

# Prevention Pipeline

NC DEPARTMENT OF INSURANCE  
OSFM INJURY PREVENTION DIVISION  
and SAFE KIDS NORTH CAROLINA  
888-347-3737 • safekidsnc.org

newsletter

April 2020

**Mike Causey** Insurance Commissioner • State Fire Marshal • Safe Kids NC Chair

## CHILD PASSENGER SAFETY INSTRUCTORS MEETING AT CAROLINA BEACH



Child Passenger Safety instructors from across the state came together in March to learn more about the new National Child Passenger Safety certification training curriculum. They spent two days reviewing the curriculum and preparing for upcoming child passenger safety courses. These dedicated individuals train other professionals across North Carolina to help children ride safely in vehicles. Thank you for all that you do to keep children safe in N.C.

## NATIONAL PLAYGROUND SAFETY WEEK APRIL 27 – MAY 1, 2020

April 27th through May 1st marks National Playground Safety Week. Now that the days are longer, hopefully, the COVID-19 health emergency will soon be over and, with the proper knowledge, parents can be confident their children are enjoying the playground safely. Did you know that in the U.S., every 2 ½ minutes a child is seen in the emergency room from a playground-related injury? Click [HERE](#) to learn more about keeping children safe while at play.

## WEBSITE OF THE MONTH

[www.safekidsnc.org](http://www.safekidsnc.org)

For more information on ways to prevent unintentional injuries, visit the website of the month.

Have an exciting story, photo, event or training that you'd like featured in our next newsletter?

Email [injury.prevention@ncdoi.gov](mailto:injury.prevention@ncdoi.gov)

And follow us on Facebook at [facebook.com/NCSafeKids](https://facebook.com/NCSafeKids)



## APRIL IS DISTRACTED DRIVING AWARENESS MONTH

Distracted driving is simply doing any other activity that takes your attention away from driving. There are three types of distraction: visual, or taking your eyes off the road, manual, taking your hands off the steering wheel, and cognitive, completely averting your attention from the act of driving. Texting while driving is especially dangerous because it combines all three types of distraction. In fact, just taking your eyes off the road for five seconds is like driving the length of a football field blindfolded. For a single glance off the road, the risk of a crash increases by almost four times. Sending a message or talking on a cell phone, using a navigation system, eating, and doing makeup while driving are all examples of distracted driving. In fact, it takes the brain 13 seconds to refocus after using a cell phone or participating in another activity that occupies your brain.

Each day in the United States, approximately nine people are killed, and more than 1,000 are injured in crashes involving a distracted driver. According to Safe Kids Worldwide, in 2014 - 2,138 teens ages 15-19 died in motor vehicle crashes due to distracted driving. In 2018 - 123 people in North Carolina, lost their lives.

Last April, The Department of Insurance placed an obliterated vehicle in front of the Albemarle Building in which a teenager was killed while texting in order to bring awareness to the dangers of distracted driving. While the Hands-Free Bill has died in committee, Insurance Commissioner Mike Causey and the Department of Insurance will continue to endorse this legislation until real change has been made.

### HOW CAN YOU MAKE A DIFFERENCE?

**ON THE JOB:** If you work with the public, include distracted driving in your education and enforcement efforts.

**AS A SPOUSE, PARENT, FRIEND, OR FAMILY MEMBER:** Educate those around you on the dangers of distracted driving and ways to reduce it in the vehicle. Look for programs to encourage safe driving practices. Challenge stereotypes, meaning, do not single any group out, but think of changing the stigma collectively. Watch how you address people and choose your words carefully. The way we speak to others affects them and affects their attitudes.

**AS EDUCATORS:** Teach and encourage new drivers or anyone who is choosing to make unsafe driving decisions about safe driving skills such as pulling off the road for cell phone use, reducing the number of riders in the vehicle, and utilizing driving mode in the vehicle or on the cell phone to prevent distraction.

## LEGITIMATE CHILD RESTRAINTS: AVOID BUYING KNOCKOFFS

There has been an explosion of untested, uncertified car seats for sale online, and they're putting children at risk. As consumers, we must be vigilant about noncompliant devices, especially those presented for sale online by vendors who may feel

safely concealed from accountability. Sadly, the online marketplace has made it easier for unscrupulous vendors to sell products in the U.S. that don't meet applicable regulations.

