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News Release

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FOR IMMEDIATE RELEASE

Thursday, April 6: "Surrounding Our Kids with Safety"

Southern Nevada Health District Celebrates National Public Health Week, April 3 – 9, 2006

LAS VEGAS – April 6, 2006 – The Southern Nevada Health District is celebrating National Public Health Week, April 3 – 9, 2006. Under the overarching theme of "Designing Healthy Communities, Raising Healthy Kids," each weekday focuses on the relationship between community infrastructure and a core children's health issue. Today's focus is "Surrounding Our Kids with Safety."

Designing communities that keep children safe is vital to improving their long term health. Children's safety is at risk when they walk or bike on unsafe roads, or play in unsafe areas. Child pedestrian injuries are more-likely to occur in areas with high traffic volume, higher posted speed limits, no divided highways and few alternative play areas. Plus, traffic dangers prevent many children from walking or biking to school.

Children count on adults to keep them safe. Make sure your neighborhood develops and maintains sidewalks, crosswalks and pedestrian-friendly pathways. Plus, according to Safe Kids Worldwide, traffic-calming measures like speed bumps can help reduce the risk of injury or death among children struck by a car in their neighborhood by 50 percent.

Safe, well-designed playgrounds and community centers also help reduce the risk of childhood injury. Make sure the playgrounds in your neighborhood are well-maintained, and encourage kids to take advantage of local community centers.

Since 1995, National Public Health Week has been observed during the first full week in April to encourage people to actively pursue a stronger, healthier life. For more information on National Public Health week and physical activity, visit these health district web sites:

www.cchd.org and www.getthehealthyclarkcounty.org.

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