

AN OUNCE OF PREVENTION – May 2014

Your Safe Kids July Newsletter

Dear Supporter,

Last month we paid tribute to our moms by sharing some wonderful memories. Well, dads, now it's your turn.

I think my dad is a superhero, even at age 85. Growing up, I thought he was the smartest, most handsome father and I always felt so proud of him and what he did. My dad worked as an enforcement agent for the U.S. Treasury Department. It meant long hours and sometimes travel away from our family. He had to work hard to support our family of eight kids, mom and great-grandmother. But that didn't limit the fun at home.



Whether it was singing Patsy Cline songs, teaching me to drive (it was traumatic for both of us), cooking a big breakfast for everyone on Sunday mornings or starting the garden in the springtime, my dad did it all with grace and style. And of course, he still has the best smile and kindest heart.

Love you, Dad. Happy Father's Day to you and all the other superhero fathers out there.

Please [send me](#) one of your favorite childhood memories with your dad. 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:

The Moms Who Inspire Us

Last month, we asked for your favorite childhood memories with mom. Well, you delivered. We even got some great pictures, too. You can see all the best ones on Kate's Mother's Day blog, but in the meantime, here's a great one from Sue G. And how cool is this picture of Sue's mom and uncle (left)? It was taken in Arkansas in 1924.

"My mom, Jenny, died recently at age 93. I am an advanced-aged child and my most recent memory is of her beautiful outlook on life at the end of hers, without fear. Her death was more a continuum of her life than the end of her life. She is with me every day."



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NEW THIS MONTH

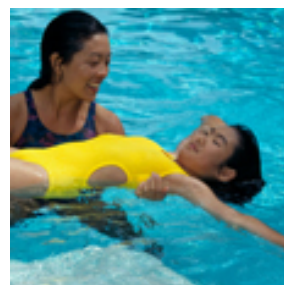
Hydration Nation

As summer starts to heat up and kids are outside playing sports and having fun, we could easily go on and on about the importance of keeping your kids hydrated, but instead, we'll let Brody do the talking – or should we say, rapping. Join the wave of water by watching Hydration Nation today.



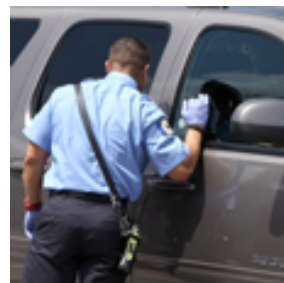
Summer Swimming Pledge for the Whole Family

When it comes to keeping kids safe in and around water, we're all in the same boat. That's why we're working with our friends from the Consumer Product Safety Commission to encourage all kids and adults to take the Pool Safely Pledge this summer. Whether it's agreeing to never swim alone or designating a water watcher every time, it only takes a one minute to get the water tips you and your kids need to have fun and be safe.



Summer Swimming Pledge for the Whole Family

Have you ever wondered if your actions can really make a difference? Last summer, Jason Nordman was walking in the parking lot and spotted a baby crying in a car seat alone in a car. He took action and a life was saved. Safe Kids and the General Motors Foundation are teaming up to encourage everyone to be on lookout for children left in cars this summer. Read more.



HIX PIX

Must-See Video of the Month

Each month our video director, Kris Hixson, picks a video that's an absolute must-see. He'll even tell you why.

"In this month's Hix Pix, Gary on the Street, we took to the streets of Washington, D.C., to ask people, 'What's the number one killer of kids in the United States?' Some of the answers might surprise you." — Kris Hixson

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SUPPORT SAFE KIDS

Picture This

Picture a world where every child has a chance to grow up active, healthy and safe. That's our mission, and now you can help with just the snap of your camera phone. Thanks to Johnson & Johnson's free app, Donate a Photo, every photo you upload from now until June 26 can turn into \$1 to help Safe Kids. And we mean any picture: your dog, a flower, your toothbrush, the sidewalk – it all works. You can donate one photo a day and the more times you donate, the more support we receive, and the more children and families we can reach. Learn more.



IT'S OUR POLICY

The Law that Helps Keep Kids Safer in Pools

This January, President Obama signed into law a provision that expands the Virginia Graeme Baker Pool and Spa Safety Act so local communities can apply for grants to keep pools and spas safe. Safe Kids helped pass the original Virginia Graeme Baker Pool and Spa Safety Act in 2007 and we are excited that this provision will promote pool safety to more areas. Check out the blog to learn more.



SAFE KIDS AROUND THE WORLD

What Does Danger Look Like?

There are many different ways to change behavior and inspire parents and caregivers to get the information they need to keep their kids safe. Our partners in Brazil interviewed dozens of kids to determine how they see danger. They used the results to create this powerful new video.



