



# ASSOCIATE ROAD SAFETY TOOLKIT



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Approximately  
**1.25 million**  
**people** die in road  
traffic crashes  
every year.

**500 children** die  
every day on the  
world's roads –  
one every three  
minutes.

Road related  
deaths of children  
ages 0-19 years  
in the United  
States **increased**  
**10 percent**  
between 2014  
and 2016.

## OVERVIEW

### WHO

DENSO is a leading global automotive supplier of advanced technology, systems and components in the areas of thermal, powertrain control, electronics and information and safety. With its North American headquarters located in Southfield, Michigan, DENSO employs more than 23,000 people at 28 consolidated subsidiaries and 4 affiliates across the North American region.

### WHAT

In combining Safe Kids Worldwide's family-friendly educational materials and DENSO's global commitment to road safety, we have partnered to provide valuable road safety information to communities where DENSO associates live and work.

The Road Safety Associate Toolkit provides statistics that reinforce why your help in raising awareness for child safety issues on the road in your community are so important. To assist you with your efforts to get the word out this guide also includes handouts you can share with others at events at your children's school; with the leaders of your child's scout troop; and with the coaches of your kids' after school activities; and on your personal social media channels.

The toolkit is separated into the following sections:

- **In and Around Cars**
- **Pedestrian Safety**
- **Wheeled Sports Safety**

### HOW TO GET INVOLVED

Get started today making your community safer for all kids by:

1. Model good behaviors to teach your child and other children how to act.
2. Get the word out by sharing Safe Kids' educational materials.
3. Engage with your local Safe Kids Coalition.
4. Make changes in your community and support legislation that affects how leaders approach important issues relating to child safety.

We hope you will find this toolkit useful and we appreciate all your help supporting DENSO's mission of giving back by keeping children safe in communities where we all live and work.

Together, we can help keep everyone safer on our roads.



Deaths from vehicle crashes has **increased 19 percent** from 2014 to 2016 for children 8 and under.

## IN AND AROUND CARS

### SAFETY-AT-A-GLANCE

Motor vehicle collisions are the number one cause of unintentional death among children ages 1 to 19 years in the United States. **One in 5 children ages 3 and under, 1 in 3 children ages 4-7 and nearly 1 in 2 children ages 8-12 who died in 2016 were not restrained by an age-appropriate device such as rear-facing-only and forward-facing car seat or booster seat.**

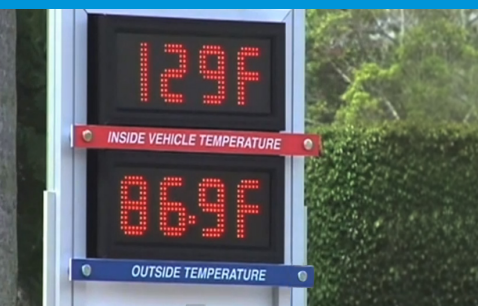
### TEENS IN CARS

More teens die in motor vehicle crashes than from any other cause of death – 2,275 in 2016, a 6 percent increase over 2014. **Fatalities are more frequent in teen drivers (61 percent) compared to teen passengers (39 percent). In half of the fatal crashes, the teen was not wearing a seat belt.**



Don't forget to be a good role model by wearing your seat belt on every ride.

Teenagers age 15–19 made up **71 percent** of the motor vehicle occupant/driver fatalities among children in 2016.



**Every 10 days,** across the United States, a child dies while unattended in a hot car.

## HEATSTROKE

Heatstroke in a car is the leading cause of non-crash, vehicle-related deaths for children under age 14. **Heatstroke deaths have been recorded every month of the year so even in cooler months never leave a child alone in a car, not even for a minute.**

## BACKOVERS/FRONTOVERS

Be a good role model to other parents and caregivers, before getting in a vehicle, all drivers, even those without children of their own, should walk all the way around their parked vehicles to check for children, or anything that could attract a child, such as a pet or toy.



**More than 9,000 children** are treated in emergency rooms each year for injuries that occurred while they were by themselves in or around motor vehicles.

## RESOURCES AVAILABLE

- **Tips Sheets and other informational materials.** Feel free to use and share the tip sheets and other informational materials on the following pages about child passenger safety including the use of car seats, booster seats and seat belts, teen drivers and passengers, heatstroke and backovers/frontovers with your family and friends.

If you would like electronic versions of these handouts, links can be found on the page titled Online Resources at the back of this toolkit.

- **Social Media Posts.** You will find a Social Media Guide at the end of this toolkit that provides in and around cars safety social media posts you can share on your own social media channels.
- **The Ultimate Car Seat Guide** is a website developed for parents where they can find easy-to-understand tips on how to choose and use a car seat. Users can fill in their child's age and weight to get answers personalized for their child. The guide is available in English or Spanish. [www.safekids.org/ultimate-car-seat-guide](http://www.safekids.org/ultimate-car-seat-guide)
- **Car Seat Installation Help.** Safe Kids Worldwide hosts car seat inspection events across the country where certified car seat technicians teach parents and caregivers how to install and use a car seat properly. Share this website address or link with your friends and family so they can find a Safe Kids car seat checkup event near them. <https://www.safekids.org/events/>

# Car Seat Safety Tips

Everything you need to know to keep your kids safe in cars.

Engineers are working hard to ensure that cars and car seats are designed to keep kids as safe as possible. But it's up to every parent to take full advantage of these innovations by making sure car seats and booster seats are used and installed correctly. Here's what you need to know to ensure that your most precious cargo is safe in cars.

## Choose the Right Direction: Rear- or Forward-Facing

- For the best protection, keep your baby in a rear-facing car seat until 2 years old or more. You can find the exact height and weight limit on the side or back of your car seat. Kids who ride in rear-facing seats have the best protection for the head, neck and spine. It is especially important for rear-facing children to ride in a back seat away from the airbag.
- When your children outgrow a rear-facing seat after age 2, move them to a forward-facing car seat. Keep the seat in the back and make sure to attach the top tether after you tighten and lock the seat belt or lower anchors (LATCH). Use the top tether at all times. Top tethers greatly reduce your car seat's forward motion in a crash.
- Kids can remain in some forward-facing car seats until they're 65 pounds or more depending on the car seat limits. Check labels to find the exact measurements for your seat. Discontinue use of lower attachment when your child reaches the limits set by your car seat and car manufacturers. Continue to use the top tether. You must read both manuals to know about those limits. Not to worry: Once your child meets the lower anchor weight limits, you will switch to a seat belt. Seat belts are designed and tested to protect all adults as well as children in car seats and booster seats.



## Check Car Seat Labels

- Look at the label on your car seat to make sure it's appropriate for your child's age, weight and height.
- Your car seat has an expiration date. Find and double check the label to make sure it's still safe. Discard a seat that is expired in a dark trash bag so that it cannot be pulled from the trash and reused.

## Know Your Car Seat's History

- Buy a used car seat only if you know its full crash history. That means you must buy it from someone you know, not from a thrift store or over the internet. Once a car seat has been in a crash, or is expired, it needs to be replaced.



*Road injuries are the leading cause of preventable deaths and injuries to children in the United States. Correctly used child safety seats can reduce the risk of death by as much as 71 percent.*



## Register Your Car Seat

- Register your new or currently used car seat, ensuring that you are promptly notified about future recalls. You can register online with your car seat manufacturer, using the information found on the label on your car seat at [safercar.gov](http://safercar.gov). You can also register by filling out the registration card that came with your car seat. It's filled out with your car seat's information. Mail the card; no postage required.

## Make Sure Your Car Seat is Installed Correctly

- **Inch Test.** Once your car seat is installed, give it a good tug at the base where the seat belt goes through it. Can you move it more than an inch side to side or front to back? A properly installed seat will not move more than an inch.
- **Pinch Test.** Make sure the harness is tightly buckled and coming from the correct slots (check your car seat manual). With the chest clip placed at armpit level, pinch the strap at your child's shoulder. If you are unable to pinch any excess webbing, you're good to go.
- For both rear- and forward-facing car seats, use either the car's seat belt or the lower anchors and for forward-facing seats, also use the top tether to lock the car seat in place. Don't use both the lower anchors and seat belt at the same time. They are equally safe- so pick the one that gives you the best fit.
- If you are having even the slightest trouble, questions or concerns, certified child passenger safety technicians are able to help or even double check your work. Visit a certified technician to make sure your car seat is properly installed. [Find a technician](#) or [car seat checkup event](#) near you.

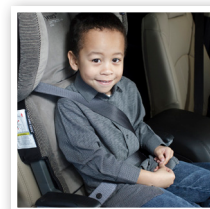
## Check Your Car Seat

- Seventy-three percent of car seats are not used or installed correctly, so before you hit the road, check your car seat. [Here's a quick car seat checklist to help you out.](#) It takes only 15 minutes.
- Learn how to install your car seat for free. Safe Kids hosts car seat inspection events across the country where certified technicians can help make sure your car seat is properly installed. They also serve in fixed locations called inspection stations during specific days and times in some communities. You may find an inspection station with certified technicians at a GM dealership, a hospital or even a fire house.

