



MCHB Partnership Conference

How You Can Save Lives: *Actions to prevent
Child/Adolescent Injury and Death*

October 26, 2009

Home Safety Council



The Home Safety Council (HSC) is the only national non-profit organization solely dedicated to preventing home related injuries that result in nearly 20,000 deaths and 21 million medical visits on average each year. Through national programs, partnerships and the support of volunteers, HSC educates people of all ages to be safer in and around their homes.

- Founded in 1993 as the Lowe's Home Safety Council
- Became an independent nonprofit in 2002
- HSC reaches **millions of families** through innovative safety programs each year.
- Safety programs target children, caregivers, employees, safety advocates, at risk communities, public educators and community leaders.



Home Safety Research

Conducted the largest and most comprehensive study of injuries at home –
the *State of Home Safety in America*TM

Each year, preventable injuries in the home:

- Result in nearly 20,000 deaths
- Cause nearly 21 million medical visits
- Are the fifth leading cause of death overall
- Are 2.5 times more likely to cause injury than car crashes
- Cost our nation up to \$380 billion
- Cost employers up to \$38 billion

Commissioned by the Home Safety Council and conducted
by the University of North Carolina's Injury and Prevention
Research Center

Table 1.1. Unintentional Home Injury Deaths. Average Annual Number, Percentage and Rate (per 100,000 persons), All Causes, U.S., 1992-1999.

Cause of Death	Number	Percentage	Rate
Fall	5,961	33.0	2.25
Poisoning	4,833	26.8	1.83
Fire/Burn	3,402	18.8	1.29
Choking/Suffocation	1,092	6.1	0.41
Drowning/Submersion	823	4.6	0.31
Firearm	590	3.3	0.22
Natural/Environmental	427	2.4	0.16
Struck By/Against	285	1.6	0.11
Miscellaneous	230	1.3	0.09
Unspecified	215	1.2	0.08
Machinery	127	0.7	0.05
Cut/Pierce	60	0.3	0.02
Overexertion	3	<0.1	<0.01
Motor Vehicle	0	0.0	0.00
Pedal Cyclist, Other	0	0.0	0.00
Pedestrian, Other	0	0.0	0.00
Transport, Other	0	0.0	0.00
TOTAL	18,048	100.0	6.83

Data Source: National Vital Statistics System, 1992-1999.

Fires and burns, choking and suffocation, and drowning and submersions are leading causes of unintentional home injury deaths among children younger than 15.

Table 4.1. Unintentional Home Injury Death Involving Children. Leading Causes of Death, Ranked by Rate (per 100,000 persons), U.S., 1992-1999.

RANK	Age Group				TOTAL <15
	<1	1-4	5-9	10-14	
1	Choking/ Suffocation	Fire/Burn	Fire/Burn	Fire/Burn	Fire/Burn
2	Fire/Burn	Drowning/ Submersion	Drowning/ Submersion	Firearm	Choking/ Suffocation
3	Drowning/ Submersion	Choking/ Suffocation	Choking/ Suffocation	Choking/ Suffocation	Drowning/ Submersion
4	Fall ¹ Poisoning ¹	Fall	Firearm	Poisoning	Firearm
5		Struck By/ Against	Fall	Drowning/ Submersion	Poisoning

¹Tied as fourth leading cause.

Data Source: National Vital Statistics System, 1992-1999.





HSC Resources

The Expert Network – Outreach through Fire Service and Public Health

The Expert Network provides:

- **Free or low cost** high-quality home injury prevention educational materials to safety educators
- More than 3,000 members – 70% from **local fire departments.**
- Additional educators include **nurses, public health educators, literacy teachers** and **community safety advocates.**
- **No fee to members!**
- www.homesafetycouncil.org/expertnetwork



Join the Expert Network



A safe home is in your hands.

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ABOUT US

BABIES & TODDLERS

PRESCHOOL-MIDDLE SCHOOL

ALL AGES

OLDER ADULTS

Welcome!

Information & Partners

WHO WE ARE

PROGRAMS

RESOURCES

RESEARCH

EXPERT NETWORK

- > [Join the Expert Network](#)
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TEACHERS



Join the Expert Network

A FREE online resource for fire and life safety advocates in the U.S.

[Learn More](#)



Safety Saturday for Safety Partners

- > [Click here for tools and resources to help you start planning a Safety Saturday](#)



Resources for EN Members



Get Your Hands on Home Safety!

Installing the right safety products and planning for the whole family can prepare you to deal with whatever may arise. We all have the most critical tools needed to make the largest impact on our home's safety...our own two hands.

- 1. Have grab bars in the tub and shower.**

Prevent Falls
- 2. Read the label before using products. If you see the words "caution," "warning," "danger," or "poison," look these items in a place where children can't reach them. Call the Poison Control Center at 1-800-222-1222.**

Prevent Poisonings
- 3. Have smoking areas outside and hold the grill. If you build a new home, install the grill here.**

Prevent Fires
- 4. Things that can fit through a hole paper tube can cause a young child to choke. Keep coins, latex balloons and ballpoint pens, such as pens and ballpoint pens, out of children's reach.**

Prevent Choking and Poisonings
- 5. Stay within an arm's length of children in and around water. This includes the bathtub, pool, and spa - even buckets of water.**

Be Smart Around Water



 Visit the Home Safety Resource Center at www.homeofsafety.org for more information on preventing home safety products. For more information, contact your local fire department, health department, or safety organization.

