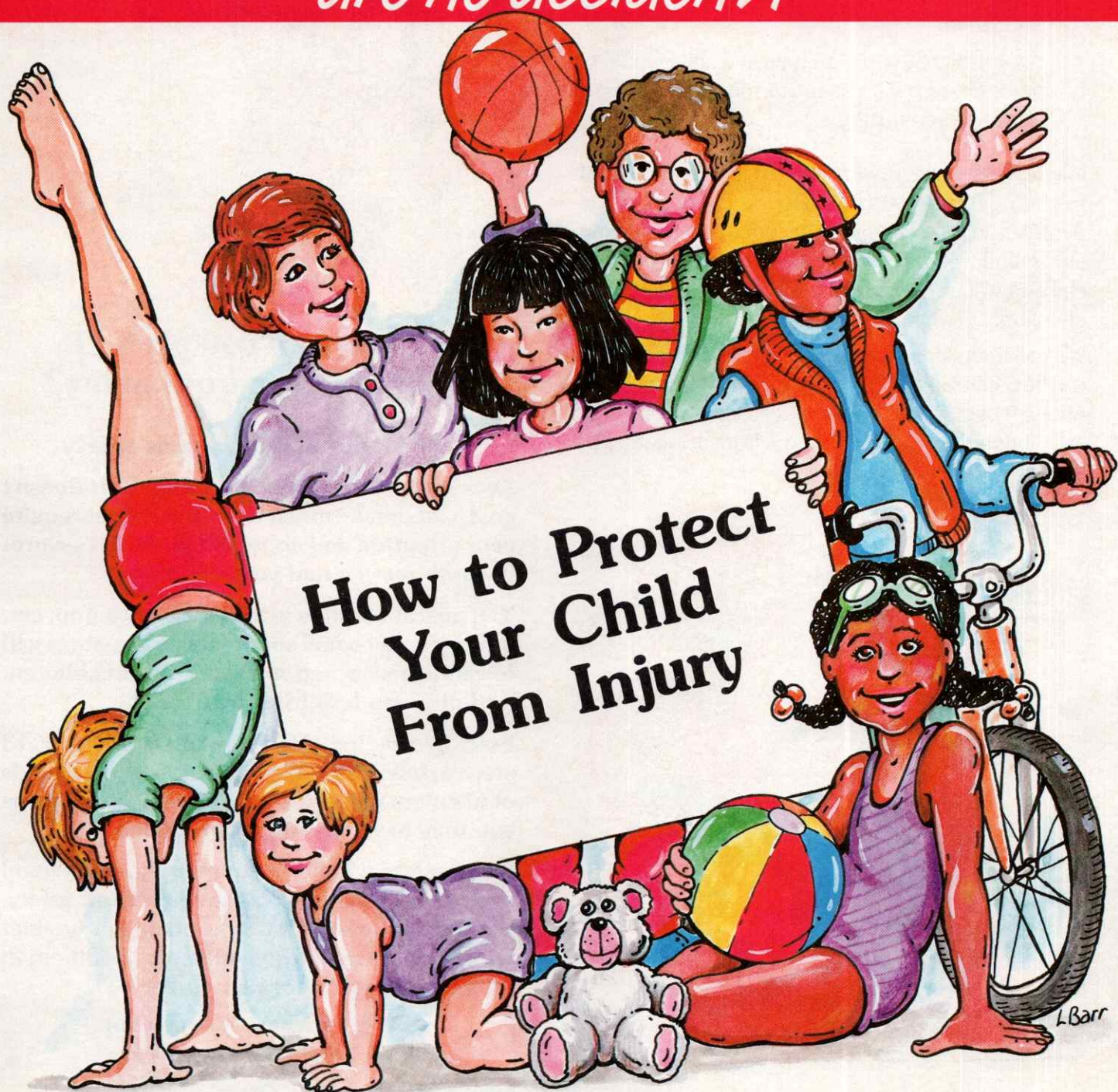


SAFE KIDS

are no accident!



Did You Know?

- ▶ Young children can drown in less than one inch of water in seconds.
- ▶ Some children are needlessly burned because they believe clothes protect them from flames.
- ▶ Drinking mouthwash can cause a young child to fall into an alcohol coma.
- ▶ A child can fall out of a window that is opened only five inches.
- ▶ In a crash at 30 mph, an unbelted child would hit the dashboard with as much force as a fall from a three-story building.

Injuries from accidents like these are the leading health risk facing American children today. Every year, accidents kill and disable more children than kidnapping, drugs, and disease combined. Each year, one in four children will be hurt badly enough to need a doctor's attention.

We call them "accidents," but most childhood injuries can be predicted and prevented. The fact is some basic safety steps can save thousands of children from death, and hundreds of thousands more from being disabled for life.

