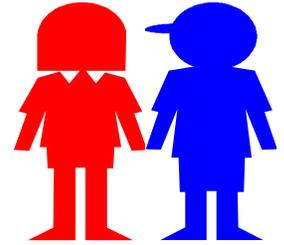




SAFE KIDS WYOMING Newsletter



DEDICATED TO REDUCING UNINTENTIONAL INJURIES IN CHILDREN IN WYOMING

1-800-994 GROW

*Dedicated to
reducing
unintentional
injuries in
children
in Wyoming*

July
2007

*Wyoming
Department of
Health*

*Cheyenne Regional
Medical Center*

214 East 23rd Street
Cheyenne, WY 82001

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Safekidswyoming.org

Introducing: Safekidswyoming.org

Safe Kids Wyoming introduces it's own website at Safekidswyoming.org. The site, though still under construction, will be a great resource to Wyoming parents. Along with a complete listing of the local Safe Kids chapters and coalitions, it also lists local car seat inspection stations, local Safe Kids events, state laws for Wyoming and surrounding states, as well as a ton of safety information, including this newsletter.

The website is a result of the Summer Safety Report put out by Safe Kids Worldwide as part of Safe Kids Week 2007. Special funding was given to Wyoming to do a broad safety media campaign. It was decided that the best way to do this was to make this information available on the internet. "This site will allow parents to access the resources they need at any time of day," says Stephanie Heitsch, state coordinator and website co-creator.

The website will also provide valuable information for the local Safe Kids chapter coordinators as well as Child Passenger Safety Technicians in the state.

For more information visit Safekidswyoming.org and keep checking it's progress.

LEADERSHIP TEAM

Brad Carroll	Fire Prevention & Electrical Safety	Chair
Darrel Vanhooser	Suncor Energy	Vice-chair
Stephanie Heitsch	Cheyenne Regional Medical Center	Coordinator

Committee Chairs:

Terry Dimon	Injury Prevention
Stephanie Heitsch	Chapter Development
Janell Lewis	Media Relations

Members:

Duane Ellis	Wyoming Highway Patrol
Angela Sellers	Cheyenne Regional Medical Center
Beth Shober	Maternal Child Health (MCH)
Charlene Smith	Prevent Child Abuse Wyoming
Anna Thompson	Wyoming Dept. of Transportation
Carol Zorna	Emergency Medical Services for Children

MESSAGE FROM THE COORDINATOR

Happy summer!



Safe Kids Wyoming has had a busy spring and we want to thank everybody who volunteered for Safe Kids Week events in their communities.

This summer, we have more great events planned including running various car seat clinics as well as we hosted a car seat technician class in Riverton from June 11th through the 14th. We utilized the revised Child Passenger Safety Curriculum. Seven individuals successfully completed the course and two used the course as an update.

As the weather warms up, children will be engaging in more outdoor activities. Adult supervision is crucial for a child's safety, as there are many dangers lurking with summer activities. Remind children to play safely and responsibly.

Stephanie

If you or someone you know would like to be a part of this worthwhile effort, please contact the Cheyenne office at:
307-633-7525 or
stephanie.heitsch@crmcwy.org

Safe Summer Travel

Before you load the kids up in the car and head off to those summer destinations here are a few travel tips from one of our local Child Passenger Safety Technicians:

