



## Childhood Injury Survey

Commissioned by *Get on Board with Child Safety!*

### Overview of Survey Findings

Each year, millions of children are hurt by unintentional injuries. These injuries are the leading killer of children ages one to 14, and many are preventable. *Get on Board with Child Safety!*, a nationwide initiative spearheaded by Safety 1<sup>st</sup> and The National Association of Children's Hospitals and Related Institutions, works to educate families about the steps they can take to avoid these unintentional injuries at home and on the road.

A nationwide survey of 1,000 parents with a child ages three or under was conducted to measure parents' knowledge of child safety issues and their use of child proofing products at home.

While parents are well informed in some areas of child safety, there are significant knowledge gaps in other areas such as car safety. At home, many parents report that they are using certain safety devices like gates and smoke detectors, yet too many have not purchased other effective products such as doorknob covers.

### Parent's Knowledge of Safety Information is Mixed

#### Motor Vehicles

- Only 14 percent of parents are most concerned about their child's safety when riding in a car, despite the fact that from age one on, children are more likely to die from injuries sustained in a motor vehicle crash than any other type of injury.
- Fewer than one in four parents knows that motor vehicle crashes are the leading cause of injury deaths for toddlers between one and four years of age.
- But three out of four parents know it's safest for toddlers to remain in forward-facing safety seats until they weigh 40 pounds.
- More than half of parents underestimate how long children should be kept in booster seats.
- Only one in three parents knows children should wait until 13 years of age to ride in the front seat of a car.

## Home and Outdoors

- Approximately two-thirds of parents surveyed know that suffocation or airway obstruction is the leading cause of injury death among infants from birth to 11 months.
- Eighty-four percent of parents surveyed knew that children are at the greatest risk of unintentional home injury between the ages of one and four.
- Fewer than half of parents know falls are the leading cause of unintentional injuries for children ages one to four years, as well as for infants under one.
- Three-quarters of parents know that placing guns and ammunition on a high shelf is an ineffective way to protect children.
- One in three parents doesn't know that kids can drown in as little as two inches of water yet parents are most concerned when their child is playing in or around water.

## Parents Use Home Childproofing Devices

- Almost all parents have taken steps to child proof their home.
- Parents most frequently child proof their kitchen first, followed by the family room and nursery.
- A large percentage of parents reported that they had **not** purchased important safety devices: crib rail guards (63 percent), doorknob covers (56 percent), bed rails (59 percent) or power strip/adaptor covers (68 percent).

## Survey Methodology

### Panelist Profile

ClickIQ maintains a deeply profiled and continually refreshed consumer panel. ClickIQ employs automated recruiting and management tools to invite and incent panelists to complete and continually update exacting demographic and personal attribute information, as well as detailed profile questionnaires. The answers to these surveys work in concert to provide precision sample selection capabilities across a variety of market categories.

ClickIQ's panel is a double opt-in panel sourced from a variety of Internet properties, media sources, and referral mechanisms. In the double opt-in process enrollees must confirm their willingness to participate. Participation is free and all panelists can opt-out at any point in time. As part of the automated panel hygiene process, inactive/non-responsive panelists are purged regularly and bounce back email addresses are automatically suppressed. Participation in ClickIQ's panel is limited to U.S. residents.

### Survey Participants

For this survey, a randomly selected national sample of panelists received an e-mail invitation asking them to complete the survey. The 1,000 qualified respondents were also

required to have a child aged 3 years or younger. The national sample was balanced to the U.S. Census on geo-region and race.

The five over sampled markets were: Indianapolis DMA – 201 completes; St. Louis DMA – 201 completes; Houston DMA – 204 completes; Seattle DMA – 206 completes; and Tennessee (markets of Memphis/Nashville/Knoxville) – 200 completes. Randomly selected respondents from each of the above areas were only required to have a child aged 5 years or younger. This differs from the national sample which was balanced to the U.S. Census on geo-region and race.

## Survey Instrument

### Part I. Parental Knowledge

1. Unintentional injuries – or accidental injuries – are the leading killer of children ages 1 to 14 in the United States.  
A. True  
B. False  
  - Answer: True
  - Source: National Vital Statistics System, National Center for Health Statistics, Centers for Disease Control. *10 Leading Causes of Injury Death by Age Group Highlighting Unintentional Injury Deaths, United States -- 2003*
2. What is the leading cause of (nonfatal) unintentional injuries to babies aged birth to 11 months?  
A. Motor vehicle crashes  
B. Poisoning  
C. Suffocation/airway obstruction  
D. Falls  
E. Fire/burn  
F. Drowning  
G. Bite or sting  
  - Answer: D -- falls
  - Source: National Electronic Injury Surveillance System—All Injury Program operated by the U.S. Consumer Product Safety Commission. *National Estimates of the 10 Leading Causes of Nonfatal Injuries Treated in Hospital Emergency Departments, United States -- 2004*
3. What type of unintentional injury is the leading cause of death to babies aged birth to 11 months?  
A. Motor vehicle crashes  
B. Poisoning  
C. Suffocation/airway obstruction  
D. Falls  
E. Fire/burn  
F. Drowning  
  - Answer: C—suffocation/airway obstruction
  - Source: National Vital Statistics System, National Center for Health Statistics, Centers for Disease Control. *10 Leading Causes of Injury Death by Age Group Highlighting Unintentional Injury Deaths, United States -- 2003*

