



2008 Annual Report

Safe Kids Kansas, Inc. is a nonprofit coalition of over 70 statewide and regional organizations and businesses, 23 local coalitions, and 14 local chapters. The mission of Safe Kids Kansas is to protect Kansas children ages 0-14 from accidental injury. Safe Kids Kansas is a member of Safe Kids Worldwide and is a federally recognized tax-exempt organization. Safe Kids member representatives and action committees meet on a quarterly basis, with the Board of Directors meeting monthly.

Accidental injury is the number one cause of death among children ages 0-14 in Kansas. Each year one out of four children needs medical attention due to accidental injury. We know our efforts are needed because as many as 90 percent of accidental injuries can be prevented. While there is no simple way, no one device or solution, to effectively prevent all types of accidental childhood injuries, Safe Kids combines several factors to create programs that reduce injuries to our children:

- Educating adults and children
- Creating safe environments, including provision and correct use of safety devices
- Advocating for effective public policy

The accidental injury death rate for Kansas children ages 0-14 in the 10 years following the founding of Safe Kids Kansas has decreased 24 percent when compared to the previous 10 years. Keeping children safe is an investment – in their lives and in the future of Kansas. With education, resources and better laws to protect our children, we are making a difference.

Buckle Up:

- Since the implementation of the Buckle Up Program in 1998, a total of 51,528 child safety seats have been checked at 2,129 local check up events (including van events). A total of 4,282 seats were checked in 2008.
- Safe Kids Kansas continues to operate two Mobile Child Safety Seat Check Up Vans (one stationed in Lawrence and one in Wichita) to facilitate child safety seat education programs and check-up events in local communities. Since beginning the Mobile Van program in 2000, the vans have traveled over 78,000 miles to 830 community events, at which 12,321 seats have been checked.
- In addition to van and community check-up events, the BUCKLE UP program also provides child safety seats to low-income families. In the last nine years, 25,680 child safety seats and booster seats have been distributed to low-income families through the program. (2,253 seats in 2008).

- Safe Kids Kansas continues to distribute special needs car seats. Seats have been provided to 86 children with special health care needs in the last five years.
- Special events were held in five communities in recognition of Child Passenger Safety Week, September 21-27, 2008.
- During 2008, Safe Kids Kansas and nine local affiliates received Buckle Up grants totaling \$38,190.
- During the year, 12 child passenger safety certification trainings, one technician renewal course, and 55 workshops were conducted, training 164 new CPS technicians and educating 2,237 advocates.
- Safe Kids Kansas participated in a national initiative; Spot the Tot, which provides education and demonstrations to parents and children regarding safety in and around cars, including the dangers of back over injuries and children left alone in vehicles.
- Safe Kids Kansas, in partnership with State Farm Companies and KDOT, sponsored the fourth annual Bucks for Buckles Campaign. During the first week of September, volunteers rewarded drivers and passengers who were “caught” properly restrained, with a dollar bill. The program was implemented in 30 Kansas communities where a total of \$6,054 was distributed.
- The Buckle Up program has been credited with 29 lives saved in the past nine years.

Cycle Smart:

- The Coalition also facilitated local bike safety programs in 51 communities, at which 4,621 low cost or free bicycle helmets were distributed to children 1-14. State Farm Companies and the Kansas Department of Transportation gave monetary support for the program. Local coalitions distributed an additional 2,057 helmets. Since the program’s inception, a total of 113,472 helmets have been distributed to Kansas children – 92,048 by Safe Kids Kansas and 21,424 by local coalitions.
- The program has been credited with 11 lives saved.
- Safe Kids Kansas continued its partnership with the Kansas State Department of Education to sponsor Body Walk at which K-5th grade students learn about the brain and how important a helmet is in protecting the brain from injury. The interactive program was presented at 119 schools throughout the state in 2008, reaching 22,515 students. Each participating school received two bike helmets to award as incentive prizes to students.

Get Alarmed:

- During 2008, Coalitions distributed 389 smoke alarms and 97 carbon monoxide (CO) detectors through local programs in the state. A total of 18,075 smoke alarms and 1,841 CO detectors have been distributed since implementation of the program.

Kids Don’t Float:

- Through a grant from Safe Kids USA, three personal floatation device (PFD) loaner boards were erected at two public lakes in Kansas; Big Hill and Milford lakes. The project was a coordinated effort between Safe Kids Kansas and the U.S. Army Corp of Engineers. The loaner boards include water safety tips and hold multiple sizes of PFDs that can be borrowed for use by the public.

Emergency Response Training:

- Safe Kids operates a bilingual interactive 9-1-1 simulator, which helps children learn how to properly react during an emergency situation and how to properly call 9-1-1 in their area.
- In the last six years, more than 12,593 children and adults completed the simulation and education program at 102 community events.