- Be sure you know the laws where you are going. Wyoming has the strictest Child Passenger Safety Law, but that is not the case with other safety measures: bike helmets, life jackets, ATV regulations, etc.
- Have your child safety seats inspected before you go. This usually requires some planning ahead. During the summer, inspection stations are very busy or people are on vacation so you need to plan early to have this done.
- If you are not able to have your seat checked before you go, check for these important items:
 - Is the seat facing the correct direction? Rear facing for under 1 year and under 20 lbs, Forward facing for 1 year and older and 20 lbs and over.
 - Is the seat correct for my child? Seats will weight and height restriction-be sure your child meets them.
 - Is it in the car tight? When you pull the seat at the belt opening do you get more than 1 inch of movement either side to side or front to back? If so it needs to be tightened or the belt is not locked.
 - Is the seat tight on the child? When you pinch the harness strap top to bottom, can you pinch the harness material? If so it needs to be tightened. Think about how the seatbelt hugs you.
- Plan ahead. Children have lots of energy, small bladders, and short attention spans.
 - Plan lots of activities for the ride and switch every 15 to 20 minutes.
 - Plan lots of bathroom breaks. Use these breaks to your advantage: plan 15 to 20 minute breaks instead of 5-10 minute breaks.
 - After everyone has used the bathroom, play a game of tag, take a short walk, jump rope or some other form of physical activity.
- Give yourself plenty of time. Sudden storms, road construction, an accident, or just a sleepy driver may require a little diversion or extra time.
- Relax. Tense drivers are more likely to be focused on other things and not the road in front of them or to drive more aggressively. You want everyone to get there safely.

Taking these few easy steps may make the difference between just a vacation and a Great Vacation!

Sunscreen: Why all the Hype?

There is so much hype about sunscreen right now, how is anyone supposed to know what it is really about? Let's see if maybe we can sort some things out and clear up the picture a bit.

Let's start with the sun: the cause of all of this. The sun's rays arrive on earth in three different forms: infrared, visible light, and ultraviolet. Ultraviolet light has three categories: UVA, also known as black light, UVB, and UVC which is filtered out by the earth's atmosphere and never reaches us. Both UVB and UVA rays are responsible for skin damage and possibly skin cancer according to recent research.

Now, let's look at the skin. The UVB and UVA rays of the sun penetrate the skin's surface and damage the cells underneath and stimulates melanin production. Melanin is the body's own sunscreen, but it takes a fair amount of time to produce. When the cells are damaged, the capillaries open wider to allow more blood flow to bring in cells to help repair the damage, giving your skin the red appearance.

So, back to the sunscreen: the molecules in sunscreens absorb most UVB rays and prevent it from reaching the skin, much like the earth's atmosphere absorbs the UVC rays. Many sunscreens, however, do not protect the skin from the longer UVA rays that can still damage the skin.

PABA and PABA esters only protect against UVB rays, so be sure to check for ingredients like benzophenones, oxybenzone, sulisobenzene, titanium dioxide, zinc dioxide, avobenzone (Parsol 1789) and ecamsule (Mexoryl SX) as they extend the coverage range to the UVA range.

Now you want to know about that "SPF thing", right? SPF stands for Sun Protection Factor. This number can range from 2 to



greater than 50. Here's how it works: It takes you ten minutes in the sun to get a bit of sunburn without any protection. If you use a sunscreen with SPF 15, it will take you 15 times longer to get that burn, or 150 minutes.

Sunscreen is only effective if used properly, though. There is no such thing as an "all day" sunscreen. That is dependent on your skin, as discussed in the previous paragraph. Sunscreen must be applied liberally: 1 ounce, a shot glass full, to cover a clothed adult (not in a bathing suit). It also needs to be reapplied every 2 hours. Waterproof or not, it is going to get washed off, rubbed off, or sweated off!

Don't leave your sun protection strictly up to your sunscreen either. Wear protective clothing whenever possible, find shade during the most intense hours of the day-10am to 4 pm, be extra careful around water, sand, and snow as they reflect the rays, increasing the risks, and avoid tanning beds-there is NO safe tan!

You only get one skin; it's important that you do everything you can to take care of it. And don't forget to take care of your eyes also; wear protective shades when driving and out in the sun. Enjoy the sun safely!

More Than Just a Choking Hazard

As the number of toys with magnets increases, so is the number of serious injuries to children. The U.S. Consumer Product Safety Commission (CPSC) is aware of hundreds of complaints that magnets have fallen out of various toys and at least 33 cases where children swallowed loose magnets and required emergency surgery. In addition, a 20-month-old boy from Seattle, Wash. died.

