

## EXTEND

# strengthening your safety culture at home

## GOT KIDS OR GRAND KIDS?

One good habit will lead to another. Make it a priority to strengthen your family's safety culture with a strong emphasis on "safety while in motion" (riding, walking, biking and learning to drive). If you are consistent and persistent with talking and modeling safety, your kids will make good decisions, even when you're not with them.

More than 60% of crashes involving children occur 10 minutes from home or less and more than a quarter of crashes are 5 miles (8 km) from home or closer.

State Farm and Children's Hospital of Philadelphia, 2009

For more information on child passenger safety, visit [safercar.gov/therightseat](http://safercar.gov/therightseat) (a NHTSA website)

## RIDING IN A VEHICLE

- **Safe, focused drivers are not born, they are raised.** Even if your kids are far from driving age, demonstrate now the behavior you'll expect from them later on. Set a good example by turning off and stowing mobile devices when driving.
- **Wear your seat belt on every trip** and insist on seat belt use and age-appropriate car seats or booster seats—every time. Never allow a pass when you're "just driving in the neighborhood." Because **crashes are never planned**, it's important to have consistent rules.
- **Keep kids in a car seat or booster seat** until they reach the top height and weight limit allowed by the manufacturer. Once they are ready to move on to a seat belt alone, it should lie across the upper thighs and be snug across the shoulder and chest, not the neck.
- **Kids under 13 are safest in the back seat.**
- **Teach kids to be good passengers by using "inside the car voices,"** keeping hands to themselves and never throwing anything inside the vehicle.

## PEDESTRIAN SAFETY

Teach pedestrian safety early and often.

- **Look Left, Right, Left.** When crossing where there is a signal, even if the "walk" sign is flashing, teach children to stop and look left, right, left before proceeding. This will help them develop the habit to be on the lookout for inattentive drivers.
- **Teach and model "Head's Up."** Remove headphones or ear buds, and put away electronic devices prior to crossing the street or when around traffic.
- **Identify the safest route.** Safe Routes to School (SRTS) programs examine conditions around schools and conduct projects and activities that improve safety to make bicycling and walking to school a safer and more appealing choice. To see if there is a program in your area and to locate suggested safe routes to your child's school, visit [www.saferoutesinfo.org](http://www.saferoutesinfo.org).

More pedestrian safety tips and materials are available via the National Highway Traffic Safety Administration's website: [www.nhtsa.gov/nhtsa/everyoneisapedestrian/index.html](http://www.nhtsa.gov/nhtsa/everyoneisapedestrian/index.html)



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In the event of a crash, wearing a bicycle helmet reduces the risk of brain and head injury by as much as 88%.

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## BICYCLING

- **Set a good example** by always wearing a helmet when you're riding and insist your kids wear a helmet whether riding bikes, scooters or skate boards.
- **Teach kids to ride predictably** – in a straight line, signaling any changes in direction.
- **Ride as a family.** You'll be more visible to drivers and you can observe kids' behaviors and coach accordingly.
- **Tune in, not out.** Head phones or ear buds should be left at home so all attention is focused on the road.
- **Give your kids a strong foundation in safe cycling.** Enroll them in a bicycling safety course—typically offered through community education programs or the local police department.

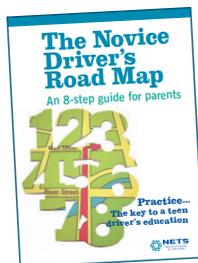
More tips and materials are available through NHTSA's "Roll Model" campaign  
[www.trafficsafetymarketing.gov/BicycleSafety](http://www.trafficsafetymarketing.gov/BicycleSafety)

In their first year on the road, teens are almost 10 times more likely to be in a crash. Seat belts and guided practice are their best defenses.

State Farm and Children's Hospital of Philadelphia Study, 2009

## TEEN DRIVERS

- Whether you have tweens or teens, you can start now to **help them develop the skill of scanning the road to identify hazards.** This is a great way to have quality conversations while in the car together and is as easy as pointing out the car ahead that is swerving in its lane or the SUV that appears to be approaching an intersection going too fast.
- If you have or will soon have a beginner driver, **get familiar with the Graduated Driver Licensing (GDL) law in your state.** In addition to certain restrictions, most laws require a minimum number of practice hours with a parent or other adult coach before licensure can be obtained. **To help, NETS has developed the electronic Novice Driver's Road Map™ (eNDRM).** The eNDRM provides a structured approach to coaching teens in a variety of driving environments and allows you to keep track of skills practiced and time logged. To download the eNDRM at no charge, visit the NETS website at [www.trafficsafety.org](http://www.trafficsafety.org). If you have friends or relatives who could benefit from the eNDRM, be sure to share the link!
- **Make a parent-teen driving contract** that addresses issues such as seat belt use, drugs and alcohol, mobile devices, and more. Include consequences and rewards, and stick to it! NETS has a free parent-teen driving contract that may be downloaded at [trafficsafety.org/parent-teencontract](http://trafficsafety.org/parent-teencontract)
- Once your state's Graduated Drivers Licensing (GDL) law allows your teen to carry passengers, incorporate into the agreement that he or she **require all passengers to wear a seat belt and that your teen always buckles up when riding with someone else.**
- **Commentary drives** are a tool often used by fleet safety managers to evaluate the skills of their drivers. This same concept can be applied to your teen driver. Even after the license is attained, **continue to ride along with your teen periodically** to ensure good habits haven't slipped as he or she becomes more comfortable behind the wheel. We've provided a tool in this kit to help. It points out what to look for when evaluating skills and helps facilitate good discussion.



For more information and resources on keeping kids safe when they are on the move, visit NHTSA's Parent Central website where topics range from being fitted for the first car seat to being handed the first set of keys.

[www.safercar.gov/parents/home.htm](http://www.safercar.gov/parents/home.htm)