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## **Safe Kids week 2007 Urges Parents to “Make it a Safe Kids Summer”**

*April 28 kick-off event at Healdsburg Swim Center*

— Sonoma County has many wonderful options for water recreation including the ocean, rivers, lakes, and pools. However, drowning is the second leading cause of unintentional injury-related death for children ages 1 to 14 nationwide, and parents and children need to be reminded of water safety before the beginning of the summer season.

On Saturday, April 28, 2007, Safe Kids Sonoma County kicked off Safe Kids Week 2007 by partnering with the Sonoma County Water Safety Committee to launch the first “Vamos A Nadar” (Let’s Go Swimming) event of 2007. Outreach to Latino families was conducted for the event, which was held at the Healdsburg Swim Center. Children received a free swim lesson while parents participated in a water safety workshop in Spanish. Afterwards, families received a discount coupon for future swim lessons at aquatic facilities around the county. Five other “Vamos a Nadar” events will be held in Santa Rosa, Rohnert Park, Petaluma, Sebastopol, and Cloverdale throughout the summer. To register, families can call the American Red Cross at (707) 577-7611.

At the April 28th event, Michelle Wilder told the story of her son, Robert, who drowned in the Russian River on May 21, 2005. The beginning of the season is the most dangerous time of the year because rivers run extremely cold and fast. Michelle highlighted safety precautions for families and kids.

The event also included a summer safety fair with information about bike and pedestrian safety, child passenger safety, and home safety. The children played interactive games and parents received safety tips. “Summer is the time of year when most injuries occur,” said Beth Dadko, Safe Kids Sonoma County coordinator. “Parents should have all the knowledge and tools necessary to help keep their children safe.”

To conclude Safe Kids Week 2007, Safe Kids Sonoma County is holding a free Child Car Seat Safety Class on Saturday, May 5, 2007, from 10 a.m.- 12:00 p.m., at the Kaiser Permanente Stein Building Conference Room in Santa Rosa. The class will cover how to properly select and install a car seat. This is the perfect class for soon-to-be parents and all caregivers that transport children in car seats. No registration is required

Through public awareness activities like Safe Kids Week, Safe Kids Sonoma County seeks to educate parents and caregivers about potential risks to children and adults’ role in preventing injuries. National Safe Kids Week has been held annually for 13 years. Safe Kids Sonoma County’s event is one of more than 300 Safe Kids Week events taking place across the nation to educate the community about summer safety.

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*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 accidental injury. Safe Kids Sonoma County was founded in 1997 and is led by the County of Sonoma Department of Health Services, Prevention and Planning Division.*