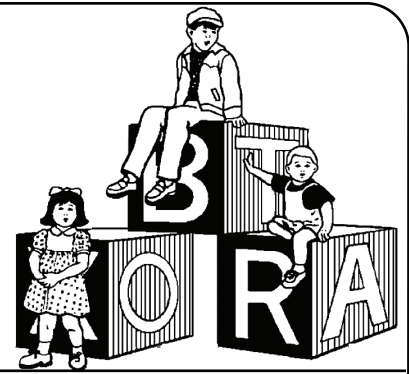


Building Blocks to Safety

*A newsletter for prevention of
childhood injuries*



North Dakota Department of Health

Fall 2006

Division of Injury Prevention and Control

Back-to-School Tips

The following health and safety tips are from the American Academy of Pediatrics (AAP).

Making the First Day Easier:

- Remind your child that she is not the only student who is a bit uneasy about the first day of school. Teachers know that students are anxious and will make an extra effort to make sure everyone feels as comfortable as possible.
- Point out the positive aspects of starting school: It will be fun. She'll see old friends and meet new ones. Refresh her memory about previous years when she may have returned home after the first day with high spirits because she had a good time.
- Find another child in the neighborhood with whom your youngster can walk or ride on the bus.
- If you feel it is appropriate, drive your child (or walk with her) to school and pick her up on the first day.

Backpack Safety:

- Choose a backpack with wide, padded shoulder straps and a padded back.
- Pack light. Organize the backpack to use all of its compartments. Pack heavier items closest to the center of the back. The backpack should never weigh more than 10 percent to 20 percent of the student's body weight.
- Always use both shoulder straps. Slinging a backpack over one shoulder can strain muscles. Wearing a backpack on one shoulder also may increase curvature of the spine.

- Consider a rolling backpack. This type of backpack may be a good choice for students who must tote a heavy load. Remember that rolling backpacks still must be carried up stairs, and they may be difficult to roll in snow.

Traveling to And From School:

Review these basic rules with your youngster:

School Bus

- Wait for the bus to stop before approaching it from the curb.
- Do not move around on the bus.
- Check to see that no other traffic is coming before crossing the street.
- Always make sure to remain in clear view of the bus driver.

Car

- All passengers should wear a seat belt and/or an age-and size-appropriate car safety seat or booster seat.
- Your child should ride in a car safety seat with a harness as long as possible and then ride in a belt-positioning booster seat. Your child is ready for a booster seat when she has reached the top weight or height allowed for her seat, her shoulders are above the top harness slots, or her ears have reached the top of the seat.

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Back-to-School Tips (continued)

- Your child should ride in a belt-positioning booster seat until the vehicle's seat belt fits properly (usually when the child reaches about 4-feet 9-inches in height and is between 8 and 12 years of age). This means the shoulder belt lies across the middle of the chest and shoulder, not the neck or throat; the lap belt is low and snug across the thighs, not the stomach; and the child is tall enough to sit against the vehicle seat back with her legs bent at the knees and feet hanging down.
- All children younger than 13 should ride in the rear seat of vehicles.
- Remember: Many crashes occur while novice teen drivers are going to and from school. You may want to limit the number of passengers your teen driver has in her car to prevent driver distraction. Do not allow your teen to drive while eating, drinking or talking on a cell phone.

Bike

- Always wear a bicycle helmet, no matter how short or long the ride.
- Ride on the right, in the same direction as auto traffic.
- Use appropriate hand signals.
- Respect traffic lights and stop signs.
- Wear bright-colored clothing to increase visibility.
- Know the "rules of the road."

Walking to School

- Make sure your child's walk to school is a safe route with well-trained adult crossing guards at every intersection.
- Be realistic about your child's pedestrian skills. Because small children are impulsive and less cautious around traffic, carefully consider whether or not your child is ready to walk to school without adult supervision.
- Bright-colored clothing will make your child more visible to drivers.

Disney Personal DVD Players Recalled

The U.S. Consumer Product Safety Commission (CPSC), the McNair Technology Co. Ltd.



and Unitech Battery Ltd. are recalling 102,000 battery packs sold with the Disney brand DVD players. The battery packs sold with these DVD players can overheat and possibly burst when recharging, posing a risk of burns.

