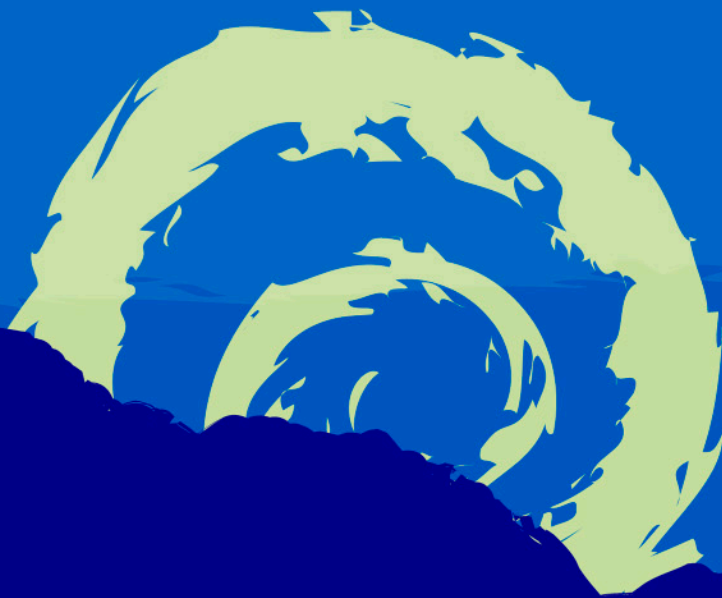


SAFETY TOWN

Scottsdale, Arizona



Safety Town

Scottsdale, Arizona



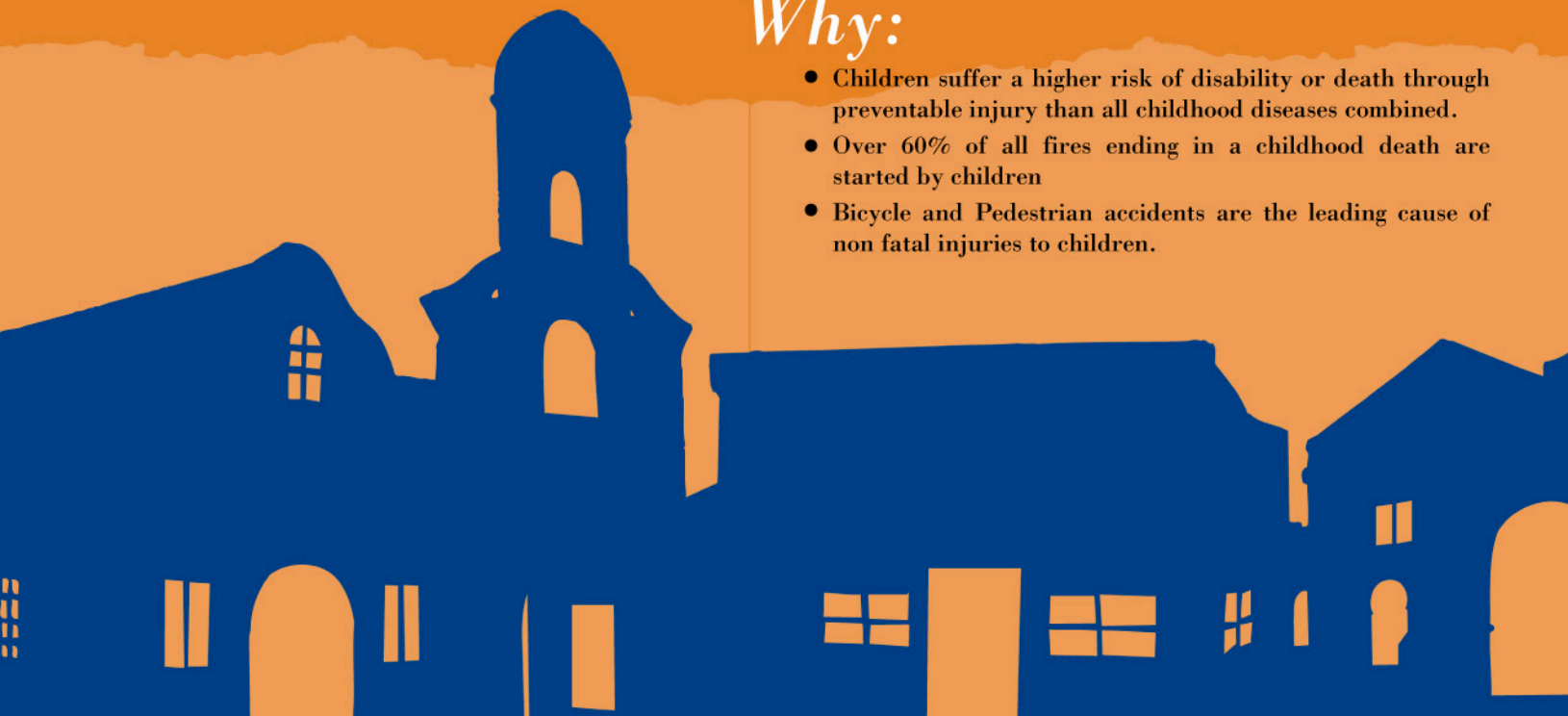
Health World champions children's safety and health by fighting the preventable causes that lead to premature death, disabling injury, and diminished quality of life. Safety education for young children is the primary goal of this program. A safety awareness curriculum will be presented to young students, which support the educational goals of the local schools and the State of Arizona's Department of Education. The curriculum will be taught in a historical miniature town of Scottsdale, and will include various types of safety training, such as water and electrical safety, drug and poison prevention, and the promotion of good

