

Child Safety 101



At Home, At Play & On the Way

The Epidemic.

Unintentional injuries

**KILL,
INJURE
&**

DISABLE

more children each
year than every other
childhood disease

COMBINED.

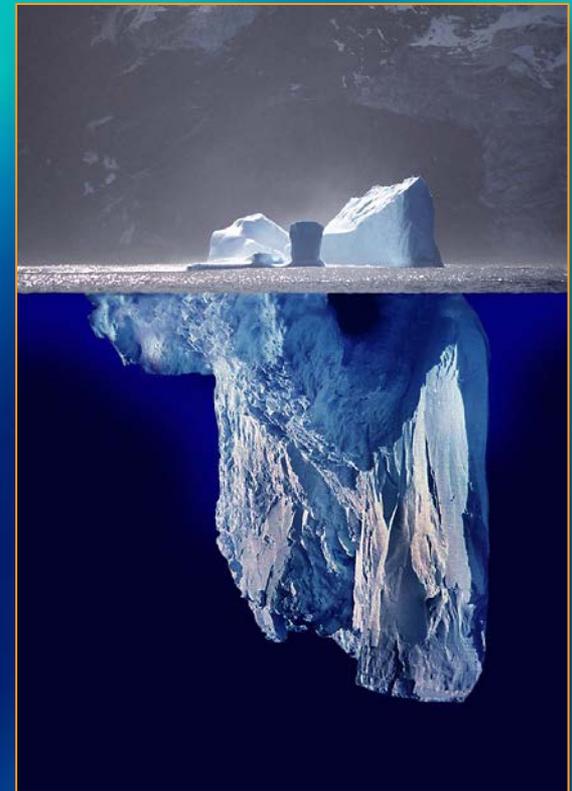




The Scary Truth:

Unintentional injuries are the leading cause of death to children between ages 1 and 14.

It is estimated that for every **one** death due to unintentional injury, there are nearly **1000** nonfatal injuries to children that will require medical care.



Leading Causes of Childhood Death in Oklahoma



Table 1: Leading Causes and Total 5-Year Incidence of Deaths by Age Group, Oklahoma, 2004-2008

Rank	Age Groups						
	<1	1 - 4	5 - 9	10 - 14	15-19	20-24	
1	Congenital Anomalies 471	Unintentional Injury 149	Unintentional Injury 133	Unintentional Injury 114	Unintentional Injury 648	Unintentional Injury 764	
2	Short Gestation 299	Congenital Anomalies 45	Malignant Neoplasms 23	Malignant Neoplasms 24	Suicide 125	Suicide 221	
3	SIDS 142	Homicide 35	Congenital Anomalies 12	Suicide 19	Homicide 111	Homicide 166	
4	Bacterial Sepsis 83	Malignant Neoplasms 32	Homicide 12	Homicide 18	Malignant Neoplasms 42	Malignant Neoplasms 55	
5	Respiratory Distress 71	Heart Disease 15	Influenza & Pneumonia 15	Benign Neoplasms ****	Congenital Anomalies 14	Heart Disease 29	Heart Disease 44

Note. **** = indicates that the cell values range from 1-9 and are suppressed for data confidentiality purposes.

Q:

What is the worst kind of injury?

A:

The kind that was preventable.

Breaking it Down



Leading causes of injury deaths:

Table 2. Leading Causes and Total 5-Year Incidence of Injury Deaths by Age Group, Oklahoma, 2004-2008

Rank	Age Groups					
	<1	1 - 4	5 - 9	10 - 14	15-19	20-24
1	Suffocation 38	Drowning 48	MV Traffic 59	MV Traffic 62	MV Traffic 450	MV Traffic 461
2	Homicide 23	Homicide 35	Drowning 20	Suicide 19	Suicide 125	Suicide 221
3	Undetermined Suffocation 17	MV Traffic 34	Fire/Burn 15	Homicide 18	Homicide 111	Poisoning 186
4	MV Traffic 14	Fire/Burn 23	Homicide 12	Drowning 12	Poisoning 90	Homicide 166
5	Drowning ****	Pedestrian Other 11	Other Land Transport ****	Fire/Burn ****	Drowning 31	Drowning 22

Note. All mechanisms of suicide and homicide were combined according to intent. Each listed mechanism is unintentional except those otherwise noted. **** = indicates that the cell values range from 1-10 and are suppressed for data confidentiality purposes.

