

10th Annual  
**Minnesota Childhood Injury Summit**



**SEPT.  
27  
2018**

**8:30 a.m. – 3:30 p.m. • Vadnais Heights Commons**



▶ Register by **September 6** for the early-bird rate!  
▶ Full program at [minnesotasafetycouncil.org/safekids](http://minnesotasafetycouncil.org/safekids)

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Minnesota  
Childhood  
Injury Summit**

[minnesotasafetycouncil.org](http://minnesotasafetycouncil.org)  
Saint Paul, MN 55103-2430  
474 Concordia Avenue



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U.S. Postage  
**PAID**  
Minnesota Safety  
Council, Inc.



# Minnesota Childhood Injury Summit

SEPT.  
**27**  
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HELPING MAKE LIFE SAFER FOR KIDS: HOPE FOR THE FUTURE

Join us for the state's 10th annual conference on childhood unintentional injuries and proven strategies to prevent them.

- Gain fresh perspectives from local and national experts.
- Explore critical childhood injury issues and trends.
- Dig into the latest childhood injury data from Minnesota and the United States.
- Connect with colleagues from a variety of disciplines and share ideas.
- Take away information, strategies, tools and best practices that you can apply to your organization's work.

A Certificate of Attendance will be provided upon request that can be submitted to individual professional organizations.

**8:00 – 8:30 a.m.**  
**Networking/Continental Breakfast**

**8:30 – 8:45 a.m.**  
**Welcome/Opening Remarks**

**Paul Aasen**, President,  
Minnesota Safety Council



**8:45 – 9:45 a.m.**  
**Champions for Children: Hope for the Future**

**PANELISTS:** **Katey Taylor**, President and Co-founder, Abbey's Hope Charitable Foundation; **Greg LaVallee**, Founder, Just Drive, Inc.; **Janet McGee**, Furniture Tip-over Prevention Advocate  
**MODERATOR:** **Mark Kinde, MPH**, Manager, Injury and Violence Prevention Section, Minnesota Department of Health



A parent perspective panel session to inspire action and new ways to work together to raise awareness, educate others, and advocate for new laws to make life safer for kids.

**9:45 – 10:15 a.m. | Networking Break**

**10:15–11:15 a.m.**  
**Safe Kids Worldwide — The Vaccine for Childhood Injury**

**Martin Eichelberger, M.D.**, *Safe Kids Worldwide Co-Founder, Professor of Surgery and of Pediatrics, George Washington University, a Pediatric Surgeon and former Chief of the Emergency Trauma and Burn Service at the Children's National Medical Center in Washington, D.C.*



As a pediatric trauma surgeon, too many times Dr. Eichelberger experienced the dreadful moment of having to tell parents that their child had died from an injury. Moved to do more to protect kids, Dr. Eichelberger founded the National Safe Kids program which evolved into Safe Kids Worldwide with 360 coalitions nationwide and 31 countries. After thirty years — through the combined efforts of many groups — there has been a 60 percent decrease in the unintentional injury rate among children — over 200,000 lives saved from injury! Dr. Eichelberger is passionate about children, their families and injury prevention. Prepare for inspiration and a challenge!

**11:15 a.m. – 12:00 p.m.**  
**Promising Practices Poster Sessions**

Hear directly from colleagues who are involved with promising projects, programs, policies or activities.

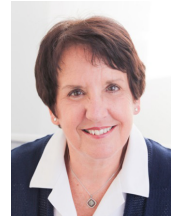
**12:00–12:15 p.m.**  
**Champion of Child Safety Award Presentation**

Recognizing outstanding work in preventing childhood injury.

**12:15–1:00 p.m. | Networking Lunch**

**1:00–2:00 p.m.**  
**Current Trends in Parenting as a Context for Considering Prevention of Unintentional Childhood Injury**

**Marti Erickson, Ph.D.**, *former director of the U of M's Children, Youth & Family Consortium (emeritus); Co-host, MomEnough™*



This presentation will draw on both formal research and informal observation of current trends in childrearing and the daily lives of children and families, highlighting possible connections among those trends and recent patterns of unintentional childhood injury. With attention to both similarities and differences across age, socioeconomic level, ethnicity, and family structure, Marti will explore practical implications for strategies to reduce risk and prevent unintentional injury among all Minnesota children, birth to 19.

