

# Join the **Safe Kids Wisconsin Network**



SafeKidsWI.org

**SAFE**  
**K:DS**  
WISCONSIN

A member of  
**Safe Kids Worldwide**



**There is  
nothing  
worse for  
a parent  
than losing  
a child.**



Now imagine if the tragedy could have been prevented.

# Preventable injuries are the number one cause of death to children in the U.S. and a major epidemic around the world.

## What is a preventable injury?

When we talk about preventable injuries, we're not talking about skinned knees, bruised shins or scraped elbows. Those are the telltale signs of a curious child,

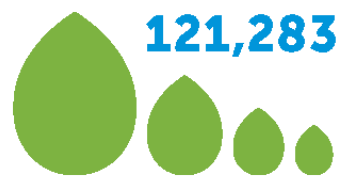
exploring the world and seeking adventure. Safe Kids works to protect kids from more serious injuries and deaths that don't have to happen.

### Road Traffic



CHILDREN **KILLED ON ROADS** EVERY DAY AROUND THE WORLD

### Drowning



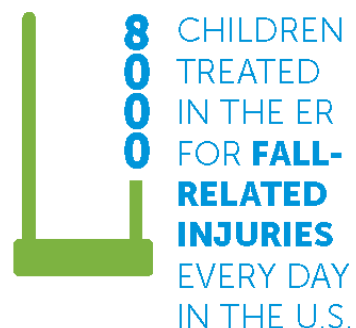
GLOBAL NUMBER OF CHILDREN WHO **DROWN EVERY YEAR**



### Fire & Burns

CHILD **DEATHS DUE TO FIRE AND BURNS** EVERY YEAR AROUND THE WORLD

### Falls



### Poisoning

GLOBAL NUMBER OF CHILD **DEATHS FROM POISONING** EVERY YEAR





# Injury prevention works.

## **Safe Kids Worldwide 191,000 lives saved**

Since its inception in 1988, Safe Kids has helped reduce the U.S. childhood death rate from preventable injuries by almost 60 percent. That's more than 191,000 lives saved.

Safe Kids works with more than 400 coalitions across the United States. Their teams implement grassroots programs by educating families, creating safer environments and advocating for improved laws to protect children.



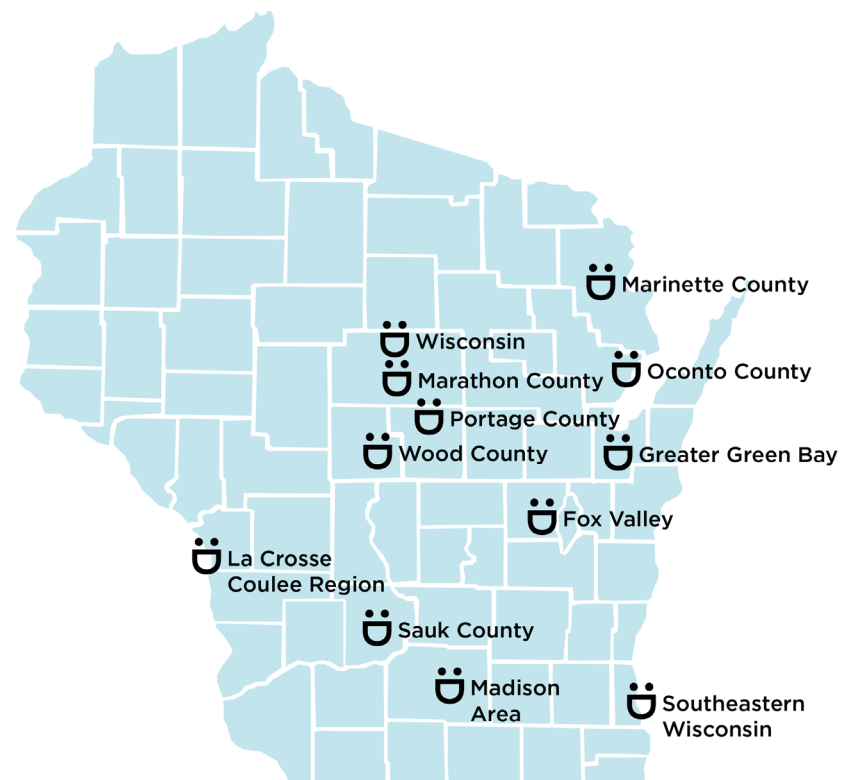
# Safe Kids Wisconsin



Safe Kids Wisconsin plays an active role in leading the injury prevention effort here in our state. It currently serves as liaison between Safe Kids Worldwide and eleven local coalitions that provide safety education, support and programming to prevent childhood injury in our state. Safe Kids Wisconsin is led by Children's Wisconsin, one of the leading independent pediatric medical centers in the United States.

