



Parachute Safe Kids Week Event Guide

About Parachute Safe Kids Week Event Guide

This year marks the 20th anniversary of Parachute Safe Kids Week, a national awareness campaign developed to bring attention to predictable and preventable injuries in children. Parachute Safe Kids Week 2016 is focused on the top injury issues that affect children At Home, At Play, and On The Road.

Parachute is encouraging community partners to organize a community safety fair to celebrate Parachute Safe Kids Week, happening May 30-June 5, 2016. A community fair is a great way to get families in your community involved with Parachute Safe Kids Week. Invite community partners such as Police, EMS, Fire Services, car seat technicians, and other partners to set up booths or participate in event activities to provide information to community members. Planning a variety of activities with support from your local partners will ensure your event is successful and contributes greatly to injury prevention At Home, At Play, and On The Road.

I'm in! What next?

STEP 1: Confirm your interest at your organization, set date and search for a location.

Pick a date that works for your organization during Parachute Safe Kids Week, which runs from May 30 – June 5, 2016.

This week is targeted mostly to kids and parents/caregivers, so try and make the location of your event safe and accessible to everyone in the community.

Step 2: Place your order for a Community Toolkit

Order your kit at www.parachutecanada.org/safekidsweek, which you can use at your community safety fair to promote the theme of Parachute Safe Kids Week 2016 – Safety At Home, Safety At Play and Safety On the Road.

The toolkit includes:

- ✦ Clifford Take A Walk Book (4)
- ✦ 2V1 Helmet Fitting Bookmarks (50)
- ✦ Concussion Bookmarks (50)
- ✦ Parachute Tattoos (100)
- ✦ Pledge Cards (4)
- ✦ Microfiber Cloths (10)
- ✦ 3-Pack Crayons (25)

Step 3: Choose your events activities

This week is targeted mostly at kids and parents/caregivers, and covers topics to promote safety At Home, At Play and On The Road.

Consider having various stations covering different topic areas. Here are some suggested activities to include at your events:

Bike Helmet Clinic

- ✦ Work with safety partners to set up a bike helmet clinic area to demonstrate 2V1 helmet fitting technique. Provide 2V1 helmet fitting bookmark and the concussion bookmark giveaways that are provided in your Community Toolkit. Teach the adults too!
- ✦ Discuss reducing concussion/head injury, prevalence of falls, sports and recreation injuries. You can also find concussion tips sheets and resources to provide as handouts [here](#).

Safe Kids Week Pledge Selfie Activity

- ✦ Take the 'Safe Kids Week Pledge' selfie activity (see social media guide for details on this).

Clifford Take A Walk Book Reading

- ✦ Have volunteers interact with the kids to discuss pedestrian safety and read the Clifford Take A Walk Book that is provided in your Community Toolkit, which teaches about the rules of being a safe walker. You can also find pedestrian safety parent tip sheets to provide as handouts [here](#).

Car Seat Installation Clinic

- ✦ Work with safety partners to set up a car seat installation clinic for parents to have their seats checked and/or fitted.

Show and Tell

- ✦ Work with safety partners to have a show and tell with ways to keep kids safe 'At Home, At Play, and On The Road.'
 - **Poisoning:** discuss proper handling, storage of medications and other poisons.
 - **Helmets:** talk about 2v1, reducing concussion/head injury, prevalence of falls, sports and recreation injuries.
 - **Car Seat Demonstration:** demonstrate how to wear straps, when to change seats, installation, purchasing second hand vs. new.
 - First responders (Fire, Police, Paramedic Services) to have vehicles on-site and talk safety to customers/kids.

Family Experience & Information Table

- ◆ Have volunteers interact with kids to provide / apply tattoos, colouring sheets and 3pack / crayons, and microfiber cloths.
- ◆ Distribute Parachute Safe Kids Week-themed information items:
 - Clifford Takes A Walk Book
 - 2V1 Helmet Fitting Bookmarks
 - Concussion Bookmarks
 - Parent Tips sheets for Safety At Home, Safety At Play, Safety On The Road
 - T.W.E.N.T.Y. Tip sheet

Step 4: Engage community stakeholders and local media

Contact local radio, TV station and newspapers to bring the media to your event.

A media release template is available electronically when you order your kit.

Step 5: Have your Community Safety Fair!

Take lots of pictures and share them via social media. Primary Hashtag: #SafeKids20. Secondary Hashtag: #SafeKidsWeek

Make sure to share your plans with us via safekidsweek@parachutecanada.org.

This will allow us to support your efforts and share your event through our social media channels. See our Social Media Guide, available to download at www.parachute.org/safekidsweek for guidelines and suggestions around social media. Don't forget to use the hashtag #SafeKids20!

Any questions or if you need some guidance, please email us at

safekidsweek@parachutecanada.org.