Of the 33 cases, the children ranged in age from 10 months to 11 years, the majority were older than three, and the majority were boys. All of the injuries led to hospital stays, which ranged from three to 19 days. In nearly all cases reviewed by CPSC, children had suffered intestinal perforations.

In addition to the intestinal injuries from swallowing loose magnets, the CPSC is aware of one case of intestinal perforation after a child swallowed magnetic jewelry that was being worn on the child's tongue, two cases of intestinal perforations after children swallowed complete components of building sets containing magnets, one aspiration of a loose magnet, and one perforation of the nasal wall from nose jewelry.

Within the past year, the CPSC has conducted five recalls with more than eight million products containing magnets that could come loose and fall out of the product. In the fall of 2006, the CPSC alerted parents to the emerging hazard of magnets. Even so, children continue to be treated in emergency rooms across the country for complications due to ingesting magnets or toy components with magnets.

If two or more magnets, two or more magnet components, or a magnet and another metal object are swallowed separately, they can attract to one another through intestinal walls. When this happens, parents and physicians may think that the materials will pass through the child. But with magnets this is often not the case. The magnets become trapped in the body and can twist or pinch the intestine, causing holes, blockage and infection in the intestine or blood poisoning. All of which can lead to death.

The CPSC is working with manufacturers, the toy industry and other stakeholders to protect children from the dangers of magnets. New voluntary standards requirements were approved on March 15th. In addition, the voluntary standards group will continue to consider additional requirements during the next year.

In the meantime, the CPSC is working to help those in the medical community better understand the hazard and how to properly diagnose it.

To help prevent serious magnet ingestion injuries the CPSC recommends:

- Seek prompt medical attention if you suspect your child may have swallowed a magnet
- Look for non-specific abdominal symptoms: abdominal pains, nausea, vomiting and diarrhea
- Note that objects in x-rays may appear as a single object that could actually be multiple magnetic pieces separated by trapped intestinal walls
- Keep small magnets and small pieces containing magnets away from young children who might mistakenly or intentionally swallow them
- Look out for loose magnetic pieces – regularly inspect toys and children's play areas for missing or dislodged magnets. Check to see if there is a recall on your children's toys by checking the CPSC's website, today.



The U.S. Consumer Product Safety Commission is charged with protecting the public from unreasonable risks of serious injury or death from more than 15,000 types of consumer products under the agency's jurisdiction. Deaths, injuries and property damage from consumer product incidents cost the nation more than \$700 billion annually. The CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard or can injure children. The CPSC's work to ensure the safety of consumer products - such as toys, cribs, power tools, cigarette lighters, and household chemicals - contributed significantly to the 30 percent decline in the rate of deaths and injuries associated with consumer products over the past 30 years.

To report a dangerous product or a product-related injury, call CPSC's hotline at (800) 638-2772 or CPSC's tele-typewriter at (800) 638-8270, or visit CPSC's web site at www.cpsc.gov/talk.html. To join a CPSC email subscription list, please go to www.cpsc.gov/cpsclist.asp. Consumers can obtain this release and recall information at CPSC's Web site at www.cpsc.gov.

What's so special about a certified child passenger safety technician, and who cares anyway?

If you've ever had your car seat inspected, you were probably overwhelmed by all of the information given to you during that process. So, just how did that technician, who helped you, learn all of that?

He or she started by either having an interest or having a job that made it beneficial to know these things. Many times the agency will pay for the classes and for the time for someone to attend if it is in the best interest of the agency: i.e. Children's Services, hospitals, law enforcement agencies, etc.

Then the individual attended a Child Passenger Safety Training over a 3-4 day period. These students learn about everything from laws, to types of seatbelts, to how to take apart and put back together a child safety seat as well as install it correctly.

At the end of this class, they had the chance to test their skills by participating in a car seat check-up event right there. This also allowed instructors to see if there were still any questions.

