



PHOTOCOPY
PRESERVATION



853 SEVENTH AVENUE • NEW YORK, NY 10019
212/262-4703 • FAX: 212/765-4595

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Gene Moore



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For Immediate Release

NEW YORK. Powerful images drawn from city life form the vivid language of Imprint tha Future, a peer-to-peer discussion guide that children can use to help confront and reach beyond the issues of urban life.

Child Safety Communications (CSC) created the contemporary and innovative booklet for **Newark Fighting Back Partnership (NFBP)** under a grant from the **Robert Wood Johnson Foundation**. (CSC is now making the booklet available on a customized basis for organizations throughout the U.S.)

The style and content of the artwork in the guide was researched and tested by 11-16 year inner-city old youths. Their participation helped shape the startling images according to their own personal experiences. As a result, Imprint tha Future 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.

According to Dr. Julia A. Miller, State Director of New Jersey Cities In Schools, "the reason Imprint tha Future is so effective is because it creates a uniquely realistic, open and comfortable forum -- one in which students can freely express their thoughts, fears, hopes and aspirations." Dr. Miller further states that "this active peer-to-peer process of exploration and recognition is a much-needed and long overdue tool which will help our youth develop the skills they need to deal with the difficult and dangerous realities of peer pressure and the world around them."

For further information, please contact Gene Moore, President, Child Safety Communications: tel~212-262-4703 / fax~212-765-4595.

Imprint tha Future: Content Description

<u>Page</u>	<u>Image</u>
Covers	A mural (mosaic) of the community
2	"Introduction"
3	"Imprint tha Future" / thematic umbrella
4 & 5	Peer pressure / substance (drug) abuse / choice
6	Alcohol abuse / choice
7	Substance abuse / legal and mental consequences
8	Substance abuse / choosing the use of time
9	Gun violence / consequences

- more -

(Progression to positive - "footsteps" begin)

10	"Stop" / choosing a direction
11	Wake up / go to school / graduate
12	"Rise above the influences" / take a stand
13	Classroom / the place to be
14	Young girl studying / not a nerd
15	"Protect" / teen sex
16	School / getting along together
17	Education / job training / the future
18	A safe community / helping others
19	Footsteps / "What u gonna do?"

Suggestions For Use As Classroom Discussion Template

- Distribute the booklet for use in English / Language Arts classes.
- Break up classroom into smaller mixed gender groups of 6-8 youth.
- Give students a few minutes to review the booklet silently.
- Open up the inter-group discussion: 1) first on a page by page basis (what each image means to each student), and then 2) as an overall discussion of the theme and message (what the booklet conveys to each student).
- Note: Although group consensus may emerge from time to time, individual interpretation should be encouraged. The goal is to stimulate thought and the formulation of ideas and discussion.
- Open up forum to class-wide discussion of individual interpretation of the images, themes and meanings.

Suggestions For Use As Writing Assignment Template

- Describe each image: what are the characters going through or engaged in; and what are the choices available to them; what will be the consequences of their choices.
- What other images would you include? Why? Illustrate them (optional).
- Discuss what the phrase "Imprint tha Future" means to you.
- Discuss how you would like to see your community change.
- List the ways in which you can "Imprint tha Future" in your own home, neighborhood and community.



U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

400 Seventh Street, S.W.
Washington, D.C. 20590

NOV 21 1994

Isabel Carden
Director - Special Projects
Hanson Industries
410 Park Avenue
New York, N.Y. 10022

Dear Ms. Carden:

Thank you for sending a copy of your television presentations and the "9-1-1" *Emergency Training Guide for Children*. The guide is right on target and is a natural extension of Hanson's support for Emergency Medical Services across the country. As you point out, safety at home, as in the work place, doesn't just happen. It is the result of education, constant vigilance, and the type of public awareness campaigns that you have so graciously been sponsoring at the "grass roots" level.

I especially appreciate your continuing focus on the "Support Your Local EMS" message. Your instance on focusing on the "message" and not on commercializing your program demonstrates that Hanson Industries truly understands the meaning of "community relations" and "corporate social responsibility".

Your entire EMS program is helping people all across America. Please call on me if we can be of any assistance. Keep up the good work.