They will teach you so that you can always be sure your car seat is used correctly. [Find a Safe Kids car seat checkup event](#) where we use only certified technicians, near you.

## Is it Time for a Booster Seat?

- Take the next step to a booster seat when you answer "yes" to any of these questions:
  - Does your child exceed the forward-facing car seat's height or weight limits?
  - Are your child's shoulders above the forward-facing car seat's top harness slots?
  - Are the tops of your child's ears above the top of the car seat?
- If the forward-facing car seat with a harness still fits, and your child is within the weight or height limits, continue to use it until it is outgrown. It provides more protection than a booster seat or seat belt for a small child.



## Be Wary of Toys

- Toys can injure your child in a crash, so be extra careful to choose ones that are soft and will not hurt your child. Secure loose objects and toys to protect everyone in the car.

## Buckle Up

- We know that when adults wear seat belts, kids wear seat belts. So be a good example and buckle up for every ride. Be sure everyone in the vehicle buckles up, too.
- Buckling up the right way on every ride is the single most important thing a family can do to stay safe in the car.

## Prevent Heatstroke

- Never leave your child alone in a car, not even for a minute. While it may be tempting to dash out for a quick errand while your babies are sleeping in their car seats, the temperature inside your car can rise 20 degrees and cause [heatstroke](#) in the time it takes for you to run in and out of the store.
- Leaving a child alone in a car is against the law in many states.

## Booster Seat Safety Tips

Everything you need to know about kids in booster seats.

Kids who have outgrown their forward-facing car seats are not quite ready for a seat belt alone – although they might try to convince you otherwise. Instead, have them transition to a booster seat that enables the adult seat belt to fit properly. Booster seats can actually be pretty cool. Here are a few tips to make sure your kids are safe in a booster seat.

- When your child is seated in the booster seat, make sure the lap and shoulder seat belt fit. The lap belt should fit low across the hips and the shoulder belt across the shoulder.
- Do not place the shoulder belt under the child's arm or behind the child's back.
- Older kids get weighed and measured less often than babies, so check your child's growth a few times a year. Generally, kids need to use a booster until they are between 8 - 12 years old.
- Talk with the drivers who transport your big kids so they understand that booster seat use is a must when your child is in their vehicles.



- Use a booster seat with the vehicle lap AND shoulder seat belt until your child passes the following Seat Belt Fit Test:
  - Your children's knees should bend at the edge of the vehicle seat when their backs and bottoms are against the vehicle seat back; and
  - The vehicle lap belt should fit across the upper thighs; and
  - The shoulder belt should fit across the shoulder and chest. Children are usually between 8 and 12 years old when the seat belt fits them properly.



*Children seated in a booster seat in a back seat of the car are 45% less likely to be injured in a crash than children using a seat belt alone.*



## Seat Belt Safety Tips

Everything you need to know about kids wearing seat belts.

Let's see, there's "Click it or Ticket!" "No Belt, No Brains," and "What's Holding You Back?" But no matter how you say it, one thing is clear: Buckling up on every ride is the single most important thing a family can do to stay safe in the car. Here are a few tips to make buckling up a part of every car ride.

Use a booster seat with the vehicle lap AND shoulder seat belts until your child passes the following Seat Belt Fit Test:

- Be sure your kids are ready for a seat belt by giving them the following Seat Belt Fit Test:
  - Your children's knees should bend at the edge of the vehicle seat when their backs and bottoms are against the vehicle seat back; and
  - The vehicle lap belt should fit across the upper thighs; and
  - The shoulder belt should fit across the shoulder and chest. Children are usually between 8 and 12 years old when the seat belt fits them properly.
- Once your children pass the Seat Belt Fit Test, teach them the importance of using seat belts on every ride, whether they're with you or not. This is a habit you can instill at an early age. If they learn this lesson early, they'll be more likely to buckle up when they're older or when you're not around.
- Kids are VIPs – just ask them. VIPs ride in a back seat, so keep all kids in a back seat until they are at least 13.



- When adults wear seat belts, kids wear seat belts. So be a good example and buckle up for every ride. Be sure everyone in the vehicle buckles up, too.
- A lap and shoulder seat belt provides the best protection for your children and should be used on every ride.
- We know kids like to slouch or lean against the windows during the drive, but it makes a difference in terms of safety. Have your children sit upright when using seat belts.

*It is estimated that 263 children were saved due to restraint use in 2013 alone. Compared with other age groups, teens have the lowest rate of seat belt use. Only 54% of high school students reported always wearing a seat belt when riding with someone else.*



# Is Your Child Always Buckled Up?

**Car crashes are a leading cause of death**

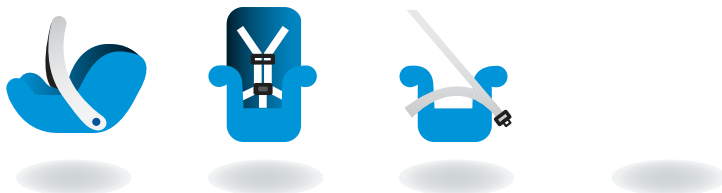
to children in the U.S.



Of those children who died in crashes in 2011, **33% were not buckled up.**



**Who and Why?** We asked 1,000 parents what risks they were willing to take while driving with their kids. The results were surprising.



**1 in 4**

parents say they have driven with their children unrestrained.

**INCOME**

**1 in 3 affluent parents**, with a household income of \$100,000 or higher, say it is acceptable to leave their child unrestrained if they are not driving a far distance, compared to 15 percent of parents making less than \$35,000.

However, 60 percent of crashes involving children occur 10 minutes or less from home.

**“Not driving far.”**



**AGE**

**23% of younger parents** (ages 18-29) said it would be acceptable to ride with a child unrestrained when traveling overnight compared to 13 percent of older parents (ages 30-49).

However, this is the time period when children are most likely to be injured in a crash.

**“Traveling overnight.”**

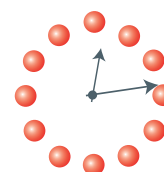


**EDUCATION**

**Parents with graduate degrees are twice** as likely to say it is acceptable to drive without buckling up their children, compared to parents with a high school education, particularly when they are in a rush (20 percent compared to 10 percent).

However, drivers in a rush may not be as careful as when they are fully attentive.

**“In a rush.”**



**BUCKLE UP: Every Ride, Every Time**

**SAFE  
KIDS  
WORLDWIDE™**

Proud Program Supporter

**GM FOUNDATION**



# Teens in Cars

## Top Tips for Parents



**Teach your kids to buckle up every ride, every car, every time, forever.** Start this rule when your kids are young.



**Be a good example when you drive.** Your kids are watching and learning even when they are still in their car seats.



**Spend time in the car with your new teen driver.** Discuss safety issues, including putting phones away when driving, observing speed limits and following rules of the road.

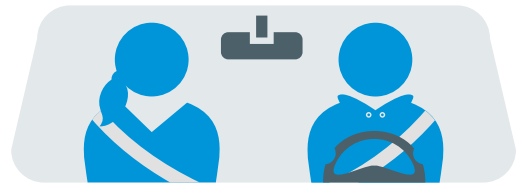


**Encourage your teens to speak up when any driver, including you, is driving unsafely.** Teach them to find a safe way home if the driver has been drinking.

**SAFE  
KIDS**  
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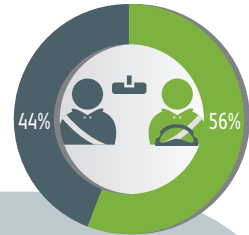
# Teens in Cars



The number one killer of teens is motor vehicle crashes.



Fatalities are split almost equally between teen drivers and passengers.



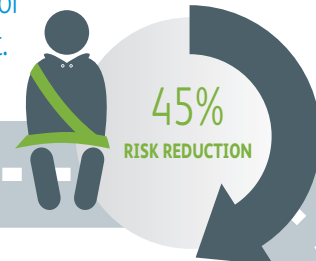
1 in 4 teens surveyed said they don't use a seat belt on every ride.



In half of fatalities, the teen was not wearing a seat belt.



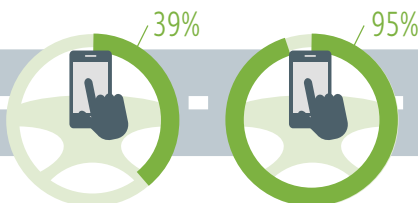
Seat belts reduce the risk of death for front seat passengers by 45 percent.



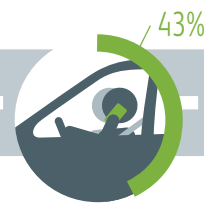
Teens who don't use seat belts are more likely to say they text while driving than those who do.



