

Keep Children Safe in Strollers by Avoiding Common Mistakes

Emergency departments treat two children per hour for stroller & carrier related injuries

Nationwide Children's Hospital

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NEWS PACKAGE

SUGGESTED TEASE	IT ONLY TAKES A SECOND FOR A CHILD TO FALL OUT OF THEIR STROLLER OR CARRIER, BUT IT ACCOUNTS FOR A SURPRISING NUMBER OF EMERGENCY DEPARTMENT VISITS. COMING UP IN HEALTH NEWS, COMMON MISTAKES TO AVOID THAT WILL HELP KEEP YOUR CHILD SAFE.
ANCHOR LEAD	<p>USING A STROLLER OR CARRIER MAY SEEM LIKE SECOND NATURE TO MANY PARENTS, BUT A NEW STUDY SHOWS MORE THAN SEVENTEEN-THOUSAND CHILDREN ARE TREATED IN EMERGENCY DEPARTMENTS EACH YEAR FOR INJURIES RELATED TO THEM.</p> <p>CLARK POWELL HAS THE DETAILS ON HOW YOU CAN KEEP YOUR KIDS SAFE.</p>
(PACKAGE START) -----	
CG: Courtesy: Nationwide Children's Hospital	(Nats - Sound) :02
Shot of parents and twins Shots of parents putting twins in stroller	LIFE IS BUSY WITH TWO-YEAR-OLD TWINS, AND JUSTIN AND LAUREN BIRD RELY ON THEIR DOUBLE STROLLER TO GET THEIR BOYS AROUND. BUT THEY LEARNED THAT IT ONLY TAKES A FEW SECONDS FOR AN INJURY TO OCCUR.
CG: Justin Bird Father	"When I wasn't watching him he climbed up on the stroller and stood up on it and then trying to climb up the back and that's when just his weight transferred and it tipped over, onto his face."
Shots of twins in stroller	THOSE TYPES OF INJURIES ARE MORE COMMON THAN YOU MIGHT THINK.
Graphic: More than 360,000 children treated in emergency	IN FACT, A NEW STUDY BY RESEARCHERS AT NATIONWIDE CHILDREN'S HOSPITAL SHOWS THAT OVER A 21-YEAR PERIOD, MORE THAN 360,000 CHILDREN WERE TREATED IN EMERGENCY



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<p>departments from 1990-2010</p> <p>CG: Kristi Roberts, MS, MPH Nationwide Children's Hospital</p> <p>Shots of Roberts researching</p> <p>Tight shots of strollers</p> <p>Shots of parents with stroller</p> <p>Shot of parents putting kids in strollers</p> <p>Shots of parents buckling kids in</p> <p>CG: Kristi Roberts (cg'd earlier)</p> <p><i>Graphic: Safety Tips</i></p> <ul style="list-style-type: none"> -Keep carrier low near the ground -Never let older children push stroller alone - Do not place heavy bags on handlebars <p>CG: Kristi Roberts (cg'd earlier)</p> <p>Shots of parents pushing kids in stroller</p> <p>PACKAGE END -----</p>	<p>DEPARTMENTS FOR INJURIES RELATED TO STROLLERS AND CARRIES. THAT'S ABOUT TWO INJURIES EVERY HOUR.</p> <p>“We know that this is just the tip of the iceberg because this data does not include injuries that were treated by other healthcare providers, in other health care settings, or that were treated at home.”</p> <p>KRISTI ROBERTS LED THE STUDY AND SAYS THE MAJORITY OF THE INCIDENTS WERE CAUSED BY FALLS, AND THAT IN 2010, OVER FORTY PERCENT OF THE DOCUMENTED INJURIES WERE CONCUSSIONS.</p> <p>NEW FEDERAL SAFETY STANDARDS FOR STROLLER AND CARRIERS WERE PUT INTO PLACE IN 2014, BUT THERE ARE STILL COMMON MISTAKES THAT CAN LEAD TO INJURIES THAT PARENTS SHOULD AVOID.</p> <p>FIRST, MAKE SURE THE PRODUCT YOU'RE USING IS NOT UNDER RECALL AND IS APPROPRIATE FOR YOUR CHILD'S AGE AND SIZE.</p> <p>“As parents, we use these devices to transport our most precious cargo, and it's easy to look away just for a second. We want to encourage to always buckle their child into these devices and make sure that they're properly restrained.”</p> <p>KEEP THE CARRIER LOW NEAR THE GROUND AND NOT ON AN ELEVATED SURFACE. NEVER LET OLDER CHILDREN PUSH A STROLLER ALONE AND AVOID THE TEMPTATION TO PUT HEAVY BAGS ON HANDLEBARS WHICH CAN CAUSE A STROLLER TO TIP.</p> <p>“Those should be stowed, tucked away underneath the stroller in the basket provided.”</p> <p>BECAUSE AS THE BIRD'S KNOW, IT ONLY TAKES AN INSTANT TO TURN A ROUTINE RIDE IN A STROLLER, INTO A TRIP TO THE HOSPITAL. AT NATIONWIDE CHILDREN'S HOSPITAL, THIS IS CLARK POWELL REPORTING.</p> <p>EXPERTS SAY PARENTS SHOULD LOOK FOR STROLLERS WITH WIDE BASES THAT HAVE SEATS</p>
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ANCHOR TAG	THAT ARE CLOSE TO THE GROUND. WHEEL LOCKS ARE ALSO HELPFUL TO REDUCE THE LIKELIHOOD OF AN INJURY.
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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>Two kids per hours are treated in hospitals for stroller and carrier injuries. @nationwidekids has tips to keep kids safe serious. bit.ly/2btjTf0</p> <p>Using strollers and carriers may seem like second nature to many parents, but more than 17,000 children are treated in emergency departments each year for injuries related to them. Nationwide Children’s Hospital has tips to help you avoid common mistakes and keep your kids safe. http://bit.ly/2btjTf0</p>
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EXTRA BITES

<p>CG: Kristi Roberts, MS, MPH Nationwide Children’s Hospital</p>	<p><i>Roberts gives the numbers on the study’s findings:</i> “We found that over the course of the 21 year study period, that over 360,000 children were treated in emergency departments for a stroller or carrier related injury.”</p> <p><i>Roberts says parents’ vigilance can prevent injuries:</i> “As parents, we use these devices to transport our most precious cargo, and it’s easy to look away just for a second. We want to encourage to always buckle their child into these devices and make sure that they’re properly restrained.”</p> <p><i>Roberts gives tips to avoid stroller injuries:</i> “We always want parents to follow the manufacturer’s instructions and make sure that the devices are appropriate for the child’s age and size. We want children to remain buckled and properly secured at all times and we want parents to avoid the temptation to put heavy bags on a stroller as that could cause it to tip over.”</p> <p><i>Roberts explains how concussions affect children:</i> “Most children sustained an injury to the head or to the face, and many of these injuries were traumatic brain injuries or concussions. We know that traumatic brain injuries can lead to long term consequences on cognitive development, so we really want to make</p>
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**CG: Justin Bird
Father**

sure that these injuries are avoided.”

Bird describes how his son was injured:

“When I wasn't watching him he climbed up on the stroller and stood up on it and then trying to climb up the back and that's when just his weight transferred and it tipped over, onto his face.”

Bird says he leaves the stroller folded to avoid injuries:

“I would leave the stroller not hooked up or not setup that they could even possibly climb into it. I would leave it folded up until you're ready to put them in.”

References

Erica Fowler, MPH (2016) Injuries associated with strollers and carriers among children in the United States, 1990-2010

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