



ANNUAL REPORT

2023–2024 School Year

PREPARED BY

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M | CONCUSSION CENTER



Letter from the Directors

Dear Friends of Pop-up Safety Town,

We are thrilled to share with you our 2023-2024 academic year report for Pop-up Safety Town. This report highlights the incredible injury prevention education we have accomplished over the past year in Michigan's underserved communities.

As you may know, Pop-up Safety Town's mission is to bring essential injury prevention education to preschool children and their caregivers in communities lacking access to such events. Collaborating with dedicated volunteers, community stakeholders, organizations, Head Start programs, and the University of Michigan, Pop-up Safety Town volunteers educate families on important topics such as helmet safety, dog bite prevention, home safety, and pedestrian safety.

This year has been incredibly productive. We held events in Ypsilanti, Adrian, Whitmore Lake, Hamtramck, Pinecreek Reservation, Grand Rapids, Eaton Rapids, Flint, and Jackson, reaching over 2,200 children and families and fitting over 1,000 helmets. We especially thank the AAA Auto Club Group Foundation for their generous support, which has been instrumental in achieving our mission.

We are deeply grateful for the time and effort you have dedicated to our cause. We hope you will continue to work with us as we strive to enhance the health and safety of young children in Michigan's underserved communities.

Sincerely,



Andrew Hashikawa, MD, MS
Professor of Emergency Medicine
Michigan Medicine



Tina Chen
Managing Director
University of Michigan Concussion Center



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Pop-Up Safety Town

2023-24 SCHOOL YEAR OVERVIEW



9 LOCATIONS

Ypsilanti, Adrian,
Whitmore Lake,
Hamtramck, Pinecreek
Reservation, Grand
Rapids, Eaton Rapids,
Flint, Jackson



Flint, MI
June 9, 2024



1,000+

HELMETS

Over 1,000 helmets
were fitted and given to
children!



2,200+

ATTENDANCE

Over 2,200 children and
community members
participated in Pop-Up
Safety events!



170+

VOLUNTEERS

Over 170 volunteers attended,
totalling **over 680 hours** of
volunteer work.



Year in Review

Our Pop-Up Safety Town initiative has seen significant growth in the 2023-2024 school year. We have been able to deliver injury prevention resources, such as helmets, to various Head Start centers, including immigrant and tribal communities. This past year, we set up nine sites in Ypsilanti, Adrian, Whitmore Lake, Pinecreek Reservation, Hamtramck, Grand Rapids, Eaton Rapids, Flint, and Jackson. With the help of over 170 volunteers, we were able to fit more than 1,000 helmets for young children and adults. The impact of our work is evident, and we are excited to continue this momentum in the coming year, with plans to expand to Florida, Georgia, and South Carolina, supported by the American Academy of Pediatrics Community Access to Child Health grant program and the AAA Auto Club Group Foundation.

We wrapped up the school year with a special news report from Michigan News: "[Pop-up Safety Town Teaches Kids How to Avoid Common Dangers](#)" on June 20, 2024. Since then, we have received new inquiries about hosting new events or collaborating with local healthcare providers. It is clear that the University of Michigan and our external stakeholders across the state recognize and value the impact of Safety Town through the years.

Looking into the next school year, Pop-up Safety Town will expand to other states eager to host similar events. We have started working with pediatricians and community partners in other states beyond Michigan, and look forward to the ongoing and new partnerships as the program expands.

Community Feedback



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“Attending Pop Up Safety Town for the first time was a fantastic experience. The event featured different well-organized stations, each offering valuable information. Despite the variety, it was very organized, making it easy to navigate even for kids like my 3-year-old daughter. She had no trouble following along with the activities!” - **Destiny Ormsbee, Parent, Huron Potawatomi Pine Creek Reservation**

"In Hamtramck, we have a community that's traditionally unaware of the importance of injury prevention methods like seatbelts and helmets. Through Pop-up Safety Town, you are changing our community for the better. I can't wait to see kids riding their bikes and scooters on the street with these awesome helmets. As an urban school teacher at Tau Beta School, I am beyond grateful for this opportunity!" - **Jennifer Sharp, 4th Grade Teacher, Tau Beta School, Hamtramck, MI**

“The Safety Town event is a fabulous opportunity to teach young children about traffic safety; especially being a pedestrian or bicyclist in their neighborhood. The earlier young children learn about the meaning of traffic signs and signals may help in reducing injuries and fatalities among them. The excitement of the children traveling through Safety Town and completing their passports was contagious. I can't wait to volunteer, again, at a Safety Town event!” - **Sandra J. Enness, Rural Urban & Tribal Highway Safety Community Engagement, Michigan State Police**

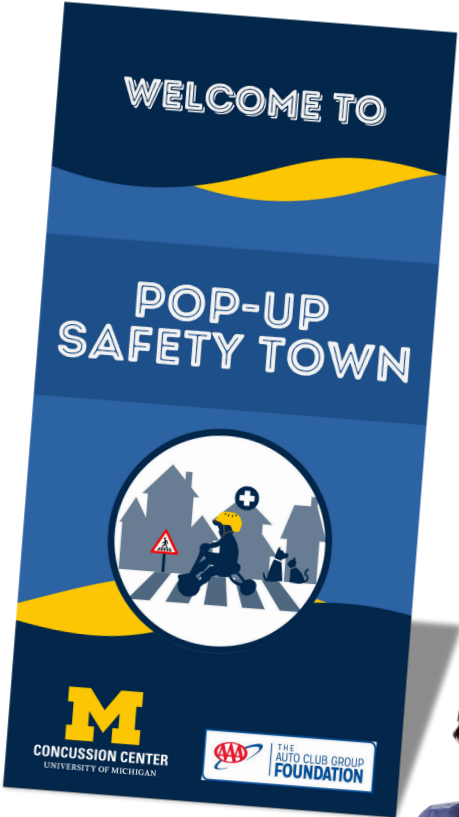
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Gallery



More Event Photos



More Videos

Hamtramck



Flint



Eaton Rapids



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