citizenship through the use of "Character Counts" curriculum. Our goal would be to provide the children with a well rounded base of knowledge concerning everyday safety hazards, so that they will make good choices when they are out playing, going to school, or just having fun in their own back yard. We will champion the spirit of good citizenship, respect, and etiquette toward others.



Why:

- Children suffer a higher risk of disability or death through preventable injury than all childhood diseases combined.
- Over 60% of all fires ending in a childhood death are started by children
- Bicycle and Pedestrian accidents are the leading cause of non fatal injuries to children.



Purpose:

- To provide children and the people who love them with accurate, age appropriate health and safety information in an engaging format to encourage positive choices regarding their own health and safety, while fostering respect and understanding for others and the environment.
- To decrease short-term and long-term safety incident rates by focusing in on preventative health and safety intervention.



The Town:

The idea would be to construct a portable miniature town at the McCormick Stillman Railroad Park, on the 28,000 square footprint of the deck covering the water reservoir. Already ramped and fenced, this area would provide for a controlled safe environment for the children. Streets and buildings will reflect Scottsdale's proud heritage by incorporating famous landmark buildings and locations.

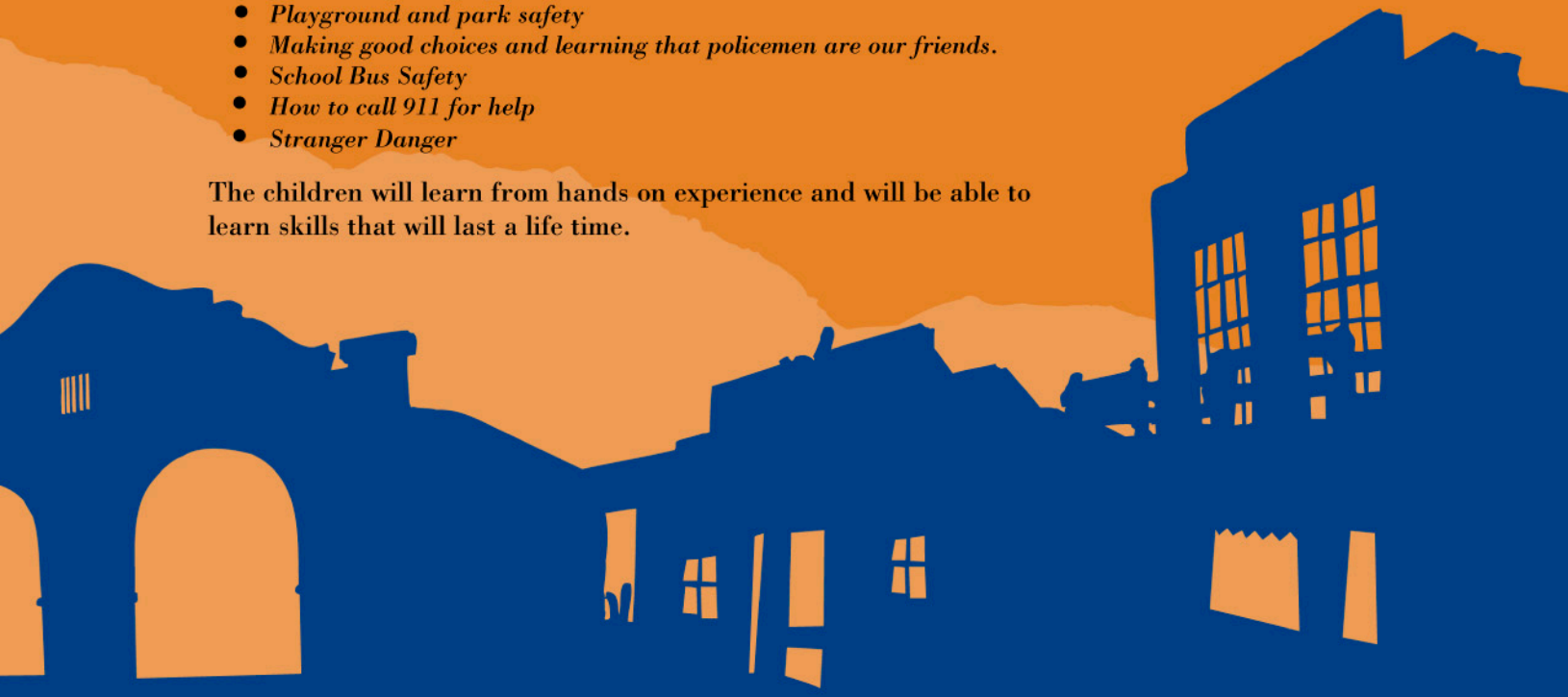


The Program:

The program would be designed to be multi faceted, serving camp participants, school groups, after school programming, and individual visitors at the park. The program will include lessons on safety practices:

- *Bicycle, roller blading and skate boarding*
- *Automobile safety*
- *Water and electrical safety*
- *Desert awareness, and the “do’s and don’ts” of hiking*
- *Sun protection*
- *Home and fire safety*
- *Playground and park safety*
- *Making good choices and learning that policemen are our friends.*
- *School Bus Safety*
- *How to call 911 for help*
- *Stranger Danger*

