

## 2014 Year End Report

Each year Safe Kids and partners continue to expand our reach to educate families in Larimer County about how to keep their kids safe at home and on the road. In 2014, we were able educate over 42,000 with safety and injury prevention messages, and increase our social media outreach. The information included in this report demonstrates the valuable resources and services we together provide to Larimer County families.

### Child Passenger Safety (CPS) Program

#### Community Car Seat Education & Distribution Program

- 390 car seats/booster seats distributed with education on how to use properly to low-income families (30% identified as Spanish-speaking) through class sites:
  - The Family Center/La Familia
  - Salud Family Health Clinic
  - Fullana Early Childhood Center
  - Loveland Fire Station #6
- Over \$6,600.00 in donations received
- Over 96% of all program participants identified correct and incorrect child restraint use via photo evaluation.

#### Car Seat Permanent Inspection Stations

Berthoud Fire Protection	60 seats checked	8 seats distributed
Colorado State Patrol	15 seats checked	1 seat distributed
CSU Police	15 seats checked	
Estes Park Fire Department	23 seats checked	13 seats distributed
Loveland Fire Rescue Authority	171 seats checked	2 seats distributed
Nice Car, Inc.	27 seats checked	1 seat distributed
Larimer County Sheriff	22 seats checked	
Poudre Fire Authority	366 seats checked	12 seats distributed
PVHS Emergency Medical Services	33 seats checked	
Poudre Valley Hospital Fit Station	957 seats checked 42 Special Needs Consults	34 seats distributed (vouchers) 18 Special Needs seats distributed
<b>TOTAL</b>	<b>1,731 seats checked</b>	<b>89 seats distributed</b>



## Community Car Seat Events

Get Dumped on Valentine's Day Event	360 car seats recycled
-------------------------------------	------------------------

### Children with Special Healthcare Needs Car Seat Program

- Provided 18 specialized car seats and consultation to 42 families in Larimer County This service is provided by six specially trained car seat technicians at no cost to the family.
- Provided education and car seats to 16 expectant teen parents

### Training/Education

- Three NHTSA Child Passenger Safety Technician trainings yielded 16 new certified technicians in Larimer County.

## Bicycle / Helmet Safety

### Strap & Snap Bicycle Safety Program

Poudre School District	1,622 third graders (74%),	6 presenting agencies
Thompson School District	620 third graders (53%)	4 presenting agencies
Windsor School District	100 Third Graders	1 presenting agencies
<b>TOTAL</b>	<b>2,342 third graders</b>	<b>11 presenting agencies</b>

### Bicycle Helmet Distribution

Berthoud Fire Protection	17 helmets distributed & 75 fitted
Larimer County Sheriff	20 distributed
City of Fort Collins—Safe Routes to School Program	800 helmets distributed
City of Loveland –Public Works/Safe Routes to School Program	300 helmets distributed, 650 helmets fitted and 3 bike rodeos
Loveland Community Health Center	63 helmets distributed & fitted
Loveland Fire Rescue Authority	69 helmets distributed & 94 fitted
Loveland Police Department	9 fitted
MCR Emergency Department	10 helmets distributed & fitted
Northside Aztlan Center	36 helmets distributed & fitted
PVH Emergency Department	18 helmets distributed & fitted
Poudre Fire Authority	27 helmets distributed & fitted
Safe Kids/Injury Prevention	400 helmets distributed & fitted
Salud Family Health Center	20 helmets distributed & fitted
South Loveland Primary Care (PVMG)	20 helmets distributed & fitted
Thompson Valley EMS	4 helmets distributed & fitted
UCHealth Ambulance Services	32 helmets distributed & fitted
<b>TOTAL</b>	<b>1,836 helmets distributed; 2,278 fitted; 3 bike rodeo events</b>



## **Pedestrian Safety**

### **Walk to School Day Events – Loveland & Fort Collins**

- City of Loveland Public Works Department / Safe Routes to School, almost 6,800 TSD students participated in Walk to School Events including Walking School Bus
- Almost 400 Laurel Elementary School children participated in ‘Walkin’ and Wheelin’ Wednesdays’ pedestrian safety events throughout the month of October

## **Additional Community Outreach**

### **Fire & Burn Prevention /Youth Fire Safety**

Loveland Fire Rescue Authority:

- 16 youth participated at 14 Juvenile Firesetter Interventional Education Sessions
- 130 smoke alarms distributed
- 92 carbon monoxide alarms distributed

Poudre Fire Authority

- 13 youth participated in Juvenile Firesetter Interventional Education Sessions
- 31 smoke alarms distributed
- 19 carbon monoxide alarms distributed
- 1,913 Second Graders participated in fire safety trailer presentation at 28 schools

