

Be safe throughout the seasons

A year-round family
safety guide



American
Red Cross

Dedicated to a Healthier World™

How prepared is your family?

1. Local authorities have just told you to evacuate your home. Have you pre-designated a pet-friendly location to take your pet(s) as part of your disaster plan?
2. Does your family have an emergency contact person who lives outside your area?
3. Does your family disaster plan include two meeting places: one outside of your home in case of a fire and one outside of your neighborhood in case you can't get home as the result of a disaster or other emergency?
4. Have you taken first aid or CPR/AED training in the past year?
5. Does your disaster supplies kit include at least a three-day supply of water (1 gallon per person per day) and nonperishable food, a battery-powered or crank radio, a first aid kit and sanitary supplies, including disinfecting bleach?

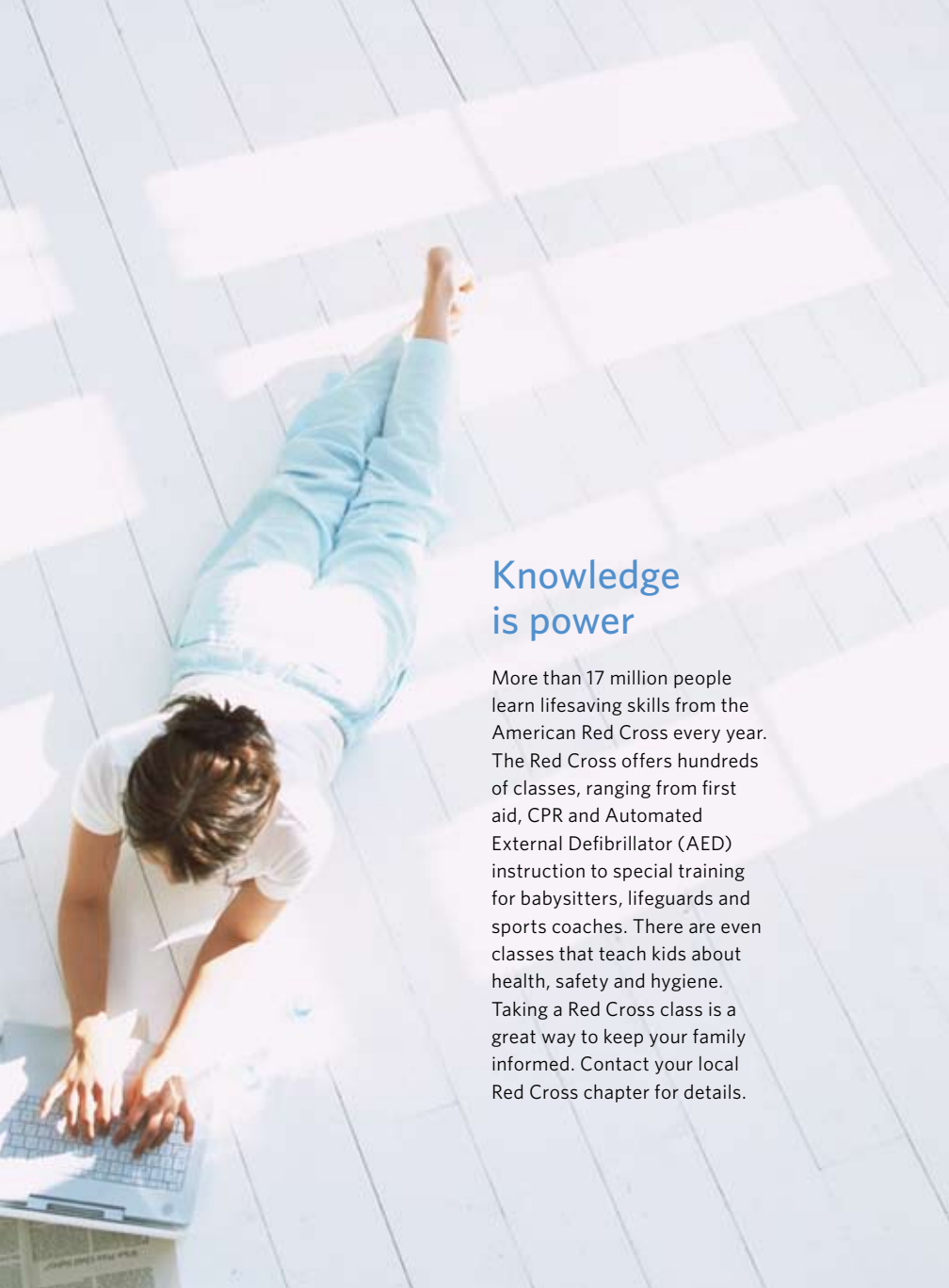
Go to www.redcross.org for more information.



