National Child Passenger Safety Board

TECH UPDATE

NATIONAL CHILD PASSENGER SAFETY TRAINING PROGRAM Summer 2011

"Kids are Fragile"—NHTSA's Latest CPS Campaign Strategy to Promote Proper CR Selection and Use

NHTSA and the Ad Council have revamped NHTSA's communication strategies and message for their new child passenger safety (CPS) campaign. The new plan was outlined in a presentation at the 2011 Lifesavers Conference.

Previous campaigns have focused on errors in selection, installation, and usage of CRs. Emphasis was placed on the rate of misuse by conveying the message that three out of four child restraints are not used correctly.

Parents surveyed about CPS

The Ad Council conducted a survey of consumers to learn more about parental attitudes, beliefs, and practices in regard to child passenger safety. Researchers concluded that parents remain overconfident in their CPS practices and their child's safety. In response to the previous campaign message—three out of four CRs are used incorrectly—parents uniformly believe that they are the one in four people using them correctly.

In an attempt to explain this overconfidence, researchers hypothesized that parents and caregivers are conditioned to believe that vehicles and child restraints are inherently safe, regardless of how they are used. The need for proper selection, installation, and use is not emphasized. Despite the frequency of motor vehicle collisions, parents seem to believe that they will not happen to their family. This lack of recognition of the dangers children face during a crash is what researchers recommended as the focus of the new campaign.

New messages planned

NHTSA's new campaign will aim to illuminate the dangers that motor vehicle crashes pose to children. After testing several key messages, "Kids are Fragile" was selected as the theme of the new campaign. The focus of the message will shift from the rate of misuse to explaining why it is important to choose, install, and use CRs correctly every time. The goal of the campaign is to shake parents' and caregivers' overconfidence and motivate them to seek additional information about keeping their children safe.

For more information and current NHTSA campaign materials, visit *www.trafficsafetymarketing.gov* or contact Elizabeth Graziosi at *Elizabeth.Graziosi@dot.gov*.

Resources: NHTSA's CPS Week planner is available at *www.trafficsafetymarketing.gov*.

NHTSA's child restraint guidelines are available at *www.nhtsa.gov/Safety/CPS*.

Follow NHTSA's CPS campaign on Facebook (*www.facebook.com/childpassengersafety*) and Twitter (*twitter.com/childseatsafety*).

Deadlines Coming Up: Check These Out Immediately!

1. August 22: *Register for Special Needs training course. See "Save the Date," page 9.*

2. September 1: *Sign up to have your CPS Week inspection event listed on the NHTSA locator. See page 9, article on CPS Week, for details on whom to contact.*

INSIDE THIS ISSUE

Making the Most of Each Child Restraint Stage: AAP's 2011 Policy Statement—Child Passenger Safety

The American Academy of Pediatrics (AAP) published an updated policy statement and corresponding technical report from the Committee on Injury, Violence, and Poison Prevention (COIVPP) in the April 2011 issue of *Pediatrics*. While the statement includes best-practice recommendations for children of all ages, one of its most significant changes is the guideline for transitioning a child from rear-facing (RF) to forward-facing (FF) child restraint (CR) use. The new recommendation is that children should ride rear facing until age 2 or until they outgrow the height or weight limit of their convertible CR's rear-facing mode. Similarly, the statement emphasizes the importance of keeping children in each stage of restraint use for as long as possible, due to the decrease in protection inherent in transitioning to each subsequent CR.

One major feature of the policy statement is that it provides an algorithm, or flowchart, designed to help pediatricians identify and promote best-practice guidelines for optimal child passenger safety with their patients' caregivers. The flowchart—which the AAP urges pediatricians to use at every well-child visit—takes into consideration the child's age, what type of CR he or she is currently using, and whether he or she has reached the height or weight limit for that seat.

Best-practice recommendations

- **Ages birth to 2**: Rear facing until age 2 or to the height or weight limit of the convertible CR.
- **Ages 2 to 8:**

  Forward facing in a harnessed CR for as long as possible, to the product's height or weight limits, and then,

  In a belt-positioning booster (BPB) until the child can fit properly in a seat belt, typically when he or she is 4 feet 9 inches tall or about 8 to 12 years old.
- **Over age 8:** Using the vehicle seat belt, always using a lap-shoulder belt for best protection.

