Public School-Continuing Education for Young Families, Bronson Center for Women, Borgess Women's Center, Bronson BirthPlace and Borgess OB Unit.

#### ***In and Around Cars Education Program***

- Cub Scout Badge Program at the Kalamazoo Air Museum during the 100 years of scouting celebration - 58 scouts/30 parents.

#### ***Community Seat Checkup Events:***

- 475 Car seats checked by certified child passenger safety technicians
- 260 Public car seat checkup events
  - 215 Weekly inspection stations

#### **219 Seats Distributed**

- 85 Vouchers issued
- 123 Seats distributed at public car seat checkup events
- 10 Seats distributed at Bronson Methodist Hospital
- 1 Seats distributed at Borgess Medical Center

#### **42 Inspection Station Events**

- 6 Public Events
- 12 KDPS
- 12 Oshtemo Fire Department
- 12 Portage Police/Fire Department

#### **6 Public Car Seat Checkup Events**

- Cole Century Automotive
- M&M Honda
- Target
- Oshtemo Days - Flesher Field
- Christian Life Center
- Cole Nissan

87% - Overall misuse rate at public checkup events in Kalamazoo County

#### ***Special Needs:***

- 9 Special needs child restraints and education provided to families in the hospital setting. For children in hip spica casts or medical conditions that prohibit use of conventional car seats/seat belts:
- 7 modified EZ on vests for children
  - 2 Hippo car seats

#### ***Public Car Seat Check-up Events:***

February 20, 2010 seat check at Cole Century Automotive  
Number of seats checked: 30  
TOTAL SEATS DISTRIBUTED: 15 seats

Saturday April 24, 2010 at M&M Honda  
Number of seats checked: 44  
TOTAL SEATS DISTRIBUTED: 16 seats

Friday June 25, 2010 at Target  
Number of seats checked: 82  
TOTAL SEATS DISTRIBUTED: 26 seats

August 21, 2010 event at Flesher Field  
Number of seats checked: 31  
TOTAL SEATS DISTRIBUTED: 12 seats

September 23, 2010 event at Christian Life Center  
Number of seats checked: 41  
TOTAL SEATS DISTRIBUTED: 22 seats

December 4, 2010 event at Cole Nissan  
Number of seats checked: 32  
TOTAL SEATS DISTRIBUTED: 32 seats

#### ***Child Passenger Safety – Professional Training***

National CPS Standardized Certification Course –

- 14 individuals completed the June 22-25, 2010 class. Bronson Methodist Hospital: 3, Department of Human Services: 2, State Farm Insurance: 2, Family and Children's Services: 2, Michigan State Police: 2; WMU Student: 1, regional Law Enforcement partners: 2.

CEU Course– Jan. 22, 2010 in Kalamazoo

- 20 child passenger safety technicians participated - to earn six CEUs required for re-certification.

#### ***Community Presence***

Car seat educational materials at Old Navy Safety Day, Access 1st Credit Union

#### ***Legislative Efforts***

Nomination of Larry DeShazor, State Representative (former member, Portage City Council) for MI Traffic Safety Award. He introduced changes to MI Child Passenger Safety law (Removal of Nursing Mother Exception and requirement that children under the age of four must ride in the back seat). The award was presented on March 31, 2010, at the MI Traffic Safety Summit.

#### **HOME SAFETY**

Action Group Chairperson: Deb Lentz

Educational demonstrations and displays:

- 50 families and caregivers gained awareness of home safety through educational demonstrations and displays at the following community events: Healthy Home Fair at the Kal County Health Department, Edison-National Night Out
- 525 preschool age children practiced dialing 911 in an emergency using a 911 phone simulator

#### ***Distribution of Educational Materials***

- Baby Safety Basics: A Guide to Keep Baby Safe During the First Year of Life booklet and Baby Sling Warning due to infant suffocation deaths, distributed through Caring Network intake packets:



Loy Norrix Parenting Curriculum, Portage Neighbor Watch Groups and Apartment Complex Managers.

### **Community Education Campaign**

- ABCs of Safe Sleep Billboard - 14' X 48' billboard on W. Main St. – moved to Kalamazoo Ave.
- ABCs of Safe Bus posters on city buses during December.

### **Web Additions:**

- Safe Sleep Video
- Baby Safety Basics: A Guide to Keep Baby Safe During the First Year of Life

### **POISON PREVENTION**

Action Group Chairperson: Cherie Woodhams/Andrew Johnson

### **Puppet Shows “Poisonous Perils of Petie and Penny”**

- 12 puppet shows performed at five locations: Kalamazoo Valley Museum’s Festival of Health, Kalamazoo Christian Schools, Family Fun Days at The Gospel Mission, Parchment Co-op Methodist Preschool
- 223 children participated in the poison prevention puppet show and received educational materials, including parent handouts, Officer Ugg stickers and activity packets for children.