Walk This Way:

- Safe Kids sponsored the ninth annual Walk to School Day in Kansas on October 8, 2008. Events were held by 37 local community groups.
- Reflective backpack tags were distributed to 8,000 participating children.
- Nine local affiliates received Walk This Way grants and eight received Halloween safety grants.
- Since the program's inception, 132,345 children ages 5-9 have participated in the program.

Safe Kids Week 2008:

- Safe Kids Worldwide celebrated their 20th anniversary with the release of a report showing a 45 percent decline in accidental injury rates for children age 14 and under since 1987. The report was released during National Safe Kids Week 2008 (April 26 – May 4).
- Safe Kids Week activities in Kansas took place as part of Kansas Kids Fitness and Safety Day on Friday, May 2nd. At flagship events in Topeka and Fort Larned, as well as at 42 local host sites across the state, over 20,000 third grade students, accompanied by parents and teachers, tested their safety skills in interactive relays which included Stop, Drop & Roll, Dial 911", Swim Safe (life jackets), and BEEP BEEP (smoke detector test).
- A media event and press conference held at Cedar Crest in Topeka featured the 2008 Kansas Safety Star –Lauren Michalson, age 16, who reminded all kids to wear their helmet every time they ride their bike, go skateboarding, or rollerblading. Lauren's brother, Tommy, was killed in 2006 when he fell while skateboarding. Lauren and her family were national spokespersons for the national Safe Kids Week event held in Washington, D.C. in 2007.

Local Activities:

- Kansas, as one of seven states participating in the State Office model, continued to transition local chapters to coalition status. As a result, Kansas now has 23 local coalitions and 14 local chapter affiliates covering 77 percent of Kansas children age 0-14. Local affiliates are located in Allen, Anderson, Atchison, Clay, Coffey, Dickinson, Doniphan, Douglas, Elk, Ellis, Finney, Ford, Franklin, Geary, Jackson, Jefferson, Johnson, Labette, Leavenworth, Marion, Marshall, McPherson, Meade, Mitchell, Montgomery, Osage, Pottawatomie, Rice, Riley, Saline, Smith, Shawnee, Wilson and Woodson Counties, as well as the cities of Chanute, Emporia, Leavenworth, Pittsburg, the Wichita Area (including Butler, Harvey, Sedgwick and Sumner counties), and the Metro Kansas City Area (including Wyandotte County.).
- Safe Kids Kansas hosted bi-monthly conference calls for local chapters and coalitions and responded to 484 technical assistance requests from local health departments, schools, health care providers, and the public on a wide variety of child safety issues.

- Local programs partnered with a variety of local agencies to provide 200 injury prevention programs such as helmet fairs, water safety programs, home safety programs, and safety fairs. Mini-grant funding from KDHE was provided to 15 local communities for injury prevention programming. Safety devices provided by Safe Kids Kansas and local funders were distributed, including 1,255 gunlocks, 655 baby bath thermometers, 201 personal flotation devices and 19,483 additional safety devices, such as outlet covers.

Public Information and Education:

- Safe Kids Kansas' public information campaign targeted specific times of the year with the distribution of 35 news releases and media advisories to over 300 statewide media outlets in 2008. In addition to newspaper publication, Safe Kids staff responded to requests for 55 radio and television interviews from media.
- In the last 14 years, 3,215 calls from the public with questions about child safety issues have been received via the toll-free line utilized by the Coalition.
- The Safe Kids Kansas web site at www.safekidskansas.org received 1,010,065 hits in 2008, up from 280,308 in 2007. In 2008, the domain name was changed to www.safekidskansas.org (from www.kansasafekids.org) to reflect the new branding guidelines.
- The booster seat web site (www.kansasboosterseat.org) continues to be an effective way to provide information to the public about the booster seat law passed in 2006. The site has received 34,891 hits since its launch in June of 2006 (10,902 hits in 2008).

Policy and Advocacy:

- A Safe Kids Kansas Policy Platform and Policy Priorities were adopted by the Coalition for 2008.
- Three legislative updates on safety legislation were sent to over 500 advocates during the 2008 legislative session.
- Coalition members served on the Preventive Health Block Grant Advisory Committee. Staff also serves on the Advisory Board for the Kansas Safe Routes to School Program and Kansas Lead Poison Advisory Committee.

Strategic Planning:

- Safe Kids Kansas developed and published a three-year strategic plan for 2009-2011. The plan was developed over the course of three meetings that included participation from member organizations, local coalitions and chapters, our Board of Directors, and the Director of Safe Kids USA.