

AN OUNCE OF PREVENTION – April 2014

Your Safe Kids April Newsletter

Dear Supporter,

Mother's Day is coming up and it's a perfect time to pay tribute to all the moms, who have done so much to help us grow into the people we are today.

My mom, who just turned 80, has been on my mind recently. For me, I have so many wonderful memories. And of course, like most of us, even some not-so-good memories during my teenage years. Sorry mom, I wasn't always charming and easy.

My mom dedicated her life to the one thing that meant the world to her – her family. She had eight kids, and her job was to take care of us – not an easy job. Through it all, she had a wonderful sense of humor, something I now appreciate more than ever. My kids think my mom has the best sense of humor and I love to listen to them laugh together. These days, I try to make my mom laugh every time I speak with her just to hear her laughter.

My mom taught me many things. To be strong, to care for people, to give back, to love music, to dance and so much more. I don't think I'll ever be able to look at a garden and not think of my mom because she loves flowers, too. That's why I have them all over my home and office. Thank you mom.

Now it's your turn. Please [send me](#) one of your favorite childhood memories with your mom. And if you send us a photo, we will pay tribute to your mom by posting on our website on Mother's Day. We'll also include a bunch in next month's An Ounce of Prevention.

Kate Carr
President, CEO, Mom
Safe Kids Worldwide



NEW THIS MONTH

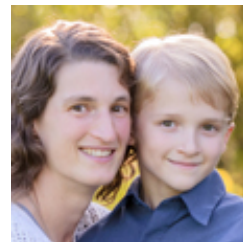
Use Your Head, Wear a Helmet

Bike to School Day is May 7, so it's a perfect time to enjoy all the freedom and fun that comes with riding a bike. It's also the perfect time to talk with you kids about the importance of wearing a helmet and staying safe. We'll make it easy for you with this fun [video](#) about how to wear a helmet properly and a few [tips](#).



If Kids Could Float

Now that spring has finally arrived, it's so nice to open the windows and get some fresh air. When you do, just make sure to take a few special precautions, like using window guards, so your kids have the space to explore and discover, and still stay safe. Remember, screens are meant to keep bugs out, not children in. Here's [the story of one mom](#) who is working to spread the word about window safety.



Never Leave Children Alone in a Car

In new study, 14 percent of parents say they have left a child alone inside a parked vehicle despite the risks of heatstroke. We know it might only seem like a quick trip to the bank or the dry cleaner, but cars can heat up faster than you think – 20 degrees in only 10 minutes (and cracking the windows doesn't help). Safe Kids and the General Motors Foundation are teaming up to help families avoid these preventable tragedies. Learn more about how to [prevent heatstroke](#).

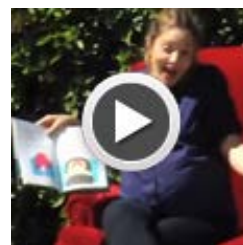


HIX PIX

Must-See Video of the Month

Each month our video director, Kris Hixson, picks a video that's an absolute must-see. He'll even tell you why.

"This month's Hix Pix features celebrities like Drew Barrymore, kids and wonderful moments from our Safe Kids Day events in Los Angeles and New York. I love [the video](#) because it really shows that the best way to learn is to have fun. And the smiles are contagious." — Kris Hixson



SUPPORT SAFE KIDS

Picture This

Picture a world where every child has a chance to grow up active, healthy and safe. That's our mission, and now you can help with just the snap of your camera phone. Thanks to Johnson & Johnson's new free app, Donate a Photo, every photo you upload from now until June 26 can turn into \$1 to help Safe Kids. And we mean any picture: your dog, a flower, your toothbrush, the sidewalk – it all works. You can donate up to one photo a day and the more times you donate, the more support we receive, and the more children and families we can reach. [Learn more](#).



IT'S OUR POLICY

Boosting Car Passenger Safety in Florida

Florida's child passenger safety law is the weakest in the country. On Monday, April 28, Florida lawmakers passed a bill sponsored by Rep. Keith Perry (R-FL) and Sen. Anitere Flores (R-FL) that will require children to ride in a booster or car seat through age 5. A similar bill was vetoed and, as we go to press, Safe Kids is urging Governor Rick Scott to sign the bill. [Read all about it.](#)



WORTH RECOGNIZING

Safe Kids Certification Director Receives NHTSA's Public Service Award

Yes, that was her in our [bike helmet video](#). If you're a car seat technician, that was probably her answering your question. In fact, if you're involved in injury prevention, you probably know her or know about her – or you should. Because doing everything she can to keep kids and families safe is what our Kerry Chausmer is all about. Just ask the National Highway Traffic Safety Administration, which honored Kerry with its prestigious Public Service Award in recognition of her “dedication and creative management of the National CPS Certification program and on-going commitment to improving child passenger safety.” Pretty cool and well deserved. Read how it all got started in Kerry's blog, [The Course of My Life](#).



SAFE KIDS AROUND THE WORLD

Coming Together for Road Safety

Each day, more than 700 children around the world are killed as a result of traffic collisions. Can you imagine? Fundación Gonzalo Rodríguez (FGR), our partner in Uruguay, is working to make a difference by hosting its first international road safety forum in May. This is an exciting initiative where partners from the Latin America and Caribbean regions as well as guests from around the world, including Safe Kids President and CEO Kate Carr, will come together to present and discuss strategies for keeping kids safe on the roads. [Learn more.](#)



THE WINNER OF THE KIDDO IS

A Whole Lot of Something Good

Last month, we asked you to “tell us something good.” Well, there must be a lot of good in the world because the e-mails kept coming. It's was too much fun to keep to ourselves so we decided to share them all [in this blog](#). Hope they make you smile as much as they did for us. In the meantime, here's one of our favorites from Sue H:

**THE
KIDDO
AWARD**

My oldest daughter has 3 wonderful young boys, Cameron, 8, Carter, 6, and Caleb, 2. I can still hear her voice on the phone when she called me to tell me that Carter was diagnosed with autism. We had suspected, but the actual diagnosis was such a devastating blow. In view of all that was going on, Carter's big brother, Cameron, decided to present a Power Point presentation to his 2nd-grade class @ his school. It went well and the principal decided to have him present it to the entire school. Our local news station interviewed him on air and the last question they asked him was "what are your plans now?!" Cameron said, "Well I am writing a book about autism to help more people understand." The next night my daughter received several calls from publishers to publish his book! Needless to say he is a published author of the book "A Kids Guide to Autism" sold worldwide! He will receive his first royalty check from the sales of his book this month, April being Autism Awareness month. 50% will go to Autism Speaks. So very proud of this little advocate for autism!! He loves his brother Carter.

Read more stories [on our blog](#).