

Hallways to Health

Promoting Health in Schools



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Who We Are

The mission of the Bradshaw Institute for Community Child Health & Advocacy is to promote child and family wellness and advance child health through education and research by enhancing health literacy through high-quality health promotion programming.

Hallways to Health is the Bradshaw Institute's school-based health promotion initiative. The goal of Hallways to Health is to improve the health culture of schools by teaching health education in the health room through the School-based Health Center as well as the school's hallways, classrooms, cafeterias and into the surrounding neighborhoods.

Health Promotion Through Messaging

Healthy students behave better, learn better, test better, and have more positive adult outcomes. As a place where students spend the majority of their waking hours outside the home, schools play an integral role in promoting child health. When everyone works together to create environments that support healthy eating, active living and social and emotional health, a positive school wellness culture is developed where all members of the school community can thrive. An effective school-wide wellness culture permeates every aspect of school life from the cafeteria to the teachers' lounge, and from the school campus into the neighborhood.

Through our new school-wide messaging campaign, the Bradshaw Institute is providing you with ready to distribute health and wellness messages that engage and inform everyone in the school community including students, faculty and staff, and parents. Hallways to Health messaging will highlight a different topic each month and utilize a variety of channels of communication including daily announcements, resources to staff and parents, and social media messages.

This document contains all of the content, relevant materials, and directions on how to disseminate the messages in your school.

The Hot Topic: Summer Safety

As this school year comes to a close in a very unique way, with virtual learning, many families are looking for fun extracurricular activities to do with their family to help get some fresh air after busy weeks of virtual classrooms! For many students, summer represents a time to play outside, visit with family and celebrate holidays together. While we want students and their families to have an incredible summer break, we want to make sure that those students stay injury free while having fun. Unfortunately in the United States, preventable injuries are the leading cause of death for middle school students. According to the Center for Disease Control and Prevention's National Center for Injury Prevention, in 2018, preventable injuries accounted for over 5,000 deaths of children and teens in the U.S. In fact, preventable injuries kill more children in our nation every year than all childhood illnesses combined. Fortunately, there are some simple tips and tricks that can help us all enjoy the summer safely! This month, we will cover the top injury prevention concerns for middle school students and with the help of our friends at Safe Kids Upstate, learn about how we can prevent these tragedies.

Daily Announcements—What You Can Expect

There are a total of 20 daily announcements for the month of May. Each announcement shares information and tips relevant to the month's theme. Please share with your students and their families as appropriate.

Daily Announcements—Week 1

Implementation tip: Start the announcements on May 4th

- 1) Here is your daily Hallways to Health tip from your friends at the Prisma Health Bradshaw Institute School-based Health Center: In May, our friends from Safe Kids Upstate are taking over the Hallways to Health announcements to share with you some simple ways to stay safe over the summer break!
- 2) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: Did you know? Wearing your seatbelt can reduce your risk of injury by 50% in a crash! Next time you get into a car, remember this saying "buckle up, every person, every ride".
- 3) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: When you need to cross the street, do so only at crosswalks and intersections. Before taking a step into the road, make sure to look left, right, and left again before crossing the street.
- 4) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: "Heads up, phones down" is an important saying to remember before crossing the street. Looking at your phone or listening to music, can distract you and increase your risk of injury when walking.
- 5) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: Anytime you go for a walk, be sure to walk on the sidewalk. If there isn't a sidewalk available, walk on the far side of the road facing traffic so you can see when the cars are coming.



Daily Announcements—Week 2

- 1) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: Do you and your family like to spend the summer by a lake, river, or pool? Be sure to stay safe and find a swimming buddy so you can help watch out for one another!
- 2) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: Life jackets saves lives. But like seat belts, they only work if you wear them. So next time you are going to be on a boat or participating in any lake activities, wear a coast guard approved life jacket.
- 3) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: When jumping into water, always jump feet first and make sure the water below is clear of people, rocks or other objects. Look before you leap!
- 4) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: At Safe Kids Upstate, we have a simple saying: "use your head, wear a helmet." A helmet is the single most effective safety device available to reduce head injury and death from a crash on a bike, skateboard, and scooter.
- 5) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: Did you know bicycles must follow the same rules of the road as cars? That means, you should ride on the right side of the road with traffic, obey traffic lights and signs, and signal with your arm or hand if you are going to turn left, right, or stop.