Five leading risk areas

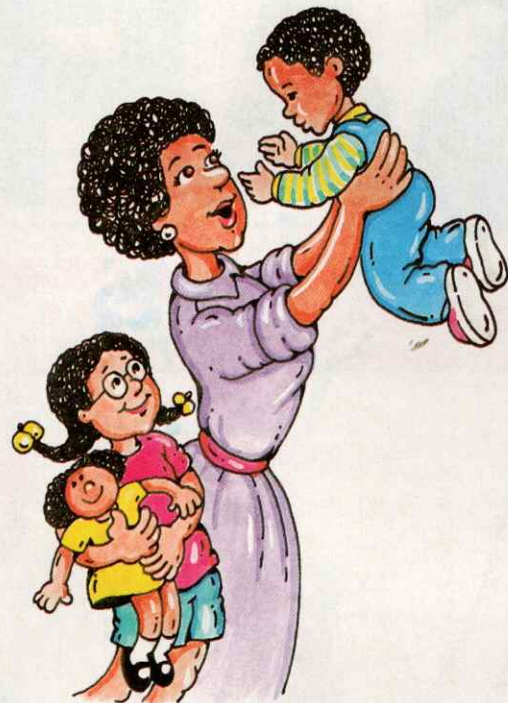
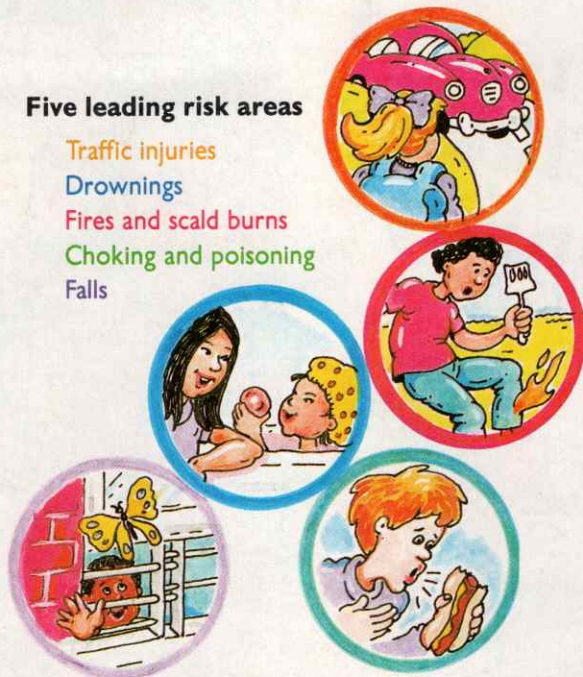
Traffic injuries

Drownings

Fires and scald burns

Choking and poisoning

Falls



How can you protect your children from injury?

Think safety and practice safety.

Accident prevention is not difficult. It doesn't cost a lot or take much time. But it does require your attention and some effort. And it's worth it – both for you and your children.

You may not be able to prevent every bump, cut, or scrape. But some simple safety measures will lower the risk of *serious* injury to your children. And give you less to worry about.

Start by reading this booklet. It presents 13 steps to follow to prevent the most serious kinds of accidental injuries to children. Some steps you may have already taken – some not.

Make safety a habit in your family. Set a good example. Teach your children to think safety. Show them how to act safely. Share this booklet with babysitters and grandparents. Ask them to follow the steps, too. Remember –

SAFE KIDS are no accident.

THIS BOOKLET MAY BE PHOTOCOPIED.

Each year, thousands of children are seriously injured from bike falls and crashes that could have been prevented. Bicycles are vehicles, not toys.

Your child might not think helmets are “cool.” You might think they cost too much. But a helmet can save a child from a serious head injury in a fall or collision. (Children copy adults. If you ride, wear a helmet!)

Children’s helmets adjust to growing heads. They should fit comfortably and not move around on the head. Only buy helmets that carry either of these safety stickers.



TIP...
GET YOUR CHILD INTO THE HABIT OF ALWAYS WEARING A BIKE HELMET WHEN CYCLING



Children, ages 6 to 12, are at the greatest risk for bike accidents. Injury to the head is the most serious result.

Prevent bike injuries:

RESTRICT cycling to sidewalks, paths and driveways until children can show how well they ride and observe basic rules of the road (usually around age 9).

Teach your children (ages 9 and older) to follow these basic rules of the road.



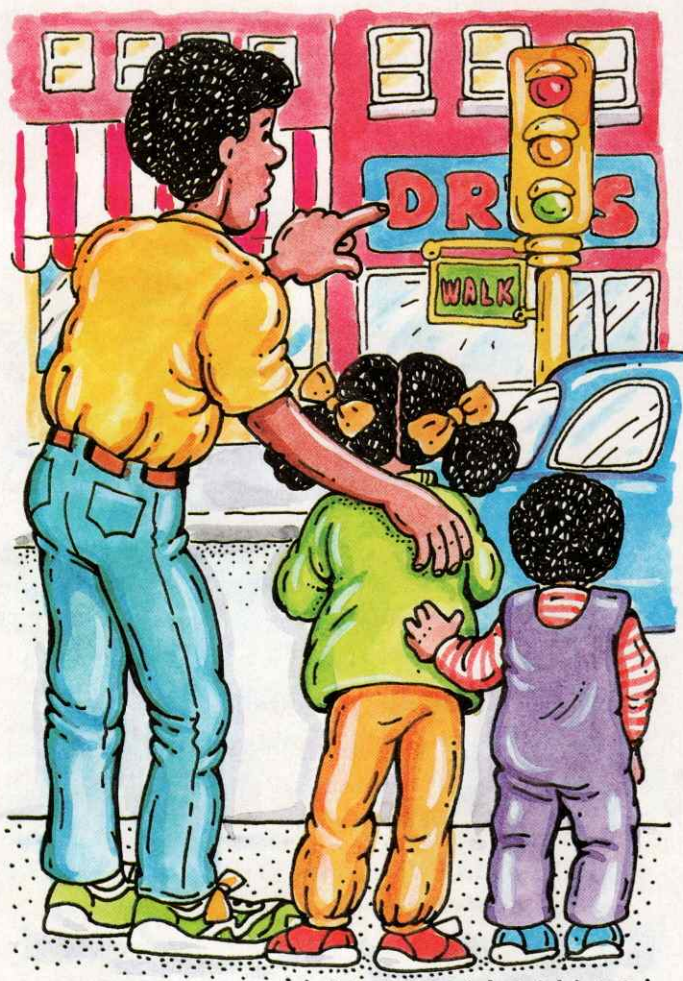
- 1. STOP** before riding out into traffic from a driveway, sidewalk, alley, or parking lot. **LOOK** left, right, and left *again*. When there's no traffic, **ENTER** roadway.
- 2. RIDE** on the right *with* traffic.
- 3. OBEY** stop signs and red lights. (Kids under 12 should walk, not ride bikes through busy intersections.)
- 4. LOOK BACK** and **YIELD** to traffic coming from behind before turning left at intersections.

