Backover Accidents: Preventable Tragedies

Senior Leadership ViTS Meeting
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• Every year, thousands of children are hurt or die because drivers backing up didn’t see them.

• These incidents for the most part take place in residential driveways or parking lots.

• Over 60% of backing up incidents involve large-size vehicles (truck, van, SUV).

• Over 70% involve a parent or close relative behind the wheel.

• In the U.S., 50 children are being backed over by vehicles EVERY week.
  • 48 are treated in hospitals
  • two are fatality injured

• U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) found that children under 5 years old account for 31 percent of backover fatalities each year, and adults 70 years of age and older account for 26 percent.
Recent Legislation

• In 2014, the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) issued a final rule requiring rear-visibility technology in all new vehicles under 10,000 pounds by May 2018.

• The final rule complements action taken in 2013 to incorporate rear-visibility technology into the New Car Assessment Program (NCAP) – widely known for its 5-Star Safety Ratings.
Prevention

• What you can do...
  • Walk around vehicles
  • Know where children are
  • Be aware of steep inclines and large SUVs, vans and trucks
  • Hold children's hands when leaving vehicle
  • Never leave children unattended
  • Keep toys and sports equipment off driveways
THERE ARE 62 CHILDREN BEHIND THIS VEHICLE
Not one of them can be seen by the driver behind the wheel.

www.KidsAndCars.org

Before You Turn The Key
Make Sure You Can See