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Never Back Up Without Looking and Looking Again

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Jada Young (holding a picture of her late family member) hopes to raise awareness about the importance of backing up safely.

At ONEOK, we talk a lot about “internalizing the importance of safety.”

Those words – whether spoken by our CEO or our supervisor – hit home for those of us who have experienced a tragic accident or know someone who has.

Jada Young, an operations specialist for ONEOK Gas Transportation in Shawnee, Oklahoma, is one of those employees who has had to internalize the importance of safety following a heartbreaking accident.

Exactly one year ago this month, Young’s niece accidentally backed into her own 4-year-old daughter, who died shortly afterwards.

Now, Young is working to make sure everyone knows about how important it is to back out of driveways and parking lots carefully – and to watch out for children.

“I am doing all I can to get the word out, because it is a preventable tragedy,” Young said.

According to Kidsandcars.org:

- These incidents usually take place in residential driveways or parking lots. The predominant age of victims is 12-23 months, and more than 60 percent of backing-up incidents involved a larger sized vehicle (truck, van, sport utility vehicle)
- In the U.S., approximately 50 children are backed over by vehicles every week: 48 are treated in hospital emergency rooms and at least two die.

Learn more about how to keep children safe.

“Hopefully, people will learn more about the issue on the website and tell their family or friends so it won’t happen to anyone else,” Young said. “I wouldn’t wish this on anybody.”

View videos reinforcing the importance of backing up safely on the Kidsandcars.org YouTube page.

<http://www.youtube.com/user/KidsandCarsUSA>

*Do you have a story to share about an incident that forced you to internalize safety?
Share your story by emailing it to Michael McCulloh, ONEOK Today editor.*