Leading Cause of Death

• Motor vehicle traffic crashes are the leading cause of death for age 4 and every age 11 through 27 (based on the latest data available – 2009).

Source: National Center for Health Statistics (NCHS) Centers for Disease Control (CDC), Mortality Data, 2009
Daytime Seat Belt Use Rate and Unrestrained Fatalities Among Passenger Vehicle Occupants
Figure 1
Traffic Fatalities Among Children Age 14 and Younger, by Age Group, 2001–2010

Number of Fatalities

- 8-14 Years Old
- 4-7 Years Old
- 1-3 Years Old
- <1 Year Old

2001 2002 2003 2004 2005 2006 2007 2008 2009 2010
Restraint Use Among Passenger Vehicle Occupant Fatalities, by Age, 2011

<table>
<thead>
<tr>
<th>Age</th>
<th>Number</th>
<th>Percent</th>
<th>Number</th>
<th>Percent</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 8</td>
<td>282</td>
<td>69%</td>
<td>128</td>
<td>31%</td>
<td>410</td>
</tr>
<tr>
<td>8-17</td>
<td>554</td>
<td>43%</td>
<td>722</td>
<td>57%</td>
<td>1,276</td>
</tr>
<tr>
<td>18-34</td>
<td>3,013</td>
<td>37%</td>
<td>5,100</td>
<td>63%</td>
<td>8,113</td>
</tr>
<tr>
<td>35-50</td>
<td>1,777</td>
<td>42%</td>
<td>2,413</td>
<td>58%</td>
<td>4,190</td>
</tr>
<tr>
<td>51-64</td>
<td>1,786</td>
<td>55%</td>
<td>1,480</td>
<td>45%</td>
<td>3,266</td>
</tr>
<tr>
<td>65 &amp; Above</td>
<td>2,785</td>
<td>70%</td>
<td>1,185</td>
<td>30%</td>
<td>3,970</td>
</tr>
<tr>
<td>Pth/Unk</td>
<td>14</td>
<td>50%</td>
<td>14</td>
<td>50%</td>
<td>28</td>
</tr>
<tr>
<td>Total</td>
<td>10,225</td>
<td>48%</td>
<td>11,028</td>
<td>52%</td>
<td>21,253</td>
</tr>
</tbody>
</table>
Unrestrained Passenger Vehicle Occupant Fatalities
by Age Group

<table>
<thead>
<tr>
<th></th>
<th>&lt;4 Years</th>
<th>4-7 Years</th>
<th>8-12 Years</th>
<th>13-15 Years</th>
<th>16-20 Years</th>
<th>21+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>58 (26%)</td>
<td>77 (41%)</td>
<td>85 (44%)</td>
<td>151 (57%)</td>
<td>1,532 (60%)</td>
<td>8,631 (51%)</td>
<td>10,547 (51%)</td>
</tr>
<tr>
<td>2009</td>
<td>73 (31%)</td>
<td>93 (42%)</td>
<td>129 (52%)</td>
<td>181 (67%)</td>
<td>1,894 (61%)</td>
<td>9,156 (52%)</td>
<td>11,545 (53%)</td>
</tr>
<tr>
<td>2008</td>
<td>75 (33%)</td>
<td>79 (40%)</td>
<td>116 (51%)</td>
<td>240 (70%)</td>
<td>2,015 (60%)</td>
<td>10,388 (54%)</td>
<td>12,925 (55%)</td>
</tr>
</tbody>
</table>
Child Passenger Fatalities by Age

- From 2007-2011, **3,668** child passengers died in crashes
  - **1,264** were under age 4
  - **1,120** were ages 4 through 7
  - **1,284** were ages 8-12
## Occupant Protection

<table>
<thead>
<tr>
<th>Nationwide Seat Belt Use Rate</th>
<th>Passenger Vehicle Occupant (&lt;5 Years Old) Fatalities Who Were Unrestrained*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011 84%</td>
<td>2011 76 (30%)</td>
</tr>
<tr>
<td>2010 85%</td>
<td>2010 78 (28%)</td>
</tr>
<tr>
<td>2009 84%</td>
<td>2009 93 (31%)</td>
</tr>
</tbody>
</table>

Source: NOPUS

Source: FARS  *Where restraint use was known.

