



Keeping Children 8-14 Years Old Safe as Motor Vehicle Occupants

December 6th, 2017



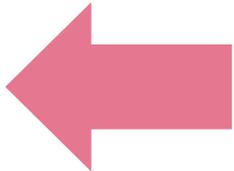
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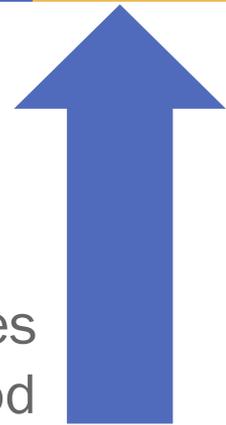


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Use the Q & A to ask questions at any time

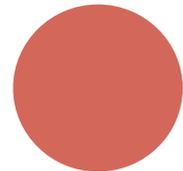
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Presenters



Lorrie Walker



Joe Anne Ward-
Cottrell



Sgt. Wes
Williams

Keeping Children 8-14 Years Old Safe as Motor Vehicle Occupants



Lorrie Walker

Joe Anne Ward-Cottrell

Wes Williams

November 2017

What's New with Kids 8-14 in Crashes?



After steady decreases over the last twenty years, the number of road related deaths of children ages 0-19 years in the United States increased 10 percent between 2014 and 2016.

RESEARCH AND DATA

- NHTSA (www.nhtsa.gov)
 - TRAFFIC SAFETY FACTS: Children
 - FARS Fatal Analysis Reporting System
 - NOPUS National Occupant Protection Use Survey
- CDC (www.cdc.gov)
 - Vital Signs
- Safe Kids: Safest Generation (kids 11-12) (www.safekids.org)
 - Harris Polls
 - Focus Groups parents and kids separately in 2 cities
- Safe Kids: Countdown2Drive (C2D) (teen passengers 13-15)
 - Online National Bulletin Boards
 - Teen Omnibus Questions
 - Focus Groups parents and kids separately

Children and Alcohol Crashes: 2016 Data

- 17% children killed were in alcohol-impaired driving crashes
 - BAC .08 and over considered alcohol impaired
- 54% kids (passengers) in cars where driver was impaired
- 29% of kids (passengers) of other vehicles in alcohol-impaired driving crashes

SOBER DRIVERS MATTER (2015 Data, NOPUS)

- When drivers were restrained, 30% kids unrestrained
- When drivers unrestrained, 66% kids unrestrained

Unrestrained Children in Fatal Crashes 2016



None Used	<1	1-3	4-7	8-12	13-14	Total
	14%	21%	30%	44%	59%	35%

IN THE UNITED STATES:

1. Booster seats can be purchased for as little as \$10
2. Seat belts in cars are standard and free
3. The back seat using seat belts affords good protection for kids too big for booster seats

NCSA: www.crashstats.nhtsa.dot.gov

CHALLENGE: What is a child?

- Bright Futures (AAP) Most Specific
 - Infant- birth to 12 months
 - Early Childhood- One to four
 - Middle Childhood-
 - 5 and 6
 - 7 and **8**
 - **9 and 10**
 - **Adolescence**
 - **11 to 14**
 - 15 to 17
 - 18 to 21
- FARS, NHTSA, CDC, STATES use different data fields

Age 8

- Physical
 - Various height and weight may require a booster seat
- Safety in Vehicles- Know your state law
 - State law may end at or before age 8 for boosters
 - Seat belt may not yet fit or be required in back seat
 - 44% kids 8-12 fatal- used no restraint in 2016
- Capacity for Independent Thinking
 - Begins to recognize own safety needs- may or may not use safety precautions without supervision
 - In carpools, may spend less time under direct supervision of parent
- Influencers
 - Parents

Ages 9-10

- Physical
 - Variations in height and weight
 - Peer pressure on parent AND child to ditch booster seats
 - Seat belts may not fit or be comfortable
- Safety in Vehicles
 - Small stature may still require a booster seat
 - Back seat and buckled until age 13
 - 44% kids 8-12 fatal- used no restraint in 2016
- Capacity for Independent Thinking
 - More independent but still requires adult supervision and guidance
- Influencers
 - Peers and if peer group includes older kids can lead to increased taunting for using restraints

