



## Safe Kids NH

**SAFE  
KIDS**  
NEW HAMPSHIRE



Dartmouth-Hitchcock  
**CHILDREN'S HOSPITAL  
AT DARTMOUTH**

June 2015

### Child Passenger Safety Update

#### Upcoming CPS Events:

June 10th : CPST Sign Offs starting at 10am at the DH Women's Resource Center in Lebanon.

June 11th, July 9th and August 13th all 9am-11am at the learning center at Concord Hospital, Call Cindy or Kim at 227-7000 ext. 3228 sign offs avail.

June 13th, Londonderry Fire Station #2, 9am -12noon. Sign offs available. Contact cpslondonderry@comcast.net

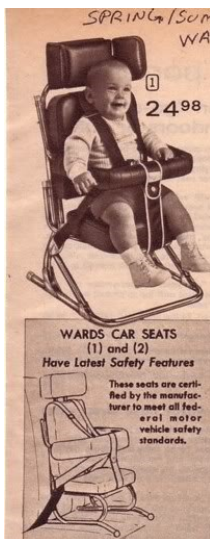
June 23rd, Londonderry Fire Station #2, 6-8pm. Sign offs available. Contact cpslondonderry@comcast.net

June 27th, Plymouth Municipal Airport, 12-3pm. 11 Quincy Rd. Sign Offs will be available. .

June 27th, Hollis FD CPS Event and Bike Rodeo, 9am-12pm. Sign offs will be available. Contact Jen Govostes at jrippa@aol.com

July 11th, Londonderry Fire Station #2, 9am -12 noon. Sign offs available. Contact cpslondonderry@comcast.net.

For more information call the NH CPS Program @ 1-877-783-0432.



Many of you may remember seats like this in the early 1970's. Then again many of you were not even born yet. This is an advertisement for one of the first regulated child safe-

ty seats back in 1971. MVSS 213 was created and established minimum standards for child seat manufacturers. A lot has happened since the 70's in seat development that has kids riding in the safest seats yet. So why is it that so many kids that are killed in crashes are still not restrained? That's right 30% of

all children under 12 years of age that were killed in crashes in 2012 were unrestrained. This information from the CDC is a big reminder that we need to get back to the basics of Child Passenger Safety (CPS).

Like most things involving children, it all starts with Mom and Dad. New Hampshire needs to change it's seat belt attitude. Successful parents are positive role models. We can't expect our kids to have a positive outlook on vehicle restraints if Mom or Dad doesn't buckle up. As a fatal crash investigator for over 20 years I can share many stories of how minor influences can kill an unrestrained passenger in a vehicle involved in a moderate to low speed crash. During a crash, unrestrained passengers become loose cargo bouncing off the many hard surfaces found inside of a vehicle including other passengers. Our delicate bodies, especially

our heads are vulnerable to serious injury. A high speed crash with vehicles leaving the roadway is not always the true fatal crash scenario. The vehicle with very little damage with an unsecured driver or passenger plagues our fatal crash data. Many fatal crashes end up with vehicles that are drivable with little damage. Next time you get in a vehicle be the positive role model to whomever may see you and put the odds in your favor.

The NH CPS office has materials and 1 hour programs available for anyone interested in learning more about Child Passenger Safety (CPS).

Feel free to contact Tom Leach at 603-653-8355 or

Thomas.Leach@dartmouth.edu.



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### Legislative Successes and Concerns

NH's Hand-Free Electronic Device Law has been signed into law and will be in effect July 1, 2015. For more information on resources to share go to [www.handsfreenh.com](http://www.handsfreenh.com).



Senate Bill 33 Relative to continuing education requirements for mental health practitioners regarding prevention of suicide was signed into law May 7th and will be in effect July 6, 2015.

A new concern is a powdered alcohol product called Palcohol. This product is being sold in the

U.S. unless otherwise prohibited. Some states are introducing bans on the sale of product. This is of concern to partners who address substance abuse issues in NH. For more information go to: <http://new-futures.org/blog/concerns-about-powdered-alcohol-new-hampshire>.



Rock N' Play Sleeper

## Keeping Our Babies Safe

In 1992, the American Academy of Pediatrics recommended that all healthy babies be put to sleep on their backs. The U.S. saw a decrease in the SIDS (Sudden Unexpected Death Syndrome) rate after this initiative. However, the rates leveled off and over the following years there has been an increase in unsafe sleeping. In 2011, the AAP came out with guidelines and a technical report for safe sleeping. There is an excellent web site @ [www.cribsforkids.org](http://www.cribsforkids.org) that is in alignment with the AAP.

The message is to have infants sleep on a flat firm mattress in a crib or a bassinet near their parents but not in the adult bed. No loose blankets, no pillows, no wedges, no bumper pads and no stuffed animals. The mattress should fit properly with a tight fitted sheet. When an infant shows any attempts to roll, swaddling should be discontinued. Bed sharing is not recommended.

