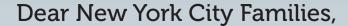
THINK SAFETY!

Fall/Winter 2014 - 15





Welcome to the Fall/Winter 2014-2015 edition of Think Safety, a newsletter created by Safe Kids New York City. Safe Kids NYC is a coalition of educators, health care professionals, and child advocates that is devoted to helping you keep the children you care about healthy and free from unintentional injuries. Unintentional injuries are a leading cause of death and hospitalization to children, but they are preventable if we are aware of the many safety tools available to us and know how to use them correctly. The articles you will read in this newsletter were written by experts in the injury prevention field – health and safety educators, child protection attorneys, and trauma coordinators from major hospitals in NYC.

We'll miss the fun of being outdoors in the warmth of spring and summer, but the upcoming holidays and fall and winter sports are wonderful, too. This edition of Think Safety, with its practical advice for cold weather safety, provides important information about how to reduce the incidence of unintentional injuries to your whole family as you drive, walk and play outside and have fun at home and on the road. We will be back in the spring with our Spring/Summer edition, with more handy tips for safety to keep in mind as the weather gets warmer.

Enjoy the fall and winter, and think safety!

Best,

Mayorie Marciano

Marjorie Marciano Director, Safe Kids New York City













led by



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See and Be Seen on the Dark Days of Winter – and Throughout the Year

Marjorie Marciano, NYC Department of Transportation, Safety Education and Outreach

Whether it's daytime or night, dawn, dusk, cloudy, rainy or snowy, it's important to be seen by drivers. Remember, just because you can see a driver doesn't mean the driver can see you. Pedestrian-related crashes are one of the top five leading causes of injury and death to New York City children under age 14. But many of these injuries and deaths can be prevented if we think safety as we travel around the city.

Pedestrians and cyclists are especially at risk during late fall and winter. The lower angle of the winter sun increases the shadows cast by buildings and trees. Decreased daylight, shadows, and nightfall make it difficult for drivers to see people wearing dark or non-reflective clothing.



does not guarantee drivers can see you. It's better to wear neon, fluorescent, or other bright colors when walking day or night.

At night, wear something that reflects light. Retro-reflective items – zipper pulls, tape on backpacks, strips on jackets -- give off light when headlights shine on them, and drivers can see them three times farther than they can see white.



FOR A SAFER NYC

SPEED • LIMIT VISION ZERO

FOR A SAFFR NYC -DRIVE 25

A Vision Zero message from the NYC Dept. of Transportation, NYPD and the NYC Taxi and Limousine Commission

Starting November 7, 2014, the speed limit on all New York City streets will be 25 MPH unless otherwise posted. This new speed limit will be enforced by the NYPD speed enforcement and by cameras. By getting New York drivers to slow down, we will prevent crashes, protect New Yorkers from injury and save lives. Lowering the speed limit to 25 MPH is one aspect of the Mayor's comprehensive Vision Zero Action Plan to eliminate traffic deaths and serious injuries.

The new 25 MPH speed limit will affect all NYC streets, except those where a different speed limit is posted. The speed limits on our highways will remain the same. Some big streets, which have been designed to accommodate faster speeds, will remain at 30 MPH. Other streets, particularly streets near schools, may have a lower speed limits posted.

How does lowering the speed limit impact traffic fatalities?

Driving at or below 25 MPH decreases stopping distance, gives drivers and pedestrians more time to see each other and react, and improves drivers' ability to avoid crashes. Vehicle stopping distance improves by 45 feet (23%) when travelling at 25 MPH versus 30 MPH. This small 5 MPH decrease in speed means that many crashes can be avoided altogether. The speed at which a vehicle is travelling directly impacts the likelihood of death for pedestrians who are struck. Pedestrians struck by vehicles traveling at 25 MPH are half as likely to die as those struck at 30 MPH. If crashes do occur, the severity of injuries is reduced.

SAFETY TIPS FOR PEDESTRIANS:

Cars and other objects like mailboxes or mounds of snow, can obscure a driver's

view. Even if a driver has stopped to let you cross the street, don't blindly accept the driver's offer because there may be another vehicle traveling in the next lane whose driver may not be able to see you because of the stopped vehicle.

Hold your child's hand while crossing and model safe behavior. Children up to age 10 should cross with an adult; they're not yet to cross safely on their own.