Daily Announcements—Week 3



- 1) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: Before you get ready to ride your bike or scooter at dusk or at night, make sure to have reflectors on your bike, use a light, and wear bright colored clothing so drivers can see you coming or going.
- 2) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: If you are participating in summer sports or outdoor play, it is important to watch out for concussions. A concussion is a type of brain injury that changes the way the brain normally works. It can be caused by a bump, blow, or jolt to the head from an object or a fall that can cause the head and brain to move rapidly back and forth. Tell a family member, coach, or teacher immediately if you hit your head and have trouble concentrating, get a headache, or feel nauseous.
- 3) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: When you are practicing sports in the summer, it is important to stay hydrated. Drink water before, during, and after any athletic activities. Don't forget to stretch your muscles and rest when you feel any pain to prevent injuries before and during the season.
- 4) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: Protecting yourself from the sun's rays is important whenever you're outside. Before participating in your favorite outdoor activity, make sure you have a hat, sunglasses, and sunscreen with an SPF of at least 30.
- 5) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: Many families keep a gun in the home. Among children and teens, the majority of unintentional shooting deaths occur in the home. If a friend wants to show you a gun, tell them no and safely walk away from them to tell an adult. Remember, you may save a life!

Daily Announcements—Week 4

- 1) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: Fireworks can be a festive way to celebrate the summer, but we want to do it safely! Since fireworks can lead to injuries or fires if used improperly, it is best to leave it up to the professionals who put on public firework displays.
- 2) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: Did you know that the sparklers people get on the 4th of July are hot enough to melt glass? If your family decides to stay at home on the 4th of July, encourage them to swap out sparklers for glow sticks. They can be just as fun, but a lot less dangerous.
- 3) Here is your daily Hallways to Health tip from our friends at Safe Kids Upstate: If you find yourself around people who are using fireworks or sparklers, take steps to be safe. Make sure there is a bucket of water nearby and remind people to never light fireworks indoors or near dry grass. Also never point fireworks or sparklers at a friend or a home.
- 4) Here is your last Hallways to Health tip of the school year from your friends at the Prisma Health Bradshaw Institute School-based Health Center: Have a happy and Safe Summer!



Social Media Posts—What You Can Expect

As you know, social media is a highly effective way to connect to your students' parents and community members to share upcoming events and highlight all of your successes. Why not let them know that you are committed to keeping their students healthy, too? For the month of May, there are 12 Facebook posts with links to outside resources.

Please be sure to tag the Bradshaw Institute in your message using the handle @GHSBradshawInstitute.

Social Media Posts—Week 1

- 1) @GHSBradshawInstitute Hallways to Health Safe Kids safety tip: Did you know preventable injuries are the #1 killer of students in the U.S.? Before we head into summer, we are teaming up with Safe Kids Upstate to share helpful information about how to keep you and your student safe this summer and all year long. From pedestrian to sports safety and everything in between, Safe Kids Upstate is your number one source for information on preventing unintentional injuries. <https://youtu.be/Be4Frifjzl> #SafeKidsUpstate
- 2) @GHSBradshawInstitute Hallways to Health Safe Kids safety tip: Did you know one in five high school students and one in eight middle school students were observed crossing the street distracted. Texting and wearing head phones are the leading causes of teens being distracted. Safe Kids recommends talking to your student about the dangers of distracted walking and encouraging your student to put away their phones before crossing the street. Learn more information and tips here: https://www.safekids.org/sites/default/files/documents/ResearchReports/skw_pedestrian_study_2013.pdf
- 3) @GHSBradshawInstitute Hallways to Health Safe Kids safety tip: Every hour, almost 50 children visit emergency departments with an injury related to bikes, scooters, skates or skateboards. A properly fitted helmet is the single most effective safety device to reduce head injury and death from bicycle crashes. If your student has a helmet, insist that they wear it every time and make sure it is the right size. Check out this video on the safest way to wear a bike helmet: <https://www.youtube.com/watch?v=iZ4wWoChSe8>

Social Media Posts—Week 2

- 1) @GHSBradshawInstitute Hallways to Health Safe Kids Safety tip: More than half of teens (ages 13-19) and adults (ages 20-44) who died in crashes in 2015 were not wearing a seat belt. We know that when adults wear seat belts, kids wear seat belts. Lead by example for your student and wear a seat belt, every time for every ride. Check out Kaylyn's story on how not wearing a seatbelt can change your and your student's lives completely. <https://www.youtube.com/watch?v=R4f-SAOz9hQ>
 - 2) @GHSBradshawInstitute Hallways to Health Safe Kids Safety tip: Every day, at least nine Americans die and 100 are injured in distracted driving crashes. Did you know if you are driving at 55 mph, sending or reading a text takes your eyes off the road for about 5 seconds? That is long enough to cover a football field! Sending a text message, using a navigation system, and taking your hands off the wheel are all forms of distracted driving and can put you, your passengers, and other people on the road at risk. Not only that, if your student witnesses you driving distracted they are more likely to engage in risky behaviors when they begin to drive themselves. Be a good role model and put down your cell phone and just drive. <https://youtu.be/M1NYHTYbWZg>
 - 3) @GHSBradshawInstitute Hallways to Health Safe Kids Safety tip: Your student can benefit both physically and mentally from participating in sports. But moderate to severe injuries can and do occur. Almost half a million students are treated in an emergency department each year for traumatic brain injury including concussions. To help keep your student safe on the field or court, make sure they are wearing the right protective gear for their sport, like a helmet. Before your student's next practice, check out this video to learn about the signs and symptoms of a concussion: <https://youtu.be/aZybB8Tom7k>
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Social Media Posts—Week 3

