

STUDY: AMUSEMENT RIDES INJURE 4,400+ KIDS A YEAR



Injuries higher on 'fixed' rides, experts call for consistent regulations

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Nationwide Children's Hospital
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SUGGESTED TEASE	STILL TO COME, WE'LL SHOW YOU WHICH RIDES CAN POSE A RISK OF INJURY TO YOUR CHILD THIS SUMMER. DETAILS OF A SURPRISING NEW STUDY, NEXT IN HEALTH NEWS.
ANCHOR LEAD	THE FIRST NATIONAL STUDY TO LOOK IN DETAIL AT CHILDREN WHO ARE INJURED ON AMUSEMENT RIDES IS OUT - AND THE RESULTS MIGHT SURPRISE YOU. MANY OF US MIGHT ASSUME THAT THE BIGGER AND FASTER RIDES ACCOUNT FOR MOST AMUSEMENT RIDE-RELATED INJURIES TO CHILDREN, BUT RESEARCHERS HAVE FOUND THAT'S NOT ALWAYS THE CASE. WITH DETAILS, HERE'S CLARK POWELL.
	(Nats - Roller coaster) :02
CG: Courtesy: Nationwide Children's Hospital Shots of roller coaster Shots of fair ride	TO ADULTS THEY MAY NOT SEEM SCARY OR INTIMIDATING, BUT FOR MORE THAN 4-THOUSAND U.S. CHILDREN EACH YEAR EVEN RIDES LIKE THESE CAN PROVE DANGEROUS. :08
	(Basketball in net) :01
Shots of family playing basketball Video of green dragon coaster	JUST ASK CRYSTAL MALONE. A FEW YEARS AGO, WHEN HER DAUGHTER DESTINI ("Destiny") WAS EIGHT, SHE GOT ON A RIDE LIKE THIS ONE AND WOUND UP AT THE HOSPITAL WITH A BROKEN ARM. :08
CG: Crystal Malone Daughter hurt on ride :17 - :29	"She had reached back to high five one of her nieces, and as she was bringing it back, the wrist part got caught in the corners of the ride." :12
Shots of Desteni shooting ball (Graphic) Amusement Ride Injuries 1990-2010 -Nearly 93,000 children treated -A third were 5 or younger -Falling was most common	AND A NEW STUDY IS SHOWING JUST HOW COMMON INJURIES LIKE THAT CAN BE. BETWEEN 1990 AND 2010 NEARLY 93-THOUSAND CHILDREN WERE TREATED AT EMERGENCY DEPARTMENTS FOR AMUSEMENT RIDE INJURIES. ABOUT A THIRD OF KIDS WERE FIVE OR YOUNGER, AND FALLING WAS THE MOST COMMON MECHANISM OF INJURY. ¹

Shots of ferris wheel	BUT IT'S NOT ALWAYS THE BIGGEST, FASTEST RIDES THAT ARE TO BLAME. :21
CG: Gary Smith, MD Nationwide Children's Hospital :50 - 1:02	“When we talk about amusement rides, we often think immediately of the roller coasters and the large rides, but in this study we found that a surprising number of injuries were occurring at local shopping malls, restaurants, and arcades.” :12
Shots of Dr. Smith at his desk Shots of fair ride in grassy field Shot of Coaster in mall Pan across rides	DOCTOR GARY SMITH OF NATIONWIDE CHILDREN'S HOSPITAL LED THE STUDY. HE SAYS MANY INJURIES HAPPEN AT PERMANENT SITES. MOBILE RIDES LIKE THOSE AT FAIRS AND CARNIVALS ARE REGULATED BY FEDERAL GUIDELINES - BUT NOT THESE. FIXED RIDES AT PLACES LIKE AMUSEMENT PARKS AND MALLS ARE REGULATED BY LOCAL AND STATE GOVERNMENTS AND ENFORCEMENT OF SAFETY STANDARDS CAN VARY WIDELY. :23
Dr. Smith (CG's earlier)	“It becomes very difficult to effectively regulate and prevent these injuries or even know how many injuries are occurring.” :07
Shots of Dr. Smith at his desk Shots of Desteni doing homework with mom at table	SMITH, WHO IS ALSO A PROFESSOR OF PEDIATRICS AT THE OHIO STATE UNIVERSITY, SAYS WE NEED TO REGULATE ALL AMUSEMENT RIDES MORE CONSISTENTLY, TO PROTECT MORE CHILDREN IN THE FUTURE. AT NATIONWIDE CHILDREN'S HOSPITAL, THIS IS CLARK POWELL REPORTING. :13
ANCHOR TAG	SUMMER IS THE PEAK SEASON FOR INJURIES ON AMUSEMENT RIDES. THE STUDY FOUND THAT, ON AVERAGE, ABOUT 20 CHILDREN A DAY ARE TREATED IN EMERGENCY DEPARTMENT FOR INJURIES DURING THIS TIME OF YEAR. ¹ FOR TIPS ON KEEPING YOUR KIDS SAFE WHILE ON THESE RIDES, YOU CAN CHECK OUT OUR WEBSITE.
 Share it! Suggested tweet:	New study from @nationwidekids tracks injuries to kids on amusement rides. Which pose risks to your child? http://bit.ly/14ST0Jr
 Suggested post:	If you plan on taking the family to an amusement park this summer, check out this story. The first national study to examine the details of injuries to kids associated with amusement is out, and the results may surprise you. Here are the results - http://bit.ly/14ST0Jr
References -	¹ <i>US Pediatric Injuries Involving Amusement Rides 1990-2010, Clinical Pediatrics, Volume 52, Number 5, April 2013.</i>
	Extra Bites
CG: Gary Smith, MD Nationwide Children's Hospital	<i>Dr. Smith talks about the rate of injury on amusement rides per year -</i> “There are more than 4,400 children treated in hospital emergency departments each year in this country for amusement ride-related injuries.” :08

<p>CG: Gary Smith, MD Nationwide Children's Hospital</p>	<p><i>Dr. Smith talks about the area of the body most often injured -</i> "The head and neck was the region of the body most commonly injured, and a fall was the most common mechanism of injury in this study." :07</p> <p><i>Dr. Smith talks about the reason for the study -</i> "Despite the fact that there were more than 290 million visits to sites that have fixed-site rides, such as amusement parks in this country in 2010, there's been remarkably little published on the injuries occurring at those sites, and that's why we did this study." :16</p>
<p>CG: Crystal Malone Daughter hurt on ride</p>	<p><i>Crystal talks about the day her daughter was injured -</i> "There was no swelling, no bruises, I just really thought she just kind of hurt it. And when I took her to the emergency room, that's when we found out that it was broken." :11</p> <p><i>Crystal talks about her reaction to the injury as a mother -</i> "I couldn't imagine the pain she was going through, especially after the doctor said it was broken. I was just torn to pieces for a very long time." :09</p> <p><i>Crystal talks about her attitude toward rides today -</i> "I let her know, it's your choice. If you're not afraid and you think you want to get on this ride, then go for it. But just be more cautious about what you're doing while on the ride, especially while it's going." :13</p>
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