

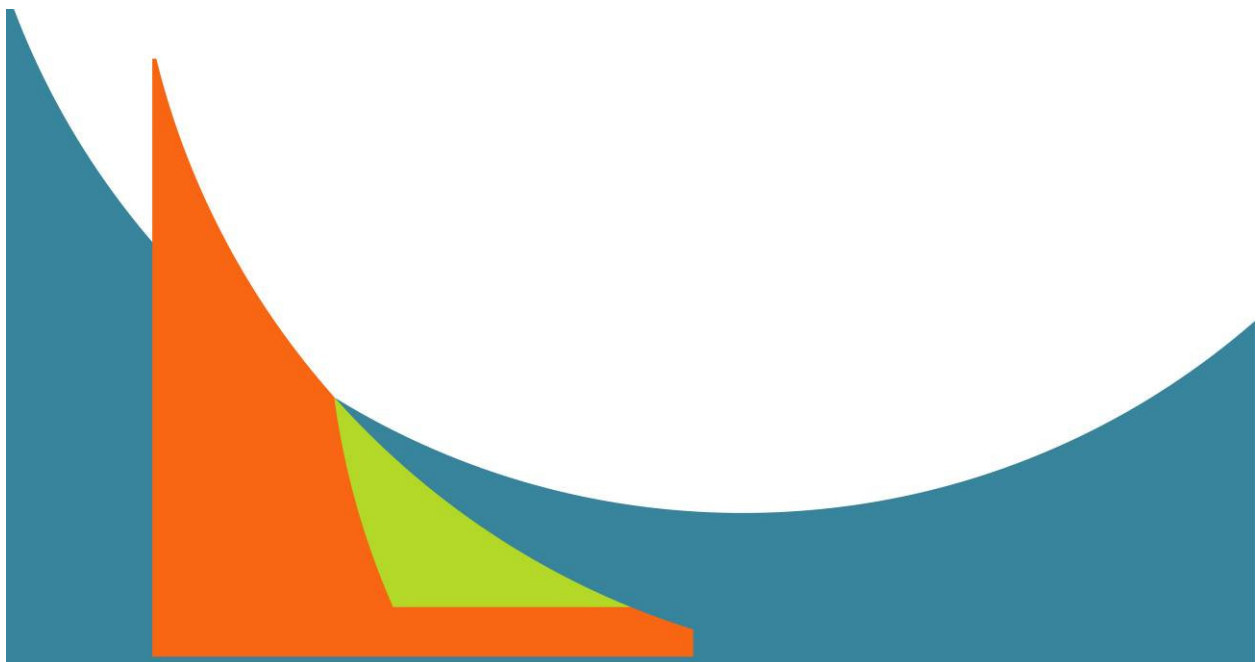


# 2009

*Annual Report*

**Safe Kids Sandhills**

**Ogallala, Nebraska**



# Safe Kids Sandhills 2009 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.

Safe Kids Sandhills is a chapter of Safe Kids Nebraska.

## 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 2009, we resumed quarterly Safe Kids meetings. A core group of people interested in Safe Kids serve as committee for the group. Scott Eveland remains chair of the committee.

## Web site:

Our web site is located at the Safe Kids Nebraska site, [www.SafeKidsNebraska.org](http://www.SafeKidsNebraska.org). The central site provides information on all Safe Kids Coalitions and Chapters in the state. The Sandhills District Health Department site links to our 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. In 2009 we also conducted programs targeting wheeled sports safety.

## **Projects and Events:**

### Child Passenger Safety Week 2009

During Child Passenger Safety Week we again did the Smarties project, promoting seat belt use by passing out Smarties candies at area elementary school along with a flyer promoting restraint use and an upcoming car seat check.

### Safe Kids Buckle Up Car Seat Checks:

#### *Car Seat Numbers:*

Total number of seats assessed:	83
Number of seats distributed to the community:	33
Approx. retail value of seats distributed:	\$1,650

We received a \$1,250 grant from Safe Kids Buckle Up for their fiscal year of July 1, 2008 to June 30, 2009. Those funds were used to support car seat programs in the first half of 2009. General Motors was unable to provide the same funding level to SKBU for 2009-2010, so grants to local programs were suspended.

