

SOUTH SALT LAKE CITY PLAYGROUND PROJECT

- Each year Emergency Departments treat over 200,000 playground-related injuries (Consumer Product Safety Commission)
- Analyzing injuries, demographic and geographic data, we identified a location in need of a safe playground
- South Salt Lake City (SSLC) is a population dense, low socioeconomic status community where playground injuries are common and where access to a park with safe playground equipment is needed



Primary Children's Medical Center trauma registry (2002-2007) & SSLC Police Department incident data (2003-2007)	
Population	22,038
Population below poverty level	2,931
Population under 5 years old	2,049
Number of playground injuries/year requiring hospital admission	219

- The main public park in SSLC serves a large population, has underutilized central space, unsafe play equipment and inadequate barriers isolating playground areas from traffic and water hazards



BICYCLE SAFETY

- Our bicycle safety program is designed to encourage helmet use and educate children about safe riding techniques
 - Through partnerships with EMSC and the Utah Department of Health we utilize the "Bike Rodeo" trailer at community safety fairs
 - We provide bicycles, scooters, helmets and safety pads to accommodate most 3 to 10 year-old children
 - Small street signs, signals, cones and "traffic officers" create an interactive course to engage children in active learning
 - Participants learn about safe cycling techniques including identification of road signs, safe stopping distances, avoiding obstacles and navigating difficult turns
 - We distribute donated helmets to children in need
- The rodeo can accommodate more than 300 participants in an 8-hour period and requires approximately 6 coordinators/educators



WATER: DANGER AT ANY DEPTH

- In 2004 the CDC reported 3,308 fatal drownings in the U.S.
- For every child under 15 who dies from drowning, 5 are treated in the ED and 4 are hospitalized
- Our water safety program is designed to decrease the number of water related injuries and deaths by improving parents' knowledge and behavior concerning water safety
- The campaign is a unique partnership between a public and private organization
- Primary Children's Medical Center partnered with a public relations firm to create a multi-media campaign that provides information on how to be safe near open water, in and around the home, and when boating



WHEREVER THERE'S WATER THERE'S DANGER!

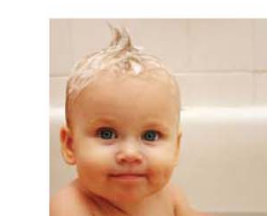
Tragedies happen in a blink of an eye, in water of any depth -- a small child can drown in as little as an inch of water. Drowning is the second leading cause of death among Utah children under the age of 14. Water accidents are also a major cause of life-altering brain injuries every year. There's simply no substitute for 100% supervision. Watch your children at all times whenever they're around water, and remember, **don't just be there, be aware.**



- OPEN WATER AND BOATING SAFETY:**
- Use approved life jackets
 - Read and obey all posted rules
 - Never dive into unknown water
 - Install a carbon monoxide detector aboard your houseboat



- POOL AND HOT TUB SAFETY:**
- If a child is missing, always check the pool first
 - Enclose pools with self-closing and locking fences
 - Teach children to swim, but remember, there's no substitute for supervision



- IN AND AROUND THE HOME SAFETY:**
- Never leave a child alone around any water
 - Empty all buckets and wading pools after use
 - Never leave children in a bathtub alone or with an older brother or sister
 - Install child safety locks on toilet lids in households with toddlers



- GENERAL WATER SAFETY:**
- NEVER take your eyes off of children in the water
 - While supervising, stay alert and avoid distractions
 - Learn infant and child CPR
 - Keep a telephone nearby in case of an emergency

SUPERVISE: IT SAVES LIVES

WATER



Intermountain Primary Children's Medical Center
www.primarychildrens.org

DANGER AT ANY DEPTH
Primary Children's Medical Center