

Presented by:
the Health Planning Council of Southwest Florida



Protecting Our Children: Preventing Fatal Injuries



Presented by:

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April is Child Abuse Prevention Month – We support Pinwheels for Prevention

**SAFE
K:DS**
SOUTHWEST
FLORIDA

- Injury and fatality data
- Child Passenger Safety
- Safe Sleep
- Shaken Baby Syndrome
- Water Safety
- Injury Prevention



What we will cover:

State Health Improvement Plan – Goal 1 – Child Injury

- **Objective ISV 1.1** By 12/31/26 reduce **unexpected infant death** rates from 1 per 1,000 (2020) to .8 per 1000 births.
- Strategy ISV1.1.1: Increase # of (maternity) hospitals and birthing centers in targeted areas that are Cribs for Kids certified
- Strategy ISV1.1.2: Increase participation of home visitation programs to reinforce safe sleep messaging with caregivers
- Strategy ISV1.1.3: Increase local maternity care hospitals and home visitation programs who identify need and distribute safe sleep surfaces for families in need

- **Objective ISV 1.2** By 12/31/26, **reduce drowning in children aged 17 years or under** from 1.9 per 100,000 population (2020) to 1.7 per 100,000 population.
- ISV 1.2.3: Support the implementation of “Every Child a Swimmer” legislation through Department of Education (DOE)

- **Objective ISV1.3** By 12/31/26 reduce emergency room visit rates ages 19 years and under injured from **motor vehicle crashes** from 581.1 per 100,000 population (2020) to 523.0 per 100,000 population.
- Strategy ISV 1.3.1: Align efforts with FL Occupation Protection Coalition strategic plan to reduce injuries from unrestrained occupants in vehicle crashes.
- Strategy ISV 1.3.2: Align efforts with the Department of transportation safety initiative “Target Zero – let’s get everyone home” to address speed, aggression and distracted driving prevention and efforts of the Teen Safe Driving Coalition
- Strategy ISV 1.3.3: Participate in and support Mothers Against Drunk Driving and Students Against Destructive Decisions

- **Objective ISV 1.5** By 12/31/26 reduce the rate of hospitalizations for **traumatic brain injuries** for youth ages 19 and under from 38 per 100,000 per population to 34.3 per population
- Strategy ISV 1.5.1 Develop a network of partners to promote awareness of helmet safety
- Strategy 1.5.2 Assess concussion prevention policies currently supported by city parks and leagues

The Florida State Health Improvement plan is comprised of XXX priority areas, one of which is Injury, Safety and Violence (ISV). The Priority Area workgroup collaborates across disciplines to implement goals and objectives. The four goal areas for the Injury, Safety and Violence Priority Area are: Goal 1 -Prevent/Reduce Child Injury; Goal 2 – Prevent/Reduce Adult Injury; Goal 3 – Support Vulnerable Populations (Domestic/sexual violence, **child abuse/neglect**, trafficking); Goal 4- mitigate **Adverse Childhood Experiences**.





Child Fatality Prevention



4/18/2025

Last Refreshed Date

Year
2023 ▾

Causal Factors
All ▾

Verified Prior in the Past 12 Months
All ▾

Show only Verified Fatalities:
All ▾

Age Range
0 17

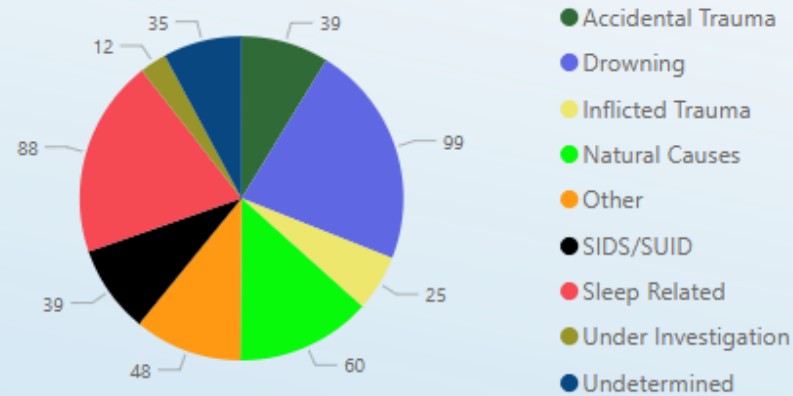


[View Statewide Results](#)

[View Heat Map](#)

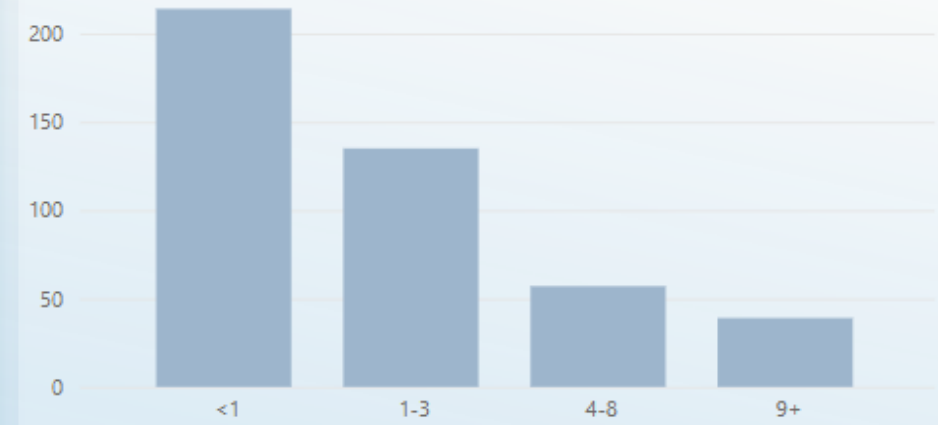
Total Child Fatalities 2023 : 445

Fatalities by Causal Factors



View By Age

[View Trend](#)





Child Fatality Prevention



4/18/2025
Last Refreshed Date

Year

2024 ▾

Causal Factors

All ▾

Verified Prior in the Past 12 Months

All ▾

Show only Verified Fatalities:

All ▾

Age Range

0

17



[View Statewide Results](#)