A BURNING ISSUE: IS YOUR FAMILY SAFE?

UN ASUNTO CANDENTE: LA PROTECCIÓN DE SU FAMILIA

También en español











Are You Ready for a Disaster?

TALK ABOUT WHAT CAN HAPPEN

MAKE A READY-TO-STAY KIT



Be Prepared!

MAKE A READY-TO-GO KIT

WRITE DOWN EMERGENCY INFORMATION



A safe home is in your hands.

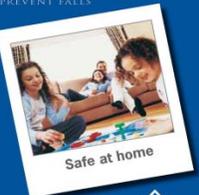
Get Ready with Freddie! Disaster Preparedness for Children Print Packet & DVD



Hands On Home Safety

PREVENT POISONINGS BE SMART AROUND WATER

PREVENT FALLS



Safe at home

PREVENT CHOKING & SUFFOCATION

PREVENT FIRES AND BURNS



A safe home is in your hands.

HOME FIRE SAFETY: BE SAFE AND SOUND




www.homeofsafety.org



The All-Ways Fire Safe at Home Toolbox



Safety Rangers Programs

School-based Outreach

■ Cover the top five home injury risks for children:

- Falls
- Fires/Burns
- Poisonings
- Choking/Suffocation
- Drowning



Get Ready with Freddie!



Get Ready with Freddie!



Sometimes, nature does things that are unexpected, like giving us too much wind, snow, rain, or fire. When this happens, the electricity, water, or telephone service may go out. Do you and your family know what to do so that you're always ready if something like this happens? Here's what to do!



Find Out What Can Happen!

Learn about what kinds of severe weather or other things, like earthquakes, can happen where you live. Learn about places you can go if you need to leave your home.



Create a Family Plan!

Decide whom you should call and where you should meet if you aren't all together when something happens. Have a safe place you can walk to and an out-of-town place your family can go if you have to leave.



Organize your **Ready-to-Go** and **Ready-to-Stay** kits with important supplies! You probably already have most supplies, so you don't need to go out and buy a lot of things.

Get Your Ready Kits Together!



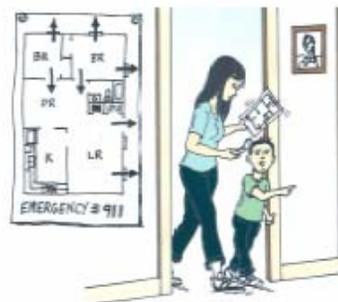
Practice Makes Perfect!

Practice your plan with your family at least twice a year so that you are always ready — just like Freddie™!



Home Safety Literacy Project

- HSC received 2 FEMA/DHS grants totaling \$1.3 million to develop the HSLP.
- More than **93 million adults** in the U.S. with **limited reading ability**
- The Project is the **first national home safety outreach program** specifically designed to reach **adults with low reading skills**



www.MySafeHome.org



KITCHEN
BATHROOM
MASTER BEDROOM
BEDROOM - NURSERY
LIVING ROOM
HALLWAY
HOME OFFICE
BASEMENT
LAUNDRY ROOM
POOL & SPA
BACKYARD
GARAGE

 NATIONAL
FIRE
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 **LOWE'S**
Founding Sponsor of Home Safety Council

– The new online, interactive program helps adults understand leading injury risks and identify the safety products and preparedness plans needed to prevent them – room-by-room.





MySafeHome.org

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KITCHEN

FALLS

POISONING

FIRES

BURNS & SCALDS

CHOKING & SUFFOCATION

ELECTRIC SHOCK



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**HOME
SAFETY
COUNCIL**



Hot Water Burns Like Fire

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H2otStop is a proud sponsor of MySafeHome.

Hot water burns like fire. You can prevent a hot-water burn by setting the water heater temperature to 120F or lower or by replacing the shower head and tub spout with new models that have anti-scald technology.



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Start Safe

A Fire and Burn Safety Program for Preschoolers and Their Families.

- \$946,000 from the Department of Homeland Security/FEMA
- Partnership with National Head Start Association



Start Safe: A Fire and Burn Safety
Program for Preschoolers and Their Families



About the Start Safe Program

- Our new ***Start Safe*** program is designed to give ***preschool teachers and fire and life safety educators*** the tools they need to reach ***preschool children and their families***.
 - ***Early childhood educators*** can use the ***Start Safe*** program to present classroom lessons that ***help young children recognize and stay away from fire and burn hazards***.
 - ***Fire and life safety educators*** can also use the ***Start Safe*** program materials to ***help parents and caregivers make their homes safer***.



Why is Start Safe Important?

