Overview and Objectives

- Identify the most prevalent childhood risks for injury and death
- Compare and contrast national data and Nevada data trends
- List local and national resources and gaps for injury prevention
- Identify programs working at the local level to provide injury prevention strategies
- Questions
Our Mission

We work to keep all kids safe from preventable injuries
PREVENTABLE INJURIES ARE THE #1 KILLER OF KIDS IN THE U.S.

Every year, 9,000 families lose a child because of a preventable injury. When a child dies, the lives of families are changed forever.

MILLIONS MORE CHILDREN ARE INJURED EVERY DAY.

In the United States nearly 9 million children are treated for injuries in emergency departments every year. These are often serious injuries that can affect them for a lifetime.

IT’S A GLOBAL EPIDEMIC.

A child dies from a preventable injury every 30 seconds. Too many families don’t have access to the information and resources they need to keep their kids safe from tragedies such as drownings, car crashes, fires and falls.
THIS IS A PROBLEM WE CAN FIX.

No parent should have to endure the loss of a child. We can give all children the chance to grow up and become whatever they can imagine.

HERE’S HOW
Our Impact

Number of unintentional injury fatalities among children 19 and under, 1987-2010 in U.S.

- 16,501 in 1987
- 8,684 in 2010
- GOAL 50% reduction in deaths by 2020

53% decline

0 2000 4000 6000 8000 10000 12000 14000 16000 18000

6,342 in 2020
U.S. Child Death Statistics – 2010

- MV Traffic: 4,419
- Suffocation: 1,176
- Drowning: 1,027
- Poisoning: 838
- Fire/Burn: 365
- Pedestrian, Other: 214
- Other Land Transport: 191
- Firearm: 134
- Fall: 127
- Natural/Environment: 122
- Unspecified: 79
- Struck By or Against: 79
- Other Spec., Classifiable: 62
- Other Transport: 61
- Other Spec., NEC: 29
- Machinery: 29
- Pedal Cyclist, Other: 26
- Cut/Pierce: 5

U.S. Child Injury Statistics – 2012

- Fall: 2,812,191
- Struck By or Against: 2,062,151
- Overexertion: 892,924
- Cut/Pierce: 534,512
- MV Occupant: 469,118
- Other Bite/Sting: 448,780
- Foreign Body: 276,193
- Pedal Cyclist: 271,009
- Unknown/Unspecified: 267,029
- Other Specified: 261,258
- Other Transport: 172,013
- Dog Bite: 146,459
- Fire/Burn: 136,453
- Poisoning: 125,519
- Pedestrian: 53,839
- Motorcyclist: 45,045
- Inhalation/Suffocation: 24,860
- Machinery: 11,483
- Natural/Environment: 10,252
In 2009, more than 5,700 children’s lives would have been saved if the lowest state death rate was achieved nationally.
Nevada Child Death Statistics - 2010

- Asphyxia: 15
- Drowning: 10
- Overdose: 5
- Drug Exposed Infant: 7
- Fall: 3
- Gunshot Wound: 0
- Other: 2
- Motor Vehicle Crash: 15
# How does child death in Nevada compare with the rest of the U.S.?

<table>
<thead>
<tr>
<th>Total Nevada child and adolescent deaths:</th>
<th>Total national child and adolescent deaths:</th>
</tr>
</thead>
<tbody>
<tr>
<td>327</td>
<td>38,908</td>
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- This is a decrease from Nevada child deaths in 2009: 361
- This is a decrease from national child deaths in 2009: 41,640

<table>
<thead>
<tr>
<th>Nevada Infant Mortality Rate:</th>
<th>National Infant Mortality Rate:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.85 per 1,000 live births</td>
<td>6.39 per 1,000 live births</td>
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<table>
<thead>
<tr>
<th>Largest subgroup of child deaths in Nevada:</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Age group: Under 1</td>
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2010
Nevada

For the last three years, non-motor vehicle accidents (non-MVA) are the leading cause/manner of accidental death for children and adolescents in Nevada.

This is inconsistent with national mortality data, which shows motor vehicle accidents (MVA) as the leading cause/manner of death for all American children and adolescents.
Nevada Child Injury Statistics - 2012

- ATV: 13
- Animal: 3
- Bicycle: 22
- Burn: 4
- Cut: 2
- Pedestrian: 15
- Motorcycle Crash: 35
- Motor vehicle Crash: 72
- Scooter: 5
- Skateboard: 3
- Snow injury: 17
- Suffocation: 1
- Water: 2
- Struck by or against: 10
- Sports: 8
- Falls: 54

- 27% - Motor vehicle Crash
- 20% - Bicycle
- 5% - ATV
- 8% - Burn
- 2% - Cut
- 13% - Pedestrian
- 6% - Motorcycle Crash
- 1% - Animal
- 1% - Sports
- 1% - Water
- 2% - Struck by or against
- 1% - Suffocation
- 0% - Snow injury
- 3% - Other
- 4% - Other
- 1% - Other
What We Do

Community Delivered Programs

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

Home Safety
- Fire, Burns, CO
- Poisoning
- Suffocation
- Falls
- Drowning

School & Play
- Sports Safety
- Drowning
- Pre-K Start Safe

Emerging Issues
Gaps in Nevada

• No State office or programs focusing on general injury prevention
  • State Injury Prevention Grant from CDC funded a statewide Task Force and ended in 2010.

• No Consumer Product Safety Commission (CPSC) Office

• Poison Control moved from Oregon to Colorado

• No Statewide Safe Kids Office
Existing Resources in Nevada

- Safe Kids Washoe County and Safe Kids Clark County
- Nevada State Office of Suicide Prevention, Division of Public and Behavioral Health
- Nevada Department of Public Safety, Office of Traffic Safety
  - Child Passenger Safety Advisory Committee
- Nevada Department of Transportation
- Seven Child Death Review Teams (2 in Clark County, 1 in Washoe County, 4 Rural teams)
Thank You

Contact Information:

Leah Nelson
President, Safe Kids Washoe County Coalition
Marketing, Renown Children’s Hospital
775-982-6087
lnelson@renown.org
www.safekidswc.com