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SAFE KIDS IN THE NEWS

Girl, 5, Survives 2-Story Fall (Omaha World Herald, Nebraska) [| TOP](#)

April 1 / Leia Mendoza

Five-year-old Breanna Lurz lounged on the top bunk of her bed Thursday afternoon while watching a movie with her aunt.

A warm spring breeze drifted through the open bedroom window.

It was a serene scene that quickly turned frantic for the girl and her family.

Her aunt, Angela Hamer, had just left Breanna's bedroom to answer the phone when she suddenly heard her niece scream for help.

WINDOW SAFETY

- » Keep windows closed and locked when children are around.
- » When opening a window for ventilation, choose one that a child cannot reach.
- » Keep furniture and anything that a child can climb away from windows.
- » Don't assume that an unlocked window is childproof.
- » Do not allow children to play near windows, especially the activity many kids love: jumping on the bed.
- » Shrubs and soft edgings such as wood chips or grass under a window can cushion potential falls.

Source: The National Safety Council

Hamer raced back upstairs to Breanna's room.

"The window screen was off," Hamer said.

She ran to the window and looked down. There was Breanna on the ground below, "just laying there."

Breanna had fallen 15 feet from her bedroom window after leaning over to look out as she was climbing down her bunk bed ladder.





Amazingly, the girl survived without much more than bumps and bruises.

Such falls are not uncommon, but the consequences can be much worse. Window falls account for 12 childhood deaths and 4,000 injuries a year for children younger than 10, according to Safe Kids USA, a national group.

Breanna fell just before 1:30 p.m. Thursday. She landed on the grass narrowly missing the concrete patio in the backyard of her family's home in Bellevue's Tregaron neighborhood.

Lt. Mike Erhart of the Sarpy County Sheriff's Office said window screens easily can give way.

"It really doesn't take much pressure to go through one of those things," Erhart said.

After Breanna's fall, rescue units raced to the Lurz home. A medical helicopter waited on standby.

At the scene, paramedics found that the little girl on the ground was able to talk. Her aunt said Breanna had no visible injuries, but she complained of pain.

She was rushed to Creighton University Medical Center.

Soon, she was up and walking.

Just a few hours later, Breanna was on her way back home.

"She's a trouper," her aunt said.

Breanna's mother, Melissa Lurz, said her daughter suffered a bruised and swollen knee and a scraped-up elbow. And she bit her tongue when she fell.

"We are really, really lucky," Lurz said.

Breanna told her mother that as she climbed down the bunk bed ladder, she leaned over to look out the window to see if the neighbor kids were outside playing. That's when she "flipped" out the window.

Upon returning home, Lurz said she immediately began moving Breanna's bunk bed away from the window.

Hamer said that from now on, she'll just kick on the air conditioning, rather than opening windows.





As the weather gets nicer and residents want to open their windows, it's important to remember safety, Erhart said.

Furniture should be moved away from windows so toddlers and young children can't climb on it and reach windows.

"The best bet is to leave windows closed if you have small children," he said.

<http://www.omaha.com/article/20100401/NEWS01/704029913>


SAFE KIDS, Palmetto Health To Offer Free Swim Lessons (WLTX.com, South Carolina) [TOP](#)

April 1 / Susan O'Cain

Columbia, SC (WLTX) -- SAFE KIDS Midlands and Palmetto Health Children's Hospital will offer free swimming lessons in April as part of Operation Safer Swim.

Lessons and safety tips will be taught by The Swim Lessons Company from 3:00pm-5:00pm on Saturday, April 10 at The Palmetto Athletic Center in Lexington and on Saturday, April 17 at Chesterbrook Academy in Northeast Columbia.

Operation Safer Swim's goal is to educate families about water safety and the importance of learning to swim. No other accident claims more lives each year than accidental drowning for children under the age of five. Palmetto Health and The Swim Lessons Company remind parents of "Seven Rules to Remember:"

1. NEVER leave your infant or toddlers unattended in a bathtub.
 2. CONTINUE swimming lessons with a qualified instructor until your child masters the formal strokes. Underwater swimming is not enough!
 3. WATCH your child with active, "eagle eye" supervision at all times when in or around the water.
 4. UTILIZE the Water Watcher Tag system (Free tags will be distributed at the event.)
 5. REQUIRE your child to wear a coast guard approved life jacket when boating, or even playing around lakes, rivers or other open water situations.
- 



6. SECURE your residential pool with proper fencing, self-closing gates and latches and pool alarms.
7. LEARN CPR so you are qualified to respond in case of a life-threatening emergency.

