

AN OUNCE OF PREVENTION – JULY 2013

Your Monthly Dose of Child Safety News

Dear Supporter,

My 16-year-old daughter, Ally, recently earned her driver's license giving her a new kind of freedom to go off and explore, which I love. It actually happened a little later than we thought. With school, winter holidays and spring vacation, sports and knee surgery, it seemed like there was always something getting in the way.

Turns out the timing couldn't have been better.

I had always been just a little bit nervous about the big day. Even though she is totally prepared, we live in Washington, D.C., which is a difficult city for a new driver.

If only there were a safe little island somewhere, where she could go to get some additional driving experience for a few more months before coming back and tackling the big city. What are the chances, right?

It turns out, better than you think. My brother, Jim, and his wife, Debra, just so happen to have a summer home in Avalon, New Jersey. Ally loves to spend the summer with her cousins and heads there every year when school ends. It's a beautiful beach community on a little island about seven miles long. The top speed limit is 25 miles per hour and you know the police are watching because you see them everywhere you go.

Well, because of all the delays, Ally received her driver's license on June 8 and the next day, she was off to the safety of Avalon. Driving problem averted. I almost feel guilty that she's using Jim's car instead of mine but when circumstances are on your side, sometimes it's best to just go with it.

Now it's your turn. [What's something unexpectedly nice that has happened to you this summer?](#) We'll include the best story in next month's *An Ounce of Prevention*.

Kate Carr
President, CEO, Mom
Safe Kids Worldwide



THE WINNER OF THE KIDDO IS:

Life's Lessons

Thanks for all your great notes about our new video, Imagine. We heard from so many of you—from a grandmother of seven to a group of high school students, who made their own safety video. One of the best came from Suzanne K.

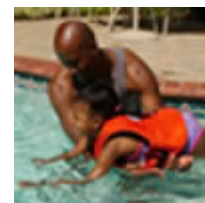
I watched the Safe Kids video with my three daughters...and also read your newsletter to them! They loved it and know now why I am so vigilant for their safety. They know I love them and want them to become who they want to be. It is important to enjoy life, have fun, and be adventurous...but being safe at the same time is just as important...thanks so much for sharing your story as it hit home on many levels.

**THE
KIDDO
AWARD**

NEW THIS MONTH

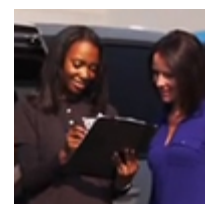
Keeping Kids Safe Can Be Fun

Parents deserve a little fun, too, which is perfect for water safety. That's because the best way to keep kids safe around water is to jump in the pool or lake and play with your kids. That way, they'll have your undivided attention and you'll have a blast. [Here are a few more tips.](#)



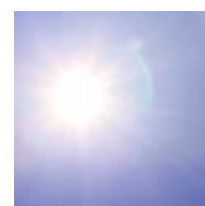
How Not to Install Car Seats

Have you ever had to get a little creative trying to get your car seat installed properly? Well, check out this [video](#), called Bubble Wrap, which shows how it can be taken to the next level. Let's just say there's some welding involved. Luckily, there are trained technicians to help so we can all ensure our car seats are used and installed properly.



Help Spread the Word to Never Leave a Child Alone in a Car

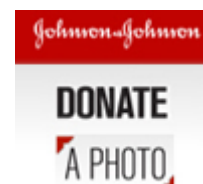
July 31 is National Heatstroke Prevention Day. Here's the plan: spread the word through all your social media channels. We'll do it with you and so will all of our partners. That way, everyone will know never to leave a child alone in a car, not even for a minute. [Who's in?](#)



SUPPORT SAFE KIDS

Donate a Photo to Support Safe Kids Mexico

Each day, six children die on the road in Mexico. But you can help change that with the snap of your camera phone. Thanks to Johnson & Johnson's new free app, Donate a Photo, every photo you upload can turn into \$1 to help Safe Kids Mexico educate children and adults about bike and child passenger safety. To download this app and help kids, visit the iPhone app store and Google Play Market or visit the [Donate a Photo website](#).



*Johnson & Johnson has curated a list of trusted causes, and you can donate a photo to one cause, once a day. Each cause will appear in the app until it reaches its goal, or the donation period ends. If the goal isn't reached, the cause will still get a minimum donation.

Run for Kids at the Marine Corps Marathon

Want to run in one of the country's best races and help keep kids safe at the same time? Team Safe Kids is participating in the Marine Corps Marathon and spots are available. We'll provide you with everything you need, including the race entry, fundraising platform, sample letters and e-mails to friends and family. If you are interested in learning more, contact [Dan Orzechowski](#).



IT'S OUR POLICY

We Spoke, Washington Listened

Safe Kids took the lead on legislative avenues to amplify the heatstroke message. We successfully convinced the Senate Appropriations Committee on a bipartisan basis to recognize the dangers of leaving a child alone in a car and encouraged the federal government to do an awareness and education campaign on heatstroke in 2014. Read more about it [here](#).



SAFE KIDS IN YOUR COMMUNITY

Safe Kids Delivers, Just Before Mom Does

Kudos to [Safe Kids Southeastern Pennsylvania](#). We wanted to share the following letter we received from a parent after a car seat inspection.

I am writing to express my gratitude to the Safe Kids Coalition of Southeastern Pennsylvania.

On June 4, I missed my appointment and showed up more than an hour late - very embarrassed. Donna and Jessica were kind enough to stay late in order to accommodate me. (When I asked what time their day had started, I learned they had an early morning training starting at 7:30 AM - with my late appointment, they had put in a 12+ hour day.) It was great to see such dedication to keeping Philly kids safe.

In the end, I was especially grateful that my car seat was inspected because I went into labor the very next day! Again, thank you for your efforts to keep the children of Southeastern Pennsylvania safe.

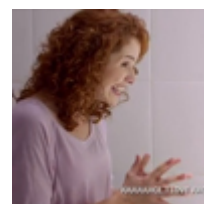
--Karolyn C.



SAFE KIDS AROUND THE WORLD

Want to Know How a Kid Thinks? Watch These Videos

Our partners in Brazil created a series of videos to encourage parents to look at things from a child's perspective. They're funny. They're creative. And they even have subtitles. Check them out [here](#).



ADDITIONAL RESOURCES

Here's a Heads Up

We're all about providing as many resources as we can to help you keep your kids safe. Here's a new [website](#) from our partners at the CDC Foundation to help you recognize, respond to, and minimize the risk of concussion or other serious brain injury.



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