



Play For Kate



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Safety Sam

ATV Safety Robot

The Day The World Went Wrong

- July 26, 2015
 - 1 phone call, 1 second, life as we knew it changed forever
 - Shook our faith and destroyed our fairytale
 - 750 lbs. vs. 73 lbs.
 - No safety gear and no safety precautions
 - Inexperienced
 - Not a Risk Taker



How Does Something Like This Happen?

- 4 Wheels, False sense of security
- Not a babysitter
- Not a toy
- No training (Driver's Ed)
- No education/conversations about ATV's. Not part of lifestyle
- People think it won't happen to them
- ATV crashes don't discriminate (affluent, educated, involved)
- 2016 was the deadliest year in IN for ATV crashes



Protecting Our Most Valuable Resources....Our Kids!

- Play For Kate Foundation Formed
 - ATV Education
 - ATV Safety Coalition
 - HEA 1200
 - Safety Sam's
 - ATV Safety Trailers
 - Child and Safety Advocacy
 - ATV Coloring App



ATV Safety Coalition

- Relationships and Resources-No Silos-Collaboration is Key!
- Safe Kids/State/National
- Turning up the volume on child safety-Let's be Proactive/Not Reactive
- Not one more child
- Not one more injury
- Not one more death



HEA 1200

- ATV helmet law on public and private ground in the state of IN. Mandates children 17 and under must wear a DOT approved helmet on public and private ground when on an ATV. Gov. Holcomb signed into law on July, 2017
- 0 Child Deaths on ATV's in the state of IN since the signing of HEA 1200
- Good laws, good enforcement....keeps kids safe!



Safety Sam

- Interactive, engaging tool
- First ever ATV safety robot
- Educates kids and parents
- Community events
- 3 Safety Sam and 1 Safety Sara
- Want Sam to visit?
 - Contact:
 - playforkate@gmail.com
 - WBrowne@dnr.IN.gov



ATV Safety Trailers/Message

- Prevention is the vaccine for injury
- This shouldn't happen to anybody
- Ultimate goal of no more victims



FREE ATV Safety Coloring App



Interactive, Educational, Engaging



How Do I Access the App?

1. Download the “Spectacular” App by Quiver Vision. This is a FREE App.
2. Print off FREE ATV coloring sheets from www.playforkate.com
3. Color your sheet
4. Use Spectacular to scan the QR code or scan your picture.
5. Watch your picture come to life and enjoy the app.



How Do We Fund ATV Initiatives?

- IN DNR has no funding mechanism for ATV safety/education
- PFK has partnered with IN DNR to help purchase the trailers and Safety Sam's
- IN State Dept. of Health Grant
- Toyota Grant
- A+ Derr Donation
- Hospital Grants
- Private Donors and Fundraising Efforts



Kate's Legacy

- Playground
- Scholarships
- Buddy Ball Field
- Saving Lives....One Helmet, One Safety Sam, One Child at a Time



Stories Change Behaviors Not Statistics

- Stories are data with a soul
- Finding our purpose
- Swallowed up with grief....make our heart bigger than the hole left
- We all suffer, experience disappointments, sadness, hard times....it is how we handle them that defines us
- Giving/helping/healing



Why Is This Important?

- In Indiana, injury is the leading cause of death for children ages 1-17
- Tragically, most, if not all, of these deaths can be prevented
- Together we can find solutions and prevent our kids from dying



Why Are Kids Dying on ATV's

- Lack of Awareness
- Lack of Education
- Lack of Accountability
- Lack of Resources
- ATV Culture



Who Can Help?

- Child Safety Teams
- CFR Teams
- Injury Prevention Teams
- DCS
- Child Safety Advocates
- Law Enforcement
- Parents
- Educators
- Health Dept.
- Hospitals
- Health Care Professionals



What Can We Do To Help?

- Education
- Prevention
- Collaboration
- Data Collection
 - Data brings people together (No Silos)/Collaboration
 - Data informs prevention efforts and catalyzes the community into action
 - Data drives our efforts, our education, prevention, and safety recommendations
 - Are we focusing our efforts in the right place/area?
 - Helps to find solutions and avoid the excuses
 - Helps to make informed decisions
 - Helps us to prevent these preventable deaths and keep our kids safe



Things To Remember

- The investigation, interviews, phone conversations, initial contacts at the scene or after the tragedy occurs...all of these things will never be forgotten. These things are ingrained in the survivor's mind after they suffer a traumatic event. They are so impactful. How you respond, your role in this tragedy, whether it be the investigating officer, the coroner, the caseworker, the EMS personnel.....you may be the only life preserver that family has at that moment. Their normal ceases to exist. They are helpless. They are suffering one of the most traumatic things someone can endure. YOU have the power to instill hope, to help heal, to give grace in these horrific moments. What you do makes a difference and you have to decide what difference you want to make.



Together We CAN Make A Difference!

- This cause, PFK, it found us...sharing Kate's story brings healing and eliminates its power over us. We speak for her, her story, and other's story and their pain. You all can be their voice too. I challenge you to do something meaningful, impactful, and make a positive difference every day! If today was your last day, what kind of impact would you have hoped to have left? How do you want to be remembered? What do you want your legacy to be as a safety advocate?



Check us out at
www.playforkate.com

Check us out on
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