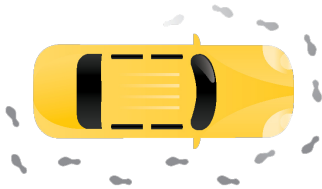


The Real Risks of Backovers

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

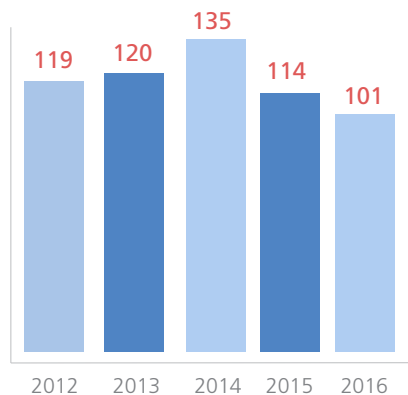
3 **Eliminate Distractions**
Turn down radio, no phones, stop conversations



Most common victim age

Child Fatalities - Backovers & Frontovers in U.S.

In the last 5 years, **589** children have died



15,000

People injured each year in the U.S.



Most accidents occur when parent or guardian is driving

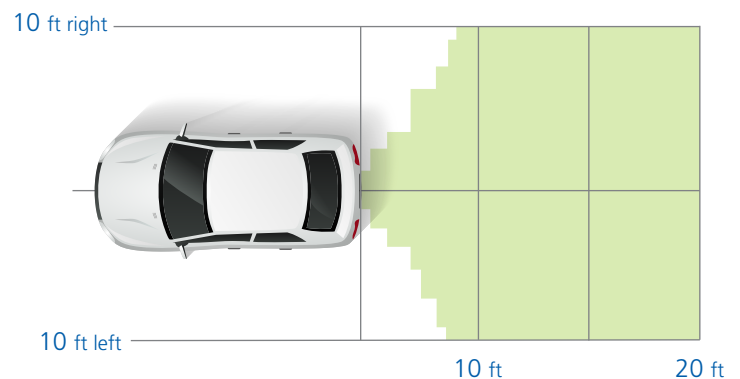


Mid-morning or late afternoon are when most accidents happen



Trucks & SUVs have worst front and rear visibility

Backup Cameras Help, But Don't See Everything



All new cars required to have backup cameras



When all cars on road have backup cameras

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>)



Hold On To Dear Life



Intermountain
Primary Children's Hospital

>> for more information visit primarychildrens.org/safety