The company has received 17 reports of the batteries overheating. The DVD players are about 6.5-inches by 5.5-inches with a 3-inch screen display. They were sold in five styles with a corresponding model number. The number is written on the back of the unit, under the viewing stand and below the Disney brand name.

DVD Style	Model Number
Princess	DP3500-PRN
Fairy Flowers	DP3500-MC
Mickey Classic	DP3500-MKY
Power Rangers	DP3500-POW

The DVD players were sold at discount and electronics stores nationwide, at Disney theme parks and through the Disney catalog from April 2005 through March 2006. Consumers should stop using the battery pack supplied with the DVD players and contact Memcorp at 800.326.0315 for a replacement rechargeable battery pack.

Visit the following websites for more information about product safety and injury prevention:

www.cpsc.gov
www.ndhealth.gov

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www.ndhealth.gov



Juicy Couture Jewelry Recalled for Lead Hazard

The CPSC and Liz Claiborne Inc. are recalling 2,800 Juicy Couture children's jewelry. The recalled jewelry contains high levels of lead. Lead is toxic if ingested by young children and can cause adverse health effects.

The bracelets and necklaces are gold or silver with charms. The charms include a yellow painted metal shirt with "Viva La Juicy" printed on the front, a cheerleader's megaphone with the word "Juicy," a green heart with the word "Juicy Couture," a black dog, the letter "J" and a purple flower. The jewelry is sold in a pink box with "Juicy Couture" and "Made With Love G&P" printed on the top. Style numbers YJRU0722, YJU0723 and YJR0724 are included in this recall. The style number is printed on the white sticker on the bottom of the pink jewelry box.



The jewelry was sold at department stores nationwide from September 2005 through April 2006. Consumers should take the recalled jewelry away from children immediately and return it to the place where purchased for a full refund. For more information, consumers can call 866.879.7877.

Kite Tubes Removed From Market

The CPSC and Sportsstuff are recalling 19,000 Wego Kite Tubes. CPSC staff is aware of 39 injuries, with 29 of those resulting in medical treatment. Those injuries include a broken neck, punctured lung, chest and back injuries, and facial injuries. Sportsstuff has received reports of two deaths and a variety of serious injuries in the United States.



The Sportsstuff Wego Kite Tube is a 10-foot-wide, circular, yellow inflatable watercraft designed to be towed behind a powerboat. Model 53-5000 is printed on the tube near the product valve. The floor of the tube has black caution warning stripes.

The tubes were imported and sold through marine distributors, mail-order catalogs and various retailers from approximately October 2005 through July 11, 2006. Consumers should stop using the kite tubes and contact Sportsstuff at 866.831.5524 to learn how to obtain free replacement products.

Daisy Slingshots Recalled

The CPSC and Daisy Manufacturing Co. are recalling 104,000 "The Natural" slingshots. If the slingshot band slips out of its frame during use, the ball at the end of the tubing can strike the user, resulting in serious facial injuries. Daisy has received at least three reports of injuries: a 12-year-old boy was blinded in one eye; a 16-year-old boy had decreased vision; and an 11-year-old boy broke three teeth.

The two metal frame slingshots being recalled are the Daisy models ERG-100 and ERG-300, marketed under the name "The Natural." The slingshots have an offset fork design, a sling made of bright green tubing with a black leather ammunition pouch and small balls inside the tubing where it connects to the frame. Both models have black handles.



The slingshot was sold at discount department and sporting goods stores nationwide from June 2004 through March 2006. Consumers should stop using this product and contact Daisy at 800.713.2479 for free pickup and either a full refund or a replacement with a comparable slingshot model.

Bicycle Child Carriers Recalled

The CPSC and PTI Sports Inc. are recalling 14,000 Schwinn deluxe bicycle child carriers. If the seat is not fully seated on the rack, the plastic guide tabs on the carrier can break. If these tabs break, the seat could fall off, posing a risk of serious injury to a child seated in the chair.

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Bicycle Child Carriers Recalled (continued)

The child carrier seat is attached to the back of an adult bike. The carrier is gray plastic with a blue rubber back and seat pad, a gray headrest and black straps. Model number SW571T is printed on the carrier's packaging and in the owner's manual. PTI is printed on a yellow warning sticker on the back of the carrier seat.