PRACTICE WITH YOUR CHILDREN.

Street Smarts

Many young children cross streets alone. Yet very few under age 8 can deal safely with traffic. Their age and small size put them at risk. Here's why.

- ▶ Young children believe if they can see a driver, a driver can see them.
- ▶ They think cars can stop instantly.
- ▶ They can't tell where sounds come from.
- ▶ Few can judge how fast traffic is moving.
- ▶ Their field of vision is one-third that of adults.
- ▶ They don't recognize danger or react to it.
- ▶ Very young children see cars as friendly, living creatures.



TIP...
CROSS STREETS
HUNDREDS OF
TIMES WITH
YOUR CHILDREN
BEFORE LETTING
THEM CROSS
ONE ALONE

Children should learn street safety as soon as they are ready to walk outdoors. But they need your help.

Kids learn traffic safety by watching and doing. Go for walks with your children. Be a role model. Practice these safety steps.

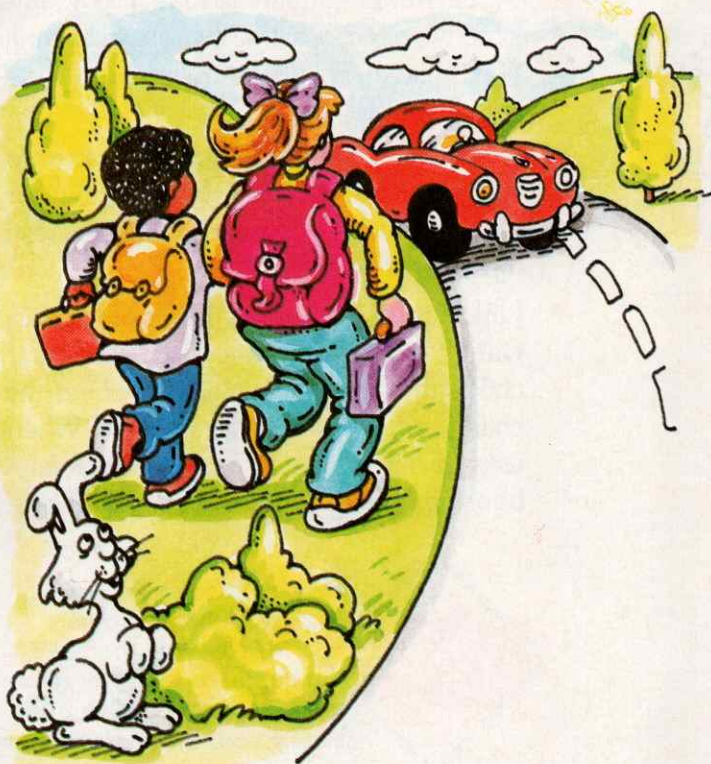
- 1. STOP** at the curb or edge of the road. NEVER run into a street.
- 2. LISTEN** and **LOOK** for traffic to the left, to the right, and to the left *again*. (Teach children who don't know left from right to look "this way," "that way," and "this way.")
- 3. WAIT** until the street is clear. **KEEP LOOKING** until you've crossed the street safely.

Supervise your children until they show you they are safe pedestrians.

TRAFFIC INJURIES

**PARENT
ALERT!**

Children, ages 5 to 9, are at highest risk of being hit by a car. Why? They "dart out" into traffic.



Remind older children to:

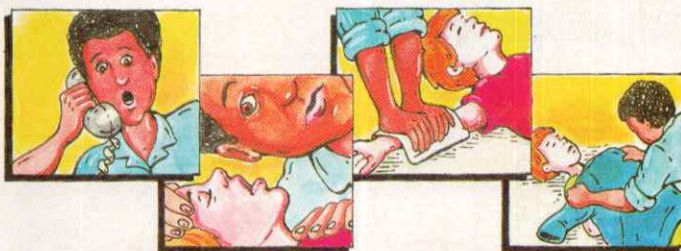
USE sidewalks.

KEEP to the left and walk *facing* traffic where there are no sidewalks.

BE seen at night. Trim clothing with materials that reflect light. "Retroreflective" tape is an excellent choice. It's not expensive and available at fabric, sporting goods, and hardware stores.