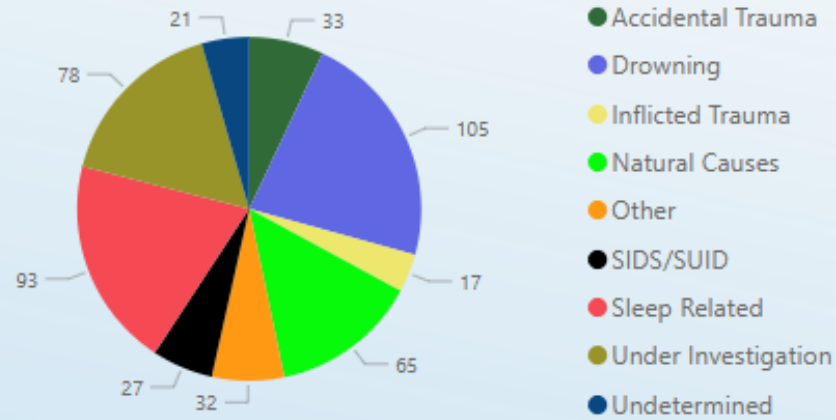
[View Heat Map](#)

Total Child Fatalities 2024 : 471



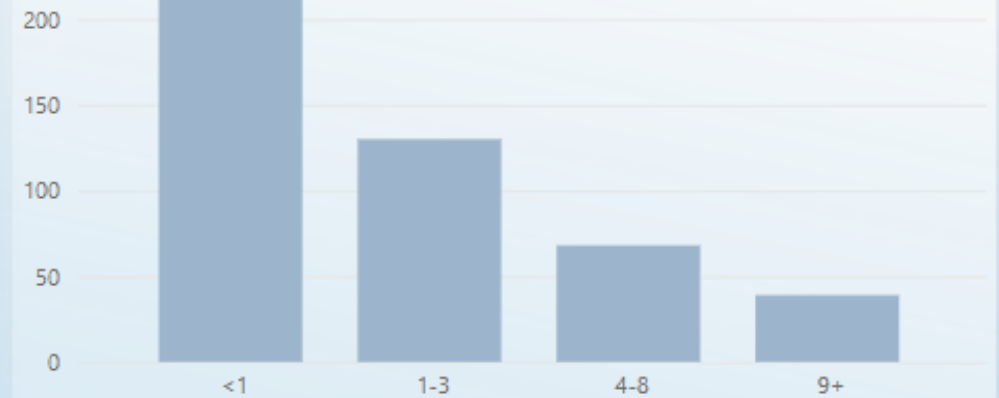
Dashboard Navigation

Fatalities by Causal Factors



View By Age

[View Trend](#)





Child Fatality Prevention



4/18/2025
Last Refreshed Date

Year

2025 ▾

Causal Factors

All ▾

Verified Prior in the Past 12 Months

All ▾

Show only Verified Fatalities:

All ▾

Age Range

0

17



[View Statewide Results](#)

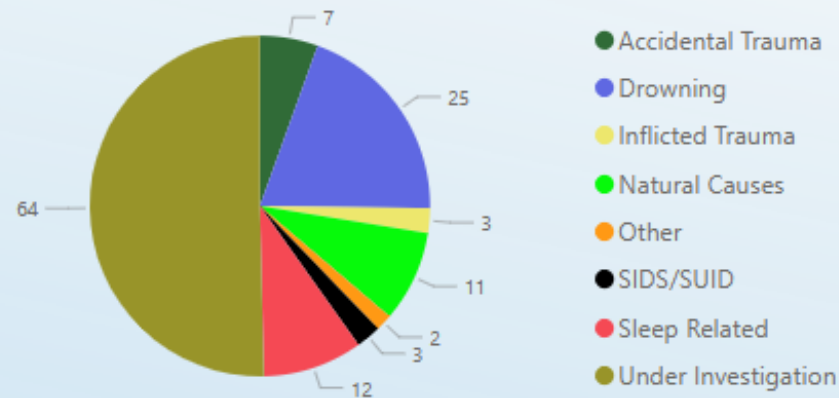
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Total Child Fatalities 2025 : 127



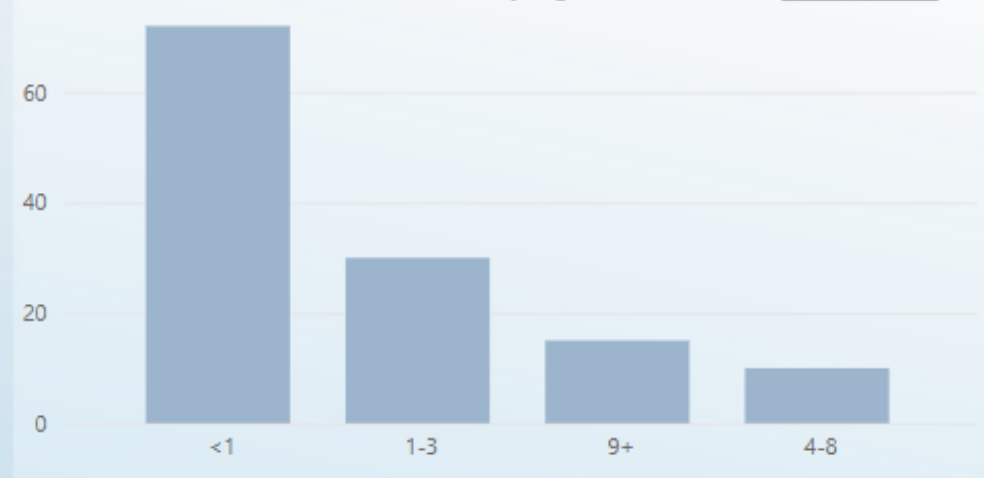
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Navigation

