



SAFE
KIDS

**NORTH TEXAS
FORT WORTH**

Led by **CookChildren's**



Knowing that every child's life is sacred, it is the promise of Cook Children's to improve the health of every child in our region through the prevention and treatment of illness, disease and injury.

The Center for Children's Health

led by Cook Children's

The center's goal is to use children's health data to build children's health programs and collaborations that combine to make North Texas the healthiest place for children.



The **Lifeguard Your Child Campaign** is our response to drownings, the leading cause of injury-related death among children ages 1-4 years. Ranks 2nd for children ages 1-14 years.



Provided for the benefit of the children in our community
by:



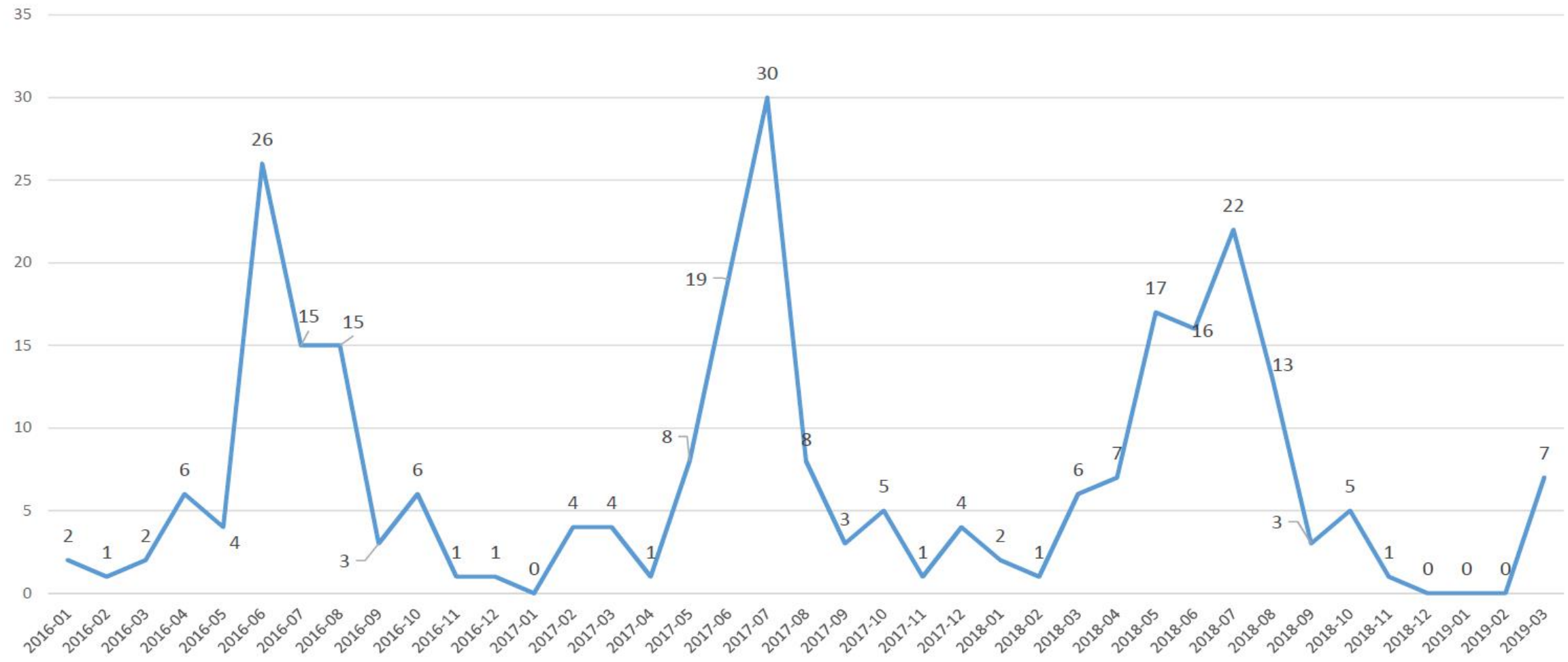
Lifeguard Your Child



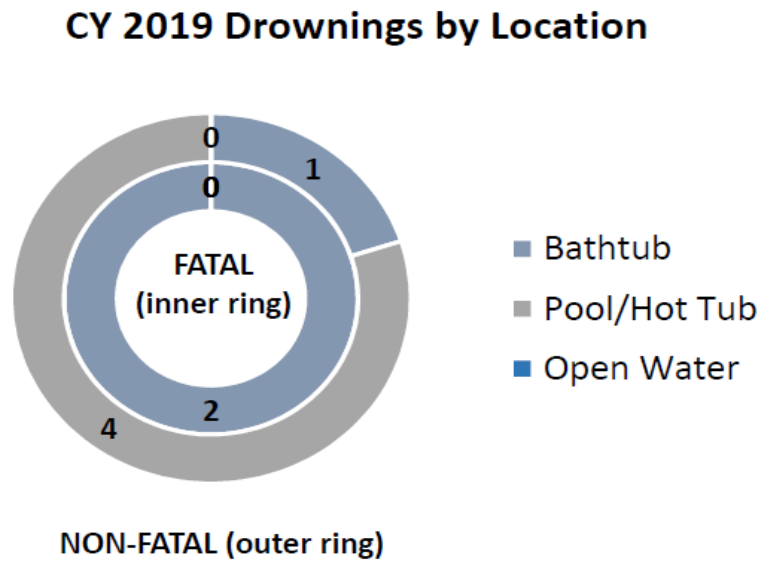
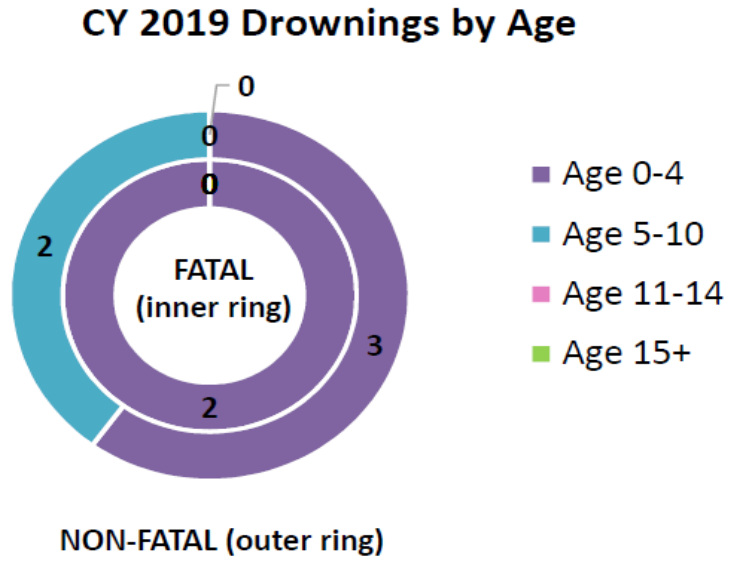
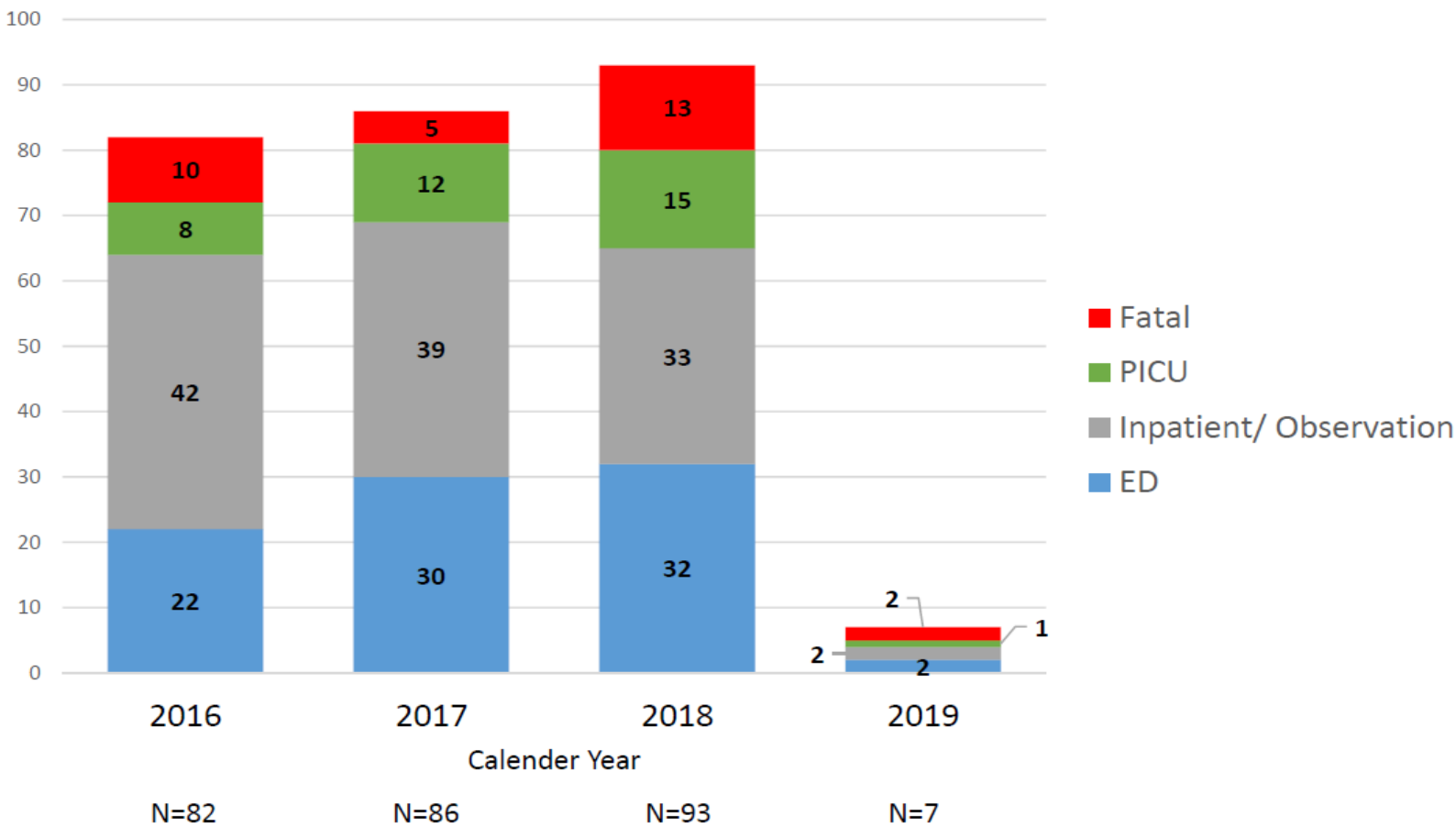
www.lifeguardyourchild.org

