Are Automated Vehicles the Future of Child Passenger Safety?

Torine Creppy, President
What Would You Do?
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What is our role in keeping kids safe with new technology?
Self-Driving Tesla Was Involved in Fatal Crash, U.S. Says
May 2016 / Florida

Self-Driving Uber Car Kills Pedestrian in Arizona, Where Robots Roam
March 2018 / Arizona

Tesla: Autopilot was on during deadly Mountain View crash
March 2018 / California
Blue Ribbon Panel
Blue Ribbon Panel

• AV Developer Call to Action

Acknowledge children are not small adults and require special developmental consideration:
  • Support safety standards that protect children
  • Usability testing with families
  • Inclusive design
  • Conduct research on appropriate supervision
  • Best safety practices in marketing

• 8 Recommendations for Traffic Community
  • Regulation, Legislation, Enforcement & Policy
  • Education & Outreach
Launching a National Consortium

Implementing the Blue Ribbon Panel’s recommendations

• Policy, Legislation & Enforcement Working Group
• Public Information & Education Working Group
Public Information & Education
Public Information & Education
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75% of U.S. Drivers report feeling “AFRAID” to ride in a self-driving vehicle.

NewsRoom.AAA.com
Policy, Legislation & Enforcement

Child Centered Guidance Needed

• Laws (drivers now responsible for kids)
• Policies (business fleets and families)
• Regulations (car seats in multiple orientations)
• Best Practices
  • SUPERVISION (kids alone; kids with impaired adults)
  • First Responders
  • Law Enforcement
Automated but not Autonomous

Lane Departure Warning

Blind Zone Alert

Lane Change Alert
Call to Action

• Know if AVs are being tested in your city
• Read our 8-page Blue Ribbon Panel Report
• Visit the Safe Kids website to sign up for news from the Consortium to stay informed
Thank you. Share your thoughts: ChildreninAV@safekids.org
Please evaluate this presentation using the Lifesaversers Conference Mobile App.