In New Hampshire from 2008-2012 there were 42 SUIDS. That is 42 sudden unexpected infant deaths. Of these, 24 (52%) were associated with bed sharing. Most were under the age of 3 months. Bed sharing has been a significant issue for many years. Babies are not safe in the adult bed. There has been overheating, suffocation, overlying, entrapment or asphyxiation.

Parents network easily nowadays with social media. This means that both good news and bad travel fast. Safe Kids NH has become aware of a rise in the use of a product called the **Rock N' Play Sleeper**. The manufacturer has on the box the message "Baby can sleep at a comfy incline all night long!" This is written in English and Spanish. It says "Nighttime sleeper and playtime seat". The Rock N' Play Sleeper is like a deep sling & the infant is not in a flat position. The Rock N' Play Sleeper also constricts the abdomen of a young infant.

Infants use their abdominal muscles to breathe. The Rock N' Play Sleeper has also been known to contribute to tight neck muscles & flat heads. Infants at around 3 - 5 months have needed to go to PT for up to 3 months for treatment. This can be prevented with awake tummy time. Many infants have been referred to Physical Therapy because they are in too much equipment. This Rock N' Play Sleeper is a big offender.

The manufacturer has been contacted by advocates stating that it is a dangerous apparatus for an infant to be sleeping in.

The Safe Sleep Team of the Consumer Product Safety Commission is researching this issue with more to come. Check the CPSC [www.cpsc.gov](http://www.cpsc.gov) for any recalls or concerns with equipment.

## Call to Action: Parents and Children Need to Learn to Swim and "Pool Safely"

In anticipation of family gatherings around public and private pools during the Independence Day holiday, the U.S. Consumer Product Safety Commission's (CPSC) Pool Safety campaign is reminding parents and children of the steps they should take to stay safe when spending time in or near the water. According to media reports and data compiled from USA Swimming, since Memorial Day this year, 72 children younger than 15 have tragically drowned in a swimming pool or spa.

The July 4th holiday has traditionally seen an increase in the number of pool and spa drownings, compared to an average week during the rest of the summer. According to data compiled from media reports by USA Swimming

Foundation, for the last three years, an average of 26 children drowned in pools and spas during the week of July 4th (June 30 through July 6). In 2013, 23 drownings were reported involving children younger than 15 during the week of the July 4 holiday; in 2012, 30 drownings were reported; and in 2011, there were 25 drownings reported.

"There are simple steps that families can take to create layers of protection and prevent child drownings," said CPSC Acting Chairman Bob Adler. "Broken pool gates and fences need to be fixed; more adults need to be designated as Water Watchers; and more kids need to be signed up for swim lessons with certified swimming instructors."

CPSC reports that nearly 400 children under the age of 15 drown in a pool or spa each year, with 75 percent of those incidents involving children younger than 5. .

Learn more at: <http://www.poolsafely.gov/news/a-call-to-action-parents-and-children-need-to-learn-to-swim-and-pool-safely-during-the-july-4th-holiday/#sthash.f5TyhWgq.dpuf>



## Teen Highway Safety Events Held Throughout the State

New Hampshire's Teen Highway Safety Program continues to make meaningful progress statewide. Examples of this reality was experienced in highway safety events at Woodsville High in the North Country, Pinkerton Academy in Derry, Belmont High School, John Stark Regional High in Weare and through the involvement of teens from at least four high schools at our recent annual traffic safety conference in Meredith.

Woodsville High cancelled all classes for a full day and hosted a highway safety event that including hands on activities designed to educate students and staff about the importance of seat belt use and not driving distracted or impaired. The guest speaker for this event was Matt Clarke who told the students about the crash that he caused while impaired that took the life of his best friend. Matt also spoke to the seniors at John Stark.

The activities at Belmont High and Pinkerton Academy began with Marilyn Bachman discussing the texting crash that killed her husband. This was followed by activities designed to show students the true risks of not using a seat belt or of driving distracted or impaired. Dan Clary, Belmont High principal, while reflecting on the events at his school stated that "this just may be the most important 90 minutes of their high school experience."



Students from Belmont High were able to drive a golf cart while wearing impaired driving goggles. This service was provided by the NH Bureau of Liquor Enforcement. The seat belt convincer was also available.

## Drawing Attention to Buckle Up Campaign

The following article was posted on the St. Thomas Aquinas High School web site by Molly M. Wade, Marketing and Public Relations Strategist and is reprinted with their permission.

As we all know, a picture is worth a thousand words. It can also be worth a life. In the case of educating young adults on the precautionary benefits of seatbelts, art student Yage "Jenna" Chen painted a perfect picture. Well, actually she sketched it.

Each year, the New Hampshire Highway Safety Agency coordinates a Seat Belt Challenge, an event designed to promote seat

belt use by high school students. To participate in this Challenge, students are invited to submit artwork for a t-shirt design. The submissions must promote seat belt use and reference the Challenge's mission. Judges then score each design based on many elements, including creativity, originality, overall appearance and effectiveness in promoting the NH Seat Belt Challenge.