Drowning Volume by Month

YTD Mar 2019



Drownings by Location and Year 2016-2019 (Jan-Mar)

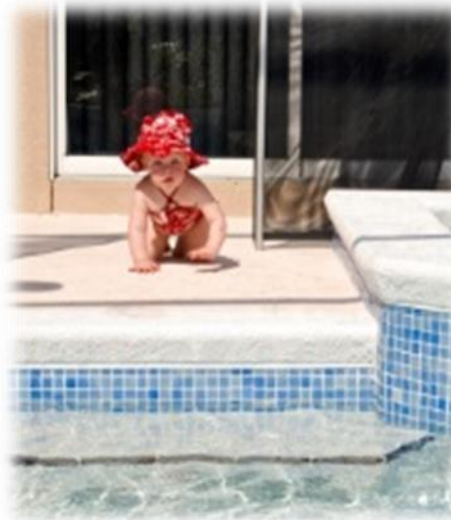


Planned Swim Time



- Adult Water Watchers
- Swim Lessons
- USCG Life Jackets
- Learn CPR

Unplanned Swim Time



- Door Locks
- 4 Sided Fencing
- Self-Latch Gates
- Turtle Alarms/Wrist Alarms
- Pool Covers
- Learn CPR

Bath Time



- Plan Focused Bath Time
- NEVER Task To Sibling
- Keep Bath Items In Reach
- Drain Tub After Bath
- Learn CPR

Campaign Strategies

Educational Toolkits



Special Needs

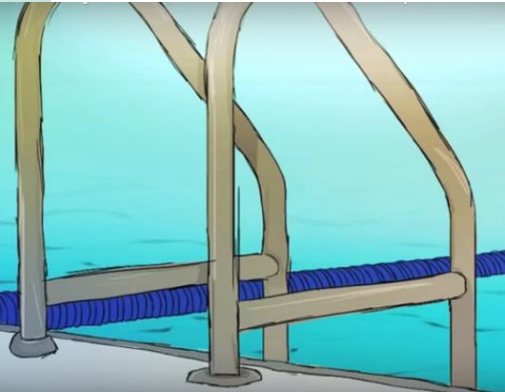


Home Pools



USCG Life Vests





2018 Lifeguard Your Child Campaign Highlights

Awareness	200,000 Water Watcher Tags distributed as a tool to remind adults to provide in-reach supervision without distraction during swim time.
Education	2,513 parents and 18,153 children educated by partners using our Water Safety Pre-K Pack. This resulted in 690 families and 1,450 children enrolling in Cook Children's Water Safety Club.
Layers of Protection	Campaign partners supported the Water Safety Club, ensuring families have access to safety. 360 children completed water safety lessons, 428 life jackets were distributed, and many have participated in CPR lessons. Year round incentives also include child/pool alarm systems, pool fencing equipment.
Cook Children's Media Report	8.14M reached via social media, 3.43M total video views, 803 posts, and 21M impressions through paid digital media.
YMCA Pilot	The YMCA graciously partnered with Cook Children's to pilot a program that directly links water safety with school students. The two schools identified for the pilot, Uplift Mighty Elementary and Mitchell Elementary, are in walking distance to the new, McDonald YMCA / Fort Worth. Dry land water safety education was provided to 1,880 students this year and swim lessons will be provided to 1st graders at these two schools during the 2018-2019 school year.

