



For Immediate Release

Contacts: Allison Gerber
GolinHarris
(312) 729-4237
agerber@golinharris.com

Xochitl Yanez
State Farm Insurance Companies
(309) 766-0625
xochitl.yanez.swtw@statefarm.com

Suzanne Hill
The Children's Hospital of Philadelphia
(267) 426-6067
hillsu@email.chop.edu

AUTO CRASHES HIT CLOSE TO HOME FOR PARENTS AND THEIR CHILDREN

State Farm, Children's Hospital of Philadelphia Release Annual Child Passenger Safety Fact & Trend Report

Bloomington, Ill., October 19, 2005 – Stop if this fact-based story sounds familiar...It's a run-of-the-mill Saturday morning for the Smith family. Mom buckles 7-year-old Billy in the front seat of the family car, thinking: "why bother with his booster seat to simply go to the local market to pick up a few groceries?" This can be a common Saturday scenario for thousands of American families...and so can the automobile collision that may occur.

The first annual *Partners for Child Passenger Safety Fact and Trend Report*, released today, presents recent child passenger safety findings from an ongoing research collaboration between The Children's Hospital of Philadelphia and State Farm Insurance Companies. The report, based on confidential interviews provided by State Farm® customer, unearths a startling fact: most motor vehicle crashes that involve children happen when parents feel safest – during everyday routines on local roads.

"Everyone has seen horrific highway crashes on the local evening news, but few may consider the simple fact that the majority of crashes involving children occur on local roads and in parking lots," states Flaura Winston, M.D., Ph.D., principal investigator of the Children's Hospital/State Farm report. "Parents must remain vigilant about child passenger safety at all times, using age-appropriate seating and restraints for children younger than the age of 13. No one is immune from a car crash."

Crash Course on Auto Accidents Involving Children

Motor vehicle crashes can happen to anyone, any time, anywhere. Tapping into the largest source of data on children in motor vehicle crashes, the *PCPS Fact and Trend Report* identifies characteristics of crashes involving children. Did you know:

- Eighty percent of crashes took place 20 minutes or less from home
- Nearly three out of four crashes (73 percent) happen between 10 a.m. and 8 p.m.
- More than half of crashes occur at speeds less than 45 MPH
- Only 35 percent of crashes took place at an intersection

While motor vehicle crashes are the leading killer of children older than age one in the United States, parents can take precautionary, life-saving measures to ensure safe transport of their children from home to any destination – near or far – and back again. Following the guidelines for age- and size-appropriate restraint can reduce the risk of serious injury by more than three times, according to previously published research from PCPS. And, the combination of rear seating (children age 12 and younger) and restraint use reduces the risk of injury to less than two percent.

Auto Accidents Hit Close To Home /Add One

“State Farm customers are doing a great job of using child restraints for their youngest children,” says Susan Hood, vice president of claims, State Farm Insurance Companies. “However, they need to know the importance of child safety seats and booster seats for children ages 4 to 8.” PCPS data for 2004 show that while 98 percent of children ages 0-3 years were using child restraints at the time of a crash, only 45 percent of children ages 4 to 8 were in age-appropriate restraints. Using the right restraint could save *their* child’s life, says Ms. Hood.

To learn more about protecting children in crashes, visit www.chop.edu/carseat. And to download the complete *Partners for Child Passenger Safety Fact and Trend Report*, visit www.traumalink.chop.edu.

About Partners for Child Passenger Safety

Partners for Child Passenger Safety is a research collaboration between The Children's Hospital of Philadelphia and State Farm. As of February 2005, PCPS has created a database containing information on more than 377,000 crashes involving more than 557,000 children from birth through age 15 years. It is the largest source of data on children in motor vehicle crashes.

About State Farm®

State Farm® insures more cars than any other insurer in North America and is the leading U.S. home insurer. State Farm’s 17,000 agents and 76,000 employees serve nearly 73 million auto, fire, life and health policies in the United States and Canada. State Farm also offers financial services products. State Farm Mutual Automobile Insurance Company is the parent of the State Farm family of companies. State Farm is ranked No. 18 on the Fortune 500 list of largest companies. For more information, please visit <http://www.statefarm.com/>® or in Canada <http://www.statefarm.ca>.

About The Children’s Hospital of Philadelphia

The Children's Hospital of Philadelphia was founded in 1855 as the nation's first pediatric hospital. Through its long-standing commitment to providing exceptional patient care, training new generations of pediatric health care professionals and pioneering major research initiatives, Children's Hospital has fostered many discoveries that have benefited children worldwide. Its pediatric research program is among the largest in the country, ranking second in National Institutes of Health funding. In addition, its unique family-centered care and public service programs have brought the 430-bed hospital recognition as a leading advocate for children and adolescents. For more information, visit www.chop.edu.

###