

# PROGRAM COMMITMENTS



## RAISE AWARENESS

Increase awareness that preventable accidents are leading cause of death of children in the U.S.

- Increase awareness of cause by 5%\*



## PROVIDE TOOLS

Provide resources that empower caregivers to make safety changes in and around the home

- MakeSafeHappen.com
- The Make Safe Happen App



## CONVENE EXPERTS

Bring together experts and stakeholders across nonprofit, policy, and business to create synergies and drive change

- Form Make Safe Happen Advisory Board of experts and stakeholders
- Establish new partnerships with safety organizations and leaders
- Reconvene attendees for second Nationwide's Child Safety Forum



## TAKE ACTION

Execute on-the-ground community programs that will provide safety education and training to caregivers and kids to help facilitate real behavior change

- 10-city Make Safe Happen mobile safety tour
- Home Safety program deployed through Safe Kids' network of coalitions



## ADVOCATE FOR CHANGE

Work with partners to shine national spotlight on the issue of home safety to encourage policy discussions and change

- Bring together policy and government relations experts from Nationwide and its partners to determine what issues need to be tackled



## GIVE BACK

Continue to support organizations benefitting children, families, and communities where Nationwide associates and members live and work

- Since 2000, the Nationwide Foundation has donated more than \$345 million to nonprofit organizations
- In 2014, Nationwide Children's Hospital received a \$10 million gift from the Nationwide Foundation establishing the Nationwide Pediatric Innovation Fund which supports research and innovative projects advancing the science and practice of pediatric health care

\*2014 Nationwide survey results revealed only 28% of parents are aware that preventable accidents are the leading cause of death of children (aided awareness)