The Real Risks of Backovers

The terms backover and frontover refer to when an infant or child is accidentally rolled over by a moving vehicle in a driveway or parking lot. Though this may seem like a rare occurrence, it happens regularly and carries serious consequences. This is preventable by taking a few precautions – and a few seconds.

Always:

1. Walk Around Vehicle
   Take 10 seconds to ensure the area is clear

2. Listen & Be Aware
   Roll down windows and actively listen

3. Eliminate Distractions
   Turn down radio, no phones, stop conversations

Most common victim age

1 year old

Most accidents occur when parent or guardian is driving

Trucks & SUVs have worst front and rear visibility

In the last 5 years, 589 children have died

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15,000 People injured each year in the U.S.

Mid-morning or late afternoon are when most accidents happen

Always:

When all cars on road have backup cameras

1 year old

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Backup Cameras Help, But Don’t See Everything

10 ft left

10 ft right

10 ft

20 ft

Sources:

>> KidsandCars.org (http://www.kidsandcars.org)
>> Insurance Institute for Highway Safety (http://www.iihs.org)
>> Spot The Tot - Primary Children's Hospital (http://www.primarychildrens.org)

>> for more information visit primarychildrens.org/safety