

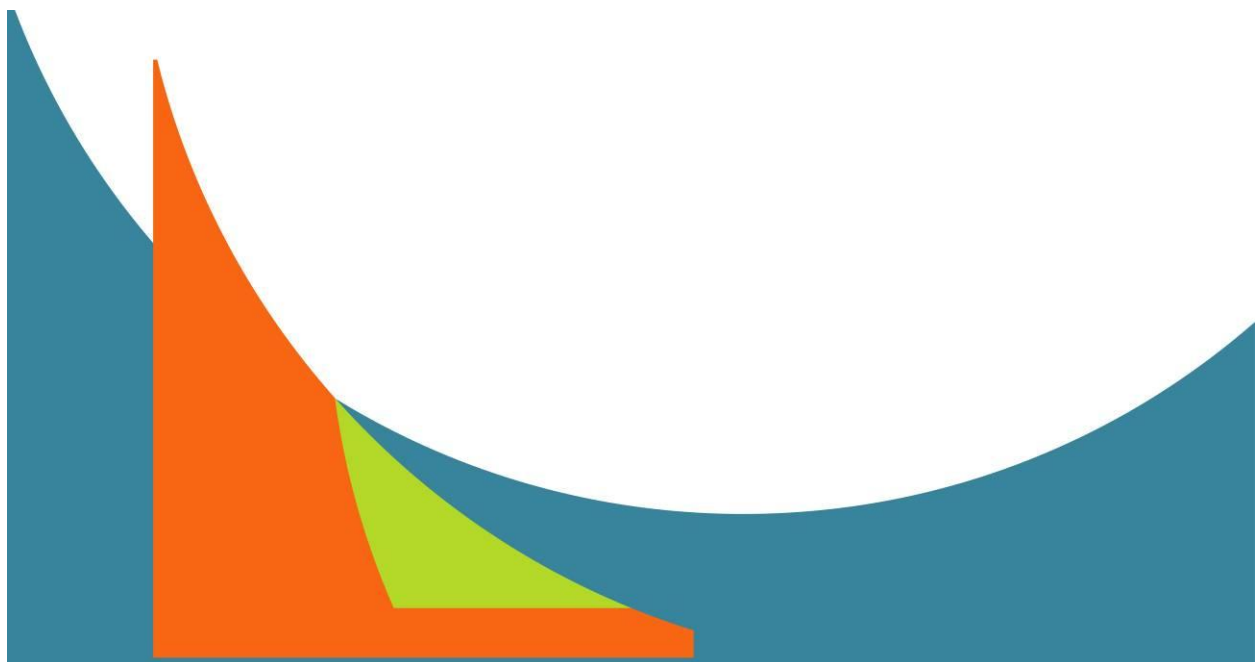


# 2006

*Annual Report*

**Safe Kids Sandhills**

**Ogallala, Nebraska**



# Safe Kids Sandhills 2006 Annual Report

Safe Kids Sandhills was formed in February of 2004 when members of the Ogallala area community came together to form a community coalition dedicated to preventing the number one cause of death for children under age 14: accidental injury.

## Partners:

The Sandhills District Health Department, which serves Keith, Arthur, Grant, Hooker, and Thomas Counties, serves as the lead agency for Safe Kids Sandhills.

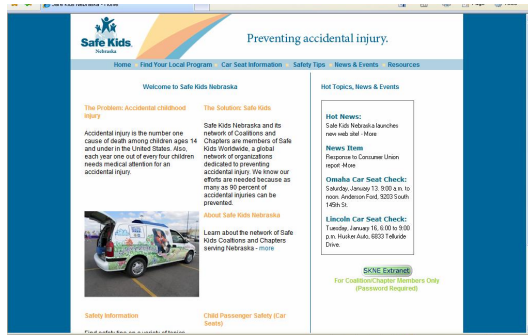
The following agencies are partners with Safe Kids Sandhills:

- Ogallala Police Department
- Ogallala Fire Department
- Ogallala Community Hospital
- Ogallala/Keith County Chamber of Commerce
- Keith County Head Start
- Nebraska Game and Parks—Boating Safety Section

In addition, representatives from Ogallala Public Schools, Ogallala Youth Committee, Sandhills Crisis Intervention Program, and Memorial Health Care Home Health participated in meetings during 2006.

## Rebranding:

Safe Kids Worldwide began a rebranding project in 2005. We have implemented the new name format, Safe Kids Sandhills, and implemented the new logo in all new materials.



## Web site:

Our web site is now located at the new Safe Kids Nebraska site, [www.SafeKidsNebraska.org](http://www.SafeKidsNebraska.org), launched in December, 2006. The central site provides information on all Safe Kids Coalitions and Chapters in the state. The Sandhills District Health Department site links to our new location. Our chapter president created and maintains the

state site under contract with Safe Kids Nebraska.

## Target areas:

Child passenger safety and water safety continued to be our primary areas of focus. Our projects in 2006 included the following (a description of the programs follows).

<i>Child Passenger Safety</i>	<i>Water Safety</i>	<i>Other Injury Prevention/ Multiple Programs</i>
CPS for healthcare provider classes	Kids Don't Float and They Don't Drive the Boat program	Keep Kids Alive Drive 25
Child Passenger Safety Week	Ski flag distribution	Falls grant
Checkup events	T-shirt reward program	Banner Health Fair
Booster seat giveaways		National Night Out

## Projects and Events:

### KKAD25

We received a \$500 grant from the Keith County Community Foundation in 2005 to purchase metal street signs and bumper stickers with the Keep Kids Alive Drive 25 logo. The signs were distributed to the City of Ogallala in 2006. Two of the signs are still in our possession as representatives from the villages of Brule and Paxton have not responded to our offers of the signs.

