SAFE KIDS DAY TALKING POINTS

**Core Message**

* Celebrate kids. Prevent injuries. Save lives.

**Call to Action**

* Help us make every kid a safe kid.
* What you can do:
	+ Protect. Learn how to keep kids safe.
	+ Fundraise. Get involved, it’s easy.
	+ Donate. Help us keep all kids safe.
* Learn more at safekids.org (or your website)

**About Safe Kids Day**

* Safe Kids Day is a day to celebrate kids, prevent injuries and save lives.
* It is a time to raise awareness and funds to stop this epidemic of preventable injuries that is killing too many children.
* On April X, we are joining families across the country – and celebrity heroes Drew Barrymore, Sharon Stone, Mark Wahlberg and more – to celebrate Safe Kids Day. (Details of your event follow.)
* Safe Kids Day is presented by Children’s Tylenol, with support from the General Motors Foundation, FedEx, and Chevrolet, to name a few. (Add local sponsors.)
* Help us make every kid a safe kid.

**About the Cause**

* Most people are surprised to learn that preventable injuries are the number one killer of kids in the United States.
* Around the world a million children die each year from preventable injuries. Millions more are injured in ways that can affect them for a lifetime.
* The important thing to remember about preventable injuries is that they are preventable. There are little things parents can do so kids can grow up to do big things.
* When we talk about preventable injuries, we’re not talking about skinned knees, bruised shins, or scraped elbows. That’s what happens when curious kids explore the world.
* We’re talking about serious injuries—like car crashes, drownings, fires or falls—that end lives or change them forever.
* Safe Kids works to protect children from serious injuries and deaths that don’t have to happen.

**About Safe Kids Coalition**

* In the United States, Safe Kids [Coalition Name] joins with 600 local coalitions who work every day in their community to protect kids.
* Locally, we’re supported by [Lead Agency] and work in [geographic region] to help keep kids safe [insert specific areas/programs you’d like to highlight.]

**About Safe Kids Worldwide**

* Safe Kids Worldwide is a nonprofit organization working to keep kids safe from preventable injuries so they can grow up to do all the great things kids were meant to do.
* Safe Kids works in 600 communities in the United States and with partners in 27 countries to prevent childhood injuries and deaths from car crashes, drownings, fires, falls and more.
* Since 1988, Safe Kids has helped reduce the U.S. childhood death rate from preventable injury by 55 percent. That means thousands of children now have the chance to grow up healthy, active and safe.
* But there are still too many children dying from injuries that are completely preventable.