National Attention

The Lifeguard Your Child campaign is now trademarked for use by other organizations across the country.

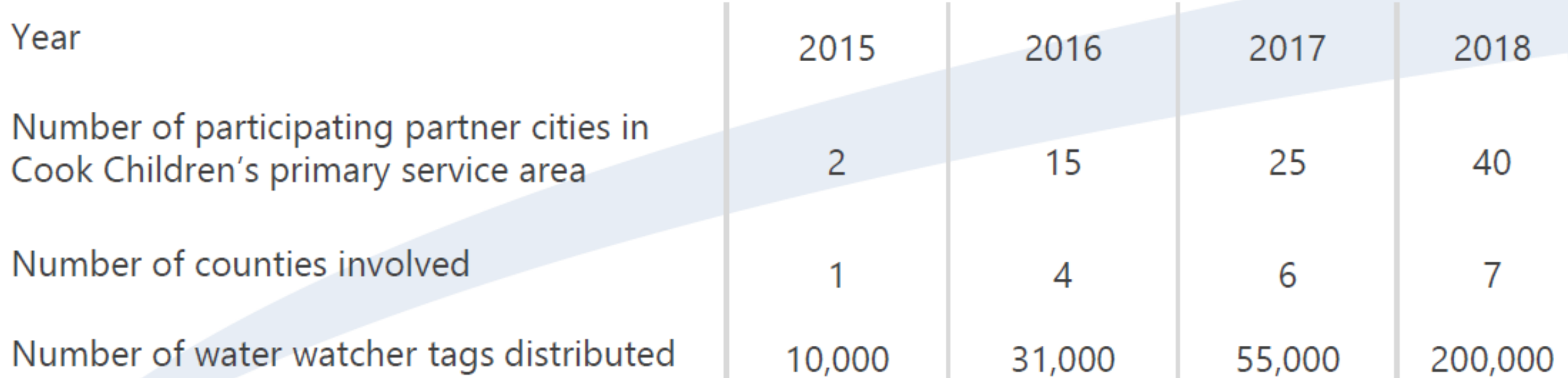
- Safe Kids Northeast Florida* signed a license agreement to use our campaign material
- Safe Kids Massachusetts** plans to sign a license agreement, currently in review
- The Jewish Community Center's Aquatic Center of Staten Island NY requested LYC Toolkits
- Because of Brayden*** in South Carolina is reviewing our material for Safe Kids Charleston
- USA Today sighted the LYC Campaign in it's national publication and the TODAY show expressed interest in our local efforts
- Texas Children's Hospital in Houston inquired about the structure and implementation strategies of a successful campaign and video library

*led by THE PLAYERS Center for Child Health at Wolfson Children's Hospital

**led by Boston Children's Hospital

*** Because of Brayden is a foundation and member of Families United to Prevent Drowning

Campaign Growth



Year	2015	2016	2017	2018
Number of participating partner cities in Cook Children's primary service area	2	15	25	40
Number of counties involved	1	4	6	7
Number of water watcher tags distributed	10,000	31,000	55,000	200,000

LIFEGUARD

YOUR CHILD™

Led by Cook Children's

POOL SAFETY

OPEN WATER

BATH TIME

GET INVOLVED

PREVENTION RESOURCES

A baby shouldn't be left
alone in the bathtub.

Drowning can happen in as little as one inch of water,
just enough to cover a child's nose and mouth.

Bathtub safety tips

www.lifeguardyourchild.org

Poison Prevention

Safe Dosing · Safe Storage · Safe Disposal



Poison Prevention

Simple Steps for Safety

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What are Poisons?