Classes will be offered to children ages 6 months and up, but due to limited space appointments are required. To sign up, call (803) 296-KIDS.

Children under the age of three must wear a reusable swim diaper. Children should arrive wearing their swimsuits and should bring towels.

<http://www.wltx.com/news/story.aspx?storyid=85717&catid=35>

Dr. Liz Matzkin: STOP Sports Injuries in Young Athletes (PatriotLedger.com, Massachusetts) [TOP](#)

April 1 / Dr. Liz Matzkin, GateHouse News Service

It's springtime – and that means our athletic fields are about to be crowded once again with kids pursuing all the positive benefits of sports: exercise, teamwork, and friendly competition.

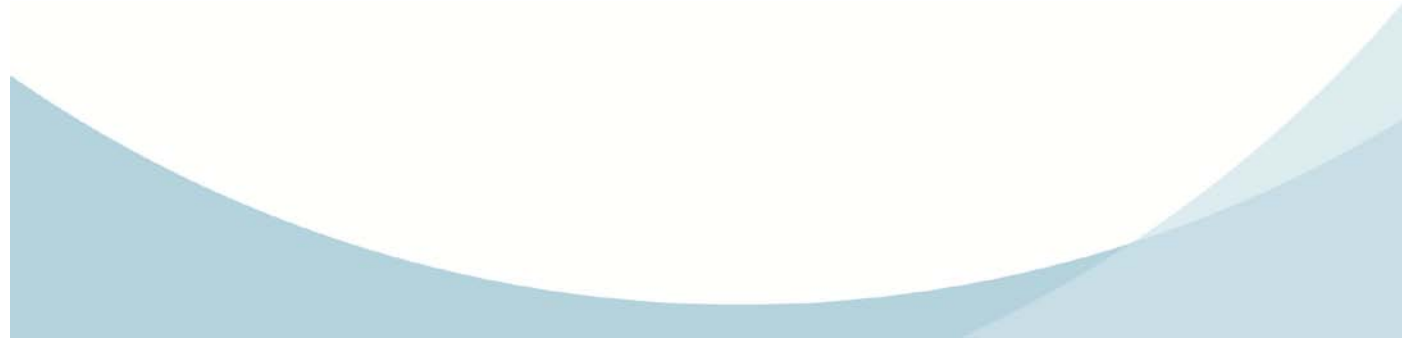
Around the country, some 30 million youngsters participate in organized sports, according to Safe Kids USA. At a time when childhood obesity is a growing epidemic, we need to see that figure increase.

But the flip side to kids' participation in competitive sports is the danger of kids being pushed too hard, at too young an age. Little Leaguers are not mini Major Leaguers: Kids' growing bodies need more gentle conditioning and less physical stress than those of adult athletes.

As an orthopedist specializing in sports medicine at Tufts Medical Center in Boston, I see the increasing numbers of traumatic injuries such as ACL (anterior cruciate ligament) tears and overuse injuries like tendonitis in these young athletes.

Nationally, more than 3.5 million kids younger than 14 are treated each year for sports injuries. According to the Centers for Disease Control and Prevention, high school athletes account for an estimated two million injuries, 500,000 doctor visits and 30,000 hospitalizations every year.

That's why the American Orthopedic Society for Sports Medicine has launched the Sports Trauma and Overuse Prevention (STOP) Campaign. As orthopedists, we know that childhood sports injuries leave kids vulnerable to more activity-based injuries as children and adults, and can contribute to long-term degenerative diseases like osteoarthritis.





We believe half of all sports injuries can be prevented. And by preventing sports injuries, kids are more likely to be active in the long run.