Sincerely,



Susan D. Ryan, Chief
EMS Division



AUTO SAFETY HOTLINE
(800) 424-9393
Wash. D.C. Area 366-0123



COUNTY OF BERGEN
DEPARTMENT OF PUBLIC SAFETY
DIVISION OF PUBLIC SAFETY EDUCATION • POLICE AND FIRE ACADEMY
281 Campgaw Road • Mahwah, N.J. 07430
(201) 818-7800 • FAX (201) 818-7802

William P. Schuber
County Executive

Ronald E. Calissi, Esq.
Director of Public Safety

"Over the past 15 years, I have seen numerous public safety educational training materials geared for young children. We have found the 9-1-1 Emergency Training Guide to be the finest instructional tool available for pre-school and early elementary school-age children. We've distributed 60,000 copies of this booklet to 70 towns in Bergen County. Users of the guide - teachers, parents and the children - have applauded the 9-1-1 Emergency Training Guide as easy to read, understand and use. The guide encourages the young learner to translate its words into the appropriate response and action. Children (and parents) in our County will receive the immediate and important benefit of learning this critical, life-saving skill. Congratulations to Child Safety Communications, Inc. for developing an extraordinary educational tool!"

A handwritten signature in black ink, reading "Ronald E. Calissi". The signature is fluid and cursive, with the first name being the most prominent.

Ronald E. Calissi, Esq.
Director, Department of Public Safety
Bergen County, New Jersey

National Emergency Number Association



110 South Sixth Street/P.O. Box 1190
Coshocton, Ohio 43812-6190
(614) 622-8911
Fax (614) 622-2090
1-800-332-3911

William E. Stanton
Executive Director

January 11, 1995

Mr. Gene Moore
C S C Child Safety Communications Inc.
853 Seventh Avenue
New York, NY 10019

Dear Gene:

Thank you for allowing me on behalf of NENA to review your company's efforts in regard to child safety.

As you know, NENA does not endorse products or services.

The effort put forth in your publication on child safety is truly outstanding. It is innovative, creative and easily understood. The age grouping of 3-6 years old is not too young to teach children how to reach help in case of an emergency. Utilizing other languages to inform children of how to summon aide is also unique. It seems, Gene, our task of educating people is never finished. Please keep up the good work.

I want to wish you the very best for you and yours in this new year.

Sincerely:

Bill Stanton
Executive Director
NENA

BS/lh



CHILD SAFETY COMMUNICATIONS, INC.

News Release

For Immediate Release:

Over 7 Million Copies of the "9-1-1" Emergency Training Guide Now in Print.

NEW YORK. While many have bemoaned cuts in government funding to help families and children, Gene Moore, a former running back for the San Francisco 49ers, has taken action by founding Child Safety Communications, a private company which has already created an important child safety training tool, **seven million copies** of which have been printed.

In 1994, over **3 million copies** of the Guide were printed and distributed via a unique promotional partnership in which **Hanson Industries** underwrote production and provided Public Service Announcements on television. **Toys "R" Us** provided print, in-store radio advertising, and distributed the Guide at store-entrance displays nationwide. Hanson Industries also distributed the Guide through Emergency Medical Services (EMS) organizations around the country, as part of its national EMS corporate sponsorship program, and through a wide variety of educational and community service organizations.

In 1995, Hanson Industries obtained the rights to the Guide for the U.S. (and its territories) and the United Kingdom for a period of three years. Under this exclusive licensing agreement, they have already printed **four million more copies**, bringing the total number of copies printed to date to **seven million**.

The Guide is an effective corporate promotional tool because of its non-controversial and broadly appealing subject matter and because its design provides ample space for corporate identification. It is an effective training tool because its design succeeds in blending adult-child interaction, repetition and the stimulation of creative imagination. It is currently available in a Spanish version, as well as English.

Gene Moore founded Child Safety Communications when the challenge of training his two children led him to discover the largely-unmet need for focused, age- appropriate safety **training** materials. As an African-American, he is also acutely aware of the elevated incidence of preventable childhood accidents and injuries within minority and economically disadvantaged communities.

CSC has a number of new safety training materials for which sponsorship opportunities are available. Child Safety Training Guides on a broad range of topics including **home safety, stranger safety, bicycle safety, pedestrian safety and sports safety** have already been prototyped or are currently in development. In addition, CSC is actively exploring several international safety training opportunities, and can offer programs for multi-national corporations. Toys "R" Us has committed to provide advertising and distribution support, nationally and/or internationally for future Guide based programs.

CSC has also developed, and is seeking sponsors for, a new unique product, called **VAXXI-WHEEL™**. This practical and much-needed parental tool displays the recommended series of vaccinations for children at the appropriate age intervals, and provides space for recording inoculations as they are received. It is also designed to be magnetically affixed to the kitchen refrigerator, thereby addressing the frustrating and critical problem of "tracking". **VAXXI-WHEEL™** provides ample space for sponsor identification, and can be produced in a durable coated cover stock or plastic, allowing parents to safeguard this valuable record for years.