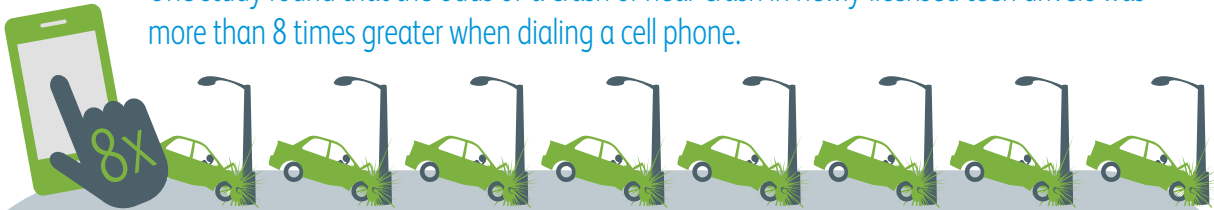
39 percent of teens said they have ridden with a teen driver who was texting, and 95 percent said they think other teens have done so.



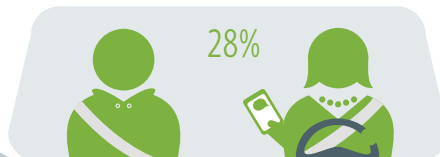
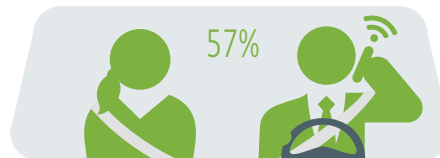
43 percent of teens reported riding as a passenger with a teen driver who was talking on the phone.



One study found that the odds of a crash or near-crash in newly-licensed teen drivers was more than 8 times greater when dialing a cell phone.



More than half of teens surveyed said they have seen a parent talking on the phone while driving.



28 percent have been riding in a car with a parent who was texting.

**49%** of teens reported feeling unsafe when riding with a teen driver.



**31%** when riding with a parent.



When someone was driving dangerously, 4 in 10 teens say they asked the driver to stop, but almost the same number said they did nothing.



**Buckle Up and Speak Up**  
for a Safe Ride Every Time.

**SAFE  
KIDS**  
WORLDWIDE™

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# Heatstroke Safety Tips

Everything you need to know to keep your kids safe from heatstroke.

Babies and young kids can sometimes sleep so peacefully that we forget they are even there. It can also be tempting to leave a baby alone in a car while we quickly run into the store. The problem is that leaving a child alone in a car can lead to serious injury or death from heatstroke. Young children are particularly at risk, as their bodies heat up three to five times faster than an adult's. These tragedies are completely preventable. Here's how we can all work together to keep kids safe from heatstroke.

## Reduce the Number of Deaths from Heatstroke by Remembering to ACT

- **A:** Avoid heatstroke-related injury and death by never leaving your child alone in a car, not even for a minute. And make sure to keep your car locked when you're not in it so kids don't get in on their own.
- **C:** Create reminders by putting something in the back of your car next to your child such as a briefcase, a purse or a cell phone that is needed at your final destination. This is especially important if you're not following your normal routine.
- **T:** Take action. If you see a child alone in a car, call 911. Emergency personnel want you to call. They are trained to respond to these situations. One call could save a life.



## Teach Kids Not to Play in Cars

- Make sure to lock your vehicle, including doors and trunk, when you're not using it. Keep keys and remote entry devices away from children.
- Teach kids that trunks are for transporting cargo and are not safe places to play.
- If your child is missing, get help and check swimming pools, vehicles and trunks. If your children are locked in a car, get them out as quickly as possible and dial 911 immediately. Emergency personnel are trained to evaluate and check for signs of heatstroke.

*Heatstroke is the leading cause of non-crash, vehicle-related deaths for children. On average, every 10 days a child dies from heatstroke in a vehicle.*



## Go a Step Further: Create Extra Reminders and Communicate with Daycare

- Create a calendar reminder for your electronic devices to make sure you dropped your child off at daycare.
- Develop a plan with your daycare so that if your child is late, you'll be called within a few minutes. Be especially careful if you change your routine for dropping off children at daycare.

# Driveway Safety Tips

Everything you need to know to keep your kids safe around driveways.

Kids love cars, and when they see a parked car, they don't even think about the possibility of getting hurt or seriously injured. That's why parents have to. Many preventable injuries and deaths occur in driveways or parking lots when drivers are unaware that children are near vehicles. Tragically, these drivers are often family members or friends of the injured child. But these injuries are easily prevented by following a few simple tips.

## Check Your Car and Driveway for Kids

- We know you're often in a hurry, but before you drive away, take a few seconds to walk all the way around your parked car to check for children.
- When checking for kids around your vehicle, see if anything that could attract a child such as a pet, bike or toy, is under or behind your vehicle before getting in and starting the engine.
- Designate an adult to supervise and find a safe spot for children to wait when nearby vehicles are about to move and make sure the drivers can see them.



## Lend a Hand to Younger Kids

- Accompany little kids when they get in and out of a vehicle. Hold their hands while walking near moving vehicles or in driveways and parking lots or on sidewalks.



*Each year, more than 9,000 children are treated in emergency rooms for injuries that occurred while they were unattended in or around motor vehicles.*

## Limit Play in the Driveway

- Work with your kids to pick up toys, bikes, chalk or any type of equipment around the driveway so that these items don't entice kids to play.
- Identify and use safe play areas for children, away from parked or moving vehicles. Teach kids to play in these areas instead of in, around or behind a car. Consider making your driveway a toy-free zone.
- Don't allow children to play unattended in parking lots when cars are present.





Every day, more than **40 kids** in the U.S. are hit by a car while walking.

## PEDESTRIAN SAFETY

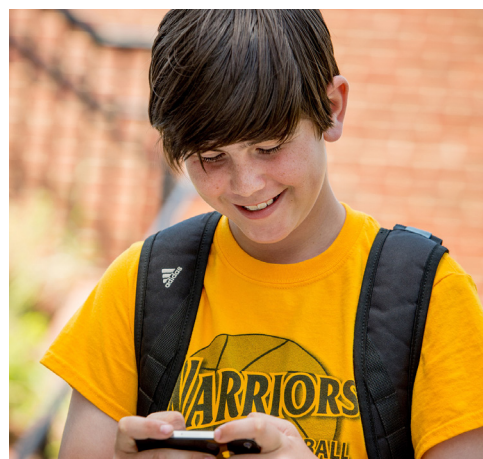
### SAFETY-AT-A-GLANCE

Between 2014 and 2016, the rate of child pedestrian deaths has increased by 19 percent. Teens have a death rate twice that of younger children and have accounted for half of all child pedestrian injuries in the past five years.

Be a good role model, always walk on sidewalks or paths. No sidewalk? Walk facing traffic as far away from vehicles as possible.

### DISTRACTED WALKING

Recent research by Safe Kids Worldwide found that 1 in 4 high schoolers and 1 in 6 middle schoolers are crossing the street while typing on a cell phone, listening to headphones, talking on the phone, or using another electronic device, such as a tablet or game.



Set a good example by putting devices down when you are driving or walking around cars. If we put our devices down, our kids are more likely to do the same.

Heads Up,  
Phones  
Down





On average, children in the U.S. are **more than twice as likely** to be hit by a vehicle and killed on Halloween than on any other day of the year.

## HALLOWEEN AND WINTER VISIBILITY

### TOP HALLOWEEN TIPS

- Decorate costumes and bags with reflective tape or stickers and, if possible, choose light colors. Since masks can sometimes obstruct a child's vision, try non-toxic face paint and makeup whenever possible.
- Have kids use glow sticks or flashlights to help them see and be seen by drivers.
- Children under the age of 12 should not be alone at night without adult supervision. If kids are mature enough to be out without supervision, remind them to stick to familiar areas that are well lit and trick-or-treat in groups.
- Popular trick-or-treating hours are 5:30 p.m. to 9:30 p.m. so be especially alert for kids during those hours.
- When selecting a costume make sure it is the right size to prevent trips and falls

### SAFETY TIPS FOR WHEN IN THE CAR

- If you need to warm a vehicle, remove it from the garage immediately after starting it to avoid the risk of carbon monoxide poisoning. Don't leave a car, SUV or motorcycle engine running inside a garage.
- Take a few seconds to do a quick walk-around before you start the car, especially if you park outside. Check to make sure your tailpipe is not blocked with snow, which can also cause problems with CO.
- Wearing bulky clothes or winter coats can prevent a snug fit of the harness. You might think your child is securely snug in the car seat when in fact the harness is not tight because there is so much air in the jacket. Adjust the harness while your child's coat is off, then put the coat on and rebuckle. The harness may be tight, but it will fit properly.