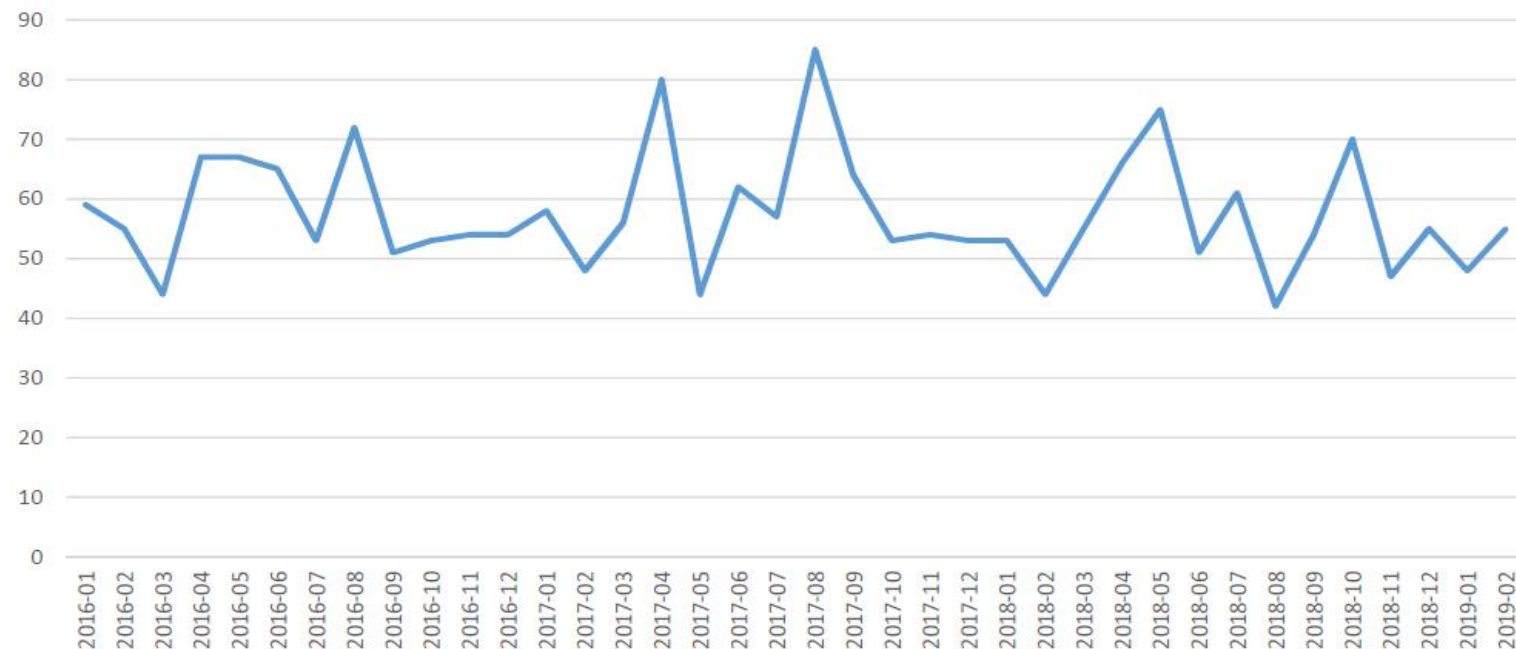
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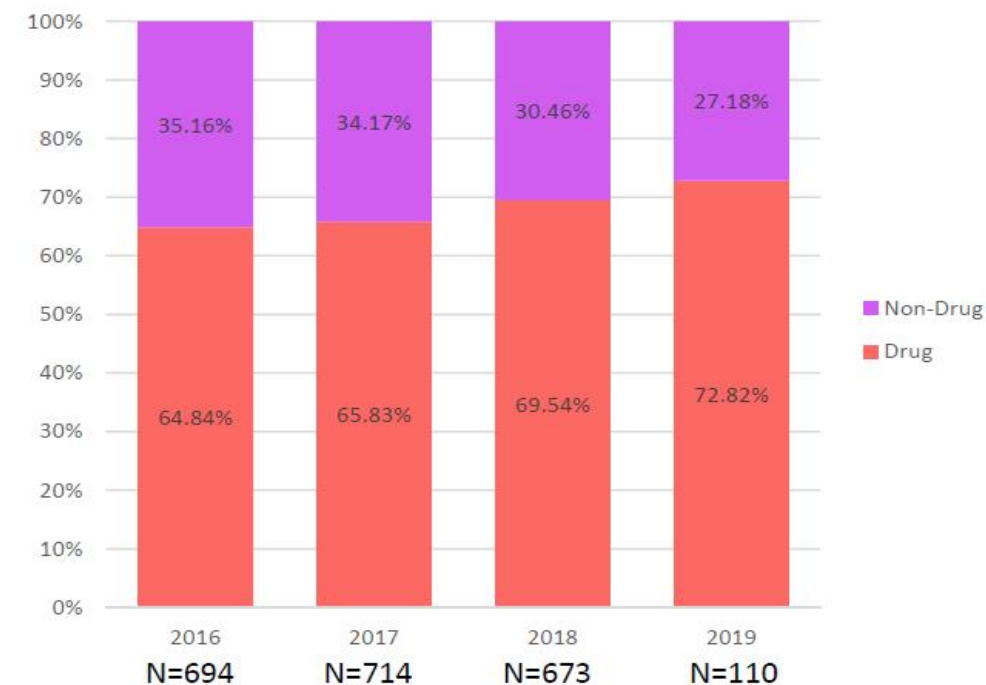
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**Poisoning Volume by Month
YTD Feb 2019**

