



# play safe! be safe!®



## BULLETIN



### Important notice about the *play safe! be safe!®* kit

#### **Child Care Council Galvanizes Rochester Community**

The Strong National Museum of Play in Rochester, NY, was the unique venue for a *play safe! be safe!®* Community and Train-the-Trainer Workshop sponsored by Child Care Council, Inc. The Council, a not-for-profit child-care resource and referral agency, which was profiled in the July 2009 issue of the *Bulletin*, serves three counties close to Rochester in upstate New York. They provide a variety of services that range from educational programs for child-care providers to nutrition and physical activity programs for young children.

Tamika L. Johnson, Director of Legally Exempt Services at Council, headed the team that organized the workshop. "This was the first program that we partnered with another community agency. We were proud to be a part of the planning which turned out to be the largest event Child Care Council has ever had," explains Johnson. "We had 123 people attend the workshop and there were representatives from dozens of agencies."

Thanks to its proactive board of directors, Child Care Council has extensive ties in the community. One board member involved the mayor's office and others reached out to any and every organization that might touch children. "Of course, the Rochester Fire Department was key to involving the fire community," says Johnson, "and we were especially pleased that Rochester Fire Chief, John D. Caufield, agreed to serve as honorary chair of the event."

To rally the child-care providers, the council mailed two newsletters, which reached 3,000 educators. In addition, they mailed personal invites to community leaders and even community recreation centers, as well as state agencies such as the New York State Office of Children and Family Services.

Johnson gauged the success of the workshop by the attentiveness and enthusiasm of the audience. "

Dr. Cole's presentation was very well received, and judging from the questions asked and the lively discussion that followed, he definitely got the message across." Johnson recalls, "There were so many topics raised. One discussion focused on how some children do not react to the sound of a smoke alarm because family members routinely take out the battery. That prompted a discussion about reinforcing in children the need to exit their homes when they hear the alarm, along with an update about the innovations in smoke alarm batteries."

The *play safe! be safe!* workshop was just a part of the day's activities. Following Dr. Cole's program, attendees were invited to visit the Literacy Area at the museum. The day ended with Child Care Council's 39th Annual Dinner. That event was attended by 120 individuals including many of the workshop participants, as well as community leaders, and Child Care Council Board and Staff. Dr. Cole's keynote address highlighted statistical data about child-safety issues and emphasized the value that he finds in collaborating with Child Care Council to promote the important work of Fireproof Children and the *play safe! be safe!* program.

"Child Care Council understands the importance of fire-safety education. We are committed to promoting *play safe! be safe!*," emphasized Johnson. "We use the kits to train our 1,700 daycare providers on a regular basis."

Edwin Maier, education consultant and *play safe! be safe!* specialist at Child Care Council added, "Community vitality is most important when confronting issues that impact people, their families, and their homes. Dr. Cole's challenge through the *play safe! be safe!* workshop gave focus to our communities' need for fire prevention education, shared tools with which to implement effective fire-safety programs, and underscored the need for the immediacy of civic response. The *play safe! be safe!* experience has alerted our child-care providers, civic leaders, trainers, and educators, to act now! With the diversity of professions involved in the workshop, at every level, fire-safety education will happen - profoundly."

Concluding, Child Care Council CEO, Barbara-Ann Mattle commented: "The Council was honored to have this opportunity for collaboration on a national level. The partnership between the BIC Corporation, Fireproof Children, Prevention First, Dr. Robert Cole, Jack Dinaberg and the Child Care Council Staff was pure pleasure from start to finish. Then we added the Rochester Fire Department and the support of Chief Caufield to tie a bow around our perfect conference package.

"During the conference break," continued Mattel, "the partners displayed their collaboration as they joined together to do a special recognition of the fire-safety specialists from the New York State Office of Children and Family Services. That recognition included a memorial dedication of a classroom in the Council's Drake/Lok Lifelong Learning Center in recognition of Howard Silvers, a long-time fire-safety specialist who died suddenly last year.

"*The play safe! be safe!* program has been an integral part of the Child Care Council's safety and early literacy education program for many years. We have found that the program design lends itself to use with children of all ages, empowers caregivers to see themselves as competent teachers, encourages the older children to try out their own teaching skills and shows that learning need not be one dimensional," said Mattel. "We look forward to continuing our work with this and other programs with our new partners."

## **New Jersey Educator Proves Multiplier Theory**

Mary Ann Sanguinito, a Master Teacher with the Phillipsburg School District's Early Childhood Program in Phillipsburg, N.J., was interviewed in the January 2009 issue of the *Bulletin*. She participated in the Sayreville, N.J. Train-the-Trainer Workshop and went on to develop a professional development day for 58 preschool and kindergarten teachers along with a variety of training initiatives, demonstrating the "multiplier effect" of the Train-the-Trainer Workshop. Recently, *play safe! be safe!*® revisited Sanguinito.

"The *play safe! be safe!* program is still going strong," reports Mary Ann Sanguinito. "Recently, we applied for and won a Pride Grant through the Phillipsburg Education Association sponsored by the New Jersey Education Association." The grant, designed to foster better relationships with parents and the community, is providing Sanguinito with another opportunity to promote juvenile fire safety. "To be successful in educating preschoolers about fire safety, we have to engage the parents, so it was a perfect fit," says Sanguinito.

