

Child Passenger Safety Week 2012



Child Passenger Safety Week was held September 16 - 22, and the Safe Kids Buckle Up program is celebrating 15 years of progress.

Did you know that over the past 15 years, we've checked 1,500,000 car seats, certified 35,000 technicians, offered 80,000 checkup events, traveled 7 million miles in Chevrolet vans, reached 22,000,000 people and donated 550,000 car seats? Well done!

Without our dedicated Child Passenger Safety Technicians we could not assist our communities with this effort. Northern NJ Safe Kids / Safe Communities commend them for their efforts this year.

Take a look at our CPS Techs in Action.



Get the FACTS on Distracted Driving What Is Distracted Driving?

New Jersey Highway Traffic Safety will be launching a major traffic safety campaign geared to reduce distracted driving on our highways. Take a minute to learn exactly what distracted driving is?

Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger, and bystander safety. These types of distractions include:

- >> Texting
- >> Using a cell phone or smartphone
- >> Eating and drinking
- >> Talking to passengers
- >> Grooming
- >> Reading, including maps
- >> Using a navigation system
- >> Watching a video
- >> Adjusting a radio, CD player, or MP3 player



But, because text messaging requires visual, manual, and cognitive attention from the driver, it is by far the most alarming distraction.

The best way to end distracted driving is to educate all Americans about the danger it poses. On this page, you'll find facts and statistics that are powerfully persuasive. If you don't already think distracted driving is a safety problem, please take a moment to learn more. And, as with every-

thing on [Distraction.gov](http://www.distraction.gov), please share these facts with others. Together, we can help save lives. <http://www.distraction.gov/content/get-the-facts/index.html>

Key Facts and Statistics

>> In 2010, 3092 people were killed in crashes involving a distracted

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Do you need YOUR Childs Car Seat Checked?

Morris-Essex Car Seat Inspection Station

Open EVERY Wednesday
9:00 am - 3:30 pm

No appointment necessary!
973-971-6477

Inspections are conducted
by certified child passenger
safety technicians.



**Morristown
Medical Center**
ATLANTIC HEALTH SYSTEM

Safe Kids
Northern New Jersey



National Fire Prevention Week (October 7-13)


Safe Kids Worldwide and the United States Fire Administration are teaming up to ask every family to create a home fire escape plan and to practice it with the entire family.

Tips for planning and practicing how to escape from a home fire:


- ▲ Make sure there is always an adult around to help young children and others who might have difficulty escaping.
- ▲ Make sure all windows and screens can be opened quickly.
 - Security bars should have a quick release device so you can open windows and doors in an emergency.
 - For upstairs windows, have an escape ladder that fits your windows. Make sure your children know that the escape ladder is for emergencies only and is not a toy.

- ▲ Practice feeling the door, doorknob, and cracks around the door with the back of your hand to see if it is too hot. Help your children practice this step.
- ▲ Teach children to “get low and go” if there is smoke when they are leaving the home.
- ▲ Choose a safe place to meet in front of your home where you can be seen from the street.
- ▲ Once out of the home, stay out.
- ▲ Wait to call 911 until after you are out of the home.
- ▲ Make sure your street number is clearly visible from the road.


Scrap Book



Netcong Bike Rodeo – Students work to keep the signs REAL in the Rodeo Exercises.



Vernon PAL – The distribution of Bicycle Helmets helps keep all young riders safe.



Patty Difilippo RN, CPSI and Dave Barber CPT are prepared to assist the community residents with car seat inspections.

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driver and an estimated additional 416,000 were injured in motor vehicle crashes involving a distracted driver.

>> 18% of injury crashes in 2010 were reported as distraction-affected crashes.

>> In the month of June 2011, more than 196 billion text messages were sent or received in the US, up nearly 50% from June 2009. (CTIA)

>> 11% of all drivers under the age of 20 involved in fatal crashes were reported as distracted at the time of the crash. This age group has the largest proportion of drivers who were distracted.

>> 40% of all American teens say they have been in a car when the

driver used a cell phone in a way that put people in danger. (Pew)

>> Drivers who use hand-held devices are 4 times more likely to get into crashes serious enough to injure themselves. (Monash University)

>> Text messaging creates a crash risk 23 times worse than driving while not distracted. (VTTI)

>> Sending or receiving a text takes a driver's eyes from the road for an average of 4.6 seconds, the equivalent-at 55 mph-of driving the length of an entire football field, blind. (VTTI)

>> Headset cell phone use is not substantially safer than hand-held use. (VTTI)

>> Driving while using a cell phone reduces the amount of brain activity associated with driving by 37%. (Carnegie Mellon)

Daylight Saving Time will end Nov. 4, 2012 Remember to change smoke alarm batteries when clocks “fall back.”

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

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