

AN OUNCE OF PREVENTION – January 2014

Your Safe Kids January Newsletter

Dear Supporter,

This month's note is for entertainment purposes only.

Want to know who's going to win the Super Bowl? Here's a system that's been 100 percent reliable for the last nine years.

One of my colleagues has a 13-year-old son named Brody. You might remember him from his [hydration rap](#). Well, Brody is a huge football fan. He has watched the Super Bowl every year since he was four. That's nine Super Bowls. Every year he picks a team to root for. And every year, that team loses.

The streak defies all rules of logic and statistics. Brody has rooted against the Patriots when they won (Super Bowl XXXIX) and for the Patriots when they lost (Super Bowls XLVI and XLII). He rooted against Peyton Manning when the Colts beat the Bears (Super Bowl XLI) and for Peyton Manning when the Colts lost to the Saints (Super Bowl XLIV). Five times he's rooted for the favorite and four times he's rooted for the underdog. Wrong each time.

Assuming the odds for each game are 50/50, the chances of that happening are 1 in 512 or .195 percent. Of course, the odds are not exactly 50/50 each year, but you get the point.

So that brings us to this year, which is an easy pick for Brody. He loves the Seattle Seahawks – been his team since he was four because he thought the logo was cool and he loved animals. He's been a true fan, in good times and bad, and he'll be wearing his Marshawn Lynch jersey and rooting for the Seahawks again on Sunday.

So it looks like it will be a great day for Peyton Manning and the Broncos, although to be fair, Brody feels otherwise. "This is the year the streak ends," Brody says. "I'm feelin' it." I guess we'll see on Sunday. Enjoy the Super Bowl.

Now it's your turn. Does your family have any sports superstitions? Please [e-mail us](#) and we'll include 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:

Music to Our Ears

Last month we asked you to send us the songs that made you want to sing and dance. Your choices were music to our ears. As promised, [here's a playlist](#) for 2014, guaranteed to make you and your kids dance the night away.

**THE
KIDDO
AWARD**

1. *Dancing Queen* by ABBA. "I bought ABBA Gold when I was 16. Puts a smile on my face and also makes me want to move." – Amy A.
2. *Buffalo Soldier* by Bob Marley. "It's got soul." – Maggie F.
3. *On Top of the World* by Imagine Dragons. "I consulted my daughters and this is what they agreed on." – Amy S.
4. *Girls Just Wanna To Have Fun* by Cyndi Lauper. "It's so peppy, it can bring me back up to my usual level of enthusiasm." – Kerry C.
5. *Footloose* by Kenny Loggins. "Please don't use my name, it's a guilty pleasure." – Anonymous.
6. *Raise Your Glass* by Pink. "Makes me want to be a better mom and push through whatever might be holding me back that day!" – Shannon A.
7. *Walking on Sunshine* by Katrina and The Waves. "Totally carefree sort of song. Just makes you feel it." – Patrick K.
8. *These Are Days* by Natalie Merchant. "Reminds me of college and all things 90s. All about coming of age and possibility." – Kerri K.
9. *Happy* by Pharrell Williams. "From the Despicable Me 2 Soundtrack, so I always picture minions dancing to this song. It is great, makes you want to move, and is kind of throw-backish to the seventies." – David T.
10. *All Star* by Smash Mouth. "It's about being who you are and doing your thing. Fun song. Makes my kids dance, which makes me happy." – Rachel D.

HIX PIX

Must-See Video of the Month

We have a new segment in *An Ounce of Prevention* called Hix Pix. Each month our video director, Kris Hixson, will pick a video that's an absolute must-see. He'll even tell you why.



"This month's Hix Pix is called: [Special Report: Recycle Your TV](#). It's a video about what happens when a mom is confronted by a local news anchor in her own living room. When a video comes together, and can be entertaining and also address an important issue, it's really a special feeling. Enjoy – and recycle that old TV!" — Kris Hixson

NEW THIS MONTH

All Eyes on Your TV for the Super Bowl

What better time to think about TV safety than before the Super Bowl? On February 1, the day before the Super Bowl, Safe Kids Worldwide and the Consumer Electronic Association (CEA)®, are teaming up for National TV Safety Day. We're asking families do a quick check of your home and



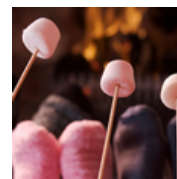
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make sure the TVs are safely secured and properly placed. The safety of your children and your own peace of mind are well worth the time and effort. [Learn more.](#)

A Mid-Winter Checkup

When it gets cold outside, we all love cuddling under warm blankets, but it's not the best idea for a baby. Soft bedding can block a baby's airway during sleep so even though extra blankets, bumpers and stuffed animals can seem cozy in a baby's crib, a firm mattress covered with a tight-fitting crib sheet is all you need for your baby to sleep, well, like a baby. That's just one of the top 5 things to think about when it comes to keeping your family safe this winter. Check out the other 4 tips in this [mid-winter checkup](#).



IT'S OUR POLICY

Budget Bill: Welcome Progress and Welcome Bipartisanship

Government plays an important role in helping to make our kids safer, but it can only do the job with reasonable resources. In recent years, we have seen important child safety programs lose funding. However, recently, we saw some progress in the negotiation and passage of the new [omnibus appropriations bill](#) that passed the House and Senate. It provides funding for many of the important child safety programs we care about. For example, it increased funding for CDC injury prevention efforts by \$11.8 million. It's an example of the value of bipartisan work, rather than constant fighting. Let's let our elected officials in Congress know that we appreciate the value of working together. Here are the places you can go to find the email addresses for your [Member of Congress](#) and [Senators](#).



SAFE KIDS IN YOUR COMMUNITY

Safe Kids Bucks County Breaks the Silence

Carbon Monoxide (CO) is known as the silent killer because it's a gas that you cannot see, taste or smell. The dangers of CO inspired Rep. Frank Farry (R-Bucks) and the residents of Bucks County, PA, to take action. Rep. Farry introduced a bill requiring homes to have CO detectors, a key resource for protecting families. Thanks to the support of Safe Kids Bucks County, the bill was passed into law. Safe Kids was proud to present Rep. Farry with an award for his work to promote home safety. [Learn more.](#)



SAFE KIDS AROUND THE WORLD

Worth Meeting: Dr. Märzheuser Leads the Way in Germany

Safe Kids works closely with partners in 27 countries. These programs are led by extraordinary people like Dr. Stefanie Märzheuser, who is the president of Safe Kids Germany, a pediatric trauma surgeon and a mother of three children. We'd love for you to meet her [in this new video](#).