If a child gets hit by a car:

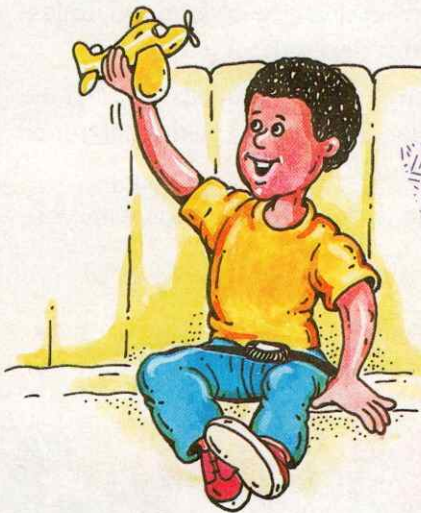
- ▶ Stay calm. Keep the child calm.
- ▶ Get help or send a bystander. Call "9-1-1," your rescue squad, or "0" (zero) for Operator.
- ▶ *Do not move the child or let the child move* (unless there is risk of more danger).
- ▶ Check for breathing. (Enroll in a class on first aid to learn rescue breathing. It could be the difference between life and death.)
- ▶ Stop bleeding. Press down on wounds with your hand or clothing.
- ▶ Cover the child.



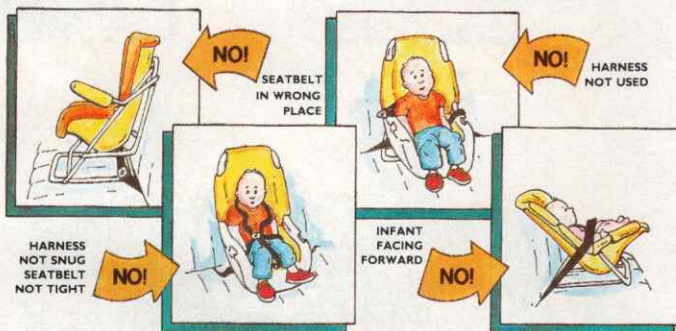
Each year, car crashes injure and kill more kids than any disease. *If used properly** child safety seats and safety belts do protect children in a crash and help save lives.

***If used properly . . ."**
What does that mean?

- ▶ Using a child safety seat **RIGHT** makes a big difference. Be sure to read, follow, and keep the directions. Use the safety seat until your child outgrows it—up to about age 4 or 40 pounds.
- ▶ When your child is ready to switch to a lap belt, show the child the right way to wear the belt. Buckle it low and snug across the hips, *not stomach*.
- ▶ Lap-shoulder belts are best for older kids. But if the shoulder strap crosses your child's throat or face, place it *behind* the child, and use only the lap belt. When using a lap-shoulder belt with a safety-booster, follow manufacturer's directions.



TIP . . .
**ALWAYS USE
SAFETY BELTS
AND CHILD
SAFETY SEATS**



Most collisions happen close to home. So no matter how short the ride, make sure everyone in the car is buckled up, including you. Set a safe example.

..... **So why isn't YOUR child buckled up?**

EXCUSE: "My child is safest in my arms."

FACT: Your child will not be protected in your arms or lap. The force of a crash will pull a child from your arms. Your body can crush a child against the dashboard.

EXCUSE: "Safety belts will trap us if the car catches on fire or falls into water."

FACT: Only a very small number of crashes involve fire or falling into water. Even so, safety belts keep passengers unhurt and alert enough to escape.

EXCUSE: "I can grab my child in a crash."

FACT: Probably not. Crashes happen suddenly, allowing less than one-half second to react. Very few adults can react that fast.

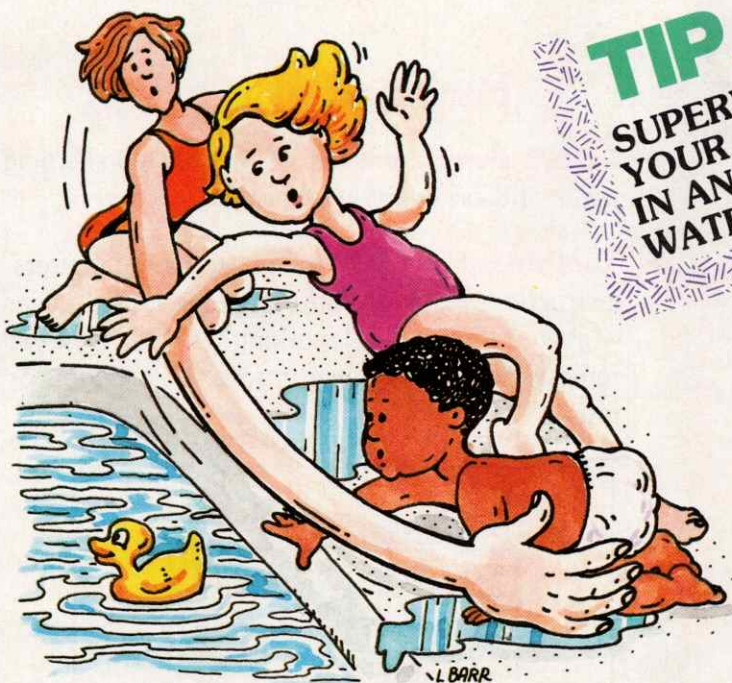
EXCUSE: "We might be saved if we're thrown clear of the car in a crash."

FACT: Your chances of being killed are 25 times greater if you are thrown from the car. Think about it—there are only two ways out—through an open door or through the glass.

