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## AN OUNCE OF PREVENTION – February 2014

### Your Safe Kids February Newsletter

Dear Supporter,

My mom loves to save everything – and that includes the nine TVs she still had in her house, until recently that is! (And it's not that her eight children still live at home.)

It will come as no surprise that many of the TVs are the old bulky ones and they're placed in bedrooms on high pieces of furniture. For years I've tried to convince my mom that it was time to get rid of those TVs but she insisted, "They still work just fine."

But early this month, when the country came together for the first National TV Safety Day, I got my mom to join in. And all it took was explaining the recycling campaign we launched with the Consumer Electronics Association. I might have also added a little white lie: "They'll even give you some money back."

Either way, those TVs are finally in their rightful place. Sure, it cost me a few dollars but my parents' house is safer for the effort.

Now, if I can just get her to recycle some of the empty boxes!

Now it's your turn. What's one quirky thing about someone in your family? Please [e-mail us](#) and we'll include the quirkiest one in next month's *An Ounce of Prevention*.

Kate Carr  
President, CEO, Mom  
Safe Kids Worldwide



## NEW THIS MONTH

### The Facts about Safe Sleep

There is nothing more beautiful than a sleeping baby, especially for parents who are often overtired themselves. American Baby and Safe Kids teamed up on an exclusive survey to help parents learn the best ways to help their babies sleep safely at night. Room sharing instead of co-sleeping is a great place to start. Learn more [tips and a few surprising facts](#).



### A Cautionary Tale and a Cockroach

We all know it's important to put safety locks on cupboards so kids don't have access to cleaning supplies and other chemicals. But did you know it can also protect your kids from eating cockroaches? In honor of National Poison Prevention Week (March 16-22), we thought we'd share [this cautionary tale](#).



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## Why Smoke Alarms Matter

Want to hear some good news? During a house fire in Cincinnati, a mom heard her smoke alarm and had just enough time to lead her four kids to safety. Home fires can start and spread quickly, but this story shows that a working smoke alarm and escape plan can make all difference. [Learn more tips](#)



## Total Recall

With everything going on, sometimes it's hard to find the time to stay up-to-date on all the child-related product recalls. So we'll do it for you. All you have to do is [sign up for our bimonthly product recalls newsletter](#).



## Making Play Safe for Kids

With spring sports just around the corner, there's no better time to start preparing kids on how to stay safe while at play. Watch [this webinar](#) discussion from the Arthur M. Blank Foundation, moderated by Dr. Sanjay Gupta and a panel of 3 distinguished guests, including our own Kate Carr



## SUPPORT SAFE KIDS

### Safe Kids Day is Coming in April 2014

Celebrate kids. Prevent Injuries. Save Lives. That's what Safe Kids Day is all about, and you can of it, too. Help us make every kid a safe kid. Visit [www.safekids.org/skd](http://www.safekids.org/skd) and join us in [protecting kids](#), [donating](#) or [fundraising](#).



## SAFE KIDS AROUND THE WORLD

### Incredible Shrinking Parents

Our partners in Qatar and Germany created a magical world where adults get to see things from the perspective of their kids. You have to [see it to believe it](#).



## 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 is called: [Imagine](#). It's an animated video that tells the story of three kids who are almost seriously injured but instead have the chance to grow up to fulfill their dreams. It's one of my all-time



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favorites because it really shows the great potential of every child and the true impact of what our work is all about.” — Kris Hixson

## IT'S OUR POLICY

### Direction for NHTSA

Safe Kids Worldwide was invited to provide comments for the National Highway Traffic Safety Administration's (NHTSA) 2014 – 2018 Strategic Plan at a public listening session. Safe Kids Public Policy Director, Anthony Green, saluted the agency for its track record on making cars, highways and communities safer for kids. He also encouraged NHTSA to create a culture of safety among pre-teens, continue to work with states on strengthening graduated driver's license laws and renew a commitment to enforce the use of child restraint systems every time and on every ride. Read our [full statement](#).



## THE WINNER OF THE KIDDO IS:

### The Super Bowl Losing Streak Ends

Last month, we asked you to share a story about any sports superstitions in your family. Instead, we got lots of great comments about the kid whose team finally won the Super Bowl after nine losses in a row. All the feedback was championship quality but here's our MVP.

