



NEWS RELEASE
For Immediate Release

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**Ada County Paramedics and St. Luke's Team Up
to Teach Kids About Safety**

Boise, ID (February 21, 2007) – Officials from Ada County Paramedics and St. Luke's Children's Hospital will launch a new injury prevention program at a **launch event scheduled for 10:30 a.m. February, 22, 2007 at St. Luke's in Boise.** The new initiative is targeted specifically to children and their parents and the goal is to educate families about important measures they can take to prevent unintentional injuries in kids.

The flagship of the program is an ambulance that has been transformed into an injury prevention road show. This specially outfitted ambulance, supported by a team of expert volunteers from St. Luke's and Ada County Paramedics, will make public appearances at safety events, schools, and community celebrations to provide safety information and tips on topics ranging from water safety to the importance of bike helmets and car seats.

According to Safe Kids USA, a national organization focused on preventing injuries in children, accidental injury is the number one killer of children in America. Injuries claim more lives than disease, violence and suicide. Safe Kids estimates that by taking simple precautions, almost all (90 percent) of these accidental injuries can be avoided.

"Injured children are the most difficult calls our paramedics respond to," said Troy Hagen, director of Ada County Paramedics. "We are excited about working with St. Luke's to educate parents and children in a fun and kid-friendly atmosphere and hopefully decrease the number of 911 calls affecting children."

"This partnership with Ada County Paramedics is an exciting opportunity to help limit the number of children we see at St. Luke's Children's Hospital with serious injuries that could have been prevented," said Jerry Hirschfeld, MD, administrator for St. Luke's Children's Hospital. "Our goal is to provide children and their parents with the tools they need to stay safe while still having a great time and enjoying all the things kids love to do."

The ambulance will appear this Saturday, February 24, at the Kids Fair event at the Western Idaho Fairgrounds Expo building from 10 a.m.-6:00 p.m.

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