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Nationwide Convenes Make Safe HappenSM Advisory Council

Council brings together medical experts, national and local safety organizations, and parents to inform program

COLUMBUS, Ohio — The country's top experts on child safety announced today they are joining Nationwide to form the Make Safe Happen Advisory Council. The Council will work together to help reduce the number one cause of deaths among children in the United States – preventable injuries. The Make Safe Happen Advisory Council will convene in the spring and its first charge will be to build an action plan from a new Safe Kids Worldwide study, made possible by funding from Nationwide. Together, the Council will develop new ways to effectively communicate how parents and caregivers can increase the adoption of safety behaviors and take action in their homes.

The Council includes leaders from Safe Kids Worldwide, Nationwide Children's Hospital, the American Academy of Pediatrics, Safe States Alliance, The Ad Council, The International Association of Fire Fighters, The Juvenile Products Manufacturers Association, The International Association for Child Safety, The Compassionate Friends and Farm Safety For Just Kids.

Today, Safe Kids Worldwide released a new child safety study - ["Report to the Nation: Protecting Children in Your Home"](#) – made possible by Nationwide. This research analyzed home safety behaviors across America revealing insights such as one in eight parents have left their child alone in a bathtub for five minutes or longer. Yet, the Consumer Product Safety Commission [reports](#) that one child drowns in a bathtub every week. When parents were asked about their top safety concerns in the home, drowning barely made the list with only 1% of parents listing it as a concern.

"The launch of our Make Safe Happen program during the Super Bowl created a national discussion," said Matt Jauchius, Nationwide Executive Vice President. "This discussion was intended to help save kids' lives. Collectively, we need to turn that conversation into action. We've been fortunate to collaborate with the most knowledgeable experts and organizations to give parents the tools and guidance they need, starting with the Make Safe Happen app and website. Together, we will create more solutions to significantly lessen these tragedies."

"Parents want to protect children, and we found that parents consider their own home to be safer than most," said Kate Carr, president and CEO of Safe Kids Worldwide. "Parents just can't imagine it could happen to them, but sadly, it happens far too often. The good news is, we and

our partners on the Make Safe Happen Advisory Council know how to help prevent these injuries, and we look forward to increasing awareness of the simple steps parents and caregivers can take to protect kids.”

By bringing together this group of experts and organizations, the Make Safe Happen Advisory Council will be able to take action to prevent household injuries on a national scale in a way that has not been done before.

“This is an issue we’ve been working on for years,” said Gary Smith, M.D., DrPH and director of the Center for Injury Research and Policy at Nationwide Children’s Hospital in Columbus, America’s third-largest pediatric hospital. “We are happy to have this conversation with parents all across the country, and collectively make an even bigger impact to reduce childhood injuries.”

The Compassionate Friends, an organization offering grief support to families who have experienced the death of a child, is also a founding member of the Make Safe Happen Advisory Council. “Many of us who have experienced the unimaginable grief and sorrow from the loss of our children, grandchildren and siblings due to an accident become strong advocates for programs like Make Safe Happen that can help prevent others from having to experience our pain,” said Executive Director Alan Pedersen.

In addition to the Make Safe Happen website and app that launched in January, the program will include a Kids Safety Summit in the spring, sponsorship of Safe Kids Day in April, children’s programming throughout the summer including a 10-city mobile safety tour, and the reconvening of the Advisory Council in the fall.

To learn more about Make Safe Happen, visit MakeSafeHappen.com or download the free Make Safe Happen app available through the [App Store](#) or [Play Store](#). The app is owned by Nationwide Children's Hospital and developed by the safety experts in their Center for Injury Research and Policy.

About Nationwide

Nationwide, a Fortune 100 company based in Columbus, Ohio, is one of the largest and strongest diversified insurance and financial services organizations in the U.S. and is rated A+ by both A.M. Best and Standard & Poor’s. The company provides a full range of insurance and financial services, including auto, commercial, homeowners, farm and life insurance; public and private sector retirement plans, annuities and mutual funds; banking and mortgages; pet, motorcycle and boat insurance. For more information, visit www.nationwide.com.

About Safe Kids Worldwide

[Safe Kids Worldwide](#) Safe Kids Worldwide is a nonprofit organization working to prevent childhood injury, the number one killer of children in the United States. Throughout the world, almost one million children die of an injury each year, and almost every one of these tragedies is preventable. Safe Kids works with an extensive network of more than 500 coalitions in the U.S. and with partners in more than 25 countries to reduce traffic injuries, drownings, falls, burns, poisonings and more. Since 1988, Safe Kids has helped reduce the U.S. childhood death rate from unintentional injury by 60 percent. Working together, we can do much more for kids everywhere. Join our effort at safekids.org.