Breaking it Down



Leading causes of injuries:

Table 3: Leading Causes and Annual Incidence of Hospital-Admitted Injuries by Age Group, Oklahoma Residents, 2009

Age Groups							
Rank	<1	1 - 4	5 - 9		10 - 14	15-19	20-24
1	Unintentional Other Specified, NEC 26	Unintentional Poisoning 111	Unintentional Fall 121		Unspecified 105	Unintentional MVT 368	Unintentional MVT 373
2	Assault 23	Unintentional Fall 105	Unintentional MVT 57		Unintentional Fall 95	Self-Inflicted 288	Self-Inflicted 327
3	Unintentional Fall 13	Unintentional Other Specified, NEC 47	Unintentional Bites & Stings 46	Unspecified 46	Unintentional MVT 61	Unspecified 120	Assault 185
4	Unintentional Poisoning *	Unintentional Bites & Stings 41	Unintentional Transport, Other 35		Unintentional Transport, Other 60	Unintentional Fall 109	Assault 109 Unintentional Fall 124
5	Unintentional Other N/E *	Unintentional MVT 32	Unintentional Other Specified, NEC 33		Self-Inflicted 38	Unintentional Transport, Other 83	Unintentional Poisoning 104



@ Home

Among children ages 14 and under, 40 percent of deaths and 50 percent of nonfatal injuries occur in or around the home.



Airway
Obstruction

Furniture
Tip-Overs

Fires

Drowning

Common Risk Areas

Unintentional
Gun Injury

Poisoning

Falls

Burns and
Scalds

Airway Obstruction



CHOKING

- Hot dogs
- Cheese chunks
- Hard candy
- Nuts
- Grapes
- Carrots
- Popcorn
- Marshmallows
- Peanut butter
- Coins
- Small toys and other household objects
- Balloons



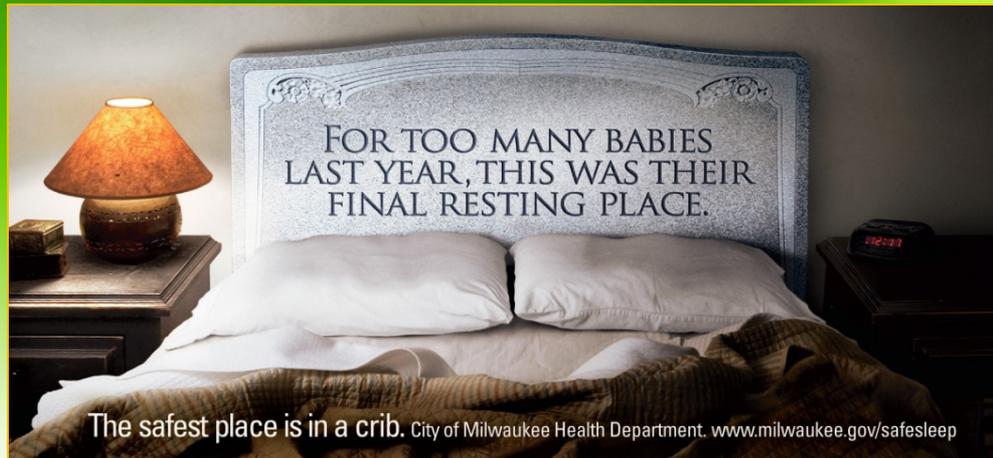
STRANGULATION

- Drawstrings
- Ribbons
- Necklaces
- Scarves
- Pacifier strings
- Window blind and drapery cords
- Bunk beds
- Cribs
- Playground equipment
- Strollers
- Highchairs