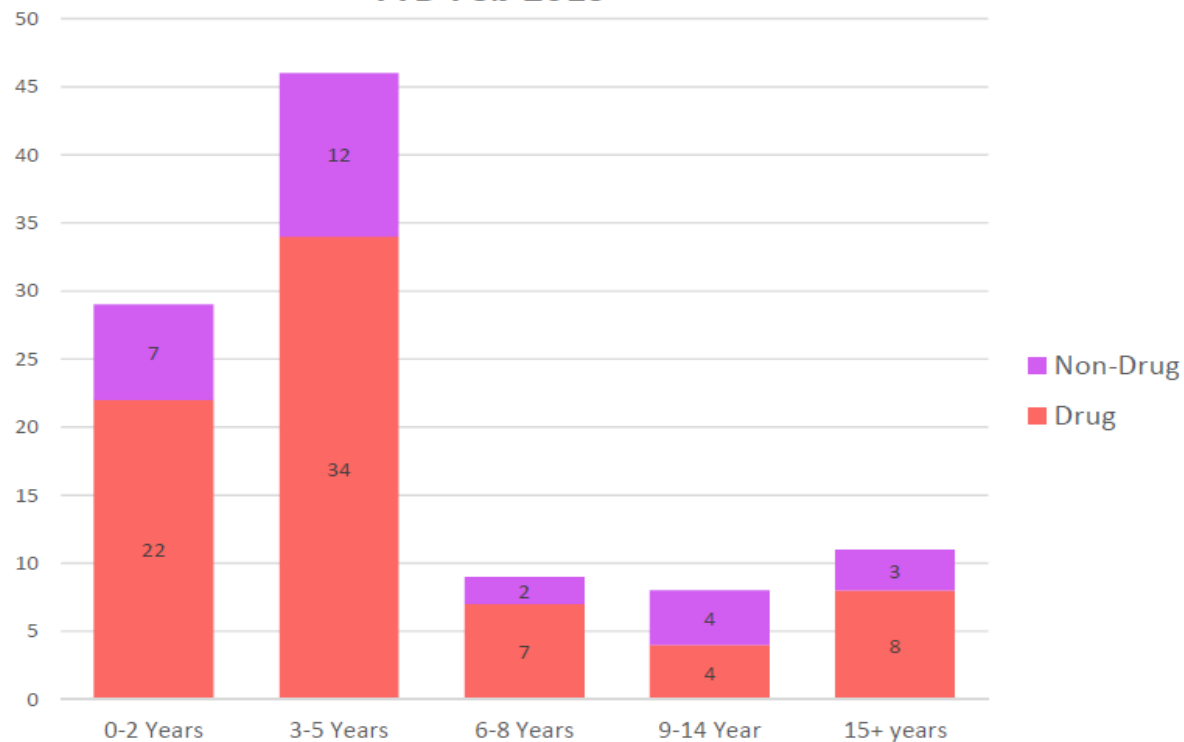


**Poisoning by Calendar Year
YTD Feb 2019**

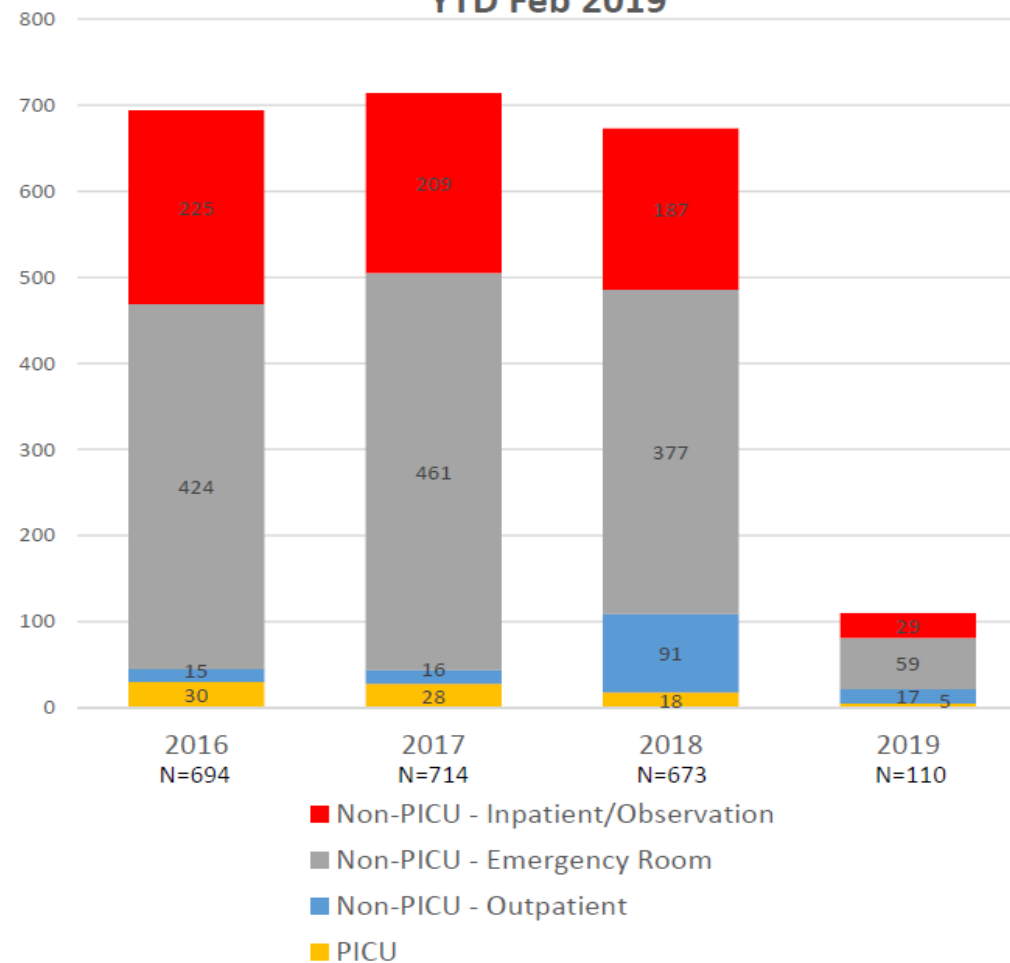


Drug = medication related
Non-Drug = non-medication related

2019 Poisoning Volume by Age Group
YTD Feb 2019



Poisoning Volume by Patient Type
YTD Feb 2019



Who is at risk?

Young children



© Safe Kids Worldwide