About Nationwide Children's Hospital

Nationwide Children’s Hospital is America’s 3rd largest pediatric hospital and research center with more than 1 million patient visits each year. The Center for Injury Research and Policy at

Nationwide Children's is dedicated to reducing childhood injuries worldwide. Nationwide's 60-year history of support to the hospital includes close to \$100 million in transformational giving from the Nationwide Insurance Foundation. This funding has supported key treatment and research areas including heart, neonatology and injury prevention. Visit nationwidechildrens.org.

About The Compassionate Friends

The Compassionate Friends/USA is the largest organization in the world offering grief support to families who have experienced the death of a child, grandchild or sibling at any age from any cause. For more than 45 years TCF has provided highly personalized comfort, hope and support through our 692 chapters serving all 50 states, Puerto Rico and Guam. TCF also offers online support and resources through our website www.compassionatefriends.org and through numerous Facebook pages and social media outlets.

About The Ad Council

The Ad Council is a private, nonprofit organization with a rich history of marshaling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced thousands of PSA campaigns addressing the most pressing social issues of the day, the Ad Council has effected, and continues to effect, tremendous positive change by raising awareness, inspiring action and saving lives. To learn more about the Ad Council and its campaigns, visit <http://www.adcouncil.org>, like us on Facebook, follow us on Twitter or view our PSAs on YouTube.

About The International Association of Fire Fighters

The International Association of Fire Fighters, headquartered in Washington, D.C., represents more than 300,000 full-time professional fire fighters and paramedics in the United States and Canada. The IAFF is the driving force behind nearly every health and safety advance in the fire and emergency services in the 21st century.

About Safe States Alliance

The Safe States Alliance is a nonprofit organization and professional association whose mission is to strengthen the practice of injury and violence prevention. Safe States strives to be a driving force in understanding and preventing injuries and violence and engages in activities to: increase awareness of injury and violence throughout the lifespan as a public health problem; enhance the capacity of public health agencies by disseminating best practices, setting standards for surveillance, conducting program assessments, and facilitating peer-to-peer technical assistance; provide educational opportunities, training, and professional development; collaborate with other national organizations and federal agencies to achieve shared goals; advocate for public health policies designed to advance injury and violence prevention; convene leaders and serve as the voice of injury and violence prevention programs within state health departments; and represent the diverse professionals that make up the injury and violence prevention field. <http://www.safestates.org/>

About the American Academy of Pediatrics

The [American Academy of Pediatrics](http://www.aap.org) is an organization of 62,000 primary care pediatricians, pediatric medical subspecialists and pediatric surgical specialists dedicated to the health, safety and well-being of infants, children, adolescents and young adults. For more information, visit aap.org or healthychildren.org. Follow us on Twitter @AmerAcadPeds.

About the Juvenile Products Manufacturers Association

The [Juvenile Products Manufacturers Association](http://www.jpma.org) (JPMA) is a national trade organization of more than 250 companies in the United States, Canada and Mexico. JPMA exists to advance the

interests, growth and well-being of North American prenatal to preschool product manufacturers, importers and distributors marketing under their own brands to consumers. It does so through advocacy, public relations, information sharing, product performance certification and business development assistance conducted with appreciation for the needs of parents, children and retailers. Each year, JPMA sponsors Baby Safety Month in September to educate parents and caregivers on the importance of the safe use and selection of juvenile products. Its consumer facing brand, [Baby Safety Zone](#) was announced in 2014, and provides consumers with safety information, programs and resources.

To find out more information about the JPMA Certification Program, the products certified and for a complete listing of JPMA members, please visit www.jpma.org. Follow JPMA on Twitter [@JPMA](#), connect with JPMA on [Facebook](#) or on [YouTube](#) and visit www.jpma.org to learn more about additional safety tips and other JPMA initiatives.

About the International Association for Child Safety (IAFCS)

The [IAFCS](#) is an organization of child safety professionals and babyproofers who are dedicated to increasing home safety awareness and preventing childhood injuries. The IAFCS and its members specialize in educating families about home hazards, selecting quality and reliable safety products and installing these products in homes. IAFCS members help parents and caregivers create safer home environments for children to explore and grow. The IAFCS develops and oversees industry best practices and a certification program for Certified Professional Childproofers. For more information, visit ChildproofingExperts.com and IAFCS.org

About Farm Safety For Just Kids

Farm Safety For Just Kids was created in 1987 by an Iowa farm wife after the death of her son in a gravity flow grain wagon. The organization works to raise awareness about the health and safety hazards that are an inherent part of the rural environment in which children live, work, and play. Outreach coordinators in seven states are instrumental in educating local communities. Chapters in the United States and Canada conduct safety and health programs within their communities also. <http://www.farmsafetyforjustkids.org/>

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