

TRENDS IN UNINTENTIONAL CHILDHOOD INJURY

The National SAFE KIDS Campaign is the first and only national organization dedicated solely to the prevention of unintentional childhood injury, the leading killer of children ages 14 and under. Since the Campaign's launch in 1988, America has witnessed a dramatic reduction in unintentional injury-related mortality. Although the Campaign cannot take sole credit for this decline, it has played a major role in generating activity at the national level and through its network of more than 600 SAFE KIDS coalitions and chapters in all 50 states, the District of Columbia and Puerto Rico.

UNINTENTIONAL INJURY-RELATED DEATH RATES

- The unintentional injury death rate among children ages 14 and under declined 41 percent from 1987 to 2001.
- The motor vehicle occupant death rate among children ages 14 and under declined 7 percent from 1987 to 2001.
- The bicycle injury death rate among children ages 14 and under declined 69 percent from 1987 to 2001.
- The pedestrian injury death rate among children ages 14 and under declined 55 percent from 1987 to 2001.
- The drowning death rate among children ages 14 and under declined 40 percent from 1987 to 2001.
- The fire and burn injury death rate among children ages 14 and under declined 63 percent from 1987 to 2001.
- The airway obstruction injury death rate among children ages 14 and under declined 6 percent from 1987 to 2001.
- The unintentional firearm injury death rate among children ages 14 and under declined 75 percent from 1987 to 2001.
- The falls injury death rate among children ages 14 and under declined 29 percent from 1987 to 2001.
- The poisoning death rate among children ages 14 and under declined 14 percent from 1987 to 2001.

INJURY PREVENTION EFFORTS

Child Safety Seats

- More than 614,500 child safety seats have been distributed by state and local SAFE KIDS coalitions to families in need since the Campaign's launch.

Bicycle Helmets

- Nineteen states, the District of Columbia and numerous localities have enacted some form of mandatory bicycle helmet legislation since the Campaign's launch.
- At least six states have enacted requirements for children to wear helmets while participating in other wheeled sports (e.g., scooters, inline skates, skateboards) since the Campaign's launch.
- More than 2.5 million bicycle helmets have been distributed by SAFE KIDS coalitions since the Campaign's launch.

- Bicycle helmet use among children in the United States ranges from 15 to 25 percent, compared to 1 percent helmet usage when the Campaign launched its bicycle safety program in 1989.

Fire and Burns

- More than 200,000 smoke alarms have been distributed by SAFE KIDS coalitions since the launch of the Campaign's fire safety program in 1991.
- All national and regional code-making bodies have amended their plumbing code language to require anti-scald technology and a maximum water heater temperature of 120 degrees Fahrenheit in all newly constructed residential units.

*The first full year of funding for the Campaign was 1988. Therefore, 1987 data is used as a benchmark to establish trends.

Suggested Citation: National SAFE KIDS Campaign (NSKC). Trends in Unintentional Childhood Injury Fact Sheet. Washington (DC): NSKC, 2004.