

## AN OUNCE OF PREVENTION – October 2014

### Your Safe Kids October Newsletter

Dear Supporter,

I recently traveled to India with my colleague, Torine Creppy, to help develop a new program in home safety and see how we could also help expand their road safety program.

It was such an exciting time to be in India. The new prime minister, Narendra Modi, has outlined an exciting vision for the future and everywhere we went, it seemed to infuse people with a sense of purpose and pride. And the excitement grew as we visited two schools in Pune on the day that India successfully landed a space craft on Mars! It reminds me of how exciting it was to watch Neil Armstrong take those first steps on the moon back in 1969. Setting ambitious goals is empowering.

We visited elementary- and middle-school classrooms and spoke with both teachers and students. When we asked the students about their hopes for the future, so many had big dreams: to be engineers, doctors, teachers – one student even said the next president of India after he became the first of his generation to land on Mars. Kids everywhere have dreams and aspirations.

In one class, the kids were asked to produce a project about injury prevention. I was admiring their work and this one (picture above) caught my eye. I really liked all the wonderful safety slogans – easy to understand, even with a few spelling mistakes.

It was great to see that safety and injury prevention was being incorporated in the curriculum. But there was also a sense that so much more needed to be done. India has a vast population and some of the basic safety measures that we take for granted simply are not available. I see a future where much can be done to help keep kids safe from preventable injuries.

My time with the kids left me even more inspired about the opportunity we have in India. The opportunity to help ensure that kids stay safe so they can grow up and follow their dreams.

Now it's your turn. Please send me a story about a place that you visited that inspired you? We'll include the best ones in next month's An Ounce of Prevention.

Kate Carr  
President, CEO, Mom  
Safe Kids Worldwide



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## NEW THIS MONTH

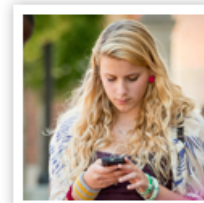
### Sounding the Alarm for Fire Prevention Month

October is Fire Prevention Month and the theme this year is “working smoke alarms save lives.” It begs the question: Is your smoke alarm working? If you’re looking for a way to have fun and stay safe, create and practice a home fire escape plan with two ways out of your house in case of a fire. Then get a stopwatch and time how fast your family can make it happen. The kids will love it. Here’s a handy worksheet to help get you started.



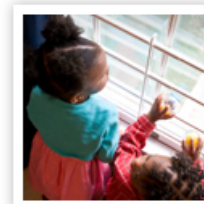
### Here’s Looking at You, Teens

We know it can be hard to talk to teenagers and even harder to encourage them to put down their cell phones and other devices. But teenagers are now the most at-risk pedestrians and too many are being injured or killed because of distracted walking. We’re teaming up with FedEx to give parents and teens all the [information and inspiration](#) they need to stay safe on the road. Have you seen our [Moment of Silence](#) campaign? It’s a great way to start a conversation with kids of all ages.



### Window Guards Provide a Breath of Fresh Air

Fall is a great time to open the windows and enjoy cooler breezes. At the same time, we want to help you create an environment where kids have the freedom to explore, discover and have fun. Window guards are an easy answer to make sure you can enjoy a cross breeze and still ensure windows can’t open wide enough for kids to get hurt. In addition, October is Window Coverings Safety Month – a great time to ensure your window coverings are safe for young children and pets. Here are a [few more tips](#) to keep the view clear and your kids safe this fall.

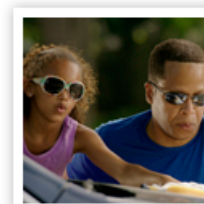


## HIX PIX

### Video of the Month: “Enjoy the Ride”

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

*“This month’s Hix Pix is called [‘Enjoy the Ride.’](#) It’s a PSA that shows kids might just be watching us more than we think. The acting in this video was superb and hopefully, you’ll laugh a little at some of the behaviors we featured. The final shot of the father and daughter riding off into the sunset is one of my favorite moments.” — Kris*



## SUPPORT SAFE KIDS

### If You Can’t be a Superhero, Be a Sidekick

In less than two weeks, a team of superheroes will run 26.2 miles for Team Safe Kids in the 2014 Marine Corps Marathon. We are so grateful for their time, dedication and amazing endurance. Every superhero needs a good sidekick, and that’s where you come in. Please help support these heroes in their final push to meet their fundraising goal by [making a donation](#).



## IT'S OUR POLICY

### How to Make Child Passenger Safety Less Taxing

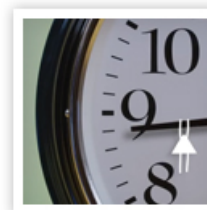
We know car seats save lives so we want as many children using them as possible. Just two states are helping parents with the cost by making car seats and booster seats exempt from sales tax, but there can be more. When Florida passed the nation's 49th booster seat law, it included a provision that allowed parents to not have to pay the 6 percent sales tax. In Connecticut, car seats are also free from the 6.35 percent sales tax. If this sounds like a good idea, you can help encourage this money-saving, safety-enhancing change in your state. [Here's how.](#)



## SAFE KIDS AROUND THE WORLD

### Stop the Clock: New Video Focuses on Child Injury Prevention

We're always looking for new ways to spread the word and educate parents and caregivers about child injury prevention. Parachute, our friends in Canada, launched an innovative new video called [Stop the Clock](#) to show we all have the power to keep kids safe. The video is part of a larger campaign this year focusing on distracted driving. [Learn more.](#)



## THE WINNER OF THE KIDDO IS:

### My Two Cents to my Younger Self

Last month, we asked for advice you would give yourself if you could go back in time. You can see some of the best responses on [Kate's blog](#), but in the meantime, here's a cool one from Andrew W.

"Never lose the enthusiasm of youth, stop rushing to adulthood, relax and enjoy the journey."

