THINK SAFETY!

Welcome to the second edition of **Think Safety!** This newsletter is brought to you by the members of Safe Kids New York City. Safe Kids NYC is a coalition of educators, health care professionals and child advocates devoted to helping you keep the children you care about healthy and free from unintentional injuries. Unintentional injuries – burns and scalds, sports injuries, pedestrian injuries, poisonings -- are a leading cause of death and hospitalization of 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, including trauma coordinators from major hospitals in NYC, Safe Kids members and health and safety educators.

VOLUME 1/ISSUE 2 | FALL/WINTER 2010-2011

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HAVE A SAFE HALLOWEEN!
FALL & WINTER WALKING SAFETY

by Karen Blackburn, Traffic Safety Specialist, AAA Automobile Club of New York, Inc.

Halloween will be here before you know it! As children take to the streets to trick-or-treat, the risk of unintentional pedestrian injuries rises, making it important for motorists to drive carefully and stay alert. A nationwide study by the Centers for Disease Control estimates that children are four times more likely to be struck by a motor vehicle on Halloween than any other day of the year.

Parents can help make their children's costumes safer by using retro-reflective tape on both costumes and treat bags, making sure costumes are not too long or block a child's vision, and attaching retro-reflective zipper pulls or other materials to backpacks, jackets and shoes. Children and drivers alike need to look out for each other on the road -- each should expect the unexpected! Instruct your children to look left-right-left before crossing and to cross only when the way is clear (no running out into the road!). Drivers should be aware that even with such instructions, children get caught up in the excitement and forget about the rules of the road on Halloween.

This year, AAA is distributing, free of charge, several items that help remind both children and motorists to take extra care on Halloween. To order these materials, contact Karen Blackburn at kblackburn@aaany.com.

> ***Halloween Safety Fun Activity Sheet:*** a colorful back-to-back activity sheet intended for young children from kindergarten through fifth grade.
>
> ***Halloween Bookmark*:** this colorful bookmark, with new designs by children's author and illustrator Richard Scarry, reminds children how to be safe on Halloween..
>
> ***Motorist Tips Card*** : this 4"x6" tip card, geared with safety tips for motorists, is printed in English on one side and Spanish on the other.

NEW YORK CITY GETS TOUGH ON SPEEDING

by Dani Simons, Director of Strategic Communication, NYC Dept. of Transportation

The NYC Department of Transportation is working to reduce traffic fatalities by 50% in 2030 compared to 2007 numbers. 2009 was the safest year on New York City Streets since record-keeping began in 1901. Still, there were 190 people killed in motor vehicle crashes last year, and over half of these were pedestrians.

The NYC DOT recently released the Pedestrian Safety Report and Action Plan [http://www.nyc.gov/html/dot/html/about/pedsafetyreport.shtml], which examined over 7,000 crashes that resulted in series injuries and fatalities to pedestrians. The report helps bring a greater understanding of the root causes of crashes and what can be done to prevent them.

Speeding and failure to yield to pedestrians were two of the key behaviors behind a vast majority of crashes.

As a caregiver, it's important to know that the speed limit in New York is 30 mph unless otherwise posted. A pedestrian struck at 40 mph is 3½ times more likely to be killed than one struck at 30 mph*. DOT will soon be testing new strategies aimed at reducing pedestrian crashes; including an opt-in pilot program to reduce speed limits in residential neighborhoods to 20 mph. (New York City already designates 20 mph zones around schools, and will have 150 of these slow school zones in place by the end of next year). DOT unveiled a new marketing campaign this fall that is designed to raise awareness of the speed limit in New York City and call attention to the exponential dangers of speed. The greatest safety measure you can take as a driver is to REDUCE YOUR SPEED.

Food for thought the next time you're in a hurry: At 40 mph, there's a 70% chance that a pedestrian struck by a car will die; at 30 mph, there's an 80% chance the pedestrian will live. Please do all you can to protect pedestrians – young and old – whenever you're behind the wheel.

*E. Rosén, U. Sander. 2009. Pedestrian Fatality as a Function of Car Impact Speed. *Accident Analysis and Prevention.* 41:536-542.