### TIPS TO KEEP SAFE WHILE PLAYING IN THE SNOW

- Make sure your kids use the proper gear, like helmets, when they are skiing, snowboarding or playing ice hockey.

## RESOURCES AVAILABLE

- **Tips Sheets, posters and other informational materials.** Feel free to use and share the pedestrian safety tip sheet, posters and infographic on the following pages with your family and friends.

If you would like electronic versions of these handouts, links can be found on the page titled Online Resources at the back of this toolkit.

- **Activity Sheets for Kids.** For younger kids, on the following pages you will find activities including a maze game, coloring, hide and seek and dot-to-dot pages that are not only fun but reinforce important pedestrian safety messages.
- **Social Media Posts.** You will find a Social Media Guide at the end of this toolkit that provides pedestrian safety social media posts you can share on your own social media channels.

# Pedestrian Safety Tips

Everything you need to know to keep your kids safe while walking.

Whether your kids are walking to school, the park or a friend's house, here are a few simple tips to make sure they get there safely.

## Teach Kids How to Walk Safely

- Teach kids at an early age to look left, right and left again before crossing the street. Then remind them to continue looking around until safely across.
- It's always best to walk on sidewalks or paths and cross at street corners, using traffic signals and crosswalks. If there are no sidewalks, walk facing traffic as far to the left as possible.
- Teach kids to make eye contact with drivers before crossing the street.
- Children under 10 need to cross the street with an adult. Every child is different, but developmentally, most kids are unable to judge the speed and distance of oncoming cars until age 10.
- Encourage kids to be especially alert for cars that are turning or backing up.
- Teach kids not to run or dart out into the street or cross between parked cars.
- If kids are walking when it's dark out, teach them to be especially alert and make sure they are visible to drivers. Have them wear light- or brightly-colored clothing and reflective gear.



- Put headphones down or turn off the volume before crossing the street.
- Be aware of others who may be distracted and speak up when you see someone who is in danger.
- If kids need to use a cell phone, teach them to stop walking and find a safe area to talk.



*44 kids are hit by a car while walking every day in the U.S.*

## Let Your Actions Speak as Loudly as Your Words

- Be a good role model. Set a good example by putting your phone, headphones and devices down when walking around cars.
- When driving, put cell phones and other distractions in the back seat or out of sight until your final destination.
- Be especially alert and slow down when driving in residential neighborhoods and school zones. Be on the lookout for bikers, walkers or runners who may be distracted or may step into the street unexpectedly.
- Give pedestrians the right of way and look both ways when making a turn to spot any bikers, walkers or runners who may not be immediately visible.

## Take Action Against Distraction

- Teach kids to put phones, headphones and devices down when crossing the street. It is particularly important to reinforce the message with teenagers.



# HOW TO NOT GET HIT BY A CAR

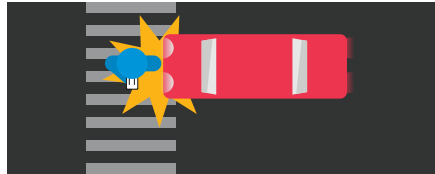


## 7 COMMON WAYS IT HAPPENS & 7 EASY TIPS TO KEEP IT FROM HAPPENING TO YOU.



1

1 in 4 high school students crosses the street while distracted.



**PHONES DOWN, HEADS UP WHEN WALKING.**

2

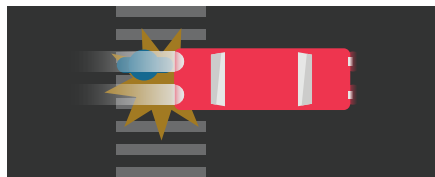
Crossing someplace other than an intersection accounts for more than 70% of child pedestrian deaths.



Tempted to cross mid-block?  
**DON'T DO IT. TAKE THE EXTRA TIME TO CROSS AT THE CORNER.**

3

3/4 of teen pedestrian deaths occur between 7 p.m. and 7 a.m., when it's dark out.



**BE ESPECIALLY ALERT WHEN IT'S DARK OUT, AND MAKE SURE DRIVERS CAN SEE YOU.**

4

About 1 in 5 pedestrian deaths of children happen at an intersection.



**LOOK LEFT, RIGHT, LEFT BEFORE CROSSING AND CONTINUE LOOKING IN ALL DIRECTIONS WHILE CROSSING.**

5

Sidewalks can reduce pedestrian crashes by almost 90%.



It's always best to walk on sidewalks or paths.  
**NO SIDEWALK? WALK FACING TRAFFIC AS FAR AWAY FROM VEHICLES AS POSSIBLE.**

6

Every month 7 kids under 5 years old are killed from a car backing up.



**WATCH OUT FOR CARS BACKING UP IN PARKING LOTS AND DRIVEWAYS.**

7

More than 80% of pedestrians die when hit by vehicles traveling at 40 mph or faster. Less than 10% die when hit at 20 mph or less.



**PAUSE AT EACH LANE OF TRAFFIC AND MAKE EYE CONTACT WITH THE DRIVERS.**

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# Can you find your way to school SAFELY?

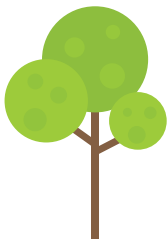
Complete the maze below and be sure to follow these important tips for getting to school safely!

- At the bus stop, stand at least three giant steps back from the curb and away from traffic. Wait for the bus to come to a complete stop before getting on or off.



**START**

- Look left and right, right and left again before crossing the street, and pay attention until you cross the street safely. Put phones and headphones away before crossing!



- Stay buckled up until the car comes to a complete stop! And remind older brothers and sisters to have every person in the car buckle up when THEY are driving.



- Be sure your helmet fits properly! Take a quick helmet fit test!



**TAKE THE TEST!**

[www.safekids.org/video/safety-seconds-bike-helmets](http://www.safekids.org/video/safety-seconds-bike-helmets)

**FINISH**



# ARE YOU A **SAFE** WALKER?

Be sure to follow these key tips on how to be a safe walker.

---

1. Be sure to walk with an **adult** you trust when crossing the street.
2. To make sure **you're noticed** by drivers, look left, right, left again, and meet the driver's eye before crossing the street.
3. Always go to the corner and use a **crosswalk**.
4. **Don't** dart in the street to **chase** a ball or other toys.
5. **Look** for cars that are turning and backing up.



Every hour of every day a teen is killed  
or injured after being hit by a car.



Devices down when crossing.

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Every hour of every day a teen is killed  
or injured after being hit by a car.



Make eye contact with drivers.

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Every hour of every day a teen is killed  
or injured after being hit by a car.



Always use the crosswalk.



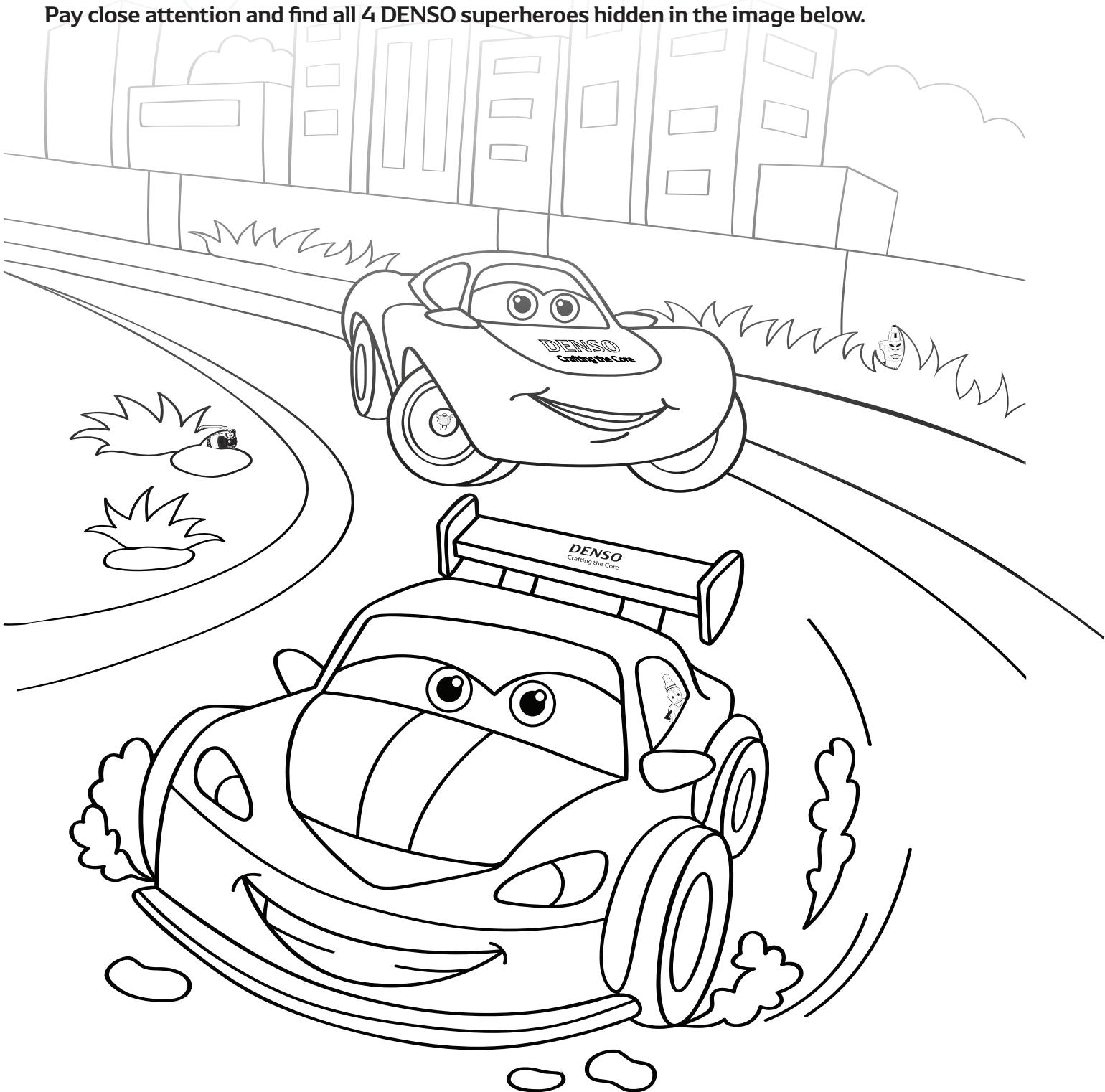
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# ALWAYS BE ALERT

