

Safe Kids Sonoma County
Contact: Beth Dadko
Phone: 707.565.6681
Email: bdadko@sonoma-county.org
www.safekidssonomacounty.org



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National Safe Kids Week Kicks-Off with Safety Report Linking Research on Unintentional Injury and a Child's Development

Sonoma County, CA – National Safe Kids Week kicks off in Sonoma County on Saturday April 25th 2009 with the launch of the sixth annual "Let's Go Swimming"/"Vamos A Nadar" program from 1pm until 4pm at the Healdsburg Swim Center. Safe Kids Week marks the beginning of summer, known by emergency personnel as "trauma season," because it is the time of year when serious injuries of children increase dramatically.

On April 25th & 26th, Safe Kids Sonoma County will be fitting bicycle helmets and promoting bicycle safety at the Sonoma County Indian Health Project's Youth Health Expo & Basketball Tournament at Elsie Allen High School from 9am to 6pm. Safe Kids Sonoma County will also be sponsoring a bike rodeo promoting bicycle safety on May 1st at Santa Rosa Charter School of the Arts and on May 2nd from 10am to Noon at Mantanzas Elementary School in Santa Rosa and from 11am to 2pm at Grant Elementary School in Petaluma.

In 2007, there were more than six million unintentional injuries to children ages 14 and under in the U.S. That translates into 12 injuries per minute that required treatment in an emergency room.

National Safe Kids Week, April 26 to May 3, 2009 coincides with the release of the first-ever safety report to combine specific age-appropriate safety tips with research on children's cognitive, behavioral and physical abilities and limitations to support why certain safety precautions are critical. The report, *Raising Safe Kids: One Stage at a Time* will be released by Safe Kids USA on Monday, April 27 at 8:00 a.m. (EST) and will be available at www.usa.safekids.org.

The new report analyzes research of the five leading unintentional injury risks to children in the U.S. (falls, bicycle-related injuries, motor vehicle occupancy injuries, fire and burns and poisonings) across the four stages of a child's physical, behavioral and cognitive development: Infancy (0 to 12 months), Early Childhood (1 to 4 years), Middle Childhood (5 to 9 years) and Early Adolescence (10 to 14 years).

Interviews about the report are available beginning April 27, 2009 with Safe Kids Sonoma County Board Chair Beth Dadko. Beth Dadko can answer questions on:

- What is happening to a child cognitively, behaviorally and physically as they age
- The most important safety tips for each age group
- Facts and statistics on unintentional childhood injury in Sonoma County and in the U.S.

For more information about Safe Kids Week, call Beth Dadko at (707)565-6681 or visit www.safekidssonomacounty.org . To get more information about other Safe Kids events visit www.safekidssonomacounty.org/events.htm .

Safe Kids Sonoma County works to prevent unintentional childhood injury, the leading killer of children 14 and under. Safe Kids Sonoma County is a member of Safe Kids Worldwide, a global network of organizations dedicated to preventing unintentional injury.

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