A final best-practice recommendation is included for all children under 13 years old, stating that they should ride in the back seat.

Dr. Dennis Durbin, lead author of the technical report, explained in his presentation at the 2011 Lifesavers Conference that, while the algorithm doesn't address all of the unique and difficult situations child passenger safety technicians (CPSTs) come across in the field, it was designed "by pediatricians, for pediatricians" to meet the needs of the majority of the patients in their practice. Dr. Durbin also pointed out that the flow chart directs users to a separate policy for children with special healthcare needs, for whom this algorithm may not be appropriate. Separate policies related to child passenger safety (CPS) also exist for preterm and low birth weight infants, newborn transport, children on school buses, teenage drivers, and children using other methods of transportation or recreational sport vehicles (ATVs, personal watercraft, and snowmobiles).

The AAP Technical Report—Child Passenger Safety

The evidence that Dr. Durbin and the COIVPP used to make their five recommendations for best practice is discussed in the technical report. Information is also included about cultural disparities in CR use, the importance of correct installation, air bags and children, and state CR laws. CPS guidelines for children riding in pickup trucks or aircraft—which were previously found in separate policy statements—have also been incorporated into the report. The technical report ends with a section on resources for pediatricians and families, which includes the national certification program and the important role CPSTs play in their communities.

Note: Technicians should read and become familiar with both the policy and the technical report, as they are filled with explanations and data that are important to understand while educating families.

AAP Resources: The AAP Child Passenger Safety Policy web page at *www.aap.org/cpstfaqs* includes tips for CPSTs, as well as links to the policy statement and technical report.

AAP's updated information for families/caregivers is on the Healthy Children website at *www.healthychildren.org/carseatguide*.

Additional resources: Background information, including a podcast for parents and a webinar for CPSTs—are available from the Center for Injury Research and Prevention at *www.research.chop.edu/programs/injury/educational_advocacy/safety_updates.php*.

The 2010 version of the CPS certification student manual supports the latest AAP guidelines, even though the guidelines had not been officially released when the updated curriculum was published. Refer to chapters 9–12 for more information about rear-facing CRs, forward-facing CRs, belt-positioning boosters, and seat belt use. The 2010 version of the manual is at *www.cpsboard.org*.

References: AAP Committee on Injury, Violence, and Poison Prevention. "Technical Report—Child Passenger Safety." *Pediatrics*. April 2011: pp. e1050-e1066.

Durbin, Dennis. "Policy Statement—Child Passenger Safety." *Pediatrics*. April 2011: pp. 788-793.

Durbin, Dennis R. "What's New in the Medical Field? The American Academy of Pediatrics Updated Child Passenger Safety Recommendations." Lifesavers Conference. 28 March 2011. Conference presentation. *www.lifesaversconference.org*.

New Child Restraint Guidelines from NHTSA

NHTSA released updated guidelines for child restraint use in order to address the latest scientific and medical research, as well as incorporate current CR technologies.

NHTSA's updated guidelines emphasize five key messages:

1. Choose a CR based on the child's age, height, and weight.
2. Keep children in a CR as long as possible, until they reach the height or weight maximum.
3. Have children ride in the back seat until they are at least 13 years old.
4. Always follow the vehicle and CR owner's manuals.
5. Have the CR checked by a CPST.

Safe travel for growing children

The guidelines for restraint use outlined by NHTSA are for a rear-facing CR, forward-facing CR, booster seat, and seat belt, as shown in the next column. While age ranges are still provided, the wording has been changed to emphasize the importance of keeping children in each type of restraint as long as possible before moving to the next step.

Guidelines from NHTSA's latest *Car Seat Recommendations for Children* flier

Rear-facing CR

Birth to 12 months: Children under age 1 should always ride in a rear-facing car seat. There are different types of rear-facing car seats. Infant-only seats can only be used rear facing. Convertible and 3-in-1 car seats typically have higher height and weight limits for the rear-facing position, allowing the child to stay rear facing for a longer period of time.

