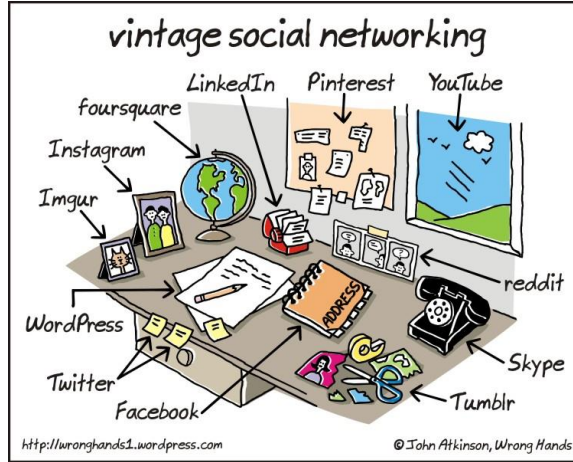




Social Media



CJG
SOCIAL MARKETING

THE TOP 8 SOCIAL MEDIA TRENDS TO WATCH OUT FOR IN 2017

Social media has had an enormous impact in today's digital marketing landscape.

In 2016, the social media sphere has continued to rise with more... **2.3 BILLION ACTIVE USERS**



Our Mission



We work to keep **all** kids safe from preventable injuries



Why It Matters



PREVENTABLE INJURIES ARE THE **#1** KILLER OF KIDS IN THE U.S.



IT'S A GLOBAL EPIDEMIC.



MILLIONS MORE CHILDREN ARE INJURED EVERY YEAR.





Website – safekidsnorthland.org



The screenshot shows the website's navigation structure. At the top, there is a search bar and a menu with links: Home, About Us, Programs, Safety Info, Events, Links, and Contact. Below this is a secondary menu with the same links. The main content area features five large circular icons: a car seat for 'Car Seat Checkups', a warning sign for 'Safety Tips', a group of people for 'Community Events', a hand high-fiving for 'My High Five', and a phone for 'Contact Us'. A small photo of a child is visible on the left side of the main content area.



Facebook – *Safe Kids Northeast Minnesota*

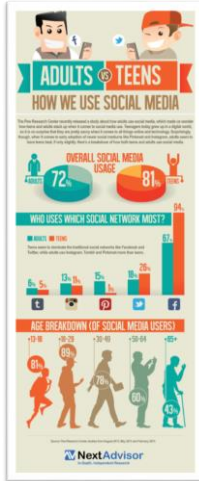


The screenshot displays the Facebook page for 'Safe Kids NE Minnesota'. The page header includes the organization's name and profile picture. A prominent blue 'Boost Post' button is overlaid on the page content. Below the button, there is a post titled 'KID UNDER YEARS OL' with the subtext 'BACK SEAT ALWAYS'. The page also shows a 'Community Organization' section with a 'People' count of 79.





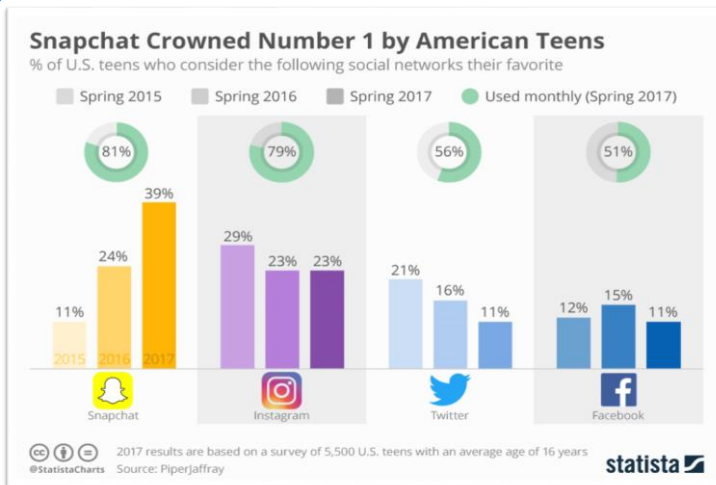
Facebook – *Safe Kids Northeast Minnesota*



- Most people use social media
- Facebook is used by both adults and teens
- Ages 18-29 is the largest group using Facebook



Twitter, Instagram, Snapchat





Media Projects

- Collaborate with multiple agencies locally and nationally
- Seat Check Saturday
- Car Seat Recycling Event
 - Opportunity partnerships with Target, AAA, Wal-Mart
- Media Event
 - Boy Scout Patch Program
 - Passport to Adventure
 - National Safe Kids Day
- Booster Seat Message Boards



Car Seat Brochure

CAR SEAT SAFETY MATTERS

BE THE RIGHT ONE
3 out of 4 car seats aren't used correctly!