It didn't stop there, though. Once certified, the technician must recertify every two years. To do this they have to receive at least 6 hours of continuing education credits during those two years. They receive CEU's by attending update classes, conferences, on-line classes, and a number of other ways. They learn about new technologies and changes in world of car seat safety.

They also participate in community events such as check-up events or other events that promote car seat safety.

So, the next time your neighbor, sister, or friend wants to give you some pointers on your car seat, ask them if they are certified! Your safest bet is a **certified** child passenger safety technician for all of your car seat questions.

If you think you might be interested in becoming a child passenger safety technician or would just like some more information, contact Stephanie Heitsch at 307-633-7525 or stephanie.heitsch@crmcwy.org. You could be the one to save a child's life.

From 1996 through 2002, more than 175 children—most of them three and younger—died from heat stroke after being trapped in a vehicle's passenger compartment. Research conducted by General Motors revealed that these children were left behind in a closed, parked car by parents or caregivers, or that they gained access to the car on their own and could not get out.

This is a serious public health issue, and one that is entirely preventable.

Parents may mistakenly think that they can safely leave a child in a vehicle for a "quick" errand. Unfortunately, a delay of just a few minutes can lead to tragedy.

Heat is much more dangerous to children than it is to adults. When left in a hot vehicle, a young child's core temperature may increase three to five times **faster** than that of an adult. This could cause permanent injury or even death.

Keep your kids safe.

- Teach your children not to play in, on or around vehicles.
- Never leave a child unattended in a motor vehicle, even with the window slightly open. This applies to pets as well. On a typical sunny summer day, the temperature inside a vehicle can reach potentially deadly levels within minutes.
- Always lock a vehicle's doors and trunk—especially at home—and keep keys out of children's reach.
- Watch children closely around vehicles, particularly when loading or unloading. Check to ensure that all children leave the vehicle when you reach your destination. Don't overlook sleeping infants.
- Be especially careful if you're dropping off infants or children at daycare and that's not part of your normal routine. Every year parents "forget" about their precious cargo—and the results have been fatal. Place an unmistakable reminder where you'll be sure to see it before you leave the vehicle. For example, place a diaper bag right next to you or next to your briefcase or lunchbag.
- Secure children correctly on every ride. GO to www.gmability.com or www.safekids.org for more information.
- When restraining children in a vehicle that has been parked in the heat, check to make sure seating surfaces and equipment (car seat and seat belt buckles) aren't overly hot.

General Motors, The International Union, UAW, and the National

Angela's Website Watch

Check out these websites for some great information:



www.aad.org

www.cpsc.gov

safekidswyoming.org

www.chop.edu/consumer/jsp/division/generic.jsp?id=77971

Safe Kids Campaign want to end these needless deaths by reminding parents and caregivers about the dangers of leaving children in, or allowing them to play around cars. This is one story where the happy ending is in your hands.





Chapter Highlight

Safe Kids Laramie County = Interactive

If you ask any Safe Kids Chapter Coordinator what could make a safety fair even better, they will all say the same thing, "Make it more interactive for the kids!"

During a number of changes recently, the Safe Kids Laramie County Chapter made it their goal to become more interactive. Safe Kids Laramie County wants the children to be doing something to learn these lessons, not just picking up a brochure.

"I love to interact with the kids, and this is the perfect excuse to do it," says Angela Sellers, Safe Kids Wyoming program assistant. The attitude is "what can we get these kids to do now"?

Recently, the Safe Kids Laramie County Team sponsored a Father's Day Safety Exchange at Lowe's. The event featured the opportunity for Dads to exchange a tie for the safety device of their choice after completing a Risk Watch activity with their children.



"The goal of the event was to help start and facilitate those important safety conversations between child and parent. The safety devices are great, but the important thing is getting the parents involved, getting them to interact in the safety education process," Angela tells us.