CHOOSING AN APPROPRIATE CAREGIVER

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

Since the beginning of 2010, a total of 9 children in the NYC area under the age of 2 have lost their lives due to abuse at the hands of inappropriate caregivers who were either a biological/step-parent, companion to the parent, or a babysitter. More and more we are seeing the results of a worsening economy sending mothers off to work with increasing hours out of the home, and fathers or other companions sidelined,

unemployed and responsible for caring for children although they may have no experience. Making a correct choice when leaving your child with someone is an ever more important decision and your child's life may depend upon it.

Some simple considerations that may be helpful when choosing to leave your child with a specific person/caregiver include whether:

- Have they had any prior experience caring for a baby or young child?
- Are they patient, empathetic and mature enough to care for a fussy, overexcited or crying baby?
- Do they understand that young children require constant supervision?
- Will they never, under any circumstance, shake, hit, yell at, make fun of, or withhold food from a child as punishment?
- Do they use alcohol or drugs, or carry a weapon, and will they surround your child with others who may be drinking, using or selling drugs, or carrying weapons?
- Will they ask for help when they are feeling overwhelmed and can not handle caring for the child?

While leaving a child with a family member, friend or even biological parent may be the only option, it is always more important to remember the person being left with the child needs to have the capacity and ability to care for a young one and understand all that it entails.

It is recommended that parents choose a licensed childcare provider over an unlicensed one when possible. Being aware of their background, perhaps even through a background check, is always a good idea. The quality and thoroughness of a background check varies widely from state to state and some states don't even require them at all for child care providers, while others only check their own state's records. (You can check your state's requirements by visiting the National Resource Center for Health and Safety in Child Care and Early Education website at nrc.uchsc.edu.) Searching online and checking for available free databases may provide additional information on your choice of caregiver; however, these checks should be considered a tool. Sound judgment and a realistic understanding of the caregiver's capacity are always of primary importance. Awareness, education and more thoughtfulness about who your child may be with, even if they are known to you, can go a long way to safeguarding your child's life.

For more information on selecting the right caregiver, go to:

http://www.nyc.gov/html/acs/html/child_safety/care_giver_campaign.shtml

THE RECIPE FOR SAFE HOLIDAY COOKING

by Ann Marie McDonald, Trauma Coordinator, St. Barnabas Hospital, Bronx

The holiday season is a time of good cheer and family festivities, with lots of cooking and entertaining thrown in. The kitchen, always a favorite place for everyone to gather is one of the busiest rooms in any household during the holiday season.

With all the hustle and bustle of the holiday festivities, things get hectic and people can become distracted, tired and rushed, setting the scene for home injuries. We can prevent accidents and injuries by taking a few easy steps can help us get ready for a safer holiday. First, we want to be aware of potential risks, including fires, burns, slips and falls, and child injuries. We can reduce these risks and injuries by remembering some simple safety tips that will help keep us and our children out of harm's way:

Prevent Fires

- ☆ Cooking fires are the number one cause of home fires and injuries, and most fires in the home involve the stovetop
- ☆ Do not leave the stove unattended when you start to cook, if you leave- turn off the stove
- ☆ Stay in the kitchen when cooking, especially if you are frying, grilling or broiling food
- ☆ Use a timer if you are baking, roasting or boiling and frequently check the food while cooking.
- ☆ Keep the cooking area clean, do not let grease build up
- ☆ Keep anything that may burn, such as dishtowels, paper towel, plastic and curtains, at least 3 feet away from the range
- ☆ Keep a working fire extinguisher in the kitchen and know how to use it

Prevent Burns

- ☆ Wear the right clothing – do not wear anything loose and roll up your sleeves
- ☆ Cook on the back burners whenever possible
- ☆ Turn pot handles to the back of the range to prevent small children from grabbing them
- ☆ Keep any hot items away from the edge of the counter top

Slips and Falls

- ☆ Keep frequently used utensils and supplies within reach
- ☆ Clean up any spills immediately
- ☆ Wear correct rubber sole footwear in the kitchen to prevent you from slipping
- ☆ Remove any throw rugs or mats from the floor to prevent trips and falls

Child Injuries

- ☆ One simple rule - Keep children out of the kitchen. Make it a child free zone
- ☆ If they are in the kitchen, keep a close eye on them at all times
- ☆ Teach them to stay away from the cooking areas

Follow these steps in case of a cooking fire:

1. In case of an oven fire, keep the oven door closed and turn off the heat
2. Keep a lid nearby to cover small grease fires. Turn off stove and keep the pot covered
3. Get out of the kitchen
4. Close doors behind you
5. **Call 9-1-1**

The turkey is roasting, the sauce is simmering and the pie is baking. Remember to always add the one ingredient that all the best cooks will be sure to keep on hand during the holiday season……. **SAFETY**.

