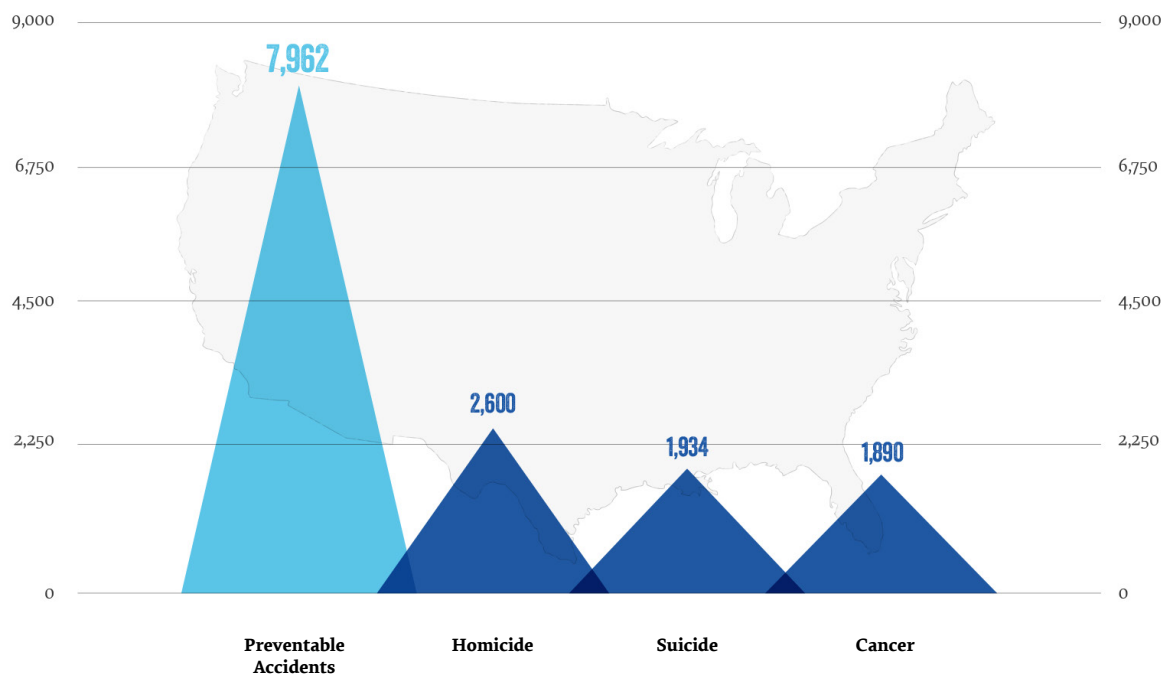


PROGRAM FACTS

We can all help prevent childhood accidents by educating others and ourselves. Please share the facts with family, friends and neighbors, and let's work together to help keep our children safe at home.

THE #1 CAUSE OF CHILDHOOD DEATHS IS PREVENTABLE ACCIDENTS

...that's more than the next three causes combined.



NUMBER OF DEATHS BY CAUSE

Source: National Vital Statistics System from the National Center for Health Statistics, Centers for Disease Control and Prevention; accessed through WISQARS. 2009, United States, All Races, Both Sexes, Children 1-19

Nationwide chose to use "preventable accidents" to refer to "unintentional injuries" and/or "preventable injuries", which is the terminology used by the CDC and the public health community. Nationwide's research revealed that caregivers found "preventable accidents" easier to understand.



MAKE SAFE HAPPENSM

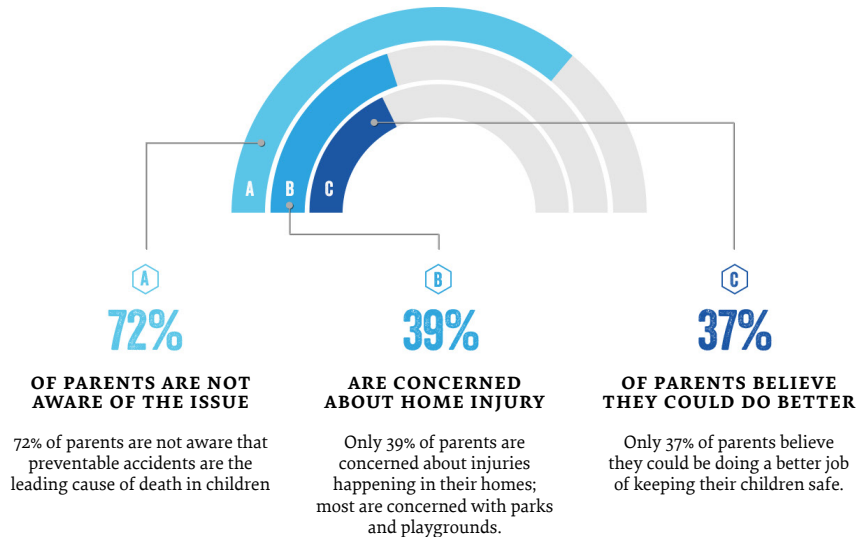
50% OF PREVENTABLE ACCIDENTS HAPPEN IN OR AROUND THE HOME



Most people consider their home to be the safest place for their children to be. But home-related injuries and deaths are far too common. It's time we change that.

MOST PEOPLE ARE UNWARE THAT THIS IS AN ISSUE

The numbers don't lie. The rate at which children are hurt or killed by preventable accidents is staggering. Now's the time to become informed, take action and start making a difference.



Top Source: Injury in the United States, 2007 Chartbook
Bottom Source: Nationwide Preventable Injury Survey 2014 with Parents, Beltway Influencers and Business Executives