Clorox proudly supports the American Red Cross


When emergencies happen, the Red Cross mobilizes to provide shelter, food, counseling and other services. Companies like Clorox respond too, donating supplies of bleach, disinfecting wipes, trash bags and other household items. This year,

Clorox will again partner with the Red Cross to help families like yours prevent, prepare for and respond to emergencies every day of the year. If you'd like to volunteer or donate to the Red Cross, visit www.redcross.org or contact your local chapter.




Knowledge is power

More than 17 million people learn lifesaving skills from the American Red Cross every year. The Red Cross offers hundreds of classes, ranging from first aid, CPR and Automated External Defibrillator (AED) instruction to special training for babysitters, lifeguards and sports coaches. There are even classes that teach kids about health, safety and hygiene. Taking a Red Cross class is a great way to keep your family informed. Contact your local Red Cross chapter for details.

A photograph of a young child, likely a toddler, standing on a wooden floor. The child is wearing a bright red long-sleeved sweater and light-colored, possibly white, cargo-style pants. The child is looking towards the camera with a slight smile. An adult's hand is visible, holding the child's hand, suggesting support or guidance. The background shows a large window with a view of the outdoors, and the floor is made of polished wood. The overall scene is warm and domestic.

Family safety is a
year-round priority



Use this guide to keep your family informed about safety from season to season, all year long.

- **Fall focus on preparedness**

Be Red Cross Ready as you head back to school.

- **Warm up to winter weather**

Use your head to stay safe in cold conditions.

- **Lifesaving spring training**

Learn about better babysitters.

- **Swim safely into summer**

Reduce safety risks at the pool, beach or water park.

Fall focus on preparedness

September means back to school — time to buy all the supplies that prepare your child for the challenging year ahead. When you think about it, we take similar steps to prepare our kids for school as we do to prepare our homes for emergencies. Stocking up on school supplies is like gathering emergency supplies — taking the first step to Be Red Cross Ready for emergencies!

Three simple steps you and your family can take to Be Red Cross Ready:

- 1) **Get a kit** - put together a disaster supplies kit.
- 2) **Make a plan** - develop family communication and evacuation plans.
- 3) **Be informed** - learn how to save a life with CPR and first aid.

September is National Preparedness Month — the perfect time for your family to take the three action steps to Be Red Cross Ready for emergencies. View an online education module at www.redcross.org/BeRedCrossReady to learn about each step and download checklists to help prepare your family.

Having the information you need can make you more confident and better able to respond to emergencies. Now that's a smart lesson to learn.



Warm up to winter weather

Winter can be a wonderland, but it can also be ruthless. Exposure to cold can cause injury or serious illness such as frostbite or hypothermia.

Tips to stay safe in cold weather:

- Dress appropriately. The temperature doesn't have to be below freezing to get hypothermia or frostbite.
- Avoid being outside in the coldest part of the day or for an extended time.
- Dress in layers and wear a hat, mittens and waterproof, insulated boots.
- Take frequent breaks and stay hydrated.
- Get out of wet clothes immediately and warm the core body temperature with a blanket or warm fluids such as hot cider or soup.
- Avoid caffeine or alcohol if you suspect you or someone you are trying to help has hypothermia or frostbite; make sure 9-1-1 or the local emergency number has been called.

To learn how to recognize and care for cold-related problems, take a first aid and CPR/AED course from your local Red Cross chapter.



Lifesaving spring training

Leaving your children at home with a babysitter can be worrisome, especially if you're unsure about whether the sitter is qualified. To boost your confidence (and theirs), make sure your sitter has completed the Red Cross Babysitter's Training Course. The six-and-a-half-hour class teaches youths ages 11 to 15 how to:

- Negotiate, settle arguments and encourage positive behavior.
- Change diapers and feed infants.
- Identify and reduce safety problems around the house and yard.
- Guide children in age-appropriate and safe play.
- Communicate effectively with parents.
- Administer basic first aid for everything from minor scrapes to life-threatening emergencies.