Ages 11-14

- Physical
 - Wide range of physical growth and development
 - Back seat and buckled until age 13 recommended
- Safety in Vehicles
 - Small stature, not law, may require booster but peer pressure enormous on parent and child
 - 44% kids 8-12 fatal- used no restraint in 2016
 - 59% kids 13-14 fatal- used no restraint in 2016
- Capacity for Independent thinking
 - Still developing coping skills
 - Increased problem solving without parents
- Influencers
 - Parent influence still strong but decreases as peer influences increase

Ages 13-14

- Physical
 - Height and weight no longer an issue but non-use of restraints increases
- Safety in Vehicles
 - Benefits from adult safety features in the front seat (airbags, side impact protection)
 - Seat belt use decreases in general
- Capacity for Independent Thinking
 - Thought processes still in transition- has knowledge
 - May choose to take increased risks
- Influencers
 - Parents still have influence BUT peers have more

Tell Us What You Think

- The people I am most comfortable teaching about seat belts is:
 - Kids under age 8
 - Kids between 8-12
 - Teens between 13-14
 - Parents



Please answer the poll

STATE by STATE

- STATE LAWS
 - PRIMARY
 - Law enforcement can stop a vehicle for the noted infraction
 - Child passenger safety laws are primary in all states but age of “child” is different by state
 - SECONDARY
 - Law enforcement must have a “primary” violation first to make a stop before being able to write a ticket
 - Perceived as less important – seat belts
- State Highway Safety Offices develop and follow a legal plan to increase occupant protection and reduce death and injury
 - Grants, outreach, collaboration

State Example: Kansas- PROJECT S.A.F.E

- Started in Kansas now in 152+ schools there, 19 in Oklahoma and 3 in Missouri.
- SAFE is a teen-run, peer-to-peer program focusing on increasing teen restraint compliance through education, positive rewards and enforcement.
 - Teaches younger students
 - Evaluated
- Uses schools, state patrol and advocates
 - S.A.F.E in Oklahoma and Kansas -supported by the highway safety office
 - Missouri is supported by a grant from State Farm

Imoore@dcca.org Kansas Contact, Project S.A.F.E

GOOD, BETTER, BEST



- **GOOD:** All kids in a back seat
- **BETTER:** All kids in a restraint
- **BEST:** All kids in the right restraint used correctly

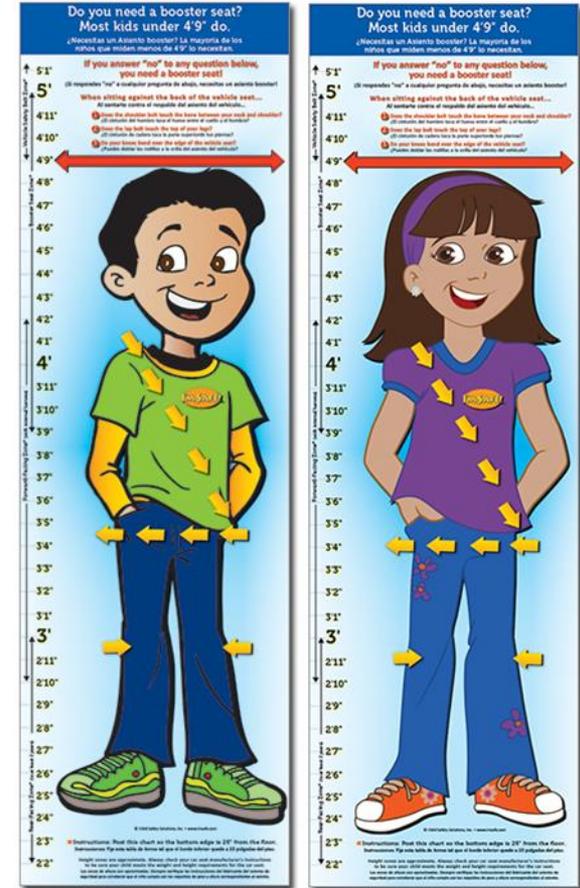
Key Messages and Community Partners



Joe Anne Ward-Cottrell, MPH, CPSTI

Ages 8-12: Booster Seat vs. Seatbelt?

