



April 28, 2006

FOR IMMEDIATE RELEASE

**Public Service Announcement**

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**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 6<sup>th</sup> through the 13<sup>th</sup>, Southeastern District Health Department (SDHD) along with Safe Kids Southeastern Idaho will host their annual spring *Safety Fair and Child Safety Seat Inspection*. The theme focuses on drowning and entrapment from the findings of a new study of parental attitudes and behaviors around pool and spa safety.. The fair is scheduled for Saturday, May 6, 2006, at the Pine Ridge Mall. The Child Safety Seat Check 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 killer of children ages 1 to 14 and drain entrapment is a particularly horrific way for children to drown. Entrapment occurs when a child's hair or body part gets attached to an underwater drain in a pool or spa and the suction makes it impossible for him/her to dislodge his/herself.

Parents and caregivers need to teach children about drain safety and install layers of protection. 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 also feature the Chubbuck Fire Department's "Home Safety Trailer," Pocatello Fire Department Smoke Trailer, the Life-Flight helicopter, Operation Lifesaver mini train available for rides, Smokey the Bear, and the Humane Society. 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.