Fatalities by Causal Factors



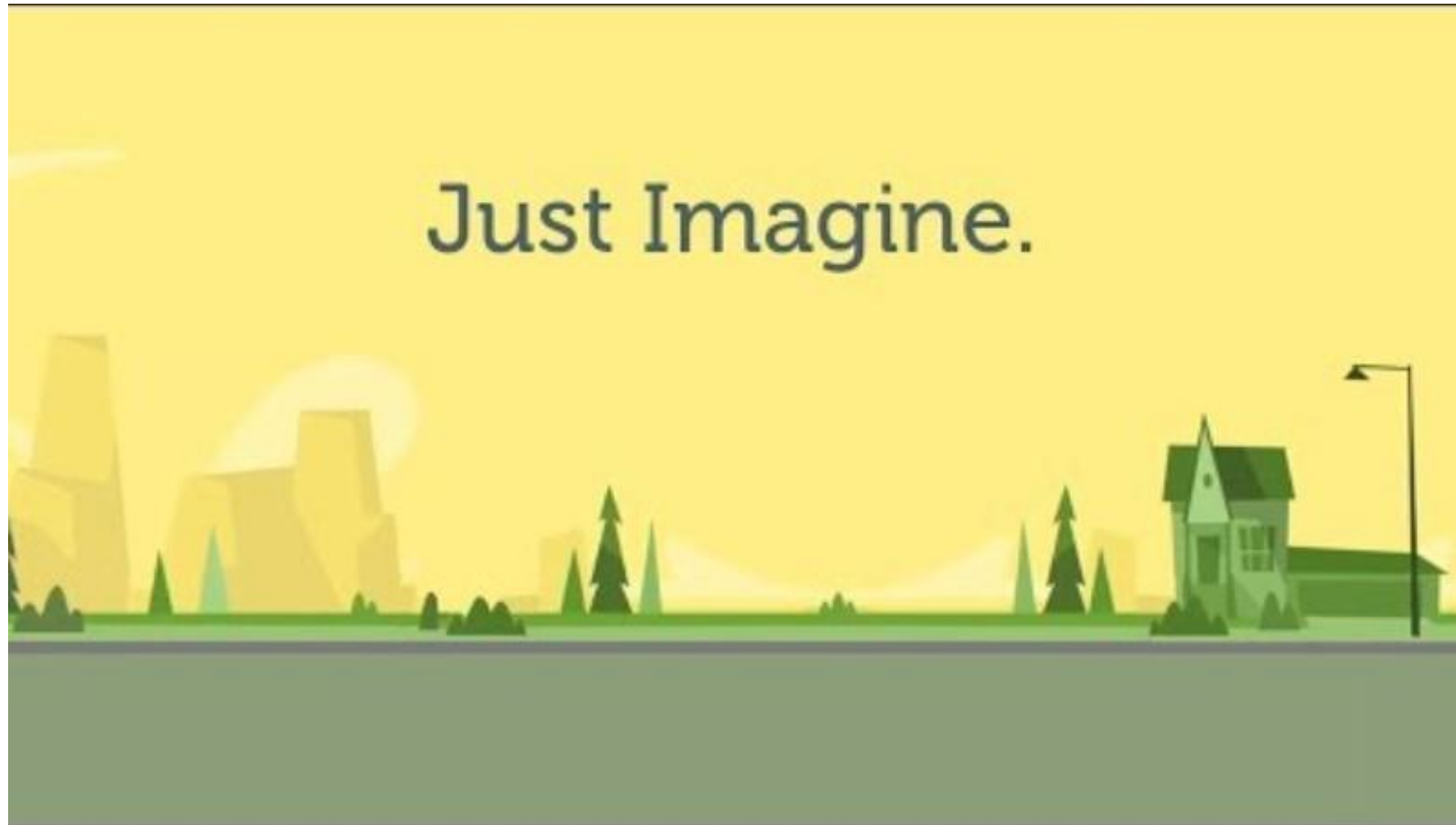
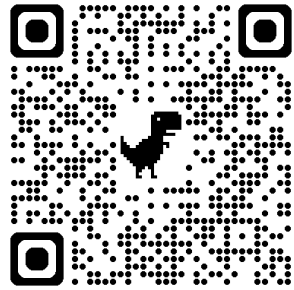
View By Age

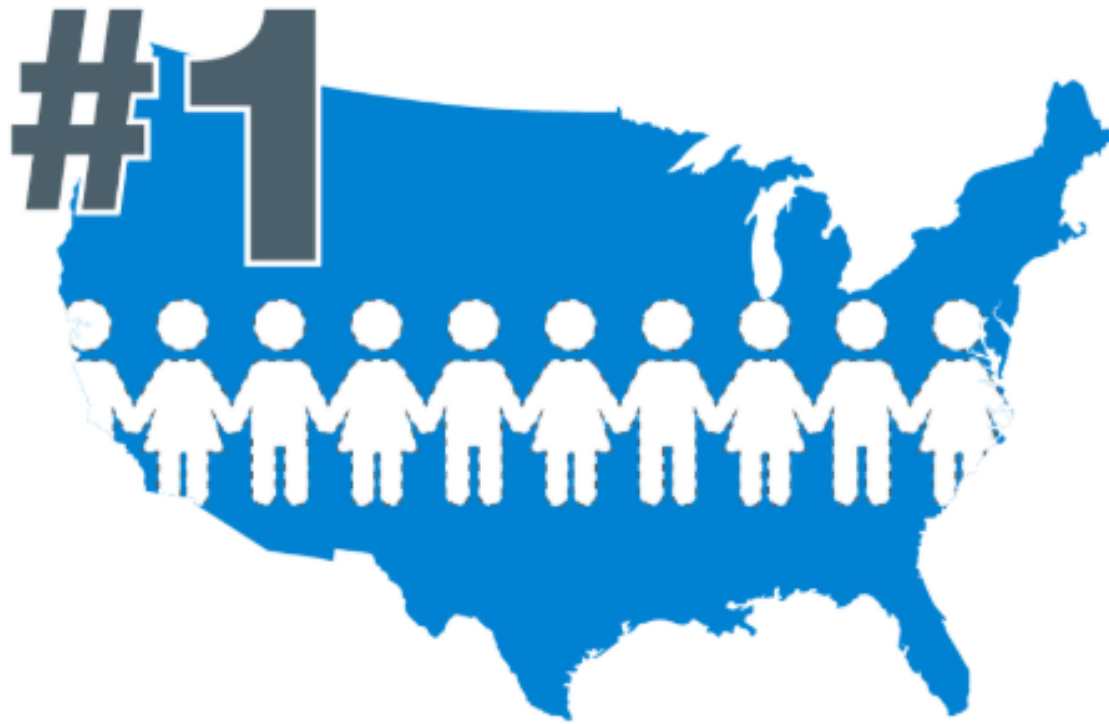
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Safe Kids Worldwide and Coalitions





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

In 2022, more than 9,000 families lost a child because of a preventable injury. When a child dies, the lives of families are changed forever.

IT'S A GLOBAL EPIDEMIC.

A million families lose a child to a preventable injury every year around the world. Too many families don't have access to the information and resources they need to keep their kids safe from tragedies such as drownings, car crashes, fires and falls.





MILLIONS MORE CHILDREN ARE INJURED EVERY YEAR

In the United States nearly 5.6 million children are treated for injuries in emergency departments every year. These are often serious injuries that can affect them for a lifetime.

BUT THIS IS A PROBLEM WE CAN FIX.

No parent should have to endure the loss of a child. Help us give all children the chance to grow up and become whatever they can imagine.

Poll Question #1

Have you ever had to install
a car seat for a child?