Stop and look for traffic in all directions before crossing the street, and look back again in the direction of traffic **before crossing**. It's important to look in all directions, even on a one-way street. You never know when drivers may be backing up or bicyclists riding against traffic.

Don't rely only on traffic signs and signals.

Assuming that a signal will stop traffic puts you at risk. Look for traffic even if you are in a crosswalk and you are crossing with the light or with the walk signal. A driver who does not see or pay attention to a sign or signal may also not be paying enough attention to see you.

What percent of traffic fatalities in NYC can be attributed to speed?

Excessive speed is a factor in about 25% of traffic fatalities in New York City. Overall, dangerous driver choices, such as speeding, failure to yield and improper turns, are the primary cause or a contributing factor in 70% of pedestrian fatalities.

Won't lowering the speed limit make NYC traffic even worse?

No. Travel time is primarily determined by factors like traffic signals, congestion, doubleparked vehicles, and turning vehicles. A 25 MPH citywide speed limit will effectively impact those drivers traveling at excessive, unsafe speeds.



During the fall and winter months, the sports where we see the most concussions are football, soccer, cheerleading, ice hockey, skiing, and snowboarding.



Corner

By Louise Lareau, Children's Center at 42nd Street, New York Public Library

Who ever said that books had to have words? Use your eyes to follow the story in these wordless gems. Get creative and make up your own story!

Becker, Aaron. **Journey**. Candlewick, 2013.

Boyd, Lizi. **Flashlight**. Chronicle Books, 2014.

Camcam, Princesse. **Fox's Garden**. Enchanted Lion Books, 2014.

Idle, Molly Schaar. Flora and the Flamingo. Chronicle Books, 2013.

Pett, Mark. **The Girl and the Bicycle**. Simon & Schuster Books for Young Readers, 2014.

Staake, Bob. **Bluebird**. Schwartz & Wade Books, 2013.

Wiesner, David. **Mr. Wuffles!** Clarion Books, 2013.

Get Smart about Concussions

Dina Pagnotta, PT, MPH, NYU Langone Concussion Center

With fall upon us and winter fast on its heels, it's an exciting time to be outside enjoying the weather and looking forward to winter sports and activities. However, these activities bring with them the risk for concussion. It is important that parents, guardians, caregivers, children, athletes and coaches are aware of what a concussion is and what to do if one is suspected.

A concussion is an injury to the brain caused by a jolt or blow to the head or body that forces the head to move rapidly back and forth. This can happen as a result of a fall, a car accident, or during physical activity -- especially sports.

During the fall and winter months, the sports where we see the most concussions are football, soccer, cheerleading, ice hockey, skiing, and snowboarding. Proper playing techniques are critical to concussion prevention, and proper education of coaches, athletes, parents and guardians is essential for suspecting and reporting concussions. Athletes and children should understand the importance of reporting concussions if they think they or a teammate/classmate were concussed. They should understand the signs and symptoms of concussion to be able to recognize them in themselves and also in peers.

These symptoms include: difficulty concentrating, headache, feeling in a fog, blurry vision, nausea, vomiting, dizziness, sensitivity to noise or light, balance problems, problems with sleep, and emotional changes.

Athletes may not want to report or admit to these symptoms because they will be taken out of the game or practice, but what they must understand are the consequences of not reporting them. A concussion puts athletes at higher risk for sustaining another concussion before the first has healed, which can have serious and long-term consequences. According to the Centers for Disease Control and Prevention, nearly four million sports-related concussions occur every year in the United States.

Let's not forget that concussions can also occur on the playground or result from falling off of a bike, or slipping on ice.

We all recognize the importance of sports and activity and in no way want to suggest that children should not engage in them during fall and winter months. On the contrary, it's critical that our youth remain active and play sports! It's critical as well that children play safely and that kids, parents, guardians and coaches are educated to spot the signs and symptoms of concussion, so if one is suspected, they know what to do.

You can see a

FALSE: At this time,

concussions cannot be

or CT-scan

concussions.

concussion on a MRI

+ CONCUSSION MYTHS

You only have a concussion if you lose consciousness

FALSE: Only 5 to 10 percent of concussions result in loss of consciousness.