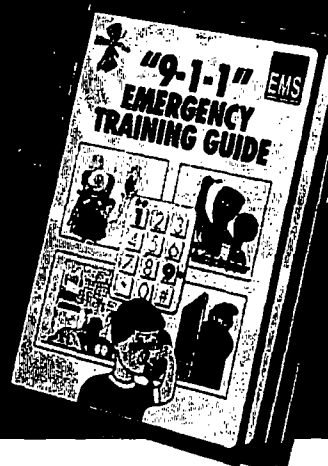
**For more information, contact Gene Moore at
212-262-4703.**



TOYS "R" US



TEACHING YOUR CHILD SAFETY IS AS EASY AS 9-1-1!



Make sure your child knows what to do in case of an emergency with the free "9-1-1" Emergency Training Guide, now available at Toys "R" Us. Utilizing child-friendly stickers and colorful illustrations, it helps you show your child how to call for help. Keep it by your telephone for your child...
and breathe easier.

Guides donated by Hanson Industries.

SER Padres

■ PREVENCIÓN

Los niños aprenden a marcar

el 911



Desde 1994, la editorial *Child Safety Communications*, especializada en el diseño de

programas didácticos infantiles, ha logrado distribuir, gracias a la promoción de Hanson Industries, más de 7 millones de copias de su manual "911" Guía de Entrenamiento para Emergencias. El objetivo es enseñar a los niños de una forma muy gráfica a marcar el número de emergencia 911 para pedir ayuda. Está disponible en español en las tiendas "Toys 'R' Us". Debido a este éxito, CSC ha sacado ahora el VAXXI-WHEEL, un calendario en forma de rueda diseñado para ayudar a los padres a recordar las fechas de las vacunas de sus hijos. De nuevo, se trata de un producto muy gráfico y fácil de leer y, además, se adhiere a cualquier superficie de metal. Para más información, puede llamar al: 1-212-262-4703.



Hanson Industries

410 Park Avenue
New York, NY 10022



News Release

**HANSON INDUSTRIES LAUNCHES NATIONAL
"DOTS FOR TOTS" CHILD SAFETY PROGRAM AS
PART OF COMMITMENT TO THE EMERGENCY MEDICAL SERVICE**

**Easy-To-Follow Guidebook Helps Parents and Teachers Instruct Children
What To Do In An Emergency**

**Free Booklet To Be Distributed at TOYS"R"US Stores
Through Year-End**

NEW YORK, NY, October 26, 1994 — Hanson Industries today announced the launch of a national program to help prepare young children for action in case of emergency. The program, called "Dots for Tots," uses a new "9-1-1" Emergency Training Guide to teach children how to use the telephone to call for help in case of an emergency.

The 20-page free booklet, which contains instructional advice for parents and teachers as well as colorful drawings and stickers for children, is available through Hanson Industries' toll-free 1-800-HELP-EMS hotline number established to foster support for the Emergency Medical Service (EMS). In addition, in a special effort to launch awareness of the program, TOYS"R"US will make the booklet available in prominent displays at all of its stores nationwide through the holiday season.

David H. Clarke, Chief Executive of Hanson Industries, said, "The 'Dots for Tots' program is a valuable extension of Hanson's ongoing support for the Emergency Medical Service System. Through our financial contributions to EMS, our public service announcements on TV, and now 'Dots for Tots,' Hanson hopes to make every home in America a safer place. We salute TOYS"R"US for their willingness to participate in getting this important program off the ground."

Michael Goldstein, Chief Executive Officer of TOYS"R"US, expressed enthusiasm for the "Dots for Tots" program. "This is an innovative teaching tool that truly has the potential to make a difference in dangerous and even life-and-death situations. The fact that it can be used by children at a very early age makes a world of difference for both children's safety and parents' peace of mind. At TOYS"R"US, we reach families around the country, and we are delighted that we can help launch this important program."

John G. Raos, Hanson Industries' President and Chief Operating Officer, said, "Safety is important to everyone -- our employees, families, and neighbors. Our EMS program is one that many of our operating companies throughout the United States have embraced wholeheartedly. By making our children's training guide available to all Hanson employees, we believe a powerful ripple effect will be created that will help get this vital information out to communities across the country."

Hanson's "9-1-1" Emergency Training Guide, which is available in both English and Spanish, was created by the Parents Workshop of Child Safety Communications, Inc. of New York after extensive testing with the group's own preschool, kindergarten and early elementary school-age children. The "9-1-1" Guide was also reviewed by professionals including a child psychologist, 9-1-1 experts and emergency service providers.

Using examples of dangerous situations such as fire, choking, unconsciousness, and the presence of an intruder, the "9-1-1" Guide combines interactive participation and repetition to teach children how to identify an emergency and call for help. The "9-1-1" Guide stresses to parents and teachers that not all communities have 9-1-1 service and that they must therefore confirm the appropriate emergency number before beginning the step-by-step program.