For more information on cooking and kitchen safety, check:

www.nfpa.org

www.homesafetycouncil.org

NOT JUST LEAD PAINT: OTHER SOURCES OF LEAD EXPOSURE

by Dewayne Jolly, Education Specialist, NYC Dept. of Health and Mental Hygiene, Lead Poisoning Prevention Program, Education and Community Partnerships Unit

Lead dust from peeling paint, particularly in homes built before the 1960 NYC ban on the use of lead-based paint in residences, is the primary source of childhood lead poisoning. It is also the most widely recognized source of lead. However, lead can be found in many products other than paint, such as imported health remedies, pottery, cosmetics, candy, toys, and jewelry. Lead poisoning can cause learning and behavior problems in children and other problems during pregnancy. The following are examples of imported products containing lead.

High levels of lead have been found in **herbal medicines** from the Middle East, Latin America, China and India. It can be difficult to tell the difference between safe and dangerous products. A product may contain lead even if it is not listed as an ingredient on the label.
Visit *http://www.nyc.gov/html/doh/html/lead/lead-herbalmed.shtml* for more information.

High lead levels have been found in **the glazes and paints** used to decorate pottery from Latin American and Asian countries. *Never cook, store or serve food in these types of pots.*

Kohl, kajal and surma are eye cosmetics used by children and adults from India, Bangladesh, and Middle Eastern countries. They contain high levels of lead and are banned for sale in the U.S. Sindoor, a red powder used by married Hindu women and some Sikh women, also contains high levels of lead. *Do not use kohl, kajal or surma. Keep sindoor away from children.*

If you have used these products, STOP using them. Ask your doctor to do a blood test. If you do not have a doctor, call 311.

For more information, call 311 and ask for the NYC DOHMH Lead Poisoning Prevention Program or visit http://www.nyc.gov/lead

CARBON MONOXIDE: IT'S A SILENT KILLER

by Lauren Schwartz, Public Education Coordinator, New York City Poison Control Center

Odorless and colorless, carbon monoxide (CO) poisoning has been named "the silent killer." Carbon monoxide is the leading cause of poisoning death in the U.S. According to the CDC, each year more than 400 deaths, 20,000 emergency department visits and 4,000 hospitalizations result from unintentional CO poisoning. Although everyone is at risk, CO poisoning is the most dangerous for pregnant women, infants, older adults and people with health problems. Common sources of CO poisoning in the home include: heating systems that are not working properly, gas stoves used for heat, clogged or dirty chimneys and cars running in an enclosed space.

The symptoms of CO poisoning are often similar to the flu and may be misdiagnosed. They include headache, nausea, dizziness, sleepiness and trouble breathing. To prevent CO poisoning, be sure that a CO detector is installed in the sleeping area of the home. NYC law requires landlords to provide CO detectors in most residences. If your CO detector sounds, do not ignore the alarm. Open all windows, leave the area, call the fire department and call the Poison Control Center at 1-800-222-1222 for further instructions. The registered pharmacists and nurses at the NYC Poison Center provide information and treatment advice 24 hours a day/7 days a week about poisons inside and outside the home. All calls are free of charge and confidential. Translator services are provided in more than 150 languages.

Effective November 2004, City Law mandates the installation of a CO detector in most NYC residences.

For more information, visit our website at http://nyc.gov/html/doh/html/poison.shtml

THE BOOK CORNER

by Louise Lareau, Supervising Children's Librarian, Children's Center at 42nd Street, New York Public Library

Whether you are picking apples or collecting leaves, get out and enjoy the golden, autumn days. The snow will be here before we know it. Here are some books to get wrapped up in as the seasons change before our eyes.