High-tech helmets can prevent concussions

FALSE: Current research has not shown that helmets can prevent concussions. They prevent more serious head injuries such as skull fractures. Of course, wearing a helmet is critical in fall and winter sports such as football, skiing and snowboarding

detected on imaging such as MRIs and CT scans. The diagnosis of concussion is made through a thorough physical exam by a medical professional well-versed in diagnosing and managing

(reffith)

Sleep-Related Death Is Preventable

by Jill Katz, Program Coordinator, Sudden Infant and Child Death Resource Center

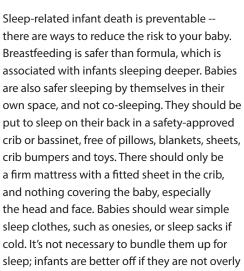


one death per week in **New York City.**

Infants are most at risk before their first year, terrifying process because it can occur without Sleep-related infant death is preventable -there are ways to reduce the risk to your baby. Breastfeeding is safer than formula, which is associated with infants sleeping deeper. Babies are also safer sleeping by themselves in their put to sleep on their back in a safety-approved crib bumpers and toys. There should only be a firm mattress with a fitted sheet in the crib, and nothing covering the baby, especially the head and face. Babies should wear simple sleep clothes, such as onesies, or sleep sacks if cold. It's not necessary to bundle them up for warm. A portable safety-approved crib is highly recommended when traveling with your baby.

These guidelines are important, not just to mothers, but to fathers, grandparents, caregivers. Share this information with anyone who provides care to your child.

For more information please contact the Sudden Infant and Child Death Resource Center at 212-323-1425 or at jkatz@healthsolutions.org.





Please join us in our efforts to keep New York City children safer.

Current Safe Kids New York City members include:

AAA New York

HealthPlus Amerigroup

Bellevue Hospital Center

Bike New York

Brookdale Hospital Medical Center

Dominic A. Murray 21 Memorial Foundation

Elmhurst Hospital Center

FedEx

Jacobi Medical Center

Jamaica Hospital Medical Center

Kings County Hospital Center

Lincoln Hospital Center

Lutheran Medical Center

Millennium Development Corporation

Montefiore Children's Hospital

Morris Heights Health Center

New York Public Library

NY-Presbyterian Hospital

NYC Administration for Children's Services

NYC Department for the Aging

NYC Department of Education

NYC Department of Health & Mental Hygiene

NYC Department of Transportation

NYC Fire Department

NYC Health and Hospitals Corporation

NYC Poison Control Center

NYC Police Department

NYC Police Museum

NYS Safe Kids Coalition

NYU Langone Medical Center Parent

NYU Langone Medical Center Concussion

Center Education Program

North Shore/LIJ Health System -

Lenox Hill Hospital

North Shore/LIJ Health System -

Staten Island University Hospital

Public Health Solutions/Sudden Infant and

Child Death Resource Center

Richmond University Medical Center

Roosevelt Island Public Safety

St. Barnabas Hospital

US Consumer Products Safety Commission

Sleep-related infant death is happening at a rate of

especially between two to six months. It's a any warning signs and usually happens to a seemingly healthy baby.

> Do not use lighted candles Carefully inspect new or other flaming devices and used holiday lights on or near your tree. for cracked or frayed Whenever possible, wires. use decorations made Do not use broken with flame-resistant. bulbs on Christmas flame-retardant or nontrees. combustible materials. Do not use electric Unplug the tree lights lights on metallic trees. when out of the room and (Use remote spot or before going to sleep. reflective lights.)

HOLIDAY FIRE SAFETY TIPS

By Lauren Schwartz, MPH, NYC Poison Control Center

Odorless and colorless, carbon monoxide (CO) is a deadly gas produced by the incomplete burning of fuel. According to the CDC, each year more than 400 deaths result from unintentional CO poisoning and thousands are treated in emergency departments for CO poisoning. (sorce: www.cdc.gov/co/fags.htm). Although everyone is at risk, CO poisoning is most dangerous for pregnant women, infants, older adults and people with health problems. Common sources of CO poisoning in the home include: heating systems not working properly, gas stoves/ovens used for heat, portable generators used too close to the home, clogged or dirty chimneys and cars running in an enclosed space.