Extensive Distribution Network

In order to get the word out about the "9-1-1" Guide quickly and broadly, Hanson Industries has established two main distribution channels:

- In person, at all **TOYS"R"US** stores across the country, from early November through the year-end holiday season; and
- By mail, by calling **1-800-HELP-EMS** (1-800-435-7367), the toll-free number Hanson features in its EMS public service announcements (PSAs) designed to generate public support for local EMS units.

Reflecting the launch of the **"Dots for Tots"** program, two of the four new Hanson EMS PSAs that will debut this fall feature children; in one, a child saves her mother's life by calling 9-1-1.

Hanson's Ongoing Commitment to EMS

"Dots for Tots" is the newest component of Hanson Industries' national Emergency Medical Service program. Hanson's broad-based support is focused on four key areas:

- Grants for training and emergency medical rescue equipment for local EMS units that serve communities in which Hanson operates;
- Production and broadcast of paid public service announcements on national television to raise awareness of EMS and its reliance on public support;
- Funding and administration of the **1-800-HELP-EMS** (1-800-435-7367) toll-free line for information on how individuals and businesses can support EMS; and

- o Production and distribution of public information materials -- such as the new "9-1-1" Emergency Training Guide -- on emergency medical issues.

Isabel M. Carden, Director of Special Projects for Hanson Industries, said, "Hanson strives for the #1 safety record in each of its industries. But it's not enough to only emphasize safety in the workplace; we want to carry it over into the home. It is very gratifying to know that the advanced training and equipment that we donate to EMS squads is saving lives. We know our '9-1-1' Guide will do the same."

Hanson Industries, based in Iselin, New Jersey, is the U.S. arm of Hanson PLC, a British-American industrial management company. Hanson has operating units across the United States with approximately 58,000 employees. Hanson Industries owns such leading companies as Quantum Chemical, Beazer Construction & Aggregates, SCM Chemicals, Peabody Holding Company, Cavenham Forest Industries, Grove Crane, Jacuzzi Whirlpool Baths, Suburban Propane, Tommy Armour Golf and Farberware Cookware.

TOYS"R"US is the world's largest toy specialty retailing chain, currently operating 620 stores in the United States, 270 international toy stores and 201 **KIDS"R"US** children's clothing stores.

###

Contact: Isabel M. Carden
Hanson Industries
212-759-8477

Lisa Ellis
Anreder and Company
212-421-4020

CHIEF EXECUTIVES

Gene Moore runs a safe play

Lots of parents have struggled to teach their kids how to dial 911. Gene Moore found a solution, and founded a company on it.

Mr. Moore's simple but effective use of stickers (one red dot on the 9, two on the 1) became the basis for Child Safety Communications Inc. The 7-year-old Manhattan company does what Mr. Moore, a former running back for the San Francisco 49ers, calls "cause-related marketing": Corporations distribute the booklets for free, harvesting consumer goodwill.

Mr. Moore is now expanding to home and bicycle safety, and is teaching kids about dealing with strangers; another agreement with Toys 'R' Us, which would distribute the booklets internationally, is in the works. He's also developing a series of booklets for older children on topics such as drug abuse and teen pregnancy.

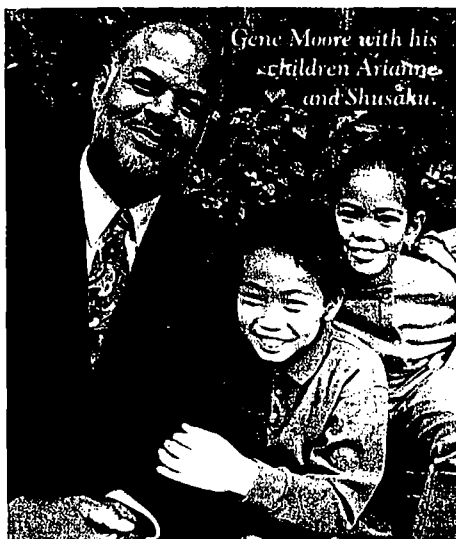
Mr. Moore says his biggest challenge has been getting corporations to underwrite what is essentially a social cause—child safety. "They want us to quantify how this expenditure will contribute to the bottom line. Sometimes that's hard to do," he says. He reminds companies of the value of promotional material that isn't a throwaway. "This stuff will be on the fridge for years," he says. "And we tell them there's no better corporate halo than child safety."



GENE MOORE

NEW YORK • NEW JERSEY • CONNECTICUT

SPOTLIGHT



Gene Moore with his children Ariadne and Shusaku.