- Fleming, Denise. *Pumpkin Eye*. Henry Holt & Co., 2001.
- Hines, Anna Grossnickle. *Winter Lights: A Season in Poems & Quilts*. Greenwillow Books, 2005.
- Holabird, Katharine. *Angelina Ice Skates*. C. Potter, 1993.
- Rawlinson, Julia. *Fletcher and the Falling Leaves*. Greenwillow Books, 2006.
- Rockwell, Anne. *Apples and Pumpkins*. Macmillan, 1989.
- Sakai, Komako. *The Snow Day*. Arthur A. Levine Books, 2009.
- Wilson, Karma. *Bear Snores On*. Margaret K. McElderry Books, 2002.

WINTER SPORTS SAFETY TIPS FOR PARENTS & KIDS

by Audrey Dupree-Sealey, PhD, FNP, TNCC-I, Trauma Coordinator, Kings County Hospital Center, Brooklyn, NY

Fall is here and winter is fast approaching, but your child can still participate in outdoor sports and activities, like football, soccer, hockey, cross county running, ice skating, sledding and skiing, just to name a few. Young athletes, parents and coaches all need to be aware of the risks associated with their favorite cold weather sports and how to prevent injuries.

What to Wear

- Dress the children warmly for outdoor activities. Several thin layers will keep them dry and warm. Clothing for children should consist of thermal long johns, turtlenecks, one or two shirts, pants, sweater, coat, warm socks, boots, gloves or mittens, and a hat
- The rule of thumb for young children is to dress them in one more layer of clothing than an adult would wear in the same conditions. Just sitting on the bench or in the bleachers at a football game on a cold day could cause hypothermia and or frost bite
- The sun's rays can still cause sunburn in the winter, especially when they reflect off snow. Make sure to cover your child's exposed skin with sunscreen

Hypothermia

- Keep the athletes warm and dry. Explain the importance of proper hydration and drinking enough water before, during and after the sporting event
- Hypothermia develops when a child's temperature falls below normal due to exposure to cold. It often happens when a youngster is playing outdoors in extremely cold weather without wearing proper clothing or when clothes get wet
- As hypothermia sets in, the child may shiver and become lethargic and clumsy. His speech may become slurred and his body temperature will decline
- If you suspect your child is hypothermic, call 911 at once. Until help arrives, take the child indoors, remove any wet clothing, and wrap him in blankets or warm clothes

Frostbite

- Set reasonable time limits on outdoor play to prevent frostbite. Have children come inside periodically to warm up
- Frostbite occurs when the skin and outer tissues become frozen. It tends to happen on extremities like the fingers, toes, ears and nose. They may become pale, gray and blistered. At the same time, the child may complain that her skin burns or has become numb
- If frostbite occurs, bring the child indoors and place the frostbitten parts of her body in warm (not hot) water. 104° Fahrenheit (about the temperature of most hot tubs) is recommended. Warm washcloths may be applied to frostbitten nose, ears and lips
- Do <u>not</u> rub the frozen areas

- After a few minutes, dry and cover him with clothing or blankets. Give him something warm to drink.
- If the numbness continues for more than a few minutes, call your doctor.

Plan for Emergencies

Make sure the coach(s) are trained in CPR/AED. Ask if the facility has the proper equipment and for an emergency.

Treatment

Sports injuries are just as common in winter sports as they are in summer sports. The principles of RICE still apply: **R**est, **Ice**, **C**ompression, and **E**levation. Always follow up with your doctor.

Play Safe and Have Fun!

TAKE CARE OF YOUR KIDS – TAKE CARE OF YOURSELF: CORE CONDITIONING

by Dr. Leslie Dreifus, Diplomate of the American Board of Chiropractic Sports Practitioners

Taking care of your kids, home, and career is fulfilling, and at the same time, can be stressful and exhausting. Stability and balance are essential as we strive to manage our everyday activities, and to stabilize our bodies, we need to concentrate on our core -- the area of our body that helps to maintain postural integrity during movement. When most people go to the gym, they gravitate to the curl machine and bench press, but these are poor choices when it comes to conditioning because they overlook stability and balance.

