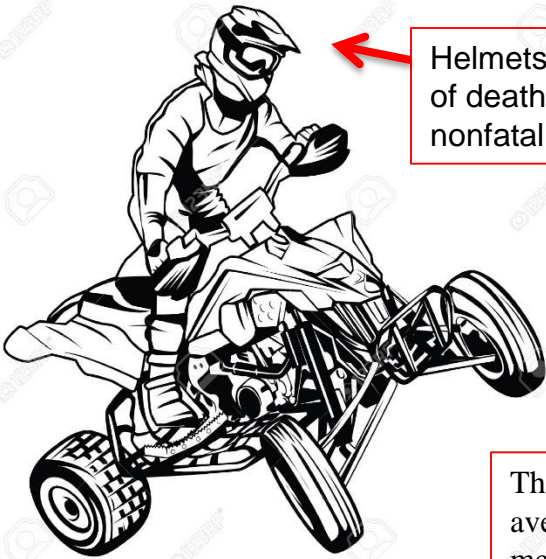


ATV Injuries Cost Us All

- Head injuries are the leading cause of ATV-related deaths among children.
- Nearly **40 percent** of teens frequently drive without a helmet.
- Of the **100,000** injuries incurred on an ATV in 2012, **25%** were youth under the age of 16.



Helmets may reduce risk of death by **42%** and nonfatal injury by **64%**.

The cost of a **\$55** helmet can avert millions of dollars in medical costs and lost wages.

- Estimated average cost per patient involved in ATV-related trauma = **\$19,671**
- **20%** of ATV-related emergency department visits & hospital admissions are paid by public funds
- In 2003, ATV-related deaths and associated economic costs accounted for **\$2.5 billion**.
- Average age of ATV-related mortality is 28 years, which represents **43.2 years** of productive life lost.