KEEP THE KIDS SAFE

Former NFL running back **Gene Moore** has left the end zone behind to tackle the task of helping future Pro Bowlers (and all kids) achieve their potential. After reading an article about a 3-year-old child who saved his mother by calling 911, Moore was inspired to train his own pre-school children how, when

and why to dial 911. The former 49er—who now lives with his son and daughter in New York City—founded Child Safety Communications, developing a simple and effective 20-page instructional booklet complete with vivid, colorful illustrations. Titled “911 Emergency

Training Guide,” the brochure presents such situations as an unconscious relative and an intruder in the house to stimulate adult-child conversation. There’s also a keypad that lets kids practice dialing 911, with stickers to place on real phones to learn the correct buttons. Available in English and Spanish, the free booklet can be ordered by calling 1-800-HELP-EMS and at all Toys “R” Us stores nationwide.



CHILD SAFETY COMMUNICATIONS, INC.

Corporate Mission

Child Safety Communications creates win/win programs that

- benefit children, parents, teachers and other care-givers,
- meet corporate objectives, and
- generate profits which allow the development of additional programs.

Corporate Philosophy

Being just a publisher is not enough.

We also focus on and develop the promotional aspects which will attract sponsors and gain wider distributions for our materials. In addition to publishing, we offer added value services, including training, video and consulting.

Corporate Advantages

- We have over five years of experience in children's safety program development.
- We have over six years of research on the subject of injury-prevention education.
- We have experience with building alliances which serve both charitable and business objectives.
- Our area of focus, children's safety and wellness, is a topic which creates instant interest, empathy and good will. It cuts across virtually all societal boundaries. It is not controversial.
- The methodology which we have developed is applicable to every safety subject.

Recent Highlights

In 1994, over **3 million** copies of CSC's "**9-1-1**" **Emergency Training Guide** were printed and distributed via a unique promotional partnership in which **Hanson Industries** underwrote the production and provide Public Service Announcements on television. **Toys "R" Us** provided print, in-store radio advertising, and distributed the Guide at store-entrance displays nationwide. Hanson Industries also distributed the Guide nationally as a part of their corporate sponsorship of Emergency Medical Services (EMS).

In 1995, Hanson Industries obtained the rights to the Guide for the U.S. (and its territories) and the United Kingdom for a period of three years. Under this exclusive licensing arrangement, they have already printed **four million more copies**, bringing the total number of copies printed to date to **seven million**.

Materials for *Home* and *Stranger* safety books are already in prototype form, and together with other safety training topics are expected form the basis of a *Childhood Safety Training Program*, developed in 'partnership' with **Toys "R" Us**. This promotional program will be international in scope, and will be the first of its type ever launched mass market.

A visual immunization "record and reminder", called **Vaxxi-Wheel™**, has also been developed and is currently being marketed to major pharmaceutical companies and managed care organizations.

A new area of CSC's focus addresses the difficult social issues facing late-elementary, middle-school and high-school age youth. An innovative new "discussion booklet", Imprint tha Future, has just been completed for **Newark Fighting Back Partnership** (funded by the **Robert Wood Johnson Foundation**). This booklet and other peer-to-peer "discussion templates" currently being developed will be offered to corporate, community and educational entities seeking to find meaningful and effective ways help impact the lives and future of our nation's youth.

Child Safety Communications

Gene Moore President & Founder

Gene Moore, the Founder and President of Child Safety Communications, brings a wealth of unusual talents to the company.

- From 1969-71, he was a running back with the National Football League's San Francisco '49ers.
- He was a music (voice) and comparative literature major at Occidental College, Los Angeles, CA.
- He was a founder and principal of Basho, an innovative design, manufacturing and marketing firm, dedicated to the development of luggage and travel accessories for active and leisure lifestyles.
- Through his experience with Basho, he acquired an in-depth knowledge of :
 - product development
 - manufacturing
 - marketing
 - licensing and
 - promotions
- He has conceived, designed and marketed organizational products designed to meet the specific needs of frequent travelers and parents.
- He is also a specialist in ethnic marketing.
- He has served as marketing and product development consultant to firms, such as K Mart, Hearst Magazine Group/Good Housekeeping (Reader's Market), United Media, Equity Marketing and CYRK.

Most importantly, Gene Moore is a concerned, devoted father who, while raising a young daughter and son in New York City, realized how dangerous daily life is for children. He has responded by founding Child Safety Communications.

Every project created by Child Safety Communications reflects not only all of Mr. Moore's business experience, but also the creativity that he has developed through his life-long study of music and poetry. In addition, he brings to each project the energy, focus, drive and stamina which made him a successful professional athlete

News Release

For Immediate Release:

Child Safety Communications Takes Aim At The Immunization Deficit

New York. Child Safety Communications (CSC) has created **VAXXI- WHEEL™**, an innovative new tool to help parents "*know the date to vaccinate*"-- remember and keep track of their children's necessary vaccinations.