Most people have misconceptions about what a "strong core" is. A strengthened core is not a six pack, and it is more than just your stomach. In reality, the core works to transfer movement from the trunk to the arms to the legs. It consists of a multitude of muscles: the abdominal and back muscles, along with secondary muscles such as the quadriceps, hamstrings, upper back, and chest muscles.

Many injuries occur because the core is too weak to support the body. This can translate to injuries throughout the upper and lower extremities -- the ankle, knee, hip, shoulder, elbow and wrist and back. Many people feel that flexibility is essential for avoiding these injuries, but strength and stability are also very important.

You don't need to waste your money on the many machines that claim to "isolate your abs". What you really want are exercises that are multi-joint and ground-based and engage the entire core. Core training should be done at least three days a week. The most common floor exercises are crunches, planks, "supermans," back extensions, pull-ups, push-ups, tuck-ins, squats, lunges and dead

If you find these exercises boring, try some of the "toys" that make core conditioning more versatile and interesting. These include plyo-balls, medicine balls, resistance bands, pull-up bars, and other low-tech equipment that affect multi-joint and multi-muscle areas.

As with any training program, good technique is essential. Avoid over-training – don't do too much too soon or go too heavy on the resistance. Consult a health professional before beginning an activity to see if there are any health risks and a coach or personal trainer to guide you through a good core program.

NEW YORK CITY CHILDREN AT RISK FROM INJURY

by Laura DiGrande, Co-Director, Injury Surveillance and Prevention Program
Bureau of Environmental Disease Prevention, NYC Dept of Health & Mental Hygiene

The 2010 Report of the New York City Child Fatality Review Team (NYC CFRT) was released on June 29, 2010. Established in 2005 by Local Law 115, the CFRT identifies trends in injury-related deaths among NYC children ages one to 12 years. In 2010, CFRT findings showed that NYC children die from injuries at half the national rate, but disparities exist by demographics and neighborhood. From 2001 to 2008, NYC recorded 4.2 injury deaths each year for every 100,000 children compared to US rate of 8.9 deaths. NYC's lower rate of injury deaths for children is mainly due to a lower risk of transportation-related fatalities. However, injuries remain NYC's leading cause of childhood death, accounting for 29% of all child deaths. Fatal injuries were more common in younger children (ages 1-3) than older children, in boys than girls, and in Black/non-Hispanic children than children from other racial/ethnic groups. The child fatality rate was also more than twice as high in NYC's neighborhoods with the lowest socio-economic status (SES, 5.2 per 100,000) when compared with high SES neighborhoods (2.3 per 100,000). This disparity was largely due to differences in child homicides. Though NYC has done much to reduce injury-related deaths, the report also identifies social, environmental, and regulatory measures for further consideration. The full report is located at http://www.nyc.gov/html/doh/downloads/pdf/episrv/episrv-childfatality-book10.pdf.

ABOUT SAFE KIDS NEW YORK CITY

by Marjorie Marciano, Coordinator, Safe Kids New York City
Deputy Director, Office of Safety Education, NYC Dept. of Transportation

Safe Kids New York City is active throughout the year with many different types of programs. Our on-going activities include: **workshops** for pregnant and new parents to help keep families "safe from the start", c**ar safety seat inspection stations** to teach parents to correctly install car seats, **outreach programs and fairs** at schools, after-school centers, camps, libraries and museums to help prevent injuries at home, at play and on the road and **professional training conferences**.

In May 2010, Safe Kids NYC presented "The Basics of Injury Prevention", a day-long professional conference covering unintentional injury prevention issues and strategies, attended by over 80 educators, health care professionals, family workers, law enforcement officers, child care providers and others at Bellevue Hospital Center. A conference for 2011 is being planned.

In 2010, Safe Kids NYC was the recipient of two awards – the **Commissioner's Child Advocacy Award** from the NYC Administration for Children's Services and a **Supporting the Safety Net Honorable Mention** from the Association for Community Affiliated Plans. We were nominated for this award by Health Plus, for our work with them on the "Safety from the Start" program for new and pregnant parents.

We look forward to continuing our life-saving work with New York City children and families. Have a happy and safe fall and winter!

Safe Kids
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