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Survey Shows Many Parents Don't Have Adequate Information to Keep Children Safe; Get On Board with Child Safety Offers Advice to Fare Through The Most Dangerous Season for Kids: Summer

Get on Board with Child Safety, a national initiative spearheaded by Safety 1st, a brand manufactured and marketed by Dorel Juvenile Group USA, an operating subsidiary of Dorel Industries Inc. (TSX: DII.A, DII.B; NASDAQ: DIIB), as well as The National Association of Children's Hospitals and Related Institutions (NACHRI), today announced results of a survey to 1,000 parents to gauge their knowledge of unintentional injuries, the leading cause of death for children ages 14 and under in the U.S. Survey results show many parents don't know the facts regarding potential hazards for children.



"The Get on Board with Child Safety survey demonstrates that there are significant gaps in parental knowledge of unintentional injury risks to children. Particularly in the area of car seat usage, parental knowledge tends to decrease as children age," said Michael Gittelman, M.D., medical advisor to Get on Board with Child Safety and emergency room pediatrician at Cincinnati Children's Hospital Medical Center. "Parents need targeted information about the different unintentional injury risks to children as they grow, from infant stage to toddlers and all the way through adolescence. Since motor vehicle collisions continue to be one of the most common injuries causing morbidity and mortality to youth, best practices regarding car seat usage and automobile restraint devices should be emphasized.

"As we officially enter the summer season this week -- known as the 'season of trauma' among children's hospitals due to the escalation of emergency room visits as a result of injuries -- Get On Board with Child Safety offers specific prevention strategies to address the knowledge gaps unveiled in this survey."

Parental knowledge of unintentional injury/death in children

- 61 percent of parents know suffocation/airway obstruction is the leading cause of death to babies from birth to 11 months of age.
- Less than half know falls are the leading cause of unintentional injuries to children ages 1 to 4 years.
- One in three parents don't know that children can drown in as little as two inches of water.
- Only one in four know motor vehicle crashes are the leading cause of death of toddlers ages 1 to 4 years.

Parental knowledge regarding car seat usage

- Almost three out of four parents know it is recommended by safety experts that toddlers ride in a forward facing car seat until they reach 40 pounds.
- More than half underestimate how long children should be in a booster seat. Almost a quarter think 4- and 5-year olds ranging from 40 to 50 pounds can securely ride without a booster seat.
- Only one in three parents know children should wait until 13 years of age to ride in the front seat of a car, and more than one in four think children can securely ride in the front seat if they are 8 to 10 years in age.

Parent's General Injury Prevention Knowledge

- More than half of parents think about childproofing their home during pregnancy.
- Less than half of parents see a need to implement additional childproofing devices for a second child.
- Those parents who had childproofed report the most popular products to be outlet plugs, cabinet locks, nightlights, gates, and smoke alarms.
- One in four parents say they have not childproofed their home yet due to lack of information or guidance.
- When asked who they would trust for this guidance 8 out of 10 parents reported a pediatrician/nurse.

Summer Vigilance

Nearly half of all unintentional-injury-related deaths among children occur in the summer (Source: National Safe Kids Campaign, "Trauma Season: A National Study of the Seasonality of Unintentional Childhood Injury" May 2001) since kids typically have more free time at home, at pools, lakes and beaches, or on summer road trips. Here are some tips from Get on Board with Child Safety to achieve an injury-free summer.

Car Trips (Motor Vehicle Injury)

Use a booster seat for children between the ages of 4 and 8 years or up to 4 feet, 9 inches in height. Adult seat belts usually do not fit children under this size properly unless they are in booster seats. When the belt sits too high in the abdominal and neck areas, it can cause serious injuries in an auto crash. Studies show that children using a booster seat are more likely to avoid injury than those using just a belt.

Play Injuries (Falls)

When riding a wheeled recreational vehicle (e.g. bicycle, skateboard, rollerblading) always wear a helmet. Bike injuries, in particular, send hundreds of thousands of kids ages 5 to 14 to the emergency room each year.

Supervise the trampoline. Approximately 90,000 kids visit the emergency room each year after a trampoline injury. Trampolines are even more dangerous when multiple kids are jumping at once or a child does summersaults.

Water Activities (Drowning)

Never leave children unattended in or near the water. Install gates around pools and use doorknob covers to prevent toddlers from getting out of the house and into water without supervision. Always drain small pools when not in supervised use.

A full list of safety tips can be found at www.getonboardwithsafety.com.

About the Get on Board with Child Safety Survey

The national online survey conducted by Click IQ, a market research firm in Minnesota, included 1,009 parents with a child age birth to 3 years, balanced to the US Census on geographic region, income and race. Further information on methodology and/or demographics will be supplied upon request.

About Get on Board with Child Safety

The Get on Board with Child Safety campaign is a national child injury prevention initiative to educate parents, caregivers and consumers nationwide about the changes they can make to prevent unintentional injuries in and around the home and on the road. The campaign is led by Dorel Juvenile Group USA's Safety 1st brand and the National Association of Children's Hospitals and Related Institutions (NACHRI).

About Dorel Industries, Inc.

Dorel Juvenile Group USA is an operating subsidiary of Dorel Industries Inc., manufacturing and marketing the Cosco and Safety 1st brands as well as Eddie Bauer and Disney Baby licensed products. Dorel Industries (TSX: DII.A, DII.B; NASDAQ: DIIB), is a global consumer products company engaged in the designing, manufacturing and marketing of a diverse portfolio of powerful consumer brands, sold through its Juvenile, Home Furnishings, and Recreational/Leisure segments. Headquartered in Montreal, Dorel employs approximately 4,500 people in fourteen countries. Dorel also has eight offices in China, headquartered in Shanghai, which oversee the sourcing, engineering and logistics of the Company's Asian supplier chain. 2005 sales were US\$ 1.8 billion.

About The National Association of Children's Hospitals and Related Institutions

NACHRI is an organization of children's hospitals with 194 members in the United States, Australia, Canada, Italy, Mexico and Puerto Rico. NACHRI promotes the health and well-being of all children and their families through support of children's hospitals and health systems that are committed to excellence in providing health care to children. NACHRI works to ensure all children's access to health care and children's hospitals' continuing ability to provide services needed by children. Children's hospitals work to ensure the health of all children through clinical care, research, training and advocacy.

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