

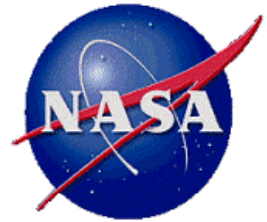
Backover Accidents: Preventable Tragedies

Senior Leadership ViTS Meeting
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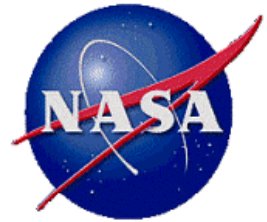
The Statistics



- 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.



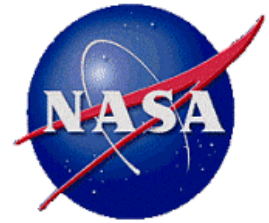
Recent Legislation



- 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.



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**Before You Turn The Key
Make Sure You Can See**