The bicycle child carrier was sold at department stores, discount department stores and military exchanges nationwide from September 2004 through November 2005. Consumers should stop using the bike child carriers and contact PTI Sports directly at 800.515.0074 for a free safety bracket and revised installation instructions.

Wooden Swing Sets Recalled

The CPSC and Adventure Playsets, Backyard Ventures Inc. are recalling 26,000 Adventure Playsets



Wooden Swing Sets. Defective bolts could cause the swing set frame to detach from the fort structure, posing a fall hazard to the user. Backyard Ventures has received 64 reports of the bolt heads twisting off during installation.

The recalled swing set models include the Durango, Tacoma, Odyssey Bellvue, Monarch, Grand Teton and Outlook II. The swing sets are made of wood and feature various types of slides, swings and a fabric canopy over part of the structure.

The sets were sold at Wal-Mart, Menards and Toys "R" Us stores nationwide and on Wal-Mart.com from February 2006 through March 2006. Consumers should stop using the swing set and contact Backyard Ventures to receive repair instructions and free replacement bolts for the recalled swing sets.

Dollar Stores Pacifiers Recalled

The CPSC and Kole Imports are recalling 3,600 Baby 2 Pack pacifiers. The pacifier's nipple can easily detach from the guard, posing a serious choking hazard to young children.



The recalled pacifiers are rubber nipples attached to a white or light blue plastic guard. The cardboard packaging has a picture of a baby, some toy blocks, a toy train engine and a diaper pin with a bear on it. The pacifiers are sold in packs of two, and the model number is BI194.

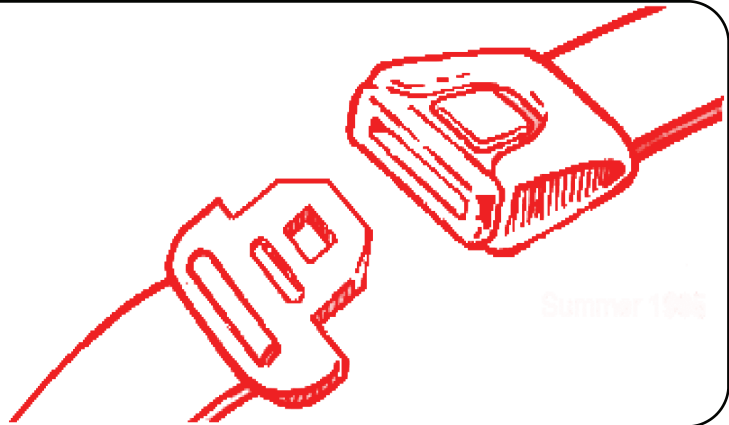
Discount dollar stores nationwide sold this product from August 2005 through March 2006. Consumers should stop using the pacifiers and contact the retailer where they purchased the pacifiers. For more information, call 800.847.7766.

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The Buckle Update



Keep Children Safe in and Around Cars

Since 1999, at least 1,000 American children have died when they were accidentally run over, often in their own driveways. These accidents, often called “backovers,” occur because all vehicles have a blind zone around them where the driver cannot see a child. Blind zones are worst in high vehicles such as pickup trucks and SUVs.

Children ages 1 through 4 are particularly at risk of being run over, according to Kids and Cars, a national nonprofit organization whose mission is to ensure that no child dies or is injured in non-traffic motor vehicle-related events. Young children in this age group are impulsive and unpredictable. They still have very poor judgment and have little understanding of danger. Young children do not recognize boundaries, such as property lines, sidewalks, driveways or parking spaces. Toddlers between the ages of 12 and 23 months usually can walk without assistance but have not yet developed a sense of personal safety. Backovers are often the predictable consequence of a child following a parent into the driveway without his or her knowledge.

Kids and Cars provides the following recommendations to help protect children from being run over:

- Walk around and behind a vehicle before moving it.
- Know where your children are. Have children move away from your vehicle where they are in full view before moving your car.
- Teach children that “parked” vehicles might move.
- Teach children never to play in, around or behind a vehicle.
- Keep toys and other sports equipment off the driveway.

