

CTRAFFIC SAFETY *onnection*



August 2008

Connecting Oregon's Community Traffic Safety Advocates

Volume 6, Number 8

Grant Applications Available!

Do you have a traffic problem in your community? Are you trying to make the roads safer for pedestrians? Is your community bike rodeo busting at the seams waiting for the opportunity to expand? Are you chomping at the bit to integrate safety at a community event or even host your own?

If any of these questions ignited an "ah hah" moment then a mini-grant might just be the remedy. Bicycle Safety and Building Safer Communities Mini-Grant applications are currently available at www.actsoregon.org/grants.html. They are due September 12, 2008.

Applicants can apply for up to \$5000.00. The goal of these programs is to allow agencies to launch those projects that they have always wanted to, but never quite had the initial helping hand to get going.

Kate Murphy, Community Traffic Safety Program Coordinator at ACTS Oregon manages both of these grant programs. She would love to hear your ideas or assist with the application process. Please do not hesitate to contact her if you have any questions or concerns. She looks forward to hearing from you and reviewing applications in the fall.

Child Passenger Safety Week

September 21st–27th

Due to the fact that incorrect installation and misuse of child safety and booster seats remains a frequent occurrence, local inspection services have become even more important in the long-term strategy to reduce the frequency of these problems and better protect child passengers. (NHTSA, 2008) During 2007 in Oregon 838 child passengers under age eight were injured in crashes and of these 2 were killed. (ODOT Crash Analysis & Reporting, 2007) Over thirty-five percent of these child crash victims were NOT using child restraints. This means one in three of these children were not restrained correctly. Misuse included drivers either placing children prematurely into adult lap and shoulder belts or leaving the child totally unrestrained—in violation of Oregon law (ORS 811.210.)

To help ensure that children are correctly restrained, this year's observance of Child Passenger Safety Week (September 21–27) will emphasize the continuing need for consumers to have their car seats inspected to ensure their children are riding securely and safely. The more than 400 certified child passenger safety technicians in Oregon reported over 2,500 car seat inspections last year and consistently found that only 18% are used correctly.

The second annual "Seat Check Saturday" will kickoff CPS Week on September 20, and will draw national attention to the importance and lifesaving potential of child safety seat inspections. The goal of the program is to spur consumers to visit local inspection stations to ensure that their child safety seats are correctly installed.

NHTSA headquarters is working with the States, Regional Offices and national partner groups to arrange as many local seat inspection events as possible. The goal is for no less than one in every state, making this a truly nationwide observance. Events may be held locally at other times during CPS Week (not necessarily on Seat Check Saturday itself), due to scheduling issues and other local circumstances. At press time, in Oregon there are three events scheduled on September 20th in Keizer, Medford and Portland. In addition, during Child Passenger Safety Week inspection events will be held in Beaverton, La Grande and Tualatin. For the most current list of events in Oregon visit www.childsafetyseat.org for dates, locations and times.

The Oregon Child Passenger Safety Week (CPSW) Coordinating Committee is promoting CPSW through a promotional letter and free educational materials. The letter will be sent to law enforcement, traffic safety committees and commissions, child passenger safety technicians, child care providers, fire departments, emergency medical service providers, physicians, health departments, SAFE KIDS Coalitions and other child injury prevention advocates. The CPSW order form for FREE educational materials is available at www.actsoregon.org/educationMaterial.html. A list of what is being offered can be previewed on Page 3.

We are encouraging all traffic safety advocates to help distribute educational materials and encourage families to take the time to have their child's car seats inspected. Please join our efforts.



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Keizer Technician Class

June 24th-27th

Bravo! 20 new CPS Certified Technicians attended the Keizer Tech class in June. Once the manuals arrived and the recall lists were located, class was smooth sailing. Thank you Keizer Fire for being such wonderful hosts and allowing us to use your beautiful facility.

Thank you to the great instructor team. You functioned like a well oiled machine even though you had never worked together before. Thank you Instructors Denise Cardinali—**North Santiam School District**, Mary Kay Johnson—**Legacy Health Systems**, Brandon Meyer—**Rogue Valley**

Safe Communities, Sandy Holt—**ACTS Oregon** and Technician Assistant Brian Hunzeker—**Portland Police Bureau**.

The ACTS Oregon Child Safety Seat Resource Center would like to welcome the following to the team of Certified Technicians in Oregon.

