



The Pulse

Spring 2007
Volume 3 Issue 6

Special Interest Articles:

- Traffic Deaths Should Top News
- Transportation Safety Conference
- Saved by the Belt



Inspection Stations:

*Ensure the CPS seats have not been recalled.

*Tips on how to choose an age, height and weight appropriate child safety seat.

*Hands on instruction installing CPSSeats in vehicles.

*Hands on instruction on how to correctly place a child in a car seat.

*Answer any questions parents or caregivers may have.

It's a Touchdown for Passenger Safety



On the surface Child Passenger Safety and Kansas City Chief's Football may not have a lot in common but at this years Child Passenger Safety Week Kickoff event football and child safety came together to promote one idea, child safety in automobiles. The Bureau of Traffic Safety, Kansas Department of Transportation, in cooperation with the Kansas Safety Belt

Education Office and other groups hosted the event at McKinley Elementary School in Kansas City, Kansas on opening day, February 12th of Child Passenger Safety Week. Each year nationwide, the National Highway Traffic Safety Administration promotes child passenger safety in automobiles during the month of February. Romell Cooks from NHTSA, along with Col. William Seck, Kansas Highway Patrol and Phyllis Larimore, Children's Mercy Hospital greeted the students and visited about the importance of riding in their booster seats. Special guest, Casey Wiegman, pro-bowl center for the Kansas

City Chiefs stressed the importance of being safe and using equipment to keep you safe. He showed the students his safety equipment, helmet, pads and knee brace and then emphasized the importance of using the safety equipment, seat belts, in your car and also to use the safety equipment provided by their parents, a booster seat. The students enjoyed participating in a carnival where they played interactive games designed around the "Booster Rooster" character who educates about the use and safety of booster seats. Additional pictures of CPSW events are located on the KSBEO website on www.ksdot.org.



KS Inspection Stations receive Car seats

Parents and caregivers struggle with many challenges while trying to correctly install their child's safety seat. There are more than 100,000 possible combinations to consider between all the many different models of vehicles and child safety seats. It is no wonder 4 out of 5 child safety seats are installed wrong and motor vehicle crashes remain the number one killer of children under the age of 14. Most parents understand the

importance of correctly using child safety seats; however, installing seats correctly can be a challenge. In response to these challenges, Kansas has over 100 Inspection stations to assist citizens with the installation of car seats. The Kansas Department of Transportation provides assistance to these stations in the way of car seats which then are made available when recalled, out of date, or financial need requires a replacement seat.

Through this free service, parents and caregivers receive personal instruction from certified child safety seat technicians.



Lawrence Inspection Station



Traffic Deaths Should Top News by Peter J. Woolley

The nonstory of 2006 was also the nonstory of 2005. It is a nonstory every year going back decades. Yet, the number of people who die in car crashes in the United States is staggering, even if it is absent from the agenda of most public officials and largely ignored by the public. When all is said and done and the ball begins to drop on New Year's Eve, 44,000 people give or take several hundred, will have died in auto accidents this year. To put that number in perspective, consider that:

*At the 2006 casualty rate of 800 soldiers per year, the United States would have to be in Iraq for more than 50 years to equal just one year of automobile deaths back home.

* In any five-year period. The total number of traffic deaths in the United States equals or exceeds the number of people who died in the horrific South Asian tsunami in December 2004. U.S. traffic deaths amount to the equivalent of two tsunamis every 10 years.

* According to the National Safety Council, your chance of dying in an automobile crash is one in 84 over your lifetime. But your chances of winning the Mega Millions lottery are just one in 175 million.

* If you laid out side by side 8-by-10 photos of all those killed in crashes this year, the pictures would stretch more than five miles.

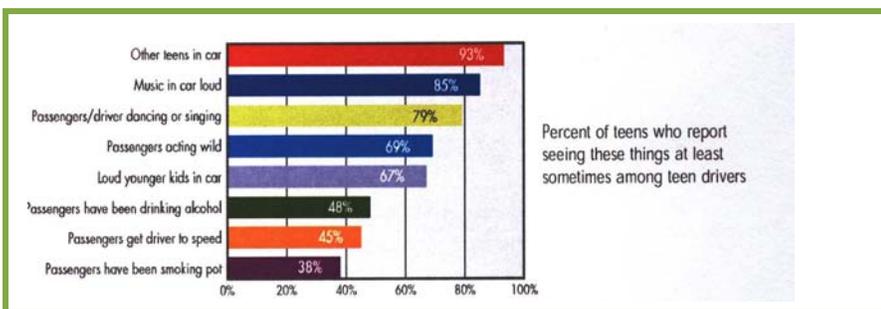
* If you made a yearbook containing the photos of those killed this year, putting 12 photos on each page, it would have 3,500 pages. If you wanted to limit your traffic-death yearbook to a manageable 400 pages, you'd either have to squeeze more than 100 pictures onto each page or issue an eight-volume set.