Each coalition is unique, because it is led by a local organization that serves the needs of its individual community. By forming a coalition, you will become part of a network of people sharing resources, data and best practices on child safety. You will form strong partnerships with local health departments, first responders, hospitals and agencies that care for kids.

Local coalitions implement public awareness, education, policy and community activities in ways best suited to solving the problems particular to their communities.



The biggest benefit that Safe Kids has brought to Sauk County is the networking and sharing of resources between [local coalition] coordinators throughout the state of Wisconsin. There are many great ideas out there, and to hear how others have made them possible has inspired our coalition members. Safe Kids is going to bring many resources and possibilities to our county for injury prevention."

– Safe Kids Sauk County

# Safe Kids Wisconsin

Local data, people power, resources and support to address your local needs

Some examples of the work our local coalitions do include:

- Car seat check events where trained technicians show parents and caregivers how to use and install their car seats correctly and ensure kids are in the right seat for their age and size.
- Pedestrian safety workshops in school communities that bring attention to safety issues and ensure that kids and drivers know to stay safe in school zones.
- Bike rodeos and helmet fitting events to promote safety when riding bicycles and other wheeled vehicles like scooters, skates and skateboards.
- Youth sports safety clinics.
- Fire prevention initiatives around smoke and carbon monoxide detectors in the home.
- Life jacket loaner stations and water safety initiatives.



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It is awe inspiring and highly motivational to see the many community organizations that make up our Safe Kids coalition work together to share information, ideas and activities to help prevent childhood injury."

– Safe Kids Southeast Wisconsin



# Safe Kids Wisconsin

## Our value proposition

Becoming a Safe Kids coalition means becoming part of a worldwide network working to reduce childhood injury. It demonstrates that you, too, are a leader in your community, and that you are part of a team of organizations working proactively to keep families safe and injury free.

### **Safe Kids Coalitions have access to:**

#### **Programs**

- Turnkey programs to implement in your community
- Experts in risk topic areas
- Discounted safety products
- Grants through Safe Kids and its partnerships

#### **Communications**

- Customizable communications like news releases, fact sheets, brochures, webinars, social media guides and more.

#### **Public Policy**

- Strategic guidance for state and local advocacy efforts
- Bill and model law drafting support
- Letters to accompany legislation

#### **Research**

- Credible primary and secondary analysis
- Current injury risk reports



The Safe Kids new [program] management tool has endless possibilities in the Child Passenger Safety world. It has opened up new avenues for our coalition and lead agency to strategically plan events and future fitting stations to better serve populations currently not being served."

– Safe Kids Fox Valley

# Safe Kids Wisconsin

## What does it take to become a coalition?

If you currently are devoting time to injury prevention initiatives in your community, you most likely are already meeting some or many of the guidelines for forming a local coalition.



### Staff time

- Paid staff person serves as coordinator of injury prevention and health promotion efforts. (Recommended minimum 20 hours per week.)
- Attends at least half of our quarterly state coordinator meetings to stay connected, share ideas and network with the other coordinators in the state.

### Fiscal agent

- Ability to take in grant funds and donations or fundraise if necessary to support and implement injury prevention programs.

### Goals

- Completes a community needs assessment every three years, and sets goals/action plan based on that assessment.
- Contributes to the Safe Kids Wisconsin annual report.

### Operational support

- Provides office space, administrative support and basic equipment.

### Brand compliance

- Complies with Safe Kids Worldwide's brand guidelines and trademarked licensing requirements when producing program materials. Agrees to include the Coalition logo on all materials related to Coalition activities.

### Contact us:

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# Safe Kids Wisconsin

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**SAFE  
K:DS**  
WISCONSIN



Led by

**Children's**  
Wisconsin

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