



# **Event Activities**

Presenting Sponsor Children's Tylenol®, and National Supporters GM Foundation, Chevrolet, and FedEx have made a significant investment in Safe Kids Day 2014 that enables us to carry out this important campaign to raise awareness and funds for Safe Kids. We ask that you incorporate their program areas and branding into your event. Here are some ideas for how to do just that:

## **CHILDREN'S TYLENOL®: Medication Safety**

- **Kid's Wellness Tracker:** Children's Tylenol® has a fantastic smartphone app called the Kids' Wellness Tracker that helps parents keep track of their child's medicine and calculate dosing. It also tracks height, weight, BMI, vaccines and symptoms. Consider promoting this free app at your event and using materials provided by Safe Kids and Children's Tylenol here!
- Home Safety Scramble: The object of this game is for kids to find items that can be used to keep a home safe. They have a large area full of random items that includes toys, clothes, cups, plates, shoes, etc. All of the items in the scramble should be home related. In the mix of random items, include things like smoke alarms, cabinet latches, door knob covers, socket protectors, fire escape ladder, stickers with the Poison Help Number, etc. The goal is to find all of the items to keep a home safe and match them up with a provided list.

## **GM FOUNDATION & CHEVROLET: Child Passenger Safety**

Kids (and adults) love cars – and at Safe Kids, we love keeping them safe in and around cars! Safe Kids Buckle Up has <u>great program components</u> that can be integrated into a community event. Here are some ideas:



- Car Seat Checkup: Incorporate car seat checkups into your event by having technicians come out. Parents and kids will be able to enjoy the event while waiting for their checkup, and learn lessons about other aspects of child safety while there.
- Safest Generation: This is a great program of Buckle Up that is geared to kids 8 to 10 years old. A fun activity for the kids is to have your local Chevrolet dealer bring a car to the event and have the kids find all the advanced safety features on the car. There are other fun, engaging games for kids at <a href="http://www.safestgeneration.org/PA-Downloads.html">http://www.safestgeneration.org/PA-Downloads.html</a>. Don't have a car? Here's another way to approach this: explain to kids how they are part of the "Safest Generation" the generation that has all grown up with child passenger safety laws, and all sorts of cool and smart technologies that their parents and maybe even their older siblings didn't have. Split the kids into two teams. Have a race to see which group can come up with the most technologies that they've grown up with that their parents did not have as kids (Cell phones, E-mail, GPS, Computers, booster seats, air bags, etc.).
- Countdown2Drive "NearlyDriving Game": Have parents and their pre-teen kids <u>play a version</u> of the Newlywed Game! Ask each parent and child questions related to the pre-teen's future driving privileges, and have each write down what they think the answer is. This will allow them to see where their expectations match up, and where they don't, and open the dialogue about driving.
- **Distraction Game:** Have pre-teens, teens, and parents complete a simple task such as a small puzzle or matching game while being timed. Then, have them do the same task while either talking on the phone or sending a text, once again while being timed. Show them the difference in their times, and how even when they don't realize it, distraction can play a big role.
- Heatstroke: Have a car present and a thermometer that shows the temperature of the inside of the car versus the outside. Stress the importance of never leaving children in the car – even for a minute!

## **FEDEX: Pedestrian Safety**

Of course, we have tons of great tools to use to promote pedestrian safety at your event. Take a look at the <u>program tools</u>, and consider these ideas for activities:

- Red Rover Game: Play Red Rover, but have the kids practice looking both ways before running over!
- Walk This Way Beanbag Toss Game: The Walk This Way beanbag toss can be bought through Innovative Concepts, and many coalitions own it already. It's perfect for a cookout, and reinforces many pedestrian safety messages!



- **Pedestrian Rodeo:** Exactly like a bike rodeo create a "safety town" course that kids must safely navigate through using crosswalks, looking both ways, etc.
- Red Light Green Light: Players stand at one end of a field or park, while the leader stands at the other. The leader has their back turned and calls "green light." All players can run during green light. At any time, though, the leader can turn around and yell "red light." All players must then freeze in place. The leader can also call out "yellow light" where participants must walk instead of run. The first person across the finish line wins.

### **OTHER EVENT IDEAS!**

## **General Fun**

How do you spell F-U-N? How about Face Painting? Or Hopscotch? Or a Dance Contest? These are fun, easy, inexpensive activities for you to consider to make your Safe Kids Day event F-U-N for kids (and adults).

- Face painting
- Dance contest
- Hopscotch
- Coloring Station
- Poster contest with safety messages
- Hula hooping contest
- Pin the Tail on the Donkey with Safety Twist Helmet on the bicyclist, Seatbelt on the passenger, etc.!

#### Fire

Here's something we can all agree on – firefighters and fire trucks are awesome! Kids of all ages admire firefighters, and most communities have local fire stations or volunteer units that would love to get involved. In addition, fire men and women spend a good deal of time engaged in community education to prevent fires and burns – so they often have interactive safety kits, tools and games for kids of all ages. What a great partner to invite to Safe Kids Day – and make sure they bring the fire truck!

