

Prevention Pipeline newsletter

NC DEPARTMENT OF INSURANCE
OSFM INJURY PREVENTION DIVISION
and SAFE KIDS NORTH CAROLINA
888-347-3737 • safekidsnc.org

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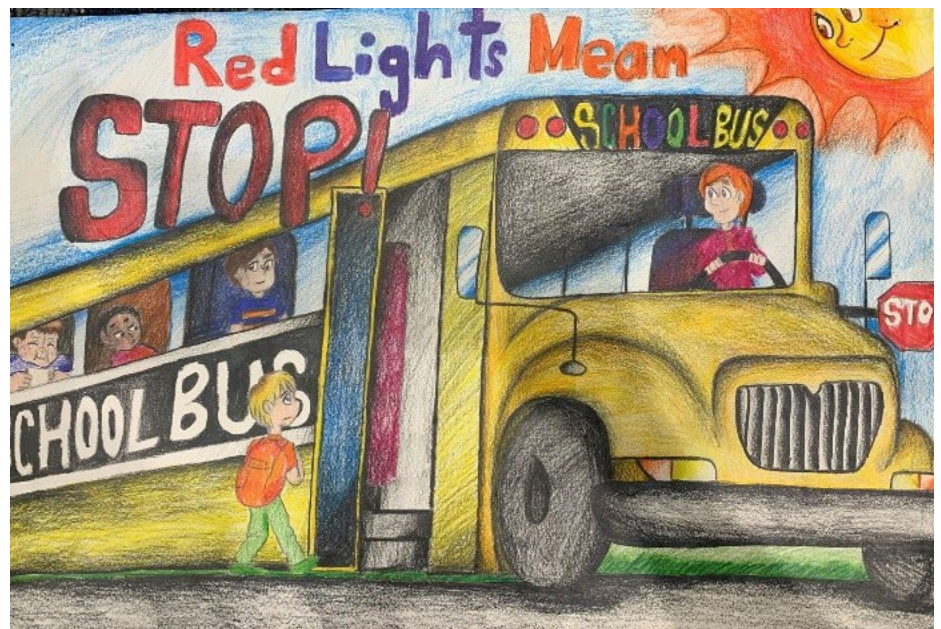
Mike Causey Insurance Commissioner • State Fire Marshal • Safe Kids NC Chair

NATIONAL SCHOOL BUS SAFETY WEEK 2020 "RED LIGHTS MEAN STOP!"

National School Bus Safety Week 2020 is October 19–23 and the theme this year is "Red Lights Mean STOP!" Each year, this national observance is held during the third full week in October. It is an active and evolving public education program and an excellent way for individuals and organizations to join forces and address the importance of school bus safety.

With more than 25 million children riding the bus every school day, National School Bus Safety Week

serves as a reminder to keep school bus safety in the forefront. Safety is important, from preparing to go to the bus stop, to boarding and exiting the bus. For tips and educational resources, visit NCBusSafety.org.



WEBSITE OF THE MONTH

www.ncosfm.gov/injury-prevention

The entire OSFM website has recently been updated! Included in the revamp was the Injury Prevention section. Check out this one-stop-shop for all your injury prevention needs.

Have an exciting story, photo, event or training that you'd like featured in our next newsletter?

Email injury.prevention@ncdoi.gov

And follow us on Facebook at facebook.com/NCsafeKids

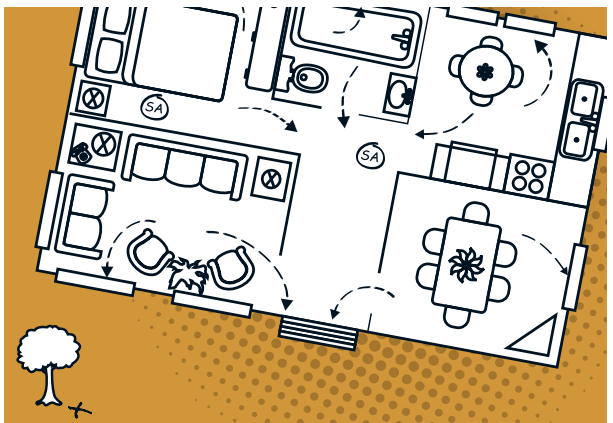
SUDDEN INFANT DEATH SYNDROME (SIDS) AWARENESS MONTH

October is SIDS Awareness Month. During this 2020 recognition, it is important to look at how to better educate families and caregivers on preventing this type of tragedy. According to the North Carolina Safe Sleep Coalition, 641 infants died

unexpectedly between 2013 and 2017. SIDS is the third leading cause of infant mortality in the United States. SIDS is a term used when there is a sudden death of an infant under the age of one that cannot be explained after a thorough investigation. It is also known that the sudden death of an infant under the age of one, can be a result of what is known as Accidental Suffocation and Strangulation in Bed (ASSB). This can be due to:

- Suffocation by soft bedding, such as a pillow or covers that have covered the mouth and nose of an infant.
- The accidental suffocation of an infant that is sleeping in bed with an adult or adults and there is an accidental roll over onto or against the child by the adult.
- Wedging or entrapment of the infant between two objects, such as the mattress and/or bed frame.
- Strangulation of the infant when their head gets trapped between the crib railings.

UNC Center for Maternal and Infant Health has partnered with agencies throughout the state to create the Safe Sleep Campaign. This is a joint effort to promote awareness of sudden infant death and to educate the community on how to prevent this tragedy. Visit [SafeSleepNC.org](https://www.safesleepnc.org) to find resources for parents/caregivers and healthcare professionals, including a media toolkit to reach a broader audience.