- 1) @GHSBradshawInstitute Hallways to Health Safe Kids Safety tip: Every day, over 300 children in the United States ages 0 to 19 are treated in an emergency department, and two children die, as a result of being poisoned. Medication dosing mistakes and unsupervised ingestions are common ways that children are poisoned. To protect your student keep the nationwide poison control center phone number, 1-800-222-1222 in a convenient place in your home and watch this video on simple steps to store medicine safely: <https://youtu.be/R8XbShg7Qk4>
- 2) @GHSBradshawInstitute Hallways to Health Safe Kids Safety tip: In 2017, at least 285 children got ahold of a gun and inadvertently shot themselves or someone else. If you have a gun in your home, store it in a locked location, unloaded, out of the reach and sight of children. And don't forget to ask if your student's friends have guns in their home and how they store them. Learn more ways to keep your student safe around guns: https://www.safekids.org/sites/default/files/documents/gun_safety_tips_0.pdf
- 3) @GHSBradshawInstitute Hallways to Health Safe Kids Safety tip: Did you know? Children are at great risk for heatstroke because a child's body heats up three to five times faster than an adult's. Heatstroke can occur when a child overexerts himself in very hot weather and becomes dehydrated. Signs of heatstroke include hot, dry skin, dizziness, and nausea. To prevent symptoms of heatstroke, make sure your student is dressed in loose fitting clothing and increases their water intake especially when physically active. Check out this video to learn 3 tips on staying hydrated: <https://www.youtube.com/watch?v=3HvDrahmr9s>

Social Media Posts—Week 4

- 1) @GHSBradshawInstitute Hallways to Health Safe Kids Safety tip: We hear a lot about kids drowning in pools, but the fact is most children drown in open water, a term that includes natural (lakes, rivers, oceans) as well as man-made bodies of water (canals, reservoirs, retention ponds). A typical 10-year-old, for example, is three times more likely to drown in open water than in a pool. And among older teenagers, that rate goes up to 8 times as likely. Be sure to wear your Coast Guard Approved Life Jacket and check out these water safety tips from the American Academy of Pediatrics (AAP). <https://www.healthychildren.org/English/safety-prevention/at-play/Pages/5-Water-Safety-Tips-for-Kids-of-all-Ages.aspx>
 - 2) @GHSBradshawInstitute Hallways to Health Safe Kids Safety tip: Swimming is a fantastic form of physical activity and a major part of summer break fun. However, an estimated 1,000 children have fatally drowned in a single year in the U.S., most of them between May and August. In addition, more than 7,000 children are taken to the emergency department each year because of a drowning scare. Why? Some pre-teens and teens are more likely to overestimate their skills and underestimate dangerous situations. Even as your student enters adolescence, it is important to encourage them to never swim alone or unsupervised. Learn more about the American Academy of Pediatrics (AAP) recommendations on how to keep your student safe in and around water: <https://www.healthychildren.org/English/safety-prevention/at-play/Pages/Water-Safety-for-Older-Children.aspx>
 - 3) @GHSBradshawInstitute Hallways to Health Safe Kids Safety tip: If you are planning to grill over the summer, keep in mind the below safety steps and check out this article to learn more: <https://www.safekids.org/blog/6-grilling-tips-keep-your-kids-safe>
 - Keep the grill away from the side of your home
 - Use proper tools when grilling, and;
 - Create a "safe place" for the grill away from games and running
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Bradshaw Backpack Bulletin—Parent Resources

In addition to social media posts, we want your students' parents to have access to health information in the same place where they get information about your school - on your website! There are 2 Bradshaw Backpack Bulletin posts for the month of May. **We encourage you to copy and paste the content from Post 1 and include it on your website early in May and copy and paste Post 2 during the second half of the month.**

Post 1:

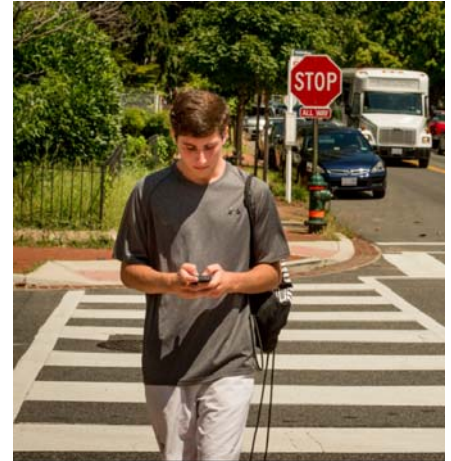
HEALTHY STUDENTS BEHAVE BETTER, LEARN BETTER, TEST BETTER, AND HAVE MORE POSITIVE ADULT OUTCOMES.