Here are some tips for parents, coaches and young athletes to keep in mind to avoid injury:

- Get a pre-season physical every year. A physical allows for the screening, prevention and treatment of any conditions that could affect a kid's healthy participation in sports
- Warm up properly before an activity. Athletes should slowly increase their heart rate through a low-impact aerobic activity like jogging in place, and then stretch muscles just beyond the point of resistance for 10 to 12 seconds. Don't bounce while stretching.
- Cool down after an activity. Athletes should allow their heart rates to decrease gradually after an activity. Stretching afterward can also help avoid injury.
- Use proper training and technique. Most overuse injuries occur because of improper training or technique.
- Increase training gradually. Do not increase training activity, weight, mileage or pace by more than 10 percent per week. This allows the body ample time to recover.
- For overweight kids, approach sports slowly. We know that lack of activity, along with poor eating habits, is contributing to the prevalence of overweight and obesity in our kids. But extra pounds can also increase the likelihood of a sports injury. Kids who are heavy and want to get involved with sports should make sure to see their doctor first to come up with a game plan to participate safely.
- Be careful of specializing too early. Playing the same sport multiple seasons in a row contributes to many of the overuse injuries that I see. Specializing at an early age is more likely to lead to injury than an athletic scholarship.

For more information, including sports-specific recommendations, visit www.STOPSportsInjuries.org

And most importantly, particularly for young athletes: Keep the focus on safety and fun. When kids are pushed too hard and the primary focus is on winning, injuries are more likely to occur and kids are more likely to burn out.

According to the Center for Kids FIRST, a grassroots organization devoted to keeping kids active, 70 percent of kids drop out of organized sports by age 13, with many saying they got tired of pressure from parents and coaches. Let's keep kids in the game for life by teaching them to love sports and avoid injuries.





Liz Matzkin, MD, is an orthopedist at Tufts Medical Center in Boston. She is board-certified in orthopedic surgery and an assistant professor of medicine at Tufts University School of Medicine. She lives in Newton, Mass.

http://www.patriotledger.com/lifestyle/health_and_beauty/x1009769350/Dr-Liz-Matzkin-STOP-sports-injuries-in-young-athletes

Talking to the Kids About Spring Break (Courier-Journal, Kentucky) [TOP](#)

April 1 / Darla Carter • dcarter@courier-journal.com

With spring break around the corner for many kids, safety experts and child advocates are reminding the public that risky behavior and poor judgment can lead to injuries.

Whenever there is unsupervised and unstructured time, there's always increased opportunity for accidents to occur, said Erika Janes, a Louisville registered nurse.

But in many cases, "there are steps that we can take to either prevent the injury entirely or at least reduce the injury's severity significantly," said Janes, coordinator of Safe Kids Louisville and Jefferson County, an injury prevention program led by Kosair Children's Hospital.

Dr. Angela Gardner, president of the American College of Emergency Physicians, had similar advice.

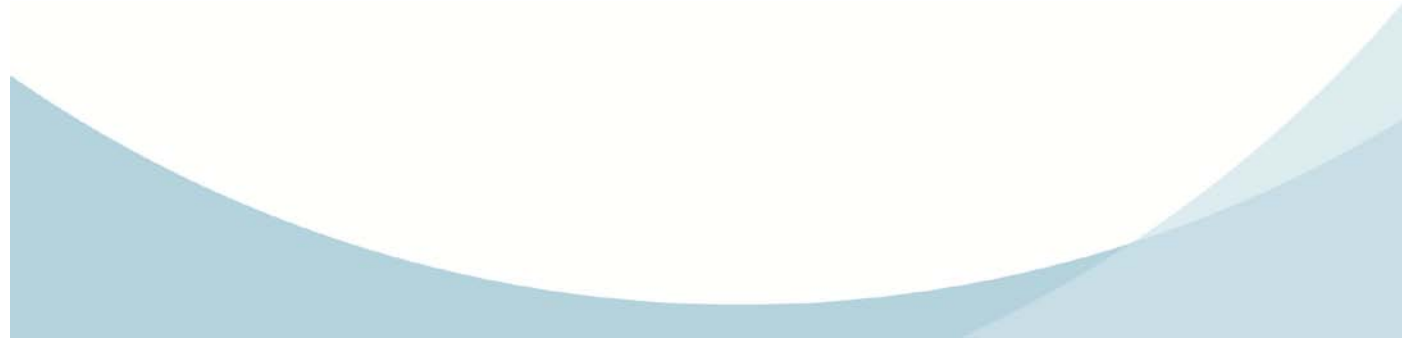
"Emergency physicians see many injuries and illnesses during this time that could have been avoided," she noted in a recent statement from the group. "Taking responsible steps can help prevent problems and even tragedies."