### **Poison Prevention Awareness**

- 60 children participated in a Poisonous Plant BINGO Game during the Festival

of Health at the Kalamazoo Valley Museum’s and Project Connect at the Kalamazoo County Fairgrounds.

### **In the Community:**

Provided medication review services and poisonous plant brochures at Project Connect

### **WHEEL SAFETY**

Action Group Chairperson: Edwin Micalizzi

### **Head Injury Prevention - Wheels and Helmet Education**

- 947 bicycle helmets were provided and sized correctly at community Bicycle Education and Recreation Programs: King-Westwood Elementary School, Edison Environmental Science Academy, Spring Valley Center for Exploration, 12th Street Elementary School, Galesburg Primary School, Arcadia Elementary School, Kalamazoo County Head Start-St. Joseph Center, Open Roads Program, Bicycle Safety Camp, New Horizon Village Apartments, WMU BTR Bicycle Race, seven Camp 911 Programs (Oshtemo Firehouse #2, Texas Township Fire Department, Kalamazoo Valley Museum, Portage Fire Station #1, Kalamazoo Township Fire Department Westwood Station, and St. Ambrose Catholic Church)

• 1,393 bicycle helmets were provided through the Reduced Cost Helmet Program:

- 312 Bronson North Campus Gift Shop, Walk Across Kalamazoo
- 118 Kalamazoo County Elementary Schools: Amberly and Ryan
- 303 Bronson Rambling Road Pediatrics
- 780 Borgess Trauma Center

• 1,428 winter sport helmets were provided through the Reduced Cost Helmet Program:

- 474 Bronson North Campus Gift Shop, Vicksburg Middle School, Portage Central Elementary School, Portage 12th St. Elementary School and Amberly Elementary School)
- 144 Kalamazoo County Elementary Schools: Vicksburg, Central, 12th Street, Amberly, Portage North and Lake Center
- 810 Borgess Trauma Center

• 1,758 children participated in bicycle safety education programs at 12 elementary schools in Kalamazoo County, community events and Safe Kids partnered activities, including: Sherman Lake Healthy Kids Day, KRESA Earth Awareness Day, Portage YMCA Triathlon, Kalamazoo Museum Healthy Kids Day, Kids Crossing Learning Center

• 215 children completed a hands-on Bicycle Safety Education Camp, a collaborative partnership with Kalamazoo Department of Public Safety, Portage Police Department, Kalamazoo County, Sheriff Department, League of Michigan Bicyclists, Alfred E. Bike, Breakaway Bicycle & Fitness, Zoo City, Kohl’s and Target

• 50 Safe Kids members and community partners participated in Helmet Fitting training: WMU School of Nursing, Kalamazoo Public Safety Officers and Bronson Hospital staff

New bicycle safety information boards – designed and produced for community education:

- Bicycle Laws
- Skateboarding Safety Tips
- Smart Cycling
- Sad Facts: Bicycle Injuries
- When Biking, Use Proper Hand Signals
- Helmet Fitting Checklist



**Community Education Campaign**

- 14' X 48' Billboard "Helmets are the New Cool" up at various locations in Kalamazoo.

**Web Additions:**

- Easy Steps to Helmet Fitting – Bicycle Helmets
- Helmet Fitting Guide – Ski Helmets
- Bike Safe, Bike Smart video
- Ski/Snowboard Safety Video
- Safety Tips for Skiing, Snowboarding and Sledding

**Legislative Efforts:**

HB 4747 of 2009 - Vehicles; motorcycles; motorcycle helmet requirement; abolish letter sent to Representatives DeShazor and Schuitmaker and Robert Jones urging to maintain the 40 year MI Motorcycle Helmet Law.

**PEDESTRIAN SAFETY - PEDESTRIAN SAFETY EDUCATION**

- **500** children participated in a pedestrian safety education program during an assembly and in the classroom at Woodland Elementary School
- **1,450** children participated in Safe Kids Walk This Way – Pedestrian Safety education programs during the Walk to School Day at Woodland Elementary School, Arcadia Elementary School Literacy Night, Moorsbridge Elementary School Open House, Parkwood Upjohn Cub Scouts – pack 234, and The Walk Across America event at The Children's Hospital at Bronson.
- **200** children and families participated in safe walking during Wassailing in Parchment
- **2,000** retro-reflective patches, zipper pulls and/or blinking lights were distributed during Pedestrian Safety Activities to enhance visibility for children and parents.