<p>| Passenger Vehicle Occupant Fatalities Who Were Unrestrained*, by Age Group |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|</p>
<table>
<thead>
<tr>
<th>&lt;4 Years</th>
<th>4-7 Years</th>
<th>8-12 Years</th>
<th>13-15 Years</th>
<th>16-20 Years</th>
<th>21+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>59 (29%)</td>
<td>61 (34%)</td>
<td>102 (45%)</td>
<td>159 (65%)</td>
<td>1,536 (60%)</td>
<td>8,253 (51%)</td>
</tr>
<tr>
<td>2010</td>
<td>59 (26%)</td>
<td>77 (41%)</td>
<td>84 (43%)</td>
<td>152 (57%)</td>
<td>1,538 (60%)</td>
<td>8,667 (51%)</td>
</tr>
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<td>73 (31%)</td>
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<td>1,894 (61%)</td>
<td>9,156 (52%)</td>
</tr>
</tbody>
</table>

Source: FARS  *Where restraint use was known.
Unrestrained Fatalities Among Passenger Vehicle Occupants, by Age, 2002-2011
Unrestrained Fatalities Among Passenger Vehicle Occupants, by Age, 2011

Number Unrestrained

Age

Unrestrained  Total

0  3  6  9  12  15  18  21  24  27  30  33  36  39  42  45  48  51  54  57  60  63  66  69  72  75  78  81  84  87  90  93
What Do We Know About Tweens/Young Teens/Pre-Driving Teens?

- Restraint use among children aged 8-15 years old is 84%, below the rates for adults and younger children.
- Use varies by region, race/ethnicity, and age of child.
- Tweens are often part-time ("situational") seat belt users.
- At schools with lower socio-economic status, children are even less likely to be restrained.
Child Restraint Use by Age and Year, 2009, 2011

Source: National Survey on the Use of Booster Seats (NSUBS), NHTSA, 2009, 2011
What Do We Know About Tweens/Young Teens/Pre-Driving Teens?

- The incidence of riding in the front seat increases with age: 73% of children over age 8 ride up front.
- Many tweens only sit in the back if told to do so by their parents, and most tweens sit in the front passenger seat when they are the sole passenger.
What Do We Know About Tweens/Young Teens/Pre-Driving Teens?

In focus groups, many tweens said they did not use seat belts because they:

- Thought air bags were sufficient
- Feared that a seat belt would injure them rather than protect them in a crash.

We must communicate the importance of seat belts to tweens and correct their misconceptions about their use.

Source: *Journal of Safety Research*, “Tweens At Risk:” Examining car safety practices in four economically disadvantaged urban elementary schools in Virginia,” K.E. Will *et al*
NHTSA-funded Tweens/Young Teens Research
Increasing Seat Belt Use
Among 8- to 15-Year-Olds
Volume I
Findings
Avoiding Tween Tragedies

A multi-faceted intervention approach yielded significant improvements in seat belt use among local tweens. Careful planning resulted in police-driven school presentations, news media publicity, community awareness programs, and a full range of enforcement activities from roving patrols and checkpoints. There were also sizable improvements in tweens' knowledge of the seat belt law, awareness of the importance of using seat belts and self-reporting of "always" buckling up.

Demonstration Project to Increase Seat Belt Use Among 8- to 15-Year-Old Motor Vehicle Occupants
Parents remain the primary role models for children, particularly for younger adolescents.

Harnessed the powerful influence of parents to establish proper occupant protection habits in the early teen years, before young people become drivers.

Parents should set and enforce non-negotiable rules for seat belt use for all passengers in their vehicles.
SAFE ON FIRST—GREAT
SAFE GETTING HOME—EVEN BETTER
PARENTS—
INSIST ON SEAT BELTS
NHTSA Tweens Resources

- Avoid Tween Tragedies
- *Just Get it Across (coming soon!)*
- *Increasing Seat Belt Use Among 8- to 15-Year-Olds*
- New Public Service Advertising Campaign being developed with the Ad Council
Thank You for All You Do to Keep Kids Safe!!