

# AS POPULARITY OF ZIPLINING GROWS - SO DO INJURIES



First national study to analyze injuries shows a 56% increase between 2009-2012

**\*NOTE: EMBARGOED UNTIL MONDAY, OCTOBER 5, 2015 AT 12:01 A.M. EASTERN\***

Nationwide Children's Hospital

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<b>SUGGESTED TEASE</b>	<p>THE POPULARITY OF ZIPLINES IS GROWING, AND SO ARE INJURIES ASSOCIATED WITH THEM.</p> <p>COMING UP, THE RESULTS OF A NEW STUDY TRACKING ZIPLINE INJURIES - AND A PUSH TO MAKE THEM SAFER.</p>
<b>ANCHOR LEAD</b>	<p>ZIPLINING IS BECOMING A POPULAR ATTRACTION IN THE U-S, ESPECIALLY THIS TIME OF YEAR.</p>
<p><b>CG: Courtesy: Nationwide Children's Hospital</b></p> <p>Shots of people ziplining <b>CG: Up 56% between 2009-2012</b></p> <p>Shots of Tracy looking at data</p> <p>Point of view shot while ziplining <b>Graphic:</b> <b>-Studied 16 year period 1997-2012</b> <b>-Nearly 17,000 people treated</b></p>	<p>BUT AS ITS POPULARITY GROWS, SO DO INJURIES ASSOCIATED WITH IT.</p> <p>A NEW STUDY IS OUT SHOWING THAT ZIPLINE INJURIES SHOT UP NEARLY 56-PERCENT BETWEEN BETWEEN 2009 AND 2012.<sup>1</sup></p> <p>TRACY MEHAN CO-AUTHORED THE STUDY AT NATIONWIDE CHILDREN'S HOSPITAL, THE FIRST TO TRACK ZIPLINE INJURIES ON A NATIONAL LEVEL.</p> <p>OVERALL, RESEARCHERS STUDIED A 16-YEAR PERIOD, AND FOUND NEARLY 17-THOUSAND PEOPLE WERE TREATED IN U.S. EMERGENCY DEPARTMENTS FOR ZIPLINE-RELATED INJURIES.<sup>1</sup></p>
<p><b>CG: Tracy Mehan, MA</b> <b>Nationwide Children's Hospital</b></p>	<p>"70 percent of them were in the last 4 years, which shows us that this is a growing trend. In fact, in 2012 alone, there were over 3,600 injuries, which was about ten a day." :13</p>
<p>Shots of people ziplining</p> <p>Point of view shot approaching platform</p>	<p>ABOUT HALF OF THOSE INJURED WERE CHILDREN 10 YEARS OF AGE AND YOUNGER.</p> <p>THE MOST COMMON INJURIES WERE BROKEN BONES AND MOST PEOPLE WERE HURT BY FALLING FROM THE ZIPLINES.<sup>1</sup></p>
<b>ANCHOR TAG</b>	<p>EXPERTS HOPE TO USE THE FINDINGS OF THIS STUDY TO PUSH FOR UNIFORM SAFETY STANDARDS WHEN IT COMES TO ZIPLINES - ESPECIALLY BECAUSE</p>

	<p>THE INDUSTRY CONTINUES TO GROW.</p> <p>IN 2001 THERE WERE ONLY 10 COMMERCIAL ZIPLINE COURSES IN THE U-S.<sup>1</sup> TODAY THERE ARE MORE THAN 200 AND SAFETY STANDARDS VARY FROM STATE TO STATE.</p>
<p> <b>Share it! Suggested tweet:</b></p>	<p>Researchers <a href="#">@nationwidekids</a> find zipline injuries are on the rise. Who's getting hurt and how: <a href="http://bit.ly/1Kr7nEs">bit.ly/1Kr7nEs</a>.</p>
<p> <b>Suggested post:</b></p>	<p>Ziplining is a great way to experience fall foliage, but before or your child take a ride on a zipline, take a moment to read this. Researchers at the <a href="#">Center for Injury Research and Prevention</a> at <a href="#">Nationwide Children's Hospital</a> have released the first national study on zipline-related injuries and it shows a troubling trend. Between 2009 and 2012, the number of zipline-related injuries treated in U.S. emergency departments jumped almost 56 percent and most of those injuries were to children. In 2012 alone, an average of 10 people a day were treated in emergency departments due to zipline-related injuries. To learn more about the findings, click here: <a href="http://bit.ly/1Kr7nEs">bit.ly/1Kr7nEs</a></p>
<p><b>References -</b></p>	<p><sup>1</sup><i>Zipline-Related Injuries in United States Emergency Departments, 1997-2012, The American Journal of Emergency Medicine</i>, October 5, 2015. Online: <a href="http://www.ajemjournal.com/">http://www.ajemjournal.com/</a></p>
	<p style="text-align: center;"><b>Extra Bites</b></p>
<p><b>CG: Tracy Mehan, MA</b> Nationwide Children's Hospital</p>	<p><i>Mehan talks about the most common types of zipline-related injuries -</i> "The most common injury by far that we see are broken bones, that was almost 50 percent of our injuries. Other injuries can be bruises, sprains and strains, or concussions." :10</p> <p><i>Mehan talks about the age of those who were injured most often -</i> "In our study we looked at all ages, but what we found is that almost 50 percent of the injuries were to kids under 10 years of age, and another 33 percent were from 10 to 19." :11</p> <p><i>Mehan calls for more uniform safety standards for zipline courses -</i> "Right now there are several organizations that have safety standards, and each state can decide if they want to adopt those or not. We would like to see one universal set of safety standards adopted by each state." :15</p>
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