Working with Cheryl Lauer, Community and Parent Involvement Specialist for the district, Sanguinito is helping to organize a special evening program for parents and their children. For the parents, she'll present the *play safe! be safe!* PowerPoint presentation. "When we finish with the program, parents will join their children in our all-purpose room where staff teachers will present a variety of learning activities.

"What we are most excited about is that each parent will receive a goodie bag that will include a copy of *Mikey Makes a Mess*, written by Carolyn Kourofsky. "It's critical to involve parents in educating children about fire safety," emphasizes Sanguinito. "*Mikey Makes a Mess* reminds parents about properly storing away matches and lighters while it illustrates to children the importance of picking up clutter." Also in each bag will be a smoke alarm battery for parents to use at home. In addition, Sanguinito was able to purchase 12 *play safe! be safe!* kits for Phillipsburg kindergarten classes.

## **Focusing on Unintentional Injuries**

Dr. Robert Cole lectures extensively and presents numerous *play safe! be safe!*® workshops every year. In this column, he discusses how his work in juvenile fire safety led him and his colleagues to start Prevention 1st, a 501C3 foundation, to broaden his message beyond fire to all unintentional injuries.

Before we started Fireproof Children, I worked with local fire officials to improve our understanding of juvenile firesetting and to develop a network of community agencies to prevent fires started by children here in Rochester. Our research eventually led to the start of Fireproof Children and the development of training programs across the country.



In the early 1990s, we were fortunate to be asked to join a team that BIC Corporation was putting together to develop a preschool fire safety education program -- *play safe! be safe!* Through BIC's long-term commitment to comprehensive fire-safety education for young children, we have been able to provide teachers, daycare providers, fire-safety educators and others with nearly 100,000 classroom kits. To date, we have conducted workshops in every state and almost all Canadian provinces – a total of nearly 140 workshops!

In 2006, we started the Prevention 1st Foundation, a 501C3 not-for-profit, to continue our fire-safety work. At that juncture, we broadened our message to all unintentional injury because the same process of education and awareness can be applied. It is a little known fact in the United States that unintentional injuries are the leading cause of death for all people between the ages of 1 to 44 and the fifth leading cause of death overall. And that's only part of the picture.

According to the National Center for Health Statistics at the Center for Disease Control and Prevention (CDC), among those ages 1 to 24, 44% of all deaths are related to unintentional injuries, more than the next 9 causes combined, which include homicide and suicide. For children ages 1 to 10, unintentional injuries account for 37% of all deaths, more than the next 7 causes combined. The statistics, based on 2004 research by the CDC, further revealed that more than 27 million people also experienced a nonfatal unintentional injury serious enough to require a visit to an emergency room which "effects can last a lifetime."

From a study we conducted with funding from the CDC, we interviewed 300 mothers of children ages 3 to 11 here in Rochester. We learned that parents are most concerned about what they feel they cannot control – what happens at school and in the neighborhood. Since they see themselves as "careful" and "caring," they are not typically concerned about injuries that might occur under their watchful eye, specifically injuries that might occur when the children are at home! Unfortunately most fatal injuries to children occur either in the car or at home.

## **Robert Cole Recognized for his Work in Juvenile Fire Safety**

At the Rochester *play safe! be safe!@* workshop, BIC's Director of Corporate Communications, Linda Kwong, read a letter from Bruno Bich, Chairman, and Mario Guevara, Chief Executive Officer.

*It is with sincere gratitude that we recognize your 15 years of leadership and dedication to the play safe! be safe!@ fire safety education program for young children. You are an outstanding advocate for child safety, having delivered this program in approximately 140 professional development workshops for educators, firefighters and community leaders in all 50 U.S. states, Washington D.C., Puerto Rico, and nearly all Canadian provinces.*

*Through more than 1,500 media interviews and placement of the program in thousands of preschools, you have carried the lifesaving message of fire prevention and safety to more than two million children and their families. Thanks to the efforts of you and your team, BIC has been proud to receive a range of awards for play safe! be safe!, including:*

- Director's Choice Award for Best Curriculum from the National Association for the Education of Young Children;*
- Rolf H. Jensen Partners in Public Education Award from the National Fire Protection Association;*
- Endorsement by the International Association of Hispanic Firefighters for the Spanish-language adaptation.*

*Bob, we thank you for your passion and spirit in making the play safe! be safe! program truly one of the best educational investments BIC has made, and we look forward to our continued partnership with you and your colleagues.*

*Very truly yours,  
Bruno Bich, Chairman  
Mario Guevara, Chief Executive Officer*

## **States Supporting Ban on Novelty Lighters Continues to Increase**

Illinois and Massachusetts became the thirteenth and fourteenth states to pass legislation banning the distribution and sale of novelty, toy-like lighters. At the signing of House Bill 5139 Governor Pat Quinn said, "I salute our state's firefighters for their unwavering commitment to the safety of the people of Illinois." The Massachusetts law, Bill 4369, signed by Governor Deval Patrick last summer, went into effect in November. The Massachusetts law prohibits the manufacturing, sale, giving away, storing or transport of novelty lighters in the state.

### **Did you Know?**

**Unintentional injuries are the leading cause of death among ages 1 to 44 years**

### **Classroom Activity: Help Maria Find the Firefighter**

Download this fun activity and either incorporate it into your classroom, or send it home for your students to do with their parents. Ask them to guide Maria through the hydrant maze to the firefighter and Hero.