YOUR CHECKLIST
CAR SEAT SAFETY IS INVOLVED & INSTALLATION. VERIFYING A CAR SEAT CONSIDERS THESE 8 STEPS:

- FIND THE BEST CAR SEAT**
- REAR-FACING IS SAFEST**
- RIGHT INSTALL EVERY TIME**
- READ MANUALS**
- POSITION HARNESS STRAPS PROPERLY**

SAFETY CHECKLIST

- Installation should be tight.
- Recline infant seat correctly.
- Place chest clip at armpit level.
- No bulky clothing under harness.
- Use the seat correctly every ride.
- Check installation often.
- Use only manufacturer-approved products.
- Car seats expire.
- Never leave objects in trunk.
- Always wear your seatbelt.

BOOSTER SEATS

RESOURCES
www.northeastkids.org
safekids.org

SAFE KIDS NORTHEAST MINNESOTA

- Easy 1-sheet
- Specific to region
- QR code
 - Linked to local and state resources
- Website Resource





Booster Seat Bookmark

- Related topics per region

<p>When Can My Child Get Out of the Harness?</p>  <p>Take the next step to a booster seat when you answer "yes" to any of these questions:</p> <ul style="list-style-type: none"> • Does your child exceed the 	<p>When Can My Child Move to a Seat Belt?</p> <p>Fitting a Child Correctly in a Seat Belt</p>  <p>For your child to properly fit a seat belt, you must say yes to all 5 questions:</p> <ol style="list-style-type: none"> 1. Does the child sit all the way against the auto seat; 2. Do the child's knees bend
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Booster Seat Message Boards

Target Elementary School Aged Children

Visible During Enforcement

Collaborative Effort

Educate Parents

Offer Additional Education



**SAFE
K:DS**
NORTHEAST
MINNESOTA



Why Booster Seat



Big Kid

5 years	Boys	Girls
Weight	37.5 - 44.7 pounds	36.3 - 44.0 pounds
Height	41.7 - 44.2 inches	41.3 - 43.8 inches
6 years	Boys	Girls
Weight	41.9 - 50.6 pounds	40.8 - 50.0 pounds
Height	44.2 - 46.9 inches	43.9 - 46.7 inches
7 years	Boys	Girls
Weight	46.5 - 56.8 pounds	45.6 - 56.6 pounds
Height	46.6 - 49.5 inches	46.5 - 49.4 inches
8 years	Boys	Girls
Weight	51.5 - 63.6 pounds	50.9 - 64.3 pounds
Height	48.9 - 52.0 inches	48.8 - 51.9 inches



Collaborative Effort





Our Work



Deliver consistent messaging through our Duluth, Cloquet, and Carlton area.
Reach parents, caregivers, educators and kids. Support Law Enforcement.




Our Work





Information to School

EXAMPLE – PUT IN STUDENT MAILBOX AT SCHOOLS
Buckeye Tp, Minnesota

Each year more than half of the motorists killed in crashes aren't belted – translating to more than 150 deaths and more than 400 serious injuries annually. Even more shocking, thousands of young children are killed or injured in car crashes. Proper use of car seats helps keep children safe, however not a lot of folks use in booster seats for as long as they should be and over half of all car seats are installed incorrectly.

Minnesota's Primary Seat Belt Law
Drivers and passengers in all seating positions must be buckled up or in the correct child restraint. Law enforcement will stop and ticket unbelted drivers or passengers – including those in the back. A seat belt violation can cost more than \$100.

Law also states:


- All children under age 8 must ride in a federally approved car seat or booster seat, unless the child is 4'9" or taller.
- Infants (under 20 pounds and one year of age) must be in a rear-facing safety seat.
- Driver is responsible.

Seat belt enforcement of this law begins with the motorist – **spool** up and assist passengers are buckled up and children are in car seats.


Seat Belt Use Safety Tips

- Always buckle up – and assist passengers are belted, too. In a crash, unbelted motorists can slam into and injure or kill others inside a vehicle.
- Wear lap belts low and snug across the hips, shoulder. If legs should never be tucked under an arm or behind the back – not only is this unsafe, it is illegal.
- Children under age 13 should always ride in the back seat.
- Kids under 4-feet 9-inches should be in a booster seat.
- Pregnant women should wear the lap belt under the stomach, as low on the hips as possible and against the upper thighs. The shoulder belt should be best between the breasts.
- Airbags are designed to work with seat belts to keep vehicle occupants in a safe position during a crash – airbags are not effective when the motorist is not belted.