Can you hear me now? Automobile deaths are the leading cause of death for children, for teenagers, and in fact for all people from age 3 to 33. Yet this annual tragedy is not a cause to celebrate. Opinion leaders largely ignore the ubiquitous massacre. No marches, walkathons, commemorative stamps, or fund-raising drives are organized. It is not brought up in the State of the Union address. It is rarely the subject of public affairs shows. Statistics aren't updated daily in major newspaper or broadcasts. Gruesome crashes are reported just one at a time, each as if it might never happen again. Little attention is paid to the aftermath: safety measures taken or not taken, the workings or non-workings of the justice system. These avoidable deaths, as well as more than two million of those that are classified as non-fatal dismemberments, disfigurements, and other injuries that go along with them, have become part of the fabric of everyday life in the United States. But every solution is readily opposed by someone: the manufacturers, the industrial unions, truckers, consumers, taxpayers-though all are the potential victims.

The public is not to blame. It is hemmed in on every side by mind-numbing advertising and shouted stories of the moment. Apparently no medium is willing to bludgeon people- as they need to be- with statistics and trends on the dangers facing them every time they set out anywhere in their automobiles.

Only if there is a public outcry against this type of tragedy will the situation get the attention due it. Only when people fully realize the absurd and avoidable costs of the dangers that stalk them on the road and then demand on both the state and federal level governmental action in the form of forceful intervention and strict regulations will this become the story of the year, as it should be.

Reprinted from Washington Post 12/28/06



Driving: Through the Eyes of Teens

5665 teens surveyed
9th – 11th grades



13th Annual Transportation Safety Conference Traffic Crashes: A Kansas Epidemic

This year's Kansas Transportation Conference will take place in Wichita at the Hyatt Regency Hotel, April 17-18, 2007. The conference is designed to share and update information from all facets of the transportation safety community. The program will provide timely topics of interest to law enforcement personnel, judges, city and county officials, educators, counselors, engineers, EMTs and EMS workers, bus drivers, and anyone interested in transportation safety. Sue Gorcowski of the National Highway Traffic Safety Administration will deliver

the keynote address entitled "Utilizing Media to Promote Safety Initiatives." The plenary session will feature Sheriff John Whetsel, Oklahoma City, Oklahoma. Concurrent sessions will cover the areas of injury control, law enforcement, youth issues and roadway safety. People-Saving-People awards will be presented at the luncheon session on Wednesday. The conference will end with a drawing for great prizes. Participants must be present to win.

Conference Registration is \$35.00 and registration

forms are available at www.ContinuingEd.ku.edu.

Area school groups are encouraged to attend and scholarships are available by calling 785-296-3756.

One CEU for Child Passenger Safety Technicians is available at the Tuesday afternoon session, "Child Passenger Safety Panel: New Technology."

Do they need a booster seat??



Howard Dickinson, KHP and Major Jim Marble, Edwardsville Police check the weight of a McKinley Elementary School Student at CPSW Boost Your Love Carnival.

Saved by the Belt



"The wreck was not the type of Valentine I expected."

February 14, 2007

Location

Interstate 69 north of Pittsburg

Type of occupant protection

Lap/shoulder belt on front seat adult

Injuries

Compound arm fracture, bruises

I was wondering what my husband, Kyle, may have planned special for Valentines, little did I know my plans were about to change. I came to the intersection of Interstate 69 south and Highway 8 just north of Pittsburg, Kansas. I did the normal lift off the gas, looked left; saw a semi truck coming with its brake lights blinking on as it slowed down. I looked right and it was clear, so I began to accelerate, as I did, I looked left again and the only thing that crossed my mind was, "Oh god!" he is actually going to go! It was amazing how everything really did seem to happen in slow motion, I was able

to look behind the semi and see that he was pulling double trailers and that there would be no way of going behind the truck, so I hit the brakes and turned in the same direction he was headed. The impact was on the driver's side door of my vehicle and the passenger side right above the stairs and fuel tank of his big rig. My air bag went off and dust exploded all around me. As the driver of the semi came to check on me he kept saying he never even saw me, which I have no idea how he couldn't because I was in a full sized white work truck with the headlights on. I suffered a

compound fracture to my left arm, plus bruises and lacerations to my face, but I consider myself lucky. Although my Valentine's Day was ruined by spending the rest of it in the hospital, I thought about how the law enforcement on the scene told me I could of been thrown from the vehicle if I had not been restrained by my safety belt. I truly feel that lap shoulder combination belt I was wearing gave me the best Valentine I could possibly have, better than any card, better than any candies, it's the gift of life.

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KSBE0 Video Library

- *Don't Risk Your Child's Life pt. 7*
- *Latch*
- *Characteristics of a CPS Technician*
- *Young Drivers: The High Risk Years*
- **Many more Titles and subjects available !!!**

The Kansas Safety Belt Education Office is an occupant protection resource with many safety education videos and PSA's on loan. There is no charge associated with all of our materials. Materials can be checked out by calling 1.800.416.2522 or by visiting our website at www.ksdot.org.

Events Calendar

- April 10th-13th CPST
Kansas City, KS
- April 16th CPS Tech. Update
Kansas City, KS
- April 17th-18th Transportation Safety
Conference Wichita, KS
- May 15th CPS Tech.
Garden City, KS
- May 22nd CPST
Kansas City, KS
- June 18th CPST
Instructors Update
Lawrence, KS
- June 19-22 CPST
Lawrence, KS
- July 10-13 CPST
Garden City, KS

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and Reduce Injuries*

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This information is available in alternate accessible formats.

KANSAS Safety Belt
Education OFFICE