#### *April 25 at Schmidt Motors*

Seats checked: 19

Seats distributed: 7

Held in conjunction with CPST Training

#### *August 21 at Dundy County Hospital, Benkelman*

Seats checked: 25

Seats correct: 1

Seats distributed: 8

Local funding provided by DCH

#### *September 18 at Ogallala*

Seats checked: 20

Seats distributed: 7

Nineteen car seat checks were provided on an individual basis via outside referrals (Women's Resource Center, hospital, PD, etc.) with eleven seats distributed. These do not meet SKBU reporting guidelines, but are included in our stats for the year.

## Child Passenger Safety Technician Certification Course

Ogallala hosted its first-ever CPST Certification Course April 22-25. Thirteen technician candidates from across the region attended and were certified as CPSTs. One student was from Ogallala. The remainder were from Grant, Sidney, Imperial, Gering, North Platte and Chadron. One instructor candidate, Safe Kids Sandhills board member Patty Davis, completed her instructor certification at the course and another technician began his candidacy by serving as course assistant. He later became an instructor.

## Safe Kids Week 2009

Safe Kids USA cancelled Safe Kids Week 2009 due to the lack of support from corporate sponsor Johnson and Johnson.

## Banner Health Fair

We were unable to participate in the Banner Health Fair again this year due to a lack of volunteers.



## T-Shirt Reward Program

For the sixth 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.

## Kiwanis Kids Safety Day

On April 4, the Big Mac Kiwanis Club held their Kids Safety Day at St. Paul’s church. The event, held every other year, is a one-day safety fair. We used the funding from the Safe Kids Nebraska injury prevention grant to purchase bike helmets and supplies for a bike rodeo. The Ogallala High School Key Club helped to prepare a bike rodeo for the day.

Unfortunately, a strong spring blizzard hit the region that day, keeping attendance low and preventing us from conducting the bike rodeo in the parking lot. However, we did still fit and distribute many bike and multi-sport helmets. A local child who was saved by his helmet in a bike crash made a poster presentation for display and attended part of the event sharing his story with other kids.

## National Night Out

We participated in National Night Out on August 11. 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. We also distributed bike helmets left over from Kiwanis Kids Safety Day.

## Outside Events

Chapter president Scott Eveland instructed the Child Passenger Safety Advocacy for Law Enforcement class at the Nebraska Law Enforcement Training Center. Scott also served as an instructor for technician certification training in Kearney. Scott also continues to serve on Safe Kids USA National Advisory Council.

### **Funding:**

Our program continues through the generosity of local donors and various grants from Safe Kids Nebraska and other sources. We applied for and received a grant from the Keith County Community Foundation to be used specifically for child passenger safety activities. The Cornhusker Motor Club Foundation administered through AAA of Lincoln offered matching grants for any local CPS fundraising activities. So our \$625 from the Keith County Community Foundation will be doubled. The \$1250 will replace the funds we did not receive from Safe Kids Buckle Up for 2009-2010.

We applied for and received a \$5,000 injury prevention mini-grant from Safe Kids Nebraska and the Nebraska Department of Health and Human Services. The grant was written to target wheeled sports safety through bike and multi-sport helmet distribution, observational surveys, educational components, and a rewards component.

Weather hampered our primary event—a bike rodeo at the Kiwanis Kids Safety Day. However, we were still able to distribute helmets at that event and through the CMA Bike Safety Day and National Night Out. The rewards program did not receive the support anticipated, so we were also unable to complete that project. We did not spend nor request the total grant award. We spent \$3,296.95 of the \$5,000 total award.

### **Media:**

The Keith County News has been an excellent partner, continuing to provide press coverage of every event and program we implemented this year.

### **Looking Ahead to 2010:**

We plan to hold at least two checkup events in Ogallala and already have requests to help with events in Grant and Sidney. We plan to again partner with Safe Kids Scotts Bluff County to help host the “western” CPST certification course, in Scottsbluff for 2010.

### **Summary**

Our small group is still doing big things for our community! However, volunteerism remains our biggest challenge. We need to recruit more volunteers to help serve on the committee, attend events, and even become certified as CPS Technicians. We may also face significant challenges to our child passenger safety programs should the economic climate continue to impact national Safe Kids Buckle Up sponsor General Motors.