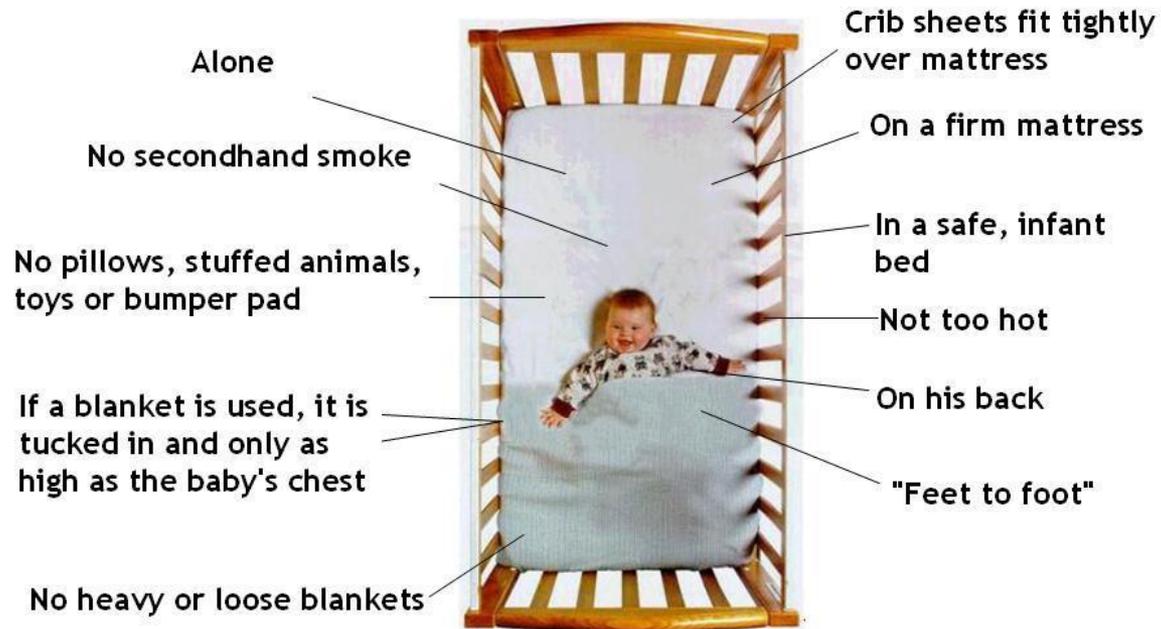


SUFFOCATION

- Airway obstruction from soft clothing
- Excess blankets
- Soft sleeping surfaces
- Overlays
- Other unsafe sleeping environments



What does a safe sleep environment look like?



Prevent:

Airway Obstruction

Pay attention to warning labels on items containing small parts.

Create a list of foods that pose a risk for choking; share that list with family and anyone who cares for your child

When putting your infant to bed, make sure it is a safe crib without all the “extras”.

Drowning



Children ages 1 to 4 account for nearly 80% of all submersion deaths and injuries.

Prevent:

Drowning

Active supervision is the single greatest preventative measure to prevent drowning.

Avoid leaving buckets of water, such as those used for mopping, unattended.

Install toilet locks and keep bathroom doors closed at all times.

Poisoning



Children are most commonly poisoned by medications, personal care products and cosmetics, and household cleaners.



Prevent:

Poisoning

All poisonous products should be kept sealed tight, locked away, and out of sight.

When visiting relatives and friends, be on the lookout for items within your child's reach.

Purses and diaper bags often have a multitude of products that could poison a child if consumed.

Furniture Tip-Overs



TV tip-overs cause the most injuries for children younger than 10 years.

Young children are most likely to suffer head and neck injuries.



