

Safety 24/7

Security in the workplace  
and at home

Caring for the elderly

Preparing and protecting  
your parents' home

A good bet

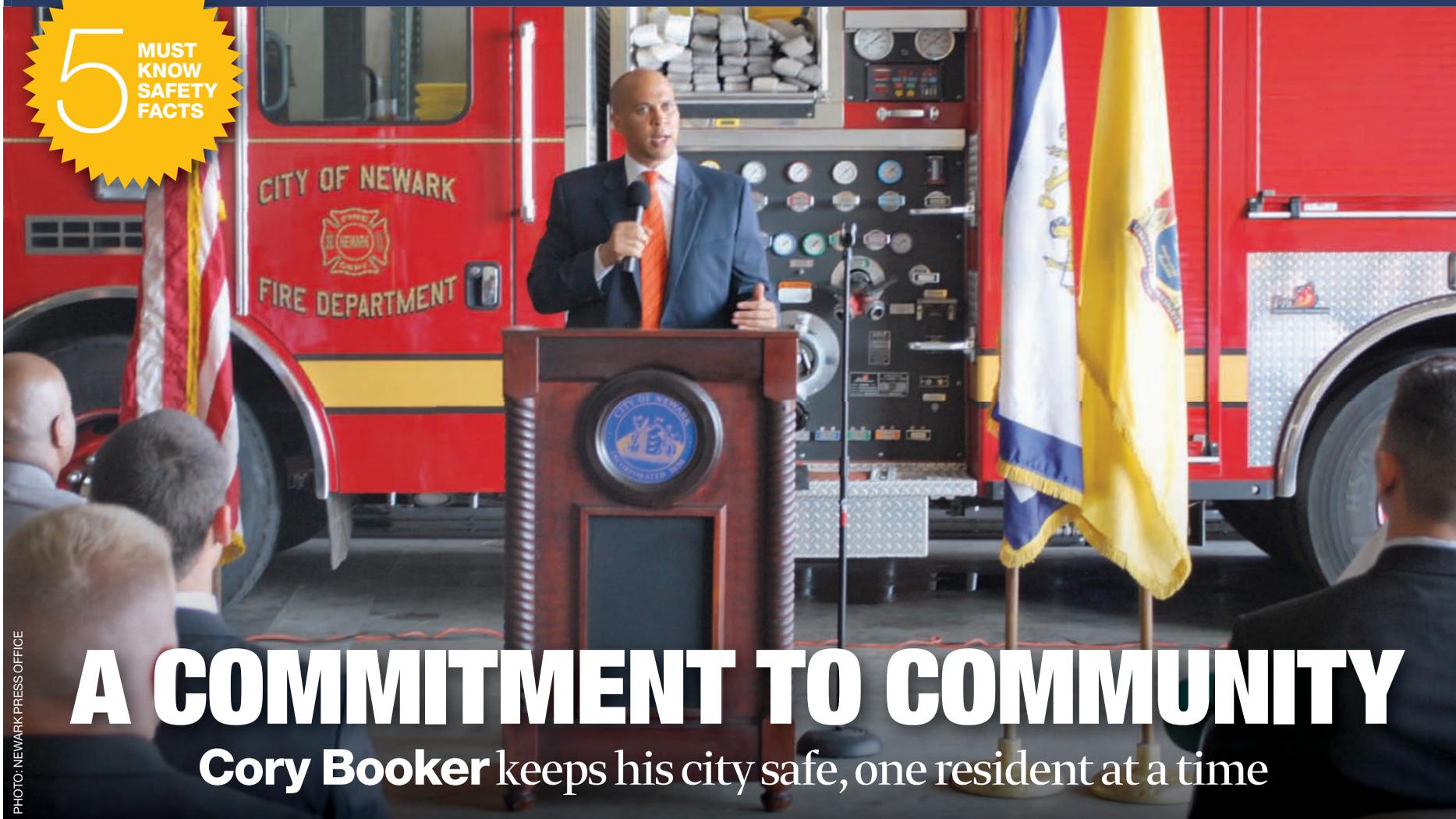
How to engage in  
e-commerce safely

**MEDIA  
PLANET**

December 2012

# SAFETY & SECURITY

**5** MUST  
KNOW  
SAFETY  
FACTS



## A COMMITMENT TO COMMUNITY

Cory Booker keeps his city safe, one resident at a time

PHOTO: NEWARK PRESS OFFICE

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## CHALLENGES

## Q&amp;A



**Larry Wilson**  
Author of  
SAFESTART

### How can we improve safety 24/7 in 2013?

People need to understand what causes most injuries: I asked 20,000+ people about their injuries and most often we're hurt when we're in one of four states: rushing, frustration, fatigue or complacency. It seems simple, but try to think of a time when you were hurt when rushing, frustration, fatigue or complacency wasn't involved—can you?

After people understand this state-to-error pattern, you can teach them critical error reduction techniques to prevent the errors from happening. If you learn to prevent these errors, you'll reduce injuries in any situation. More importantly, parents can teach these skills to their kids—it's never too early for 24/7 safety skill development.

editorial@mediaplanet.com

Our families are our highest priority and with another year coming to a close, **now is a perfect time** to resolve to do our best to keep them safe.

## Resolve to be safe in 2013

At the National Safety Council, we believe safety is a 24/7 endeavor. The Council is proud to be celebrating 100 Years of Safety and we've learned many lessons along the way. The unfortunate fact is that the number and rate of unintentional home deaths has been steadily increasing since 2000.

### Understanding the risk

The first step to keeping our families safe is to understand what is putting them at greatest risk. This includes three significant periods of heightened risk that occur throughout a person's lifetime — driving as a teen, unintentional drug overdose (the leading cause of poisoning deaths) in middle age and falls as an older adult. Detailed throughout this publication are the principal causes of the



**Janet Froetscher**  
President & CEO,  
Nation Safety  
Council

recent upswing in home deaths, which are largely driven by unintentional poisonings and falls.

