

AN OUNCE OF PREVENTION – August 2013

Your Safe Kids July Newsletter

Dear Supporter,

One of the best parts of summer is vacation. Taking a break from work and routine always seems to help melt away the stress and give me a fresh perspective on life. That's exactly what happened last week at the beach. I was visiting a dear friend and relaxing, enjoying a beautiful sunset, watching kids run and play and splash, and I thought to myself: there's a lot of awesome in the world. I thought it would be fun to celebrate this feeling so I asked my colleagues to share some of the things that they considered awesome.

Here's what they said:

- My first grandchild getting married to a beautiful girl in Wisconsin.
- Root beer milkshakes.
- After dislocating my knee, all my family and friends (and coworkers) reaching out to help.
- There are just too many awesome things to choose from – which is awesome.
- Animals.
- Watching my son discover the man he wants to become and being a part of his transformation.
- Making impossible things possible.
- My new puppy slept through the whole night so I got an awesome night's sleep.
- Dropping off my son at daycare and hearing one of his friends tell me, "the smoke alarm went off and my family went outside just like you said!"
- Special powers.
- Dancing the night away.

Now it's your turn. What do you consider awesome? We'll put a list together for next month's An Ounce of Prevention. In the meantime, have an awesome long weekend.

Kate Carr
President, CEO, Mom
Safe Kids Worldwide



THE WINNER OF THE KIDDO IS:

Getting Along Swimmingly

Last month we asked you to tell us about something that went unexpectedly right this summer. Heather F. gave us a splashing one.

This past weekend my husband and I took our two children to the pool at the naval base near where we live. I sat on the shallow end with our daughter while my husband went to the deep end. Our son refused to stay in the little kid side of the pool, while Daddy got to be in the big part. So off he went to the deep end.

This independent young boy that I held so closely to me, seemed to be slipping away before my eyes, and since I was in the shallow end with my only baby (who is 4) I could do nothing but watch as my son jumped feet first into

**THE
KIDDO
AWARD**

the 8 foot pool [for his swim test]. My heart seemed to stop for the few minutes it took him to kick across the pool and back. And it seemed to ache with fear and pride as he treaded water.

At the age of 6 my son had mastered his first swim test, with flying colors. He beamed from ear to ear and his sister did too.

NEW THIS MONTH

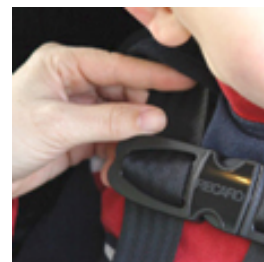
Crib Notes

September is Baby Safety Month so for all those new parents, first things first: Congratulations. You're going to be a great parent. Here's a good tip to get you started. When it comes to cribs, a firm mattress covered with a tight-fitting crib sheet is all you need to make your baby sleep like a baby. Those adorable stuffed animals, bumpers and cute accessories might make a baby's crib seem warm and cozy, but they can often do more harm than good. When you're ready, here are a few more tips that can help.



The Car Seat Double Check

Child Passenger Safety Week is coming, which means it's time to make sure you have the right car seat and its installed correctly. We've teamed up with the GM Foundation to help. Start with this [car seat check list](#). If you're having even the slightest trouble, questions or concerns, don't worry about a thing. Certified child passenger safety technicians are available at hundreds of [free events](#) all across the country.



FEATURED VIDEO

Distracted Walking: A Moment of Silence for Christina

Mobile devices are part of everyday life, which can provide positive benefits in many ways. But we all need to work together to find a way to encourage teens and everyone to put these devices down when they're crossing the street.

We teamed up with FedEx and came up with one idea. It's called the Moment of Silence campaign. It's easy to participate: In memory of Christina, a 15-year-old high school sophomore who was hit and killed by a car while crossing the street, simply commit to putting your device down and paying attention when crossing the street.

Watch [this video](#) to learn more.



SUPPORT SAFE KIDS

When You Buckle Up, All kids Win

Buckling up can help more than just your own kids stay safe. In honor of National Child Passenger Safety Week and Baby Safety Month, we are working with Graco to encourage caregivers to take the Buckle Up for Safety pledge. All you have to do is pledge to check your car seat and ensure all passengers are buckled up properly for every ride. Graco will do the rest by donating \$1 to Safe Kids for every pledge during September, up to \$10,000. Starting the week of September 9, take the pledge [here](#), and invite your friends to join in by sharing the Graco Buckle Up for Safety pledge on Facebook and Twitter.



SAFE KIDS AROUND THE WORLD

The Winning Rap

This year, Safekids New Zealand launched "Creative Quest," a nationwide school competition with the theme "No Helmet...No Brain!" Safekids asked students from participating schools to create public awareness messages about the importance of properly-fitted helmets while bicycling, scooting or skating. There were nearly 500 entries. You have to see the [winning rap video](#).



WAYS TO GIVE

Team Safe Kids Tackles the Marine Corps Marathon

On October 27, more than 100 runners will take to the streets to run the Marine Corps Marathon in support of Safe Kids Worldwide. You can give them, and Safe Kids, a little boost [with your support](#) today.



Federal Giving

Are you a Federal Employee? If so, you can donate to Safe Kids via the Combined Federal Campaign, using CFC # 11269. Safe Kids is part of the [Children's Charities of America](#) Federation and the [Best of the CFC](#).



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