



How Does a Teen Cross The Road?

Parents do everything they can to keep their kids safe, from holding their hands when crossing the street to teaching them to look left-right-left before crossing at an intersection. And we've seen those efforts pay off: the rate of children dying in pedestrian crashes has fallen 39 percent since 2000.¹ Despite this success, we still have work to do, especially among teenagers. Of the many hazards that parents of teenagers worry about—driving, drinking, later curfews, dating—one that likely doesn't create alarm is walking.

Yet a 2012 report from SafeKids Worldwide found that the pedestrian death rate for teenagers was twice that of younger children.² In fact teenagers ages 15-19 years old account for half of all pedestrian deaths among children ages 19 and under.³ We hypothesized that distraction by mobile technologies plays a role in these tragedies.

*Safe Kids TEENS AND DISTRACTION
An In-Depth Look at Teens' Walking Behaviors August 2013 SKW*

Next of Kin Registry

The Next-of-Kin Registry is a New Jersey statewide web based system that allows individuals at least 14 years of age to voluntarily submit and maintain emergency contact information through the New Jersey Motor Vehicle Commission. This non-public information will only be used to by law enforcement officers to locate designated emergency contacts in an event that a person is involved in a vehicle crash that renders him or her unable to communicate.

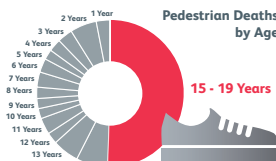
The Next-of-Kin Registry was established in response to "Sara's Law," which was created in memory of Sara Elizabeth Dubinin from Sayreville. Miss Dubinin became unresponsive following a motor vehicle crash in September 2007 and lapsed into a coma before her parents could be notified and eventually passed away. The law sought to ensure that an emergency contact could be notified immediately in the event of a vehicle crash.

To register for next-of-kin, go to https://emvc.state.nj.us/MVC_NOK/AVSStart.jsp. You will need to fill out the form with the applicant's current zip code, driver's license number (or identification card number) and his/her full social security number. Up to two emergency contacts may be entered with their first name, last name and primary 10 digit phone number. Emergency contacts must be at least 18 years old. Contacts may be changed and/or added at any time by logging into the registry.

How Does a Teenager Cross the Road?

Older teens now account for half of all pedestrian deaths among children 19 and under. In the last five years, pedestrian injuries among 16-19 year olds increased 25% over the previous five years.

How big a problem is distraction? To find out, Safe Kids observed 34,325 middle and high school students crossing the street in a school zone. Here's what we learned.



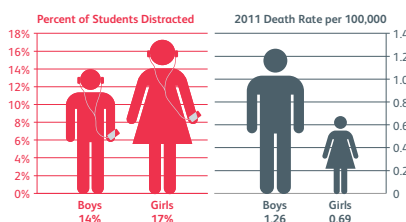
One in five high schoolers and one in eight middle schoolers were observed crossing the street while distracted.



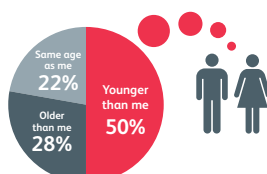
Teens who were distracted were most frequently texting or wearing headphones.



Girls are more likely to walk while distracted, but the pedestrian death rate is 1.8 times higher for boys.



78% of teens perceive the most at-risk age group for pedestrian injuries to be one other than their own.



Join the Moment of Silence Campaign to stop distracted walking.
Learn more at www.safekids.org

**SAFE
KIDS**
WORLDWIDE

FedEx cares.

**Morristown
Medical Center**
ATLANTIC HEALTH SYSTEM

**SAFE
KIDS**
NORTHERN
NEW JERSEY

Summer 2013 Scrapbook



Students at the Briggs School "jump in the pool" after reviewing how to properly wear a PFD. All 2nd grade students received fitted PFD compliments of Morristown Medical Center, Northern NJ Safe Kids / Safe Communities and the Briggs School PTO.