Sponsored by Driving 4 Safe Communities local coalition.



more voices are collaborating to improve safety on Minnesota's roads:




Safe Kids Northeast Minnesota works to prevent unintentional childhood injury, the number one cause of death for children in the United States. An extensive network of partners and coalitions around the world strive to reduce injuries from motor vehicles, sports, drowning, falls, burns, poisonings and more through education and awareness programs designed to get communities more involved in child safety.

Since 1988, when Safe Kids was founded by Dr. Mary Eitelberger of the Children's National Medical Center with support from founding sponsor, Johnson & Johnson, there has been a 56 percent decrease in the unintentional injury rate among children 13 years and younger.

Representatives from Essentia Health, St. Luke's Hospital, Cloquet Area Fire District, Fond du Lac, Gold Cross, Duluth Fire Department, Northeast Service Corp, 14th Lighter Wing, St. Louis County Public Health, Carlton County Public Health and one concerned parent make up the coalition membership. Safe Kids Northeast Minnesota was formally established in October of 2013 and is led by Essentia Health.

For more information on how to prevent injuries in children please visit www.safekids.org or if you are interested in becoming a member of the coalition contact allison.nicolson@essentiahealth.org



The **Driving 4 Safe Communities** coalition is a regional coalition of Education, Emergency Medicine, Engineering and Enforcement professionals, known as the "E4S", who are grant funded by the Minnesota Department of Public Safety, Office of Traffic Safety. Its mission is to move Carlton and southern St. Louis counties **Toward Zero Deaths (TZD)** on our roads and assist in carrying out the mission of the **Minnesota T2D Initiative**. The mission is to create a culture in which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement, and emergency medical and trauma services.

The statewide TZD program was launched in 2003 by the Minnesota Departments of Public Safety, Transportation, and Health as a deliberate, interdisciplinary approach to traffic safety. The **Toward Zero Deaths** approach is based on the belief that even one traffic-related death on our roads is unacceptable. A combination of strategies is often most effective for solving particular problems. Local coalitions such as **Driving 4 Safe Communities** coalition were formed to implement proven strategies on local and regional levels.

In the last ten years, TZD along with the Driving 4 Safe Communities coalition, has seen a **steadfast decline** in deaths on our Minnesota Roads. In 2003 there were 65% traffic-related fatalities compared to 37% in 2013. The leading cause of deaths and serious injuries in northeastern Minnesota include: Alcohol/Drugs, Speed and Lack of Seatbelt use.

Please email Allison Nicolson at driving4safe@gmail.com or allison.nicolson@essentiahealth.org to join or learn more about the coalition. For more information about Minnesota's TZD program visit <http://www.minnesotadep.org/about/minnesota-tzd-program/>



Additional Resources




Booster Seat Safety Tips
Everything you need to know about kids in booster seats.

Kids who have outgrown their car seats are not quite ready for a seat belt alone – although they might try to convince you otherwise. Instead, have them move to a booster seat that makes the adult seat belt fit properly when they have outgrown the car seat. Booster seats can actually be pretty cool, too, since a few tips to make sure your kids are ready for use in a booster seat.

- When your child is seated in the booster seat, make sure the lap belt fits across the hips and the shoulder belt across the shoulders.
- Do not place the shoulder belt under the child's arm or behind the child's back. Return your child to a car seat if you cannot get a good fit of the seat belt when using the booster seat.
- Older kids get weighed and measured less often than babies, so check your child's growth a few times a year. Generally, kids need to use a booster seat if they are about 4 feet 9 inches tall and weigh between 80 and 100 pounds.
- Talk with the driver who transport your big kids so they understand that booster seat use is a must when your child is in their vehicle.

- Keep using a booster seat with the vehicle lap and/or shoulder safety belts until your child passes the following Safety Belt Fit Test:
 - The child's knees should bend at the edge of the seat when he or she sits back and bottom are against the vehicle seat base; and
 - The vehicle lap belt should fit across the upper thighs; and
 - The shoulder belt should fit across the shoulder and chest. Children are usually between 8 and 12 years old when the seat belt fits them properly.

Children seated in a booster seat in the back seat of the car are 53% less likely to be injured or killed than children seated in the front seat.





For more information visit www.safekids.org © 2017 Safe Kids Worldwide

Give participating schools the resources they need and back up the messaging on your social media!





Response



- “I had no idea my child had to be 8 years old and still be in a booster.”
- “4 foot 9 is really tall.”
- “Thank you for providing this! We had no idea.”
- “I didn’t know it was a law.”



**SAFE
KIDS**
NORTHEAST
MINNESOTA



Contact Information



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