



The Moment

A Newsletter for Supporters and Friends of the Injury Prevention Center

IT ONLY TAKES A MOMENT . . .

As students and parents begin another school year, we want to provide you with some tips for getting to school safely whether you are walking, riding a bike, or riding in a car:

Walking Safety

- Look both ways before crossing a street or intersection.
- When possible pick routes that have sidewalks.
- Avoid crossing busy or high speed streets.
- BE VISIBLE!

Wheeling Safety

- Always wear a helmet!
- Look both ways before crossing a street or intersection.
- BE VISIBLE!

Car Safety

- Children should ride in a booster seat in the backseat until they are at least 4'9" tall.
- Buckle up every ride, every time!

In Every Issue

- ☆ **It Only Takes a Moment...**
- ☆ **Partners in Prevention**
- ☆ **Calendar of Events**

In This Issue

- ☆ **Parents are the Key**
- ☆ **GDL Law to Save Teen Lives**
- ☆ **Walking and Wheeling Tool Kit**
- ☆ **2009 Child Passenger Safety Week**
- ☆ **2009 National Teen Driver Safety Week**

Partners in
Prevention

Star City High
School

Star City High School has been instrumental in getting ATV safety messaging into their community. Last school year the EAST Lab hosted a week long campaign to educate fellow classmates on the importance of ATV safety. They designed bumper stickers and posters to hang in their school. A few of them even attended an ATV safety workshop in November 2008 that focused on marketing ATV safety.

School letting out for the summer hasn't stopped a dedicated group of students. The partnership that began in the fall of 2008 is continuing to grow as students now help the ATV Safety Program evaluate the effectiveness of movie theater advertising. **The Injury Prevention Center wants to thank the Star City High School EAST Lab, their teacher, Mrs. Linda Kay Thompson, and the Hollywood Cinema in Monticello for their continued support of ATV Safety.**



2009 Child Passenger Safety Week

September 12-18 is National Child Passenger Safety Week. The week will kick off with the *National Highway Traffic and Safety Administration (NHTSA) Seat Check Saturday* checkup event. The event will be held at the Cabot Walmart Supercenter on September 12 from 10:00am - 1:00pm. **For more information contact Virginia Lancaster, CPS Education Coordinator, at 501-364-2478.**

Arkansas' resource for all things *carseats*.



Keeping Arkansas kids safe...
one *seat* at a time!



Coming Soon!!
carseatsar.org
Fall 2009

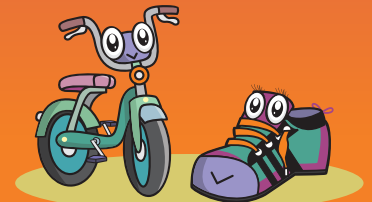
CPS Technician Corner Important Dates

- September 8th - 11th** -- CPS Certification Class in Benton
- September 17th** -- CPS Technician Renewal Course at ACH
- September 22nd** -- CPS Technician CEU Workshop at ACH
- October 27th** -- CPS Technician Workshop at ACH

Walking and Wheeling Tool-Kit

Safe Routes to School (SRTS) is a national program that encourages children to bicycle and walk to school every day by making it convenient, fun, and safe.

The IPC has been working diligently on the development of SRTS materials for schools, parents, students, and communities. In August, these materials, along with information on applying for a Safe Routes to School grant, were packaged in a Walking and Wheeling tool-kit and distributed to over 1200 schools across the state. In partnership with the Arkansas State Highway and Transportation Department, SRTS community presentations and educational outreach events are being held. Workshops and school rallies will be held across the state this fall. **For more information, contact Mechelle Winslow, SRTS Coordinator, at 501-364-4954.**



PARENT'S ARE THE KEY

A New Teen Driving Campaign
from the CDC

HANDLING YOUR TEEN THE CAR KEYS-- ARE YOU CONFIDENT OR CONCERNED?

Car crashes -- the #1 killer of teens -- take 2,000 young lives every year. Parents are the key to keeping kids safe on the road. Talk with your teen about safe driving. Then take these proven steps to reduce serious injury and death:

- Extend your teen's supervised driving period.
- Set the rules of the road.
 - Make sure your teen always wears a seat belt.
 - Limit your teen's nighttime driving.
 - Restrict the number of teen passengers allowed in the car.
- Enforce the rules with a parent-teen contract.

LEARN HOW TO HAND OVER THE KEYS WITH CONFIDENCE. VISIT WWW.CDC.GOV/PARENTSARETHEKEY TO GET GOING.