As a child, you see, hear and process information differently than adults. Assessing traffic and speeds can be a challenge! This puts you at a greater risk for road traffic-related injuries, particularly while you are walking. That is why it is important for you to become aware of your surroundings!

Pay close attention and find all 4 DENSO superheroes hidden in the image below.



# HALLOWEEN SAFETY

Halloween is one of the most anticipated nights of the year for kids, but Safe Kids recently discovered some scary statistics with a first-of-its kind study on Halloween safety.

Only  
**1/3** OF  
PARENTS

talk to their kids annually about Halloween, although 3/4 report having Halloween safety fears.



On average,  
**TWICE AS  
MANY CHILD  
PEDESTRIANS**

are killed while walking on Halloween compared to other days of the year.



Only **18** % of parents use reflective tape on their children's Halloween costumes.

**12** %

of children five years of age or younger are permitted to trick-or-treat alone.



Talk with your goblins about Halloween safety, and how simple precautions can make it a fun and safe night for kids of all ages. For additional safety tips, please visit [SafeKids.org/Halloween](http://SafeKids.org/Halloween)

Children under 12 should trick-or-treat and  
**CROSS STREETS WITH AN ADULT**



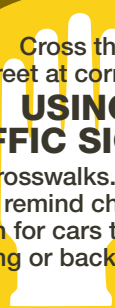
**ALWAYS  
WALK ON  
SIDEWALKS  
OR PATHS**

if there are no sidewalks, walk facing traffic as far to the side as possible.



Cross the street at corners,  
**USING  
TRAFFIC SIGNALS**

and crosswalks. Parents should remind children to watch for cars that are turning or backing up.



**DRIVERS  
SHOULD  
SLOW DOWN**

and be especially alert in residential neighborhoods. Children are excited on Halloween and may move in unpredictable ways.



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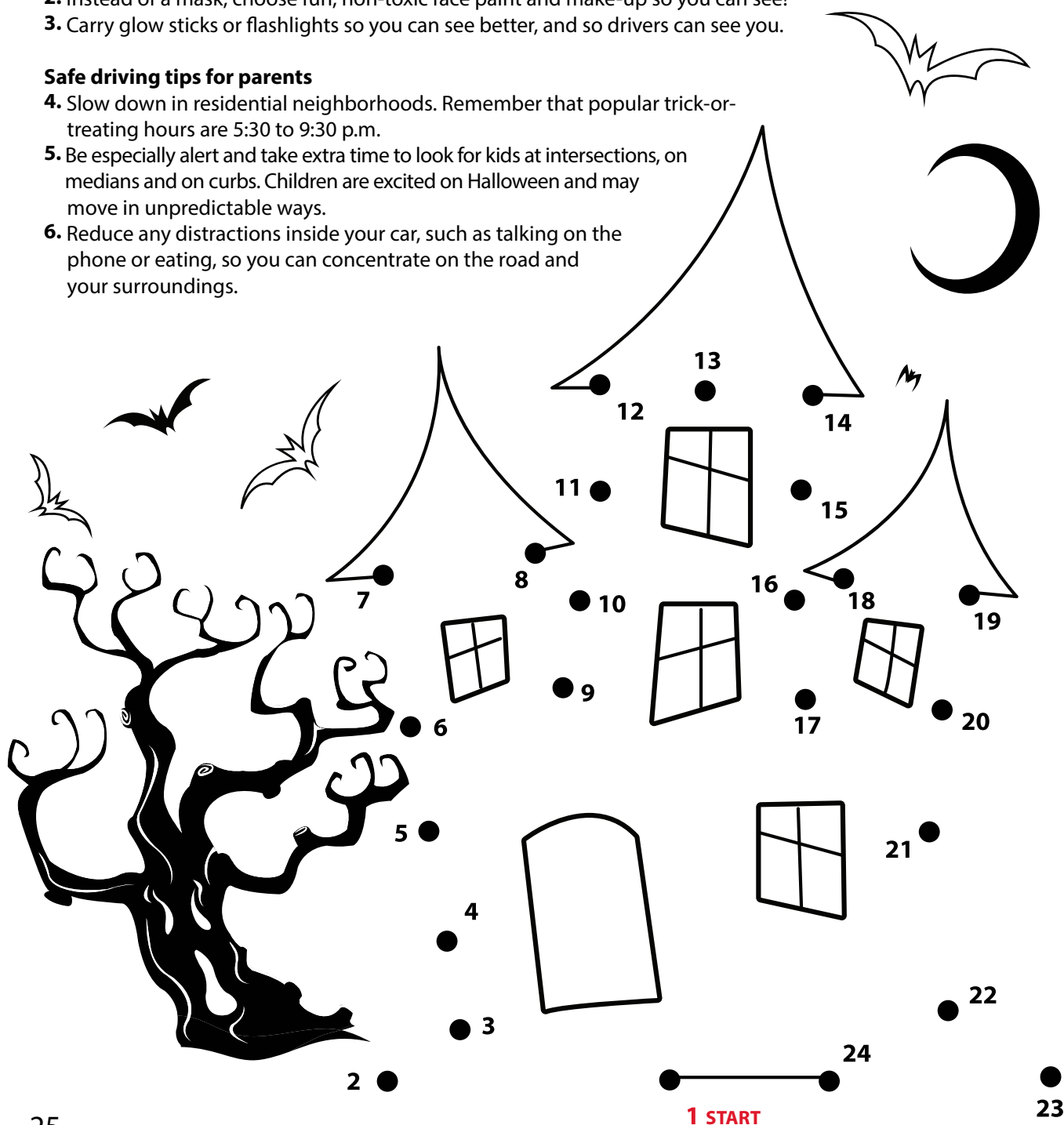
# Stay **SAFE** and have **FUN** TRICK-OR-TREATING!

Complete the dot-to-dot below, and be sure to follow these 6 easy tips for a **HAPPY** (and **SAFE**) Halloween!

1. Decorate costumes and bags with reflective tape or stickers and choose light-colored clothing.
2. Instead of a mask, choose fun, non-toxic face paint and make-up so you can see!
3. Carry glow sticks or flashlights so you can see better, and so drivers can see you.

## Safe driving tips for parents

4. Slow down in residential neighborhoods. Remember that popular trick-or-treating hours are 5:30 to 9:30 p.m.
5. Be especially alert and take extra time to look for kids at intersections, on medians and on curbs. Children are excited on Halloween and may move in unpredictable ways.
6. Reduce any distractions inside your car, such as talking on the phone or eating, so you can concentrate on the road and your surroundings.



Bicycling injuries made up about half of the **426,000 emergency department visits** in 2015.

Between 2005 and 2015, injuries on scooters skyrocketed by **40 percent**.

## WHEELED SPORTS SAFETY

Every hour, almost 50 children visit emergency departments with an injury related to bikes, scooters, roller skates or skateboards.

Don't forget to be a good role model and wear a helmet and other protective gear when riding a bike, skateboard, scooter or roller skates.

## RESOURCES AVAILABLE

- **Tips Sheets and other informational materials.** Feel free to use and share the wheeled sports safety tip sheets and infographic on the following pages with your family and friends.

If you would like electronic versions of these handouts, links can be found on the page titled Online Resources at the back of this toolkit.

