

## AN OUNCE OF PREVENTION – MARCH 2014

### Your Safe Kids July Newsletter

My daughter, Ally, and I love to listen to country music together. It gets us singing and moving a little every day.

We were recently listening to the Bobby Bones show out of Nashville. One of my favorite segments is called “Tell Me Something Good,” where they talk about only good news. A couple married for 70 years who still write love letters to each other. A 9-year-old girl in Illinois who saved a fellow classmate when he was choking on a breadstick. A blind couple who were married after guide dogs brought them together.

It’s funny how hearing a few good things every day can make a difference. I decided to go around the office and ask my colleagues to tell me something good. Here’s what they said:

- Just signed up for an international distance triathlon to support Children’s Hospital in LA.
- I’m winning the NCAA tournament pool.
- We have amazing celebrities like Drew Barrymore, Kate Hudson and Mark Wahlberg supporting Safe Kids Day.
- I’m no longer in last place in the NCAA tournament pool.
- Spring is coming (as I write this it’s snowing in D.C.).
- Going home for Easter.
- I was quoted in the USA Today article for medication safety.
- The kids on my little league team are awesome.
- I’m going to get a chocolate lab puppy next month.

So now it’s your turn, tell me something good and we’ll include a bunch in the next month’s An Ounce of Prevention.

Kate Carr

President, CEO, Mom

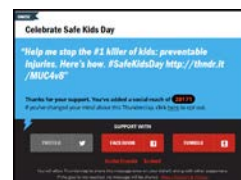
Safe Kids Worldwide



## NEW THIS MONTH

### Make it Thunder

We’re going to make some noise about Safe Kids Day and we need your help. It’s called a Thunderclap, which is basically a single message that is automatically sent through social media at the same time on the same day. Want to join us? It only takes a minute to set up and then we take care of the rest. Simply go to: <http://thndr.it/1qg6pnN> and click on your favorite social media channel



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## Think About It

Slips, falls and tumbles are a normal part of being a kid, but doing simple things like learning the [signs and symptoms of a concussion](#) can help prevent serious injuries that can stop your kids from playing the games they love. Here are a few more things to think about during [Brain Injury Awareness Month](#).



## So Far, So Good

Last year, 43 children died from heatstroke because they were unattended in cars. So far this year, there have been zero deaths. As the weather starts to warm up, Safe Kids and the General Motors Foundation are teaming up to help families avoid these preventable tragedies. Cars heat up faster than you think so please never leave your child alone in a car, not even for a minute. Help us spread the word by sharing this message with your family, friends and neighbors. Learn more about how to [prevent heatstroke](#).



## SUPPORT SAFE KIDS

### Celebrities Rally Around Safe Kids Day

Celebrate kids. Prevent Injuries. Save Lives. That's what Safe Kids Day is all about and celebrities such as Drew Barrymore, Mark Wahlberg, Kate Hudson, Gwen Stefani and [more](#) are joining in. You can, too. Read Jennifer's story about her daughter Regan to see [why Safe Kids Day matters](#), and visit [safekids.org/skd](http://safekids.org/skd) to join us by [protecting kids](#), [donating](#) or [fundraising](#).



## 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 [WNBA MVP Tina Charles](#). It's only 38 seconds but that's all it takes to see her incredible personality shine through. It's guaranteed to make you smile."* — Kris Hixson



## IT'S OUR POLICY

### I Saw the Signs

Safe Kids will be vigilant about providing awareness to parents about never leaving a child alone in a car. One effective way to alert parents is for states to use highway LED signs as they have for other dangers. Join Safe Kids in urging your state highway officials to place heatstroke safety messages on highway LED signs. We have a [sample letter](#) to make it easy.



## SAFE KIDS AROUND THE WORLD

### Meet Kulan from Malaysia

In Malaysia, buckling up your child is not a law. Meet the guy who is trying to change that. In the meantime, he's helping keep kids safe one child at a time. [Meet Kulan](#).



## THE WINNER OF THE KIDDO IS:

### Trash or Treasure

Last month, we asked you to share something quirky about someone in your family. Here's one that we just couldn't trash. My significant other insists on saving every single thing that most of us would throw away: jars that food came in, wire twist ties, empty cereal boxes, broken telephones, worn-out socks – you name it. I have tried to convince him that the clutter is a fire hazard and a tripping hazard, but I have yet to get him to throw this junk away. Sometimes when he sleeps late on weekends I secretly gather up some of the junk and bury it in the trash bin outside. Problem is, he usually notices. – Elizabeth C.

**THE  
KIDDO  
AWARD**