

Can we forward this  
to someone appropriate  
at HHS.

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Katy?

- Emergency  
Children's Training  
Guide  
• Guide to kids  
immunization |

~~etc~~

PHOTOCOPY  
PRESERVATION



853 SEVENTH AVENUE • NEW YORK, NY 10019

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## **Clinton Presidential Records Digital Records Marker**

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# "911" Emergency Training Guide



# "9-1-1"

**EMS**  
EMERGENCY MEDICAL SERVICE

## EMERGENCY TRAINING GUIDE



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# "9-11" Guía de Entrenamiento Para Emergencia



**"9-1-1"**

VOLUNTEER  
OR SUPPORT  
**EMS**  
EMERGENCY MEDICAL SERVICE

# GUÍA DE ENTRENAMIENTO PARA EMERGENCIA



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Imagin Newark

# Imagine NEWark





### About This Booklet...

This booklet, Imprint tha' Future, is designed to facilitate peer-to-peer discussion of relevant social issues among late-elementary and middle-school age youth. The style of the artwork used has been completely researched and tested: it speaks to the audience it **must** reach. It communicates the issues of *peer pressure, substance abuse, gun violence, and teen sex*, as well as *family, neighborhood and educational responsibility* in the language of images that today's youth understand.

Child Safety Communications welcomes individual, community and corporate feedback on all its projects -- from infants to teens. If you have any comments, suggestions or questions, please contact: Gene Moore~tel: 212-262-4703 / fax: 212-765-4595.



**Gene Moore, President, and his children Arianne and Shusaku, who inspired him to found Child Safety Communications.**

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July 10, 1996

Mrs. Bobbi Handman  
853 Seventh Avenue  
Apartment 6-B  
New York, NY 10019

Dear Bobbi,

Thank you for your interest in exposing the work of Child Safety Communications to a wider audience, and for your offer to pass our material along to First Lady Hillary Rodham Clinton and to the Secretary of Health and Human Services, Donna Shalala. As you know, Child Safety Communications is dedicated to developing, marketing and distributing innovative and effective safety training, intervention and family wellness tools for parents, teachers and children.

Within the last two years, through corporate sponsorship, we have been quite successful in getting one of our safety training products, the **9-1-1 Emergency Training Guide**, distributed to over **3 million families** in communities throughout the country. This empowering and potentially life-saving training guide is reaching millions of children through Head Start programs, day care centers, schools, churches, CBO's, state and local agencies, emergency service providers and corporate outreach programs. State-wide initiatives using the guide have been also been established in New Jersey, Louisiana, Maryland and Arkansas. In response to the impact and success of this program, another **4 million copies** were recently printed and will be distributed over the next two years.

We have also just finalized an agreement with **Toys "R" Us**, providing for the ongoing development of safety training material for preschool and early-elementary school age children. Under this agreement, training guides addressing *home (indoor and outdoor) safety, stranger safety*, etc. will be added, as a pullout, to the **Safety Facts** publication which Toys "R" Us produces and distributes nationally as part of a joint effort with the **Consumer Product Safety Commission**. Over **4 million copies** will be distributed in 1997, at no cost to the public.

Our other current efforts are focused on establishing public / private partnerships to support the production and distribution of our **immunization reminder and record**, the **VAXXI-WHEEL**; and our most recent creation, **IMPRINT tha' FUTURE**. This new peer-to-peer *discussion booklet* is based on hip, contemporary images designed to help inner-city, middle-school youth deal with the overwhelming issues of environmental influence and peer pressure. Our expanding emphasis in this arena is directly related to many of the same subject areas mentioned by Ms. Shalala two weeks ago in her address to the National PTA conference: *alcohol, tobacco, and other drug abuse; teen-violence; teen-sex; and AIDS awareness*.

Given the nature of our present activities and capabilities, we are keenly interested in exploring any **content development** and **marketing opportunities** which might exist at the **Department of Health and Human Services**. To this end, your direct introductions are very much appreciated and valued. Our mission and creative efforts address many of the issues targeted by DHHS agency and intra-agency initiatives, i.e. the National Immunization Program; Safe Passages Program; Reality Check Campaign; and the Children's Tobacco Initiative.

Bobbi, I would like to once again thank you for your assistance. As longtime neighbors, who have seen my children grow, you and Wynn know more than most why the work of Child Safety Communications is so important to me, and to our greater community.

Warmest regards,

Gene Moore