### Make a plan

Second, it is important to have a plan of action to keep your loved ones safe. This may include:

- Creating a family escape plan for your home, in case of a fire or other emergency, and practicing it regularly
- Taking extra care with your medications to ensure proper dosing, keeping them out of the reach of children and correctly disposing of unused or expired drugs
- Checking each room in your home for tripping hazards, such

as cords on the floor or clutter on stairways

- Having at least one member of your household trained in First Aid & CPR so they have the knowledge and confidence to respond in a life-threatening situation

### Take action

Finally, once you have a plan, you need to put it in to action, review it on a regular basis and make changes as needed. The upswing in home deaths and injuries does not have to continue — they can be prevented. The National Safety Council has a variety of information and training to help you along the way at nsc.org. Let's make 2013 our safest year yet!

**JANET FROETSCHER**  
editorial@mediaplanet.com

FACT

1

5 MILLION  
WORK RELATED  
INJURIES  
OCCUR EACH  
YEAR

## WE RECOMMEND



**Up and away**  
Stopping  
accidental  
poisonings

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# MEDIA PLANET

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These four states...

- Rushing
- Frustration
- Fatigue
- Complacency

can cause or contribute to these critical errors...

- Eyes not on Task
  - Mind not on Task
  - Line-of-Fire
  - Balance/Traction/Grip
- ...which increase the risk of injury.

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More importantly, parents can teach it to their kids.

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**FEMA**

## NEWS



## BEST TIPS

**Top medication safety tips for parents**

- Store medicines in a safe location that is too high for young children to reach or see.
- Never leave medicine or vitamins out, even if you have to give the medicine again in a few hours.
- Tell children what medicine is and why you must be the one to give it to them.
- Never tell children medicine is candy so they'll take it, even if your child does not like to take their medicine.
- Remind houseguests, visitors, and babysitters to keep purses, bags, or coats that have medicines in them up, away, and out of sight.
- Program the Poison Help number (1-800-222-1222) into your home and cell phones so you have it if and when you need it.