The Centers for Disease Control and Prevention has selected Central Arkansas to serve as a pilot area for their new teen driving campaign, "Parents are the Key." The campaign centers around the theme "Handing your teen the car keys--ARE YOU CONFIDENT OR CONCERNED?" Want to learn how you can make a life-saving difference by promoting safe teen driving? Planned to launch in October 2009, at www.cdc.gov/parentsarethekey, you'll find many helpful resources for parents and campaign partners, aimed to help keep teen drivers safe. These materials are made available free of charge and include fact sheets, posters, flyers and a parent-teen driving contract. **For more information contact Mary Porter, Teen Driving Safety Coordinator, 501-364-3396.**

Advocacy:

Graduated Driver Licensing Law to Save Arkansas Teen's Lives

A law that went into effect on Friday, July 31, has the potential to save dozens of lives every year by giving teen drivers more time to learn behind the wheel with fewer distractions.

The graduated driver licensing (GDL) law, passed during the 2009 Arkansas legislative session, applies new limits to teen drivers in the state, all aimed at keeping them safer. Arkansas teens are nearly twice as likely to die in car crashes than their peers in other states. In fact, 632 Arkansans between the ages of 14 and 19 were killed in motor vehicle crashes between 1999 and 2005, according to the Centers for Disease Control and Prevention. The new GDL law aims to change these statistics.

The GDL law will require that all teens refrain from using cell phones and other interactive wireless communication devices while they are driving. Texting and talking on the phone have shown to be tremendous distractions that take teens' eyes off the road and draw their minds away from the serious task at hand.

Teen drivers will also be limited in the number of passengers they can carry before they turn 18, since crash risk increases with the number of passengers in the car.

In addition, the new GDL also restricts the nighttime hours during which teens can drive. Those with hardship and intermediate licenses will not be able to drive between 11 p.m. and 4 a.m. unless they are accompanied by a licensed adult over 21 years of age, driving to or from school and church activities, or traveling to or from a job.

Southwest Christian Academy Junior, Tucker Thompson, discusses the new GDL Law at a press conference held July 30, 2009.



Getting Ready for Baby

The IPC is pleased to announce that **Safety Baby Showers** will be offered in Clark County starting this fall, thanks to the generous support of the **Olds Foundation**.

2009 NATIONAL TEEN DRIVER SAFETY WEEK

October 19-24 is National Teen Driving Week. Last year the Injury Prevention Center took the "Ride like a friend..." messaging into the schools. Mary Porter announced at the Building Consensus for Safer Teen Driving coalition meeting in August that this year promises to be bigger than last. **For more information, contact Mary Porter, Teen Driving Safety Coordinator, at 501-364-3396.**



Congratulations to the Teen Driving program! The Allstate Foundation awarded a \$25,000 grant to fund the Drive Smart Challenge which will launch Fall 2009.

Mark Your Calendar

September

- 12 **NHTSA Seat Check Saturday Checkup Event**
Cabot Walmart (10:00am - 1:00pm)
- 12 - 18 **National Child Passenger Safety Week**
- 24 **Baby Safety Shower - Phillips County**
- 29 **Teen Driving Summit - Pope County**

October

- 10 **Child Passenger Safety Checkup Event**
Heber Springs Walmart (10:00am-2:00pm)
- 13 **Baby Safety Shower - Clark County**
- 15 & 16 **Child Passenger Safety Checkup Event**
Southwest Christian Academy (3:00pm-5:00pm)
- 18 - 24 **National Teen Driver Safety Week**
CDC - Parents are the Key kick-off
- 22 **Baby Safety Shower - Phillips County**
- 29 **Parent Institute - Saline County**
- 31 **Child Passenger Safety Checkup Event**
Hot Spring County Medical Center (10:00am-1:00pm)

Child passenger safety seat checks occur **EVERY WEDNESDAY**. Call (501)364-3400 for more information or to schedule an appointment.



There is a new Cell Phone Law going into effect on **October 1, 2009**.

Brochures about this new law, as well as Primary Seat Belt and Graduated Driver Licensing are now available on our website: www.archildrens.org/injury_prevention. Click on the **Advocacy** link.

The Moment

The Moment is a publication for supporters of the Injury Prevention Center at Arkansas Children's Hospital

1 Children's Way Slot 512-26

Little Rock, AR 72202

(501) 364 - 3400

(866) 611-3445

Fax: (501) 364-3112

www.archildrens.org/injury_prevention

E-mail: injuryprevention@archildrens.org

Emily McCormick

Communications/Special Projects Coordinator



Injury Prevention Center
archildrens.org

September 2009

The Moment

A Newsletter for Supporters and Friends of the Injury Prevention Center