Teens and Distraction

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Our Mission

We work to keep all kids safe from preventable injuries
Preventable injuries are the #1 killer of kids in the U.S.

Millions more children are injured every day.

It's a global epidemic.
Our Values

Family Focused
Collaborative
Evidence Based; Policy Driven
Nationally Led; Community Delivered
Innovative
Future Focused

Integrity  Teamwork  Excellence  Accountability
Our Impact

Number of unintentional injury fatalities among children 19 and under, 1987-2013 in U.S.

- 16,501 in 1987
- 7,645 in 2013
- 8,684 in 2010
- 4,342 in 2020

GOAL 50% reduction in deaths by 2020
How We Work

**RESEARCH**
- Collect and Analyze Data
- 6-8 reports annually

**PROGRAMS**
- Deliver consistent messaging through our global network

**AWARENESS**
- Reach parents, caregivers, educators and kids

**ADVOCACY**
- Advocate for new and improved laws

**RESOURCE MOBILIZATION**
- Identify and secure new resources and plan Safe Kids Day
Our Global Network

400+ Coalitions in the United States

25+ Network Member Countries
Pedestrian Safety: A Global Program

Safe Kids Walk This Way is currently implemented in Brazil, Canada, China, India, South Korea, South Africa, Mexico, Philippines, Thailand, United States and Vietnam.

Program Goals:

• Awareness – International Walk To School Day

• Education and Needs Assessment – PHOTOVOICE

• Environmental Improvements – Safe School Zone Project

• Research and Advocacy – Teens and Distraction
Child Pedestrian Safety in the U.S.

47% (208) of children who died while walking in 2013 were 15-19 years old.

But there is still a lot of work to do...
- In 2013, there were 444 pedestrian fatalities among children ages 19 and under.
- In 2012, approximately 19,183 child pedestrians were nonfatally injured in motor vehicle-related incidents.
Research

• **Teens on the Move**
  
  • 2012
    - Teens ages 16- to 19-years-old at risk for pedestrian injuries
  
  • 2013
    - 34,000 observations of students crossing in school zones
    - 1 in 5 high schoolers and 1 in 8 middle schoolers crossing while distracted
  
  • 2014
    - Why? What are teens doing while walking and crossing?
    - Surveyed 1,040 teens ages 13 to 18
2012 Key Findings

- **Good News:**
  - In the past 15 years, a **53 percent** decline in death rate and **44 percent** decline in injury rate among pedestrians under age 19 in US

http://www.safekids.org/walkinginfographic
2012 Key Findings

- **Bad News:**
  - Each day, an estimated **61 children** in the US are injured as pedestrians
  - Children ages 14 to 19 accounted for nearly 55% of the deaths
2013 Research Objective

- To determine the percentage of teenagers and pre-teens crossing the street in a school zone, while using mobile devices in a sample of U.S. communities.

Older teens now account for half of all pedestrian deaths among children 19 and under. In the last five years, pedestrian injuries among 16-19 year olds increased 25% over the previous five years.

How big a problem is distraction? To find out, Safe Kids observed 34,325 middle and high school students crossing the street in a school zone. Here’s what we learned.
Distraction Defined

• Dividing one’s attention or focus because of the use of an electronic device (such as a cell phone, tablet or mp3 player).

• Look for children talking on the phone, looking down and texting, and children with earphones in.

• Our definition excludes children talking with friends, playing ball on the sidewalk, or reading a book while walking.
The Study Involved

- 24 Safe Kids coalitions
- 17 states
- 68 schools
2013 Report: *Teens and Distraction*

- 34,325 middle and high school students observed crossing the street in a school zone
  - 19,395 were of students from 48 middle schools
  - 14,930 were of students from 20 high schools
2013 Report: *Teens and Distraction*

- Distraction was observed in:
  - 1 in 5 high school students (20%)
  - 1 in 8 middle school students (12%)
The most frequent forms of distraction were:

- Texting (39% of distracted observations)
- Wearing headphones (39%)
- Talking on the phone (20%)
Discussion Groups

- Safe Kids spoke with 2,441 teens
  - Half (49%) say they use a cell phone when walking to school
  - Two out of five (40%) say they listen to music while walking
The Moment of Silence Campaign

- In 2012, Christina Morris-Ward was killed while crossing the street. She was wearing headphones and carrying a cell phone.
- While mobile devices are part of everyday life, we should remember that putting them down when crossing the street can be the difference between life and death.
• “Teens on the Move,” surveyed more than 1,000 teens ages 13-18 about their walking behaviors.