"UP AND AWAY AND OUT OF SIGHT"

editorial@mediaplanet.com

# KEEPING CHILDREN SAFE FROM ACCIDENTAL MEDICINE OVERDOSES

## Store medicines out of a child's sight and reach to avoid a trip to the emergency room.

The only medicine entering a child's mouth should be that given by a parent. With cough and cold season in full swing, it's important families are reminded to safely store medicines out of a child's sight.

More than 60,000 young children end up in emergency rooms every year after getting their hands on medicine while their caregiver was not looking.

"Parents may not be aware of the danger posed by leaving medications where young children can reach them," said Dr. Dan Budnitz, M.D., M.P.H., director of the Centers for Disease Control and Prevention's Medication Safety Program. "In recent years, the number of accidental overdoses in your children has increased by 20 percent. A few simple steps — done every time — can protect our children."

According to the CDC, medi-



cines now outnumber household products as the leading cause of children's poison-related hospital visits.

In the 1970s, the introduction of child-resistant packaging substantially decreased the numbers of accidental poisonings.

Even so, the number of accidental overdoses in children increased by 20 percent in recent years.

The Center for Disease Control and Prevention debuted two campaigns, "Up and Away and Out of Sight," as well as the "PROTECT" initiative to educate parents and caregivers about how they can prevent accidental overdoses.

## Protect your children

A few easy steps can drastically decrease the chance a child will accidentally overdose on medicines.

First and foremost, all medicines should be stored in a safe location that is too high for a young child to reach and even see. Even if the child is sick and needs the medicine every few hours, don't leave it on a nightstand or countertop.

Always relock the safety cap on the medicine bottle. If it has a locking cap that turns, twist it until you hear the click.

It's important to have a conversation with children. Explain to them what medicine is and why

FACT

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60 THOUSAND CHILDREN ARE HOSPITALIZED ANNUALLY FROM POISONING

it is important they do not take it themselves. Dr. Budnitz recommends never telling a child that medicine is candy so they'll take it, even if your child is resisting the medication.

It is important to follow these steps even when traveling or someone else is babysitting.

"Accidental ingestions don't take a vacation, so it's important to keep medicines and vitamins up and away and out of sight at home and also when away from home," Dr. Budnitz said.

## Out of sight, not out of mind

Keeping medicines out of sight may lead to forgetting to take them. There are a few simple tips to remember, like writing a note and putting it somewhere like the refrigerator or the bathroom mirror.

Another trick is to set a daily reminder either on your cell phone or email. This can create a routine where you take the medicine at the same time every day.

MARY ANN GEORGANTOPOULOS

editorial@mediaplanet.com

## Keep your child safe.

More than **60,000** young children end up in emergency departments every year because they got into medicines while their parent or caregiver was not looking. Always put **every** medicine and vitamin up and away **every** time you use it. Also, program the Poison Help number into your phone: 1.800.222.1222.

To learn more, visit [UpandAway.org](http://UpandAway.org)

Put your medicines  
up **AND** away  
and out of sight

In partnership with the Centers for Disease Control and Prevention (CDC)



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## INSIGHT

## ↓ BATHROOM SAFETY



**Lynn Brunner**  
SVP Marketing,  
Premier Care  
in Bathing

→ **Clear away clutter.** Bottles and jars and grooming tools frequently crowd counters, closets and the corners of tubs and showers. Make use of hangers, shelves and wall-mounted baskets to keep things neatly tucked away.

→ **Bathe in safety.** With limited mobility, moving in and out of the tub can be difficult, if not downright dangerous. One renovation solution to that problem is installing a walk-in tub.

→ **Choose rugs carefully.** Opt for mats and rugs that have non-skid backing, but which still look harmonious with the rest of your bathroom decor.