The symptoms of CO poisoning are often similar to the flu (but without fever) and can easily be misdiagnosed. They include headache, nausea, dizziness, sleepiness and trouble breathing. CO detectors should be installed in the sleeping areas of the home. NYC law requires landlords to provide CO detectors in most residences but the occupant is responsible for maintaining them. Most CO detectors have a life span of approximately 5 - 7 years and then need to be replaced.

Remember to change the batteries in the CO detector twice a year—at the same time that you change the clocks in the fall and spring. If the CO detector sounds, do not ignore the alarm. Open all windows, leave the area, and call the Fire Department and your local gas company.

If you are experiencing any serious symptoms of CO poisoning, call 911 right away. Call the NYC Poison Control Center at 212-POISONS (212-764-7667) for further instructions. The registered pharmacists and nurses at the NYC Poison Control Center provide information and treatment advice about poisons inside and outside the home 24 hours a day/7 days a week. All calls are free of charge and confidential. Translator services are provided in more than 150 languages.

Free educational materials are available in English, Spanish, Chinese, Creole and Russian. For more information, please download the brochure, You Can Prevent Carbon Monoxide Poisoning at the following link http://www.nyc.gov/html/doh/html/environmental/poison-co.shtml

Smoke Alarms Save

Change Your Clock!

Change Your Battery!

Protect Yourself!

Protect Your Family!

Protect Your Neighbors!

A message from the FDNY Fire Safety Unit

Please call 718-281-3870 to invite the FDNY Fire Safety Unit do a free Fire Safety Education presentation at your school, PTA, or community group.

TO PREVENT CO POISONING:

- → Have all chimneys and heating systems checked each year by a professional
- → Never use a charcoal grill in your home, a garage or tent
- → Never use the stove or oven to heat the home
- → Portable generators are kept at least 20 feet away from the home when in use.
- Install battery-back up CO detectors in the sleeping areas of the home.
- Never run a car in a garage or against a snow bank
- → Save NYC Poison Control Center number in your cell phone.
 Scan the QR code to save the number and for more information.





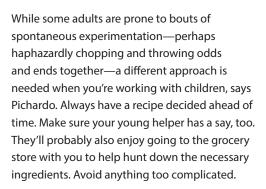
Cooking with Kids

Robin Kilmer, Community Coordinator, NYCDOT Safety Education and Outreach

With Thanksgiving around the corner, you might find yourself wishing you had more help around kitchen. Chances are the young person in your life might be lobbying to get in KP duty. For some, the thought of cooking with kids can be daunting, but with some tips, you and your helper will both be able to stand the heat and no one will have to get out of the kitchen.

Carolina Pichardo is the co-founder of Young Urban Moms (YUM), and a proud mom to her

daughter, Lyanna and baby son Max. She's been an editor and content producer for several publications, newsletters and websites, such as Working Mother Magazine, Grandparents. com, and Parents.com. She also has a column in the Manhattan Times and the Bronx Free Press.



The recipe is not the only thing that should be agreed upon ahead of time. "Like the dish itself,

Stay safe with kids in the kitchen:

- Avoid carrying or holding a child while cooking on the stove.
- Keep pots and pans on back burners, and make sure handles are turned away from the edge of the stove.
- Check on food frequently. An egg timer or a timer on your phone can help with this.
- Make sure electronic appliance cords, knives, forks and hot food are away from the edge of the counter.
- Make sure everyone's sleeves are short or rolled up.
- Test your smoke alarms.

For more home safety information, visit <u>www.safekids.org</u>.

the process should have a recipe of sorts," says Pichardo. "Kids decide on dish with their parents, and before starting, each should determine what they're responsible for doing." Just like adults, kids like the feeling of a job well-done.

"I made the mistake of picking a dish and letting my daughter do a few things here and there, and not the tasks I felt comfortable letting her do. She would get upset, leave the kitchen, or when the dish was complete feel like she didn't

> really contribute. 'I didn't do anything, mom!' she would say," recalled Pichardo. Pre-cooking discussions can mitigate Gordon Ramsey-esque moments.

> While delegating cooking tasks may require a leap of faith, Pichardo recommends watching

YouTube videos as a way of assuaging concerns as their children learn how to use cooking utensils. It's helpful to see how professionals cut food or use a stove. Pichardo's daughter has moved on from using a food processor to more sophisticated utensils. This can also be an opportunity for the grown-ups to pick up some skills.