For example, make sure that children wear proper safety equipment, such as helmets and life jackets, Janes said.

Wearing a bike helmet can "reduce the risk of a brain injury by 88 percent" if it's worn correctly and properly adjusted, she said.

Ensuring that children are being watched by an attentive adult also is important, especially if the kids are doing activities that could lead to falling or drowning.

Usually, "drowning is silent," so a child "can just slip right under the water and be gone," Janes said, urging parents to be alert when kids are around pools, bodies of water and hot tubs.





Got a child who'll be spending time driving or traveling in a car during spring break?

Consider reminding them about car-related safety, such as following the rules of the road and wearing seatbelts.

"When you look at fatal crashes, they're almost always unrestrained," Janes said of young people. "We have to get them to buckle up. We have to get everybody to buckle up."

Laying down ground rules about alcohol and drugs also is advised. If any of those substances are in your home, they should be out of children and teenagers' reach, Janes said, noting that even prescription medications can be abused.

And remember there could be access to those products or other risky items at friends' homes or other places where kids hang out. So even though your children are growing up and teens can make some of their own decisions, "just don't let go of them too fast," Janes said.

Reporter Darla Carter can be reached at (502) 582-7068.

<http://www.courier-journal.com/article/20104010311>

The Helmet Habit (WauwatosaNow.com, Wisconsin) | [TOP](#)

March 30 / Lisa Klindt Simpson

Did you know more than 700 children nationwide are injured in bicycle-related crashes every day? Did you also know that children are five times more likely to be involved in a bike accident than adults?

Getting kids to be active is a big part of parenting, but so is teaching them the responsibilities that come with an active lifestyle. Making sure your child wears a helmet while riding a bike, skateboarding or inline skating is important. It can reduce the risk of a head injury by 85 percent and the risk of severe brain injury by 88 percent.

Help your child develop the helmet habit at a young age, starting when he or she rides a tricycle. Helmets are important for a number of activities, but especially so for biking. Bikes are more than just toys. They are associated with more childhood injuries than any consumer product except the automobile. When your child is bike riding, it's not a matter of if he or she will fall, but when and how often.





Riding a bike, skiing, skateboarding, inline skating, sledding, ice skating and using a scooter are activities that call for a helmet. If your child is taking part in any of those activities, be sure he or she wears a helmet. It's as simple as that!

Eventually, as helmet-wearing becomes a habit, your child will feel like something is missing if riding without it.

Lisa Klindt Simpson is the coordinator, Safe Kids Southeast Wisconsin Coalition, Children's Hospital Wisconsin. For more information on Helmet Safety and other topics, please visit www.kohlsbuildinghealthyhabits.com.

<http://www.wauwatosanow.com/userstoriessubmitted/education-schoolnews/89567197.html>

Loaner Lifejackets Ready for Use at Wildcat Lake (Kitsap Sun, Washington) [TOP](#)

March 30 / Brynn Grimley

CENTRAL KITSAP — This weekend the family of [Trenten Morris](#), the Klahowya Secondary School student who [drowned last summer](#) at Wildcat Lake, will return to the lake to remember him.

The purpose of the visit will be to dedicate a new lifejacket loaner station that has been built along the lake shoreline.


Twelve life jackets ranging in size from infant to adult will hang from the board that reminds swimmers in big red letters: "Kids Don't Float."

The board will have a small photo of Trenten in the corner with a note from his family about the importance of being safe while swimming. A larger reminder for swimmers about knowing one's limits while in the water will also be posted.

"We just thought we had to do something," said Shirley Vander Pol, Trenten's grandmother. "We just think it's a really good cause."

Trenten's mother, Amber Vander Pol, used some of the money donated to a fund in Trenten's name after his death to the project. She used the remainder to buy books in Trenten's name for Klahowya's library.

