
AN OUNCE OF PREVENTION – May 2013

Your Safe Kids May Newsletter

Dear Supporter,

I was recently interviewed about a growing debate regarding how much safety is too much. As a parent, it seems like we constantly have to choose between keeping our kids safe and giving them the autonomy to explore. The truth is, we can do both.

Safety and freedom are not mutually exclusive. In fact, they are both essential to creating an environment where children thrive.

You see, injury prevention is not about watching your children every minute of the day or wrapping them in bubble wrap. It's the opposite. Injury prevention is about creating an environment where kids can explore and take chances while minimizing the serious injuries that we can predict and prevent.

As parents, it's up to us to decide where to draw the line in terms of safety. No two kids are alike, and more than anything, we want parents to know their kids and trust their instincts. But we want to make sure parents have the right information so they know the risks and how to take the precautions they feel make the most sense.

In the end, injury prevention matters. Window guards, bike helmets, car and booster seats, sports safety clinics, the importance of practicing a fire escape plan – these things matter. In fact, they are little things that ensure kids get the chance to explore, take chances and grow up to become whatever they can imagine.

This is an important discussion and I'd love to hear your thoughts. Please let me know where you draw the line on safety. We will print the best one in our next An Ounce of Prevention.

Kate Carr
President, CEO, Mom
Safe Kids Worldwide



THE WINNER OF THE KIDDO IS:

The Evolution of Fun

Last month, we asked you to share one of your favorite memories of having fun as a child or with your child. Here's one from Shannon A, who gave us both.

As a child, I remember waking up at the crack of dawn and playing outside with my friends until I heard my mom call me for dinner. We'd walk around the lake and explore the woods.

As a parent, the way I have fun with my children has evolved. It used to be that I'd be actively playing with them: building LEGO structures, playing games, riding bikes, going for walks. Now as they've grown older, I take great joy in watching them do their thing, whether it be baseball, swimming or performing.



NEW THIS MONTH

Water Wisdom

Whether your kids are enjoying the beach or taking a dip in the community or backyard pool, active supervision is the best way to ensure that swimming is as safe as it is fun. In honor of Water Safety Month, here are a few more [basic safety tips](#) to keep your little swimmers safe.



Enjoy the Ride

Bike Safety Month is a perfect time to hop on your bikes and take a ride with your family. When you do, remember, the best way to ensure your kid wears a helmet is for you to wear one as well. This fun [video](#) will show you why.



Avoid Heatstroke by Remembering to ACT

As summer temperatures start to heat up, it's important to remember that while these summer days are great for the pool and the beach, they're not so good for the inside of cars, which can rise to deadly temperatures in a very short period of time. Please be on the lookout for young kids left in hot cars and help avoid injuries and death from heatstroke [by remembering to ACT](#).



HIX PIX

Hix Pix: A Mother's Day Encore

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

"I know Mother's Day is technically over but ask anyone, including the celebrities in our heartfelt [Mother's Day video](#), and they'll tell you that moms deserve more than just one day. So consider this month's Hix Pix an encore presentation. Happy Mother's Day again and again." — Kris Hixson



SUPPORT SAFE KIDS

Safe Kids Day Success: Let Me Count the Ways

Each month With [more than \\$1.1 million raised](#) for child injury prevention (and still going), a [fabulous signature event in Los Angeles](#), [more than 180 local events](#) in communities around the country, [amazing supporters](#) and the help of some [celebrity friends](#), Safe Kids Day, presented by Nationwide, has been a resounding success. Thank you to everyone who has supported our third annual campaign, and remember, there's still time to [donate to help make every kid a safe kid](#).



Run in the Marine Corps Marathon in D.C. on October 25, 2015

Have you ever dreamed of finishing the Marine Corps Marathon? Here's your opportunity to try and to support a great cause. Join Team Safe Kids as we run to keep kids safe and injury free. [Find out how](#).



SAFE KIDS AROUND THE WORLD

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More than 180,000 signatures for Global Road Safety (and counting)

During Global Road Safety Week (May 4-10), we asked for your help to reach our goal of 100,000 signatures for the [Child Declaration for Road Safety](#). Well, to date, we're at more than 180,000 signatures and counting. Safe Kids Worldwide also sponsored more than 60 Global Road Safety Week events across the United States and in more than 18 nations around the world to inspire policymakers at all levels to take strong actions to improve safety for children. Read all the exciting details in [Kate's Huffington Post blog](#).



The Sincerest Form of Flattery

You may remember our [Moment of Silence video](#), reminding teens and all pedestrians to put devices down when they're crossing the street. Our friends in China liked it so much that they used the concept for a similar version that is inspiring kids throughout China to embrace a Moment of Silence when crossing the street. [See the similarities](#) for yourself.



IT'S OUR POLICY

Joining Together on Road Safety

As the world marked Global Road Safety Week, Safe Kids and 84 of its coalitions joined together on a comprehensive letter to Congress encouraging stronger "graduated driver's license" laws to ensure that teen drivers have appropriate experience before getting unlimited rights to drive. The letter also addressed other serious safety issues, including child passenger safety and distracted and impaired driving. [Read the full letter](#).