Jamie Bryant—**Albany General Hospital**, Lindsie Huff & Amanda Young—**American Medical Response**, Stephani Griggs—**Bay Area Hospital**, Charlene Marinelli—**Burlington Coat Factory**, Kari Inness—**Canby Police Department**, Jill Simmons—**Crook County Fire and Rescue**,

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2008 Transportation Safety Conference



This year ACTS Oregon and ODOT—Transportation Safety Division are hosting many exciting workshops. Workshop topics include: Tribal Child Passenger Safety Efforts, Teen Driving Safety Efforts in Oregon, Increase Walking and Biking in Your Community, and Icy Roads Warning System on OR 140. An intensive session “Holding Effective Meetings and Making Decisions” will be offered on Wednesday morning. In addition to these workshops there will be an opportunity to tour Glendale and learn about their innovative traffic safety efforts. These are just a handful of valuable training opportunities available at this year's conference. The full conference schedule is posted at www.actsoregon.org/conferenceSchedule.html.

Two evening dinner receptions will be taking place as well. Oregon SAFE KIDS and the Conference Exhibitors will be hosting the receptions and including festivities for your networking pleasure.

If all this wasn't enough Child Passenger Safety Technicians can earn continuing education credits and law enforcement will be eligible for DPSST credit.

The conference is also hosting the “Looking Beyond the Traffic Ticket” and the “Oregon Transportation Safety” Awards. If there is a member of your community that has been a vital part of traffic or child passenger safety efforts since the last conference in 2006, please take the time to nominate them for a “Oregon Transportation Safety” award. The nomination form is available at www.actsoregon.org/pdf/Nomination08.pdf.

Early registration is \$95.00 until September 22, 2008. The registration form is available at www.actsoregon.org/conferenceregistration.html. The full conference rate of \$125.00 applies after September 22, 2008 and includes two breakfasts, three lunches and two dinners. What a deal! Scholarships are available for community volunteers. The scholarship application is available at www.actsoregon.org/pdf/Scholarship08.pdf.

This year is sure to be a valuable experience for all. We look forward to seeing everyone.



Meet the ACTS Oregon Board!

Dan Marcisz is currently the Treasurer for the ACTS Oregon Board. He has served on the board for 7 years. In addition he has been involved with Child Passenger Safety for 11 years. He has recently retired from Medford Fire/Rescue after 33 years of service, but is still employed as the Coordinator for the Jackson County Child Safety Seat Coalition.

The Coalition began after the Medford Fire Chief asked (at a Pediatric Fatality Review Board), “Is there something that we can do to protect our children?” After considerable leg work by The Jackson County Sheriff's Office, Rogue Valley

Medical Center, and Jackson County Health Department, the group was formed in 1997. The Coalition is comprised of police and fire agencies in the Rogue Valley from Ashland to Grants Pass. The Coalition has several partners including: ACTS Oregon, ODOT, SAFE KIDS Rogue Valley, area hospitals, health Departments, DHS, civic organizations, and community businesses. The local Courts are instrumental in helping Jackson County Child Safety Seat Coalition accomplish their mission. On June 30, 2008 the coalition hosted an event which recognized the distribution of their 5000th Child Safety Seat. We are all proud of this accomplishment and know that it has made a difference in the health and safety of many families in the valley. As active as we are, we know that our work will never be done. We are always looking for ways to reach those who would benefit from our expertise.

Keizer Technician Class

Continued from Page 2

Millie Berman & Sharon Wheeler—**DHS Child Welfare Services**, Bob Wilkinson—**Douglas County Fire District #2**, Catherine Albrecht—**Happy Valley Traffic and Public Safety Commission**, Marshall Brookfield —**Lebanon Fire District**, Megan Kjelden & Sandra Nail—**Legacy Health Systems**, Colin Teem—**Lincoln County Sheriff's Office**, Jessica Fettig—**Newberg Fire Department**, Vicki Kimpton & Samuel Pino—**Salem Hospital**, Ethan Platterborze—**Segals for Children** and Ginny Real—**Willamette Valley SAFE KIDS Coalition**.

A special thanks to Captain Frank Bracken—**Keizer Fire District** and CPS technicians Cindy Bradley—**ODOT—Transportation Safety Division Region 2**, Judi Lambert and Gabe Harter—**Burlington Coat Factory** for their help with this class and the check up event following.



2nd Annual Hubbard Safety Village

On Saturday July 19th the town of Hubbard came to life with the usual Hops Festival. There was a parade around town that included a fire engine, hops adorned floats, and even a mobile honey bucket. When the parade ended however the fun had just begun for the residents and surrounding neighbors of Hubbard. Thanks to Sheba Wooddell—Hubbard Police Department. Her energy and dedication to safety once again resulted in an outstanding event known as the Hubbard Safety Village.

Upon arrival attendees were encouraged to register. They were



given goodie bags full of safety paraphernalia and a worksheet that listed all of the stations. At each station the attendees were instructed to collect a sticker after participating. Depending on how many stickers they were able to collect they were eligible for different prize levels and entered to win the grand prize, an air hockey table. The stations included: trunk entrapment, spot the tot, child passenger safety education, ODOT prize wheel, helmet fit and distribution, and much more.