Child Passenger Safety

Car Seat Safety

Studies show more than half of all car seats are installed incorrectly



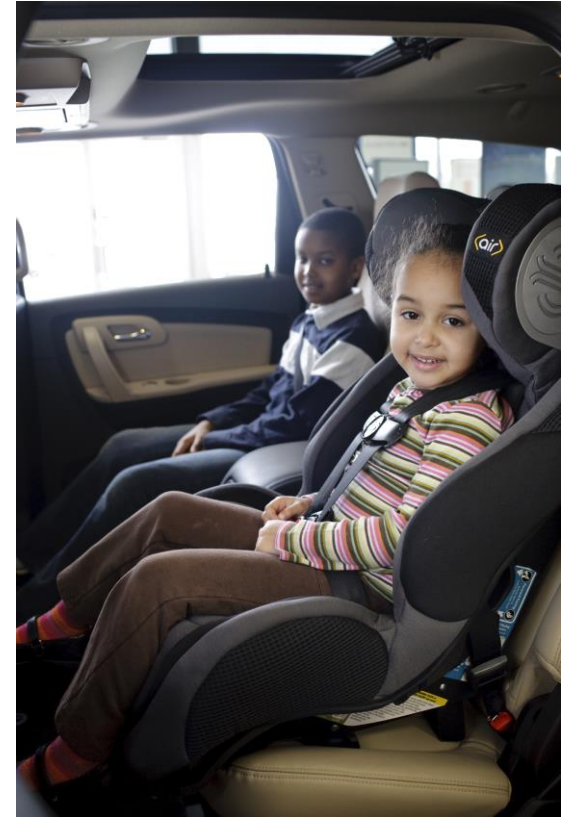
According to the National Highway Traffic Safety Administration (NHTSA), properly installed car seats significantly reduce the risk of injury or death for children in the event of a crash



Take the time to make it a safe ride – your child's life may depend on it



Always double check vehicle before walking away:
Pediatric Heatstroke Prevention – Hot Car Deaths



Certified Passenger Safety Technician (CPST)



CPSTs are trained educators in the field of occupant protection



Provides caregivers hands-on participation in the process of installation and/or harnessing to inspire confidence in their ability to use their child's car seat or booster seat correctly



Go to the Safe Kids website to find a CPST or a car seat check up event near you www.cert.safekids.org



Common Misuse of Car Seats



Rear facing infant seats are not installed with the correct recline angle

When using the 5-Point harness:

- Chest clip is not placed at arm-pit level
- The correct harness slots are not used; Harnessing is too loose

Not using a top tether for forward facing seats and some convertibles



Routing the seat belt through the wrong belt path

Using both the lower anchors and the seat belt at the same time



Important tips to know:

The car seat or base is not installed securely if:

- The base or seat moves more than an inch side to side/front to back when pulled at the belt path:

Do a pinch test: pinch harness webbing at shoulders and thighs, if you pinch webbing, tighten harness. If fingers slide right off, it is tight enough.

Make sure the child is the correct height, weight and age for the car seat

Register your car seat for important safety notices and/or recalls from the manufacturer

Check for expiration dates

Follow your car seat and car seat manufacturer instructions for proper car seat installation information

Correctly used, child safety seats can reduce the risk of death by as much as 71%



What are we doing?



2025 Child Passenger Safety/Car Seat Assistance in Southwest Florida

Safe Kids SWFL is committed to serving our communities in Child Passenger Safety as well as supporting our Child Passenger Safety Technicians across Southwest Florida. We have frequent car seat checkup events across our five-county region (Hendry, Glades, Collier, Charlotte and Lee). In-person appointments can be scheduled by calling locations near you (below) and a *new*, convenient, no cost "virtual" appointment can be made at <https://carseateducation.org/caregiver-resources> (or scan QR Code) (with virtual appointment, in-patient, prior to discharge and donated car seat, provide discharge nurse with technician name and tech number - supplied at time of appointment)



Agencies that have Certified Child Passenger Safety Technicians:

CALL TO BOOK AN APPOINTMENT WITH A CHILD PASSENGER SAFETY TECHNICIAN TO GET PERSONALIZED CAR SEAT EDUCATION AND/OR AN INSPECTION

LEE COUNTY

- Golisano Children's Hospital CPS Program - 239-343-5101
- South Trail Fire Department - 239-936-5281
- Lehigh Acres Fire Department - 239-303-5300
- Bonita Springs Fire Department - 239-949-6200
- North Fort Myers Fire Department - 239-997-8654
- San Carlos Park Fire Department - 239-267-7525
- Matlacha/Pine Island Fire Control District - 239-283-0030

Checkup Event

TECH TUESDAY - 1ST/3RD TUESDAY OF THE MONTH 9AM - 11AM

CALL FOR APPOINTMENT 239-343-5101

GOLISANO CHILDREN'S, FORT MYERS, EMERGENCY DEPARTMENT PARKING LOT

CHARLOTTE COUNTY

- Port Charlotte Health Department - 941-624-7200

COLLIER COUNTY

- Collier County EMS - 239-252-3740
- Collier County Sheriff's Office - 239-252-9300
- Twinkle Twinkle Little Store - 239-262-5904
- Greater Naples Fire Rescue - 239-774-2800

Checkup Event

CAPE CORAL FIRE DEPARTMENT LAST SATURDAY OF EACH MONTH 9AM - 11AM

CALL FOR APPOINTMENT AND LOCATION OF THE MONTH

239-343-5101

HENDRY and GLADES COUNTY

- Hendry County Public Safety - 863-517-1081
- Health Planning Council - Early Steps - 239-322-9723

JN Revised: 2/14/2025

GOOD HEALTH IS IN YOUR HANDS

Free car seats while supplies last 12-2pm

April 26, 2025
10:00-2:00pm
3920 Michigan Ave
Fort Myers, FL 33916

HEALTH FAIR
GREAT MUSIC
FIRE TRUCK
FACE PAINTING
MAMMOGRAMS
CAR SEAT CHECKS



- Referring
- Teaching
- Hosting
- Partnering
- Collaborating



Safe Sleep

What is Sudden Infant Death Syndrome? (SUIDS)

SUID consists of multiple sub-categories:

Accidental Suffocation and Strangulation in Bed

A death in the sleep environment with a confirmed cause of the infant's nose and mouth being covered or the neck/chest compressed from soft or loose bedding, overlay, or wedging.

SIDS

A death in the sleep environment that cannot be explained after a thorough case investigation- including a death scene investigation, autopsy, and review of clinical history.

Other External Factors

A small percentage of deaths are caused by disease or other external factors:

- Infections
- Poisoning
- Neglect/Trauma/Homicide
- Medical disease or conditions

Unknown

Evidence is not clear, or not enough information is available that results in an undetermined cause. Unsafe sleep factors often present.

