

# Keeping Active Kids Safe

(NAPSA)—Parenting is arguably the world's toughest job. As children grow and become increasingly independent, keeping them safe becomes a greater challenge. Nearly every child experiences a skinned knee from a fall, a bad day at school or a few minutes of fear while lost at a shopping mall. While no parent can prevent all the maladies of childhood, there are a few simple ways to make the world a little more kid-friendly.

## Tikes on Bikes

Purchase a properly fitting bicycle helmet for your child. A properly fitting helmet sits centered on a child's head in a level position, should not be able to rock back and forth or side to side, and its straps should be buckled and secure, but not too tight. Be sure and teach the rules of the road to older children, who can be allowed off sidewalks and paths and onto streets. Rules include: ride on the right side of the road with traffic, stop at all stop signs and stop lights, and use hand signals.

## Staying Above Water

No matter the reason, never leave young children alone in or near water. This includes pools, lakes, rivers, bathtubs and even sinks. Also, be sure to outfit children in a U.S. Coast Guard-approved personal flotation device (PFD) when riding in boats, participating in water activities or playing near open water. Be aware that products such as "water wings" do not meet the safety qualifications of a PFD and should not be considered a substitute.

## Insuring Their Safety

Most kids have moments when they wander away from a parent or caregiver at a store or a sporting event, and sometimes children find themselves seriously lost. It is a good idea to teach young children their address and telephone number in case they ever become separated. Guardians should also make sure they have a current photo on hand



to give to emergency personnel.

To help keep kids safe, parents might consider purchasing Kidz Card, a personal identification card for children ages infant through 16. Available at [www.kidzcard.com](http://www.kidzcard.com), the ID card includes a current photo of the child and physical information such as height, weight, eye and hair color; allergies and other medical information, emergency contacts and phone numbers, and 10 minutes of refreshable Sprint prepaid phone service. Kidz Card is customized for each child and adheres to the strictest child information protection laws. Parents receive two identical companion cards, which can be useful to authorities in case of an emergency.

"Time is the enemy in any emergency situation, Kidz Card is here to insure a parent is doing all they can to protect their children. It's important to keep our kids safe no matter what the activity," said Nathan Berkowitz, co-founder, Kidz Card LLC. "By making it easy for children and parents to carry this important information we are helping parents have peace of mind that their children are safe even when they are away from home."

For more information about Kidz Card, call (877) KIDZCARD or visit [www.kidzcard.com](http://www.kidzcard.com).