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## AN OUNCE OF PREVENTION – January 2015

### Your Safe Kids January Newsletter

Dear Supporter,

Happy New Year!

Are you an electronics geek or someone like me who needs my kids to help me understand the latest technology? Well, can you imagine what it felt like to be at the Consumer Electronics Show this month as a guest of the Consumer Electronics Association? I was incredibly inspired by the innovation and excited about all the opportunities. And a bit overwhelmed by everything.

I saw quite a bit of technology that applies to cars. When it comes to my car, I want to push the button (I am now beyond turn the key), have it start and quickly get warm or cool (depending on the weather), adjust the mirrors, buckle my seat belt, and away I go, under the speed limit and safely, of course. I am excited about my satellite radio and Bluetooth and still figuring out how to use many of the other features in my new car.

So seeing all the possible safety advances for cars that are, or will soon be available, well it was a thrill. Cars that park without a driver, autonomous driving, warning systems for pedestrians, vehicle-to-vehicle communication. Or vehicle-to-cell phone communication. If you can imagine it, you can probably find it.

Now, the realist in me knows that it will take time for all these advances to be available in all cars. But the future is now and we can use what is available today to ensure the safety of our loved ones. How exciting is that?

Now it's your turn. Please [let me know](#) how technology makes your life easier or safer. We'll print a few in next month's An Ounce of Prevention.

Happy Thanksgiving.



Kate Carr  
President, CEO, Mom  
Safe Kids Worldwide



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## THE WINNER OF THE KIDDO IS:

### Fifth Graders Distribute CO Detectors After Friend's Death

We're making a slight change to the format of our Kiddo Award this month for a very good reason. This month, our Kiddo goes to three fifth-graders from Hermantown, Minnesota (near Duluth), who are working to provide carbon monoxide detectors for families in need following the death of their friend. As their principal said, "They firmly believe in their heart of hearts that this never has to happen to anyone again." The story was brought to our attention by Minnesota Senator Amy Klobuchar, who has fought for federal legislation on carbon monoxide for many years. [Read more.](#)



## NEW THIS MONTH

### Let it Snow: Tips for a Safe and Fun Winter Sports Season

Winter is a special time for kids and kids-at-heart. Now that the first flakes of the year have fallen, here are a [few simple tips](#) to keep your kids active, healthy and safe during the winter months.



### Fired Up About Fire Safety

Looking for a great activity for snow days? How about creating and practicing a fire escape plan with your kids. It's fun, it's creative and it's an important activity for the whole family. Here's a [worksheet](#) to get you started.



### Doubtful Dad: Making the Right Call

Ever have the urge to yell at the officials during your kid's sporting events? In our continuing blog series, our [doubtful dad](#) tries to convince parents that giving the officials a break could be the best thing you do for your kids.



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## HIX PIX

### Video of the Month: Special Report

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

"This month's Hix Pix is called '[Special Report: Recycle Your TV.](#)' We wanted to make TV safety and recycling fun and I think we came up with one of our most creative and funny videos yet. Our newscaster (an actual lead anchor from Richmond, Virginia) was a great sport and the shoot came together perfectly. As we get ready for the Super Bowl, please share it with all your friends." — Kris



## SUPPORT SAFE KIDS

### Thank You for Caring

Over the holidays we asked for your support in our "Give and Nobody Gets Hurt" campaign. Thank you to all the people who generously [donated](#) to help ensure that every kid is a safe kid. Please know that because of you, more kids will have the opportunity to grow up to become whatever they can imagine.



## IT'S OUR POLICY

### Huddling Up for Sports Safety Laws

To help keep our young athletes safe, active and in the game, we joined Safe Kids Georgia in Atlanta for the first of 11 [community huddles](#) around the country, focusing on preventing concussions. A major issue is continuing the momentum of strong sports safety-related laws. We collected a list child safety laws, some of which involved sports safety. California and Connecticut limit contact practices. Illinois and Indiana require coach certification. Nebraska mandates "return to learn" protocols. Check out how your state is doing on passing child safety laws in our [Kid's Safety Legislative Honor Roll](#).



## SAFE KIDS AROUND THE WORLD

### Global Road Safety for Kids

There's an epidemic going on that most people don't know about. Every day around the world, more than 500 children lose their lives in traffic crashes. It's so important that kids from around the globe have united to deliver an urgent message for support of global road safety. [Watch the video.](#)



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### Help Us Reach 100,000 Signatures to #SaveKidsLives

In May we will observe the third UN Global Road Safety Week, and this year the focus is on road safety for children. As part of this initiative, we're asking for your support.

Join the campaign to #SaveKidsLives by signing the [Child Declaration for Road Safety](#).

Together we call upon decision-makers worldwide to take action and protect children.