The Safe Kids Van made its way to the Grove Street Park in Chester in August. The "In and Around Cars" exhibit was a hit.



NNJ Safe Kid's Sport Safety Zone participated in the Denville Townships' Junior Police Academy's Summer Session and brought the Awareness of Concussion to a new level.



Buckle Up Northern NJ

Why Buckle Up? It Just Makes Sense!

- 🚗 Studies show seat belts do save lives and reduce injuries during crashes.
- 🚗 Seat belts work with air bags to protect occupants. Air bags alone are not enough to safeguard occupants.
- 🚗 More than 2,000 unbuckled drivers and front seat passengers died on New Jersey's roadways in the past 10 years.
- 🚗 Approximately 700 unbuckled drivers and front seat passengers were thrown out of their vehicles during crashes and killed in the past 10 years.

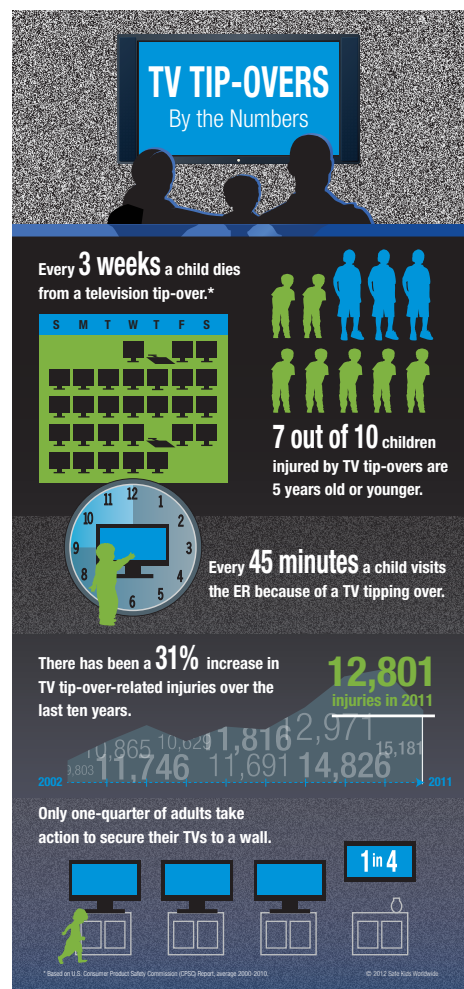
NJ HTS <http://www.nj.gov/oag/hts/seatbelts.html>

TV Tip-Overs

Every day, families in America watch television that both entertains and educates. Yet most parents would be surprised to learn that there is a potential hazard lurking in the living room: televisions and other heavy furniture tipping over and injuring children. Flat screen televisions, which are top-heavy and have narrow bases, can tip over from an entertainment center or table with the pull of an ambitious two-year old exploring his new limits and boundaries. Large, heavy and old cathode ray tube (CRT) televisions placed on dressers or high furniture could also slide off when a child tries to climb the drawers to reach the television or whatever else may be on top. Because of its weight, a 36-inch CRT television falling three feet creates the same momentum as a 1-year-old child falling 10 stories.

Safe Kids Worldwide also strongly urges parents and caregivers, especially those with young children, to secure their televisions and furniture as a key part of child-proofing their homes. Just like parents put up safety gates to prevent young children from falling down stairs and use electrical socket covers to prevent shocks, parents should view mounts and wall straps as another affordable and important way to protect children. The cost and effort of installing a mount or strap is relatively small, compared to what can happen when a television or piece of furniture isn't safely secured.

A Report to the Nation on Home Safety The Dangers of TV Tip-Overs December 2012 SKW



Prevention Works is the official triennial newsletter of Northern NJ SAFE KIDS/Safe Communities.

We welcome articles of interest highlighting your community or organization.

Let us know how you have made your community a safe community.

If you have any comments or topics you would like to see covered, please feel free to contact

Karen Jean Feury, RN Phone: 973-971-4327 Fax: 973-290-7350 email: karenjean.feury@atlantichealth.org.