4. What is the leading cause of (nonfatal) unintentional injuries to toddlers aged 1-4?
 

A. Motor vehicle crashes	D. Falls
B. Poisoning	E. Fire/burns
C. Suffocation/airway obstruction	F. Drowning
	G. Bite or sting

  - Answer: D -- falls
  - Source: National Electronic Injury Surveillance System—All Injury Program operated by the U.S. Consumer Product Safety Commission. *National Estimates of the 10 Leading Causes of Nonfatal Injuries Treated in Hospital Emergency Departments, United States -- 2004*
  
5. What type of unintentional injury is the leading cause of death to toddlers aged 1-4?
 

A. Motor vehicle crashes	D. Falls
B. Poisoning	E. Fire/burns
C. Suffocation/airway obstruction	F. Drowning

  - Answer: A – motor vehicle crashes
  - Source: National Vital Statistics System, National Center for Health Statistics, Centers for Disease Control. *10 Leading Causes of Injury Death by Age Group Highlighting Unintentional Injury Deaths, United States -- 2003*
  
6. A baby should ride in a rear-facing child safety seat until:
  - A. He weighs twenty pounds
  - B. He reaches one year old
  - C. He is one year and at least twenty pounds
  - D. His feet touch the back seat of the car
  - E. All of the above
  - Answer: C – one year and at least twenty pounds
  - Source: National Highway Traffic Safety Administration, U.S. DOT
  
7. It is safest for a toddler to ride in a forward facing child safety seat until he reaches:
 

A. 25 pounds	C. 35 pounds
B. 30 pounds	D. 40 pounds

  - Answer: D - 40 pounds
  - Source: National Highway Traffic Safety Administration, U.S. DOT
  
8. It is safest for a child to use a booster seat in the car until he is
 

A. 8 yrs old and 80 pounds	D. 5 yrs old and 50 pounds
B. 7 yrs old and 70 pounds	E. 4 yrs old and 40 pounds
C. 6 yrs old and 60 pounds	

  - Answer: A - 8yrs and 80 pounds
  - Source: National Highway Traffic Safety Administration, U.S. DOT

9. Children can safely ride in the front seat of a car beginning at what age?
- A. 8 years old
  - B. 9 years old
  - C. 10 years old
  - D. 11 years old
  - E. 12 years old
  - F. 13 years old
- Answer: F – 13 years old
  - Source: NHTSA and American Academy of Pediatrics
10. To avoid a baby getting his head caught, what is the maximum safe distance between bars in a crib?
- A. 1 and \_ inches
  - B. 2 and 3/8 inches
  - C. 3 and \_ inches
  - D. 3 and 2/3 inches
- Answer: 2 and 3/8 inches
  - Source: Consumer Product Safety Commission
11. What is the maximum safe opening of a window to prevent window falls?
- A. 6 and \_ inches
  - B. 6 inches
  - C. 5 and \_ inches
  - D. 4 inches
  - E. 4 and \_ inches
- Answer: 4 inches
  - Source: Consumer Product Safety Commission
12. What is the highest temperature at which you can safely set your hot water heater to prevent burns?
- A. 100 degrees
  - B. 115 degrees
  - C. 120 degrees
  - D. 132 degrees
  - E. 145 degrees
- Answer: C 120 degrees
  - Source: Consumer Product Safety Commission, Tap Water Scalds Document #5098
13. Where should you place safety gates in your home to prevent your child from falling down the stairs?
- A. Top of stairs
  - B. Bottom of stairs
  - C. Both top and bottom
  - D. Neither top nor bottom
- Answer: C - both top and bottom
  - Source: The Home Safety Council
14. How often should you change the smoke detector batteries in your home?
- A. Every year
  - B. Every month
  - C. Every three months
  - D. Every six months
- Answer: D – every six months
  - Source: Consumer Product Safety Commission
15. At what age are children at the greatest risk of unintentional home injury?
- A. Under one
  - B. Ages 1 to 4
  - C. Ages 5 to 9
  - D. Ages 10 to 14