SUID is the umbrella classification that includes *any* unexpected death in infancy, before 1 year of age.



Around **3,400** babies die every year due to **Sudden Unexpected Infant Death (SUID)** because of unsafe sleep.

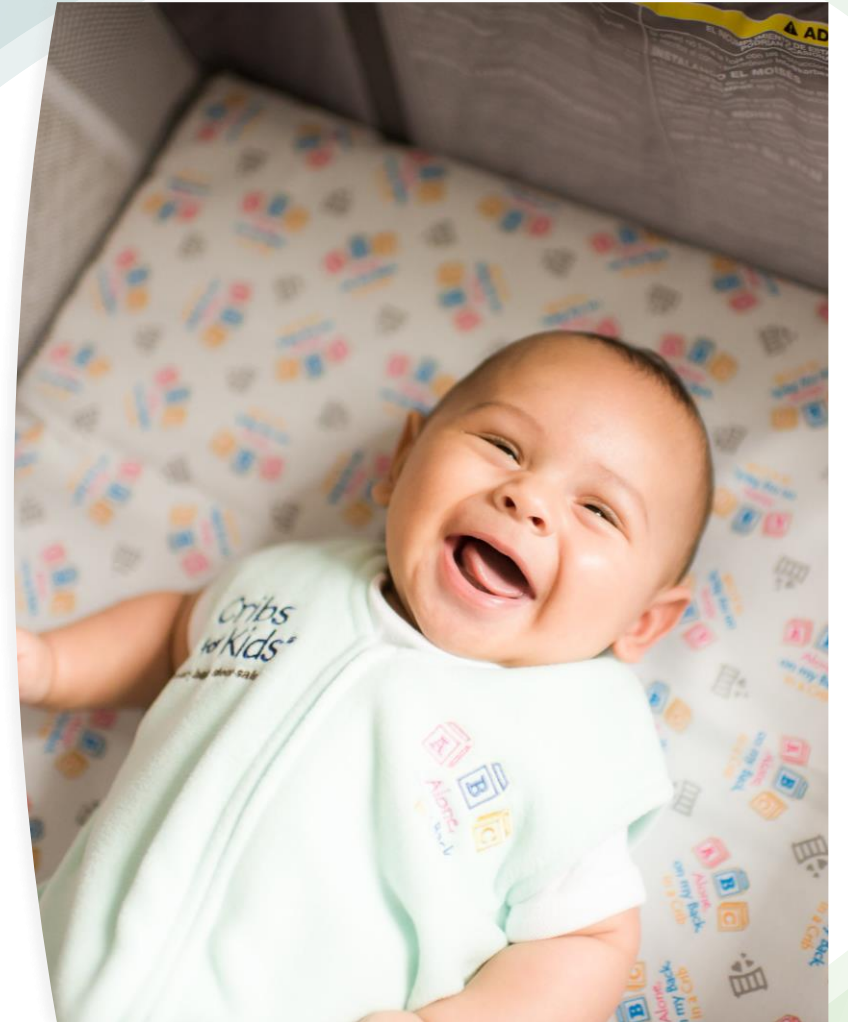
SUID is the **#1** leading cause of death for infants 1–12 months old.

12 Steps for Safe Sleep

The American Academy of Pediatrics has identified evidence-based practices to reduce the risk of infant sleep related deaths and injuries.

For the first year of a baby's life,
practice the following 12 Steps for Safe Sleep

The following recommendations are listed by importance.



12 Steps For Safe Sleep



Step 1:
Back to Sleep for Every Sleep



Step 2:
Use a Firm, Flat Safety-Approved Sleep Space



Step 3:
Breast Milk Lowers the Risk of SUID



Step 4:
Share Your Room, Not Your Bed



Step 5:
Place Baby in Bare Crib



Step 6:
Use a Pacifier to Reduce SUID Risk



Step 7:
Avoid Smoking, Vaping, and Impairment



Step 8:
Avoid Overheating and Swaddle Safely



Step 9:
Keep Up With Doctor's Visits and Vaccines



Step 10:
Research Baby Products Before Buying



Step 11:
Practice Tummy Time



Step 12:
Spread the Safe Sleep Message

Practice these 12 steps for the first 12 months.



What are we doing?



Provide safe sleep education through consults

Participate in health fairs and community events

Represent each hospital in 3 events.

Use social media to deliver Infant safe sleep education.




Infant Safety class- free educational program offered the third Friday of each month in Golisano.

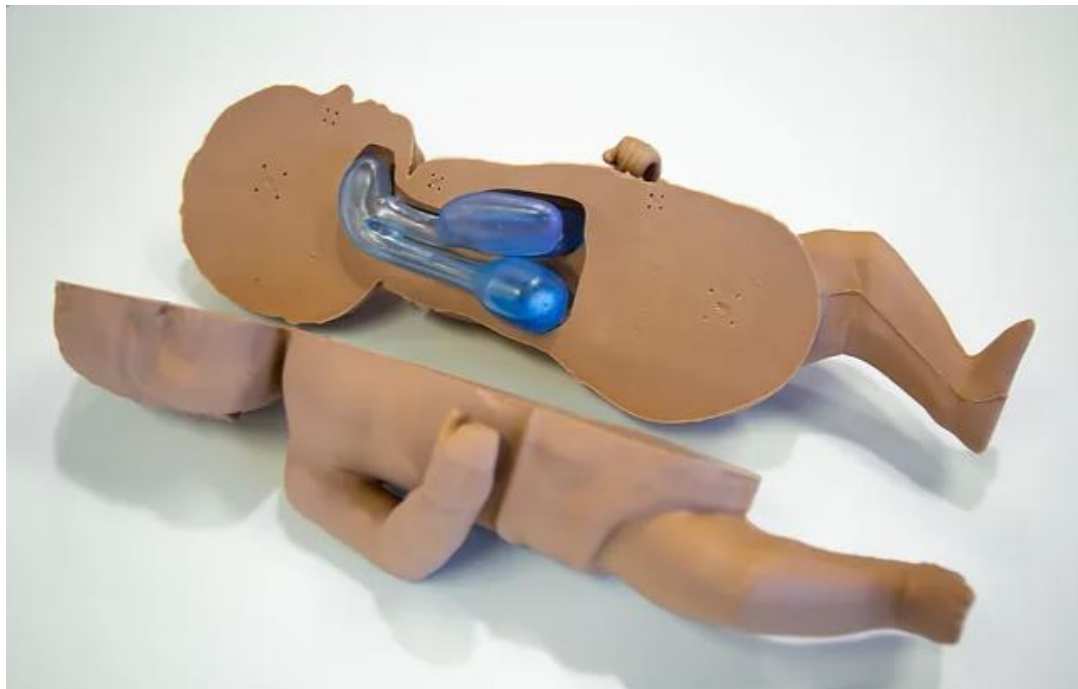
Partner with others, such as government agencies, health institutions, churches, and offer Infant Safety classes in the community

- **Cribs for Kids** is a national infant safe sleep initiative that provides free education programs and manufactures safety approved products available for purchase.
- Hospitals achieve the **National Infant Safe Sleep Certification** by committing to evidence-based practices to reduce the number of infants dying each year from Sudden Unexpected Infant Death (SUID) related to unsafe sleep.
- As a hospital employee and community member, you can make a difference by recognizing and supporting these evidence-based infant safe sleep practices recommended by the **American Academy of Pediatrics (AAP)**.



