



Family and Consumer Sciences Extension

—*Childhood Injury Prevention 2003*

Putting Knowledge to Work for Georgia Families

The University of Georgia

Cooperative Extension Service

The Problem

- Trauma from unintentional injuries (car crashes, burns, falls, etc.) is the leading killer of Georgia's children and car crashes are the leading type of this trauma (Centers for Disease Control and Prevention, 2002).
- According to DOT, use of child safety seats is the law, but many of Georgia's young children travel unprotected. Nine out of ten children using safety seats use them improperly. Thirty-three children under age 5 were killed in motor vehicle crashes in Georgia in 2000.
- According to the 2003 Georgia County Guide, there were 1656 traffic crash fatalities in Georgia in 2001.
- Vehicle crashes cost Georgians nearly \$8 billion annually (NHTSA, 2003).

Research-based Solutions

- The greatest increases in child safety seat use result from:
- Clear educational messages about safety seat use.
- Ready availability of child safety seats.
- Consistent enforcement of primary safety belt and child passenger safety seat laws.
- Parents who use safety seats with their children are more likely to buckle up themselves.
- Children who use safety seats are more likely to continue buckling up as they grow older.
- Every dollar invested in a child safety seat saves \$32 in direct and indirect costs to society (National Safe Kids Campaign, 2002).

Extension's Role

- Teach parents and caregivers how to properly use child safety seats.
- Teach public safety professionals to recognize proper safety seat use and to correct misuse.
- Answer consumer and agency questions on child safety seat installation and best practices.
- Prepare teen drivers and their parents to better prepare for graduated licensing.

Extension's Contribution to Solving the Problem

- Over 600 traffic injury prevention educational programs were provided to 30,827 individuals in 2003.
- A statewide poster, PSA, and essay contest was conducted to make children aware of the traffic injury prevention. There were 26,190 students from 149 schools in the contest.
- Conducted Child Passenger Safety Technician training program for 301 individuals.
- Media efforts have saturated the state, reaching nearly one million people with safety belt/safety seat information. Over 882,000 public information and educational materials were distributed to schools, parents, child care providers, and others.

Impact on Georgians

- 252 Teens who participated in the *Georgia Teens Ride with P.R.I.D.E.* training program received certification.
- More than 97% of the participants in the CPS Technician training received certification.
- Use of child safety seats in Georgia rose from 20% to 91% between 1983 and 2003; saving the lives of an estimated 125 Georgia children and reducing injuries for 10,000 children.
- Projected health care savings to Georgia are \$57 million (Estimates by Georgia Governor's Office of Highway Safety).

Contact

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