Through tears, Shirley Vander Pol explained the family wants to see the boards at every active swimming hole in Kitsap so people are reminded of the dangers of open-water swimming before they get wet.





“If just one more life could be saved from drowning, that’s why we want to see these life jackets up,” she said. “It doesn’t matter if you’re a beginning swimmer or an experienced swimmer, things can happen that you can’t conceive.”

That’s the message Central Kitsap Fire and Rescue officials hope the boards convey.

“Trenten’s unfortunate tragedy really brings to life that we need to do a better job of reaching out to the community to make them aware that even strong swimmers can drown for multiple reasons,” said Theresa MacLennan, CKFR spokeswoman.

“Over 700 people a year die in waterway accidents in the U.S.”

The loaner board at Wildcat Lake is one of six the Kitsap Safe Kids Coalition hopes to see installed this year at Kitsap’s heavily-used lakes.

The coalition has received support from the Kitsap County Medical Society, Kitsap County Parks and Recreation, the Long Lake Bass Club and CKFR for the project. The bass club built and installed the board.

The lifejacket loaner board installation at Wildcat Lake was partially a result of public outcry over Trenten’s drowning. During a [CKFR community meeting](#) last August, attention shifted from what should have been done to what could be done to prevent future drowning at area lakes.

Two lifejacket loaner boards are already in place at North Kitsap’s Buck Lake and South Kitsap’s Horseshoe Lake, but thefts of the life jackets have made it hard — and costly — to keep them stocked.

Coalition member Jenni Osborne said their group has raised enough money through fundraisers and grant allocations to pay for life jackets at Horseshoe, Buck and Wildcat lakes. They are still working on loaner boards for Long Lake, Island Lake and Kitsap Lake, she said.

While they have money to buy life jackets as they go missing — they estimate they could lose three a week — they hope people will work together to keep them from being stolen.

Trenten’s friends and family have volunteered to check the board and firefighters will also check to make sure the jackets are in place. The jackets will be clearly marked as loaners.

“If you see a jacket somewhere other than the parks, we hope people would pressure the person to return it,” Osborne said. “The less jackets we lose the more money that leaves us for open water safety courses.”





Once the coalition establishes the boards it has a goal to raise awareness about swimming safety through public classes.

“Unfortunately there’s not going to be any lifeguards out there anytime soon, so we have to do what we can to prevent this in the meantime,” Osborne said. “If we can prevent someone else’s family from going through this tragedy, then our work is done.”

Lifejacket Loaner Board Dedication

The public is invited to attend a dedication ceremony for the new lifejacket loaner station at Wildcat Lake. It is scheduled for 10:30 a.m. to 12:30 p.m. Saturday at the public entrance to Wildcat Lake Park. Refreshments will be served.

Read more: <http://www.kitsapsun.com/news/2010/mar/30/loaner-life-jackets-ready-for-use-at-wildcat/#ixzz0kFJLXAOe>

<http://www.kitsapsun.com/news/2010/mar/30/loaner-life-jackets-ready-for-use-at-wildcat/>

Safety First: Wearing Bike Helmets Taught at Hartville Elementary (The Suburbanite, Ohio) [TOP](#)

March 30 / Tammy Proctor, The Suburbanite

Hartville, Ohio —

With hands waving in the air, first grade students at Hartville Elementary shared horror stories of near misses and broken bones from riding a bicycle.

Dora Keller, a security and compliance employee at Aultman, listened intently and used the lessons to educate students in the “Safety First” program.

Aultman Health personnel will visit approximately 90 Stark County elementary schools to give first graders a safety lesson booklet and a new bicycle helmet.

“You’re little,” Keller told Janet Kull’s first grade class. “Some cars don’t see you. You must watch for traffic.”

“Our goal is to prevent injuries and encourage children to always wear a helmet no matter how long or short a ride,” said Vicki Haines, vice president of Aultman Health Foundation’s community relations.





Keller reminded children to practice safety and wear safety gear while riding skate boards, bicycles, scooters, four-wheelers and rollerblades.