Educating parents on Sudden Infant Death Syndrome

-  Put up banners
-  Use signs
-  Use visuals like the Safe Sleep Simulation Doll to illustrate what happens when babies are placed on their backs



Tools to help spread the Safe Sleep message

Cribs for Kids Safe Sleep Ambassador

A free, non-clinical online Infant Safe Sleep Training



Cribs for Kids Safe Sleep Academy

A free, Infant Safe Sleep educational website for parents



Cribs for Kids Safe Sleep Video Library

A free, library of Infant Safe Sleep educational videos for parents



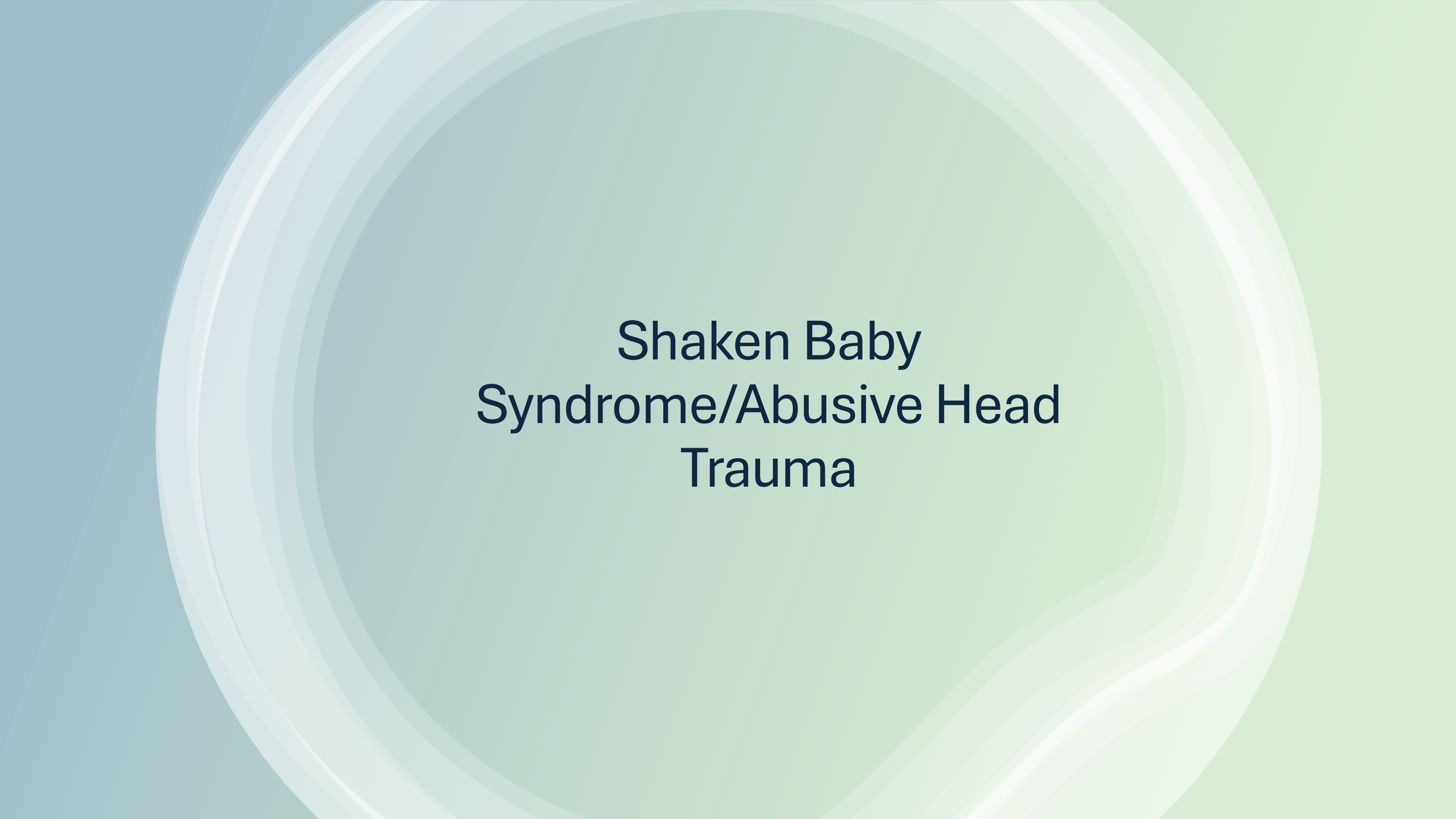
➔ **Refer to NICHD caregivers and clinical education**