Berthoud Fire Protection District:

- 4 youth participated in Youth Fire setting Intervention programs
- 6 smoke alarms distributed

Estes Valley Fire Protection District:

- 1 smoke alarm distributed

### **Health and Safety Fairs/Events**

Safe Kids Larimer county participates in a number of health and safety fairs throughout the year including:

- Colorado Children’s Day
- Medical Center of the Rockies Teddy Bear Hospital
- Healthy Living Expo
- Windsor –Severance Fire Protection District Open House
- Children’s Water Festival
- King GMC Safety Fair
- Loveland Library (Traumatic Brain Injury Display)
- Poudre School District Early Head Start Bike Rodeo
- Berthoud Bicycle Rodeo, Oktoberfest, Berthoud Days
- Intro to Fire Science classes at Berthoud H.S./Aims C.C.
- Cub Scout Safety Presentations
- Home Depot Safety Events



- Emergency Preparedness Fair at Jax in Fort Collins
- Colorado State University Alternative Transportation Fair
- Loveland's Halloween Family Fun Fest
- Larimer County Fair
- Peach Fest
- Bienestar Y Alegria
- Halloween Hullabaloo (Loveland)
- The Egg & I fundraiser with the PEDAL club

### Partner Agency Outreach

AGENCY	Number of adults & Children Reached
Loveland Safe Routes to School	3,500
Larimer County Sheriff's Office	1,315
Fort Collins Safe Routes to School	8,000
Loveland Police Department Crime Prevention Outreach	3,600
Mackenzie's Mission	400
Poudre School District Transportation Pedestrian/school bus Outreach	1,500
Poudre Fire Authority	8,191
Berthoud Fire Protection Outreach	3,000
Fort Collins Police Services Crime Prevention Outreach	5,694
Estes Valley Fire Protection District	850
South Loveland Primary Care (PVMG)	300
Loveland Fire Rescue Authority	6,011
Colorado State Patrol	100
<b>TOTAL</b>	<b>42,461</b>

### In-Kind Donations Granted (by Safe Kids)

AGENCY	ITEMS GRANTED	AMOUNT
Larimer County Sherriff's Office	25 bike helmets for annual Christmas party for disadvantaged kids	\$200.00
Berthoud Fire Department	15 bike helmets for distribution	\$120.00
Berthoud Fire Department	20 car seats	\$1,200.00
Estes Valley Fire Dept.	15 car seats	\$750.00
Healthy Harbors	10 car seats	\$500.00
Van Buren Elementary	Walk to School Day Support	\$250.00



Loveland Community Health Center	40 Bike Helmets	\$320.00
Northside Atzlan Center	50 Bike Helmets	\$400.00
Car Seat Technician Fees	10 car seat technician training registration fees	\$750.00
CSU	24 bike helmets	\$192.00
<b>TOTAL</b>		<b>\$4,682.00</b>

## V. Safe Kids Media Activity

- 6 magazine articles in Rocky Mountain Parent Magazine
- 2 Articles in Fort Collins Coloradoan
- 1 Article in Reporter Herald
- 'Get Dumped on Valentine's Day' mention in Fort Collins Coloradoan
- 98 Friends on Facebook, over 172 safety messages, 307 likes/comments/shares, total reach of 11,271 people
- 158 Tweets, 46 Followers on Twitter
- 8,319 page views at [www.safekidslcc.org/www.sklarimer.org](http://www.safekidslcc.org/www.sklarimer.org)

## VI. Funding/Resources

### University of Colorado Health (UC Health) – Lead Agency of Safe Kids

- UC Health provides (in-kind) approximately \$175,000\* in operational support  
\*Includes coordinator salary, health educator salaries, independent contractors (CPS program), benefits, office/administrative costs, printing and postage, storage and other administrative support.
- Colorado State Patrol provides storage and receiving services for Child Passenger Safety Program (car seats/safety trailer)– estimated in kind value: \$4,500 annually

### Primary Funding Sources

WISH	\$ 5,000	Child Passenger Safety
PVH Volunteers	\$ 9,725	Child Passenger Safety
PEDAL Club, Loveland	\$ 500	Bicycle Safety
Safe Kids Worldwide	\$ 500	Pedestrian Safety
Community Donations	\$ 2,100	Various
Community Donations	\$ 6,600	Child Passenger Safety Classes
CSU CICRC	\$ 1,000	Child Passenger Safety
Healthy Kids Club	\$ 5,893	Child Passenger Safety
	<b>\$31,318</b>	



[sklarimer.org](http://sklarimer.org)