Rear-facing CR, transitioning to FF CR

1 to 3 years: Keep children rear facing as long as possible. It's the best way to keep him or her safe. The child should remain in a rear-facing car seat until he or she reaches the top height or weight limit allowed by the car seat's manufacturer. Once the child outgrows the rear-facing car seat, the child is ready to travel in a forward-facing car seat with a harness.

Forward-facing CR, transitioning to booster

4 to 7 years: Keep children in a forward-facing car seat with a harness until they reach the top height or weight limit allowed by the car seat's manufacturer. Once the child outgrows the forward-facing car seat with a harness, it's time to travel in a booster seat, but still in the back seat.

Booster seat, transitioning to seat belt

8 to 12 years: Keep children in a booster seat until they are big enough to fit in a seat belt properly. For a seat belt to fit properly, the lap belt must lie snugly across the upper thighs, not the stomach. The shoulder belt should lie snug across the shoulder and chest and not cross the neck or face. Remember: children should still ride in the back seat because it's safer there.

continued on page 4

Resources for selection guidelines:

To view or print NHTSA's new "Car Seat Recommendations for Children" flier, visit

www.nhtsa.gov/Safety/CPS and click on "New Child Seat Recommendations for Children."

Follow NHTSA's CPS campaign on Facebook

(*www.facebook.com/childpassengersafety*) and Twitter (*twitter.com/childseatsafety*).

Reference: "Car Seat Recommendations for Children." National Highway Traffic Safety Administration. March 2011, at *www.nhtsa.gov/Safety/CPS*.

ALERT: CEU Webinar Event on Boosters

September 27, 4:00 PM–5:00 PM EDT

The Reality of Booster Car Seat Use: How booster seats can help reduce seat belt injuries, the value of booster features & more!

Space is limited. Register online at: www2.gotomeeting.com/register/314309042

Curbside Notes

Putting the latest guidelines into practice

- **Be familiar with both sets of guidelines**. Be able to answer any questions about how they compare to each other and how they support the same usage recommendations.
- **Encourage families to look at web resources:** the child passenger safety section of *www.safercar.gov* and AAP's updated information on the Healthy Children website at *www.healthychildren.org/carseatguide*.
- **Emphasize the importance of keeping children in each stage for as long as possible.**

  Rear facing as long as a RF convertible allows, until at least age 2 (according to the AAP) or as close to age 3 as possible (according to NHTSA). While most technicians have been promoting extended rear facing for some time, these are now official.

  Note: Contrary to popular belief, crash experience does not support the theory that rear-facing children are at a higher risk for leg injury. Reassure caregivers that rear facing is still the safest way for their child to ride, within the limits of the CR.

  Forward facing using a CR with a harness as long as the manufacturer allows, up to age 4 to 7 years (according to NHTSA).

  In a belt-positioning booster until vehicle seat belt fits properly when used alone, up to 8 to 12 years (according to NHTSA) . (Guidelines for proper seat belt use are in chapter 12 of the 2010 CPS certification student manual.)
- **Help families be aware of how to choose a CR** that will allow their child to stay in each stage longer.

  Teach caregivers about the varying height and weight limits and shoulder strap heights on different models of CRs.

  - **Rear facing:** Explain to caregivers that most children outgrow their RF-only CR before it is time to move to FF, so a convertible or 3-in-1 CR—still used rear facing—is likely to be their child's next step in restraint use.
  - **Forward facing:** Many children outgrow their FF convertible or 3-in-1 before it is time to move to a booster seat. Encourage caregivers to choose FF-only or combination seats that will allow extended use for their FF child.
  - **Belt-positioning booster seat:** Many children are moved out of their BPBs before they are ready or able to sit properly using only a vehicle seat belt. Explain proper seat belt fit—using the criteria for proper seat belt fit described in chapter 12 of the 2010 CPST student manual—and how a BPB works to help the seat belt fit until the child is big enough and mature enough to use only the seat belt.
- **Always use the vehicle and CR owner's manuals** when checking a CR, modeling best practice for caregivers.

  Some CRs have different instructions for use depending on the weight of the child. For example, some high-weight, RF-only CRs require a different angle of installation for heavier children or permit in-car use without the base only up to a certain weight.

  Because there has been so much evolution in CRs in the past 10 years, the usage guidelines and height and weight limits vary greatly. Even limits for individual CRs with the same model name can vary depending on manufacture date. Always follow manufacturer instructions for each specific CR.