Not matter what you do, make sure it's not outside your ballpark. This is not Top Chef.
Besides, it's not just about the food. "Kids simply want to be in the kitchen with mom or dad," says Pichardo.

Carolina Pichardo can be reached at info@youngurbanmoms.com

BREAKFAST

Breakfast Parfait

Ingredients

- 3/4 cup low-fat cottage cheese or low-fat plain yogurt
- 1 cup pineapple chunks, papaya chunks or cling peaches

Preparation

 Place cottage cheese (or yogurt) in a small bowl. Top with fruit

Source: http://www.eatingwell.com/recipes/breakfast_parfait.html



Submitted by Polina Melman, Trauma Surgery Administrator, Lutheran Hospital

DIMNE

Spaghetti Squash Bake

Ingredients

2 small spaghetti squash

3 cups broccoli florets

1 tbsp olive oil

1 small onion, diced

2-3 cloves garlic

1/4 cup flour

1 1/2 cups milk

1 cup chicken broth

2 cups shredded cheese salt and pepper, to taste

1/8 cup grated parmesan

Preparation

Preheat the oven to 375°F.

Bake or microwave squash until tender. Scoop the strands of squash with a fork and place in a baking dish. Roast broccoli and place in the baking dish with the squash.

Heat oil in a saucepan over medium heat. Add onions and garlic and cook about 2 minutes. Stir in flour. Reduce heat to low and cook, stirring continually 3 - 4 minutes.

Add milk and chicken broth and continue whisking, raising heat to medium-high until it comes to a boil and becomes smooth and thick, about 2 minutes stirring; season with salt and pepper. Once it becomes thick, remove from heat, add cheddar cheese and mix well until cheese is melted.

Pour mixture into the baking dish with the cooked spaghetti squash and broccoli. Sprinkle Parmesan cheese on top. Bake for 25 to 30 minutes until golden.

Source: http://www..superhealthykids. com/healthy-kids-recipes/spaghettisquash-bake.php



AAA's Community Award Winners for 2014

Each year, AAA-NY recognizes New York communities, individuals and organizations that identify local traffic safety problems and then work to solve them as part of the AAA Community Traffic Safety Awards Program. The awards are presented at an annual luncheon awards ceremony held in the fall.

The Outstanding Achievement award for an Organization was presented to Safe Kids NYC for the work we have done in bringing together both public and private entities to further traffic safety goals that benefit New York City's children. AAA NY has worked with Safe Kids NYC on many events such as Walk to School Day, Grandparent Safety Days, Safe Kids NYC Injury Prevention conferences and Safe Kids Day, as well as contributing safety materials for Halloween and other programs. We thank AAA NY for recognizing our efforts and achievements, and for being a loyal and dedicated coalition member and partner from the start of Safe Kids NYC in 2003.





Choosing an Early Care and Education Program in NYC

by Damaris Rosario, Esq., Director, Safety First Office, NYC Administration for Children's Services



In NYC, the Administration for Children's Services (ACS) is responsible for providing the funds for free or low cost subsidized child care. For eligible families in the city, children ages 6 weeks to 12 years of age may benefit directly from either attending child care centers or family child care providers. Early learning childhood programs play a critical role in supporting young children's development, learning, and preparation for both school and life success. Such programs can be found not only through ACS, but also through the NYC Department of Education (DOE), and NYC Department of Youth and Community Development (DYCD).

When considering a child care provider, learning center or Pre-K program, making a choice that fits your child's age and needs is important. As more parents return to work, finding educational facilities and child care arrangements that are free or affordable may also be a very important consideration. However, factors other than affordability also come into play whenever possible. Parents should research the option they are considering choosing for their child, and:

- Question whether the facility or provider is licensed
- Look into whether the school has sufficient staff with experience on hand
- Review whether safety measures are in place while your child is in their care,
- Find out whether they will offer a meaningful enriching day for your child.

Your child's safety and success in life may be impacted by the choices made at this vulnerable stage in life.

