
Bayshore Pediatrics physicians, Dr. Sharyl Paley, Dr. Kristin Bencik-Boudreau, Dr. David Melbye, and Dr. Michelle Linsmeier are pleased to collaborate with the communities of Glendale, Whitefish Bay, Bayside, Fox Point, Brown Deer, Shorewood and River Hills to sponsor two programs that will assist in the safety of children in the event of an emergency. Partnering with emergency personnel from these communities, Bayshore Pediatrics is working to introduce the W.H.A.L.E. “We Have A Little Emergency” car seat emergency identification and That’s Using Your Head bicycle helmet emergency identification program to families throughout our community.

**What is the W.H.A.L.E. “We Have A Little Emergency” Car Seat Identification Program?**

Every year, very young children are involved in automobile accidents. They may be riding in a vehicle with parents, grandparents, daycare providers or others. In an accident, if the adult in the vehicle is seriously injured or unable to talk, those responding to the emergency have no easy way of identifying the child. The W.H.A.L.E™ Program is intended to give parents (or other caregivers) the tools to help emergency rescue efforts go more smoothly.

W.H.A.L.E™ stands for “We Have A Little Emergency.” It is an identification program that was started in the early 1990s by a child caregiver on the East Coast who wondered what would happen to the children in her care in the event of a car accident. The program is now recognized and used by emergency personnel in 34 states and is now in the Glendale, Whitefish Bay, Bayside, Fox Point, Brown Deer, Shorewood and River Hills communities.

The law requires that all children must be seated and harnessed in an approved child safety seat when riding in a car. Now that same child safety seat can provide vital information about its young occupant in the unfortunate event that the driver of the car is incapacitated in a car accident. W.H.A.L.E™ stickers are placed on both rear side windows of the car and on both sides of the child safety seat so that emergency personnel will know immediately that there is vital information pertaining to the child on the back of the car seat. The W.H.A.L.E™ car sticker contains the child’s name, medical history, names and telephone numbers of two guardians and up to three other emergency names and telephone numbers.

**THAT’S USING YOUR HEAD Sports Helmet Identification Program**

That’s Using Your Head is a sports helmet identification program specifically designed to provide identification to emergency personnel in the event of an injury or emergent situation. Whether your child likes to bicycle, In-Line skate, playing baseball, rock climb, and skateboard, helmets are a critical piece of equipment for your safety. THAT’S USING YOUR HEAD program includes a large emergency information sticker that goes
on the inside of a helmet and the smaller alert notification sticker goes on the outside of
the helmet in the back to let emergency personnel know that the information is inside.
These stickers will assist with emergency identification and medical safety information in
a crisis situation.

Starting in May 2008, Bayshore Pediatrics will provide W.H.A.L.E. packets to the
Northshore Fire department for distribution during car seat installations and T.U.Y.H.
helmet packets to police departments for distribution during bicycle rodeos or
educational events. Packets will be available at Bayshore Safety Days on May 31, 2008
and at Bayshore Pediatrics Monday through Friday.