

Occupant Protection for Children Track



Workshop Date & Time:

Monday, 3/30/09 1:00pm-2:30pm

Workshop Title:

Beyond Child Restraints - Keeping Kids Safe Inside and Out of Vehicles

Workshop Description:

This workshop will focus on the government's effort to collect data regarding incidents beyond motor vehicle crashes, past history of legislation and national programs to encourage prevention in this area; highlight educational and program development surround these issues, and a discussion of where we are going from here.

Presenter

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“Keeping Kids Safe Inside and Out of Vehicles”

Objectives:

- Identify the problem
- Describe data collection efforts
- Share educational efforts and outcomes
- Discover future opportunities & partners

Identify Problem:

- Significant # of fatalities
- Sudden increase in events
- Docs & responders cry for help

Significant Number of Events:

- One incident every six days
- Five children a month
- 1997 – 2008 over 640 incidents
- One fatality every three months
- Two classrooms of children
- 79% of fatalities were under age four
- May, September, July – most deadly months

Sudden Increase in Deaths:

- 1997 – 1999 8
- 2000 – 2002 9
- 2003 – 2005 19
- 2006 – 2008 12

Incidents Under-reported:

- Many verbally reported close calls
- Knew someone it happened to
- Happened to themselves
- Over 600 injuries reported 1997 – 2008

Data Collection:

- Police DI-9 Reports
- Hospital Trauma Records
- Student Injury Reports
- Media

Police/ DI-9/ SIR Reports:

- MV/ pedestrian/ bicycle crashes/ on private property
- Database at UDOH

Hospital Data:

| | Cars | Trucks | SUVs | Vans |
|----------|------|--------|------|------|
| Patients | 71 | 32 | 16 | 9 |
| Deaths | 1 | 6 | 1 | 0 |

Media Reports:

- Television
- Radio
- Print

Educational Efforts – Outcomes

- Problem Identified
- Dissect the Problem
- Do something about the Problem
- Eradicate the Problem

Dissect the Problem:

- Focus groups
- Surveys
- Anecdotal stories
- Data

Educating the Public

Video and Audio Presentation

New and Continued Opportunities

Business, community, agencies, programs

Future Opportunities and Partners