  In some cases, the CR and vehicle owner's manuals' instructions may contradict each other. Technicians should help caregivers find the best way to follow both sets of instructions, which may mean changing the installation method or seating position.

  Encourage caregivers to check the vehicle owner's manual (VOM) for the weight limits for the lower LATCH anchors or tether anchors in their vehicle, especially once their child reaches 30 to 40 pounds. By catching caregivers before their child reaches the weight limit, technicians can provide education before there is misuse, help with installation changes, and look up weight limits that are not in the VOM.

NHTSA's and AAP's guidelines side by side

The latest guidelines from NHTSA are very similar to the latest AAP guidelines. Both sets of guidelines are geared to keeping children in each type of restraint for as long as possible and in the back seat until they are at least 13 years old. NHTSA and the AAP both use the child's age and size to determine which type of restraint he or she should be using, and while there are slight differences in the wording and age ranges, their overall messages and emphasis on best practice are the same.

	AAP Stages	NHTSA Stages
Rear-Facing	Until 2 years old or the maximum RF height or weight limit of the CR is reached.	From birth to one year, then as long as possible given maximum RF height or weight limit of the CR. Age range: birth to 3 years.
Forward-Facing	From 2 years old until the maximum height or weight limit of the CR is reached. Age range: 2 to 8 years	From the time the child outgrows the rear-facing CR until the maximum height or weight limit of the forward-facing CR is reached. Age range: 4 to 7 years.
Booster	If the child has reached the maximum height or weight limit of the forward-facing CR but does not yet fit properly in a vehicle seat belt. Age range: 2 years and older.	From the time the child outgrows the forward-facing CR until he or she fits properly in the vehicle lap-shoulder belt. Age range: 8 to 12 years.
Seat Belt	When the child fits properly in the vehicle lap-shoulder belt, based on the fit of the lap and shoulder belts and the child's ability to sit properly for the entire ride.	When the child fits properly in the vehicle lap-shoulder belt, based on the fit of the lap and shoulder belts.
Back Seat	Until at least 13 years old.	Until at least 13 years old.

Recall News

What's the date on your recall list?

Technicians should stay up to date on CR recalls and always use the latest recall list during car seat checks. Emphasize to caregivers the importance of registering CRs, get recall lists from reputable organizations, and consider signing up for recall alerts with NHTSA. A current list of CR recalls is available at *www.nhtsa.gov*.

Britax changes its recall phone number

The contact number for any and all Britax recalls is now **888-427-4829** (Britax Consumer Services). The previous recall line phone number (800-683-2045) should be removed from all listings.

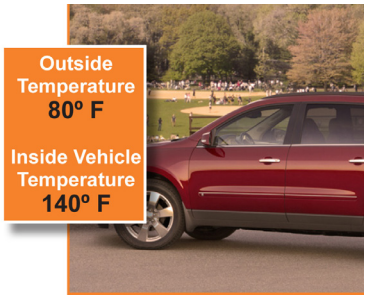
Questions or concerns? Contact Sarah Tilton at *Sarah.Tilton@Britax.com*.

Kids Left in Cars: Heat Stroke Prevention

Summer is here and with it comes the increased likelihood of needless deaths of children left in vehicles. Every year, about 38 children die from being left alone in a car that got too hot. According to Safe Kids USA, 49 children died in 2010. Since 1998, nearly 500 children have died from overheating in an unattended vehicle.

Dangers of heat stroke

Heat stroke (hyperthermia) is a life-threatening issue for people of all ages; it can cause organ failure, brain damage, and even death, if not treated promptly. Heat stroke can start to set in when a person's body temperature reaches 104 degrees Fahrenheit; 107 degrees is considered fatal. For children, the risk is especially great due to their limited ability to regulate body temperature. A child's body heats up three to five times faster than an adult's, meaning it can reach a critical temperature in only minutes when left in even moderately warm conditions.



How fast can a vehicle heat up?

Sunlight can rapidly heat the inside of a vehicle. Cracking a window does little or nothing to alleviate the heat trapped inside the vehicle.

