



Safe Saskatchewan Empowers Kids to be Injury- Aware

Friday, August 29, 2008: Safe Saskatchewan and its founding partners are excited to be a part of the 8th Annual SGI/Roughriders Play It Safe Day. Last year, the Kids Check Passport developed by Safe Saskatchewan reached over 1,500 kids and their families. This year, Safe Saskatchewan is focusing on providing children with pragmatic tools and interactive information that teach the value of being injury-aware.

Building on the original Kids Check Passport, all material will contain relevant safety tips that kids can follow in their own home. Participating founding partners of Safe Saskatchewan will be hosting their own booth on site at the event and kids can visit the booths to receive stamps on the corresponding safety page in the Kids Check Passport booklets. Prizes will be awarded to the kids who receive a stamp on each page of their Kids Check Passport.

In addition to the Kids Check Passport, Safe Saskatchewan will be handing out Rebecca's Community activity sheets. This activity leads children through Rebecca's Community and asks them to identify unsafe behaviour as well as safe behaviour. Once children complete the sheet, they can go online to www.safesask.com/rebeccas-community/ and use the interactive version of Rebecca's Community while learning a little bit more about themselves. Rebecca's Community explains the most common causes of unintentional injuries - fatigue, frustration, rushing and complacency - in kid-friendly ways.

“Safe Saskatchewan believes educating kids about safety and injury awareness can drastically help prevent the unintentional injuries that happen to our Saskatchewan families every day,” comments Gord Moker, CEO of Safe Saskatchewan. Kids and their families can also learn more about Rebecca on the website as she tells her story about an unintentional injury that happened in her family through her online diary. (www.safesask.com/rebeccas-diary/) “Rebecca can show parents how unintentional injuries affect more than the injured individual,” continues Moker. “Safe Saskatchewan is proud to be a part of the SGI Play It Safe Day, as it allows safety to be in the limelight with this family audience.”

About Safe Saskatchewan

Safe Saskatchewan is a consortium of public and private sector founders. The not-for-profit organization aims to raise awareness of the impact of unintentional injuries in Saskatchewan, coordinate provincial injury prevention initiatives and support all organizations and programs undertaking injury prevention in the province.

Interviews and photo opportunities with Safe Saskatchewan are available on site at the event.

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