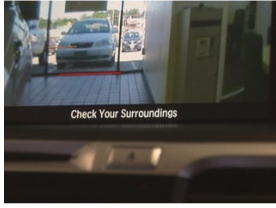


## Safety Experts Hope to Drive Home Message of Backover Dangers

By: Sarah Hatten Updated: June 6, 2013



(ST. JOSEPH, Mo.) School's out, and that means drivers need to be mindful that kids are out and about too. Dozens of kids are injured every week nationwide when they're hit by cars backing up.

That's one of the reasons many vehicles are now equipped with new technology, like rear view cameras, to help give drivers a better view.

"Almost everything we sell has it, it's standard now, and most people don't realize that they need it but once they have a car that has it, they don't want a car that doesn't have it," said Mike Williams, General Manager of Rolling Hills Auto Plaza.

These cameras limit blind spots, and offer an instant view so drivers can avoid dangerous situations. A [public service announcement](#) shows how mirrors can be deceiving. (<https://www.youtube.com/watch?v=vkB6XNiq3bs>)

The mirrors show a clear view, but 62 children are sitting behind the vehicle.

A [recent study](#) says 50 children are accidentally backed over by vehicles every week. ([www.KidsAndCars.org](http://www.KidsAndCars.org))

New technology could cut that number, but the St. Joseph Safety Council says drivers still need to take responsibility.

"Go and walk around the vehicle. Make sure no toys are there, and no kids in the neighborhood. That's a really good practice," said Jackie Spainhower, St. Joseph Safety Council.

During the summer months, more children are out and about so drivers should be alert.

The safety council also stresses the importance of educating children on car safety.

"We need to teach the kids that it's not appropriate to ride bicycles in the streets, or darting in and out of traffic or in and out of drivers," said Spainhower. The awareness from children and drivers could save lives.

The Safety Council is holding a child passenger safety week in September. They also recently bought "blind zone safety kits" and those are available by appointment. \*

[http://stjoechannel.com/fulltext?nxd\\_id=347522](http://stjoechannel.com/fulltext?nxd_id=347522)

\* Blindzone Kits available from KidsAndCars.org at: <http://www.kidsandcars.org/online-store.html>