

## AN OUNCE OF PREVENTION

### Your Safe Kids June 2013 Newsletter

Dear Supporter,

Before I begin this newsletter, I have a confession to make: This month, on the same summer day, in two different states, both my daughter Jenny and I went to the Emergency Room for a preventable injury.

As the leader of a safety organization, the irony of this situation is not lost on me. But first, let me explain.

I was recently in Avalon, New Jersey, for a weekend at the beach. It was a beautiful day, so I decided to go for a bike ride. I put on my helmet, making sure it fit properly, and set off along the road. Everything was going great, but unfortunately for me, I made a fateful mistake to wear flip flops instead of sneakers. Several hours and one broken toe later, I was at the hospital getting x-rayed and fitted for a medical boot.

Meanwhile, back home in Washington, D.C., Jenny was preparing a lovely lunch. She decided to make egg salad and was busy pulling the ingredients together. While she was reaching for a mixing bowl, Jenny's hand slipped and the bowl fell through her fingers. She too ended up in the hospital that day, with four stitches on her right hand.

For me, these personal stories and lessons – ones that I know we all experience from time to time – are the key drivers behind the work we do to reduce preventable injuries. I'm living proof of that. I should have worn my sneakers or a closed shoe.

If you're reading this, then it's a safe bet that, like me, you care about kids. Whether you have a child, know a child or were a child at one time, the kids in our lives are what bring us together in our efforts to keep them safe.

And that's the idea behind our new video, [Imagine a World Where Every Kid is a Safe Kid](#).

By working together, we want to make sure that all kids have a chance to grow up healthy and safe, no matter where they live. That's why I love this video so much. It's a perfect example of how, when given the chance, kids can reach their potential and become whatever they dream to be.

Help us spread the word about preventable injuries and share this with your family and friends. If you and everyone reading this could share this video with 10 people, we will reach more than 1 million individuals with lifesaving information.

Will you help us save more lives? Together, I know we can.

Thanks so much for your support. I hope you're enjoying a wonderful summer.



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Kate Carr  
President, CEO, Mom  
Safe Kids Worldwide

P.S. I love hearing from you, so please let me know how you like our video and share one thing that you're doing to help keep all kids safe. (Hint: it can be sharing this video!)

## THE WINNER OF THE KIDDO IS

### Playing Outside the Box

*Last month, we asked for your favorite thing to do with the extra daylight hours of summer. The response that was yards in front of any others came from Traci B.*

My favorite thing to do with my daughter is to watch her play outside. Karoline will be two in August and I love how imaginative she is. We don't have much in our backyard at this time because my husband and I are "developing it." However, Karoline still has the best time out there. She plays with our 6 year-old Schnauzer, throws rocks in the plant pots and loves to run in and out of the sprinkler. It's those moments that I love being outside with her.

**THE  
KIDDO  
AWARD**

## NEW THIS MONTH

### Grilling Up Summer Safety

Who can resist a great summer BBQ? This is the perfect time of year to take full advantage of the long days by spending time with family and friends and grilling up some yummy food. Before your next BBQ, don't forget these important tips for keeping kids safe around the grill, like using long-handle grilling tools and keeping kids away from hot food, matches and lighters. [Learn more.](#)



### Sparkle Safely

The Fourth of July and fireworks go great together. But while you're out having fun, just make sure to be extra careful with sparklers. Little arms are too short to hold sparklers, which can heat up to 1,200 degrees, so let young kids use glow sticks instead. They can be just as fun, but don't burn at a temperature hot enough to melt glass. [Learn more](#)



### A Promise to Payton

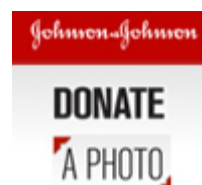
Summer days are great for the pool and the beach, but not so good for the inside of cars. [Read one dad's story](#) and learn what drives him each day to raise awareness about the dangers of heatstroke and commit to never leaving your child alone in a car, not even for a minute.



## WORTH REPEATING

### Supporting Safe Kids is a Snap

Thanks to Johnson & Johnson's new free app, Donate a Photo, every photo you upload can turn into \$1 to help Safe Kids conduct sports safety clinics. Your photos have already helped more than 1,800 kids continue to play the sports they love. To download this app and help kids at the same time, visit the iPhone app store and Google Play Market or visit <http://www.donateaphoto.com/>.



## SUPPORT SAFE KIDS

### Great Summer Read for the Kids

Want to know a great way to support Safe Kids and get a great book for your kids at the same time? Gary Kartan, our director of communications, has written a book for kids called The Last Akaway. It's a funny fantasy adventure about special powers and animals and it's perfect for kids 7-13. Check out the [reviews on Amazon](#). A portion of the proceeds go to keep kids active, healthy and safe. So if you're looking for a great summer read for your kids, the perfect birthday present, or just want to support Safe Kids, you can [order here](#) — just make sure to put in the code SKW.



## IT'S OUR POLICY

### Federal Leaders Speak Out for Kids

On June 21, Safe Kids hosted a high-profile event with five top federal leaders to discuss how the government can use its power and voice to reduce preventable injuries, the number one killer of kids in the United States. Participants included Deborah Hersman, National Transportation Safety Board; Victor Mendez, Federal Highway Administration; David Strickland, National Highway Traffic Safety Administration; Inez Tenenbaum, Consumer Product Safety Commission; and Mary Wakefield, Health Resources and Services Administration. Watch C-SPAN coverage of the event [here](#).



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## SAFE KIDS IN YOUR COMMUNITY

### Congratulations to Safe Kids Coalition of the Year

This year, Safe Kids Grand Forks, North Dakota, was named Coalition of the Year for their amazing work in their community to help keep kids safe. Each day, Safe Kids Grand Forks works together with countless volunteers, businesses, parents, teachers and coalition members to keep kids safe. Learn more about Safe Kids coalitions in your community.



## SAFE KIDS AROUND THE WORLD

### Spotlight on Brazil

Did you know that unintentional falls are the leading cause of injury to kids under 14 in Brazil? Our partner, Safe Kids Brazil, recently conducted a survey of more than 900 families and medical professionals in five hospitals which revealed that unintentional falls are a serious issue for kids across the country. Learn more about Brazil's efforts.



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