

AN OUNCE OF PREVENTION – JANUARY 2013

Your Monthly Dose of Child Safety News

Dear Supporter,

The snow that was recently predicted for Washington, D.C., where I now live, never came. I think I was as disappointed as all the kids. But it got me thinking about snow days.

Now, I'm not talking about the modern snow day, where laptops, tablets, cell phones and other technology mean you're basically just working from home. I'm talking about the good-old fashioned kind of snow day, like the ones I enjoyed as a kid.

You may recall that I grew up in a large family and it seemed like almost every time snow was in the forecast, we'd all go to sleep hoping it would snow hard enough to cancel school. Most of the time it didn't – I grew up just outside Philadelphia, PA, so we knew how to handle snow. But every now and again, our dreams came true and we'd wake up, look out the window, and see the world covered by a beautiful thick blanket of snow.

At that point, it seemed anything was possible, and my brothers, sister and I couldn't get outside fast enough. We had enough kids in our neighborhood to fill a school bus so you can imagine the fun we had. Our snow day was filled with everything from sledding to snowball fights to fort building, with a snow angel added for good measure.

But what I remember most is when we got home. My mom was always there waiting with a mug of hot chocolate with extra whipped cream. And a Tastycake for a special treat. Fun and yum combined. It was heavenly.

I am still hoping for that big storm and the chance to go play in the snow. Until that storm comes, I have to admit, I still end some of my days with a mug of hot chocolate with that extra whipped cream.

Now it's your turn. [Send me your snow day memories](#). We'll include the best story in next month's *An Ounce of Prevention*.

Kate Carr
President, CEO, Mom
Safe Kids Worldwide

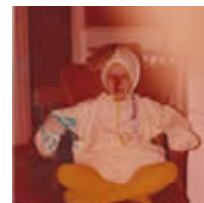


THE WINNER OF THE KIDDO IS:

The Sky is Falling

Back in October, we asked you for Halloween stories. We took some time off to focus on the families of Hurricane Sandy, but there isn't a ghost of a chance that we'd forget to bring you the winner. So here's a little Halloween in January, courtesy of Susan H.

My daughter read your story and encouraged me to write about one Halloween when she was five years old. I guess I owe her one, as you'll soon see.



First of all, we both love Halloween, mostly because we both love candy. But on this night, it was pouring rain, like buckets coming down. It would have been insane to go outside so naturally, I assumed Halloween was moved to the next night. I don't know why I assumed that. I live in Buffalo and Halloween had never been moved before. But logic was never my strength as a parent.

So the next night, my daughter and I were ready to go. She looked so cute in her Chicken Little costume (an old picture from my scrapbook included). I took one step outside and the entire neighborhood was dark. That's when I knew: Halloween had not been moved and this night was not going to end well.

I finally broke the news to Chicken Little, who of course, acted like the sky was falling. If you can imagine a five year old going into a deep depression, that's what happened. She sat slumped in her Chicken Little outfit all night long and she refused to take it off.

I never realized how deep those cuts went. I guess now I know. Apparently she still remembers 37 years later.

NEW THIS MONTH

Protect Your Melon

We won't snow you when it comes to keeping kids safe while skating, skiing and snowboarding. It's important that kids have the freedom to be creative and push their limits. That means wearing a helmet to prevent a head injury that can ruin the fun down the road.

[Learn more.](#)



On Super Bowl Sunday, Paint Your Pinky Finger Pink for Amaya

To help spread the word about the risk of TV and furniture tip-overs, we're asking everyone to paint their pinky finger pink over Super Bowl weekend and tell one person about Amaya, a precocious two-year-old girl. Read Amaya's full story in a Huffington Post blog: With the Super Bowl Coming, [Think Pink Nail Polish.](#)



IT'S OUR POLICY

Let's Work Together to Advocate for Kids

Help us engage with your political leaders by filling out our quick [3-minute survey](#).

Our goal is to collect an inventory of elected officials whom we can engage in your community and state to help keep kids safe from preventable injuries. Make your voice heard today.



SAFE KIDS IN YOUR COMMUNITY

Teaming Up to Help

Throughout the month of December, we all came together for the children and families hit hardest by Hurricane Sandy, and our partners at FedEx and the General Motors Foundation matched your donations dollar for dollar. Did it make a difference? We'll let you hear directly from a few of the people who saw the impact of your generosity firsthand.



"THANK YOU...THANK YOU...THANK YOU... We are ever so grateful to all... Be assured that all dollars and items donated to the many victims of Hurricane Sandy will go directly to those in need. Please send our sincerest gratitude to all our dear friends and colleagues who continue to keep our residents and young children in their thoughts and prayers and have so generously contributed to our residents' material needs. We will keep all of you close to our hearts." – Ro Ennis, Coordinator, Safe Kids Nassau (NY)

"Many of us who suffered minor losses have picked up and gone on with our lives, but we need to remember every day that there are still so many who have not been able to return to their homes, who have lost all of their belongings and cherished personal items, and are still suffering. Your donation will once again let them know that they are still in the minds of the kind people in this country." – Kathryn Guadagno, Coordinator, Safe Kids Monmouth (NJ).

"Thanks very much to Safe Kids for sharing the funds with us – it is very much appreciated. Unfortunately there are still many families who are trying to get their lives back on track. It will be great to be able to contribute to their efforts in some way." – Marjorie Marciano, Coordinator, Safe Kids NYC

SAFE KIDS AROUND THE WORLD

New Law Makes Children in Uruguay Safer in Cars

On December 26, 2012, the Road Safety General Regulations Act was passed in Uruguay, making child restraint systems mandatory in all private vehicles transporting children and adolescents. Passage of this Act represents a crucial step in the prevention of child injuries and deaths in Uruguay, and is a huge victory for Safe Kids Uruguay/Fundación Gonzalo Rodríguez (FGR), which has been promoting this Act since 2007.



In the past five years, [Safe Kids Uruguay/FGR](#) has worked for cultural and behavioral change through different actions, including public service campaigns, collaboration with private and public agencies, research, training and distribution of safety information.

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