One of the major medical victories of the 20th century is the control of several major diseases, and the virtual extinction of others in North America, through childhood immunization. Unfortunately, this victory is in jeopardy. As a result of the mobility of our population, the decline of the private practice pediatrician, and limited funding for public outreach and social work programs, it has become more difficult to communicate to parents the need for comprehensive immunization. Even when parents are aware of this need, it is difficult to track and maintain the records necessary to ensure a complete and timely series of vaccinations. Children are at risk, and overall public health is increasingly threatened.

Child Safety Communications is addressing the situation by creating the **VAXXI-WHEEL™**. This attractive, two-part tool, produced in durable coated cover stock or plastic, has a die-cut window that can be rotated to reveal the recommended series of vaccinations for the child's age, and provides space for recording these inoculations as they are received. It is also designed to be magnetically affixed to the kitchen refrigerator (or other metal surfaces), thereby creating an easily accessible and visible reminder. **VAXXI-WHEEL™** is a practical, user friendly tool parents can use to track the fifteen recommended vaccinations required by age two, as well as those required in later years.

VAXXI-WHEEL™ is also designed to provide ample space for corporate names, logos, visuals and messages. CSC specializes in creating unique promotional platforms that serve organizations' purposes and simultaneously offer important social benefits. These

platforms offer a fast, effective win-win way of promoting child wellness. Over **seven million copies** of a CSC publication, the **"9-1-1" Emergency Training Guide**, have been printed in the last two years through this sort of arrangement.

This tool addresses an urgent need -- up to 56% (**6.3 million**) of all preschool children in the United States have not received all of the fifteen immunizations that public health officials and private medical groups recommend that they receive by their second birthday (source: CDC). Because this problem is so widespread, CSC is pursuing a variety of distribution strategies. CSC is actively looking for sponsors who wish to underwrite the production and distribution of **VAXXI-WHEEL™**. Over the next few months, proposals will be made to companies in a wide range of industries which could benefit from this prominent, long-term exposure and association with providing practical assistance in solving a very real parental challenge. Charitable organizations will also be approached.

Child Safety Communications was founded by Gene Moore, a former running back for the National Football League's San Francisco 49ers, when the challenge of training his own two young children led him to discover the largely-unmet need for effective, age-appropriate safety **training** materials. As an African-American, he is also acutely aware of the elevated incidence of preventable childhood accidents and injuries within minority and economically disadvantaged communities. CSC remains a for-profit organization, because it allows for greater flexibility in structuring promotional programs.

For more information, contact Gene Moore at 212-262-4703.

Nancy Hamada-Nelson
427 W. 51st Street
New York, NY 10019

March 4, 1996

Child Safety Communications
853 Seventh Avenue
New York, NY 10019

Dear Child Safety Communications,

Today I woke up,
 started breakfast,
 got the boys (11 and 1 1/2 yrs) up and ready for school and day care,
 made lunches,
 got us all out the door,

worked a 9 hour day,
 picked up the baby,
 got home,
 started dinner,
 supervised homework,
 threw in a load of laundry,
 collapsed in the kitchen with a cup of coffee,

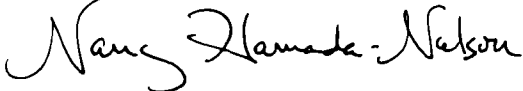
when what caught my eye?

Your VaxxiWheel...

I grabbed the phone and left a message on my pediatrician's machine for an appointment for Saturday.

Thanks for reminding me what's really important.

Sincerely,



Nancy Hamada-Nelson

PS. - I just gave VaxxiWheels to my best friend's baby and my new nephew. What a great gift in a shower basket. Keep up the good work.

**EVA & STUART BRUCK
152 WEST 58TH STREET
NEW YORK, NY 10019**

16 April 1996

Mr. Gene Moore
Child Safety Communications, Inc.
853 Seventh Avenue
New York, NY 10019

Dear Mr. Moore:

I recently received a copy of the Vaxi-Wheel created by Child Safety Communications. As a parent of two young children I have always found it a chore to record and remember all the different kinds of shots that our children need.

Your design of this vaccination reference is clear, comprehensive, easy-to-use and display. I know it will be extremely helpful, especially when I have to recall dates for school and camp records.

This is a first-rate product that should be available to every parent and child guardian. It's a 'real' lifesaver!

Sincerely yours,

A handwritten signature in cursive script that reads "Eva Doman Bruck". The signature is fluid and elegant, with the first letters of each name being capitalized and prominent.

