



# City of Philadelphia

City Council  
Chief Clerk's Office  
402 City Hall  
Philadelphia, PA 19107

## Legislation Text

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Proclaiming The Week of April 26<sup>th</sup> 2008 as “Safe Kid’s Week.”

The City Council of Philadelphia designates the Week of April 26<sup>th</sup> 2008 as “Safe Kid’s Week” in Philadelphia and encourages that residents, children, parents and teachers gain the necessary knowledge to protect children from their leading killer, “accidental injury.”

WHEREAS, Safe Kids and Founding Sponsor Johnson & Johnson <<http://www.jnj.com/>> team up to carry out National Safe Kids Week programs around the world; and

WHEREAS, In 1987, Safe Kids approached Johnson & Johnson with a vision for a comprehensive national campaign to protect children from their leading killer, accidental injury and because Johnson & Johnson shared this concern for children and a vision for a safer world the company agreed to provide the funding necessary to launch Safe Kids Worldwide (formerly the National SAFE KIDS Campaign); and

WHEREAS, National Safe Kids Week reaches millions of households every year through efforts that include public relations and education initiatives, sponsored advertising campaigns, thousands of grassroots coalition events and cause-related retail promotions; and

WHEREAS, These multifaceted efforts combine community safety events and media outreach with retail promotions that reach millions of households with lifesaving information and tips; and

WHEREAS, Safe Kids coalitions host thousands of events where kids, parents and caregivers have fun learning from interactive safety demonstrations and receive safety devices and educational materials; and

WHEREAS, Safe Kids Week events and promotions are fun ways for families to learn that close supervision, proper safety devices and other simple prevention measures help children avoid injury; now therefore

BE IT RESOLVED, BY THE CITY COUNCIL OF PHILADELPHIA, That the Week of April 26<sup>th</sup> 2008 be designated as “Safe Kid’s Week” in Philadelphia and encourages that residents, children, parents and teachers gain the necessary knowledge to protect children from their leading killer, “accidental injury.”

FURTHER RESOLVED, That an Engrossed copy of this resolution be presented to Gina Duchossois, Safe Kids Coalition Coordinator, as further evidencing the sincere admiration and gratitude of this legislative body.