The Invisible Epidemic: Unintentional Injury in Children

Morag MacKay, Director of Research
Emily Samuel, Senior Program Manager
Shushanna Mignott, Global Road Pedestrian Safety Manager
Safe Kids Worldwide
Our Mission

We work to keep all kids safe from preventable injuries
Martin R. Eichelberger, M.D

Co-Founder
Safe Kids Worldwide

Professor of Surgery and Pediatrics,
George Washington University
Children's National Health System
Unintentional Injury
What is Unintentional Injury?

• An injury is physical damage produced by the transfer of energy, such as kinetic, thermal, chemical, electrical, or radiant. It can also be due to the absence of oxygen or heat.

• Unintentional injuries are harmful acts that occurred without any intention of causing damage to oneself or others.
Preventable injuries are the #1 killer of kids in the U.S.

Millions more children are injured every day.

It’s a global epidemic.
## Global Child Injury Fatalities – 2015

<table>
<thead>
<tr>
<th>Injury mechanism</th>
<th>Estimated number of deaths, 2015, 19 and under</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road traffic injury</td>
<td>379,926</td>
</tr>
<tr>
<td>Drowning</td>
<td>254,794</td>
</tr>
<tr>
<td>Foreign body</td>
<td>102,127</td>
</tr>
<tr>
<td>Mechanical forces</td>
<td>98,432</td>
</tr>
<tr>
<td>Falls</td>
<td>92,303</td>
</tr>
<tr>
<td>Fire, burn, scald</td>
<td>80,058</td>
</tr>
<tr>
<td>Other unintentional injuries</td>
<td>55,649</td>
</tr>
<tr>
<td>Poisoning</td>
<td>51,373</td>
</tr>
<tr>
<td>Firearm</td>
<td>18,000</td>
</tr>
</tbody>
</table>

*Global Burden of Disease 2015. Results by Cause 2015. Available at http://ghdx.healthdata.org*
Measuring Impact U.S.

Number of unintentional injury fatalities in U.S. among children 19 and under, 1987-2015

Estimated lives saved: 191,176 kids

*Estimated number of lives saved if death rate of 23.4/100,000 in 1987 had not been reduced.
Factors Influencing Injury Risk Globally

- Globalization
- Urbanization
- Motorization
- War
- Immigration
Challenges in Preventing Child Injury

• Historical lack of recognition of the issue by leadership and funders
• Multi-sectoral nature of solutions
• Challenges with community engagement
• Resource limitations
• Failure to adopt, implement and monitor impact of known effective solutions
How We Work

**RESEARCH**
Collect and analyze data and measure impact

**PROGRAMS**
Reach parents, caregivers, children and educators

**AWARENESS**
Deliver consistent, compelling messaging

**ADVOCACY**
Advocate for new and improved laws
Our Focus Areas

Safe Kids Worldwide provides resources to deliver community programs.

ROAD
- Child Passenger Safety
- Teen Driving
- Pedestrian
- Bike/Motorcycle
- Distraction

HOME
- Drowning
- Fire, Burns, CO
- Poisoning
- Suffocation
- Falls
- Medication

PLAY
- Sports
- Wheeled Sports
- Swimming
- Playground
- Toys

Emerging Issues
e.g. Button Battery; TV Tipovers; Laundry Packets
Our Approach

Strategic Research Action Plan

Strategic Program Action Plan

Education & Awareness

Research Report & Infographic

Safe Kids Network Engagement & Resources

Programs, Initiatives & Campaigns
Safe Kids Worldwide

Home Safety Programs
Home Safety in the U.S.
Home Safety Around the World

Safe Kids at Home

Preventing Fire and Burns in Pune
Fire and Burn Injuries in Pune

- About 76,000 children sustained burn injuries in 2014.
- From 2013-2015, 19% of the children suffered burn injuries.
- Out of these, 38% required medical attention.
- 64% of burn injuries occur at home.
- 44% of burn injuries occurred when the child was alone, in the absence of a parent or adult.
- Highest number of child injuries occurred in the age group of 7-10 years.
- Only 20% of schools conduct fire safety training.

There are ~8 lakh children below the age of 14 years in Pune.
Preventing Fire and Burns in Pune
Adapting Safety Messages

WHEN YOUR CLOTHES CATCH FIRE...

1. **STOP**
   where you are.