Eva Doman Bruck

30 Rockefeller Plaza
New York, NY 10112
212 664-4602

A Division of
National Broadcasting
Company, Inc.

Katie Couric
TODAY



April 29, 1996

Gene Moore
Child Safety Communications, Inc.
853 Seventh Avenue
New York, New York 10019

Dear Gene:

Thank you for your letter of April 17th and the enclosed materials. The issue you are addressing is so important and I admire the work you've put into a visual immunization reminder for parents. As a working mother with two children I know how difficult it is to keep health records up-to-date.

I am giving these materials to our TODAY Show producers. They will contact you directly if they are interested in using the VAXXI-WHEEL for a story.

Thank you for thinking of me, and best of luck with your project.

Sincerely,

A handwritten signature in cursive script that reads "Katie Couric".

KC/mhs

ROTTEM ORORI
853 Seventh Avenue
New York, NY 10019

May 1, 1996

Mr. Gene Moore
Child Safety Communications, Inc.
853 Seventh Avenue
New York, NY 10019

Dear Gene:

Thank you for the VAXXI-WHEELS for our family. Our first daughter, Tamar, just had her third birthday, and we were often confused about all of the vaccinations which she needed before she was two years old.

Because of your VAXXI-WHEEL, we will not have such problems with our new baby, Hagar, now 4 months old. I have been using this wonderful product since her birth and everything is so clear, easy to understand and follow.

Also, I was raised most of my life in Israel, and even though my English is very good, the information about the vaccinations on the back side is quite helpful. Most of the vaccinations are the same in Israel, but the terms are different. So I can now feel much more confident knowing exactly what the kids' vaccinations are for. And by the way, putting magnets on the back was a great idea. They are on my refrigerator, turned to "4 months" for Hagar and "4-6 years" for Tamar -- no mistakes or confusion now!

My husband and I appreciate very much your sharing this great and practical idea with us. Good luck! And, we will be happy to test out whatever else your company develops.

Sincerely,



Rottem Orori

Andrew Frothingham
310 West 56th Street, #4A
NY, NY 10019
4/19/96

Mr. Gene Moore
Child Safety Communications
853 Seventh avenue
NY, NY 10019

Dear Gene,

I want to compliment you on the VaxxiWheel. Since we are expecting our first child, my wife and I are being overwhelmed by information about all sorts of aspects of giving birth and raising children. Everyone is impressing on us how important everything we do is, but almost no one is taking the trouble to package and present the information in an easily understood manner. The VaxxiWheel stands out, both because the information it contains is unquestionably important, and because it makes the information so accessible.

I know that the responsibilities of parenthood will be enormous. Given the direction that health care is taking, I suspect that we will not have some Norman Rockwell-type of family doctor with lots of time to take charge of making sure that our baby gets all his vaccinations. We're going to have to do it, and I'm glad you've created a tool that will make that task easier.

Sincerely,

A handwritten signature in cursive script, reading "Andrew Frothingham". The signature is fluid and includes a long horizontal flourish at the end.

Andrew Frothingham

**Megan L. Slate
51 White Street
New York, NY 10013**

March 24, 1996

Mr. Gene Moore
Child Safety Communications
853 Seventh Avenue
New York, NY 10019

Dear Mr. Moore:

If only your Vaxx-Wheel had been around when my kids were infants and preschoolers, I would not have been as anxious over whether or not they were getting the vaccinations they needed when they needed them.

With no less than 7 or 8 (I've lost count over the years) pediatricians under our collective belts - every new job meant a new HMO and a new primary care physician - my children's medical records are scattered all over town. And although I have scrupulously maintained their 'yellow cards' (the Dept. of Health document for detailing medical histories), the way the information is recorded is confusing, even for doctors. I have had pediatricians in the past who were unable to determine from one or sometimes both cards who had what when. These confusions left me scratching my head too. I never know for sure whether my kids were up-to-date. And I definitely didn't know what vaccinations they still needed - until now.

Your Vaxxi-Wheel has eliminated any future confusion. As I sit here transferring information from my 'yellow card' to my wheels, I am relieved knowing I won't have any more nagging doubts when my children have their next check-up. I will also be able to see the upcoming requirements and the times they are due, and schedule their appointments accordingly.

Thanks for thinking up a good, good thing.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Megan L. Slate", with a horizontal line extending from the end of the signature.