While hot-weather states suffer the most child heat-related deaths—Arizona, Florida, and Texas account for about 50 percent of the total deaths each year—hyperthermia does not only strike in southern states or extremely hot weather. In fact, child death from hyperthermia has been reported when the outside temperature was only 57 degrees. Studies show that the inside temperature of a closed vehicle increases rapidly:

- 19 degrees in 10 minutes
- 29 degrees in 20 minutes
- 34 degrees in 30 minutes
- 43 degrees in 60 minutes

See how quickly a car heats up, courtesy of General Motors:
http://www.youtube.com/watch?v=b3NFfWlfj24&feature=youtu.be

Causes and Prevention

There are many different reasons why children end up stuck in hot cars (chart, right), and they are all preventable. Following are the most common reasons, as well as tips that can help assure children are not left behind in vehicles.

Forgotten children (52 percent)

There are many factors that may increase the likelihood of a caregiver forgetting his or her child when the car is parked, such as how quietly a child is sleeping rear-facing in the back seat or the stresses of juggling work, home, errands, school, and child care. Changes in routine—such as the parent who does not usually take the child to child care doing drop-off that day—or other distractions increase the likelihood a child will be forgotten in the car.

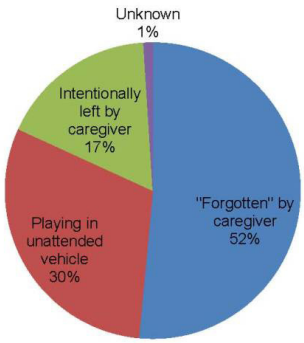
Prevention: Teach caregivers to place an important object—cell phone, purse, briefcase, coat, gym bag—in the back seat so that they always remember to check the back seat before locking and leaving the vehicle. If the baby is not yet born, encourage caregivers to place their belongings in the car seat itself, starting the habit of checking the back seat even before baby is in it. Encourage caregivers to have a plan in place to make sure the child makes it in to his or her school or child care every morning. For example, the childcare provider calls the drop-off person if the child is more than 10 minutes late, or another caregiver checks in every morning after drop-off time, or the caregiver uses computer calendars or cell phone alarms to remind him or her to ask, "Did I take her inside her classroom this morning?"

Playing in cars (30 percent)

While most hyperthermia deaths occur with children less than 2 years old, victims as old as 14 years have been reported. Even older children can get stuck in the car or its trunk while playing, hiding, or sleeping in unattended vehicles.

Prevention: Encourage people to lock their cars and keep car keys and key fobs away from children. Encourage caregivers to double check that everyone has gotten out of the vehicle and to not let children play in or around cars. Emphasize that if a child goes missing, caregivers should always check vehicles and

Reason Child Was in Vehicle



Null, J., San Francisco State University, Department of Geoscience (2010).

trunks first. Safe Kids USA suggests that teaching older children how to unlock doors and use trunk release handles may also decrease the chances of a child being stuck in the vehicle.

Leaving kids in cars (17 percent)

Many caregivers choose to leave their child in the vehicle in situations where they feel it is safe to do so. For example, some children are put to sleep by going for a drive and then allowed to nap in the car in the family's driveway or garage; others may be left in the car if the caregiver steps out for a quick errand. Such a decision can have serious consequences that were not realized or intended.

Prevention: Stress to caregivers that it is never okay to leave a child unattended in a vehicle, even for one minute. Encourage them to limit how much they get in and out of their cars if they don't want to take the kids out of their CRs. Using the drive-through, paying at the gas pump, and bringing other adults along on errands are practical ways to avoid putting children at risk.

"What should I do if I see a child left unattended in a car?"

A child left alone in a vehicle is an emergency. Teach people to call 9-1-1 if they ever see a child left unattended or if they discover they have left their own child alone in the car. While laws regarding unattended children vary from state to state, it's important to get help immediately to make sure the child is not injured.

Heat-Related First Aid

If a child is found unattended in a hot vehicle, and emergency help has not yet arrived, caregivers or bystanders may be able to act quickly to help the child by providing some basic cool-down care. After first calling 9-1-1:

Lay the child down in a cool or shady area with feet slightly elevated.

Remove clothes, and apply cool water or cold, wet cloths to the child's body.