As this year's 3rd place winner, our talented Jenna caught the essence of seatbelt safety with her precision and her presentation. Howard Hedegard, on be-

half of Dartmouth Children's Hospital Injury Prevention Center, visited Mrs. Maskwa's art class to honor Jenna and to celebrate her talented contribution to the campaign Challenge. He presented Jenna a t-shirt with this year's winning entry. As a bonus, Jenna received a cash award of \$50.00.

Many of our students are (or will soon be) drivers on NH roads. We are grateful to Jenna for capitalizing on this opportunity and for using her talent to draw attention to a lifesaving topic. Buckle up, STA. We cherish you.



Left to Right: St. Thomas Aquinas principal Kevin Collins, Yage "Jenna" Chen, Howard Hedegard, and art teacher Paula Maskwa. Paula is holding a "Buckle Up NH" t-shirt that was given to students from the 24 high schools who attended the 2015 seat belt challenge in Concord.

## Safe Kids 500 at NH Motor Speedway

On May 6th Safe Kids NH and partners joined forces to hold our 12th annual Safe Kids 500 event at NH Motor Speedway in Loudon. Over 650 young people, parents/caregivers attended this year and thanks to Children's Speedway Charities and Hannaford we were, once again, able to keep this a totally free activity!

S & W Sports and the Bike Walk Alliance of NH provided over 100 bike safety checks while volunteers from Sam's Club and Kohl's

checked helmets and gave out 125 helmets to those children who needed one. Golden Cross Ambulance provided on track medical services (no one needed that fortunately!) and the Capital Area Medical Reserve Corps provided first aid in the garages where we had the educational booths set up. The Belmont PD and Merrimack County Sheriff's Office had bike patrol officers helping out on the track while Sea Cadets from NH provided

traffic control and parking along with volunteers from Pittsfield High School.

A big thank you goes to all who set up displays in the garages: Bike Walk Alliance, Fire Marshall's Office with Arson dogs from the Manchester Fire Department, NHDOT and Driving Towards Zero, Motorcycle Instructor Program, NH Health Families, Well Sense Health Plan, and the Injury Prevention Center Child Passenger Safety Program.



Safe Kids 500 on May 6th

**Safe Kids NH**

CHaD's Injury Prevention  
Center Dartmouth Hitchcock  
One Medical Center Drive  
Lebanon, NH 03756

Phone: 603-653-8360  
Fax: 603-653-8354  
E-mail: [ipc@dartmouth.edu](mailto:ipc@dartmouth.edu)

The Injury Prevention Center at  
Dartmouth is dedicated to reducing  
injury and death of NH youth.

We're on the web!  
[www.safekidsnh.org](http://www.safekidsnh.org)

**Safe Kids New Hampshire (SKNH)** is a nonprofit organization made up of individuals and organizations from around the state. SKNH serves as a hub for communication and collaboration for people and organizations in New Hampshire who are interested in preventing childhood injury. Our goal is to help all New Hampshire children grow up safe and injury free.

SKNH is a member of Safe Kids Worldwide, a global network of similar organizations with a common mission. Safe Kids NH was founded in the 1990's with the Children's Hospital at Dartmouth (CHaD) as the lead organization. Please join us in keeping New Hampshire kids safe.

## Heat Stroke Prevention

Hot summer days across the country will contribute to child deaths from heatstroke when children are left unattended in vehicles. Safe Kids NH reminds caregivers to never leave children alone in cars.

Heatstroke, also known as hyperthermia, is the leading cause of non-crash, vehicle-related deaths for children. It occurs when the body isn't able to cool itself quickly enough and the body temperature rises to dangerous levels. Young children are particularly at risk as their bodies heat up three to five times faster than an adult's. Since 1998, more than 636 children across the United States have died from heatstroke

when unattended in a vehicle.

"A car can heat up 19 degrees in 10 minutes. And cracking a window doesn't help," said Jim Esdon, of Safe Kids NH. "Heatstroke can happen anytime, anywhere. We don't want to see this happen to any family. That's why Safe Kids is asking everyone to help protect kids from this very preventable tragedy by never leaving your child alone in a car, not even for a minute."

Together, we can cut down the number of deaths and near misses by remembering to ACT.

**A:** Avoid heatstroke-related injury and death by never leaving your child alone in a car, not even for a minute. And make sure to keep your car locked when you're not in it so kids don't get in on their own.

**C:** Create reminders by putting something in the back of your car next to your child such as a briefcase, a purse or a cell phone that is needed at your final destination. This is especially important if you're not following your normal routine.

**T:** Take action. If you see a child alone in a car, call 911. Emergency personnel want you to call. They are trained to respond to these situa-

tions. One call could save a life.

The Never Leave Your Child Alone in a Car program is made possible through a grant from the General Motors Foundation. For more information on preventing child heatstroke deaths, please visit [www.ggweather.com/heat](http://www.ggweather.com/heat) and [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke).

