

MARK YOUR
CALENDARS:

August is Back to
School Safety Month!

Plan a sports safety
event to coincide with
the Summer Olym-
pics!

August 1, 2012, 2 pm-
Webinar: Tech Up-
date: Front Center
Airbag from General
Motors

August 31, 2012-CPS
Week Grant Applica-
tions Due

September is Baby
Safety Month!

September 12, 2012-
Webinar: CR Manufac-
turer Update: Recaro

September 13 and 14,
2012-Webinar: The
Missing Tether: Get-
ting Caregivers and
Techs to Use Tethers

September 16-22,
2012-National Child
Passenger Safety
Week

October is Fire Pre-
vention Month!

October 3, 2012-
International Walk to
School Day

Contact Jamie at
888-832-3219 or
smithjak@iupui.edu to
learn more details!

Safe Kids Indiana

SUMMER 2012

Did You Know?

*Excerpts from a new report
from Safe Kids Worldwide:*

Sports promote fun, physical fitness, and healthy competition among children. But too often, our kids are sidelined for reasons that are largely avoidable. **More than one in three children who play team sports are injured seriously enough to miss practices or games, and some suffer life-long consequences.** While cuts and bruises may heal rather quickly, broken bones, knee injuries, and concussions can require weeks and even years of recovery. Parents don't intentionally place their young athletes at risk. Many have taken the necessary steps to protect their kids before, during, and after play by taking them for pre-participation physical exams and making emergency contact information easily accessible. Yet misperceptions and uninformed behaviors are all too common, resulting in overuse injuries, dehydration, concussions, or worse. For example, nine in 10 par-

ents underestimate the length of time kids should take off from playing a sport during the year, and four in 10 underestimate the amount of fluids a typical young athlete needs per hour of play. A majority of parents worry about their children being injured playing sports, and nine in 10 parents say they rely heavily on coaches to keep their kids safe. Yet few parents know how much sports injury prevention training their kids' coaches have received. Further, most parents are only moderately concerned that the coaches' training may not be enough to fully protect their young athletes. The majority of kids – three in four – say they rely on their coaches the most to keep them safe in practices and games. Yet young athletes often place themselves in harm's way even though most have experienced some type of injury. For example, three out of 10 kids think that good players should keep playing their sport even when they're hurt, un-

less a coach or adult makes them stop. Coaches themselves say they want and need more sports safety training, but high cost, lack of time, and few local training opportunities impede them. Nine in 10 report that a child on their team has suffered an injury, making safety training all the more important. Even today, with all the attention on concussions, our study found that **half of all coaches surveyed believe there is an acceptable amount of head contact (i.e., getting their bell rung, seeing stars) young athletes can receive without potentially causing a serious brain injury.** And parents and kids are also not helping matters much. Nearly half of all coaches report receiving pressure – either from parents or the kids themselves – to play an injured child during a game. Read the full report and learn more about what you can do to keep kids safe at: <http://www.safekids.org/assets/docs/safety-basics/sports/2012-sports.pdf>



**Safe Kids
Indiana
Preventing
Injuries:
At Home,
At Play,
And On The
Way!**

Help Protect Children from Heat Stroke

Hot summer days across the country can be deadly for children left unattended in vehicles. As determined advocates in preventing heat stroke, Safe Kids Coalitions nationwide have united to educate parents and caregivers with preventative tips to avoid these tragedies.

These horrific incidents are happening far too often – throughout the year and in nearly all 50 states. Safe Kids Coalitions across the U.S. have hosted hundreds of “Never Leave Your Child Alone” events, which include ad campaigns, brochures, tip sheets, posters and flyers.

Even on a mild day, the inside of a car can quickly become very hot. This is a place no child should be alone, and because children’s bodies heat up 3 to 5 times faster than adults, this makes them much more susceptible to heat stroke.

Although most would assume this would never happen to them, there is no common description of the caregiver that has experienced this tragedy. It has happened to the rich and poor, educated and less educated, women and men, city dwellers and suburbanites, and in all but one state.

Together, we can cut down the number of deaths and near-misses by remembering to ACT.

Avoid heat stroke-related injury and death by: Never leaving your child alone in the car, even for a minute. Consistently locking unattended vehicle doors and trunks.

Create reminders and habits that give you and your child’s caregiver a safety net: Establish a peace-of-mind plan. When you drop off your child, make a habit of calling or texting all other caregivers, so all of you know where your child is at all times. Place a purse, briefcase, gym bag, cell phone or an item that is needed at your next stop in a back

seat. Set the alarm on your cell phone or computer calendar as a reminder to drop your child off at childcare.

Take action if you see an unattended child in a vehicle: Dial 911 immediately and follow the instructions that emergency personnel provide – they are trained to determine if a child is in danger. For more information on preventing child heat stroke deaths, please visit www.ggweather.com/heat and www.safekids.org/heatstroke.

The Battery Controlled – Spanish Materials Now Available

Many of you have been actively involved in promoting The Battery Controlled Campaign and have been interested in expanding your reach to Spanish-speaking communities. The campaign fact card and poster are now available in Spanish on the Safe Kids Extranet (<http://extranet.safekids.org>).

Thanks to everyone who attended the 2012 Injury Prevention Conference in May and to all who volunteered at the car seat clinic at the Indianapolis Zoo!



Check out more photos and a video of the zoo clinic on the Automotive Safety Program’s Facebook page! <http://www.facebook.com#!/pages/Automotive-Safety-Program/290189198985>