Prevent:

Furniture Tip-Overs

Place TVs on a low, wide base. Push it as far back on its base as possible.

Safety straps are available that do not require drilling holes in furniture and can secure items up to 100 lbs.

Place heavy items on lower shelves of bookcases or entertainment centers.

Falls



Falls are the leading cause of unintentional injury for all children ages 14 and under.

Bumbo Controversy!



Do
This

NOT
THAT



WARNING - Prevent Falls;
Never use on any elevated surface.



WARNING - Prevent Falls;
Never use on any elevated surface.
Never use on a raised surface.
Never use as a car seat or bath seat.
Designed for floor level use only.
Never leave your baby unattended
as the seat is not designed to be
totally restrictive and may not
prevent release of your baby in the
event of vigorous movement.



Prevent:

Falls

Use safety gates at the top and bottom levels of stairs.

Do not leave a child out of reach when on a changing table, bed, or couch.

Make sure infant seats are on the floor and children are strapped in to highchairs.

Fires



Fires are the 4th leading cause of unintentional death.



Home cooking equipment is the leading cause of residential fires.

Prevent:

Fires

Install smoke alarms on each level of your home and outside all sleeping areas.

Test smoke alarms often, and change batteries at daylight savings changes.

Have an escape plan and communicate it with your spouse and older children.

Burns and Scalds



Scalds and burns are much more severe for children, due to their skin being thinner.

Prevent:

Burns and Scalds

Avoid holding your child while cooking or consuming hot food or beverages.

Hot tap water accounts for 1 in 4 scald injuries. Adjust water temperature to max out at 120 degrees.

Make a safe zone in your kitchen in which children are not allowed to enter, especially when cooking.

Gun Safety



A gun kept in the home is 43 times more likely to kill someone known to the family than to kill someone in self-defense.



Prevent:

