



# Chill Out for Winter Safety

## School Toolkit



## Background & Program Overview

The Chill Out program was developed in Northern Michigan following the tragic death of a vibrant young girl named Carly. Her sled veered off a sledding hill in Fife Lake and into a patch of trees, each no more than two inches in diameter. Carly was eight years old when she lost her life in this tragic sledding accident. Chill Out aims to help educate parents and children on how to enjoy their favorite winter activities safely.

Chill Out features three programmatic components to support parents, educators, and community activists in spreading the message.

- **School-based Educational Sessions:** Chill Out is available for implementation in schools across the country. An educator toolkit, including a curriculum that meets Michigan Content standards, video and PowerPoint are available at no cost. Program Founder Tammie Budrow also offers in-person education for some Northern Michigan schools, K-6th.
- **Communications Resources:** Chill Out offers a communications toolkit so your school or organization can easily share this message with your parent audience. It comes complete with images and content for a variety of different communication channels.
- **Free Helmet and Fitting Program:** Chill Out visits ski and sledding venues across Northern Michigan with helmets and educational materials to ensure that kids walking on the hill without one can be fitted for and receive a free helmet. These events are made possible by generous partners Retrospec and Fife Lake Self-Storage who provide free and discounted materials and services.

**To download program materials and learn more, visit**

[Chill Out for Winter Safety | northern Michigan \(munsonhealthcare.org\)](http://munsonhealthcare.org)

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## Key Messages & Information

- The important thing to remember about preventable injuries is that they are preventable. They often occur in predictable ways and can be completely avoided with the right education, awareness, and planning.
- This program teaches kids to be smart and safe while having fun, using the simple concept of four key things to remember:
  1. Dress for the weather
  2. Use proper gear and a helmet when doing something fast
  3. Take a buddy with you
  4. Always ask permission from an adult
- We typically consider helmets for activities like snowmobiling, skiing, and snowboarding, but don't always realize the necessity of helmets for all activities when going fast, including sledding and ice skating.
- Over 20,000 patients are treated in Emergency Rooms annually for sledding related injuries. Seventy percent of those are children under the age of 19 and over 80 percent suffer a head injury.
- Studies show that wearing a helmet prevents or reduces the severity of traumatic brain injury by 62-88 percent, depending on the activity.
- Bike and ski helmets can often be used for sledding and ice skating. Visit [Which Helmet for Which Activity? | CPSC.gov](https://www.cpsc.gov/WhichHelmetForWhichActivity) to learn more about how to ensure a helmet meets crash testing standards.
- Parents are influential role models & teachers. Modeling safe behaviors helps reinforce their importance. Wearing a helmet and practicing other key safety behaviors helps your kids learn to do the same.

# Pre-K - 2nd Grade Curriculum

**Lesson Length:** 15-20 minutes

**Lesson Description:** This program addresses the risks that go along with many common winter activities and the steps everyone should take to stay safe. It focuses on winter sports and activities as well as the injuries that can be incurred during those events. Repetition of four main points that the children should walk away remembering is prevalent. The four main points are:

1. Dress for the weather
2. Use proper gear and a helmet when doing something fast
3. Take a buddy with you
4. Always ask permission from an adult

## **Lesson Objectives:**

Following this lesson, students should be able to:

- Understand basic winter safety skills.
- Be able to list the four safety messages relating to winter activities.
- Identify proper use of appropriate safety gear.
- Identify what winter activities a helmet should be worn for.

This curriculum supports the Michigan Health Education Content Expectations:

- HE 3.11, 4.4 (Kindergarten)
- HE 1.3.8 (Grade 1)
- HE 2.3.6, 2.3.7 (Grade 2)

## **Lesson Supplies:**

- Computer & projector for playing Beary Careful video & showing Powerpoint slides
- Chill Out Powerpoint slides
- Beary Careful video link <https://youtu.be/Nf0C7Rzezq4>
- Chill Out poster for classroom
- Chill Out coloring books for each student
- Chill Out winter safety handout for each student
- Chill Out parent letter for each student

## **Instruction:**

- Show the Chill Out Powerpoint slides (5 min).
- Pause on slide four and show the Beary Careful video (8 min).
- Distribute coloring books, safety handout and parent letter to each student (2 min).