According to studies by Safe Kids Stark County and Stark County Health Department, comparing wheeled-sports related injuries of local children in 2008 with 2007, 8 percent fewer injuries were reported and 4 percent less were on bikes. These injuries, from playing on a skateboard, bike, scooter or rollerblades, remain the sixth leading cause of injury.

According to Haines, the Safety First program started with just six neighborhood schools in 2005. Today, the program reaches all Stark County first graders. By June, approximately 300 Aultman volunteers will teach 250 bike safety classes at all public and private elementary schools.

"Everyone loves this program – from students and parents to teachers and Aultman employees who volunteer – so much that we continue it year after year," said Haines.

The volunteers will fit more than 5,200 first graders with helmets.

Keller and Aultman's eight volunteers March 22 at Hartville Elementary personally-adjusted the helmets to fit each student.

"Proper fit and a desire to wear a helmet are the keys to reducing unnecessary head and brain injuries," said David Dougherty, Aultman's director of security. "Knowing that about 5,000 of their peers all have a helmet makes it cool to wear one. And personalizing them with stickers is fun for them too."

For the 2010, Aultman purchased the CPSC-approved helmets for all ages of cyclists from Gemini Bicycle Center.

"The helmet material is designed to absorb energy by compressing upon impact," said Gemini owner Mike Ludwig. "After any severe impact, the expanded polystyrene core will not absorb more impacts and the helmet should be replaced."

The Safe Kids helmets of all sizes are available for \$8. For more information call 330-493-9904, ext. 282.

<http://www.thesuburbanite.com/news/education/x38422745/Safety-First-wearing-bike-helmets-taught-at-Hartville-Elementary>





Bike Safety Rodeo Teaches Kids Protection, Awareness (YumaSun.com, Arizona) [TOP](#)

March 28 / William Roller, Sun Staff writer

The saddles at Yuma Parks And Recreation's rodeo were on two-wheels instead of four legs but there were plenty of thrills and prizes for riders.

The 16th annual Bike Safety Rodeo was held at Sears in Southgate Mall to promote safety, said Adam Chritensen, recreational supervisor for Parks and Recreation.

"Sears donated the parking lot and we couldn't have done it without them. We also thank Mr. B's for donating their time, and Walmart and Coca-Cola for donating product."

The bike rodeo ran from 7 to 10 a.m. drawing several dozen children from 3 to 13 years old on Saturday, said master of ceremonies Doug Hipp, chairman of Sunrise Optimist Club, which inaugurated the original event.

"We advocate on behalf of children and promote the good things they do. Anyone who comes to us for their child needing assistance, we try to get them to a recital, a school trip or help with a donation of some kind."

In addition to safety drills and timed racing trials, the rodeo provided a raffle. Prizes included bike helmets, pumps and horns, elbow pads and DVD movies, with a grand prize of a girl's and boy's all-terrain bicycle.

Donnie Bennett, owner of Mr. B's Bicycles, and his staff inspected bikes. Riders learned quite a few safety tips, he noted.

"The most common problem is underinflated tires. That causes the bike to go slower and it steers real heavy. The second thing we find are hand brakes out of adjustment."

Bennett pointed out hand brakes that lacked sufficient friction on a bike ridden by Jacob Leamons, 4, but fortunately his pedal brakes were fine. Bennett explained how simple it would be to replace the cable and advised Adrienne, Jacob's mother, to bring the bike in for repair.

Leamons said Jacob has been riding scooters since he was 2. She and her husband were going to buy Jacob a new bike with training wheels but she encouraged Jacob to try his older brother's bike first, she said.

"We just put him on the bike. gave him a push and that was it. He's ready to race."





In the 10- and 11-year-old category, Gabriel Claudio won a gold medal in the barrel race. Cristel Peynado, 10, won gold in the sprint.

"I was trying to win for my grandma, who passed away," Cristel said. "This is my third year, and my sisters and brothers have been riding since we were 5."

Benjamin Polston, 11, who won three silver medals, rode a bike he won in the raffle three years ago. His father Jeffrey, said he would like to eventually see 500 children attend and that parents should take advantage of the education the rodeo provides.