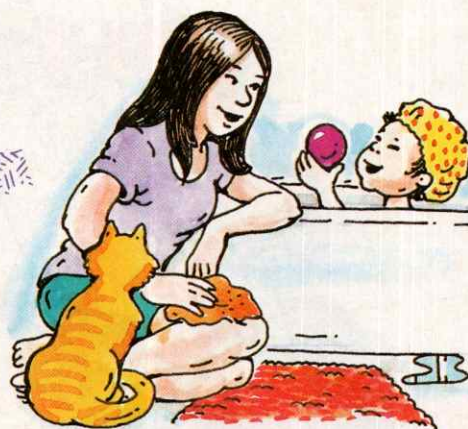
Children Aren't Waterproof

DROWNINGS

Drowning is the third leading cause of accidental death of children. Most drownings and near-drownings happen when a child *accidentally* falls into a pool or is left alone in the tub.



TIP...
**SUPERVISE
YOUR CHILDREN
IN AND NEAR
WATER**



Children under 4 are at especially high risk. It takes only an inch of water and a few moments for a child to drown. It could happen in a bathtub, "kiddie pool," toilet bowl, bucket, or fishpond.

- ▶ Drownings happen in a matter of seconds. A child can drown in the time it takes to answer the phone.
- ▶ Never leave a young child alone or with a sibling in the tub . . . not even to answer the phone or to get a towel. If you must leave, take the child with you.
- ▶ Always watch your child by the pool, spa, beach, or lake. Beware of backyard pools and spas in the neighborhood. Your child could wander off and accidentally fall in. Install a poolside telephone.
- ▶ Enroll children over age 3 in swimming lessons taught by qualified instructors. But keep in mind that lessons don't make your child "drown-proof."
- ▶ Never let older children swim in unsupervised areas like quarries, canals, or ponds. Older kids are at risk of drowning when they overestimate their ability or underestimate how deep the water is.
- ▶ Install a four-sided fence around your pool or spa. The house should not be used as one of the four sides. The fence should be five feet high and have a self-closing and self-latching gate.



TEACH YOUR SWIMMERS THESE FOUR KEY RULES.

1. Swim with a buddy, never alone.
2. Don't dive or jump into bodies of water. Always wade in first to avoid hitting your head on a shallow bottom.
3. Don't push or jump on others.
4. Be prepared for an emergency. (See page 14.)

NOTE: CPR (cardiopulmonary resuscitation) can save a child's life in the critical moments after an accident. Learn CPR. The life you save may be your child's!

A Burning Issue

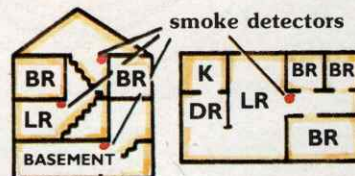
Fires and burns kill hundreds of children each year and permanently scar thousands more. Yet more fire victims die from smoke than flames. Smoke can overwhelm a child or adult in minutes.



Kids under 5 are at greatest risk when fire strikes. They may panic and hide in closets or under beds. Young children also need special help to escape.

Protect your family:

- ▶ **Install smoke detectors** outside all sleeping areas and on every level of your home.
- ▶ **Test them monthly** following manufacturers' instructions. Change batteries at least once a year — even if they are still working. **Caution:** Never remove batteries for use in toys, a flashlight, or radio.

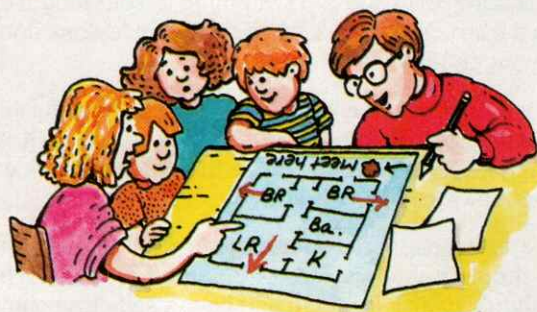


TEACH your children about smoke detectors. Let them help test the detectors, so they recognize the alarm. Follow up by practicing your escape route.

How would you get out of your home in case of fire? How about your children? How would they escape from a second or third floor?

Plan fire escape routes and practice them.

- ▶ Draw a simple picture of your home.
- ▶ Plan two ways to get out of every room.
- ▶ Agree on an outside meeting place.
- ▶ Decide who'll take charge of each child.
- ▶ Discuss the plan with your family.
- ▶ Practice escapes at night. That's when most deadly fires occur.



NOTE: Show children who live in high-rise buildings the shortest route to a safe exit. Warn them not to use the elevator.

Flames Are No Game

Fire fascinates children. Even if they know fire is dangerous, they are amazed by flames.

Teach your children what to do in a fire:

1. **GET OUT FAST, SECONDS COUNT.** Phone for help from a neighbor's home, not from inside a burning building.
2. **CRAWL LOW** under the smoke.
3. **TEST** the door. If it's hot or there's smoke, use another way out.
4. **ONCE OUT, STAY OUT.** There's nothing more important in your home than you. If someone is missing, tell a firefighter.
5. **DESIGNATE AN OUTSIDE MEETING PLACE** for all family members to gather.

If clothing catches on fire:

Some children falsely believe that their clothes will protect them from fire. Show children, age 3 and older, what to do if their clothes catch fire. Practice with them.