ROUTINE FIRE DRILLS CAN SAVE LIVES!

Fire Prevention Week is observed each year during the week of October 9th in tribute of the **Great Chicago Fire**. This year, Fire Prevention week will be held October 4 – 10 with October 10th being Home Fire Drill Day. Fire drills in buildings and schools first started to ensure that everyone knew how to exit safely and as quickly as possible. Shouldn't families be able to do the same in the event of a fire in their home? We say yes! Most people have only 1 or 2 minutes from the time the smoke alarm sounds to get out of the home safely. All members of the family should know what to do in case of an emergency. Here is how to get started:

1. Start by creating a **Fire Escape Plan**.
2. Once everyone is clear on the plan, it's time to practice a home fire drill.
3. During the drill, try to make the experience as real as possible: Sound the smoke alarm at unexpected times, even in the middle of the night; time the drill, seeing how long it takes to get out of the home.
4. Practice your home fire drill at least two or three times a year.

Having a plan and practicing fire drills in your home can be the one routine that could save a life.

TRICK OR TREAT... DURING COVID?

On October 31, ghosts and goblins have, traditionally, come out in communities across North Carolina with one goal in mind: The Candy Motherlode. But is it safe to go out this Halloween? A recent Harris Poll survey suggests that more than 70% of millennial moms are planning to “make the most” of Halloween with their families, with 80% of all surveyed saying that heading out to trick or treat is at the top of their list of things to do on Halloween. Here are some simple things to keep in mind as you go out:

- Avoid joining a big group of trick-or-treaters: Staying close together for hours on end brings with it a higher risk of transmission;
- Avoid face-to-face exposure: Keep interactions at the doorway brief and choose to go to fewer homes in order to minimize risk;
- Avoid touching doorbells, candy or other surfaces. Take plenty of hand sanitizer and apply frequently;
- Get creative: Try to incorporate face coverings as part of the costume; and
- Encourage kids not to touch candy until a parent says it is ok.

Following these small tips can make Halloween safer for all. For more traditional Halloween safety tips, visit the [Safe Kids Halloween Safety Section](#).



WHAT'S IN YOUR MEDICINE CABINET?

Do you have unwanted or expired pills in your medicine cabinet? Now is the time to dispose of those medications. Saturday, October 24th is “National Prescription Drug Take-Back Day,” which aims to provide awareness of leftover medications in the home and the need to safely dispose of them. North Carolina has more than 475 permanent drop boxes available to dispose of unwanted medications. They are safe, convenient, no questions asked and FREE. To find a permanent drop box location near you, visit [Operation Medicine Drop](#).

SERVING UP FIRE SAFETY PHOTO CONTEST WINNERS

State Farm, NFPA, N.C. Department of Insurance - Office of State Fire Marshal (NCDOT-OSFM) and Fire Departments, joined together for 2020 Fire Prevention Week "Serving Up Fire Safety" photo contest. Fire Departments were asked to get creative and to send in a photo with a cooking safety message for a chance to win 1 of 5 Fire Prevention Kits. There were many great photos and winners we chosen based on the number of Facebook "likes." Here are the winners:

1. Durham Fire Department with 191 "Likes"
2. Town of Rural Hall Fire Department with 154 "Likes"
3. Summerfield Fire District with 147 "Likes"
4. French Broad Volunteer Fire Department with 88 "Likes"
5. Charlotte Fire Department with 87 "Likes"

A LOOK AHEAD TO NOVEMBER

- National Carbon Monoxide Awareness Week
- Smoke Alarms: Change your Clocks, Check Your Batteries
- World Day of Remembrance for Road Traffic Victims
- Holiday Travel Safety
- Holiday Cooking Safety

CPS TECHNICIAN CERTIFICATION CLASSES

NOVEMBER 2 – 5	Caldwell County/Lenoir, NC
NOV. 30 – DEC. 3	Rockingham County/Reidsville, NC
DECEMBER 7 – 10	Wilson County/Wilson, NC
MARCH 1 – 4	Hoke County/Raeford, NC
APRIL 6 – 9	Randolph County/ Randleman, NC
MAY 3 – 6	Johnston County/ Selma, NC

For more information on how to register for a class, visit buckleupnc.org.

ALERT TODAY ALIVE TOMORROW

October 18 – 24 is National Teen Driver Safety Week – now in its 13th year! The goal is to raise awareness and seek solutions to prevent teen injuries and deaths on the road.

Car crashes are the number one cause of death for teenagers in the United States. There were 3,255 teen drivers between the ages of 15 and 19 who died in motor vehicle crashes in 2017. Educating teen drivers on safe driving practices is key to preventing these tragedies.

Did you know:

- 16-year-olds have the highest crash rates of all drivers;
- The death rate for 16 and 17-year-old drivers increases with each additional passenger;
- 94% of teenagers recognize the danger of cell phone use while driving, while 25% of them do it anyway;
- 21% of teen drivers died in crashes due to being distracted by their phones;
- In addition to distracted driving, teens have crashes due to driving while intoxicated, reckless driving, inexperience and not wearing their seat belts.

Talk with your teen about safe driving. Set clear guidelines with your teen and have them sign a safe driving pledge. Set consequences and stick to them! You can learn more about teen driving and how to help your teen by visiting the National Highway Traffic Safety Administration.