"I ride around our neighborhood and I see kids without helmets. That's trouble waiting to happen. But the rodeo is awesome and I'm very proud of Benjamin and my other son, Andrew, who is also here."

Ryan Butcher is injury prevention coordinator with Yuma County Health Services District, which is the lead agency of the Safe Kids Coalition, a nonprofit whose aim is to prevent unintentional injury to children 14 and under.

Butcher said riding a bike should be fun but most of all they want children to always wear a helmet, which is the law for anyone under 18. He urges parents to check out injury prevention online at www.yumasafekids.org

Parents usually do a good job with safety but there is always some who stops him after a rodeo and admits they learned a lot, said Butcher.

"We want parents to learn, too, because they're the best teachers kids have and they'll listen to their parents most of all."

William Roller can be reached at wroller@yumasun.com or 539-6858.


<http://www.yumasun.com/news/bike-57320-rodeo-safety.html>

Safe Kids Experts Offer Tips to Protect Children (Hollandsentinel.com, Michigan) | [TOP](#)

March 28 / Megan Schmidt

Child risk rises with temperatures

Each year, more than 30 children will die because they are left alone in vehicles.





Along the lakeshore, where summer temperatures rarely crack 90 degrees, child safety experts still warn against leaving kids unattended in the car.

In 10 minutes, a car's temperature can increase by 19 degrees, according to Safe Kids USA, a nonprofit organization dedicated to preventing childhood injuries and deaths.

"A car can heat up very quickly," Safe Kids Lakeshore Interim Coordinator Kathy Torrey said. "If you park your car in just the right place and have your windows up, it gets pretty warm."

A child's body overheats three to five times faster than an adult's, according to Safe Kids USA, so leaving them in the car for even a few minutes as warm weather approaches can be dangerous.

Parents sometimes don't mean to leave their children alone, but no one is perfect, Torrey said.

"If you get yourself off your normal routine, that's how it can happen," she said. "If Mom is the one who usually takes the child to daycare and today Dad's taking the child, he could go to work totally forgetting the child in the car just because it's totally off of his normal routine."

Infants or toddlers who can't speak are more likely to get left behind.

"When you're not interacting with the child, it's easier to forget," she said.

Torrey and Safe Kids USA offer the following tips to prevent children from being left behind:

- Set a reminder. Use your Blackberry reminder or e-mail program to ask if you remembered to drop off the child at daycare each morning. Ask your child's sitter to call if the child has not been dropped off by a certain time.

"If you are always the person who brings the child to daycare, you might not need to do it, but if you take turns, it's a good idea," Torrey said. "We create reminders with technology for all kinds of other things, so why not for this?"

- Place near the child's seat a cell phone, PDA, purse, brief case or other item you must take out of the car before going to work.

"That forces you to go into the backseat of the car," Torrey said.

- Keep your keys away from children, and keep doors locked when you're not using the car.
- "Not very many people still use a key to open their car. If a kid gets ahold of the unlock button, they could





get in the car and lock themselves in," Torrey said. If your child is missing from the house, check cars first. "That's a place where a lot of kids like to play hide and seek."

- If you see someone else's child alone in a car, call 911.

"It might sound extreme, but you just don't know how long the child has been in there," Torrey said. "If you can't find the parent right away, that's a situation where you'd want to involve the police immediately."

- Don't assume the child will be OK left alone for a few minutes — even if you're running in to pick up a pizza or a prescription.

"You just don't know that you're not going to forget," she said. "From a safety standpoint, it's something you just don't even want to get into the habit of doing."

<http://www.hollandsentinel.com/news/x38421664/Safe-Kids-experts-offer-tips-to-protect-children>

Child Safety Group Call for More Vigilance from Parents (3 News, New Zealand) | [TOP](#)

March 28

A four-week old baby is died yesterday after being run over in a Titirangi driveway
Sun, 28 Mar 2010 9:51a.m.

The tragic death of a newborn baby yesterday in an Auckland driveway has prompted a child safety group to call for more vigilance from parents.

The four-week-old baby girl was killed in Titirangi when a car rolled back, knocking-over the woman holding her.

Director of Safe Kids New Zealand, Ann Weaver says the figures show that every two weeks, a child is injured in a driveway accident.