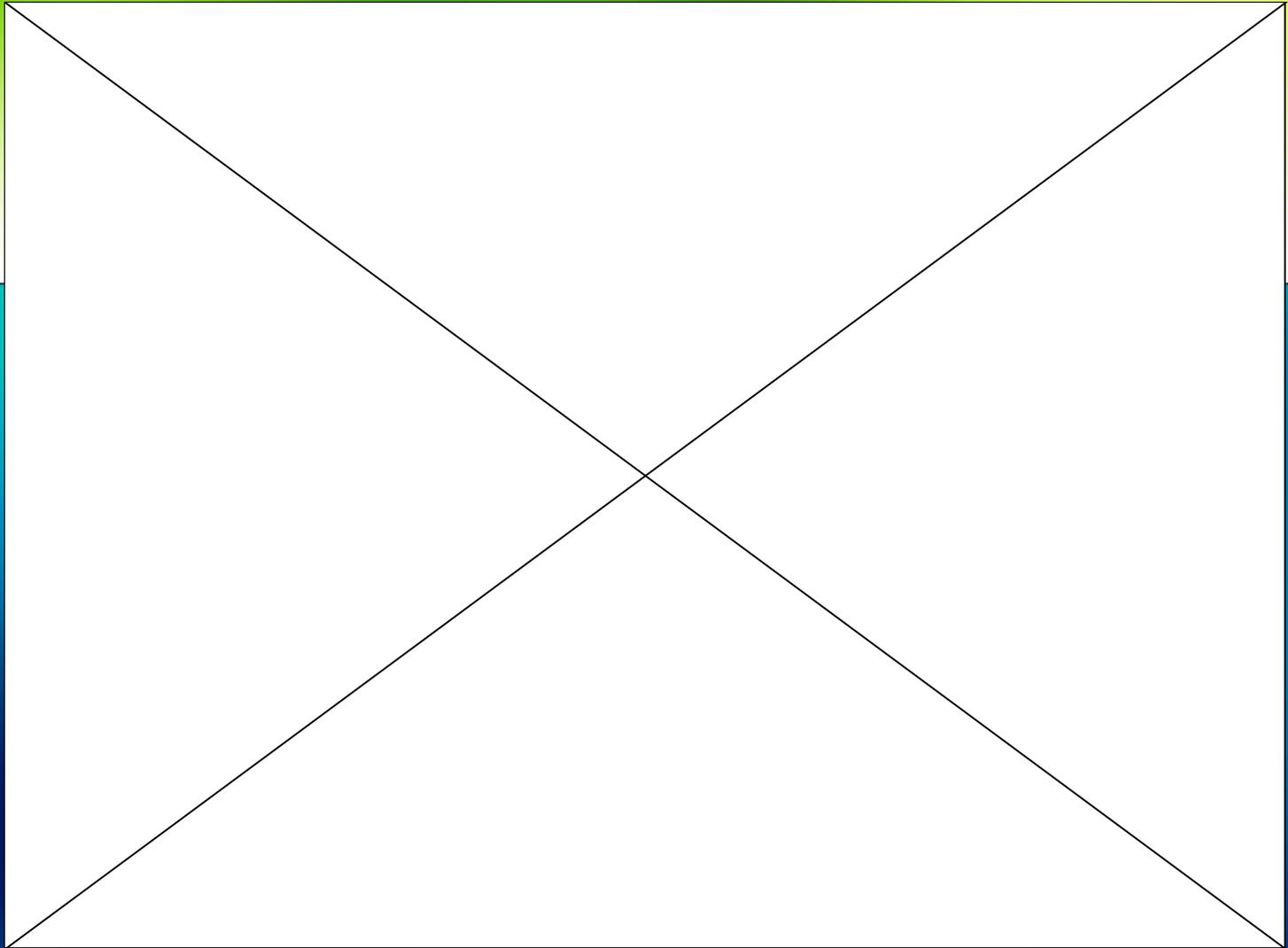
Unintentional Gun Injury

Always keep
guns unloaded
and locked up.

Best Advice:
never have a
gun in your
home.

Talk to your
children about
what to do if they
see a gun, such
as in a friend's
home.

Button Batteries



@Play



Bike and
Wheeled
Sports

ATVs

Drowning



Common Risk Areas

Toys

Sports

Playgrounds

Bike and Wheeled Sports



Less than 25% of children consistently wear a helmet while riding a bike, skateboard, or other wheeled toy.



Prevent:

Bike and Wheeled Sports

Children should
always wear a
helmet.

Especially for
skateboards and
scooters, wrist
guards and
knee and elbow
pads can reduce
injuries by up to
87%.

Make sure
children ride in a
safe designated
area, away from
traffic and other
vehicles.

Drowning



Swimming pools are the most common site for a drowning to occur.

Prevent:

Drowning

Supervise
Supervise
Supervise

All children
should wear a
USCG approved
life jacket in
open water.

Install isolation
fencing and
other barriers if
you have a pool
or spa.

Sports



Nearly 75% of all U.S. Households have at least one school-age child who plays organized sports.



The most common injuries include sprains, strains, bone or growth plate injuries, repetitive motion injuries and heat-related illness.

Prevent:

Sports

Take the same safety precautions at practice that you would at a game.

Recognize the signs of a concussion and seek medical attention immediately.

Coaches should be trained in first aid and CPR.

ATVs



Children under 6 should never be on an ATV- either as a passenger or driver.



Prevent:

ATVs

For older children and adults, consider taking a course on safe maneuvering.

Always wear a helmet and other protective gear.

For youth drivers, an age appropriate vehicle is designed to limit the max speed.

Toy Hazards



Riding toys are associated with more injuries than any other toy group.



Prevent:

Toy Hazards

Mylar balloons
are a safer
alternative to
latex.

Stay updated
with recalled
products from
the CPSC.

Purchase age-
appropriate toys.

Playground Injuries



Falls account for over 75% of all playground related injuries.

Prevent:

Playground Injury

Actively
supervise
children.