Safe Kids Laramie County also attended a citywide event called "Superday". Once again, it was all interactive. Helmet fittings, Booster Club registration, and education for parents and children on Never Leave Your Child Alone in a vehicle. Partnership are key to a successful event and Superday proved that. Safe Kids Worldwide provided the tools and many of the materials, the WY-DOT Safe Routes to School program assisted with helmet fitting and supplied many of the helmets and we received a grant from the Laramie County Chapter of Thrivent Financial for Lutherans and the Wyoming Trial Lawyers for many of the supplies. We also had a great partner at FE Warren People Helping People who put together an interactive Safety Wheel. The children got to spin the wheel, answer an appropriate safety question, and receive a prize. It really was a hit!" Thank you to all the partners that made the event a success.

Even Safe Kids Worldwide is moving towards a more interactive approach. Both CPS Week activities and Safe Kids Week activities were designed to be very interactive. The challenge lies in continuing to make each event interactive and to get the volunteers on board. Volunteers soon find out how much fun they can have with the kids and leave events feeling like they really made a difference.

Angela tells us, "I really enjoy participating in events. I used to go because it was my job, but now I am having as much fun as the kids!"



MARK YOUR CALENDAR!

July 7, 2007—Independence Day

September 2007— Baby Safety Month, Hispanic Heritage Month, Baby Safety Month, NADA CPS Month

September 3, 2007— Labor Day

September 9, 2007—Grandparents' Day

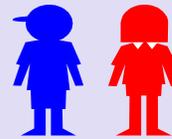
September 17-21, 2007— Farm Safety Week

October 2006— National Disability Month, Brain Injury Awareness Month, Child Health Month, SIDS Awareness Month

October 3, 2007— National Walk to School Day

October 7-13, 2007— National Fire Prevention Week

October 15-19, 2007— School Bus Safety Week and National Safe Schools Week



If you or someone you know would like receive your own copy of this newsletter, please contact us at Safe Kids Wyoming: Angela.sellers@crmcwy.org or 307-633-7527.



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214 East 23rd Street
Cheyenne, WY 82001

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*Wyoming Department of Health
Cheyenne Regional Medical Center*



**LIFE JACKETS
SAVE LIVES!**

Remember Safety First!

SAFE KIDS WYOMING COALITIONS AND CHAPTERS

Safe Kids Worldwide Coalitions

Safe Kids Wyoming / State Coalition
WY Department of Health
Cheyenne Regional Medical Center
Stephanie Heitsch (307) 633-7525

Safe Kids Central Wyoming / Local Coalition
WY Medical Center
Diane Guertman (307) 577-2535

Safe Kids Wyoming Chapters

Albany County-Iverson Memorial Hospital
Diann Honeyman (307) 742-2141
ext. 2427

Campbell County-Memorial Hospital
Diana Shannon (307) 688-SAFE

Converse County-Memorial Hospital
Marge Wilson (307) 358-3947

Fremont County-Injury Prevention Resources
Lorrie Pozarik (307) 332-2821

Hot Springs County-Thermopolis Kiwanis Club
Karen Musgrave (307) 864-5744

Johnson County- Johnson County Public Health
Ann Jarvis (307) 684-2564

Laramie County-Cheyenne Regional Medical Center
Stephanie Heitsch (307) 633-7525

Lincoln County-South Lincoln Medical Center
Annie Daughetee (307) 877-4401

Park County-Park County Public Health
Sunny Merritt (307) 527-8576

Platte County-Memorial Hospital
Sue Trautwein (307) 322-2433

Sheridan County-Wellness Council
Rheannon deCastro (307) 673-0265

Sweetwater County- Sweetwater Co. Sheriff's Office
Dick Blust/Sandy Tuft (307) 352-6720

Teton County- Jackson Hole Fire/EMS
Kjell Elisson (307) 733-4732

Uinta County-Evanston Police Dept.
Sylvia Moore (307) 783-6402

Washakie County-Worland Kiwanis Club
Laura Brown (307) 347-9268