Megan Slate

W.E. LOOPESKO & ASSOCIATES

**860 Fillmore Street
Denver, Colorado 80206
Tel: (303) 320-9668
Fax: (303) 320-9630
E-Mail: loopesko @netway.net**

April 16, 1994

Mr. Gene Moore
Child Safety Communications, Inc.
853 Seventh Avenue
New York, NY 10019

Dear Gene:

Thank you for sending me the package of VAXXI-WHEELS for our three young children. I immediately saw the unique and outstanding value of this organizational tool. Keeping track of the immunization needs of our children, who all need shots at different times (plus postponements due to illness, etc.) has always been a major challenge and source of concern. We have never been sure if our kids are up to date, and checking means going back to the files -- which means that it rarely gets done.

You have created an attractive visual prompt and reminder that we can also use to track and record our kids' immunizations. Its a marvelous solution! Bravo for the concept (and the realization)!

Gene, the VAXXI-WHEELS now have a place of honor on the refrigerator. Thank you for making our family's health management easier and more secure.

Anne and I wish you all possible (and deserved!) success with this product, and we hope to see you and your kids soon.

Sincerely,



W.E. Loopesko

P.S. How can I get another 6-8 VAXXI-WHEELS to use as gifts?

Study of HMOs diagnoses distressing ailments

AS BUSINESSES and governments pressure more and more employees, Medicaid recipients and Medicare beneficiaries into cost-saving managed-care programs, a comprehensive new study should be like a warning buzzer on a piece of hospital equipment.

The study showing that some patients do worse in health maintenance organizations should get the attention of the industry and of policy-makers too eager to cut costs by shoving more people into HMO programs without a full appreciation of all of the ramifications.

Already lawmakers in Albany and elsewhere have had to step in to outlaw "gag clauses" that stop doctors from telling patients about expensive treatment options. Officials also have had to mandate that clinical reviewers — not accountants — make the decision on some kinds of treatments.

Such laws were prompted by patients' horror stories. Lawmakers had to step in after it became clear that the managed-care philosophy — in which providers get lump sums to cover all needed care — establishes a short-term incentive for providers to scrimp on care in order to inflate profits.

All the while, the managed-care industry protested that its own surveys showed a high level of care and patient satisfaction.

Now, a new analysis from researchers at Boston's New England Medical Center casts doubt on that claim — at least as it pertains to care for the elderly and the poor.

The researchers tracked the health of 2,235 patients in Los Angeles, Boston and Chicago from 1986 to 1990. The size of that sample and the length of the study helped make it one of the most comprehensive of its kind.

The researchers looked at adults with chronic illnesses

ranging from diabetes to congestive heart failure. They compared patients in HMOs, with their flat-fee payment systems, to those in traditional plans in which doctors get paid a separate fee for each service they perform.

The results were disturbing. While there were no significant differences for average patients, the researchers found that "the health outcomes were significantly worse for chronically ill elderly and poor patients treated in HMOs than in fee-for-service."

How much worse? Fifty-four percent of elderly HMO patients saw their physical health decline, compared to only 28 percent of those in fee-for-service plans. Similarly, 33 percent of poor HMO patients reported that their health declined, compared with only 5 percent of the poor patients in fee-for-service plans.

Those differences are too stark to ignore, despite industry claims that the study was flawed because patients lacked independent medical evaluations.

The industry also points out that the study period ended in 1990. Improvements have been instituted since then, but so have regressive changes like the gag rules.

One reason for the poor showing could be that managed-care plans simply are unprepared to cope yet with the large numbers of high-needs patients being steered into them.

But another possibility is that the plans don't have enough safeguards for care to counterbalance profit incentives.

Whatever the reason, the disturbing results mandate that policy-makers go slower with managed care until they know why certain groups fare so poorly and until they've incorporated adequate protections for those who need the vital medical care the most.

Melanne Verveer

*He would like
us to order this
study. Can
you call*

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CSC (Child Safety Communications, INC.)

Vaxi-Wheel



CHILD SAFETY COMMUNICATIONS, INC.

Vaxi-Wheel™

"Sepa X Cuándo Vacunarse"

VAXXI-WHEEL™ fue creada por Child Safety Communications para ayudarlo a usted a recordar y registrar las vacunas requeridas para su niño.

Por favor visite su pediatra regularmente para garantizar una completa y apropiada inmunización.

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CSC (Child Safety Communications, Inc.)

Vaxi = Wheel

Birth

1-2 Months

4 Months

6 Months

12-15 Months

15-18 Months

4-6 Years

11-16 Years

NAME.....

HB-1 ☐

Date:

DATE OF BIRTH.....

CSC CHILD SAFETY COMMUNICATIONS, INC.

Vaxi-Wheel™

"Know ~~X~~ The Date To Vaccinate"

The VAXXI-WHEEL™ was created by Child Safety Communications to assist you in remembering and recording your child's required vaccinations.

Please see your child's doctor on a regular basis in order to ensure complete and proper immunization.

© 1995 Gene Moore

VACCINATION REMINDER & RECORD