

Pointers For Parents

Make It A SAFE KIDS Summer!



ARE YOUR KIDS SAFE?—These 2,550 teddy bears sitting in front of the U.S. Capitol represent the estimated number of kids who die each summer due to unintentional injury.

(NAPS)—While many youngsters—and even their parents—think of the summer months as a time of fun and relaxation, according to a study by the National SAFE KIDS Campaign, nearly half of all injury-related deaths among children occur during the summer. This summer children will be rushed to emergency rooms 3 million times for serious injuries and an estimated 2,550 will lose their lives to unintentional injuries.

Dr. C. Everett Koop, former Surgeon General of the United States, said, “This epidemic continues to kill and permanently disable America’s children at an alarming rate. If a disease were killing our children at the rate unintentional injuries are, the public would be outraged and demand that this killer be stopped. We have the vaccine for this epidemic and it is prevention.”

Here are a few more chilling facts about the hazards children face during the summer months:

- The deadliest time of year for childhood unintentional injury is July.
- Drowning occurs more often during July than any other month.
- Risk increases the most for older children 10 to 14.

SAFE KIDS suggests some steps you can take to keep your children out of such statistics:

1. Make sure all children ride correctly restrained in a safety belt or car seat and that they sit in the back seat.

2. Always supervise your children in or near water, including pools, spas, toilets, bathtubs and buckets.

3. Children should wear personal flotation devices on boats, near open bodies of water or while participating in water sports.

4. They should wear properly fitted helmets and other protective gear every time they ride bikes, scooters, inline skates or skateboards.

5. Children should always wear the right, properly fitted protective gear when they practice and play team sports.

6. Never let children under the age of 10 cross the street alone.

These facts come from the National SAFE KIDS Campaign, the only national organization dedicated solely to the prevention of unintentional childhood injuries. The campaign’s founding sponsor is Johnson and Johnson, the world’s most comprehensive manufacturer of health care products.

You can get a free *Make it a Safe Kids Summer! Safety Hazards Checklist* at www.safekids.org or by writing to: The National SAFE KIDS Campaign, 1301 Pennsylvania Ave., NW, Suite 1000, Washington, D.C. 20004.