- Best Practice Guidelines for Seatbelt use:
 - Does he sit all the way back against the car's seat?
 - Do his knees bend comfortably at the edge of the seat?
 - Does the lap belt naturally rest below his belly, touching the top of his thighs?
 - Is the shoulder belt centered across his shoulder and chest?
 - Can he stay seated like this for the whole trip?



Combat Parental Bias

- Parental beliefs & attitudes may include...
 - “I’m a safe driver.”
 - “We’re just driving up the street.”
 - “What difference can a little booster seat make?!”
 - “Most kids in my child’s class team use seat belts”
 - “It’s not worth the hassle!”
- Consider “threat-appeal techniques”

Example:

Research-based video:

Boost ‘em in the Back Seat...

Boosterseats4safety.org



New Solutions to Address Barriers

- “I’m not a baby!”
- “How am I supposed to take a booster seat in my friend’s car?!”



Reframe Our Safety Messages

- From “You have to use a Booster Seat” to...
“In a crash a seatbelt on your belly could pull so tight it hurts the organs inside your body...you may even need an operation.”
- From “Seatbelts reduce injury in a car crash” to...
“Seatbelts protect our brains in a car crash.”
 - A concussion = headaches, not being able to watch TV or electronic devices, “benched” from sports
 - Serious injury = re-learn basics like walking, talking, feeding yourself



Empower Parents

- Be a good role model!
- Set rules in your vehicle.
 - Buckle up, every ride, every time.
 - Kids younger than 13 ride like a VIP – in the back!
 - Keep distractions to a minimum.
- Share your expectations with family and car pool drivers.
- Teach your kids never get in the car with someone who has been drinking or doing drugs.
- Make a contract with your teen “pre-driver.”



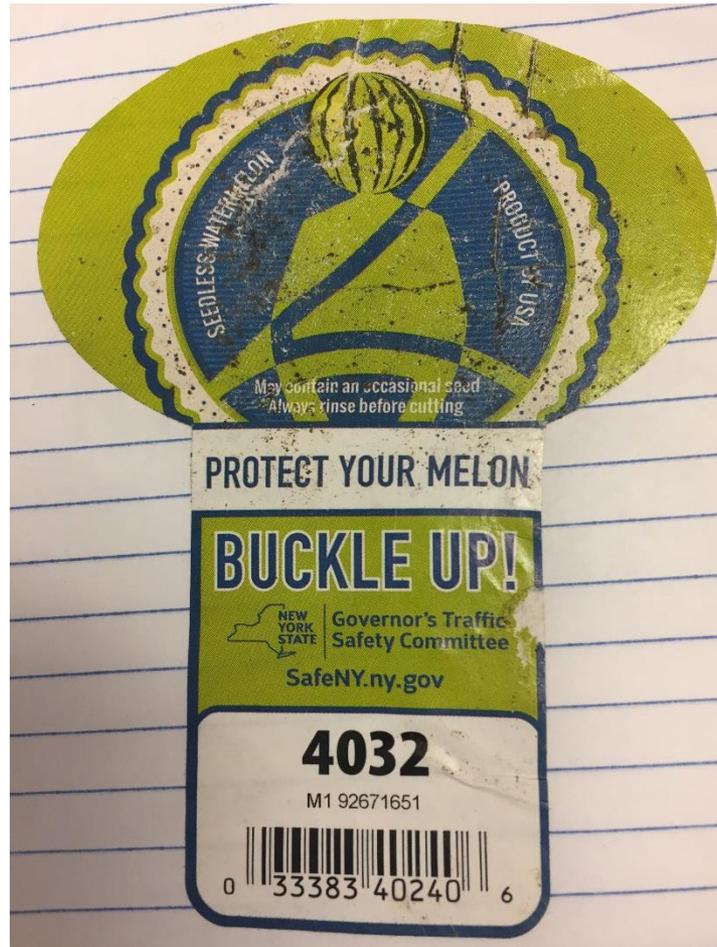
Teens with a formal driving agreement take fewer risks behind the wheel.

