

CTRAFFIC SAFETY Connection



September 2008

Connecting Oregon's Community Traffic Safety Advocates

Volume 6, Number 9



OREGON WALK + BIKE TO SCHOOL DAY

WEDNESDAY, OCTOBER 8
Parents and kids statewide are encouraged to join millions around the world who are improving their community and having a ton of fun by Walking, Biking or Rolling to School on Wednesday, October 8th! Go to www.walknbike.org and register today!! The first 150 registered schools will receive a package of incentives and prizes to help celebrate walking and biking to school and throughout the community.

Walk + Bike to School Day events will be happening throughout the state. Your school's event can be big or small, check out www.walknbike.org for ideas for the big day and for events and activities that promote walking, biking and rolling to school throughout the year.

The event is organized by the Oregon Walk + Bike to School Committee and is sponsored by the Bicycle Transportation Alliance, Oregon's Safe Routes to School Program, Oregon Department of Transportation Region 1 Bicycle and Pedestrian Program, Oregon Department of Health Services, Planet Bike, Cliff Bar and Nutcase Helmets.

2008 Oregon Transportation SAFETY CONFERENCE

Enriching Our Communities
With Tradition and Technology

Hey you! Yeah you! You look like someone who wants to broaden their knowledge about traffic and child passenger safety. Well, you are in luck. The 2008 Transportation Safety Conference is just around the corner. More specifically it is October 20th-22nd at the Seven Feathers Conference Center in Canyonville. Furthermore registration is cheap! A mere \$95 if you sign up by September 22nd, after which it goes up to \$125. Now you're probably asking yourself what kind of workshops are scheduled?

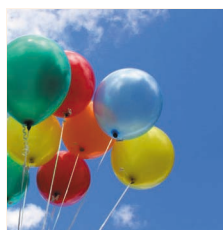
If you would like to view the schedule in its entirety visit www.actsoregon.org/conferenceSchedule.html. Until you have that opportunity here are few highlights:

Glendale Tour—Marion Owens, Traffic Safety Advocate Extraordinaire will lead the way into a world of traffic safety innovation. There will be opportunity to visit the Glendale Ambulance Station, Glendale Rural Fire Department, Q and A with the Glendale Mayor John Poore about pedestrian engineering projects, a tour through A&M Trucking, and narration concerning the history of Glendale while in route from Canyonville. Don't miss out on a great opportunity!

Receptions Abound—SAFE KIDS Oregon and Emergency Medical Services for Children are hosting a Hawaiian-themed buffet dinner on Monday, October 20th from 5:30 P.M. to 7:30 P.M. in the Dogwood and Evergreen Rooms. All conference attendees are invited to attend and encouraged to wear their favorite Hawaiian shirt (you might win a prize!). Hawaiian-themed activities will be featured, as well as a slide show of SAFE KIDS programming throughout the state. Prize baskets, sponsored by individual SAFE KIDS coalitions and chapters will be awarded.

Workshops—The Transportation Safety Conference is unique in that it offers workshop sessions that target several different professions. This conference brings together law enforcement, child passenger safety advocates, health care professionals, engineers, and community traffic safety advocates. Some of the workshop titles include: Education, Enforcement, and Engineering Perspectives, Be Ready Be Buckled, I ♥ the Latch Manuel, and Holding Effective Meetings and Making Decisions.

Now that you have perused all these wonderful offerings go and register at www.actsoregon.org/conferenceRegistration.html. We look forward to seeing you there!



Celebrate

As of September 11, 2008 Gayle Watts has been with ACTS Oregon and the Child Safety Seat Resource Center for 10 years! Her hard work and dedication to ensuring that Oregon's children are riding safer is unprecedented. Gayle has a passion for her work and it is evident everyday she comes into the office. Without fail Gayle arrives every morning with a smile on her face ready to take on the world. She does so with never-ending compassion, a unique sense of humor, and sincerity. We truly appreciate all that she contributes to the organization, thank you Gayle.

