



FOR IMMEDIATE RELEASE
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Safe Kids USA Launches New Online Video Series for Families of Children with Special Needs

[Washington, D.C.] — Safe Kids USA has partnered with MetLife Foundation to produce an online video series that will help parents and caregivers prevent unintentional injury to children with special needs. The series, along with safety tips and other important information, is now available at www.safekids.org/specialneeds.

“Safe Kids USA is committed to preventing unintentional injury to children,” says Chrissy Cianflone, Director of Program Operations for Safe Kids USA. “We recognize that there are some children who experience a disproportionately increased risk due to their environment and physical or mental disability. It is our responsibility as child safety advocates to educate parents and caregivers of these vulnerable children about injury prevention.”

Comprised of a series of short online videos in English and Spanish, the project will cover five areas that pose great risk of injury and death to all children under the age of 14 in and around the home: fire and burn prevention, water safety, and general home safety, which includes poison, choking and fall prevention. The videos were developed in consultation with an advisory panel of experts and advocates in the field of child developmental disabilities. Through the advisory panel, it was determined that the goal of each video would be not only to teach parents of children with special needs about unintentional injuries, but to supply them with an understanding of what can be done to safety-proof the home or be better prepared in the event of an emergency.

“We are pleased to partner with Safe Kids Worldwide to provide parents of children with special needs with this useful online tool,” said Dennis White, president and CEO of MetLife Foundation. “These online videos offer a much-needed resource that can help protect this vulnerable population from common childhood injuries in the home.”

To promote the new resource, from March through May, Safe Kids USA will showcase one of the five risk areas each month to highlight the importance of safety in and around the home, especially for families of children with special needs. Besides parents, the online video series is designed as a resource for anyone who cares for a child with special needs – including grandparents, nannies, babysitters, therapists, child care workers, and healthcare professionals.

(more)



In the United States, more than nine million or 13 percent of children younger than 18 years-old have a special health care need, and the majority of injuries to children with developmental disabilities occur in and around the home.

For more information about Safe Kids USA, call (202) 662-0600 or visit www.safekids.org/specialneeds.

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About Safe Kids USA

Safe Kids USA is a member of Safe Kids Worldwide, a global network of organizations with the mission of preventing unintentional childhood injury, the leading cause of death and disability to children ages 1 to 14. More than 600 coalitions in the United States and nineteen member countries worldwide bring together health and safety experts, educators, corporations, foundations, governments and volunteers to educate and protect families.

About MetLife Foundation

MetLife Foundation was established in 1976 by MetLife to carry on its longstanding tradition of corporate contributions and community involvement. Grants support health, education, civic and cultural programs. For more information about the Foundation, visit www.metlife.org.