Where Do We Deliver Our Messages?

- Health Care Settings
- Girl Scouts / Boy Scouts
- Athletic Groups
- Community Education / Events
- Car Dealerships
- Schools
 - Health Fairs
 - Physical Education / Health Classes
 - Sports teams
 - School Assemblies

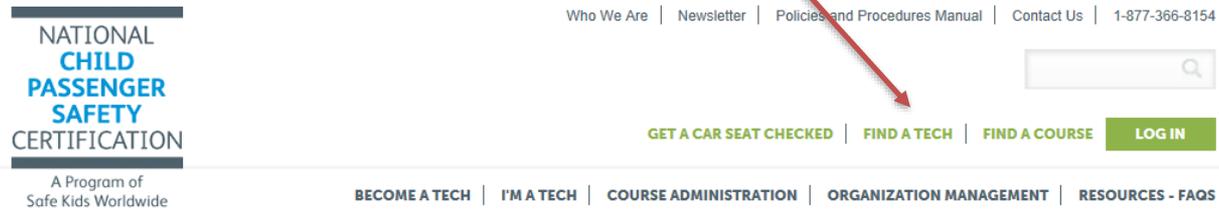


Think Outside the Box!

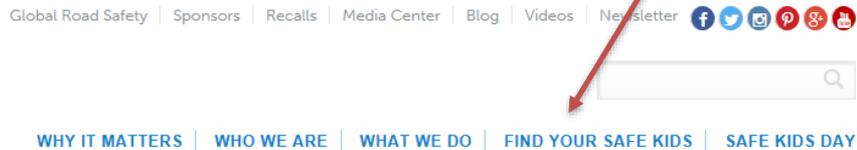


Create Local Partnerships

- Who are your key community partners?
- Enlist the help of a Child Passenger Safety Technician at: cert.safekids.org/



- Join a local Safe Kids Coalition at: safekids.org



LAW ENFORCEMENT AND CHILD PASSENGER SAFETY



Sgt. Wesley C. Williams, York County Sheriff's
Office

Crime Prevention Unit

COUNTDOWN2: DRIVE

Safe Kids York County Partnerships

- Local Sheriff's/Police Departments
- Insurance Agents
- Driver Education Teachers
- Schools
 - School Nurses
 - Physical Education Teachers
 - Health Teachers

DESIGN/IMPLEMENTATION

- 
- Power Point Format (C2D)
 - Video / Power Point Format (Survival 101)
 - Interactive (Insurance partner)

What is C2D?

- 
- C2D is a web based Parent/Teen passenger agreement designed to:
 - Open lines of communication
 - Build trust and respect
 - Establish rules
 - Seat Belt Usage
 - Refrain from distracting driver (phones, music, food, etc.)
 - Never ride with impaired drivers
 - Never ride with inexperienced drivers
 - Never ride with unsafe drivers
 - Establish rewards and consequences



The rules are easy. And the rewards are cool.



Sign in and complete the online Passenger Agreement with your parent(s) to win an IPAD2. Started today!
Deadline is April 1, 2012

Earn Trust. Gain Respect.

Countdown2Drive helps families build trust around a core reality of American life: the car. Teens love the freedom riding in a car (and driving) can provide. Parents are understandably nervous: Nothing kills more teens than car crashes. Countdown2Drive helps families build passenger agreements to bridge the gap, setting a tone of mutual respect as today's younger teens move closer to becoming tomorrow's drivers.

Parents can sleep better and teens can earn the respect and trust they deserve. Start building trust right now.

[TEEN GET STARTED](#)

[PARENTS GET STARTED](#)

ALREADY JOINED? LOGIN.

Username:

Password:

[FORGET PASSWORD](#)

[LOGIN](#)

WWW.COUNTDOWN2DRIVE.ORG

Teen Sign Up

[\(Not a teen? Click here.\)](#)

You're not a kid anymore, so people expect more of you — even when it comes to riding in a car. The challenge is knowing exactly what those expectations are.