ACTS Oregon

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Helmets in Molalla and Cars in Canby



As summer comes to an end, yes it's true September is upon us, we continue to reflect on successful summer safety events. National Night Out was a busy time for many communities throughout the state. In Molalla the police department utilized this opportunity to have a helmet fitting and distribution event. The helmets were partially funded through a Building Safer Communities Mini-Grant that the department received from ACTS Oregon. Building Safer Communities Mini-Grant funds are available through a grant to ACTS Oregon from ODOT—Transportation Safety Division—Community Programs. Officers and community volunteers were on hand to ensure that each child was securely outfitted in a bike or multi sport helmet. The families were also educated on the symptoms of a concussion

and when a helmet needs to be replaced. Nearly one hundred helmets made their way on to the heads of excited children.

The excitement traveled on to Canby for the Clackamas County Fair. Clackamas County Safe Communities once again organized "Safety Street." The street was comprised of several organizations which included: Crime Prevention, Oregon Impact, Canby Police Department, Clackamas County Traffic Safety Commission, American Medical Response, First Student, and the Clackamas County Sheriff's Office Marine. The pride and joy of "Safety Street" is the pedal car course. The idea behind the course is that children pedal through the street; while parents read a prepared script describing all the traffic signals encountered on their way. The children learned red is for stop and green is for go. They also learned about yielding to pedestrians and speed limits. The course saw over 2000 participants which equals last year's attendance. If it hadn't been over one hundred degrees there certainly would have been more pedal car riders. Never the less this is an incredibly successful project.



Clackamas County Safe Communities purchased this years pedal cars with a Building Safer Communities Mini-Grant. The group is developing a proper use manual for the pack of cars, with the intention that they will be loaned out to other communities to host this type of event. The program that has been developed with these cars is instilling safe driving practices in many young children in hopes that lessons learned on "Safety Street" will stick with them when they are behind the wheel. In the mean time they can keep an eye on their parents driving practices.

This event would not be possible without Clackamas County Safe Communities and their partners. In particular it is important to recognize the champion of "Safety Street"—Patty McMillan. Patty is there everyday keeping shifts running smoothly and ensuring that every child receives the optimum pedal car experience. Thank you for all your hard work! Patty will be sharing information on Triple Treat, another successful program of Clackamas County Safe Communities at the 2008 Oregon Transportation Safety Conference.

Meet the ACTS Oregon Board!



Featured Board Member:
Lucie Drum, B.S., EMT-P
ACTS Oregon Board
Secretary since 2002.

Lucie Drum is the
Community
Education/Media
Relations Coordinator for
American Medical
Response (AMR) NW.

After many years of providing emergency medical services and witnessing firsthand the devastation of preventable injuries, she transitioned into injury prevention and education. As a Community Education Coordinator, she coordinates AMR's injury prevention efforts for three counties in Portland and SW Washington as well as acting as their lead Public Information Officer—which frequently includes health and safety messages. Ms. Drum is a certified Child Passenger Safety

Technician Instructor and has participated in child passenger safety efforts since the birth of her daughter in 1994. As an EMS provider, she has a special interest in the issues around appropriately restraining child patients and passengers in ambulances and is a member of the Special Needs Task Force that examines issues related to transporting children with special needs.

Ms. Drum is the Coalition Coordinator for SAFE KIDS Portland Metro (SAFE KIDS is the only national organization dedicated to children's injury prevention ages 0–14.) She ensures the coalition is compliant with national standards of performance determined by SAFE KIDS Worldwide (www.safekids.org). AMR and SAFE KIDS Portland Metro's community education efforts include: child passenger safety, water safety, pedestrian safety, bike and helmet safety, poison prevention, fall prevention, 9-1-1 education, and others. At AMR, Ms. Drum has developed teams of EMS professionals who are specially trained to address specific injury areas.

