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## AN OUNCE OF PREVENTION – October 2015

### Your Safe Kids July Newsletter

Dear Supporter,

What's the last new exciting thing you learned from your kids?

This past week I went to a small fundraiser to benefit my son's school program. Yes, I can imagine that many readers of this newsletter have done the same. It was entirely organized by the members of his class and was a lovely night. Small tasty bites, simple beverages, live music provided by a violinist (classy) and a silent auction.

So what new thing did I discover? It was all about how they got the message out. The clever invitation included 10 reasons to attend the fundraiser and each one was supported by a gif. Now if you don't know what a gif is, and I didn't, it's a short snap of video that quickly captures your attention. It can make you laugh, think, even inspire you to give money to support a cause. Maybe even Safe Kids!

Now it's your turn. On our [website](#), I selected three gifs for you that I think will make you smile. Add your captions in the Facebook comments below the gifs and we will give a shout out to the winners in our next message. Let's have some fun!

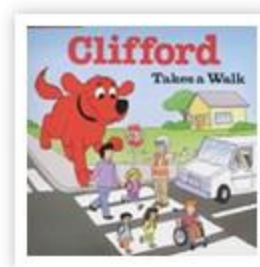
Kate Carr  
President, CEO, Mom  
Safe Kids Worldwide



## NEW THIS MONTH

### Win Clifford Books for Your School

In his new book, "Clifford Takes a Walk," everyone's favorite big, red dog is teaming up with Safe Kids and FedEx to teach kids the best way to stay safe when walking. We want you to have the book for free. Parents or educators can win 100 books for their school by entering our [exclusive Clifford contest](#).



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## Be Safe, Be Seen on Halloween

We love to see kids having fun on Halloween. To make sure that we actually do *see* them, we're working with FedEx to encourage every little monster to wear something reflective or bright. Here's [a video](#) with a new twist that will get you in the reflective mood.



## National Health Education Week: Time to Talk Medicine Safety

In [National Health Education Week](#) is a great time to talk to your kids, particularly teenagers, about safe use, storage and disposal of over-the-counter medicines. [Here's what happened](#) when we gave it a try.



## Have You Tested Your Smoke Alarm this Month?

Pay your bills. Eat brownies for breakfast. Dance. There are lots of different things we all try to do at least once a month. Whatever is on your list, be sure to add testing your smoke alarms (even if you have a 10-year smoke alarm) and replace all alarms when they are 10 years old. Remember, a working smoke alarm doubles your chances of surviving a fire. But it has to be working. [Learn more.](#)



## HIX PIX

### Changing the News

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

*"What if you could change the news? Avoid a tragedy? Save a life? In our new PSA, [Changing the News](#), we worked with actor Neal McDonough (you'll recognize him from *Minority Report*, *Band of Brothers*, *Desperate Housewives* and much more) to literally change the headlines from tragedy to triumph.*



## IT'S OUR POLICY

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### Take Action to Reduce Nicotine Poisoning in Kids

Calls to poison centers about liquid nicotine have increased 1,460 percent in the last four years, and the majority of these calls involve children five or under. That is why we are helping Senators Kelly Ayotte (R-NH) and Bill Nelson (D-FL) with the passage of the [Child Nicotine Poisoning Prevention Act of 2015](#) that will require child-resistant caps on liquid nicotine. We have identified seven senators from Alaska, Colorado, Illinois, Kansas, Maine, Nevada and Utah who can be influential to passing this bill. If you live in one of these states please join us by asking your senator to co-sponsor this important piece of legislation. We'll make it [easy for you](#).



## SUPPORT SAFE KIDS

### Support Team Safe Kids in The Marine Corps Marathon

On October 25, more than 100 people will be running as part of Team Safe Kids in the Marine Corps Marathon. Please help support these heroes in their final push to meet their fundraising goal by [making a donation](#) today.