If the child is coherent, offer cool liquids to drink.

If vomiting, incoherent, or unconscious, lay the child on his or her side to prevent choking.

(Sources: Nemours Foundation, *www.kidshealth.org*; American Academy of Family Physicians, *www.familydoctor.org*)

Curbside Notes

Hyperthermia prevention in the field

- Talk to caregivers about hyperthermia during car seat checks. Explain that it can happen to anyone, even when it's not very hot outside.
- Teach prevention. Never leave kids (or pets) unattended in the car, even if the windows are cracked, even if it's "just for a minute."
- Use a demonstration at a checkup station. Place thermometers inside and outside an empty vehicle to illustrate how warm it gets inside a parked car. Get creative—place one thermometer in a sunny car and one in a shady car, or place one in a car with the windows up and one with the windows slightly open.
- Model best practice. During sunny checkup events, provide a covered or shady area where caregivers can wait with their children. Encourage caregivers to bring cool drinks—or get a sponsor to provide bottled water—in case there is a long wait.
- Partner with local businesses and recreation areas to have hyperthermia educational materials on display, especially during warm months. Think about places where children might be left briefly in the car (gas stations, banks, rest areas, parking lots).
- Encourage people to call 9-1-1 if they see a child left alone in a vehicle. State laws on leaving children unattended in a vehicle vary, but immediate intervention can save a child's life.
- Be prepared for the possibility that caregivers might be defensive if confronted about a child being left in the car. Staying calm and using the opportunity as a teaching moment—not a time to pass judgment—may be the best way to keep that child safe in the future. Consider approaching the situation with comments like, "I was really surprised when I learned how quickly parked cars can get too hot for kids and pets. Did you know…"?"

Resources: Safe Kids USA provides fact sheets, outreach materials (in English and Spanish), and media clips about preventing hyperthermia and entrapment in vehicles. Visit Safe Kids USA's "Never Leave Your Child Alone in a Car" campaign at *www.safekids.org/nlyca* for more information, or contact your local Safe Kids coalition.

continued on page 8

Kids Left in Cars, continued

Resources, continued:
NHTSA's "Keeping Kids Safe: Inside & Out" campaign (*www.nhtsa.gov/Safety/CPS*) has information and resources on hyperthermia prevention.

KidsAndCars.org is a nonprofit child safety agency with a focus on hyperthermia death prevention that provides educational materials and current information about children left unattended in vehicles. Visit *www.KidsAndCars.org* for more information and to download the new "Look before you lock!" parent education cards.

The Department of Geosciences at San Francisco State University lists all reported heat-related child fatalities in vehicles, as well as monthly and yearly statistics, individual case data, state law information, and vehicle temperature data. Visit *www.ggweather.com/heat.*

The Safe Ride News fact sheet *Parked Cars—Dangerous For Kids!* is available to download and reproduce for community safety events at *www.saferidenews.com*.

References: Safe Kids USA, *www.safekids.org*

San Francisco State University, Department of Geosciences, *www.ggweather.com/heat/index.htm*

Photos courtesy of KidsandCars.org, Safe Kids USA

National CPS Board's 2011 Technician and Instructor of the Year Awards

In recognition of dedication, innovation, and contribution to child passenger safety, the National CPS Board has created two annual awards: "The National Child Passenger Safety Technician of the Year" and "The National Child Passenger Safety Technician Instructor of the Year."

The 2011 awards were presented to Giuseppina "Pina" Violano, CPST, and Beth Washington, CPST-I, at the Lifesavers Conference in March (see profiles below). Pina and Beth each received an award plaque, a monetary prize of $500 from AAA, and will have their next recertification fee waived by Safe Kids Worldwide.

Congratulations to Pina, Beth, and all 77 other CPS technicians and instructors nominated for their commitment to child passenger safety! To view the list of nominees, visit the National CPS Board's website at *www.cpsboard.org/awards_winners.htm*. There you also will find AAA press releases providing more details about both winners.

Congratulations to the 2011 Award Winners!