→ **Bring things up to the right height.** Your bathroom routine can be an active one, which can present problems if your health limits your ability to move or bend easily. Having a commode and a sink at a higher level that prevents you from overexertion during your daily routine will add to the comfort and safety of your bathroom.

→ **One of the most important parts of maintaining independence throughout aging is being able to uphold your sense of self.** Taking a holistic approach to creating a home environment that meets your needs but still expresses who you are enables you to live life as you choose for a long time to come.

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## 3 Generations, 1 roof: 24 hour safety

Like so many other women of the sandwich generation, the need to help care for my dad, who has Alzheimer's, while simultaneously raising my kids took me a bit by surprise. Growing up and planning my life as a mom, I never factored in this added responsibility. While advances in medicine allow people to live longer, they still need additional care and the financial and emotional burdens placed on a family can be tremendous. Assisted living facilities and nursing homes are outrageously expensive and often provide questionable care that families don't even want to consider.

So, for many, the solution has become multigenerational living. For everyone in the family, especially the primary caregiver, this is a win/win proposition as family members can better share responsibilities and grandparents can retain a level of privacy and independence. The question then becomes how to insure that the home is safe for each generation. According to the US Census Bureau's 2003 American Housing Survey, of the nation's 121 million homes, the vast majority were not built to meet the specific needs of an aging population.

When considering home safety for multigenerational living, here are a few things to keep in mind:

### Grab bars are for everyone

It's not just the elderly that should have grab bars in their shower. Falls in the tub are one of the leading causes of injury for toddlers in a bathroom and, according to the Centers For Disease Control,

nearly a quarter of a million people over the age of 15 are injured in a bathroom every year of which 81 percent are due to falls. Install grab bars in every bathroom in the home.

### Medication abuse and poisoning

Almost every person over 65 takes some sort of prescription medi-

ation to accommodate them. A bench in the shower stall and a hand held shower head can make it not only easier and safer for an elderly parent but also a younger child. Rearrange kitchen and bathroom cabinets so that frequently used items are on lower shelves to eliminate the need for older adults and children to climb on chairs to reach something.



PHOTO: CHARLES & JENNIFER MARING

cation and it can get confusing. The rate of poisonings among the elderly from prescription medication mix-ups has risen dramatically. What's more, prescription meds are considered a gateway drug for many teens and they are raiding elderly relative's medicine cabinets in search of sedatives, painkillers and other medications. Make sure that one pharmacy manages all your elderly loved one's prescriptions to prevent mix-ups that could be deadly. Also, keep all medications in a locked cabinet and carefully monitor to be sure the pill count is accurate.

### Review accessibility modifications

If your elderly parent uses a walker or wheel chair, existing doorways might need to be wid-

### Home monitoring systems provide peace of mind

Worrying whether your loved ones are safe at home while you're at work can cause incredible stress. With the installation of a home monitoring system you can check online to make sure your kids got home from school safely and your father hasn't fallen. If there's an emergency you can be alerted immediately.

### Be prepared for fires

Discuss various fire hazards with all members of the family including the dangers of loose clothing when cooking on a stove top, forgotten burning candles and discarded cigarettes that haven't been properly extinguished (your teens might swear they don't smoke but a lit ember in a trash bag can ignite in seconds). Fire



extinguishers should be kept near all potentially hazardous areas including fire places, kitchens and basements. Combination smoke alarms/CO detectors should be installed in every bedroom and on every floor of the home. A talking smoke alarm is beneficial as it can alert you where specifically in the home the fire has started.

### Have a plan

Everyone in the family needs to know and practice an evacuation plan. Decide on a meeting place away from the house, preferably a neighbor's, and remind kids and the elderly to never go back into the home for any reason. A portable escape ladder should be kept in every bedroom on or above the second floor of your home and at least two escape routes should be planned and practiced. Count how many "hands and feet" it takes to crawl to an exit since when the home fills with smoke it will be difficult to see.

