

AN OUNCE OF PREVENTION – AUGUST 2014

Your Safe Kids July Newsletter

Have you ever wondered what you would say if you could go back in time and give yourself advice?

That question came up recently when I was in New York for an interview on sports safety with The Wall Street Journal (you can watch it [here](#), if you'd like). As I waited for the interview to begin, I saw one of the reports broadcast that day. It was about a group of high school seniors from Monterey, Calif., who had taped video messages to their future selves for their 10-year reunion. And now they were attending that reunion, about to be reminded of their words of wisdom.



It got me thinking about my daughter, Ally, who just started her senior year of high school. What a great age: young, fearless, ready for any adventure and at the same time, very nervous about what college she will attend next year and what will be in her future.

It got me thinking about my son, Chris, who graduated from high school 10 years ago. What advice would he be listening to today if he had made a similar video?

Then it got me thinking about myself, or at least myself when I was in high school. What would I have said when I was 17? "Start saving for retirement earlier" is a piece of advice I could have used. Of course, like most teenagers, I probably wouldn't have listened.

How about you? If you could go back in time and give yourself advice, what would it be? [Let me know](#) and we'll include the best ones in next month's An Ounce of Prevention.



Kate Carr
President, CEO, Mom
Safe Kids Worldwide

NEW THIS MONTH

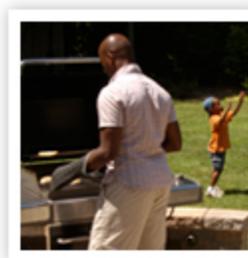
Back to School, Back to Sports, Time to Huddle Up about Sports Safety

For many kids, back to school means back to sports. Youth sports are, and should always be, a valuable experience, filled with challenges, competition and fun. But too many kids are stuck on the sidelines because of an injury that is preventable. Did you know that 33 percent of young athletes say they have been injured as a result of a dirty play? Safe Kids and Johnson & Johnson teamed up to give parents, coaches and young athletes [all the information and resources](#) they need to keep kids playing safe and strong.



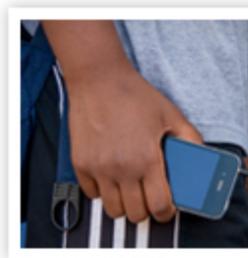
Finish the Summer in Style

It's true, summer is almost over, but that doesn't mean you can't finish it in style with a great Labor Day weekend. Keep everyone active by challenging the kids to a game of freeze tag or Wiffle ball. Here are a [few more tips](#) to make sure your weekend is both safe and fun.



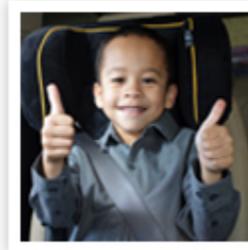
New Advice for Crossing the Street

We all know to teach our kids to look left, right and left again when they're crossing the street. Now it's time to add one more thing to the list: put your devices down. Ask your kids to join in as you watch this [inspirational video](#) that encourages everyone to observe a moment of silence, by putting down their devices and paying attention when crossing the street.



Why Your Car Seat is Psyched for September

Child Passenger Safety week starts September 14 so be sure to check back with us because Safe Kids and the General Motors Foundation are working together to provide plenty of tips, information and events to make sure your kids are riding safely every ride, every time. If you need extra inspiration to get your car seat checked, this [fun video](#) might help.



HIX PIX

Video of the Month: “Gary on the Street: Heatstroke”

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 is called [‘Gary on the Street: Heatstroke.’](#) We took a giant thermometer out to the National Mall and got some amazing reactions when people learned exactly how hot the inside of a car can actually get. I love the realness of this video, and it is a great educational tool to get the word out about heatstroke. Please pass this on to all your friends.” — Kris



SUPPORT SAFE KIDS

Superheroes Unite

Did you know that we have a team of superheroes running for Team Safe Kids in the 2014 Marine Corps Marathon on October 26? [Meet Forrest](#), a father of three daughters, who selected Safe Kids after reviewing all of the charity partners for the marathon (he has already raised \$1,075). Help support Forrest and all of our superheroes.



IT'S OUR POLICY

School Boards Could be Best Option for Action

Sometimes the best way to make important policy changes is to approach local school boards. It can be effective and can take less time, plus it’s a great way to get the community invested in a policy. When it comes to returning student athletes to academics following concussions, a few states have passed "return to learn" laws. But citizens can also take the "return to learn" protocol to the school board. Here’s a [tool kit](#) that can show you everything you need to know. Contact our [public policy department](#) for assistance.



SAFE KIDS AROUND THE WORLD

Award-Winning Imagine Video Goes Global

Preventable injuries are the number one killer of kids in the United States, but they’re also a major problem around the world. That’s why it so important to get the word out. We’re honored that our partners in [Japan](#) and [New Zealand](#) are adapting one of our favorite videos to raise awareness and educate parents so all kids can grow up to become whatever they can imagine.



THE WINNER OF THE KIDDO IS:

Summer Surprise – The Son Came Up

Last month, we asked for your favorite summer moments. It's obvious from your responses that so many of you had beautifully memorable summers. Here's one from Kathleen C. that made us all beam.

I spend two weeks at the beach every summer with my sister, our kids, and a slew of cousins. My oldest son had just graduated college and started a new job and was unable to join us this year. On Saturday morning, we woke up early to have coffee on the beach and watch the sunrise. I was late getting there but as I walked up to the circle of family gathered in beach chairs, my son got up and walked towards me! My sister had flown him in for a special surprise for me and his brother and sister. It was the most wonderful surprise ever! He was there for less than two days, but every minute was precious.



THE
KIDDO
AWARD