**2:00–3:30 p.m.**  
**You Have Life-Saving Stories To Tell — But is Anyone Listening?**

**Susy Schultz**, *President, Public Narrative*

This hands-on session will show you how to build basic health messages and set you on the road to crafting effective media pitches. Attendees, working in small groups, will hone injury prevention messaging using real life examples and communication principles.



**3:30 p.m. | Closing Remarks**

**Mark Kinde, MPH**, *Manager, Injury and Violence Prevention Section, Minnesota Department of Health*



**Meeting Location ► VADNAIS HEIGHTS COMMONS**

655 East County Road F, Vadnais Heights, MN 55127

Ten minutes north of downtown St. Paul.

Directions: [vadnaisheightscommons.com/directions-to-vadnais-heights-commons.php](http://vadnaisheightscommons.com/directions-to-vadnais-heights-commons.php)

**Hotel Accommodations ► FAIRFIELD INN & SUITES**

1125 East County Road E, Vadnais Heights, MN 55110

Room reservations can be made directly with the hotel at 651-797-3008. Please identify yourself as a member of the "Minnesota Childhood Injury Summit" to receive the block room rate of \$119 for a standard room. **Special block rate available through September 6.**



# Registration Form

## Tenth Annual Minnesota Childhood Injury Summit

Through 9/6: \$45 | After 9/6: \$55

Fee includes continental breakfast, buffet lunch and refreshments throughout the day. Free off-street parking is available at the conference site.

NAME (PLEASE PRINT)

TITLE

ORGANIZATION

ADDRESS

CITY, STATE, ZIP

PHONE

EMAIL

*SPECIAL DIETARY REQUESTS/NEEDS*

Amount Enclosed: \$ \_\_\_\_\_

### PAYMENT OPTIONS:

Check Enclosed (Payable to Minnesota Safety Council)

Visa  Mastercard  American Express

CARD NUMBER

EXPIRATION DATE

3-DIGIT SECURITY CODE

CARDHOLDER'S NAME (PLEASE PRINT)

CARDHOLDER'S SIGNATURE

## 4 Easy Ways to Register

- 1 ONLINE:**  
[minnesotasafetycouncil.org/safekids/summit/2018](http://minnesotasafetycouncil.org/safekids/summit/2018)
- 2 BY FAX:** 651-291-7584
- 3 BY PHONE:** 651-228-7314
- 4 BY MAIL:**  
Minnesota Safety Council  
474 Concordia Avenue  
St. Paul, MN 55103

**Questions?** Contact Erin Petersen,  
Safe Kids Minnesota  
651-228-7314 / 800-444-9150  
[erin.petersen@minnesotasafetycouncil.org](mailto:erin.petersen@minnesotasafetycouncil.org)

## Planning Group Partners

**Sharon D'Agostino**, Senior Director,  
State Government Affairs, Johnson  
& Johnson

**Shonette Doggett**, Injury Prevention  
Supervisor, Regions Hospital & Gillette  
Children's Specialty Healthcare

**Wendy Hoffman**, CBIS, Resource  
Facilitator, Minnesota Brain Injury Alliance

**Mark Kinde, MPH**, Manager, Injury and  
Violence Prevention Section, Minnesota  
Department of Health

**Andrew W. Kiragu, MD, FAAP**,  
Medical Director, Pediatric Intensive  
Care, Hennepin Healthcare

**Kim Lombard**, Injury Prevention  
Coordinator, Trauma Center, Mayo Clinic

**LeeAnn Mortensen, MPH**, Injury  
Prevention Coordinator, North  
Memorial Health

**Erin Petersen**, Manager,  
Communications and Family Safety  
Programs, Minnesota Safety Council;  
Coordinator, Safe Kids Minnesota

**Kjelsey Polzin**, Program Manager,  
Emergency Medical Services for Children

**Dex Tuttle**, Injury Prevention Program  
Coordinator, Children's Minnesota

**Kristy Zack**, Manager, Information  
and Technical Services, Minnesota  
Safety Council

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