



NEWS RELEASE

For Immediate Release

Contact: Catie Wardwell
Phone: (208) 381-2894

SAFE KIDS WEEK FOCUSES ON MAKING IT A SAFE KIDS SUMMER

Accidental Injury is the Leading Cause of Death for Children 0-14 Years Old

Boise, ID (April 30, 2007) – During the week of April 30, Safe Kids Treasure Valley will be celebrating National Safe Kids Week. This year's theme, Make it a Safe Kids summer, will focus on educating parents and their children about the potential safety risks involved with a variety of summer activities.

Safe Kids Treasure Valley and local community organizations that are dedicated to keeping kids safe, such as St. Luke's Children's Hospital, Ada County Sheriff, Meridian Police Department, AAA Idaho, and Kadel's ICR, will gather at Boondocks Fun Center to educate children and parents using interactive safety activities and games that will help to make their summer safe. This free event will be held on Saturday, May 5 from 1 – 5 pm.

“The start of summer is often referred to as ‘trauma season’ because preventable accidental deaths and serious injuries to children increase dramatically,” said Dr. Kenny Bramwell, St. Luke's Emergency Physician. “As a physician, it's difficult to treat pediatric patients that come in with injuries that could have been prevented. This very reason is why we need to educate parents and their kids about how to stay safe during the summer.”

Safe Kids Worldwide recently conducted a study (Attachment A) that indicates five of the most common causes of children's accidental injury deaths in summer are:

- Drowning (increases 89 percent in the summer over the annual monthly average)
- Biking (increases 45 percent)
- Falls (increases 21 percent)
- Motor vehicle passenger injuries (increases 20 percent)
- Pedestrian injuries (increases 16 percent).

In fact, almost 60 percent of total children's accidental injury deaths from May to August from 2001 to 2004 came from these risk areas. The report also demonstrates a 17.6 percent drop in children's accidental injury deaths in summer across the nation (comparing data from 1997–1999 to 2002–2004), yet children's accidental injury deaths continue to spike in the summer. The study also reports that an average of 17 children a day, or 2,143 children in total, died from May to August in 2004 due to injuries, many of which could have been prevented. Also in 2004, 2.4 million children made emergency room visits due to accidental injuries, many of which resulted in paralysis, brain damage, and other serious disabilities.

(MORE)

In the report, all 50 states and the District of Columbia were ranked according to the number of summertime accidental injury deaths per 100,000 children (ages 0 to 14) in their state, and the change in that rate over a five-year period (the average annual death rate for 1997-1999 vs. the average annual death rate for 2002-2004). The State of Idaho ranks 25th according to the children's accidental injury deaths in the summer, which are based on drowning, biking, falls, motor vehicle passenger injuries, and pedestrian injuries.

Safe Kids Treasure Valley works to prevent accidental childhood injury, the leading killer of children 14 and under. Safe Kids Treasure Valley is a member of Safe Kids Worldwide, a global network of organizations dedicated to preventing accidental injury. Safe Kids Treasure Valley was founded in 1996 and is led by St. Luke's Children's Hospital.

###