



North Memorial
Medical Center

Level 1 Trauma Center with Pediatric Commitment



Airbag Injuries Video Released for All Safety Trainers

The Fox 9 Investigators (KMSP-TV 9 Minneapolis) bring you a first of its kind demonstration. It's so dramatic that it's already changing the way Minnesota families drive and yours too.

Experts figure **airbags have saved ten thousand lives** in this country, but they're for grownups. The Fox 9 Investigators discovered many parents and grandparents let children ride in the front seat long before they should. We begin with a young mother who learned that in less time than it takes to blink an eye, an airbag can blow a life apart. She's determined it not happen to you.

A nothing fender bender turns a six year old pre-school graduate with a tiny cap and gown and a great big smile into a boy so still and so beautiful, he seems a work of art, but he is real. He can't move his arms or legs. He is re-learning to speak. His mother speaks, quiet as a whisper, but with conviction. He was on his way to family night at church, riding with another family member, not his mom. He was in the front seat when the car rear-ended another. It's not as though we all haven't been warned to keep children out of the front seat.

Start watching for it. Fox 9 Investigators did. *If the message about kids and airbags hasn't been convincing enough... that's about to change. For these families and for you.*

They fuss. They plead. They think they're old enough to sit in the front seat. They say all their friends are. It's a constant competition between brother and sister. They call shotgun, riding shotgun. Put a kid in front of an airbag and the phrase becomes more apt than you'd ever imagine. Sgt. John Nagel, Minnesota State Patrol, "We've been telling people for 12 years, you don't put kids in the front seat." For some reason, some of them aren't getting it.

Dave Long, North Memorial Medical Center: "Hi my name is Dave and you can call me the **Airbag Detective**." Dave Long, an airbag expert. He's agreed to show a couple parents and their front seat riding kids what an airbag can do to a child.

The mannequins are leaning forward. It's how your child would be if not belted properly and thrown forward in a crash. Long: "The cases of kids who've been killed. They've been not buckled or mis- buckled." It's also where your child would be if she leans forward to change radio stations or pick something up. Long: "As far as we know, **the test we did today has never been shown to the public because it's a very dramatic test.**" **The kids and their parents will get a close look.** Remember the daughter and her mom? They're here. Also watching: a nurse who specializes in injury prevention and a State Trooper who's been to plenty of accidents where airbags went off... but has never seen this. It happens fast. In 1 second. 200 miles per hour. Long: "You can see the dummy's head, the child's head contacted the front of the airbag. Here's the paint. Probably a severe injury to the head or neck." Now watch. The force of the airbag takes off the mannequin's head, which flies backward and takes out one of our cameras. Here's what this could mean to a real child. Her head gets lifted up off her, basically. The force of the airbag can actually sever the nerves and ligaments connecting the head to the spine.

Doctors at Gillette Children's Specialty Healthcare, a rehabilitation hospital, have treated at least 4 or 5 kids with airbag injuries in the just last 6 months or so. **"If we can get the message out to put the child in the back seat because for them it's the best seat in the house.** It's the safest seat for them." To get the message out to more people. We take an airbag simulator and a videotape of our mannequin demonstration to a busy rec. center. We show the tape to a group of moms, including one whose 12-year-old rides in the front seat. Next Dave Long sets off the airbag simulator. Joyce, a mother: "It's amazing. I had no idea."

Safety experts insist no one under the age of 13 should be in the front seat. But you can't really make that decision on age alone. To put you child into a car seat based just on age would be like buying him shoes based on age. To be in the front seat a child should be big to sit with his back against the chair, bend his knees at the front of the seat and touch the floor with his feet. He should be big enough that the lap belt rides low on his hips and the shoulder belt across his shoulder. And he should be mature enough to stay back in his seat and not squirm or lean forward into the path of the airbag.

Whether you car has a passenger side airbag or not, the back seat is always safer for kids of any size. And, they should wear both a lap seat belt and shoulder harness. If the shoulder harness doesn't fit, buy a booster. Never let a child slide the shoulder belt behind them. Seatbelts are sized for grownups. Putting your child in one is like letting your child wear your clothes. Remember the little girl? The backseat's where she's been since she watched the Fox 9 Investigators demo. She asked her mom for a booster seat that day, too.

Exerts courtesy of the Fox 9 News Investigators, see www.kmsp.com

Fox 9 News Investigators released this video to Sun Digital Video Inc., for a minimal cost-plus shipping. **NEW CONTACT INFORMATION** sundigitalvideo@earthlink.net 407 389-1680 fax 407-38-1682, 234 N. Westmonte Drive, Suite 1010, Altamonte Springs, FL 32714

We want to thank Fox 9 News Investigators for making this excellent video available to all safety trainers

At the 2003 Lifesavers Conference here's what some said about the Fox 9 News Investigators video on Airbag Injuries:

"Two thumbs up..." A NHTSA spokesperson

"Best airbags and children's video I have ever seen..." NTSB spokesperson

"Every one of my CPS trainers needs a copy", National Safe Kids Board Member

"The best part of my state CPS update class was the Fox 9 News Investigators video," CPS State Coordinator

"We are getting a copy to show all our firefighters and the public at our fire station," Assistant Fire Chief, Midwest

If you want more information about several airbag safety classes check out the "**ALERT Airbag Safety Classes**" offered by North Memorial Medical Center and ABRA Auto Body & Glass. They offer live airbag training and airbag demonstrations.

Here's who you should contact:

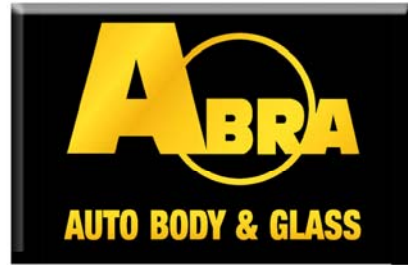
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See Dave also on the web at **www.airbaginstitute.com**

Mitch Becker, ABRA Auto Body & Glass
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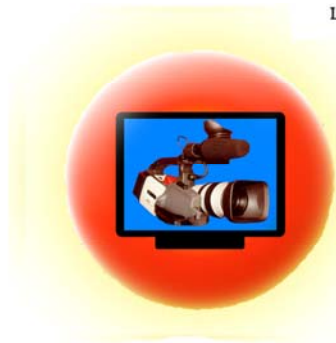
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