### CPS for Healthcare Providers

On January 23, we hosted a four hour Child Passenger Safety for Healthcare Provider class at Ogallala Community Hospital. Nine nurses attended. The same class was provided in Alliance on October 30 with four people in attendance.

### Child Passenger Safety Week 2006

As part of National Child Passenger Safety Week, February 12 to 18, volunteers from various Safe Kids Sandhills coalition member agencies took part in an event to reward kids being transported safely in vehicles. Volunteers greeted kids being dropped off at two Ogallala elementary schools and rewarded the ones observed wearing seat belts or using child restraints with "Smarties" candies.

Parents of all children contacted were given information regarding the safe use of child restraints and seat belts. Volunteers noted that often children who should be in booster seats were in adult seat belts alone. The volunteers during this event also took an observational survey of restraint use by parents and children. They noted a restraint use of only about 50%, well below Nebraska and national averages.

On Friday, February 17, Safe Kids Sandhills presented a one-hour review of the use of booster seats to the Mothers Of Preschoolers group. The public was also invited to attend. Twenty-two booster seats, provided by a grant from Safe Kids Nebraska, were

distributed at this event. The presentation was repeated for the Grant MOPS group in March with 10 more booster seats distributed.

Also on February 17, a child passenger safety seat checkup was held at Cox Chevrolet and Buick. Technicians checked 14 child safety seats and found that none of the 14 seats checked were correctly installed.

### Spring Car Seat Check

A child passenger safety check at Cox Chevrolet and Buick in Ogallala on Friday, April 21, found that none of the 18 seats checked were correctly installed.

### Banner Health Fair

Safe Kids Sandhills had an educational booth at the Banner Health Fair. We gave away several booster seats as door prizes.

### Kids Don't Float

We purchased additional “Kids Don't Float and They Don't Drive the Boat” metal signs and an additional banner. These were displayed at Lake McConaughy. Safe Kids Scottsbluff County also followed our lead and purchased two signs for placement at Lake Minitare. The banner was also used by Nebraska Game and Parks at regional boat shows.



### T-Shirt Reward Program

For the third year, we purchased t-shirts to be distributed at Lake McConaughy to kids “caught” wearing their life jacket. Game and Parks staff in both the Parks and Boating Safety divisions gave out the shirts throughout the summer.

### National Night Out

We participated in National Night Out on August 1st. This annual event, organized by the Ogallala Police Department, was held in the Keith County Courthouse parking lot. Numerous families visited the Safe Kids booth receiving information on child passenger safety, summer safety, and other topics.

### Ski Flags

In late summer, we purchased orange “skier down” flags with boating and water safety messages printed on the flags. These were distributed at Lake McConaughy via Game and Parks staff, as well as boat dealers and rental outlets.

## Fall Car Seat Check

The child passenger safety check at Cox Chevrolet and Buick in Ogallala on Saturday, October 8, found that only one of the 10 seats checked was correctly installed.

## Falls Grant:

We chose to take part in a falls prevention project, but due to various changes in employment among coalition members, delays befell the program on several occasions. With a \$920 Safe Kids Nebraska grant, we purchased a number of educational materials on preventing falls in the home. They are being distributed to various community partners. We also purchased baby gates to be distributed in conjunction with an Ogallala Youth Committee parent luncheon early in 2007.

## Outside Events

Chapter President Scott Eveland assisted with events in Scottsbluff, Imperial, and Benkleman, and several times at the Lincoln County Kids Safe CPS fitting station in North Platte. He also taught the Child Passenger Safety Advocacy for Law Enforcement class at both the Nebraska Law Enforcement Training Center and Nebraska State Patrol Training Academy. Scott also served as an instructor for 40-hour technician trainings in Kearney, Sidney, Grand Island, Lincoln and Omaha.

## **Funding:**

Our program continues through the generosity of local donors and various grants from Safe Kids Nebraska and other sources. This year's funding came from the following:

- \$1,000 donation from Ogallala Community Hospital
- \$378 in donations for child safety seats received
- \$1,793.95 in Safe Kids Nebraska grants

## **Car Seat Numbers:**

Total number of seats assessed:	87
Number of seats distributed to the community:	61
Misuse rate of checked seats:	100%
Approx. retail value of seats distributed:	\$2,475.00
Value of volunteer hours donated (seat checks only):	\$470.00

## **Media:**

The Keith County News has been an excellent partner, continuing to provide press coverage of every event and program we implemented this year. KNOP-TV provided coverage of the "Smarties" project during Child Passenger Safety week.

## Looking Ahead to 2007:

- *Child Passenger Safety Week 2007*  
We are developing plans for CPS Week 2007 in February.
- *Technician Course*  
We hope to help sponsor another 40-hour child passenger safety technician training in the region—possibly North Platte, Sidney, or Scottsbluff—sometime in 2007.
- *Continuity of programs*  
We plan to continue serving the area through semi-regular car seat checkup programs, with the goal of someday pursuing a permanent fitting station for our community. A \$1,000 grant from the Keith County Community Foundation (awarded in 2006, funds to be received in 2007) will be used to help fund car seat programs.
- *Technician Needs*  
Chapter Vice-President and CPS Technician Ron Fisher accepted a job outside of Ogallala, and therefore is unable to devote much time to the program. Currently there are four CPS technicians and one CPS technician instructor residing in our service area. One of the four technicians was newly certified in October of 2006, with our chapter paying for her class and many of her travel expenses. We will continue to work to build up the number of technicians in our area.

## Summary

Our small group is doing big things for our community! We need to continue to build on our programs and save the lives of children in and around Ogallala by protecting them from their number one killer: accidental injury.

All of our partners deserve a huge “THANK YOU!” for their generous donations of both time and money to help us meet our goals!