- **Activity Sheet for Kids.** For younger kids, included is a Bike Safety fill-in-the-blank checklist of important safety steps kids of all ages should follow when riding a bike.
- **Social Media Posts.** You will find a Social Media Guide at the end of this toolkit that provides pedestrian safety social media posts you can share on your own social media channels.
- **Helmet Fit Test.** The brain is the most important part of the human body and it is really fragile. It does not require a big bloody injury to permanently injure our brains. That is why people wear helmets when riding a bike, skateboard, roller skates, and scooter. Equally important to wearing a helmet is making sure it fits and is worn correctly every time. Below is an easy three-step Eyes-Ears-Mouth helmet fit process kids of all ages should follow:

1



EYES: PUT THE HELMET ON YOUR HEAD. LOOK UP. YOU SHOULD SEE THE BOTTOM RIM OF THE HELMET.

2



EARS: MAKE SURE THE STRAPS FORM A 'V' UNDER YOUR EARS WHEN BUCKLED. THE STRAPS SHOULD BE A LITTLE TIGHT BUT COMFORTABLE.

3



MOUTH: OPEN YOUR MOUTH AS WIDE AS YOU CAN. DOES THE HELMET HUG YOUR HEAD? IF NOT, TIGHTEN THE STRAPS.

# Skating and Skateboarding Safety Tips

Everything you need to know to keep your kids safe while skating or skateboarding.

Skating and skateboarding can increase balance, agility, coordination and reaction time. It's also pretty fun. With plenty of practice and these safety tips, your kids can roll smart and safe.

## Helmets Are a Must

- Every skater should wear a helmet. Wrist guards, knee pads and elbow pads are a good idea for everyone, but especially for beginners. Mouth guards are good protection against broken teeth.



*More than 82,000 people are treated in hospital emergency rooms for skateboard-related injuries every year. Skateboarding injuries can range from mild to life-threatening. Skateboarders have been killed by head injuries and collisions with cars.*



## Find the Right Helmet Fit

- [Make sure the helmet fits and your child knows how to put it on correctly.](#) A helmet should sit on top of the head in a level position, and should not rock forward, backward or side to side. The helmet straps must always be buckled, but not too tightly. Safe Kids recommends kids take the [Helmet Fit Test:](#)



**EYES check:** Position the helmet on your head. Look up and you should see the bottom rim of the helmet. The rim should be one to two finger-widths above the eyebrows.



**EARS check:** Make sure the straps of the helmet form a "V" under your ears when buckled. The strap should be snug but comfortable.



**MOUTH check:** Open your mouth as wide as you can. Do you feel the helmet hug your head? If not, tighten those straps and make sure the buckle is flat against your skin.

## Skate Smart

- According to the American Academy of Pediatrics (AAP), children under 5 should never ride a skateboard. This might seem overly protective, but a child's balance and judgment have not fully developed yet, which means a high risk for a serious injury.
- Buy skates that truly fit in order to make learning easier and safer for your child.
- Limit skating to bike paths or areas set aside in public parks. Children should ride on smooth, dry surfaces located in a well-lit area away from traffic. Streets should be off-limits, as most in-line skating fatalities involve collisions with motor vehicles.
- Teach children to minimize the impact of a fall by crouching down as they lose balance to reduce the distance to the surface.



## Check the Gear

- Teach kids to check skates and boards for problems before each use. If there are any cracked, loose or broken parts, the item should not be used until it is repaired.
- Different skates and different boards do different things, so make sure kids have the right gear for their activity.

## Bike Safety Tips

Everything you need to know to keep your kids safe when biking.

There are so many great reasons to ride your bike: It offers fun, freedom and exercise, and it's good for the environment. Here are a few tips so that you will be as safe as possible while you're doing it.

### Wear a Helmet

- We have a simple saying: "Use your head, wear a helmet." It is the single most effective safety device available to reduce head injury and death from bicycle crashes.



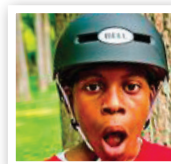
### Find the Right Helmet Fit

- Make sure your child has the right size helmet and wears it every time when riding, skating or scooting. Your children's helmet should meet the U.S. Consumer Product Safety Commission's (CPSC) standards. When it's time to buy a new helmet, let your children pick out their own; they'll be more likely to wear them for every ride.



**More children ages 5 to 14 are seen in emergency rooms for injuries related to biking than any other sport. Helmets can reduce the risk of severe brain injuries by 88 percent – yet only 45 percent of children 14 and under usually wear a bike helmet.**

- [Make sure the helmet fits and your child knows how to put it on correctly.](#) A helmet should sit on top of the head in a level position, and should not rock forward, backward or side to side. The helmet straps must always be buckled, but not too tightly. Safe Kids recommends kids take the [Helmet Fit Test.](#)
- **EYES** check: Position the helmet on your head. Look up and you should see the bottom rim of the helmet. The rim should be one to two finger-widths above the eyebrows.
- **EARS** check: Make sure the straps of the helmet form a "V" under your ears when buckled. The strap should be snug but comfortable.
- **MOUTH** check: Open your mouth as wide as you can. Do you feel the helmet hug your head? If not, tighten those straps and make sure the buckle is flat against your skin.



## Use Appropriate Helmets for Different Activities

- Children should always wear a helmet for all wheeled sports activities.
- A properly-fitted bike helmet is just as effective when riding a scooter, roller skating or in-line skating.
- When skateboarding and long boarding, make sure your child wears a CPSC certified skateboarding helmet.

## Proper Equipment and Maintenance Are Important

- Ensure proper bike fit by bringing the child along when shopping for a bike. Select one that is the right size for the child, not one he or she will grow into.
- When children are sitting on the seat of the bicycle, their feet should be able to touch the ground.
- Before the ride, make sure the reflectors are secure, brakes work properly, gears shift smoothly, and tires are tightly secured and properly inflated.
- Long or loose clothing can get caught in bike chains or wheel spokes. Dress young kids appropriately to ensure a safe ride.

## Keep an Eye Out

- Actively supervise children until you're comfortable that they are responsible to ride on their own.
- Every child is different, but developmentally, it can be hard for kids to judge speed and distance of cars until age 10, so limit riding to sidewalks (although be careful for vehicles in driveways), parks or bike paths until age 10. No matter where you ride, teach your child to stay alert and watch for cars and trucks.
- Children should be able to demonstrate riding competence and knowledge of the rules of the road before cycling with traffic.

## Model and Teach Good Behavior

- You'd be surprised how much kids learn from watching you, so it's important for parents to model proper behavior. Wear a helmet, even if you didn't when you were a kid.
- Teach your kids to make eye contact with drivers. Bikers should make sure drivers are paying attention and are going to stop before they cross the street.
- Tell your kids to ride on the right side of the road, with traffic, not against it. Stay as far to the right as possible. Use appropriate hand signals and respect traffic signals, stopping at all stop signs and stoplights. Be predictable when riding.
- Stop and look left, right and left again before entering a street or crossing an intersection. Look back and yield to traffic coming from behind before turning left.



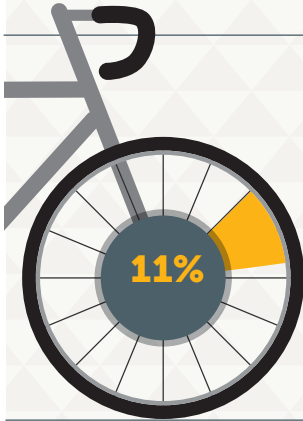
## Be Bright, Use Lights

- When riding at dusk, dawn or in the evening, be bright and use lights – and make sure your bike has reflectors as well. It's also smart to wear clothes and accessories that have retro-reflective materials to improve biker visibility to motorists.
- Most states require a front light but allow the use of a rear reflector. Headlights aren't so much for bicyclists to see where they are going but for others to see them. Riding without a headlight means drivers won't see you, and surprising motorists is never a good idea.



# Kids and Wheeled Sports Safety

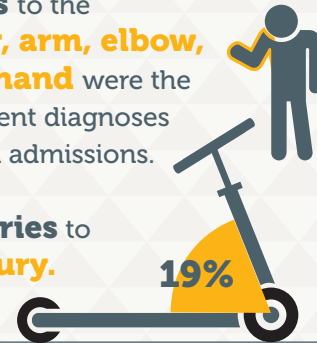
Every hour, nearly 50 children visit emergency departments with an injury related to **bikes, scooters, skates or skateboards**.



**Serious head injuries (concussions, internal injuries and fractures)** made up 11% of ED visits across the four wheeled sports.

**Fractures to the shoulder, arm, elbow, wrist or hand** were the most frequent diagnoses for hospital admissions.

19% of hospital admissions for **scooter injuries** to children in 2015 were because of a **head injury**.



**Almost 40% of parents** of children ages 5-14 years indicated that their **child did not always wear a helmet** when participating in one of the four wheeled sports.