Is Your Student Crossing the Street Safely?

Driving, dating, too much screen time: these are common talking points in households with older students. But pedestrian safety? Isn't that something everyone learned in kindergarten?

The belief that some safety skills are mastered in elementary school could be why pre-teens and teenagers say they hear less about safety from adults in their lives than when they were younger. Adults might assume that their students know how to use sidewalks and roadways safely, but research is showing a spike in pedestrian injuries in the past few years. Teens interact with traffic differently than young children, meaning they need a different set of reminders to be safe.

Data from the National Highway Transportation Safety Administration shows that teen pedestrians are more likely than younger children to be injured or killed by a vehicle, but many teens don't realize that they ARE at risk—about five teens a week are killed and hundreds more are injured. Make a point to talk to your student about walking safely. Here are some tips to start the conversation.



Be engaged: When you are getting ready to cross the street, pause music and stop talking or texting. Look up and pay attention to what is going on around you.

Follow the rules: Follow traffic signals and cross streets only at intersections, not mid-street. When you follow the rules, drivers know what you are going to do.

Post 2:

HEALTHY STUDENTS BEHAVE BETTER, LEARN BETTER, TEST BETTER, AND HAVE MORE POSITIVE ADULT OUTCOMES.

For children and teens, summertime is associated with positive emotions and freedom from school. However, summer can also be a time when certain mental health issues need even more attention than usual. The potential [unstructured nature of the summer](#) can feed into any underlying health issues including, anxiety, ADHD, depression, and autism spectrum disorders present in children.

Take the time before the summer break to talk with your students about what they would like to do, accomplish, and experience this summer. [Here](#) are some helpful ideas to get you and your student started on making goals for the summer based on their personality type.

Remember to try to limit the amount of time your student is online, watching TV, or playing video games. Encourage your student to be active for at least 60 minutes a day, get at least 8 hours of sleep, and eat healthy foods.

Hallways to Health

Promoting Health in Schools



STAFF CORNER

Healthy employees are more productive, have more energy, are better able to manage stress, and are more likely to model healthy behaviors. Along with messages for students and parents, Bradshaw Institute is providing you with information and resources on healthy living, too.



The Hot Topic: Summer Safety

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Who is Safe Kids?

[Safe Kids Worldwide](#), is a nonprofit organization working to help families and communities keep kids safe from injuries, the number one cause of death to children in the United States. They have downloadable tip sheets and videos for school and families to help keep students of all ages safe in the home, on the road, or during sports and play.

Within the Bradshaw Institute for Community Child Health & Advocacy, [Safe Kids Upstate](#) is dedicated to preventing unintentional injuries and keeping children in the Upstate safe. The South Carolina death and injury rate continues to be higher than the national average. These injuries could be prevented, Safe Kids Upstate is here to provide materials, education and support to families through school and community programming. Check out their website to learn more.



Summer is Almost Here!

Whatever your plans are this summer, Safe Kids is here with our top safety tips to keep you and your family adventures safe as they are fun.

- ☑ Keep children and pets away from the [grill area](#) by declaring a 3-foot "kid-free zone" around the grill. Position the grill well away from foot traffic and play areas. Areas along siding, deck railings, out from under leaves and overhanging branches could also be potentially dangerous.
- ☑ Always have your children [wear a life jacket](#) approved by the U.S. Coast Guard while on boats, around open bodies of water or when participating in water sports. Watch kids when they are in or around water, without being distracted. A [Water Watcher card](#) can help designate a responsible adult to keep an eye on kids in the water at all times.
- ☑ Due to the COVID-19 global pandemic, swim lessons may not be available, so plan additional layers of protection to keep children safe around water.
- ☑ Avoid [heatstroke-related injury](#) and death by never leaving a child alone in a car, not even for a minute.
- ☑ Leave [fireworks](#) to the professionals and swap out sparklers for glow sticks. If you are around fireworks, take the necessary precautions by keeping a bucket of water nearby and keeping away from dry grass.
- ☑ Stay hydrated
- ☑ Wear sunscreen with a SPF of at least 30 and is label as broad spectrum. Also wear a hat, cover up, and sunglasses to help shield yourself from the sun's rays.



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For more information, suggestions, or questions about Hallways to Health messaging, contact Hannah Aycock.

Phone: 864-454-2344

Email: Hannah.Aycock@prismahealth.org

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