Energy
absorbing
materials should
be used under
and around all
equipment.

Take notice of
signs and labels
indicating the
age range of
intended users.

+ On the Way



Child
Passenger
Injuries

Backovers and
Frontovers



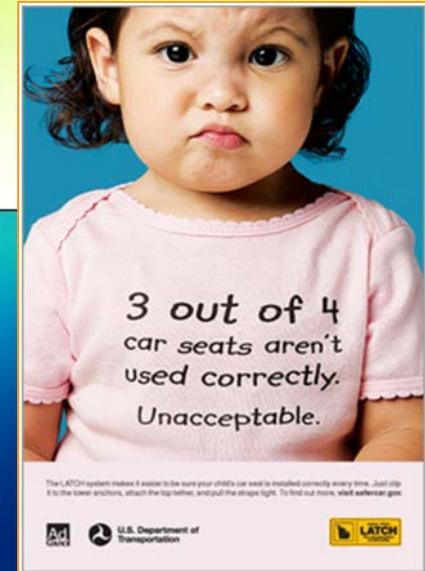
Common Risk Areas

Child
Pedestrian
Injuries

Unattended
Children/
Hyperthermia

Shopping Cart
Injuries

Child Passenger Safety



Motor Vehicle Crashes are the leading cause of injury-related death to children 1 to 14.

Pedestrian Injuries



The maturity level of a child under 10 makes him or her less able to correctly gauge road dangers.

Prevent:

Pedestrian Injuries

Educate children
on safe walking
behaviors.

Wear bright
colors during
early morning
and evening
hours. Consider
reflective
materials.

Be an alert
driver.

Back-overs and Front-overs



Approximately 39% of backover deaths occurred at home.

AT LEAST **50** CHILDREN ARE BACKED OVER BY VEHICLES EVERY WEEK.

48 are treated in hospital emergency rooms.
2 die.