- Answer: B— ages 1-4
- Source: National Vital Statistics System 1992-1999. Compiled by the Home Safety Council. *The State of Home Safety in America: Facts About Unintentional Injuries in the Home, Second Edition, 2004*

16. Children can drown in as little as how much water?

- |               |             |
|---------------|-------------|
| A. One foot   | C. 4 inches |
| B. Six inches | D. 2 inches |

- Answer: D- 2 inches

17. Which of the following actions is not an effective way to protect your child from firearm injury in your home?

- A. Using trigger locks
- B. Storing firearms and ammunition separately
- C. Placing firearms and ammunition on a high shelf
- D. Keeping firearms and ammunition in a locked safe

- Answer: C – placing firearms and ammunition on a high shelf
- Source: Common Sense About Kids and Guns

18. Which of the following can cause poisoning in young children?

- |                                  |                           |
|----------------------------------|---------------------------|
| A. Cosmetics and beauty products | C. Household plants       |
| B. Cleaning products             | D. Over the counter drugs |
|                                  | E. All of the above       |

- Answer: E- all of the above
- Source: National Capital Poison Center

## Part II. Parental Behavior

19. At what age was your child when you first began thinking about child proofing your home?

- |                                |                      |
|--------------------------------|----------------------|
| A. Prenatal – during pregnancy | C. 7-12 months       |
| B. 0-6 months                  | D. 13-24 months      |
|                                | E. Over one year old |

20. What prompted you to begin thinking about child proofing?

- |                               |                        |
|-------------------------------|------------------------|
| A. Friend/relative's advice   | E. Internet            |
| B. Pediatrician/nurse         | F. Product advertising |
| C. Injury to your child       | G. News story          |
| D. Injury to a child you know | H. Store display       |

21. What areas in your home concern you the most for your child's safety? (select all that apply)
- |                 |                                   |
|-----------------|-----------------------------------|
| A. Baby nursery | F. Basement                       |
| B. Bathroom     | G. Hallway and/or stairs          |
| C. Kitchen      | H. Balcony, garage or yard access |
| D. Bedroom(s)   |                                   |
| E. Family Room  |                                   |
22. When are you concerned for your child's safety? (Select all that apply. You must select at least TWO options to continue.)
- A. When riding in a car
  - B. When bicycling
  - C. When walking in or crossing the street
  - D. When playing at a playground
  - E. When playing at a home that is not your own
  - F. When playing in or around water
23. Out of the following areas, which ONE are you MOST concerned for your child's safety?
- |                 |                                   |
|-----------------|-----------------------------------|
| A. Baby nursery | F. Office                         |
| B. Bathroom     | G. Basement                       |
| C. Kitchen      | H. Hallway and/or stairs          |
| D. Bedroom(s)   | I. Balcony, garage or yard access |
| E. Family Room  |                                   |
24. Do you know where to go to learn how to child proof your home?
- |        |       |
|--------|-------|
| A. yes | B. no |
|--------|-------|
25. Have you taken steps to child proof your home?
- |        |       |
|--------|-------|
| A. yes | B. no |
|--------|-------|
26. What area of your home did you child proof first?
- |                 |                                   |
|-----------------|-----------------------------------|
| A. Baby nursery | F. Office                         |
| B. Bathroom     | G. Basement                       |
| C. Kitchen      | H. Hallway and/or stairs          |
| D. Bedroom(s)   | I. Balcony, garage or yard access |
| E. Family Room  |                                   |
27. Did you put as much emphasis on child proofing when you had your 2<sup>nd</sup> child as you did with your 1<sup>st</sup>?
- A. Yes, saw need for implementing additional child proofing devices
  - B. No, because already had child proofed for 1<sup>st</sup> child
  - C. No, I didn't see the need with my 2<sup>nd</sup> child
  - D. N/A, I have one child

28. If you have not child proofed your home, why not?
- A. Lack of information or guidance
  - B. I can't find child proofing products in my neighborhood
  - C. Child proofing products are too difficult to install
  - D. Child proofing products are too expensive
  - E. I don't believe child proofing products are necessary and/or effective
29. Who would you trust to give your child proofing information or guidance?
- A. Pediatrician/nurse
  - B. Friend, relative or other parent
  - C. Daycare provider or school
  - D. Baby care class or community health fair
  - E. Retail store
  - F. Product manufacturer
  - G. Advertising or news story
30. How would you like to receive information about child proofing? (Select all that apply)
- A. Pediatrician/nurse
  - B. Through the mail
  - C. Email blast
  - D. At car seat installment seminar
  - E. Registry list
  - F. Magazine articles
  - G. Pre-natal or parent education class
  - H. Internet