- **Start Safe Fills a National Safety Education Gap:**
 - Preschool-aged children have a higher risk of being seriously injured by home fires and burns, especially in low-income families.
 - Home Safety Council research shows that the age groups at most risk of dying in a fire are adults age 70 and older, followed by children younger than 5 years old.



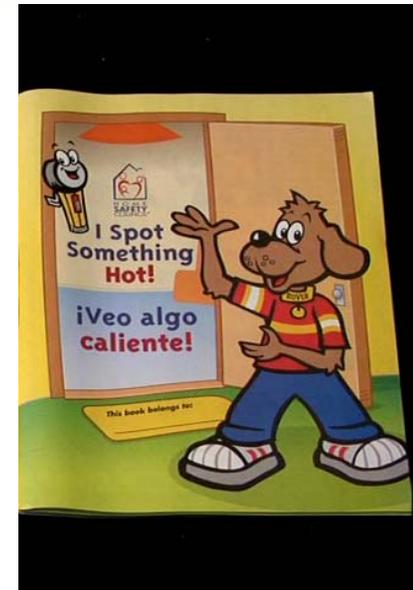
Why is Start Safe Important?

- ***Start Safe Fills a National Safety Education Gap:***
 - The Home Safety Council's 2007 survey of U.S. fire departments found that ***80 percent of fire safety education is done exclusively through elementary schools.***
 - ***Very few programs are designed specifically to reach preschoolers*** with age-appropriate lessons.
 - ***Start Safe*** will help fire departments ***bridge that gap and reach more preschoolers*** and their families with life-saving fire and burn prevention messages.



Start Safe Program Lessons

- ***Start Safe* teaches fire and burn safety basics:**
 - Classroom materials for children focus on one simple concept ...
“I Spot Something Hot.”
 - ***Start Safe* also includes teaching tools to educate parents and caregivers on the simple steps they can take to make their homes safer.**



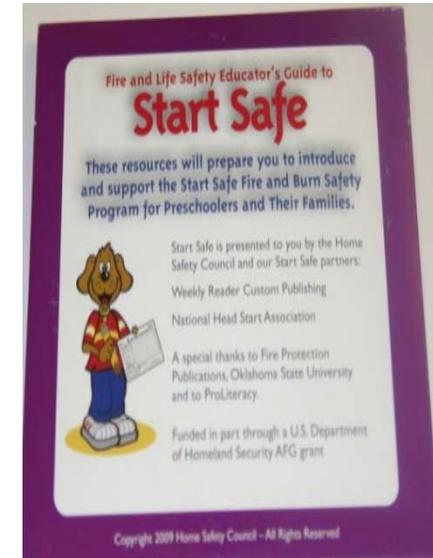
Start Safe Program Contents

- Two Separate Expert Guides
 - One specifically for fire and life safety educators
 - One for preschool teachers and administrators



Fire & Life Safety Educator DVD

- Includes five separate segments, including four you can use to *increase your Start Safe proficiency*:
 - ❑ **Segment One: Getting Started in Your Community**
 - Introduces the program
 - Explains the importance of local partnerships
 - Demonstrates the **Start Safe** pilot program in Champaign, Illinois



Start Safe Program Contents

- Classroom tools include:
 - *“I Spot Something Hot”* Big Book

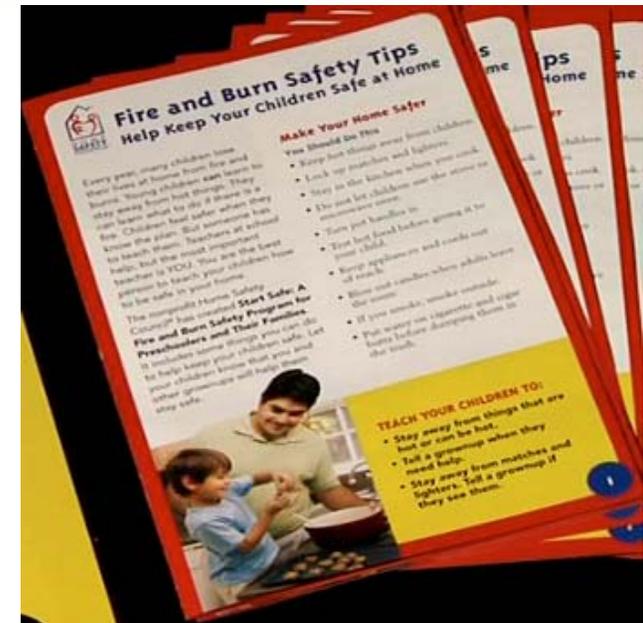


- Animated DVD featuring HSC mascots *Rover, the Home Safety Hound*, and *Freddie Flashlight*, plus two new puppy mascots – *Wiggle and Giggle*



Start Safe Program Components

- **Parent Brochure**
 - Brochure you can use *to reach parents and caregivers* with the important information they need to make changes at home.





Coming Soon!

Expert Network Academy

- 2008 Fire Prevention and Safety grant awarded through the Grant Programs Directorate of the Federal Emergency Management Agency (FEMA).
- Will launch the new Expert Network Academy, a free online training program designed to improve the knowledge base and skills of both new and experienced public educators.



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