Early Care and Education Programs in NYC

Group Child Care Centers have certified teachers to care for your child in a licensed child care center. Group centers can provide care for children ages 6 weeks through prekindergarten and are generally open Monday through Friday from 8:00 a.m. to 6:00 p.m.

Family Child Care Network providers are child care providers in a registered and/ or licensed group family day care setting. They are often situated in a private home. Family child care is available for children ages 6 weeks through 12 years. Children with documented special needs may be eligible to receive child care through age 18.

Head Start is a free early educational program for children age 3 to 4 years old living in low income families. Head Start includes family social services and emphasizes parental involvement. More information on local Head Start programs can be obtained by calling 311.

Universal Pre-Kindergarten (UPK) is a free educational program available through the DOE for all eligible 4-year-olds. Programs are offered as either half day or full day in local elementary schools (public or charter) and/or in community-based sites. For more information about Pre-K programs, call 311 or visit schools.nyc.gov. Many ACS-funded child care centers now also include Universal Pre-Kindergarten.

Out of School Time (OST) provides afterschool programs at no cost to all school-age children, from elementary through high school, at designated sites. Programs offer academics, arts and music, sports, and other recreational and cultural activities offered through the NYC DYCD. More information can be obtained by calling 311 or visiting

www.nyc.gov/html/dycd.

Safe Holiday Toys Bring Year-Round Joy

Julia Glauboch, Community Coordinator, NYCDOT Safety Education and Outreach

The holiday season means shopping for gifts and for children those gifts are often toys. But toys with loose parts, toxic lead paint, and potentially dangerous items like magnets can also pose a hazard and cause injury, even death.

Safeguarding children from dangerous toys is everyone's responsibility. Careful toy selection and proper supervision of children is the best way to protect youngsters from toy-related injuries. The following tips will help you to think toy safety by knowing the dangers toys pose.



THINK TOY SAFETY

- Consider the child's age, skill level and interests and choose toys that match those parameters. Don't buy toys that toddlers can put in their mouth unless they are approved for that age group. Remember - babies and toddlers explore their world by putting things in their mouths.
- Look carefully for quality design and construction when selecting toys for all age levels.
- Make sure all instructions and directions are included and are clear and easy to understand. Discard plastic wrappings, bags and ties upon opening, as these have the potential to become harmful or deadly playthings.
- Read all labels. Look for and follow age guidelines, such as "Not recommended for children under three." Look for other safety labels including: "Flame retardant/Flame resistant" on clothes like pajamas and costumes or toys with fabric coverings or parts and "Washable/hygienic materials" on stuffed animals, dolls or toys.





TOY RECALLS

- · Many retail stores post toy recalls in the toy department as well as the customer service area of their stores.
- Fill out and return any warranty card that comes with the toy. This ensures that the toy company will alert you directly should a recall of that toy occur at a future date.
- Sign up at www.safekids.org to receive a monthly comprehensive list of childrelated recalls collected from the major federal agencies: the Consumer Product Safety Commission, the Food and Drug Administration and the National Highway Traffic Safety Administration, along with news and consumer concerns about children's products.



TOY MAINTENANCE

- Regularly inspect toys and dolls for damage and excessive wear. Damaged or dangerous toys should be discarded or repaired promptly.
- Wooden toys can become sharp and produce splinters and should be sanded smooth. Outdoor toys, like swing sets and inflatables should be examined regularly for loosening rivets, rust, and weak parts.

TOY STORAGE

- · Children should be taught early on to put their toys safely away in storage chests or shelves after play to prevent trips and falls.
- Periodically examine toy chests and bins for safety and wear. Toy chests should have a lid that will stay open in any raised position to prevent it from suddenly falling on a child. Make sure there are ventilation holes for air just in case a child crawls inside and unexpectedly become trapped. Check for sharp edges and make sure that hinges are operating properly.
- Outdoor toys should be stored dry after play to prevent mold and rust from damaging them and creating hazards.

About Safe Kids New York City

OUR ACTIVITIES

- · At programs and fairs at schools, afterschool centers, camps, libraries and museums, children learn how to prevent injuries at home, at play and on the road
- Professionals working with children and families learn more about keeping kids uninjured and healthy at annual injury
- prevention conferences
- Workshops for pregnant and new parents help young families learn how to be safe from the start
- Car safety seat inspection stations teach parents to correctly install car seats





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