

Your Safe Kids April 2015 Newsletter

This is one of my favorite times of the year. Here in Washington, D.C., we have enjoyed the beautiful cherry blossoms and watched the days get longer and warmer. The beautiful weather has brought out the bicycles in full force and the sports teams to fields around the city. I love just having the time to get out for a long walk and breathe it all in.



April is a special time for Safe Kids as well. Three years ago we started a new tradition, Safe Kids Day, which has firmly taken hold around the country. It's a day to have fun, celebrate kids, prevent injuries and save lives. Our coalitions are hosting more than 180 events across the country at zoos, aquariums, rec centers, malls, ballparks and more – all the places kids go to have fun.

We have a special event on April 26 in Los Angeles where families and celebrity heroes will enjoy carnival games, an obstacle course, a dance floor, a ball pit and a giant kitchen and living room that has to be experienced to be believed. Safe Kids Day is all about raising awareness and resources and making safety fun for the whole family. And everyone can join in by taking our [Safer in 7 Challenge](#). You can read more about [Why Safe Kids Day Matters](#), help us [spread the word](#) using #safekidsday or [donate](#) to help us keep kids everywhere safe.

Safe Kids Day brings out the kid in all of us. Please [let me know](#) one of your favorite memories of having fun as a child or with your child. 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:



Kidde Joins Fifth Graders to Provide CO Detectors

In January, we shared a great story about three fifth graders from Hermantown, Minnesota (near Duluth), who are finding a way to provide carbon monoxide detectors to families in need following the death of their friend. Our partners at Kidde heard about the young heroes and donated 100 carbon monoxide detectors to their effort. [Read all about it.](#)

NEW THIS MONTH



Children around the World Unite for Global Road Safety

For too long, global road safety has not received the priority it deserves, especially when it comes to the needs of children. Watch [this amazing video](#) to hear all about it from kids around the world. Will you help support their efforts? Please join the campaign to #SaveKidsLives by signing the [Child Declaration for Road Safety](#) and ask all your friends and family to do the same. It takes less than 30 seconds but will make a meaningful impact. We also invite you to help create a social media buzz around the campaign by joining our [Thunderclap](#).



Help Spread the Word to Never Leave a Child Alone in a Car

As temperatures start to rise across the country, Safe Kids and the General Motors Foundation are teaming up to remind all parents and caregivers to never leave a child alone in a car and to be on the lookout for young children left in hot cars. Learn more about how to [prevent heatstroke](#).



Safe Sleep is as Easy as A, B, C

There is nothing more beautiful than a sleeping baby, especially for parents who are often overtired themselves. We're asking all parents to follow the ABCs of safe sleep. A: alone; B: on their backs; C: in a crib every time. Here are a few more [tips](#) to keep your baby safe and sleeping, well, like a baby.

SUPPORT SAFE KIDS



Safe Kids Receives Highest Rating

Safe Kids Worldwide has the highest possible rating, four stars, from Charity Navigator. Only 25 percent of nonprofit organizations reviewed by Charity Navigator receive a four star rating, placing Safe Kids among the nation's leading charities in organizational efficiency and capacity. Please [help us](#) make every kid a safe kid.

IT'S OUR POLICY



Awareness Works: See Something, Say Something

According to a public opinion survey made possible by the Auto Alliance, awareness efforts about the dangers of heatstroke by the National Highway Traffic Safety Administration and organizations like Safe Kids, the Auto Alliance, and many others, are working. There has been a 38 percent rise in the number of dads who understand the risk of heatstroke and 84 percent of those surveyed now understand that a car can heat up 20 degrees in just 10 minutes. The bottom line is that when we educate, we save lives. [Read more](#) about these encouraging results.

HIX PIX



Video of the Month: Safe Kids Day Smiles are Contagious

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

"This month's Hix Pix features celebrities, kids and wonderful moments from our 2014 Safe Kids Day events in Los Angeles and New York. I love the video because it really shows that the best way to learn is to have fun. And the smiles are contagious." — Kris Hixson



1301 Pennsylvania Avenue, N.W., Suite 1000, Washington, DC 20004-1707
Phone: 202-662-0600 © 2015 [Safe Kids Worldwide](#)