That's why it makes sense, as you get more independence, to set some clear ground rules with your parents. You should know what they expect; they should know what you want. That's what this exercise is about: Building trust with a Countdown2Drive (C2D) Passenger Agreement. It will be your guide for riding with other people until you are ready to start driving other people around yourself.

Complete the five questions that follow and we will create a draft C2D Passenger Agreement that you can work on with your parent. This is a great way to earn your parent's trust and respect — and you will need a lot of both as you start wanting to do more and more things on your own. (It also can be a chance to earn some cool rewards.)

To create the Passenger Agreement, you and your parent will log in separately and answer a few questions. Our webtool will create a document that combines your answers and points out things the two of you may want to discuss.

We'll need a little more information first...

Your First Name*

Your Last Name*

Your Email (if you have one)

You will need to know your parents email

Have you participated in a SafeKids event?

No Yes. I attended event #

Parent's Email*

Confirm your Email

We won't use your name and email for anything besides sending your part of the Passenger Agreement to your parent.

and an username and a password to make it secure.



Set the Rules

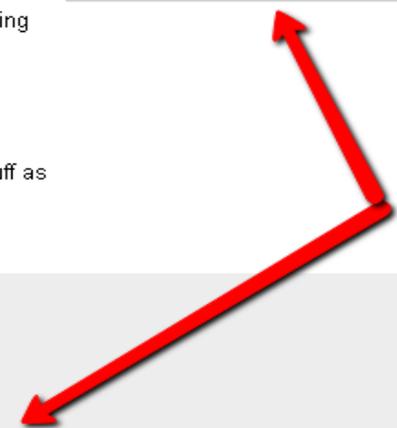
It's no surprise why parents worry about giving their kids freedom to get rides from other people. Nothing kills more teenagers than car crashes.

The good news is you can cut your risks way down — and make your parents feel a lot better — by setting some rules that tackle **five major risk areas**:

- **Seat belts:** Agree to always wear your seat belt.
- **Distractions:** Agree to never distract the driver.
- **Impaired drivers:** Agree to never ride with a driver who has been drinking or taking drugs.
- **Inexperienced drivers:** Agree never to ride with drivers who have too little experience.
- **Unsafe drivers:** Agree to avoid drivers you know are unsafe.

These rules are the starting point. But your parents are probably worried about other stuff as well. To reassure them — and get more freedom in the process — you will need to add other rules to the mix. Let's begin by figuring out which fears make your parents worry more.

- 🚫 You are **not connected** to your parent.
- 🚫 You have **not completed** your questionnaire.
- ✉️ An **email has been sent** to your parent asking them to sign up.



[Begin to answer the questionnaire](#)

How much do you think each of the following issues worry your parents?

Not knowing where you are
 Select One A lot Some A Little Bit Not At All

Losing touch with you
 Select One A lot Some A Little Bit Not At All

Having you come home too late
 Select One A lot Some A Little Bit Not At All

The possibility that you might accept a ride from a driver they feel is unsafe or inappropriate
 Select One A lot Some A Little Bit Not At All

SURVIVAL 101



- Designed by BuckleupPA
- Emphasizes the car crashes are the leading cause of death for teenagers.
- Critical Messages
 - Seat Belt Usage
 - Impaired Driving
 - Fatigued Driving
 - Distracted Driving
 - Inexperience Driving

SURVIVAL 101



- Crash Dynamics
 - Outside the Vehicle Collisions
 - Inside the Vehicle Collisions
 - Internal/Human Collisions
- Crash Scene Photos (Age appropriate)
- Music Video by Simple Plan (How Can This Happen To Me)



INSURANCE PARTNERSHIP

- Buying a car
- Car Maintenance
- Gas
- Insurance

- Emphasizes the need for parent's trust (and money)!!!!
- Goes to the reward and consequence aspect



THANK YOU!

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Questions



Please enter your questions in the Q & A box

Thank you!

Please fill out our short evaluation:

<https://www.surveymonkey.com/r/TYSFYPZ>