

# 2022

## North Carolina Safe Kids Conference

May 24 – 26, 2022  
Great Wolf Lodge, Concord NC

NC DEPARTMENT OF INSURANCE  
MIKE CAUSEY, COMMISSIONER

**SAFE  
K:DS**  
NORTH CAROLINA

# Conference Schedule

Tuesday, May 24		
8:00 AM	Registration opens	Conference Lobby
9:00 – 9:45 AM	<b>Safe Kids North Carolina Conference Welcome and Opening Ceremony</b> Barry Overman, Director Safe Kids NC; Concord Fire Department Honor Guard; William Dusch, Mayor of Concord; Jacob Williams, Fire Chief, Concord Fire Dept.	Fallen Timbers
9:45 – 10:00 AM	Vendor hall opens	White Pines 2
10:00 – 11:30 AM	<b>CPS Manufacturers' Update &amp; Scavenger Hunt (2.0 CEUs)</b> Daniella Brown, UPPAbaby; Daniel Dias, Dorel Juvenile Group; Sean Kennedy, Mercury Distributing; Sarah Tilton, Britax; Courtney Barry, Chicco; Vera Fullaway, Safe Traffic Systems; Sarah Haverstick, GoodBaby International; Tony Jerisha, Kids Embrace; Paul Albright, WhizRider; Bob Wall, NUNA Baby	Fallen Timbers
11:30 AM – 12:00 PM	CPS Scavenger Hunt, vendors and networking	White Pines 2
12:00 – 12:45 PM	Lunch and networking	Fallen Timbers
12:45 – 1:45 PM	<b>Rail Safety Information for Your Community</b> Margaret Cannell, Executive Director/State Coordinator, NC Operation Lifesaver	Fallen Timbers
1:45 – 2:15 PM	Break with vendors/networking	White Pines 2
2:15 – 3:15 PM	<b>Car Seat Detective</b> (1 CEU) (Group A) Manufacturers Alliance for CPS (MACPS)	White Pines 1
	<b>The Great Escape from the Mini Van</b> (1 CEU) (Group B) Bevan Kirley, Senior Research Associate, UNC Highway Safety Research Center; Kristel Robison, Research Associate, UNC Highway Safety Research Center	White Pines 3
3:15 – 3:45 PM	Break with vendors/networking	White Pines 2
3:45 – 4:45 PM	<b>Car Seat Detective</b> (1 CEU) (Group B) Manufacturers Alliance for CPS (MACPS)	White Pines 1
	<b>The Great Escape from the Mini Van</b> (1 CEU) (Group A) Bevan Kirley, Senior Research Associate, UNC Highway Safety Research Center; Kristel Robison, Research Associate, UNC Highway Safety Research Center	White Pines 3
5:00 PM	Vendor hall closes	

Wednesday, May 25		
7:30 – 8:30 AM	Breakfast (conference name badge required)	Loose Moose Lodge
8:30 AM	Registration opens	Conference Lobby
8:30 – 8:45 AM	Vendor hall opens	White Pines 2
8:45 – 9:35 AM	<b>Good - Better - Best. Are You There Yet?</b> (1 CEU) (Group A) Sarah Tilton, Director of Consumer Advocacy, Britax Child Safety	White Pines 1
	<b>Deconstructing Car Seats</b> (1 CEU) (Group B) Manufacturers Alliance for CPS (MACPS)	White Pines 3
9:35 – 10:00 AM	Break with vendors/networking	White Pines 2
10:00 – 10:50 AM	<b>Community Risk Reduction</b> Kelly Ransdell, Regional Director, NFPA	White Pines 1
	CPS Scavenger Hunt (Wrap-up)	White Pines 2
	<b>What is the NC Wildlife Resource Commission's Hunter Education Program and How Does it Fit with the Mission of Safe Kids NC?</b> Dolly Hulin, Safety Consultant, NC Safety Conference; Branden Jones, Captain of Support Services, NC Wildlife Resources Commission Law Enforcement Division	White Pines 3

10:50 – 11:10 AM	Break with vendors/networking	White Pines 2
11:10 AM – 12:00 PM	<b>Good - Better - Best. Are You There Yet?</b> (1 CEU) (Group B) Sarah Tilton, Director of Consumer Advocacy, Britax Child Safety	White Pines 1
	<b>Deconstructing Car Seats</b> (1 CEU) (Group A) Manufacturers Alliance for CPS (MACPS)	White Pines 3
12:00 – 1:30 PM	<b>Safe Kids North Carolina Recognition Luncheon</b> Mike Causey, NC Commissioner of Insurance and State Fire Marshal Brian Taylor, Chief State Fire Marshal, Office of State Fire Marshal	Fallen Timbers
1:30 – 1:45 PM	Break with vendors/networking	White Pines 2
1:45 – 2:45 PM	<b>CPS Jeopardy</b> (1 CEU) Sarah Haverstick, Safety Advocate, Goodbaby International	Fallen Timbers
2:45 – 3:15 PM	Break with vendors/networking (final opportunity to meet with vendors)	White Pines 2
3:15 – 4:15 PM	<b>CPS &amp; Injury Prevention: The Good, the Bad and the Ugly</b> (Community Education) Suzanne Ledoyen, Section Manager, Wake County Gov. Maternal & Child Health	White Pines 1
	<b>Keeping Kids Safe: Youth Suicide Prevention</b> Anne Geissinger, Program Coordinator & Team Lead, NCDHHS Comprehensive Suicide Prevention; Jane Miller, Program Manager, NCDHHS Comprehensive Suicide Prevention	White Pines 3
	<b>Water Safety: Great Wolf Lodge Water Safety Initiatives and Behind the Scenes Tour</b> Duane Krueger, Director of Aquatics for Great Wolf Lodge Concord	Fallen Timbers