School aged children

Where are kids finding medicine?

© Safe Kids Worldwide



pillbox



ground



purse or
diaper bag



counter



reachable cabinet
or refrigerator

Whose Medicine is it?



48%
grandparent's



38%
parent's



7%
sibling's

© Safe Kids Worldwide

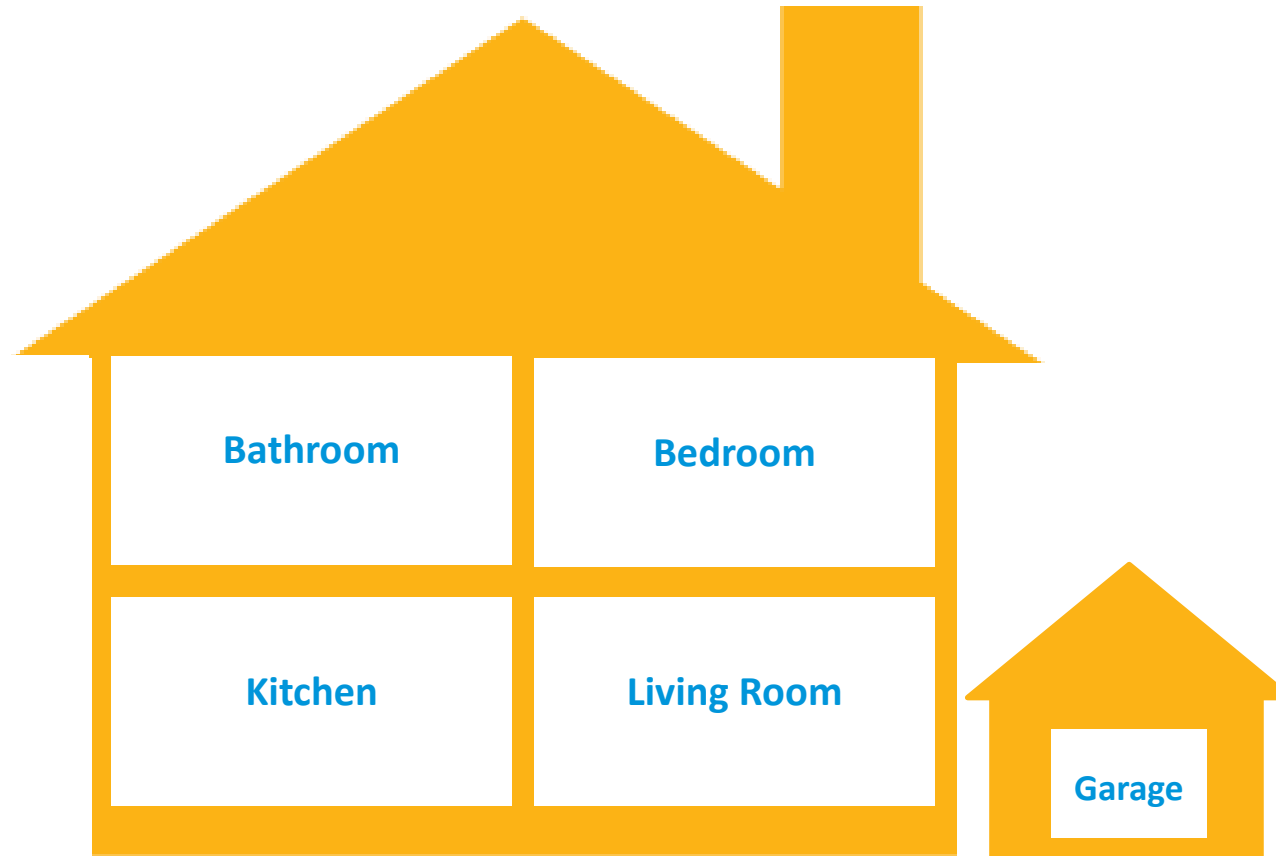
Can you tell the difference?

