Safe Kids Wake County Offers Free Car Seat Inspections on Saturday
Recent study finds 1 in 4 parents have dCertified technicians help parents correctly use and install car and booster seats

STUDY FINDS 1 IN 4 PARENTS HAVE DRIVEN WITHOUT BUCKLING UP CHILDREN

Raleigh, N.C. (September 17, 2013) – It’s National Child Passenger Safety Week, and Safe Kids Wake County urges parents and caregivers to make sure their car seats and booster seats are properly installed. On Saturday, September 21 – National Seat Check Saturday – Safe Kids Wake County will host a free car seat inspection and seat check from 10 am to 2 pm at the Target in Knightdale, located at 1000 Shoppes at Midway Drive.

Car seat inspections offer drivers the chance to receive assistance and guidance from certified car seat technicians regarding proper installation of their child safety and booster seats. Safe Kids Buckle Up events continue throughout the year.

“Correctly used child safety seats can reduce the risk of death by as much as 71 percent,” said Debbie Newman, Safe Kids Wake County. “We want all parents to make sure their car seats are used and installed correctly and that the whole family is buckled up every time on every ride. And we’re here to help.”

A new Safe Kids Worldwide report, “Buckle Up: Every Ride, Every Time,” found that one in four parents have driven without buckling up children. In fact, more affluent parents, parents with higher levels of education, and young parents are more likely to make exceptions when it comes to buckling up their kids on every ride. Men were also more willing than women to bend the rules.

The report, funded as part of a $2 million grant from the General Motors Foundation, is based on a national online survey of 1,002 parents and caregivers of children ages 10 and under.

Seat Check Saturday activities are part of the nationwide Buckle Up program, which was established 16 years ago by Safe Kids and the General Motors Foundation to keep children and families safe in and around cars.

Parents and caregivers can locate an event in their community by visiting the Safe Kids website at safekids.org.

About Safe Kids Wake County
Safe Kids Wake County works to prevent unintentional childhood injury, the leading cause of death and disability to children ages 1 to 14. Safe Kids Wake County is a member of Safe Kids Worldwide, a global network of organizations with a mission of preventing unintentional childhood injury. Safe Kids Wake County was founded in 1996 and is led by WakeMed Health & Hospitals.

About the GM Foundation
Since its inception in 1976, the GM Foundation has donated hundreds of millions of dollars to American charities, educational organizations and to disaster relief efforts worldwide. The GM
Foundation focuses on supporting Education, Health and Human Services, Environment and Energy and Community Development initiatives, mainly in the communities where GM operates. Funding of the GM Foundation comes solely from GM. The last contribution to the GM Foundation was made in 2001. For more information, visit www.gm.com/gmfoundation.

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Affluent, educated and young parents are worst offenders

**Raleigh, NC** – As part of National Child Passenger Safety Week (September 15-21), Safe Kids Worldwide today released “Buckle Up: Every Ride, Every Time,” a new study that finds an alarming percentage of parents are not always taking the time to ensure their children are safely secured in vehicles.

The report, funded as part of a $2 million grant from the General Motors Foundation, is based on a national online survey of 1,002 parents and caregivers of children ages 10 and under. It reveals that one in four parents admit to having driven without their child buckled up in a car seat or booster seat. In fact, more affluent parents, parents with higher levels of education, and young parents are more likely to make exceptions when it comes to buckling up their kids on every ride. Men were also more willing than women to bend the rules.

“The number of children dying in car crashes has declined by 58 percent since 1987 but this research shows that the trend toward buckling up kids on every ride could be heading in the wrong direction,” said Debbie Newman, Safe Kids Wake County. “It only takes one time to be riding in a vehicle without buckling up for a life to be changed forever. During Child Passenger Safety week, we want to remind all parents that it’s important to buckle up their kids every time, on every ride.”

Motor vehicle crashes are a leading cause of death to children. In 2011, 679 children ages 12 and under died in motor vehicle crashes. A third of these children (221) were riding without a child safety seat or seat belt that could have saved their lives. In addition, older children are more often unrestrained in fatal car crashes compared to younger children.

“As kids grow up, it can be easy to forget the importance of taking time to buckle up, especially on a quick or overnight trip,” said Mike Robinson, GM vice president of Sustainability and Global Regulatory Affairs, a GM Foundation board member. “Unfortunately, exceptions can lead to tragedies. The research findings underscore the importance of remaining vigilant about buckling up throughout a child’s lifetime. There is no reason important enough to take the risk.”

The report also highlights that when parents make exceptions it sends a powerful message to kids that it’s not important to buckle up on every ride. As these kids get older, they could be more likely to find exceptions for buckling up as well. Teenagers have the lowest rate of seat belt use of all age groups.