Among parents who say they **always wear a helmet** when riding a bike, 86% say their child also does. However, among parents who say they **never wear a helmet**, only 38% say their child always does.

**Always**



**86%**



**Never**



**38%**



**Reasons why** parents report their **children do not always wear a helmet**:

**47%** Parents think area is safe/View child as experienced/Don't see helmets as necessary.



**Why no helmet?**

**27%** Child finds helmet uncomfortable.

**24%** Other kids don't wear one.

**22%** Child thinks helmets aren't cool.



## Top Tips to Keep Kids Safe on Wheels

- All riders should wear a properly-fitted helmet. It is the best way to prevent head injuries and death.
- Ensuring correct fit of a helmet can increase comfort and use.
- Knee pads and elbow pads are recommended for scooters, skaters and skateboarders. Wrist guards are also recommended for skaters and skateboarders.

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# BIKE SAFETY CHECKLIST

Fill in the blanks of this bike safety checklist using the word list below, and remember these important steps every time you ride your bike!

Same	Inflated
Helmet	Signs
Ways	Horn
Signals	Bright
Bell	Tune-Up

☐ 1. Always stop, look both \_\_\_\_\_ and listen before crossing the street.

☐ 2. Wear \_\_\_\_\_ colors or reflective clothing.

☐ 3. Use a \_\_\_\_\_ or \_\_\_\_\_ to alert other pedestrians or vehicles you are approaching.

☐ 4. Always ride in the \_\_\_\_\_ direction as traffic.

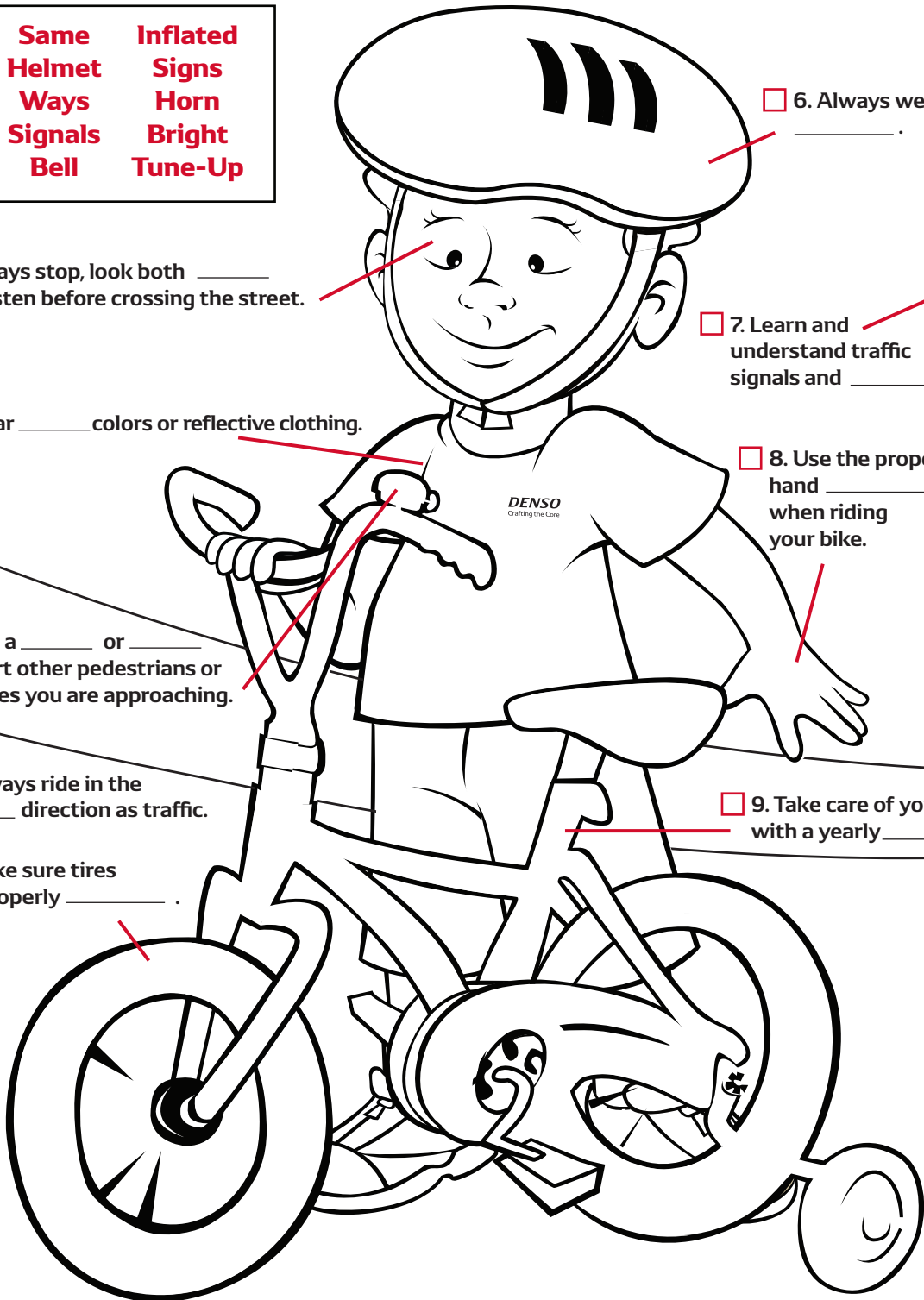
☐ 5. Make sure tires are properly \_\_\_\_\_.

☐ 6. Always wear a \_\_\_\_\_.

☐ 7. Learn and understand traffic signals and \_\_\_\_\_.

☐ 8. Use the proper hand \_\_\_\_\_ when riding your bike.

☐ 9. Take care of your bike with a yearly \_\_\_\_\_.



## ENGAGE WITH YOUR LOCAL SAFE KIDS COALITION

Safe Kids has more than 400 coalitions in the United States that host safety events, conduct workshops everywhere from schools to hospitals, and distribute safety devices such as car seats, smoke and carbon monoxide alarms, helmets, and personal floatation devices. Just as important, they also teach parents, caregivers and children how to use these important resources correctly. There are plenty of ways – both big and small – to get involved. Contact the Safe Kids coalition near you to learn more about what Safe Kids coalitions are doing in your community:

DENSO LOCATION	SAFE KIDS COALITION	CONTACT INFORMATION
Southfield, MI	Safe Kids Oakland County	<a href="https://www.safekids.org/coalition/safe-kids-oakland-county">https://www.safekids.org/coalition/safe-kids-oakland-county</a>
Battle Creek, MI	Safe Kids Kalamazoo County	<a href="https://www.safekids.org/coalition/safe-kids-kalamazoo-county">https://www.safekids.org/coalition/safe-kids-kalamazoo-county</a>
Osceola, AR	Safe Kids Mid-South	<a href="https://www.safekids.org/coalition/safe-kids-mid-south">https://www.safekids.org/coalition/safe-kids-mid-south</a>
Athens, TN	Safe Kids Southeast TN	<a href="https://www.safekids.org/coalition/safe-kids-southeast-tennessee">https://www.safekids.org/coalition/safe-kids-southeast-tennessee</a>
Maryville, TN	Safe Kids Greater Knox	<a href="https://www.safekids.org/coalition/safe-kids-greater-knox-area">https://www.safekids.org/coalition/safe-kids-greater-knox-area</a>
Waterloo, IA	Safe Kids Iowa	<a href="https://www.safekids.org/coalition/safe-kids-iowa">https://www.safekids.org/coalition/safe-kids-iowa</a>
Guelph, Canada	Parachute	<a href="http://www.parachutecanada.org/safekidscanada">http://www.parachutecanada.org/safekidscanada</a>
Murrieta, CA	Safe Kids Inland Empire	<a href="https://www.safekids.org/coalition/safe-kids-inland-empire">https://www.safekids.org/coalition/safe-kids-inland-empire</a>
Long Beach, CA	Safe Kids CA/ Safe Kids LA West	<a href="https://www.safekids.org/coalition/safe-kids-california">https://www.safekids.org/coalition/safe-kids-california</a>

## MAKE CHANGES IN YOUR COMMUNITY

If you are interested in improving safety for pedestrians and riders of wheeled sports near your child's school then this [Take Action Toolkit: How to Fix an Unsafe School Zone in Your Community](#) is for you.

This Take Action Toolkit helps parents and others in communities make smart public policy and save lives in school zones. It features a virtual map of a school zone with six danger areas, like the absence of a bike lane infrastructure, a street in front of a school where drivers often speed or where illegal school bus passing is a risk. You can click on the school zone risk area that you think changes in policy or infrastructure could make safer. That will open up a very detailed, but easy-to-follow, action plan to make change.