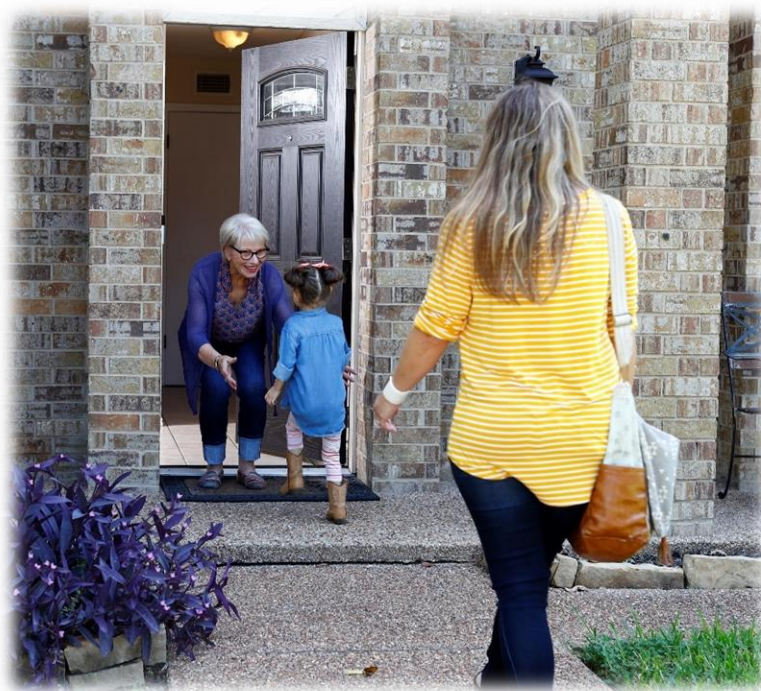


What is safe dosing?



What is safe storage?





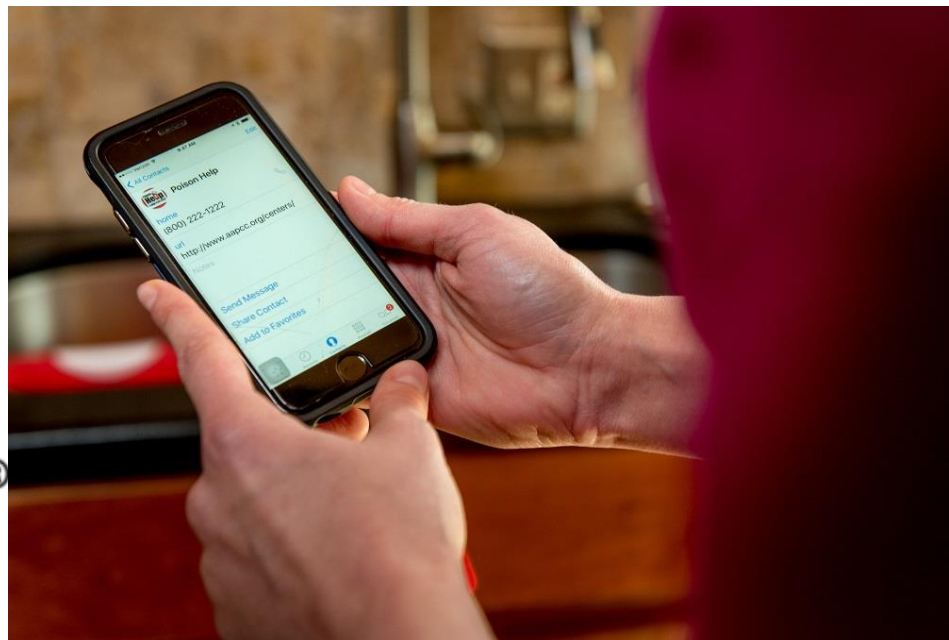
What is safe storage?



Do you have unused or expired medications?



Texas Poison Center Network



Save the number, Save a life



Safe Dosing

Safe Storage

Safe Disposal



www.meddropbox.org

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