1. **STOP.** Running fans the flames, making fire burn faster. **SHOUT** for help. Don't run for help.
2. **DROP** to the floor. Cover your face.
3. **ROLL** back and forth to put out flames.
4. **COOL** a burn with cool water.

TIP...
STORE MATCHES
AND LIGHTERS
OUT OF REACH
OF YOUNG
CHILDREN



Adults who smoke while drinking alcohol or who fall asleep while smoking cause a large number of home fires that kill or injure children. If you *must* smoke, do it with care.



For children, ages 3 to 8, curiosity about matches and lighters is normal. But more than one-third of the burns to these children are the result of playing with matches.

Teach young children that:

- ▶ Matches and lighters are tools for adults, not toys.
- ▶ Children who play with matches or lighters can be badly burned and can hurt others.
- ▶ If they find matches or lighters, tell an adult the location right away.

Hot Liquids Burn Like Fire

SCALD BURNS

Hot liquids—not fire—are the most common cause of burns to young children. Hot water can cause serious, painful scald burns—*quickly*.

Prevent scalds in the kitchen:

- ▶ Keep hot foods and drinks away from the edge of tables and counters. Do not put them on a tablecloth that little hands can yank.
- ▶ If you're holding something hot, don't hold your child too.
- ▶ When you cook, keep your child away from the stove. Turn pot handles toward the back of the stove. If possible, use rear burners. Watch for dangling appliance cords.



TIP...
**LOWER THE
TEMPERATURE
OF YOUR
HOT WATER
HEATER TO
120° F**



Toddlers are at greatest risk of scalds as they begin to walk, climb, and reach.

Prevent scalds in the bathroom:

- ▶ Test how "hot" your hot water is. Turn on the hot water at the tub faucet. Let it run for 3 to 5 minutes. Measure the temperature with a hot water gauge or mercury thermometer. (Liquid crystal bath thermometers are available for a few dollars.)
- ▶ For safe bathing, set the water heater's thermostat to low, warm, or 120° F. Wait a day. Test the water again. Repeat, if necessary. Your clothes and dishes *will* get clean at this setting!
- ▶ Install anti-scald devices in your shower and bathtub fixtures that stop the water flow when the temperature exceeds 120° F.
- ▶ Always check the water temperature before placing your child in the tub. A child's skin burns more easily than an adult's.
- ▶ Supervise kids in the tub. Young children can turn the hot water on by themselves. Older children can scald a younger child.

NOTE: If you rent, ask your landlord to lower the water temperature or put an anti-scald device in your shower and bathtub fixtures.

Out Of Sight, Out Of Mind

POISONING

Common household items like medicines, make-up, cleaning products, and plants account for most home poisonings.

Prevent poisoning, but be prepared. Many accidental poisonings can be treated safely at home, but get medical advice *first*.

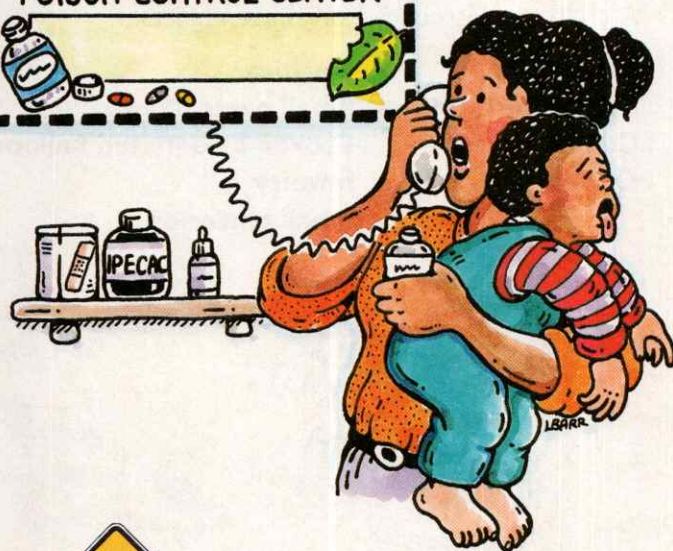
► **Find the number of your local poison control center.** Ask your doctor for the number or look on the first page of your phone book. Write the number and tape it by your phone.

► **Keep Syrup of Ipecac in your home.** Take it on vacation, to grandparents' homes, and wherever your children regularly visit. Ipecac is a treatment for some types of poisonings as it causes vomiting. Most drugstores sell it for under \$2.00.

CAUTION: Never give a child Ipecac or anything else without first getting medical advice.



TIP...
**KEEP COMMON
HOUSEHOLD
POISONS AND MEDICINES
OUT OF SIGHT AND
REACH OF CHILDREN**



Children under 5 are the most frequent victims of poisonings. Infants and toddlers are at highest risk.

If you suspect a poisoning:

1. Stay calm. Keep the child calm.
2. Look in the child's mouth. Remove any remaining pills, pieces of plant, etc.
3. Take the child and the poison to a phone. Call the poison center or your doctor. Be prepared to give the child's age, weight, the product name, and the amount swallowed.
4. Follow their directions. *Never* give the child **ANYTHING** (even Ipecac) without first calling a poison center or a doctor. Good intentions could cause more harm.