## Thursday, May 26

7:30 – 8:45 AM	Breakfast (conference name badge required)	Loose Moose Lodge
8:30 AM	Registration opens	Conference Lobby
9:00 – 10:15 AM	<b>American Red Cross Preparedness Programs</b> Kelly Ferrell, Senior Disaster Manager, Red Cross Greater Carolinas Region; Melissa Hartzell, Regional Preparedness & Partnerships Manager, Red Cross Eastern North Carolina Region	Fallen Timbers
10:15 – 10:45 AM	Break and check-out	
10:45 AM – 12:00 PM	<b>Human Trafficking in Our Community</b> Kami Biastes, Communications Director, Present Age Ministries	Fallen Timbers
12:00 – 12:15 PM	Conference closing and wrap-up	

# Session Details

## Safe Kids NC Conference Welcome and Opening Ceremony

**Barry Overman**, Director of Safe Kids NC  
**Concord Fire Department Honor Guard**  
**William C. "Bill" Dusch**, Mayor of Concord  
**Jacob Williams**, Fire Chief, Concord Fire Department

---

## Child Passenger Safety Manufacturers' Update (1 CEU)

**UPPAbaby**, Daniella Brown; **Orbit Baby**, Jonathan Otero; **Dorel Juvenile Group**, Daniel Dias; **Mercury Distributing**, Sean Kennedy; **Britax**, Sarah Tilton; **Chicco**, Courtney Barry; **Safe Traffic Systems**, Vera Fullaway; **Kids Embrace**, Tony Jerisha; **WhizRider**, Paul Albright; **NUNA Baby**, Bob Wall;

Child safety seats are constantly evolving, and CPS technicians work daily to ensure parents and caregivers know how the newest child restraints work to protect children. Get the latest updates directly from each child restraint manufacturer while learning about the newest technology and products in the field.

---

## CPS Scavenger Hunt (1 CEU)

Participants will be given a scavenger hunt worksheet consisting of various questions regarding car seat products. Each question must be answered by visiting the manufacturers, working with advocates, getting hands-on with the car seats, and reading manuals, labels, etc.

---

## Rail Safety Information for Your Community

**Margaret Cannell**, Executive Director/State Coordinator, NC Operation Lifesaver

Every three hours, a person or vehicle is hit by a train in the United States. The mission of Operation Lifesaver is to reduce collisions, fatalities, and injuries associated with trespassing on or near railroad tracks and at crossings. Our materials are for every age, from pre-K through adult drivers, professional drivers, students, first responders, new drivers, law enforcement, etc. Margaret will introduce Operation Lifesaver, its history in the US, how it operates and, most importantly, how Safe Kids and law enforcement agencies can utilize its materials to promote rail safety in North Carolina.

---

## Car Seat Detective (1 CEU)

**Manufacturers Alliance for CPS (MACPS)**

This session will require participants to utilize a variety of the newest manuals including car seat user guides, vehicle owner's manuals, and the LATCH manual to answer a series of new technical questions. Example: "Find information about LATCH limits in a car seat manual, vehicle manual, and LATCH manual. Are there differences?"

---

## The Great Escape from the Mini Van (1 CEU)

**Bevan Kirley**, Senior Research Associate, UNC Highway Safety Research Center  
**Kristel Robison**, Research Associate, UNC Highway Safety Research Center

This hands-on session will challenge CPS technicians to go beyond basic skills and tackle a complicated real-world scenario to ensure everyone in the vehicle is riding safely. Challenges you'll have to overcome include figuring out the best car seat choice for a child with special needs, and identifying a solution for putting a child in a seat with a broken seat belt. In a series of escape room style puzzles, technicians will have to determine which car seats a family will use, which child will ride in each seat, where each child will ride in the vehicle, and how the seats will be installed.

## Good-Better-Best. Are You There Yet? (1 CEU)

**Sarah Tilton**, Director of Consumer Advocacy, Britax Child Safety

As technicians, we can sometimes be overzealous when a caregiver doesn't make the decision to follow best practice. This presentation will review the Good, Better, Best concept while connecting it to "acceptable" and "safe" installation and use of car seats and booster seats. Participants will review car manufacturer's user guides and directives to understand how they can best communicate to the caregiver.