Renewal Course

On August 28, 2008, ACTS Oregon hosted the first Child Passenger Safety (CPS) Renewal Course in Oregon under the watchful eye of Lead Instructor Jeff Oliver—**Lake Oswego Police Department**. CPS Instructors Bret Barnum—**Portland Police Bureau** and Sandy Holt—**ACTS Oregon** were on hand to assist. Nine technicians whose certification had expired regained their certification by attending this one day class. Welcome back!

Tammy Jordan—**Albany Fire**, Larry Decker—**Jackson County Fire District #5**, Frank Bracken—**Keizer Fire District**, Sandra Harshaw—**Sky Lakes Medical Center**, Mark Matsushima—**Multnomah County Sheriff's Office**, Sharon Dunham—**Oregon Health Sciences University**, Jenny Scott—**Providence**,



individual technicians and their organizations via email, telephone and one-on-one interactions.

If you are an expired technician and would like to take this one day renewal course, or if you would like to become certified for the first time, please contact Sandy Holt sandy@actsoregon.org.

Tom Beck—**Reedsport Police Department**, and Chris Kassel—**Washougal Fire and Rescue**.

Maintaining the number of qualified cps technicians is an ongoing effort. Nationally the percentage of cps technicians recertifying is 42.2%, while in Oregon it is 48%. ACTS Oregon teaches the National Child Passenger Safety Certification Training and provides opportunities for Continuing Education Units. To encourage recertification we also provide ongoing update training, mentoring, recognition and technical support for the

More in Molalla

Molalla is not only assisting local children in obtaining helmets but they are now offering child safety seats for local families in need as well. Firefighter Byron Wakefield, Gayle Watts of ACTS Oregon, and Molalla

Fire Chief Vince Stafford are pictured next to the recently acquired seats. The Molalla Fire Department applied for a grant through ACTS Oregon and the Child Safety Seat Resource Center. They were awarded \$900 to spend on a mix of convertible and booster seats for their community. Funds for seats were provided through a grant to ACTS Oregon from ODOT—Transportation Safety Division Occupant



Protection Program

The Fire department is offering these seats locally at a reduced cost. They also are stressing the importance of proper use and installation of child safety seats. Byron Wakefield is a certified child passenger safety technician. He has participated and

completed the national training certification course that is crucial in assisting families with the correct use of their safety seats. ACTS Oregon is excited that there is a resource in this community. We support and applaud Molalla Fire Department and Byron Wakefield for their efforts concerning the safety of Oregon's children on the roadways.

Heroes

This year Ruth Harshfield Executive Director and Tammy Franks ACTS Oregon Board President attended the Kidz in Motion (KIM) Conference in Denver. KIM is a National Child Passenger Safety Conference. Ruth and Tammy were both recognized for their outstanding achievements in the area of child



passenger safety. They both received a Child Passenger Safety Hero award. These awards honored their time and dedication in the field. The precedent set by these two individuals is something to keep in mind as Child Passenger Safety Week approaches.

Membership—Join Now!



Fall is a busy time for many. Kids are back in school, the federal fiscal year is ending, Child Passenger Safety Week is in full force, and the 2008 Transportation Safety

Conference is getting closer and closer everyday. With this in mind ACTS Oregon realizes that asking its' supporters to fit one more thing in can be daunting. At the same time however, this is one of the easiest things to cross off the to-do list. Simply take a few minutes to go online to www.actsoregon.org/store.html and complete your membership. An individual membership is only \$25 a year. Membership supports ACTS Oregon's statewide safety efforts.

ACTS Oregon provides many means of support for communities throughout Oregon. We are Traffic Safety Connection • September.....

home to the Child Safety Seat Resource Center which certifies technicians, coordinates check up events, and supports distribution programs for low cost car seats. This is just the icing on the cake. ACTS Oregon also consists of the Community Traffic Safety Program (CTSP). The CTSP manages two mini-grant programs, which give communities that helping hand to launch their safety projects. The CTSP acts as the resource hub for Community Traffic Safety Committees/Commissions throughout the state, produces the *Traffic Safety Connection* newsletter which highlights hardworking communities, and also showcases those stories on the new redesigned website. The website is another tool that ACTS Oregon uses to connect traffic safety groups. The site offers several training calendars to promote educational opportunities; and a check up event calendar for families needing assistance with the installation of their child safety seats.