There are six action plans available:

Sensible Speed Limits Action Plan

Sensible School Traffic Action Plan

Improve School Drop-Off/Pickup Action Plan

Build a Bike Lane Action Plan

Stop School Bus Passing Action Plan

Action Against Distraction Plan

The plans include model letters, sample social media posts, convincing facts and much more. What's important is that both the advocacy strategies and infrastructure changes are not costly.





## HARD FACTS ABOUT CHILDREN AND SAFETY ON THE ROAD

- Approximately 1.25 million people die in road traffic crashes every year.
- 500 children die every day on the world's roads – one every three minutes.
- Road traffic injuries are estimated to be the ninth-leading cause of death across all age groups globally and are predicted to become the seventh-leading cause by 2030.
- After steady decreases over the last twenty years, the number of road related deaths of children ages 0-19 years in the United States increased 10 percent between 2014 and 2016.

### In and Around Cars by the Numbers

- Motor vehicle collisions are the number one cause of unintentional death among children ages 1-19 years in the United States.
- The number of children 8 and under who died in vehicle crashes has increased 19 percent from 2014 to 2016.
- 1 in 5 children ages 3 and under, 1 in 3 children ages 4-7, nearly 1 in 2 children ages 8-12 who died in 2016 were not restrained by an age-appropriate device, such as a rear-facing-only seat and forward-facing car seat or booster seat.

### Teens in Cars

- Teenagers age 15–19 years made up 71 percent of the motor vehicle occupant/driver fatalities among children in 2016.
- More teens die in motor vehicle crashes than from any other cause of death – 2,275 in 2016, a 6 percent increase over 2014.
- Fatalities are more frequent in teen drivers (61 percent) compared to teen passengers (39 percent). In half of the fatal crashes, the teen was not wearing a seat belt.

### Heatstroke

- Heatstroke in a car is the leading cause of non-crash, vehicle-related deaths for children under age 14.
- Every 10 days, across the United States, a child dies while unattended in a hot car.
- Children die from heatstroke every month of the year.

### Backovers/Frontovers

- Each year, more than 9,000 children are treated in emergency rooms for injuries that occurred while they were by themselves in or around motor vehicles.

## Pedestrian Safety by the Numbers

- Every day more than 40 kids in the U.S. are hit by a car while walking.
- Between 2014 to 2016 the rate of child pedestrian deaths increased by 19 percent.
- Eighty percent of child pedestrian deaths occur at non-intersection locations.
- Teens have a death rate twice that of younger children and have accounted for half of all child pedestrian injuries in the past five years.

## Distracted Walking

- 1 in 4 high school and 1 in 6 middle school students are crossing the street while typing on a cell phone, listening to headphones, talking on the phone, or using another electronic device, such as a tablet or game.

## Halloween

- On average, children in the U.S. are more than twice as likely to be hit by a vehicle and killed on Halloween than on any other day of the year.

## Wheeled Sports Safety by the Numbers

- Every hour, almost 50 children visit emergency departments with an injury related to bikes, scooters, skates or skateboards.
- Bicycling injuries made up about half of the 426,000 emergency department visits in 2015 – skateboarding and skating were each about 19 percent.
- Between 2005 and 2015, injuries on scooters skyrocketed by 40 percent.

## ONLINE RESOURCES

Below are links to the safety tips sheets, infographics and activity sheets provided as handouts in this toolkit:

### SAFETY TIP SHEETS

[Car Seat](#)

[Booster Seat](#)

[Seat Belt](#)

[Teens in Cars: Top Tips for Parents](#)

[Heatstroke](#)

[Driveway Safety](#)

[Pedestrian Safety](#)

[Skating and skateboarding](#)

[Bike](#)

### INFOGRAPHICS

[Buckle Up on Every Ride](#)

[Teens in Cars](#)

[How to Not Get Hit by a Car](#)

[Halloween Safety](#)

[Kids and Wheeled Sports Safety](#)

### ACTIVITY SHEETS FOR KIDS

[Can You Find Your Way to School Maze Game](#)

[Are You a Safe Walker Coloring Sheet](#)

[Always be Alert Hide and Seek](#)

[Stay Safe Trick or Treating Dot-To-Dot](#)

[Bike Safety Fill-in-the Blank Checklist](#)

### POSTERS

[Distracted Walking](#)

## SOCIAL MEDIA GUIDE

Feel free to share these informational Facebook posts and tweets on your own social media channels.

### TEENS IN CARS

#### Facebook

More teens die in motor vehicle crashes than from any other cause of death. Get the facts to keep your kids safe. <http://bit.ly/1ojYQuG>

Did you know teens who don't wear seat belts are also more likely to say they text while driving? Talk to teens about putting phones down and buckling up on every ride: <http://bit.ly/1ojYQuG>

**Twitter** *Remember to make sure your posts are under 280 characters.*

Parents: Talk to teens about speaking up when a driver isn't being safe. <http://bit.ly/1ojYQuG>

Fact: 49% of teens feel unsafe while riding with another teen. Find out more about #teensincars: <http://bit.ly/1jaCRB8>

### HEATSTROKE

#### Facebook

Children die from heatstroke every month of the year in nearly all 50 states. Children are still at risk even in cooler temperatures. You can help protect kids by remembering to ACT: Avoid heatstroke by never leaving a child alone in a car. Create reminders. Take action. Find out more at Safe Kids Worldwide: <http://bit.ly/1gy2XPR>

**Twitter** *Remember to make sure your posts are under 280 characters.*

If you see a child alone in a car, call 911. Experts will know what to do. You could save a life. #heatstroke <http://bit.ly/1gy2XPR>

10 minutes is all it takes for a car to reach deadly temperatures for a child inside. #heatstroke <http://bit.ly/1gy2XPR>

Safety Tip: Make sure to keep your car locked when you're not in it so kids don't get in on their own. #heatstroke <http://bit.ly/1gy2XPR>

Remember to never leave your child alone in a car – not even for a minute! #heatstroke <http://bit.ly/1gy2XPR>

### PEDESTRIAN SAFETY

#### Facebook

Every day more than 40 children are hit by a car while walking. Here are 7 ways it happens and 7 tips for how to keep it from happening: <http://bit.ly/2vMizA4>

Remind your child often how to walk safely. Here are some top tips to get you started: <http://bit.ly/1qM9Z6i>

**Twitter** *Remember to make sure your posts are under 280 characters.*

Every day, 40+ children get hit by a car while walking. Here are 7 ways to keep it from happening to yours. <http://bit.ly/1JpAVIg> #walksafely

Make sure to teach your kids how to safely cross the street. <http://bit.ly/1qM9Z6i>  
#walksafely

Teachers, here are four posters to help you remind teens to #walksafely <http://bit.ly/2u2rMC5>

## **DISTRACTED WALKING**

### **Facebook**

One in four high school students and one in six middle school students crosses the street while distracted. Tell students: phones down, heads up when walking: <http://bit.ly/1JpAVIg>

Teens account for half of all child pedestrian deaths. Teach teens to be smart about phones by putting them down when crossing the street to avoid distraction. <http://bit.ly/2u2IK3o>

Talk to your kids about the dangers of walking across the street while distracted by technology. It could save their lives: <http://bit.ly/1qM9Z6i>

Be a good role model. Set a good example by putting your phone, headphones and devices down when walking around cars: <http://bit.ly/1qM9Z6i>

**Twitter** *Remember to make sure your posts are under 280 characters.*

1 in 4 high school students cross the street while distracted. Tell teens: phones down, heads up to #walksafely. <http://bit.ly/1JpAVIg>

Before you give your kid their first phone, talk to them about putting it away when crossing the street. #walksafely <http://bit.ly/1qM9Z6i>

Be a role model. If you put your phone down when you cross the street, so will your kids. #walksafely <http://bit.ly/1qM9Z6i>

## **WHEELED SPORTS SAFETY**

### **Facebook**

Every hour, nearly 50 kids go to emergency rooms because of an injury on a bike, scooter, roller skates or skateboard. Take a look at what parents can do to protect their kids while riding: <http://bit.ly/WheeledSafety>

Did you know that almost 40 percent of parents say their child doesn't always wear a helmet while riding a bike or another wheeled sport? Take a few seconds to make sure your child has a comfortable and properly-fitted helmet so they can safely enjoy the ride: <http://bit.ly/HelmetFitTest>

When parents wear their helmets while biking, their kids are much more likely to wear their own as well. SHARE this post if you always wear your helmet while riding: <http://bit.ly/WheelsGraphic>

**Twitter** *Remember to make sure your posts are under 280 characters.*

Make sure your child has a well-fit helmet so they can safely enjoy the ride. #WheeledSports <http://bit.ly/WheeledSafety>

Every hour, almost 50 kids go to the ER for a #wheeledsports injury. Learn about how you can protect your riders. <http://bit.ly/ReadyForTheRide>

Do you always wear your bike helmet? When you show your kids how to ride safely, they'll follow. #WheeledSports <http://bit.ly/EnjoyRide>