**Halloween Safety**

- **1,000** children received Halloween safety tips and reflective badges to promote pedestrian safety at elementary schools and community events: Kalamazoo Public School Childcare Center, City of Kalamazoo Recreation Department Halloween Party, Caring Network Clients, Northside Baptist Trunk or Treat, Sunset Lake Elementary School, Spring Valley Elementary

School, Edison Elementary School, The Children's Hospital at Bronson, Downtown Kalamazoo Inc. (DKI) Safe Halloween

**SPORTS SAFETY**

Action Group Chairperson: Maggie Bullard-Marshall

**Community Education**

- **4** Youth Sports Safety Clinics were conducted by Sports Medicine Physicians, Certified Athletic Trainers and Concussion Specialists at Portage Northern High School, Bronson Methodist Hospital, Kalamazoo Central High School and Kalamazoo Regional Education Service Agency (KRESA)
- **150** Coaches, parents, volunteers and youth athletes participated in education sessions on
  - Concussion prevention, recognition and response
  - Prepare for the season
    - Pre-participation physical evaluations
    - Proper hydration habits
    - Proper equipment
  - Injury prevention
    - Overuse injury prevention methods
    - Proper stretching and warm-up
  - Injury management and care
    - How to respond to an injury
    - Coach emergency planning tips

A safety Wheel of Fortune game was produced to raise awareness of hydration, stretching, concussion, equipment, physical exam and emergency plan.

- **350** Children and adults participated in the Safe Sports Wheel of Fortune Activity at Wings Stadium (K-Wings Hockey) Family Fun Day

**Web Additions:**

- Sports Expert Speakers Available
- Sports Safety Q & A Guide
- Dental Accident Information
- Dehydration & Heat Exhaustion – Prevention flyer
  - Concussion - Signs, Symptoms & Action
  - Concussion Fact Sheet for Parents
  - Concussion Fact Sheet for Coaches
  - Concussion Fact Sheet for Athletes
- First Aid Kit Supply List
- Sports Medical Information Card
- Prequalification Physical Evaluation Forms

**PUBLIC RELATIONS/MEMBERSHIP**

Action Group Chairperson: Open

- Facebook Fan Page developed, with more than 240 fans
- Implemented membership recruitment campaign
- Developed and distributed fliers for all events
- Took digital photographs to document events
- Sent news releases to media outlets to promote activities and communicate results
- Continuous updates to the Safe Kids Kalamazoo County web site: [www.safekidskalamazoo.org](http://www.safekidskalamazoo.org)
- Web Hits: 1,600
- Presentation to Portage Rotary: Safe Kids Kalamazoo County, Mission and Tactics



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

SAFE KIDS KALAMAZOO COUNTY · ANNUAL REPORT 2010-2011

**2010 EXECUTIVE COMMITTEE**

*President*

Tim Randall, Kalamazoo Department  
of Public Safety

*Vice President*

Ken Skibbe, Kalamazoo Department  
of Public Safety

*Past President*

Jim Lord, Portage Police Department

*Recording Secretary*

Julie Urbanski, Kalamazoo County  
Department of Human Services

*Treasurer*

Carrie A. Bowman Brink,  
Key & Chludzinski, P.C.

*Member-at-Large*

Donna Carrol, Kalamazoo  
Communities in Education

*Coordinator*

Deb Carpenter, The Children's  
Hospital at Bronson

**2010 ACTION GROUP LEADERS**

*Fire/Burn Prevention*

Kimberly Middleton, LIFE EMS

*Child Passenger Safety*

Monique Austell,  
Bronson Methodist Hospital  
Courtney Weal,  
Bronson Methodist Hospital

*Home Safety*

Debra Lenz, Kalamazoo County  
Human Services Department

*Poison Prevention*

Cherie Woodhams,  
Bronson Methodist Hospital  
Andrew Johnson,  
Bronson Methodist Hospital

*Sports Safety*

Maggie Bullard-Marshall,  
Bronson Methodist Hospital

*Water Safety*

Open

*Wheel and Pedestrian Safety*

Ed Micalizzi,  
League of American Bicyclists

*Public Relations/Membership*

Open

**2010 SPONSORS**

Adams Outdoor Advertising  
AT&T Pioneers  
Bronson Health Foundation  
The Children's Hospital at Bronson  
FedEx Express  
General Motors  
Kalamazoo County Sheriff  
Department  
Kohl's Department Store  
Safe Kids USA  
Target

**2010-2011 SAFETY CHAMPIONS**

Adams Outdoor Advertising  
Portage Fire Department  
Courtney Weal,  
Bronson Methodist Hospital  
Sgt. Tim Randall, Kalamazoo  
Department of Public Safety  
Joe Gruber, Portage Public Schools

**SafeKidsKalamazoo.org**

  
**Safe Kids**  
Kalamazoo County  
(269) 341-8830

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