



Safe Kids of St. Joseph County

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Safe Kids of St. Joseph County and Gates Chevy World Unite to Remind Parents of Importance of Safety In and Around Cars

February 8, 2007—According to the National Highway Traffic Safety Administration (NHTSA), approximately 7,500 lives have been saved by the proper use of child restraints during the past 20 years. Yet, motor vehicle crashes still remain the number one killer of children ages 4 to 14 in America. The reason? Too often it is the improper use or non-use of child safety seats and booster seats. While the majority of the deaths to children involving motor vehicles are traffic related, approximately ten percent are reported as non-traffic related.

That's why Safe Kids of St. Joseph County is joining with Gates Chevy World and other state and local leaders this year to commemorate Child Passenger Safety Week 2007 (Feb. 11-17).

On Saturday, February 17, 2007, Safe Kids of St. Joseph County and Gates Chevy World invite the community to participate in "Safety In and Around Cars". Participate that complete all four stations will be entered to win various prizes including a gift card to Babies-R-Us or a family pass to HealthWorks Kids Museum. This event is being held at Gates Chevy World, 401 S. Lafayette Blvd, South Bend from 11 am to 1pm.

"In 2005, an average of five children ages 14 and younger were killed and 640 were injured in motor vehicle crashes every single day," said Alice Blakesley of Safe Kids. "That's why we'll be working so hard during Child Passenger Safety Week and throughout the year talking to parents and caregivers about the importance of safety with children in and around vehicles."

While 98 percent of America's infants and 93 percent of children ages 1 to 3 are regularly restrained, not enough children ages 4 through 7 are restrained *properly* for their size and age. Only 10 to 20 percent of children ages 4 through 7 who should be using booster seats to protect them are actually in them. But children ages 4 to 8 who are placed in booster seats are 59 percent less likely to be injured in a car crash than children who are restrained only by a seat belt, according to a study by Children's Hospital of Philadelphia.

Protect our children in and around vehicles in a few easy steps:

- 1) Walk all the way around your parked vehicle to check for kids, pets or toys before entering, starting or moving the vehicle.

- 2) Make sure young children are always accompanied by an adult when getting in and out of your vehicle.
- 3) Caregivers: Select safe play area for children--- away from parked or moving vehicles. Know where the children are playing.
- 4) Firmly hold the hand of each child when walking near moving vehicles, and in driveways, parking lots or on sidewalks.
- 5) All children need to be in a car seat, booster seat or a seatbelt depending on their height, weight and age. Please check with your local Child Seat Inspection Station for the right car seat for your child.

For more information about Child Passenger Safety Week 2007, please visit <http://www.usa.safekids.org/skbu/cars/index.html>, <http://www.chevrolet.com/safety/>

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