## Communications Resources

The following communications resources were developed by Chill Out and are available for school use to promote winter safety. Chill Out encourages all schools to implement the Beary Careful educational curriculum in tandem with the communications toolkit but does not require it.

### **E-Newsletter - General safety message**

As the snow flies and we bundle up to enjoy our favorite cold season activities, talk with your child about how to stay safe while having fun. The Chill Out for Winter Safety Program was developed in Northern Michigan after the death of a vibrant young girl named Carly who lost her life in a tragic downhill sledding accident. The program encourages these simple behaviors:

1. Dress for the weather
2. Use proper gear and a helmet when doing something fast
3. Take a buddy with you
4. Always ask permission from an adult

To learn more about how to keep you and your child safe while having fun this winter, visit [Chill Out for Winter Safety | northern Michigan \(munsonhealthcare.org\)](http://munsonhealthcare.org)

### **E-Newsletter - Share with parents following a Chill Out lesson with students (short version)**

Today your child participated in the Chill Out for Winter Safety program, which encourages four key behaviors:

1. Dress for the weather
2. Use proper gear and a helmet when doing something fast
3. Take a buddy with you
4. Always ask permission from an adult

Chill Out was developed in Northern Michigan following the death of a vibrant young girl named Carly who lost her life in a tragic downhill sledding accident. Check their backpacks and visit [Chill Out for Winter Safety | northern Michigan \(munsonhealthcare.org\)](http://munsonhealthcare.org) to hear her story and learn more about how you can have fun with your kids this winter while being safe.

## Communications Resources (continued)

### **E-Newsletter - Share with parents following a Chill Out lesson with students (long version)**

Today your child participated in the Chill Out for Winter Safety program, which encourages four key behaviors:

1. Dress for the weather
2. Use proper gear and a helmet when doing something fast
3. Take a buddy with you
4. Always ask permission from an adult

Chill Out was developed in Northern Michigan following the death of a vibrant young girl named Carly who lost her life in a tragic downhill sledding accident. You can hear her story here: [Chill Out for Winter Safety | northern Michigan \(munsonhealthcare.org\)](http://munsonhealthcare.org/Chill-Out-for-Winter-Safety-northern-michigan)

Over 20,000 patients are treated in Emergency Rooms annually for sledding related injuries. Seventy percent of those are children under the age of 19 and over 80 percent suffer injury to their head. Studies show that wearing a helmet prevents or reduces the severity of traumatic brain injury by 62-88 percent. Today, your child was encouraged to wear a helmet whenever they “go fast.”

Check their backpacks and visit [Preventing Winter Injuries | Chill Out for Winter Safety | northern Michigan \(munsonhealthcare.org\)](http://munsonhealthcare.org/Preventing-Winter-Injuries-Chill-Out-for-Winter-Safety-northern-michigan) for more information on how you can have fun with your kids this winter while being safe.

### **Facebook | - Helmets**

More than 20,000 people visit an Emergency Room for a sledding-related injury every year. Seventy percent of those are children under nineteen years old and 80% suffer an injury to their head. Helmets reduce the risk and severity of traumatic brain injury.

The American Academy of Pediatrics encourages all children and adults to wear a helmet while sledding and participating in other winter sports, such as skiing, snowboarding, and snowmobiling.

