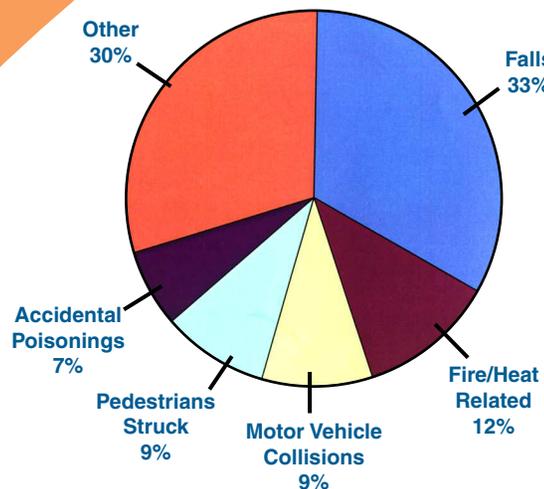


THE PROBLEM: Unintentional Childhood Injury

Unintentional injury is the number one cause of death among children ages 14 and under in the United States. Each year one out of every four children needs medical attention for an unintentional injury.

**Unintentional Childhood injury:
New York City**



Source: NYC Dept. of Health and Mental Hygiene, SPARCS, 2003

Over 50 percent of unintentional childhood injuries in New York City are caused by falls and traffic-related crashes involving motor vehicles and/or pedestrians. Fire and heat-related injuries, as well as accidental poisonings are also significant mechanisms of unintentional injury to New York City children.

THE SOLUTION: Safe Kids

Safe Kids New York City is one of more than 300 grassroots coalitions in all 50 states, the District of Columbia and Puerto Rico that bring together health and safety experts, educators, corporations, foundations, governments and volunteers to educate and protect families. Safe Kids New York City is a member of Safe Kids Worldwide, a global network of organizations dedicated to preventing unintentional injury.

We know our efforts are needed because as many as 90 percent of unintentional injuries can be prevented.



WHAT WE DO: A Comprehensive Approach

There is no one device or solution to effectively prevent all types of unintentional childhood injuries.

Instead, SAFE KIDS combines several factors to create programs that reduce injuries:

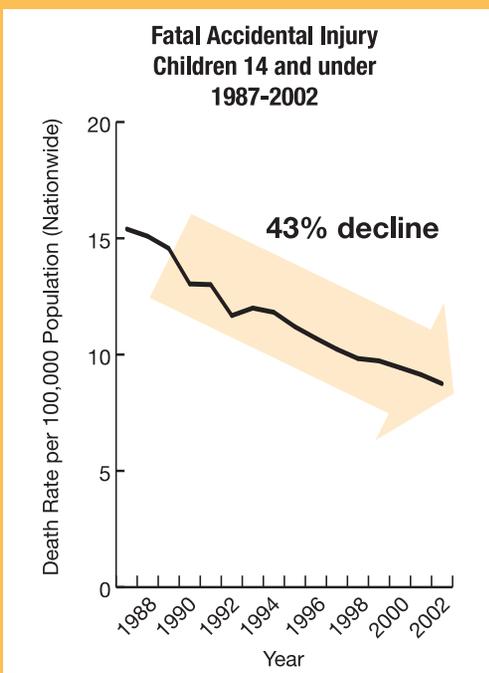
Educating adults and children

Creating safe **environments**

Conducting **research**

Advocating for effective laws.

THE RESULTS:



Keeping children safe is an investment in their lives and in the future of our world. With education, resources and better laws to protect our children, we are making a difference.

HOW YOU CAN HELP:

Support our award-winning coalition and help us prevent the number one cause of death for children 14 and under.



LED BY



Office of Safety Education



www.safekids.org

Current Members Include:

AAA New York	NYC Administration for Children's Services
Babies R Us	NYC Dept. for the Aging
Bike New York	NYC Dept. of Health and Mental Hygiene
The Children's Hospital at Montefiore	NYC Dept. of Housing Preservation and Development
Con Edison	NYC Dept. of Transportation
Elmhurst Hospital Center	NYC Poison Control Center
FDNY	NYC Police Museum
FDNY Fire Zone	New York Public Library
FedEx	NYS Dept. of Health
Greater Southern Brooklyn Health Coalition	Potamkin GM
Health Plus	Safe Start
Injury Free Coalition for Kids	St. Vincent's Catholic Medical Center
Jacobi Medical Center	St. Barnabas Hospital
Lincoln Medical Center	YMCA
Morgan-Stanley Children's Hospital of New York	
New York-Presbyterian	
The University Hospital of Columbia and Cornell	

PREVENTING UNINTENTIONAL INJURY



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Join us! Call 311 for more information.