SAFE KIDS
WORLDWIDE™

Protecting kids from preventable injuries

23rd UNRSC Meeting
Kate Carr, President and CEO
18 November 2016
In 2013, Safe Kids set a goal for the U.S. to decrease child death from injury by 50% using 2011 statistics as the starting point.

Meaningful Impacts - U.S.

Number of unintentional injury fatalities in U.S. among children 19 and under, 1987-2014

- 16,501 in 1987
- 7,645 in 2013
- 7,593 in 2014
- 4,237 in 2020

Goal
50% reduction by 2020
2000-2015 MV Crash Occupant Fatalities and Death Rate Among Children Ages 19 and Under

Number of Deaths

Death Rate per 100,000

Number of deaths

Death rate per 100,000


Number of Deaths

Death Rate

0  1000  2000  3000  4000  5000  6000  7000  8000

8.15  7.89  8.23  7.93  7.91  7.06  6.62  5.30  4.72  4.00  3.79  3.50  3.55  3.71

8.50  8.00  7.50  7.00  6.50  6.00  5.50  5.00  4.50  4.00  3.50  3.00  2.50  2.00  1.50  1.00  0.50  0.00  -0.50

6561  6381  6679  6454  6468  6002  5814  5477  530  4403  3931  3440  3316  3129  2877  2912  3045
Alarming Dangers in School Zones

5 /week
There are 5 teen pedestrian deaths every week in the United States.

13%
There has been a 13% increase in the pedestrian death rate for 12-19 year olds since 2013.

Age 15-19
In 2015, while teens ages 15-19 made up 26 percent of all children ages 0-19 years, they made up about half of the pedestrian fatalities.

We observed 39,000 middle and high school students and 56,000 drivers in school zones in 2016.

Distracted walking is on the rise. We observed it in 1 in 4 high school students and 1 in 6 middle school students.

Distracted teens were most likely to be wearing headphones or texting.

Unsafe street crossing behavior was observed in about 80% of students.

Unsafe drop-off or pick-up behavior was observed in nearly 1 in 3 drivers.

44%
31%
The Ultimate Car Seat Guide
The 2016 Safe Roads | Safe Kids Summit is aimed at protecting kids on the move. Through dynamic and interactive sessions, it will focus on actions that lead to positive outcomes in achieving the Global Goals on road safety for children. The event will include:

- Inspirational keynote addresses from innovative leaders who are transforming the way we tackle safety for children;
- “Incubator sessions” designed to catalyze swift progress on key tasks like raising awareness and enhancing advocacy;
- A strong focus on private sector commitment;
- An in-depth look at key regions of the world, including China and Latin America; and
- Awards for outstanding activists who are pointing the way to a safer future for children.
Protect every kid on the move.

For more tips, facts, and background information visit www.safekids.org