



April 21, 2006

FOR IMMEDIATE RELEASE

Public Service Announcement

Southeastern District Health Department to Celebrate National Safe Kids Week

Health Department to Host Safety Fair

Pocatello – In celebration of National SAFE KIDS Week, May 6th through the 13th, Southeastern District Health Department (SDHD) along with Safe Kids Southeastern Idaho will host their annual spring *Safety Fair*. A major theme will be water safety and drowning prevention. The fair is scheduled for Saturday, May 6, 2006, at the Pine Ridge Mall. The Child Safety Seat Check begins at 9:00 a.m. and the Safety Fair will be held from 10:00 a.m. – 2:00 p.m.

Drowning is the number two leading accidental injury-related cause of death for children ages 1 to 14. Parents and caregivers need to teach children about water safety. Through public awareness activities like National Safe Kids Week, Safe Kids Southeastern Idaho seeks to educate parents and caregivers about potential risks to children and adults' role in preventing injury.

Some of the scheduled events and displays include a bicycle safety course, a Kids Triathlon sponsored by EXCEL, finger printing, and child safety seat inspections. In addition, the fair will feature the Chubbuck Fire Department's "Home Safety Trailer," the Portneuf Medical Center Life-Flight helicopter, Union Pacific's Operation Lifesaver mini train,, Smokey the Bear, and the Humane Society. Pocatello Parks and Recreation and the University of Idaho Extension will sponsor additional activities.

This year's fair is free and open to the public. For more information about this event, please call Kristi Fisher at 239-5283.

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For further information regarding this release, please contact Mary Howell at the Southeastern District Health Department at 208-239-5288.