Learn how else you can keep your family safe this winter while having fun [Preventing Winter Injuries | Chill Out for Winter Safety | northern Michigan \(munsonhealthcare.org\)](http://munsonhealthcare.org/Preventing-Winter-Injuries-Chill-Out-for-Winter-Safety-northern-michigan)





## Communications Resources (continued)

### Facebook II - General winter safety

Around the world, a child dies from an unintentional injury every 30 seconds. You can help protect your kids from unintentional injury this winter by encouraging four key safety behaviors:

1. Dress for the weather
2. Use proper gear and a helmet when doing something fast
3. Take a buddy with you
4. Always ask permission from an adult

Beary Careful is here to help your kids learn these important safety behaviors. Watch the video together here: [Preventing Winter Injuries | Chill Out for Winter Safety | northern Michigan \(munsonhealthcare.org\)](https://www.munsonhealthcare.org/preventing-winter-injuries-chill-out-for-winter-safety-northern-michigan)

### Images

Content is more likely to be seen on social media and in newsletters if it contains graphics. Below you will find various images that you may use.. These have been purchased by Chill Out and are free for you to use for the purposes of promoting Chill Out for Winter Safety messages.



### Parent Letter (see page 9)

This letter is intended to be sent home with students following the Chill Out lesson.



Dear Parents,

Today your child participated in the Chill Out for Winter Safety program, which encourages four key behaviors:

1. Dress for the weather
2. Use proper gear and a helmet when doing something fast
3. Take a buddy with you
4. Always ask permission from an adult

### **Carly's Story**

Chill Out was developed in Northern Michigan following the death of a vibrant young girl named Carly. Her sled veered off the local sledding hill and into a patch of trees, each no more than two inches in diameter. Carly was eight years old when she lost her life to this tragic sledding accident. Chill Out was created to provide information on how to enjoy winter activities while still being safe.

### **By the Numbers**

Over 20,000 patients are treated in Emergency Rooms annually for sledding related injuries. Seventy percent of those are children under the age of nineteen and over 80 percent suffer injury to their head. Today, your child was encouraged to wear a helmet whenever they "go fast." Studies show that wearing a helmet prevents or reduces the severity of traumatic brain injury by 62-88 percent, depending on the activity. Find out if your helmet meets crash test standards by scanning the QR code.



### **Homework**

You are your child's most influential teacher. Their odds of injury are decreased when they have a trusted adult at home modeling safe behaviors. Ask them what they learned today, listen to Beary Careful's story together, and encourage them to enjoy the coloring book sent home if they are in grades K-2. Beary's story can be found by scanning the QR code.



Have a fun and Beary Careful winter!

Sincerely,





## Digital Resources

Chill Out resources provided in this toolkit are available digitally for community use:

- School Toolkit including Curriculum and Powerpoint slides
- Coloring Book: "Beary Careful's Chill Out Winter Safety Adventure"
- Placemat activity page
- Rack card: "Preventing Winter Injuries: 4 Things to Remember"
- Flyer: "Preventing Winter Injuries: What You Need to Know"
- [Beary Careful video](#)

## For More Information

Chill Out for Winter Safety is an award-winning program created by Northern Michigan native, Tammie Budrow. Tammie is the mother to Carly, who tragically lost her life at eight years old in a downhill sledding accident. She makes all Chill Out resources and materials available to community activists who want to help share the story and ensure parents and kids have the resources they need to stay safe while having fun.

**Schedule a session at your school.** Contact Tammie Budrow at [tbudrow@mhc.net](mailto:tbudrow@mhc.net) or 231-384-0406.

**Help your teachers teach Chill Out.** Utilize the K-2 Curriculum, video and PowerPoint for a 15-20 minute safety lesson that meets Michigan content standards.

**Share Chill Out Materials on social media.** Utilize the communications toolkit, complete with content and images to spread the word about winter safety.

**Find upcoming events.** Visit a local ski area to meet the Chill Out team and be fitted for a free helmet. Chill Out for Winter Safety | northern Michigan ([munsonhealthcare.org](http://munsonhealthcare.org))

**Get printed materials.** Chill Out can provide printed materials, when necessary. Contact [MHC-Community-Health-Staff@mhc.net](mailto:MHC-Community-Health-Staff@mhc.net) with requests. Include the name of the documents you need, quantities, a mailing address, and to who's attention the materials should be sent.

Have another idea for how Chill Out can make an impact in your community? Contact Tammie at [tbudrow@mhc.net](mailto:tbudrow@mhc.net).