2. **DROP**
   to the ground. Cover your eyes and mouth with your hands.

3. **ROLL**
   until the flames are out.

HAVE A SAFE AND HAPPY DIWALI

- Wait for an adult before lighting firecrackers.
- Keep a safe distance while lighting firecrackers and light it arms length.
- Wear fitted cotton clothes that do not catch fire easily when lighting firecrackers.
- It is not safe to relight a firecracker that did not ignite the first time.
- Find an open area away from trees and homes before lighting a firecracker.
- Keep a bucket of sand or water nearby when lighting firecrackers in case there is a fire.
Adapting Safety Messages

My Fire Escape Plan

- Draw the plan of your house as big as you can with your parents, and label each room.
- Label doors and windows and the escape (if in an apartment).
- Draw two floor plans if you live in a two-story house.
- If your house has smoke alarms, write “SA” on each cord.
- Draw two ways to exit every room. If possible, label them as “OUT.”
- Draw an “X” at the safe meeting spot outside.
- Practice this fire escape plan often with your family.

Example:

Follow the instructions, draw your fire escape plan on the grid.

Place your escape plan on a place where you will see it such as a refrigerator or bulletin board.
Adapting Education for Communities
Preventing Fire and Burns in Kuala Lumpur
Safe Kids at Home Launch in Kuala Lumpur

Safe Kids at Home Launch in February 2017

In 2017, the program was piloted in 9 schools.

Training for Educators
Safe Kids Worldwide

Road Safety Programs
A Global Crisis

- 1.25 million die in road traffic crashes annually
- 500 children die every day on the world’s roads
- Road traffic injuries are the leading cause of death among young people, aged 15–29 years.
- Without action, road traffic crashes are predicted to rise to become the 7th leading cause of death by 2030.
Road Traffic Deaths Among Children

Of the children injured or killed on the roads each year:

- 38% are pedestrians
- 36% are traveling by car
- 14% by motorcycle
- 7% other
- 6% by bicycle
Global Call to Action

Decade of Action for Road Safety 2011-2020: saving millions of lives

Projected increase without action

Projected reduction if action taken

5 million lives saved

Number of deaths (millions)


Year

Courtesy of the WHO, 2011
UN Decade of Action for Global Road Safety: 2011 - 2020

Pillars of the Plan

- Road safety management
- Safer roads and mobility
- Safer vehicles
- Safer road users
- Post-crash response
On September 25th 2015, countries adopted a set of goals to **end poverty, protect the planet,** and **ensure prosperity for all** as part of a new sustainable development agenda. Each goal has specific targets to be achieved over the next 15 years. For the goals to be reached, everyone needs to do their part: governments, the private sector, civil society and individuals.
Walk This Way

Brazil • Canada • China • India
South Africa • South Korea • Philippines
Thailand • United States • Vietnam
Program Goals:

- Awareness – International Walk to School Day
- Education and Needs Assessment – PHOTOVOICE
- Environmental Improvements – Safe School Zone Project
- Research and Advocacy – Teens and Distraction, Moment of Silence (multi country engagement) and Alarming Dangers in School Zones
South Korea
Philippines
India
Vietnam
Thailand
South Africa
Safe Kids Buckle Up

A 20 year program to protect children from car seats to drivers’ seats

• A comprehensive program protecting children from car seats to teen driving
• Annual national awareness campaign
• Advocacy for stronger laws

Program Reach to Date

• 28 million people directly reached through events
• More than 2 million child safety seats checked
• Over 700,000 child safety seats distributed
• More than 700 permanent child safety seat inspection stations
Global CPS Certification

Qatar
• 5 year partnership with Hamad Medical Corporation.
• More than 100 professionals have been certified as CPS technicians and 5 are certified instructors.
• Self-sufficient to certify Safe Kids technicians and instructors.

China
• 4 year expansion into CPS with Safe Kids China
• More than 75 technicians and 5 instructors
• Self-sufficient to certify Safe Kids technicians and instructors.

Latin America
• Initial certification course held in Mexico for participants from multiple countries in 2016
Make every kid a safe kid.

Morag MacKay
Director of Research
mmackay@safekids.org

Emily Samuel
Senior Program Manager
esamuel@safekids.org

Shushanna Mignott
Program Manager
smignott@safekids.org

For more information visit www.SafeKids.org.