

# National Safe Kids Week 2009

April 26- May 2



## **Some Hard Facts About Child Related Injuries:**

- Each year more than four million Florida children 14 years or younger sustain serious injuries requiring medical attention.
- Trauma is the leading cause of preventable death and disability among children, nationwide.
- Drowning is the leading cause of death among children ages one through four In Broward County .
- Many children also fall victim to internet predators and abductions every year.

***Most of these incidents are preventable.***

## **Committed to Making a Change:**

Safe Kids Worldwide is an organization promoting changes in attitudes, behaviors, laws and the environment to prevent accidental injury to children.

In the United States alone, Safe Kids has contributed to a 45 percent reduction in child fatalities – saving an estimated 38,000 children's lives.

The Plantation Fire Department has joined Safe Kids of Broward County in the fight to keep the children of Plantation safe. The Plantation Fire Department believes that quality educational programs can lead to a further reduction in these numbers. The City of Plantation hosts two Safe Kids events annually: **April Pool's Day** and the **Safe Kids Extravaganza**.

## **APRIL POOLS DAY:**



Because Broward County leads the nation in child drownings, the Fire Department, and the Aquatics Division, in cooperation with Broward Swim Central have teamed up to produce **April Pool's Day**.

**April Pool's Day** is a two-hour program designed to inspire young children about water safety and to make both children and adults aware of the hazards associated with bodies of water.

As part of the **April Pool's Day** program children witness a mock drowning and rescue by lifeguards and a Plantation EMS crew.

Key messages of the program include: "Never Swim Alone," "Reach and Throw, But Don't Go," and the importance of personal flotation devices. Participants will also be taught the correct way to dial 9-1-1.

The second annual, **April Pools Day** is scheduled for Friday, April 3, 2009, from 10:00 AM until 12:00 noon, at the Plantation Aquatics Complex, 9151 NW 2nd Street in Plantation. Anyone associated with small children is encouraged to attend.



### ***Watch the Water - Watch the Kids:***

In 2000, the City of Plantation experienced nine child drownings over the course of one summer. City officials vowed to never let a tragedy like that happen again.

The Fire Department, in cooperation with Plantation General Hospital developed the “***Watch the Water, Watch the Kids***” campaign.

The message is simple. Anytime a child is near any body of water, adult supervision must be present.

Since its initiation in the spring of 2001 there have been no child drownings in Plantation.



### **PLANTATION SAFE KIDS EXTRAVAGANZA:**

The Plantation **Safe Kids Extravaganza** is designed to educate attendees about methods of preventing child related tragedies.

During the event, children, their parents and caregivers are encouraged to visit the various displays and collect information on topics such as fire and water safety, internet security, safe bicycle practices, as well as motor vehicle and pedestrian safety. All the information is presented in a fun, relaxed and educational environment.

### **Want to get involved?**

The Safe Kids Coalition is seeking interested sponsors to participate in the **Safe Kids Extravaganza** by providing monetary or product donations. Businesses with safety related products or materials are encouraged to attend.

For information on either of the above events or for a sponsor letter and participation requirements please contact Denise Johnson at [djohnson@psd.plantation.org](mailto:djohnson@psd.plantation.org).

The Safe Kids Coalition is always looking for new members. Meetings are held the last Friday of each month, from 9:30 to 11:30 a.m, at Plantation Fire Administration, 550 NW 65 Avenue in Plantation .

If you wish to be added to the agenda please contact Jennifer Belyeu, Injury Prevention Specialist, at Joe DiMaggio Children's Hospital and Chairperson of Safe Kids Broward at [jbelyeu@mhs.net](mailto:jbelyeu@mhs.net).

