

THE NATIONAL SAFE KIDS CAMPAIGN

The National SAFE KIDS Campaign is the first and only national nonprofit organization dedicated solely to the prevention of unintentional childhood injury. The Campaign was launched in 1988 to address what was then a little-recognized problem: more children ages 14 and under die from what people call “accidents” (motor vehicle crashes, fires, drowning and other injuries) than from any other cause.

The goal of the National SAFE KIDS Campaign is to stimulate changes in attitudes, behavior and the environment to promote safety. For 15 years, the Campaign has relied on developing injury prevention strategies that work in the real world—conducting public outreach and awareness campaigns, stimulating hands-on grassroots activity and working to make injury prevention a public policy priority.

This ongoing strategy accounts for the tremendous progress the National SAFE KIDS Campaign has made, both locally and nationally. One study found that the implementation of a SAFE KIDS coalition in Shelby County, Tennessee, was associated with a 30 percent decrease in the local severe injury rate for targeted risk areas. In addition, the national unintentional injury death rate among children ages 14 and under has declined more than 40 percent since the Campaign’s inception. Research into the prevention of childhood injury, improvements in and distribution of safety devices, enactment and strengthening of safety laws and the hard work of people dedicated to the prevention of injury have all contributed to this decline.

Injury Prevention Strategies

The National SAFE KIDS Campaign’s comprehensive approach to injury prevention is based on an established public health model of the “five Es”: education, empowerment, environment, enactment and evaluation. This proven science of injury prevention and control underpins all Campaign initiatives. Decisions to focus on particular risk areas are data-driven—based on death and injury rates and the availability of effective preventive interventions. The Campaign has received awards from the Centers for Disease Control and Prevention and the American Public Health Association for outstanding services in the area of injury prevention practice and advocacy.

Grassroots Outreach/SAFE KIDS Coalitions

The Campaign depends on the support of more than 600 SAFE KIDS coalitions and chapters in all 50 states, the District of Columbia and Puerto Rico to reach out to local communities with prevention messages, safety devices and hands-on training. The coalitions work closely with law enforcement officers, firefighters and paramedics, medical and health professionals, educators, parents, grandparents, businesses, public policy makers and, most importantly, kids.

SAFE KIDS Goes Global

According to the World Health Organization, unintentional injury is one of the leading causes of death to children around the world. Additionally, millions of children are permanently disabled or hospitalized due to these injuries. The developing world is particularly devastated, with its rate of childhood injury rapidly increasing.

SAFE KIDS Worldwide is a network of childhood injury programs whose mission is to prevent unintentional injury to children across the globe by successfully linking organizations, communities and the private sector in effective philanthropy and cause marketing. Members of the SAFE KIDS Worldwide network are committed to the same SAFE KIDS model as the national Campaign in the United States. For a list of current SAFE KIDS Worldwide member countries, please visit www.safekidsworldwide.org.

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