



MAKE SAFE HAPPEN®

Dear parents and all of those caring for children,

I have the pleasure of serving as chief marketing officer of Nationwide, but I view my most important role as being a good father to two bright and active boys. Like most parents, raising healthy and well-adjusted children is my number one priority. While I take great joy in watching my sons grow, each new stage of childhood brings new risks and worries for their safety – be it on the playing fields, at school, or even in our home. According to our recent survey of more than 1,000 parents with children under 13 years of age, 93 percent think that, compared to other locations, their home is the safest place for their child.¹ It's not every day that we think about the potential safety risks in our own homes as the most serious. Unfortunately, accidental injuries, such as poisoning, drowning and home fires, are the leading cause of death among children.² I also now know that nearly 50 percent of these accidents actually happen at home.³ Because of this, Nationwide continues our mission to raise awareness and to help parents take action to keep their children safe.

Last February, Nationwide launched Make Safe Happen, a program dedicated to driving awareness and action around accidental childhood injuries. At that time, we started a conversation on this important, but also very difficult, issue. Since then, I'm proud to share that we have made significant progress to empower parents and families in the U.S. to improve home safety behaviors. We convened a Make Safe Happen Advisory Council – an esteemed group of injury prevention and child safety experts from media outlets and leading nonprofits, such as [Safe Kids Worldwide](#) and [Nationwide Children's Hospital](#). Together, we've educated hundreds of thousands at events across the country, through the [app](#), and through the tips and resources on our [website](#).

We know more needs to be done. According to the survey, the majority of parents (69%) are looking for more updated information on today's child safety issues. So, this year, with the guidance of our Advisory Council, Make Safe Happen will focus on educating caregivers on four critical at-home safety risks. They are: furniture and TV tip-overs, poisoning, drowning and fire. These serious, complex and potentially fatal issues require greater attention and understanding, which is why we are eager to inspire one million safety actions by the end of the year. We believe this is a lifesaving goal that we'll track throughout the year at [MakeSafeHappen.com](#).

To reach our goal, we want to share lifesaving information with parents, and help communities and homes that need it most. In partnership with our newest Advisory Council member, the [American Red Cross](#), we will install fire alarms in houses and provide grants for youth swim lessons in high-risk, low-income communities across the country.

We encourage you to take your own action today by downloading the [app](#), watching a safety [video](#) or attending one of the Make Safe Happen safety [events](#) that will take place across the country in 2016. And, of course, help us inspire more parents and caregivers to take action by spreading the word on social media using #MakeSafeHappen.

As a parent and long-term Nationwider, I am highly committed to this program. Please join the movement to make our homes as safe as possible for our children. On behalf of my colleagues at Nationwide, we very much look forward to making a real difference in families' lives through one million safety actions.

Respectfully,

Terrance Williams
Executive Vice President & Chief Marketing Officer

¹ The Make Safe Happen survey was conducted online by Harris Poll on behalf of Nationwide between November 4, 2015 and November 13, 2015, among 1,001 U.S. parents or guardians of children ages 0 to 12 years old.

² CDC, 2012 National Action Plan for Child Injury Prevention.

³ Injury in the United States, 2007 Chartbook.