- I **Spot Something Hot:** Play "I Spot Something Hot" have kids spot fire and burn dangers that they should stay away from, e.g. grills, stovetops, matches, candles.
- **Get the Truck Involved:** Dress up like a fire fighter and take your picture on the fire truck (great photo op that will be a hit for kids and parents)



## **Sports**

Sports Safety can be a fun addition to your Safe Kids Day event. Think about inviting local college or professional athletes and their athletic trainer/coach to attend and help you lead kids in a series of simple, interactive activity stations. It can be fun and encourage some of the good habits we know will help prevent sports injuries. We imagine a few of the moms and dads will be inspired to jump in to participate too!

You can find Safe Kids Sports Safety educational materials on the Extranet. If you have the bean bag game, that could be a fun addition to your activities. Here are some other ideas:

- Concussion Goggles: Many coalitions have concussion goggles that they use for their sports safety clinics. We suggest bringing these goggles out at the event. Have kids throw a baseball or a football through a target (like a hanging tire), and then have them try to do this task again wearing the goggles. Talk to the kids about why it's important to understand the symptoms of a concussion, and what to do if they ever think they're experiencing one.
- **Simon Says Stretching:** To promote the importance of stretching before a work out or sports activity, play Simon Says but with different sports stretches.
- **Obstacle Course Challenge:** Setup a simple obstacle course (jump through tires, over ropes, etc) that kids can run. Give prizes for kids who win each of the heats!
- **Hydrate!** Consider distributing water bottles to kids who participate to encourage the importance of proper hydration.

#### Water

Kids love water – all the more reason to incorporate a water safety activity into your Safe Kids Day event.

You can find Safe Kids Water Safety educational materials on the Extranet. The Water Watcher card is always a great give away for parents. Here are some other ideas:

• **Jump on the Boat:** Find a local partner who will bring a dinghy or small boat to the event. Setup a life jacket loaner board and have the kids put on a life jacket and jump in the boat (grab an oar)! This could be a great photo opportunity, a good place to share simple water safety tips or teach a song to the kids that incorporate key messaging about water safety. You can order lifejackets at a discount from MTI Adventurewear through the Trusted Partners program.



- Cross the River: Kids race in teams to cross the "river" any expanse of area you've chosen, for instance, from one side of a field to another. They must first find their proper life jacket, and then they use materials such as gym mats, towels, hula hoops, etc. to lay a path across the river and safely cross it.
- **Go Fish:** Feeling ambitious? How about a plastic kiddie pool filled with water and plastic fish that the kids have to "catch" using a magnetic fishing pole? Before the kids can fish, they must find and properly wear a life jacket.
- **Ducky Derby**: Kids are invited to "race" their ducky in a kiddy pool or other body of water once they've put on their life jacket.
- Hypothermia: Use a bucket of ice as an interactive learning station for kids to experience
  hypothermia. Explain the effects of cold water on the body, and the dangers of swimming in
  water too cold.

#### Bike

Bike Rodeo: Create a safety town course that kids must navigate through on their bikes, scooters, or tricycles. Don't let them forget their helmets! Have some extras there to make sure all kids have one. Before the rodeo begins, make sure each child has their helmet fitted. At the end of the rodeo, consider giving the kids a bike license! More resources and ideas for a bike rodeo are available via the Safe Kids Extranet. You can order bike rodeo kits from ESC and helmets from Bell through the Trusted Partners Program

## **General Safety**

• Safety Relay Race: The Safety Relay Race is an interactive way to get kids moving, engaged and having fun while practicing important home and road safety messages. The idea is to put a creative twist on a traditional relay race that can be adapted to address a variety or risk areas and modified based on available space and materials.

## **Obstacle 1: Water Safety**

<u>Water Safety</u>: At this station the kids will be challenged with selecting the right PFD, (it can be mixed in with other pool toys or for a more challenging activity they could have to find the right size) and putting it on correctly before they can leave this obstacle move on.

## **Obstacle 2: Fire Safety**

<u>Fire and Burn</u>: Volunteers can use a dark colored sheet to simulate smoke that kids must crawl under to successfully pass through this obstacle.



<u>Fire escape planning</u>: Using a dry erase fire escape plan, kids must successfully mark two ways out of every room on the map before they can move on from this obstacle.

## **Obstacle 3: Pedestrian Safety**

<u>Pedestrian Safety</u>: Before passing go, each participant must stop and visibly show that they have looked left, right and left again. If they forget, they have to go back and try again.

## **Obstacle 4: Bike Safety**

<u>Helmet Safety</u>: This station will demonstrate proper helmet fit. Have the kids properly put on a helmet and if space allows, navigate through a small obstacle. Other options for this space include demonstrating proper fit on a mannequin head.

<u>Helmet Matching</u>: using labels, having kids match helmets to the correct sport before successfully completing this obstacle.

• Wheel of Safety: Make a wheel that has different safety questions covering all sorts of risk areas on each segment. Have participants spin the wheel and answer a question. Participants who answer correctly get a small prize.

## **Trusted Partners**

Need devices of materials for your Safe Kids Day events? Be sure to check out the <u>Trusted Partners</u> page of the Extranet. From concussion goggles, to reflectors to bike rodeo kits, Safe Kids has secured discounts and competitive pricing on a wide range of devices, products and educational materials. And if you are looking for customized printing for your Safe Kids Day promotional materials, I'm Safe Productions has offered to customize and print materials for coalitions. You can contact Alison at <u>alison@imsafe.com</u> or 877-669-7233 x 205 for orders, pricing and more information.

Share your Safe Kids Day event ideas with us! Send an email to skd@safekids.org.