ACTS Oregon also works closely with ODOT—Transportation Safety Division to co-host the Oregon Transportation Safety Conference.

Just think you can support all these valuable efforts for a mere \$25! Not only is that going to make you feel really good, but it will insure that ACTS Oregon will be there to help communities with their traffic safety needs.

If you would like more information please contact us, 800-772-1315, 503-643-5620, katem@actsoregon.org.



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
9/17/08	Corvallis	Fire Department	400 NW Harrison Street	8:00 A.M. to 11:30 A.M.
9/17/08	Bend	Fire Department	1212 SW Simpson	10:00 A.M. to 1:00 P.M.
9/17/08	McMinnville	Fire Department	Please Call: 503-435-5800	12:00 P.M. to 1:30 P.M.
9/17/08	Hillsboro	Sunset DEQ	5130 NW Five Oaks Drive	4:30 P.M. to 7:00 P.M.
9/18/08	La Grande	Fire Department	1806 Cove Avenue	9:00 A.M. to 12:00 P.M.
9/20/08	Medford	Fred Meyer	2424 Crater Lake Hwy.	10:00 A.M. to 2:00 P.M.
9/20/08	Portland	Burlington Coat Factory	10506 SE 82nd Avenue	10:00 A.M. to 1:00 P.M.
9/20/08	Warrenton	Lums Auto Center	1605 Ensign Lane	10:00 A.M. to 2:00 P.M.
9/20/08	Keizer	Fire Department	661 Chemawa Road	11:00 A.M. to 3:00 P.M.
9/20/08	Hermiston	Fire & Emergency Services	320 1st Street	12:00 P.M. to 4:00 P.M.
9/25/08	La Grande	Fire Department	1806 Cove Avenue	9:00 A.M. to 12:00 P.M.
9/26/08	Prineville	Crook Co. Fire Department.	500 NE Belknap Street	10:00 A.M. to 2:00 P.M.
9/27/08	Beaverton	Police Department	4755 SW Griffith Drive	9:00 A.M. to 12:30 P.M.
9/27/08	Salem	Burlington Coat Factory	833 Lancaster Drive	10:00 A.M. to 2:00 P.M.
9/27/08	Tualatin	Legacy Meridian Park	19300 SW 65th Avenue	10:00 A.M. to 2:00 P.M.
9/28/08	Hood River	Les Schwab Tire Center	3140 Cascade Avenue	12:00 P.M. to 4:00 P.M.

Reminder

Sept. 21st–27th

Don't forget that Child Passenger Safety Week is just around the corner. To support community efforts throughout the state ODOT is offering FREE educational materials; send ACTS Oregon your completed form. The form is available at www.actsoregon.org/education/Material.html.

The National Seat Check Saturday will take place on September 20, 2008 to educate parents and ensure that all children seats are installed properly. The goal is to have at least one event in each state. There are FIVE scheduled in Oregon. Please encourage families in your community to take advantage of check up events to insure their child's safety! Call the Child Safety Seat Resource Center, 800-772-1315, 503-643-5620 or visit www.actsoregon.org/calendar.html to locate an event.

Get Ready for National Teen Driver Safety Week

October 19 to 25, 2008

The week's activities will bring teens, community leaders, educators, and parents together to help prevent teen crashes and injuries. The Young Driver Research Initiative team has been busy engaging in formative research to develop unique tools to help get this year's safety message out. Educational and promotional materials are available at www.chop.edu/consumer/jsp/division/generic.jsp?id=86589#Early.

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Save These Dates!

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