- Keep vehicles locked at all times, even in the garage or driveway, and store keys where children can’t reach them.
- Be aware that steep inclines and large SUVs, vans and trucks add to the difficulty of seeing behind a vehicle.
- Consider installing safety devices, such as cross-view mirrors, audible collision detectors, rearview video cameras, etc.

For more information, go to www.kidsandcars.org.

Advanced Frontal Air Bags

Consumers who purchase passenger cars or light trucks produced after Sept. 1, 2006, will have advanced frontal air bags as one of the safety features in their new vehicle. The advanced air bags have been phased in by vehicle manufacturers since 2003.

Advanced frontal air bags automatically determine if and how forcefully the driver and passenger frontal air bags will inflate — based on occupant size, seat position, seat belt use and crash severity. These advanced frontal air bags were designed to minimize the risk of air bag-related injury and death to children and small adults by either shutting off or deploying the air bag with less force. The driver and passenger frontal air bags operate independently, meaning it is possible for either, both or neither of the air bags to deploy depending on the crash and the occupants.

Some parents may wonder if their children can ride in the front seat in a vehicle with advanced air bags. According to the National Highway Traffic Safety Administration, children 12 and younger should ride in the rear seat in an appropriate child-restraint system

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Advanced Frontal Air Bags (continued)

whether or not the vehicle has advanced air bags. Children are safer in the rear seat of a car.

Vehicles with advanced frontal air bags are required to have warning labels with the phrase “EVEN WITH ADVANCED AIR BAGS” on the sun visors for both driver and passenger seating positions. The vehicles also have an indicator light with the phrase “PASSENGER AIR BAG OFF” or “PASS AIR BAG OFF.” The purpose of this light is to indicate that the passenger frontal air bag have been turned off and will not deploy; for example, if the sensors detected an infant or toddler in the right front passenger seat.

Advanced frontal air bags sense the pressure placed on the seat bottom by the occupant. An occupant should sit upright with his or her back against the seat back and feet on the floor. Extra weight from items such as bags of groceries or children’s toys hanging on the seat back can add to the sensed weight of the occupant in the seat.

Consumers who purchase vehicles with advanced air bags should review their owner’s manual for information specific to their vehicles. For more information about air bags, go to www.safercar.gov.



Tweens: A New Emphasis for Traffic Safety

They are the future of traffic safety – children ages 8 to 12 who may have outgrown booster seats and are still too young to ride in the front seat. Dubbed “tweens” by marketers, these children are beginning to be more independent, to make their own decisions and to develop the habits they will carry for a lifetime.

According to the National Highway Traffic Safety Administration, tweens die in car crashes at a rate of more than one each day, and many more tweens – 1,267 in 2004 – are injured every year. About half of those who died were not wearing a seat belt, and a third of them were sitting in the front seat.

Safety advocates across the nation are recognizing that encouraging safe behavior in tweens presents an entirely new challenge – persuading tweens to sit in the back seat and buckle up at a time when they are trying to act older and be independent.

In 2005, the Automotive Coalition for Traffic Safety funded two pilot traffic safety programs, one in Dallas, Texas, and one in Joplin, Missouri. The projects conducted both pre-intervention and post-intervention surveys of tweens, as well as focus groups with tweens and limited interviews with parents. Following are findings from the pilot programs:

1. About half of the tweens in the two projects reported they don’t “always” buckle up.
2. About a third of tweens in the two cities reported sitting in the front seat, when it actually is safer for them to sit in the back seat.
3. Many tweens reported they believed the back seat is safer, yet they regularly sit in the front.
4. Tweens sit in the front because they want comfort and control (especially of the radio). Some tweens felt buckling up was uncomfortable.
5. Tween behavior mirrors their perception of whether most of their peers wear seat belts or ride in the back seat.
6. Tweens report being influenced a great deal by their parents – both by example and by making the decision for the tween as to where he or she will sit.
7. Girls are more likely to cite safety as a reason to wear seat belts and sit in the back. Boys, on the other hand, look for comfort, game-playing and parental approval as factors.
8. Research has proven that primary enforcement seat belt laws have increased restraint use. Seat belt laws also help parents “require” seat belt use by tweens.

A copy of the report “Tween Traffic Safety — Influencing 8-to 12-year-olds to sit safely buckled in a back seat” can be accessed at www.tweensafety.org.