When hiring a babysitter, be sure to leave detailed instructions with the sitter, especially if your child has allergies — what to stay away from or what to do if there is an allergic reaction. Also be sure to provide your babysitters with more than one contact number to call in the event of an emergency.

Every babysitter needs to know how to prevent accidents, as well as what to do if one happens. Make sure your babysitter is trained by the Red Cross.

Contact your local Red Cross chapter for more information about course offerings, including first aid and infant and child CPR courses.



Swim safely into summer

To help keep your family as safe as possible, make sure everyone knows how to swim. Teaching children to swim and swim well can drastically reduce the risk of drowning. Find out where American Red Cross swimming courses are offered in your community by contacting your local Red Cross chapter.

- Never leave children unattended near water. Even with a trained lifeguard, practice “reach supervision” and stay within arm’s reach of your child at all times.
- Children who cannot swim should use Coast Guard-approved personal flotation devices, along with adult supervision.
- Never swim alone — buddy up!
- Watch children for the dangerous “too’s” — too tired, too cold, too far from safety, too much sun and too much activity.
- Don’t mix alcohol with swimming.
- Surround your home pool with a fence at least four feet high on all sides, and a self-closing, self-latching gate.
- Keep basic lifesaving equipment by the pool, know how to use it and have a phone nearby.
- Empty pails, buckets and kiddie pools immediately after use so tots can’t fall in and drown.



Take an adult, infant and child CPR course from your local Red Cross chapter to learn the skills that could one day save a life.



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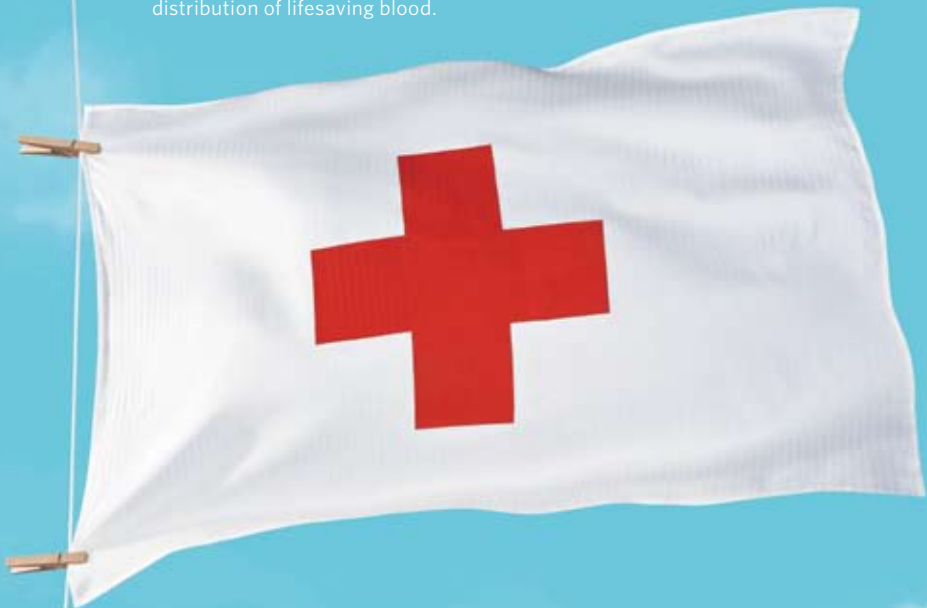
For generations, Clorox has proudly supported the American Red Cross, donating money and products to help with disaster readiness and relief efforts. This year, Clorox has again pledged to help the Red Cross continue its lifesaving programs.

For more information about Clorox Health & Wellness programs visit www.clorox.com.



Clorox salutes the American Red Cross

In 1881, Clara Barton and her friends founded the American Red Cross. Ever since, it has helped families and communities prevent, prepare for and respond to emergencies such as fires, extreme weather and earthquakes. It has pioneered first aid and CPR training, swimming instruction and the collection and distribution of lifesaving blood.



Today, under the same trusted symbol, this tradition lives on.
To donate, visit www.redcross.org or contact your local chapter.

For more information, visit www.clorox.com/redcross.

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