

AN OUNCE OF PREVENTION – October 2013

Your Safe Kids October Newsletter

Dear Supporter,

You can learn so many things when you travel. Last week I was in Germany visiting Dr. Stefanie Märzheuser, a pediatric trauma surgeon, and we got to talking about our kids. Three years ago, she and her beautiful family visited the United States in late October. Stefanie's three kids found \$50 in a parking lot and spent it all on Halloween costumes. They've been hooked on Halloween ever since.

Of course, there have been some challenges – not surprising since the tradition is relatively new to Germany. Last year, Stefanie's family carved a perfect jack-o-lantern and put it outside their home for everyone to see. Apparently, someone liked it so much, they took it. "People were not used to seeing something so different," explained Stefanie.



And not everyone in Germany has embraced the festivities, yet. Turns out Halloween is right after a celebration known as Saint Martin's Day, where kids go around the neighborhood, sing songs and receive sweets. What are the chances? Many adults aren't so keen on giving out candy twice. "So they're not always the most friendly," said Stefanie. "But we'll get there."

Still, she and her kids started one Halloween tradition I'm bringing back to the States. Stefanie is a surgeon so naturally she has surgical gloves. Well, she fills a few with cherry juice then puts them in the freezer. When she takes them out, it looks like the kids are sucking on a bloody hand, which apparently is pretty terrifying when you see it for the first time. I'll let you know for sure when I try it tomorrow.

Now it's your turn. What's your scariest Halloween tradition? We'll include the best ones in next month's An Ounce of Prevention.

Kate Carr
President, CEO, Mom
Safe Kids Worldwide

P.S. Are you looking for a fabulous holiday gift for a young reader? Gary Karton, our director of communications, has a new book, [The Last Akaway](#), which just won the bronze medal in the 2013 Moonbeam Children's Book Award for Pre-Teen Fiction-Fantasy. If you know kids ages 7-12, they'll love it, and a portion of the proceeds will support our work. Go Gary!

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THE WINNER OF THE KIDDO IS:

Counting Sheep

Last month we asked you to send us some advice for new parents. Just as we expected, there were some great deliveries with suggestions from, “Always keep your diaper bag packed,” to “Listen to all the advice then do what feels right for you and your baby.” But here’s a dreamy idea from Shelly in Pennsylvania that you’ll never get tired of.

“Sleep when the baby sleeps. You won’t regret it.”

**THE
KIDDO
AWARD**

NEW THIS MONTH

Get Your Glow On

We love to see kids having fun on Halloween. So to make sure that we actually do “see” them, we’re teaming up with FedEx to encourage every little monster to wear something reflective or bright. There are so many cool ways that will do the trick: flashlights, glow sticks, light-colored costumes, reflective wristbands and even reflective tape. Which option will you choose? Here are a few more [quick tips](#) for having fun and staying safe this Halloween.



Another Dynamic Duo: Daylight Savings and Smoke Alarms

There are some things that are just meant to go together. Chocolate and peanut butter. Ernie and Bert. Remember Ebony and Ivory? It was actually Stevie Wonder’s longest running song at the top of the charts (second longest for McCartney after he left the Beatles). Here’s another classic duo you won’t want to forget: Daylight Savings Time (Sunday, November 3) and checking the batteries in your smoke alarm. It’s a perfect way to ensure your family stays safe for the holidays and beyond. Or you can equip your house with a ten-year, long-life smoke alarm—then you’ll be set for a decade of safety. [Read more.](#)



Talking about Not Talking

Our Moment of Silence campaign, in honor of Christina, a 15-year-old high school sophomore who was struck by a car and killed on her way to school, is getting people talking about not talking (or texting) – at least when they’re crossing the street. You may have seen [the video](#) in airports and on television. [Please join](#) the conversation and the campaign.



**MOMENT
of SILENCE**

SAFE KIDS IN YOUR COMMUNITY

WNBA Star Tina Charles and Safe Kids Host Sports Clinic

On October 12 we had a special event with one of the best professional women’s basketball players on the planet. Tina Charles (2012 WNBA MVP and Olympic gold medalist) came home to the Riverbank State Park in New York City. Hundreds of kids came to meet her and learn how to stay active, healthy and safe while playing



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sports. A huge thanks to DePuy Synthes, Band-Aid and Neosporin for supporting this event. [See pictures and learn more.](#)

SAFE KIDS AROUND THE WORLD

Worth Meeting

One hangs out with kangaroos. Another one is a pediatric trauma surgeon. When it comes to the amazing people who lead our partner organizations around the world, they all teach and inspire us to do more to keep kids healthy, active and safe. We'd love for you to meet them. First up is [Alessandra from Brazil](#).