It is the second driveway death this week - a two-year-old was killed in Wairoa in northern Hawke's Bay, on Monday.

<http://www.3news.co.nz/Child-safety-group-call-for-more-vigilance-from-parents/tabid/423/articleID/148471/Default.aspx>





RISK AREA NEWS

Poison Control System Spreads Message (La Jolla Light, California) | [TOP](#)

March 31

The California Poison Control System has turned its sights to social networking in hopes of getting the word out about the second-leading cause of childhood injury in the country.

A recent news release details efforts to add a free text messaging service, Facebook quizzes and e-cards to provide tips, news and information on poisoning.

"A little education goes a long way in this case," explained Richard Clark, M.D., director in the Division of Medical Toxicology at UCSD and medical director of the San Diego Division of the California Poison Control System. "Poisonings are preventable, and teaching children as well as adults about the dangers is the best form of prevention."

Among its new services is a bilingual English/Spanish text-message service. For the first time, consumers who opt-in to the service by texting the word TIPS or PUNTOS for Spanish to 69866 received daily tips during the recent National Poison Prevention week and then will get one tip a week for the rest of the year.

In addition, the California Poison Control System will use Facebook, with quizzes designed to provide curious minds a way to test their knowledge of poisoning risks, myths and popular culture.

At www.pillsvscandy.com, side-by-side photos of medicine and candy will test the ability to distinguish between look-alike items. This game shows how easy it can be to mistake everyday items and reinforces the importance of keeping products in their original containers, in a safe place, away from small children.

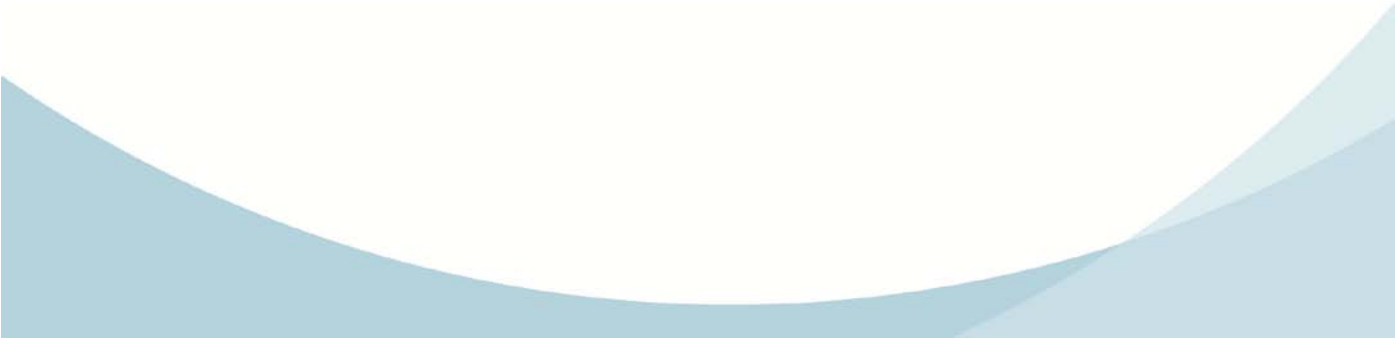
At www.calpoisonecards.org, consumers can personalize helpful messages and share them with friends.

Contact info

Keep the number (800) 222-1222 on or near all phones. In case of an accidental poisoning, consumers should immediately call the CPCS for advice.

For more information, go to www.calpoison.org.

Tips for keeping kids safe from poisons

- Keep medicines and cleaning products out of reach of children and in locked cabinets.
 - Always keep products in the containers they originally came in.
 - Never keep cleaning products, gasoline, antifreeze, paint and paint thinners, or lighter fluid in something
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you would use for food or a beverage.

- Do not store food and household cleaners in the same cabinet.
- Never call medicine candy.
- Do not take medicine in front of children; they love to do what adults do.
- If you are in the middle of taking medicine or using a cleaning product and you need to answer the door or phone, take it with you.
- Keep things such as makeup, perfume, cigarettes, alcohol and vitamins where children can't reach them.

<http://www.lajollalight.com/news/267746-poison-control-system-spreads-message>