• 40 percent of teens surveyed said they had been hit or nearly hit by a car, bike or motorcycle while walking.

• Every hour of every day a teen pedestrian is killed or injured in the US after being hit by a motor vehicle.
2014 – Teens on the Move

Three Main Problems

3 hazards were identified as leading to this alarming trend.

- Walking while distracted
- Walking in the dark
- Crossing midblock or running across the street

Distraction

**Problem:** Half of teens surveyed say they cross the street while distracted by a mobile device.

**Tip:** Put down phones and headphones when crossing the street.

Walking in the Dark

**Problem:** 73 percent of teen pedestrian deaths occur between 7pm and 7am, when it’s dark out.

**Tip:** Be especially alert when it’s dark out, and make sure you’re visible to drivers.

Crossing Midblock/Running Across the Street

**Problem:** Teens that had been hit or nearly hit more frequently reported crossing midblock or running across the street.

**Tip:** Cross at a traffic signal or crosswalk, when possible. Make eye contact with drivers before crossing.
Pedestrian Safety and Teens

Every hour, a teen pedestrian is injured or killed after being hit by a car in the U.S.

In 2012, 284 teen pedestrians ages 13 to 19 died, and another 10,000 were injured.
In our survey of 1,000 teens, 40% say they have been hit or almost hit by a car, bike or motorcycle while walking.

When asked what happened when they were hit or almost hit, teens say:

- 24% Driver was going too fast
- 13% Teen didn’t look properly
- 10% Driver wasn’t paying attention
Research

Teens who have been hit or nearly hit report crossing the street while:

- 47% Listening to music
- 18% Texting
- 20% Talking on the phone

Overall, half of teens say they walk in the dark at least sometimes; we know that three-quarters of teen pedestrian fatalities happen between 7 p.m. and 7 a.m.

Talk to your teens about walking safely. Visit safekids.org to find out how.
Figure 8: A larger proportion of teens who have been hit or nearly hit report crossing the street while distracted.

- **Listen to music with headphones or earbuds**: 47% Ever hit/close call, 32% Never hit/close call.
- **Talk on the phone**: 20% Ever hit/close call, 10% Never hit/close call.
- **Text on the phone**: 18% Ever hit/close call, 8% Never hit/close call.
- **Look at websites on the phone**: 8% Ever hit/close call, 3% Never hit/close call.
Teen Pedestrian Program

• Take Action
  • Work with Middle Schools though PE classes, Student Government Organizations, or other leadership groups.
    • As leaders in their school and community students can help spread the word and take action to prevent injuries from distracted walking.
    • We want student leaders to elevate this issue across the student body to decrease and eventually eliminate distracted walking in and around your community.
Materials

- Safe Kids Worldwide provided coalitions the following:
  - Step-by-step guide
  - An instructional video for participating students
  - Program overview for school
  - Program overview for students
  - Marketing materials (posters, flyers, etc)
Every hour of every day a teen is killed or injured after being hit by a car.

Devices down when crossing.

Make eye contact with drivers.

Always use the crosswalk.
Ana Acosta- Safe Kids El Paso
El Paso Pedestrian Injury/Deaths

- University Medical Center of El Paso Trauma Registry Data (all ages):
  - 2011: 72 pedestrian incidents, 5 fatalities
  - 2012: 107 pedestrian incidents, 12 fatalities
  - 2013: 97 pedestrian incidents, 11 fatalities

- Zip codes with highest number of incidents in 2013:
  - 79905, 79902, 79924, and 79936
  - The Take Action Against Distraction project was implemented in 79902
Wiggs Middle School

- Targeted zip code
- Grant Opportunity
Responses

LOOK UP AND PUT YOUR ELECTRONICS AWAY

Anna Yellow

DO YOU COME WITH AN AIRBAG??
Winners
Questions

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Make **every** kid a **safe** kid.

Thank You