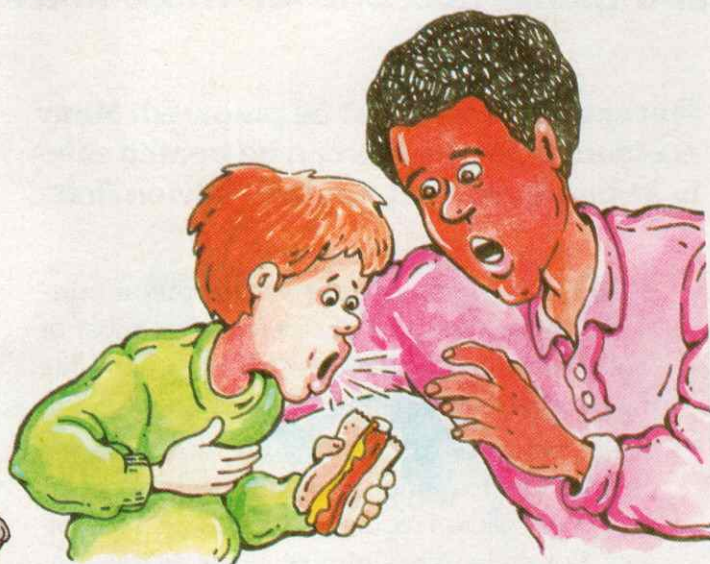
Infrants and toddlers will put *anything* in their mouths. Protect them by keeping small objects out of reach.

Chances are, if you look around your home, you'll find some of these items on the floor and on low shelves . . . accidents waiting to happen. Put them out of reach of young children. Ask older brothers and sisters to store toys with small parts up high.

A child can also choke on these objects:

- | | |
|-----------------------------|------------------------------------|
| Safety pins | Marbles |
| Nails, tacks, screws | Small parts of a toy |
| Coins | Broken or deflated balloons |
| Crayon pieces | Jewelry |
| | Small batteries |

TIP...
KEEP SMALL OBJECTS OUT OF REACH



Round and hard foods are especially dangerous. These snacks can be deadly to a child under 4. Ask a doctor when your child is old enough to eat these foods.

- | | | |
|----------------------|---------------------|----------------|
| Hot dogs | Hard candies | Grapes |
| Nuts, Raisins | Raw carrots | Popcorn |

CHOKING FIRST AID (for conscious victims)

If a child can cough, speak, or breathe, do not interfere.
If a child is unable to cough, speak, or breathe, follow these steps.

For an infant:



1. Try 4 quick back blows.
2. Then give 4 thrusts. Place 2 fingers on the breast bone between the nipples. Push down and let go.
3. Repeat until airway is clear.



Choking is the fourth leading cause of accidental death in young children, especially those under the age of 3.

For a child:



1. Stand behind the child with your fists clasped between the navel and bottom of the breast bone.
2. Give 4 quick, strong thrusts, in and upward.
3. Repeat until airway is clear.

The home is a minefield of potentially dangerous falls for children of all ages.

Prevent falls from furniture:

- ▶ Don't leave babies alone on beds, changing tables, or sofas.
- ▶ Always strap children into highchairs and strollers.

Prevent falls down stairs:

- ▶ Keep stairs well-lit and clear of clutter. Don't let children play on stairs.
- ▶ Use safety gates if there are infants and toddlers in your home. At the top of stairs, attach the gate to a wall. Avoid accordion gates with large openings. A child's neck can be trapped in the openings.



TIP...
PUT UP SAFETY GATES AT THE TOP AND BOTTOM OF STAIRS



Of all childhood injuries, falls are the leading cause of hospitalizations and emergency department visits.



IF THIS RULER CAN PASS THROUGH A WINDOW OPENING, YOUR CHILDREN ARE AT RISK.

Prevent falls from porches:

- ▶ Don't let children play alone on a fire escape, high porch, or balcony.
- ▶ Fix loose railings or boards. If you rent, ask the landlord to make these repairs.

TIP...
INSTALL WINDOW GUARDS AND "STOPS"



NOTE: Window guards are available at most hardware stores. Don't put guards on windows that open to fire escapes.

Prevent falls from windows:

- ▶ Don't rely on screens to prevent falls. Screens are made to keep bugs out, but not strong enough to keep children in.
- ▶ Move chairs and other furniture away from windows to discourage young climbers.
- ▶ Unguarded windows opened only five inches pose a danger to children under 10. In some cities, landlords are required by law to place window guards in apartments where children live.

In Case Of Emergency

Emergency phone numbers should always be in sight and up to date—just in case.

To find emergency numbers, open the first page of the telephone book or dial “0” (zero) for Operator. Your area may use the “9-1-1” system for emergencies. Write the numbers here. Cut this list out and tape it by your phone. Put it at a height your children can see.


Show this list of numbers to your babysitter whenever you go out.

TIP...
POST EMERGENCY NUMBERS
NEXT TO YOUR PHONE

Make sure your children know whom to call in an emergency and what to say. Talk to them about different kinds of emergencies. Point out that fire fighters, ambulance drivers, and police can help them in an emergency. **TEACH** your children how to get help by using the phone. Practice with a toy phone.

1. **BE CALM.**
2. **WAIT** for the dial tone. **DIAL “9-1-1,”** the rescue squad number, or “0” (zero) for Operator.
3. **TELL** the emergency person what is wrong. Speak clearly.
4. **GIVE** your name, address, and phone number.
5. **DON'T HANG UP** until the other person hangs up.

