
AN OUNCE OF PREVENTION – AUGUST 2014

Your Safe Kids August Newsletter

Dear Supporter,

This year's back to school time is a particularly meaningful one for me. This year I send my youngest daughter, Ally, off to her first year at college. I have written about Ally before and detailed her sports injuries, adventures in learning to drive, and other stories about growing up.

Now she will be attending Sewanee University in Tennessee. I am so proud of her and all that she has accomplished. We picked out all the “necessities” she will need for her dorm room and college life. As she has been packing for a week, I have been thinking about the most important life lessons to convey to her in our time left before school. Funny, isn't it? We spend years raising our kids, teaching them all sorts of lessons, and it comes to a moment when it's time to let them fly on their own.

I found a little gift for her with two simple words: Be Happy. I will be giving her some simple advice, too: Do what you love and love what you do. It's worked for me.

Now it's your turn. Please [let me know](#) what advice you would share as your child heads off to a new adventure. We'll print the best one in next month's *An Ounce of Prevention*.

Kate Carr
President, CEO, Mom
Safe Kids Worldwide



THE WINNER OF THE KIDDO IS:

Last month we asked you to tell us about a sports hero who inspired you or your children. Here are a few that got us cheering.

“A local sports hero, Cliff Crosby [former professional football player], is my inspiration as a true leader in sports safety. He comes back to Erie, his hometown, to teach a football clinic every year. Plus, cheerleaders also had a clinic of their own, at which Safe Kids Erie taught bullying prevention.” – Patti P.

“When my Daughter was 3, she was fascinated with Nascar Racing. As we stood and waited for autographs from Ward Burton at the Pocono Speedway, Ward pulled up in a van, reached out to my daughter,

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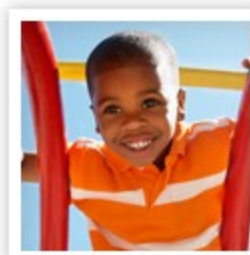


set her in his lap and autographed the hat she was wearing. She was star struck. At age 13 she became a race car driver herself. She was asked to do personal appearances at local schools in the community and used the opportunity to utilize her safety equipment to tie into car seat safety and bicycle safety. She ended her presentation with "if you want to be a race car driver you have to start buckling up now and wearing your helmet." – Katy S.

NEW THIS MONTH

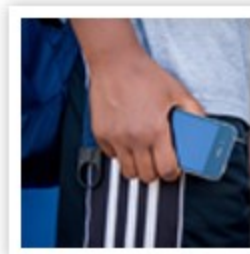
Jungle Gym Gems

Playgrounds are the place to be for kids – their own little world where they can be active, make friends and have fun. Here are [a few tips](#) to keep them safe, too.



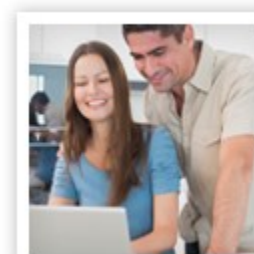
Take Action Against Distraction

Start the school year by talking to your kids (especially teens) about putting their devices down when walking to school. Our [Moment of Silence Pledge](#) can help.



Total Recall

From time to time, manufacturers have recalls for products like car seats, cribs and strollers. [Sign up](#) to receive an email twice a month with a list of all child-related products that have been recalled.



HIX PIX

Moment of Silence

Each month our video director, Kris Hixson, picks a video that's an absolute must-see.

"The month's Hix Pix is called [Moment of Silence](#). I chose this video because it's a great way to honor a really special person who lost her life because of distracted walking." — Kris Hixson



SAFE KIDS AROUND THE WORLD

Be an Advocate for Global Road Safety

Every day more than 500 children die on the world's roads. Please sign the [#SaveKidsLives Declaration](#) to help inspire policy-makers to focus more attention on this epidemic.



IT'S OUR POLICY

Alabama Keeps Teens Safe on the Road

Congratulations to Safe Kids Alabama, and its coordinator Marie Crew, for helping to [win a legislative battle](#) to make the graduated driver's license law stronger. The campaign was based on data showing that states in which teens had more practice driving, had fewer deaths. Most states have work to do on graduated driver's license laws. Thanks Alabama for leading the way.