KIDS AND CARS.ORG™
LOVE THEM, PROTECT THEM
www.KidsAndCars.org

**Before You Turn The Key
Make Sure You Can See**



Unattended Children & Hyperthermia

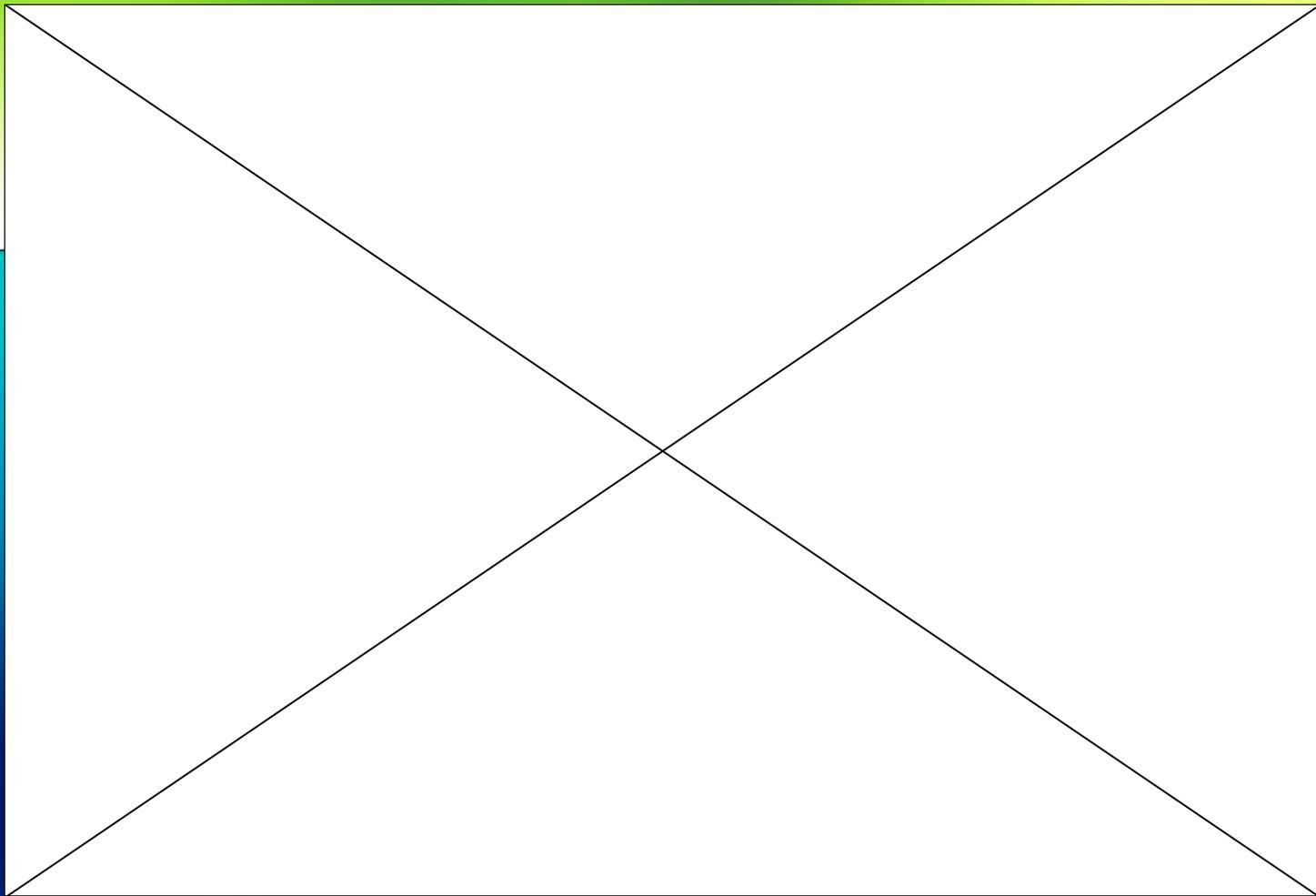


Over 50% of the cases of hyperthermia occurred when a child was forgotten by the caregiver.

30% occurred when a child gained access to an unattended vehicle.



Car Heating Simulation



Shopping Cart Hazards



Head trauma is the most common injury related to shopping carts.

Contact

SAFE
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The Faces of Unintentional Injury in Oklahoma



Kaylee Hilton
23 months old
Midwest City, OK

Motor Vehicle Collision

Kaylee was traveling in her family's vehicle when they were hit from behind at a high speed.

Kaylee was in a car seat, but the seat was not properly installed. All adults in the vehicle survived.

Kaylee did not.

September '11



Jacob White
3 years old
Tecumseh, OK

Backyard Pool Submersion

Jacob was visiting relatives in Guthrie for the 4th of July holiday. His parents put him in a life jacket as a precaution, since there were a lot of children and adults outside.

While everyone was busy preparing and setting up for the family celebration, no one saw Jacob take off his life jacket and enter the pool. CPR efforts were not able to save Jacob.

July '11



Sabrie Larkins
2 years old
Norman, OK

Home Fire

Sabrie and her family were asleep when a fire broke out in their home around 4am. The fire department rescued all individuals inside the house, and all were transported to the hospital in critical condition.

All three adults survived, but the two children in the home, Sabrie and her 7 year old brother, Michael did not. Investigators report that the fire started from discarded smoking materials and that no smoke alarm was found.

November '10



Tommy Crank and Tyler Crank
7 years old and 6 years old
Moore, OK

Motor-Pedestrian Accident

The two brothers were walking to school, as they did each morning. Both boys were struck by a vehicle when they attempted to cross a busy street. The children were transported to Children's Hospital with critical injuries; however, each survived. **October '11**

"If a disease were killing our children in the proportions that injuries are, people would be outraged and demand that this killer be stopped."

C. Everett Koop, M.D.
former U.S. Surgeon General