➔ **Get involved with local safe sleep events**

- Hospital events
- Community events

➔ **Follow Safe Sleep on Social Media**

- NICHD Safe Sleep Snap
- Cribs for Kids
- Hospital's webpage & Social Media



**Shaken Baby
Syndrome/Abusive Head
Trauma**



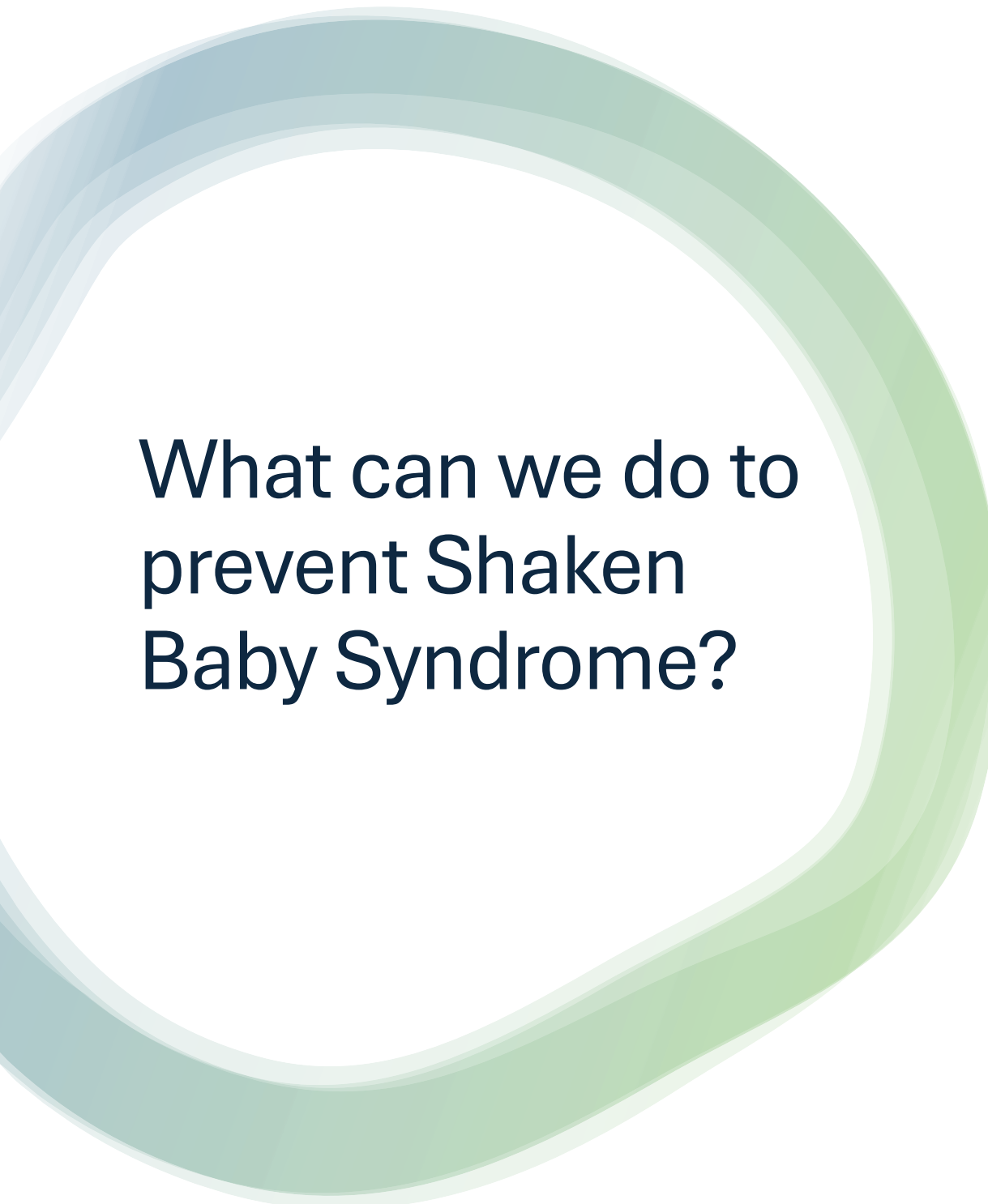
SBS/AHT

Shaken Baby Syndrome (SBS), also known as Abusive Head Trauma (AHT), is a serious type of child abuse caused by violently shaking a baby or young child. This violent movement causes the baby's fragile brain to bounce against the skull, resulting in bruising, swelling, and bleeding. SBS can lead to permanent brain damage, seizures, blindness, hearing loss, or even death.



Key Statistics for 2023:

- **Number of Cases:** Approximately 1,300 cases annually in the U.S.
- **Mortality Rate:** Around 25% of cases result in death.
- **Lifelong Disabilities:** Approximately 80% of survivors experience lifelong disabilities, including developmental delays, learning disorders, seizures, and visual impairments.
- **Age Group:** Primarily affects infants under one year old, with a higher risk for those under five years old.
- **Hospitalization:** An average of 33 children under four years old are hospitalized each year for SBS.
- **Hospital Charges:** The average cost of each hospitalization for SBS is \$65,000.



What can we do to prevent Shaken Baby Syndrome?

Educate caregivers on the normality of early infant crying, #1 trigger for shaking event. It's crucial for caregivers to understand and avoid shaking a baby in any circumstance, whether in play or when frustrated. Ensure all caregivers understand the dangers of SBS and know it's okay to take a break if feeling overwhelmed. Focusing on calming techniques for both the baby and caregiver and seeking support when needed.

The Period of PURPLE Crying Program

- The Period of PURPLE Crying Program - is the world's leading, evidence-based SBS/AHT prevention program since 2007. Over 500,000 families are provided with critical education each year.
- This program has two aims:
 1. To support parents and caregivers in their understanding of early increased infant crying
 2. To reduce the incidence of SBS/AHT
- Three Dose Model
 - Universally, bedside at discharge
 - Reinforcement at Well Baby, Pediatric Visits, Home Visiting, etc.
 - Public Education Campaign



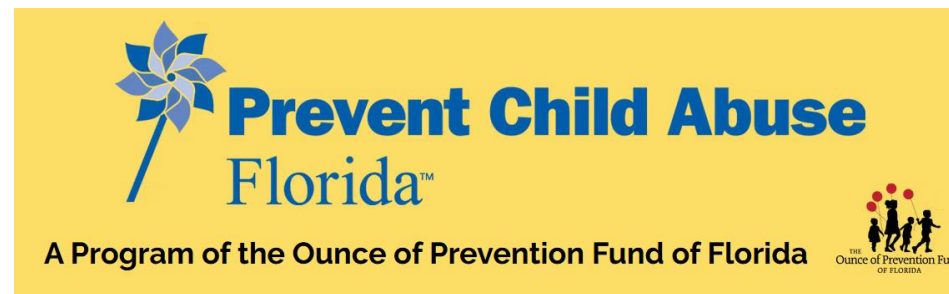
Program materials include:



Booklet + Web and Mobile App

- Available in English, Spanish and French
- Full color 10-page booklet
- Parent Reminder Card
- Web and mobile app including:
 - 10-minute *PURPLE Crying* video
 - 17-minute *Crying, Soothing, Coping: Doing What Comes Naturally* video
 - 10-page e-booklet

What's happening on a statewide level??