---

## Deconstructing Car Seats (1 CEU)

**Manufacturers Alliance For CPS (MACPS)**

Participants will break down the many layers of car seats, looking at the different components manufacturers consider when developing car seats. The categories they will explore include federal requirements, fit, comfort, convenience, safety, and installation. By looking at these categories, participants will learn what is required by federal standards and the different ways child restraint manufacturers approach the challenges of child fit and added comfort. They will also learn how manufacturers approach safety and installation solutions.

---

## Community Risk Reduction

**Kelly Ransdell**, Regional Director, NFPA

Data driven decision making helps our Safe Kids coalitions address the most pressing issues in the community. The first step to success is to set up a community risk assessment, showing the high-risk areas of your community, and then customizing programs to target these areas. This session will look at community risk factors, Craig1300 as a tool, and free resources to address fire safety through Safe Kids coalition work.

---

## What is the North Carolina Wildlife Resource Commission's Hunter Education Program and How Does it Fit with the Mission of Safe Kids NC?

**Dolly Hulin**, Safety Consultant, NC Safety Conference

**Branden Jones**, Captain of Support Services, NC Wildlife Resources Commission Law Enforcement Division

Participants will learn about the NC Wildlife Resource Commission's Hunter Education Program and will review statistical data proving the reduction in statewide firearm related hunting incidents. They will also learn how to get involved with the program and where to find additional resources to assist with firearm safety outreach in their community.

---

## Safe Kids North Carolina Recognition Luncheon

**Mike Causey**, NC Commissioner of Insurance and State Fire Marshal

**Brian Taylor**, Chief State Fire Marshal, Office of State Fire Marshal

---

## CPS Jeopardy

**Sarah Haverstick**, Safety Advocate, Goodbaby International

CPS technicians will be challenged in an interactive question and answer session based on the TV show Jeopardy! Categories in 2022 cover new child restraint models, vehicle technology, fake/foreign and complaint products, and car seat misuse.

## **CPS & Injury Prevention: The Good, the Bad and the Ugly (Community Education)**

**Suzanne Ledoyen**, Section Manager, Wake County Gov. Maternal & Child Health

As a technician, effective communication is essential when engaging with parents/caregivers. While focusing on best practice, this session will explore “the good, the bad, and the ugly” of working with parents/caregivers and the challenges technicians may encounter. Technicians will also learn tips for effective communication and engagement. This session will meet the community education requirement for recertification.

---

## **Keeping Kids Safe: Youth Suicide Prevention**

**Anne Geissinger**, Program Coordinator & Team Lead, NCDHHS Comprehensive Suicide Prevention

**Jane Miller**, Program Manager, NCDHHS Comprehensive Suicide Prevention

This session will examine historical data trends and current concerns. The presentation will explore three public health strategies being implemented under the five year CDC Comprehensive Suicide Prevention grant and three state resources now available.

---

## **Water Safety: Great Wolf Lodge Water Safety Initiatives and Behind the Scenes Tour**

**Duane Krueger**, Director of Aquatics for Great Wolf Lodge Concord

Participants will have a chance to tour Great Wolf Lodge’s 80,000 square foot waterpark and attractions, and discuss the hotel’s emergency action plan with emphasis on fire, medical, and active shooter incidents. The session will also focus on aquatic safety and drowning prevention. Participants will learn about the important link between the initial response by aquatics personnel and the emergency personnel response during water-related incidents. This session will include drowning recognition, lifeguard rescues & emergency response, 10/20 protection standard, zone validation process, and the Ellis Aquatic Vigilance System (EAVS).

---

## **American Red Cross Preparedness Programs**

**Kelly Ferrell**, Senior Disaster Manager, Red Cross Greater Carolinas Region

**Melissa Hartzell**, Regional Preparedness & Partnerships Manager, Red Cross Eastern North Carolina Region

The American Red Cross has long been known for responding to disasters, training community members in CPR & First Aid, and for being one of the nation’s largest blood banks. But wait! There’s more! Did you know the American Red Cross offers individual and community preparedness programming each and every day? Programs span from smoke alarm installations and home fire safety education, to K-5 disaster preparedness training, to teaching community members how to respond to a cardiac emergency while first responders are being dispatched. Join us to learn about how to connect and partner with your local Red Cross team to make communities stronger together!

---

## **Human Trafficking in Our Community**

**Kami Biastes**, Communications Director, Present Age Ministries

In this presentation, participants will learn the meaning of human trafficking and how it manifests itself in North Carolina, particularly in the Charlotte region. They will also learn about the existence of various programs and services used to help Present Age Ministries fight to combat human trafficking. Overall, the presentation will generate general awareness and understanding of the problem of human trafficking and Present Age Ministries’ mission to end it.

# A Special THANK YOU to our Sponsors



# A Special THANK YOU to our Vendors



American Red Cross



ridesafer



travelsmarter

