

AN OUNCE OF PREVENTION – September 2013

Your Safe Kids September Newsletter

Dear Supporter,

September was baby safety month, which was particularly exciting for all of us at Safe Kids because we've recently had three new babies join our Safe Kids family. Just being a small part of all the anticipation, excitement and joy that comes with a baby, got me thinking about a very special memory.

It was just before my youngest daughter, Ally, was born. I was working at the White House and didn't have much time to prepare the way I had for my older two children. So my dear friend, MaryAnne, flew in from Detroit to spend a day dedicated to what we called "baby prep."

We went on a shopping spree at Babies "R" Us. We marveled about how much things had changed in the 11-years since my last child, Chris, had been born. And we spent a lot of time laughing

One of other important highlights was that we went back to my three-story home and set up a changing station on every level, complete with diapers, wipes, ointment and changing mat – a practice I recommend for any new parents, by the way. The more places to change a dirty diaper, the better.

MaryAnne isn't with us anymore but our "baby prep" day will always hold a special place in my heart. Just a few days later, Ally was born, and my life has never been the same, for all the best reasons.

Now it's your turn. What's a special day you've had because of your children or please help with a piece of advice for our new moms? We'll include the best ones in next month's *An Ounce of Prevention*.

Kate Carr
President, CEO, Mom
Safe Kids Worldwide



THE WINNER OF THE KIDDO IS:

Celebrating Awesome

Last month we asked you to send us an example of what you consider awesome. The responses were, well, pretty awesome. Here are two of our favorites:

Being at the beach for 4/5 hours and feeling the healing effects for the next 3 days!!! (my kids by my side made it perfect). Being a disabled veteran, I have a free pass for life for all state parks--woo hoo! We go to Honeymoon Island and swim, take walks, take pictures, lay on the blanket and just talk, dig in the sand, and sometimes get treats at the café. – Lisa H.

**THE
KIDDO
AWARD**

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HIX PIX

New: Must-See Video of the Month

We have an idea for a new segment in An Ounce of Prevention. We call it Hix Pix. Each month our incredible video director, Kris Hixson, will pick a video he's created that's an absolute must see. Plus he'll offer a little insight about what makes it so special. If you agree with Hix Pix, please share the video with your friends. If you don't, please share it anyway.



"Our first video is called [Moment of Silence](#). I chose this video because it's a great way to honor a really special person who lost her life to distracted walking." —Kris Hixson.

NEW THIS MONTH

A Day to Walk Around the World

Join millions of children from countries around the world on October 9 for International Walk to School Day. It's a day to raise awareness about walking safety and promote healthful behaviors. Want to help spread the word? Here are a few [tips](#) and a [great poster](#) you can use to remind students and parents to have a safe walk to school.



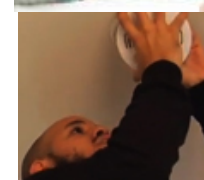
Wanted: Experts on Sleeping Babies

Take our quick survey and let us know how you helped your baby get a good night's rest. Share your opinions and enter for a chance to win a \$100 Babies "R" Us Gift Card! [Take the survey now.](#)



Kitchen Confidential

October 6-12 is Fire Prevention Week. This year, the focus is on the kitchen so it's a perfect time to teach kids how to cook safely. Wouldn't it be great if your kids could cook some of their own meals (and maybe yours, too). Either way, keep your little chefs safe by following a few [safety tips](#).



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Join the Shout Out Team



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Help Safe Kids spread the word about keeping kids safe. The Shout Out Team uses social media to reach out to kids, educators and parents with tips and information. It's as simple as a Facebook share or a retweet. [Join the team.](#)

IT'S OUR POLICY

Help Let Congress Know Kids' Safety Matters

Have you contacted your member of Congress lately? If not, they're waiting to hear from you. Really, they genuinely want to hear directly from their constituents so they know what you're thinking. So please take just a minute to let them know you're thinking about safety for children because unintentional injury is the number one killer of kids in the United States. Ask your member of the House of Representatives to join the Kids' Safety Caucus, a bipartisan group dedicated to making a difference for children. Our [Caucus Advokit](#) will make it easy for you.



SAFE KIDS IN YOUR COMMUNITY

Safe Kids Coalitions Rally Around CPS Week

Our coalitions consist of incredibly dedicated and caring people who go above and beyond for one common goal: keeping your kids safe. They proved it again during Child Passenger Safety Week from September 15-21 by hosting more than 550 seat check events to help parents learn how to use and install their car seats. Didn't get your seat checked? No problem. You still can. [Find a seat check event. near you.](#)



SAFE KIDS AROUND THE WORLD

Virtual Visit to Austria

Did you ever want to visit Austria? Well, now at least you can experience what a safe home looks like. Our friends at Safe Kids Austria developed a virtual child safety house, which is basically an interactive website where visitors can take a virtual tour of each room and learn about the best way to stay safe. [See for yourself](#) (make sure to click on "Take a tour"). And if you ever happen to be hanging out in Austria, you can visit a life-size version, too.



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