ALISON RHODES-JACOBSON

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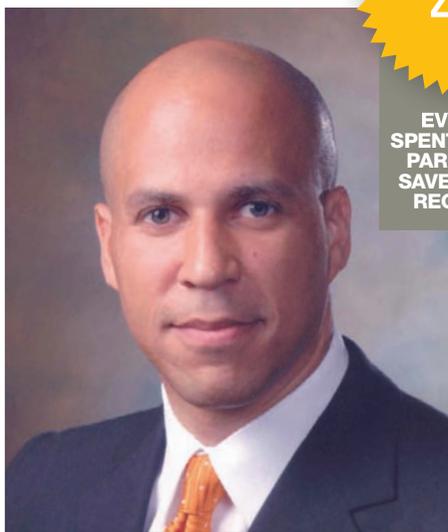
## NEWS

FACT

4

EVERY \$1  
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PAREDNESS  
SAVES \$12 ON  
RECOVERY

## Profiles of courage: Newark's super mayor, Cory Booker



**NEWARK MAYOR**  
Cory Booker creates a prayer for the city.  
PHOTO: NEWARK PRESS OFFICE

In the wake of Superstorm Sandy, Newark, New Jersey Mayor Cory Booker has potentially cemented his place as the most popular mayor in the world. His national recognition began in April 2012 when news flooded the internet that Booker saved his trapped neighbor from a house fire before the fire department arrived on scene. Booker suffered from smoke inhalation and second-degree burns along his hands and arms as a result of his heroism. Shortly thereafter, he gained the reputa-

tion of being Newark's Superhero, and as you may expect from a superhero, his heroics neither started nor ended there.

In 2006, one week after being sworn into mayoral office, Booker and his security detail were leaving city hall when they spotted a police officer confronting a suspected robber. Booker, who played tight-end for Stanford University, removed his coat and gave chase to the suspect. After the suspect was apprehended by his security, Booker shouted "Not in

our city! Those days are over!"

Most recently, while much of Newark was without power during Hurricane Sandy, Mayor Booker invited his Newark residents to seek refuge in his home so they could charge their phones and stay warm.

Though Booker has been at the forefront of reshaping Newark's image and quality of life — he's attracted millions of city investment dollars from the likes of Oprah and Mark Zuckerberg — fixing a city like Newark is no easy task. Newark has seen more than its fair share of struggle. It's no stranger to crime, poverty, and now natural disaster. But with a mayor like Booker, there is now a prayer for The City.

MILTON ROSS

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## CYBER SECURITY

October was the ninth annual National Cyber Security Awareness Month, a nationally coordinated effort by government, industry, nonprofits and individuals to make Americans aware of how to stay safer and more secure online. However, Cyber Security is a year long effort that needs daily tending.

Our recent National Cyber Security Alliance (NCSA) research shows that 90 percent of Americans believe that a safe and secure Internet is vital to our economic security

and nearly 6 in 10 say their jobs are dependent on it. At the same time, 90 percent do not feel completely safe from viruses, malware and hackers while on the Internet.

Beyond the economic importance of the Internet, most Americans now count on a reliable and trusted Internet as an integral part of their daily lives. Whether it's engaging in ecommerce, connecting with family and friends, or participating in communities, we expect to be able to safely go online at anytime from anyplace.



**Michael Kaiser**  
Executive Director,  
National Cyber  
Security Alliance

We can only achieve a safer and more secure Internet if everyone does his or her part. That's why the theme for National Cyber Security Awareness Month is "Our Shared Responsibility," because the Internet is shared resource and protecting it is our collective duty.

We can all do more to protect ourselves

but learning good online safety starts with three easy steps: STOP.THINK.CONNECT.

**Stop:** Before going online, take time to understand and reduce your risks.

**Think:** Take a moment to be certain the path ahead is clear. Watch for warning signs and consider the consequences of your actions and behaviors on you and others.

**Connect:** Enjoy the benefits of the Internet with greater confidence, knowing you've taken the right steps to safeguard yourself, your family and your computer.

MICHAEL KAISER

editorial@mediaplanet.com

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