It's important to know what it means for a child restraint to be 213-compliant. A compliant product meets all the performance, structural integrity, and labeling standards of NHTSA's Federal Motor Vehicle Safety Standard 213. Therefore, it must be a product for a child who weighs less than 80 pounds and be a rear-facing child restraint, forward-facing child restraint, belt-positioning booster seat, car bed, or harness system. The child restraint may be an add-on or built-in, and the regulation applies to child restraints used in any motor vehicle (including school buses) or aircraft.

There are several ways to ensure the seat you buy meets federal safety requirements and is produced by a reputable manufacturer:

**Buy in person:** It may involve lugging home a big box, but going to a retail store helps ensure the product you're buying was bought directly from the manufacturer.

If you're buying online, ask the following questions:

1. Does the manufacturer have a website you can find easily? Is the car seat on the American Academy of Pediatrics list? This list itemizes seats that meet federal motor vehicle safety standards and are approved for use in the United States.
2. Does the deal seem too good to be true? If so, there's a good chance you're looking at a knockoff.
3. Is it being sold directly by a trusted retailer?

If you have any questions about whether a seat is genuine, go straight to the manufacturer. A genuine manufacturer will be easy to contact and want to help.



## YOUTH SPORT SAFETY MONTH

April is Youth Sports Safety Month, and while sports are wonderful for kids, most sport-related injuries can be prevented by smart habits and training for all: players, coaches and parents. Safe Kids North Carolina encourages and promotes the overall safety of these athletes, and in doing so, hopes to teach important tips for recognizing when they or their teammates may be in danger. According to the Center for Disease Control and Prevention (CDC), each year, more than 2.6 million children 0-19 years old are treated in the emergency department for sports and recreation-related injuries. Research done by the CDC has proven that half of all sports injuries in youth are preventable by using current best practices and guidelines and having a qualified health care professional on staff.

Being on the sidelines can also cause injury, and as parents and coaches, there are simple things that we can do to help reduce

*continued on Page 4...*

# CPS TECHNICIAN CERTIFICATION CLASSES

May 26 – 29	Elkin
May 26 – 29	Wilmington
June 1 – 4	West Jefferson
June 8 – 11	Indian Trail
June 22 – 25	Lenoir

For more information on how to register for a class, visit [buckleupnc.org](http://buckleupnc.org).

The **SAFE KIDS NC CONFERENCE** has been canceled due to the uncertainty of the nationwide coronavirus health emergency. The decision to cancel the conference was not made in haste, but with the best interest in mind for our speakers, vendors, staff and conference attendees. The Safe Kids NC Team reminds you to stay safe and practice social distancing.

... continued from Page 3

these preventable mishaps so our kids can stay involved in the activities and games they love.

- Prepare kids for the demands of a sport:
  - Before getting involved in any strenuous extracurricular activity, make sure your child receives a pre-participation physical exam.
  - Provide the coaches with important information in case of an emergency, such as phone numbers, doctors information, allergies, etc.
- Warm up before games and practice
  - Stretching can release muscle tension and help to prevent sports-related injuries.
- Hydrate
  - Stay up-to-date with the signs and symptoms of dehydration and other forms of heat illness.
  - Encourage athletes to stay well hydrated before, during and after play.
- Dress appropriately
  - Use properly fitted gear and correct equipment to prevent and reduce the severity of injuries.

Playing sports safely isn't about limiting kids, it's about keeping athletes healthy and injury-free so they can continue playing to their greatest potential.

Kids home  
with you?



Keep these  
things up & away.



Store cleaning products safely to prevent poisoning.



Keep all medicine out of reach and sight, even medicine you take every day.



Separate toys by age and keep little game pieces away from little kids.

**PREVENTING INJURIES DURING  
THE #CORONAVIRUS**



## SCHEDULED RISK AREAS

MAY 2020  
Bicycle Safety Month

CPS Technician Month

Youth Traffic Safety Month –  
Teen Safety

Bike to School Day (5/6)