AMBULANCE	_____
POLICE	_____
FIRE	_____
OUR PHONE NUMBER	_____
OUR ADDRESS	_____
DOCTOR/CLINIC	_____
DAD'S WORK NUMBER	_____
MOM'S WORK NUMBER	_____
NEIGHBORS	_____
FRIENDS	_____



..... In case of an accident, would you panic?

The first rule in an emergency is stay calm and keep the victim calm.

But the thought of your child being hit by a car or choking or drowning right before your eyes is terrifying.

Many parents believe that if faced with such emergencies, they would panic. The fact is most parents overcome panic and do react within seconds.

Chances are that you, too, would gather your wits at the scene of an accident involving your child. And if you know what to do, you will act quickly and confidently, and correctly.

TAKE A FIRST AID AND CPR* COURSE

* (Cardiopulmonary resuscitation)

- **Learn these life-saving techniques as soon as possible.** Check with your local hospital, fire department, Red Cross chapter, or YMCA for classes.
- **Enroll your children in a First Aid class.** The American Red Cross offers “Basic Aid Training” for children ages 9 and up.

**TAKE THE CLASS. DON'T PUT IT OFF.
IT COULD SAVE YOUR CHILD'S LIFE.**

Books and Games

FOR YOUNG CHILDREN:

Blakely, Cindy and Suzanne Drinkwater. *The LOOKOUT Book! A Child's Guide to Street Safety*. New York: Scholastic, 1986.

Brown, Marc. *Dinosaurs Beware!* Boston: Little, Brown, 1982.

Chlad, Dorothy. *Poisons Make You Sick*. Chicago: Children's Press, 1984.

Ebert, Jeanne. *What Would You Do If . . . ? A Safety Game For You and Your Child*. Boston: Houghton Mifflin, 1985.

Poulet, Virginia. *Blue Bug's Safety Book*. Chicago: Children's Press, 1973.

FOR OLDER CHILDREN:

Bergstrom, Joan. *School's Out, Now What*. Berkeley, CA: Ten Speed Press, 1984.

"4 Safe and Smart Safety Games." Know as You Grow series -7100. Pressman.

Kyte, Kathy S. *In Charge: A Complete Handbook for Kids with Working Parents*. New York: Knopf, 1983.

FOR ADULTS:

Arena, Jay M. and Miriam Bachar Settle. *Child Safety is No Accident*. New York: Berkley, 1987.

Green, Martin I. *A Sigh of Relief: The First-Aid Handbook for Childhood Emergencies*. New York: Bantam, 1984.

Fise, Mary Ellen R. and Jack Gillis. *The Childwise Catalog: A Consumer Guide to Buying the Safest and Best Products for Your Children*. New York: Harper and Row, 1990.

For additional materials, check your library.



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

C. Everett Koop, M.D., ScD
Chairman, National SAFE KIDS Campaign™

Special thanks to:

NATIONAL COALITION TO PREVENT CHILDHOOD INJURY and Trauma Service, Children's National Medical Center; SCIPP, Statewide Comprehensive Injury Prevention Program; Window Falls Prevention Program, New York City Department of Health; Pennsylvania Child Passenger Safety Project; Burn Foundation; American Academy of Pediatrics; Injury Prevention Resource and Research Center, Dartmouth Medical School; Childhood Injury Prevention Resource Center, Harvard School of Public Health; Washington Children's Bicycle Helmet Campaign, Harborview Injury Prevention and Research Center; Delaware Valley Regional Poison Center; National Capital Poison Center; Bike Federation of America; National Fire Protection Association; and Paraphernalia.

This brochure is designed to provide the public with general information on the prevention of childhood injuries. The recommendations have been compiled from sources believed to represent the best current opinions on the subject. The National SAFE KIDS Campaign™ provides this information as a community service. It assumes no liability for any actions taken by persons based on the information contained within.

Action, Not Words

1. Get your child into the habit of wearing a bike helmet when cycling.
2. Cross streets hundreds of times with your children before letting them cross one alone.
3. Always use safety belts and child safety seats.
4. Supervise children in and near water.
5. Install smoke detectors and test them monthly. Replace batteries yearly.
6. Plan fire escape routes and practice them with your family.
7. Store matches and lighters out of reach of young children.
8. Lower the temperature of your hot water heater to 120°F.
9. Install anti-scald devices in your bathtub and shower fixtures.
10. Keep common household poisons and medicines out of sight and reach.
11. Keep small objects out of reach.
12. Install window guards and stairway safety gates to prevent falls.
13. Post emergency numbers next to your phone.
14. Take a First Aid and CPR course.

Dear Parent,

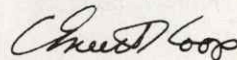
The number one killer of children today is not disease or drugs. It is injury.

The National SAFE KIDS Campaign is dedicated to injury prevention. It's a campaign to save lives, especially the lives of children. I am pleased to be the chairman. And I'm delighted that you requested this booklet and joined this campaign also.

The prevention tips in this booklet will help you make injury prevention an important part of the life of your home and your community. I hope you will read and use this booklet and share its information with other parents as well.

Together we can achieve the goal of the National SAFE KIDS Campaign: to reduce the number of children who die each year from a preventable injury. And remember . . . one of those children could be your own.

Sincerely yours,



C. Everett Koop, M.D., ScD
Chairman

A program of:



Major funding by:

Johnson & Johnson

National
**SAFE
KIDS**
★ ★ ★ ★ ★
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Children's National Medical Center
111 Michigan Avenue, NW
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