Poll Question # 2
**Have you been trained
in CPR?**



A **life skill** everyone needs
Water Safety

Facts from the National Drowning Prevention Alliance

Drowning Is The Single Leading Cause Of Death Of Children Ages 1-4

-  Drowning is **silent**, and can happen in as fast as **30 seconds**
-  Almost **70%** of childhood drownings happen during **non-swim times**
-  **88%** of child drownings occur with **at least 1 adult present**
-  We lose **10** school buses of children to unintentional drownings each year

What Swimming isand is not

- 🔹 Swimming is not like soccer, football or dance
- 🔹 It is not something to wait to start
- 🔹 It is not something to be taken lightly
- 🔹 It is not hard to learn how to do

- 🔹 It is a **LIFE SKILL**
- 🔹 Lessons can start as early as 6months to 1year
- 🔹 It is one of the best activities for your body
- 🔹 It can be enjoyed for a lifetime



The 5 Layers of Protection



Barriers & Alarms

It's important to use four-sided fencing with self-closing, self-latching gates, pool safety covers, and alarm systems to help prevent children and unauthorized adults from accessing water unsupervised. [Learn More](#)



Supervision

Stay vigilant and aware of your surroundings with close, constant, and capable adult supervision from a designated water watcher or lifeguard anytime children are in or around water. [Learn More](#)



Water Competency

Every child and adult should be equipped with the skills to protect themselves in water by learning and enhancing their basic water safety skills to reduce the risk of drowning and aquatic-related injuries. [Learn More](#)



Life Jackets

When used appropriately, life jackets protect you when you are not expecting to be in the water, especially around open water. Ensure your life jackets are tested & approved by the USCG. [Learn More](#)



Emergency Preparation

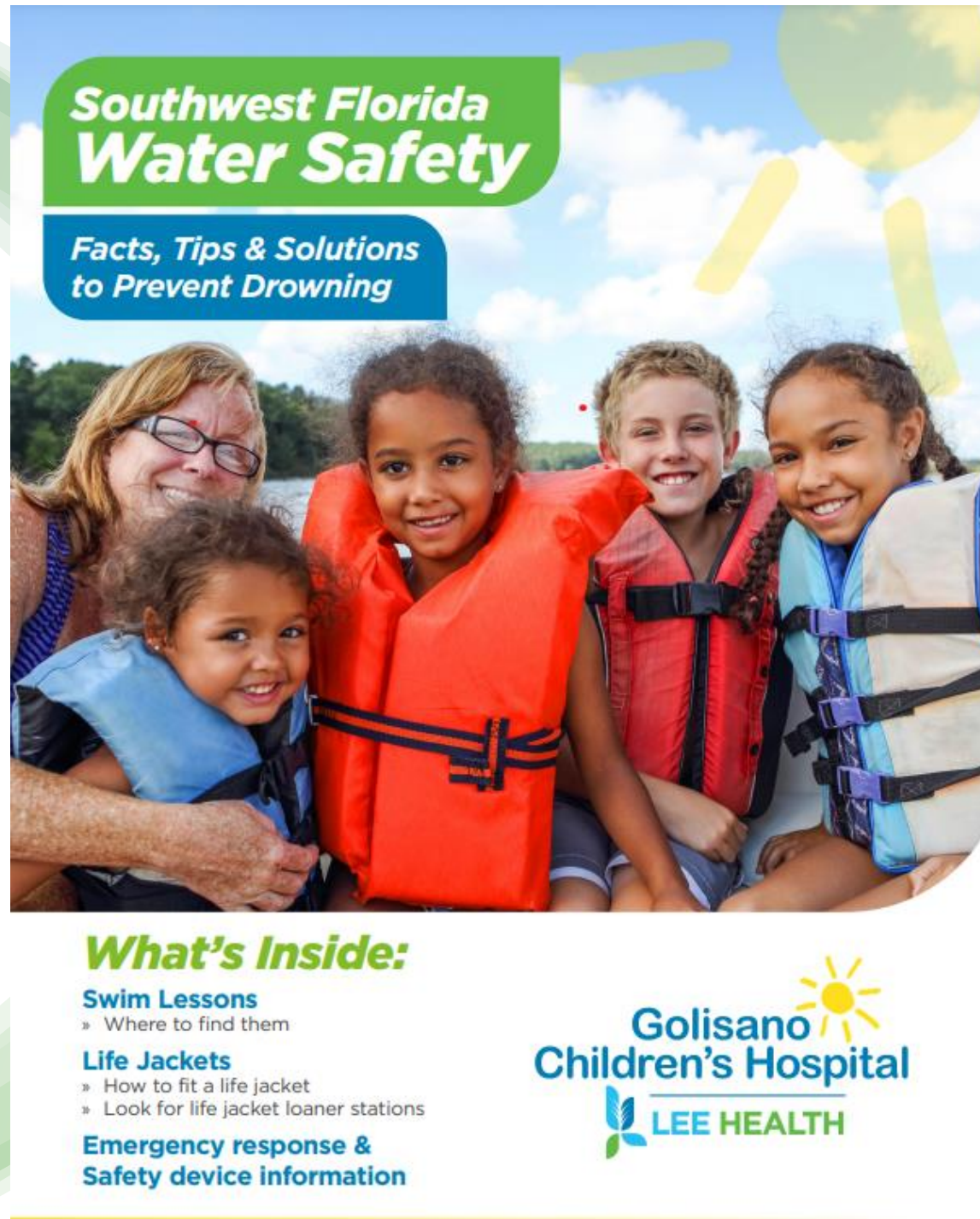
Knowing how to prepare for an emergency with CPR training with rescue breaths, and basic water rescue skills can make the difference between life and death. Have a phone available and ready to call 911. [Learn More](#)

Children & Families living with Autism Spectrum Disorder - ASD

- 160% more likely to drown
- Have a very high tendency to wander
- Drawn to water
- Lack of danger awareness
- Significant connection between wandering and drowning
- Need multiple layers of protection









Water Safety Brochure



- 💧 Swim lessons
 - 💧 broken out by region
 - 💧 Includes phone numbers and addresses
- 💧 Life Jackets
 - 💧 How to fit
 - 💧 QR codes to locations
 - 💧 Emergency response
- 💧 Emergency Response & Safety Information
 - 💧 CPR training
 - 💧 Swim resources
 - 💧 Pool fencing

What are we doing?

-  Provide water safety education through consults
-  Participate in health fairs and community events
-  Teach CPR – certification and hands-only
-  Use social media to deliver water safety education
 -  Water Safety Wednesdays on Social Media
-  Provide water safety days and invite the public to attend; create a water safety day for families and children living with Autism Spectrum Disorder
-  Partner with media folks to find ways to get the message out, such as doing a television spot or radio interview

Injury Prevention:

Child Passenger Safety/Occupant Protection
Safe Sleep

Shaken Baby Syndrome/Abusive Head Trauma
Water Safety

Bike/Pedestrian Safety
Medication Safety/Poison Prevention
Home Safety
ATV and Sports Safety
Fall Prevention and Gun Safety
Burn Prevention



Thank you!!

**Questions?
Comments?**