The village saw around 400 people. It was an amazing sight. Sheba Wooddell says, "If we made a difference in just ONE Life...it's all worth the Task. That Life could be someone you know or love." The Hubbard Safety Village was truly a success. Thank you not only to Sheba but to all who volunteered their time and expertise in an effort to make Oregon's children safer.

Child Passenger Safety Week

September 21–27, 2008
FREE Educational Materials

The order form for the following packet of FREE materials is available at www.actsoregon.org/educationmaterial.html. If you cannot access the form online please call 503-643-5620 or 800-772-1315.

FLIERS AND BROCHURES:

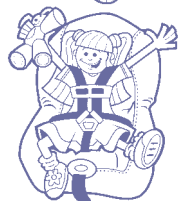
- Give Your Infant Seat A Check Up (1 pkg of 25 B&W, 2 sided English and Spanish)
- How Long Should Babies Ride Facing in the Back of the Car? (1 reproducible B&W, 2 sided English and Spanish)
- Give Your Kids A Safe Ride In The Right Seat (25 full color brochures—English)
 - Please also send Spanish (1 pkg of 25) • Please also send Russian (1 pkg of 25)
- ACTS Oregon Child Safety Seat Resource Center—Promoting Safe and Smart Travel for Kids (10 brochures—English)

POSTERS:

- Which Seat is Right for My Child (1 full color—English)
 - Please also send Spanish version • Please also send Russian version
- Belt or Booster (1 full color—English)
- Size Up Your Child's Safety—(NEW Full color English—growth chart w/Oregon laws)
- ODOT Transportation Safety Brochure Listing & Order Form _____ (for larger quantities)

DEADLINE TO ORDER MATERIALS: October 24, 2008

*For requests from outside of Oregon, call ODOT—Transportation Safety Division at 503-986-4199.





Check Up Clinics and Fitting Stations

Please check www.childsafetyseat.org under Child Passenger Safety/Calendar for current list, specific dates, locations and times.

Date	City	Location	Address	Time
8/09/08	Beaverton	Police Department	4755 SW Griffith Drive	9:00 A.M. to 12:30 P.M.
8/09/08	Lebanon	Fire Department	1050 W Oak Street	9:00 A.M. to 11:30 A.M.
8/09/08	Canby	Fire Department	221 S Pine Street	10:00 A.M. to 1:00 P.M.
8/14/08	La Grande	Fire Department	1806 Cove Avenue	9:00 A.M. to 12:00 P.M.
8/14/08	Ontario	Fire Department	444 NW 4th Street	3:00 P.M. to 6:00 P.M.
8/16/08	Tillamook	Hayward Chevrolet Cadillac	1 Main Avenue	10:00 A.M. to 2:00 P.M.
8/16/08	Salem	Hospital	665 SE Winter Street	11:00 A.M. to 3:00 P.M.
8/20/08	Corvallis	Fire Department	400 NW Harrison Street	8:00 A.M. to 11:30 A.M.
8/20/08	Bend	Fire Department	1212 SW Simpson	10:00 A.M. to 1:00 P.M.
8/20/08	McMinnville	Fire Department	Please Call:503-435-5800	12:00 P.M. to 1:30 P.M.
8/20/08	Sherwood	Tualatin Valley Fire & Rescue	15440 Oregon Street	4:30 P.M. to 7:00 P.M.
8/21/08	La Grande	Fire Department	1806 Cove Avenue	9:00 A.M. to 12:00 P.M.
8/23/08	Portland	Mittleman Jewish Community Center	6651 SW Capitol Hwy	10:00 A.M. to 1:00 P.M.
8/28/08	La Grande	Fire Department	1806 Cove Avenue	9:00 A.M. to 12:00 P.M.



Life Jackets Abound

The Wallace Marine Park boat ramp in West Salem is safer thanks to a group of Oregon safety advocates. Willamette Valley SAFE KIDS, Salem Hospital, Oregon State Marine Board, City of Salem Parks Division, Oregon State Parks Department, Marion County Marine Patrol, and Boy Scout troops 108 and 476, all partnered on the construction of a life jacket loaner station. Life jackets are available in various sizes for youngsters to borrow. It is expected that when a child is finished with a jacket, the jacket will be returned. In the first few days of the stations existence not only have jackets been returned but people have donated more for the public to use. Congratulations to all the safety partners involved in making this project a success.

Training Opportunity

The Oregon Employers Traffic Safety Conference

Tuesday, September 30, 2008 at the NECA IBEW Electrical Training Center, 16021 NE Airport Way in Portland. Program runs 8:00 A.M.–4:00 P.M.

Free pre-registration and information at www.esc.org.

Learn from industry experts on how you can help reduce the #1 cause of workplace fatalities. Continental breakfast and buffet luncheon included.

Oregon Transportation SAFETY CONFERENCE

Enriching Our Communities With Tradition and Technology

Save These Dates!

October 20 to 22
 Seven Feathers Conference Center
 in Canyonville, OR