The children will learn from hands on experience and will be able to learn skills that will last a life time.



Funding:

Approximately \$400,000 of funding will be required to construct this interactive miniature town, with streets and working street lights, crossing gates, computer kiosks, miniature police and fire trucks, and our own version of Camelback Mountain! The on going program would be sustained by support from local business, individuals, service clubs, local groups, and the nominal fee charged for attending the program. The historical Safety Town would be the pride of Scottsdale, a gift to the youth of our community. The program's success will lie in making the educational material fun and interesting to learn. The value of this simple, easy to learn safety programming will be appreciated by parent's, children, and teacher's; and will provide the enthusiasm within the Scottsdale Community to keep the program going for years to come.

Instructors:

The program is taught by trained instructors with an early elementary education background who have been certified in first aid and CPR; and administrated by Health World staff. This program will also capture the spirit of the "How Do You Serve Campaign" which was designed by Scottsdale School District service learning students. We will provide the opportunity to earn service hours to student volunteers from the local schools and service organization to assist program staff. This combination will help make the program cost effective and sustainable to run for future generations.



Health World's Safety Town Levels of Recognition & Giving

Title Sponsor	\$ 200,000
Co-Title Sponsors	\$ 100,000
Area Sponsors	\$ 75,000
Building Sponsors	\$ 25,000 to \$ 40,000
Exhibit Sponsor	\$ 10,000 to \$ 20,000
Program Sponsor	\$ 5,000
Friend of Safety Town	\$ 1,000
Patron	\$ 100

For More information contact Peter Rusin of Health World at
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or check out our website at www.healthworldmuseum.org
Health World is a non profit 501 C (3) organization. All donations are tax exempt.



"Only a life lived for others is a life worth while"

~Albert Einstein

Join Health World in helping the next generation live a safer life.