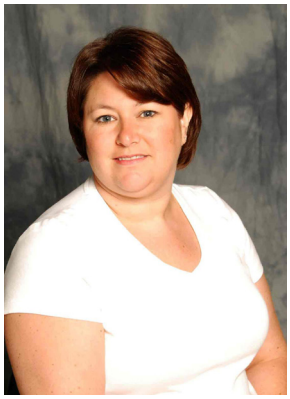
Giuseppina "Pina" Violano, RN, CPST

2011 National CPST of the Year

Pina is a registered nurse at Yale-New Haven Hospital in Connecticut, where she serves as the hospital's injury prevention coordinator. She is committed to creating and maintaining a model child passenger safety program for the hospital and also to educating members of the minority groups in her area. Pina has a true passion for her work and believes every child, no matter his or her ethnicity or financial situation, should be healthy and safe. This tireless advocate spends many Friday nights offering educational programs in Spanish and schedules Saturday car seat check-up events to reach as many families as possible. Her outreach allows her to work with churches, Boys and Girls Clubs, Kids in Crisis (an advocacy group for survivors of domestic violence), medical taxi services, and refugee clinics.

Beth Washington, CPST-I

2011 National CPST Instructor of the Year



Beth is the Safe Kids Tulsa area coalition coordinator. She has worked for Safe Kids Tulsa for 13 years, originally coming to the organization as part of her college internship while majoring in health promotion at Oklahoma State University. She became a certified CPST-I in 1998, the year NHTSA created the national CPS curriculum, so was one of the first instructors in the nation. As a Safe Kids coordinator and one of the two state training contacts, she is a tremendous resource for installation advice, technical support, educational materials, and course information. Beth now mentors instructors and technicians in the eastern half of Oklahoma. Colleagues who nominated Beth for this award commented on how much of her personal time she dedicates to the cause, both volunteering at events and traveling to teach and to support child passenger safety legislation.

Tools for Techs

CPS Week Coming Up

CPS Week is September 18–24, 2011, and September 24 is Seat Check Saturday.

CPS Week is approaching; what will you do to help keep kids safe? From passing out fliers in a local parking lot to interactive demonstrations at the local elementary school, technicians around the country are gearing up for CPS Week 2011! CPS Week gives advocates and technicians an official excuse to approach schools, stores, and other agencies in their communities in an attempt to spread the word about how to keep kids safe in cars. Think about a place near you where you see a lot of kids riding in cars. Could you print some CPS brochures to hand out? Or post fliers on a bulletin board? What about asking the local paper to run an article about child passenger safety and the resources in your area?

Urgent: List your inspection station on the NHTSA Locator

Is your CPS team planning to host an inspection station during CPS Week that should be included in NHTSA's Inspection Station Locator? If so, contact the NHTSA regional CPS coordinator for your state. (See list at *www.cpsboard.org/regional.htm.)* to get an inspection station form. All forms must be sent to NHTSA by **September 1, 2011**, to be included.

A CPS Week campaign planner is available to provide marketing materials and media content—including sample press releases, media articles, posters for checkup events, educational materials, and activities—as well as templates for communication and planning. Visit *www.trafficsafetymarketing.gov* for the planner, and stay tuned to *CPS Express* for more tips and information about CPS Week!

Traffic Safety Marketing Tools, Tips

Is your program or team trying to raise awareness of your CPS events? The Traffic Safety Marketing (TSM) website may be able to help.

In an effort to provide one-stop shopping for marketing and communication tools, NHTSA has created *www.trafficsafetymarketing.gov.* The TSM website provides information and tools for national traffic safety campaigns—including occupant protection and seat belt use—as well as tools for understanding and utilizing a variety of advertising, marketing, and communication strategies. In addition to national campaign information, TSM also provides communication tips on a variety of topics to help programs succeed, including advertising, branding, earned media, evaluation, media buying, presentations, research and planning, and using social media.

For more information and to download the CPS Week planner or sign up for e-mail updates, visit *www.trafficsafetymarketing.gov.*

National CPS Certification Student Manual—Available Now!

The current (2010) student manual is available for free download on the CPS Board website *(www.cpsboard.org/techmanual.htm).* Printed copies are available for purchase through the Washington State Safety Restraint Coalition, *www.800bucklup.org.*

Additional Learning Opportunities

Don't forget to read *CPS Express!* for a list of upcoming trainings, webinars, and CEU opportunities. Additional CEU opportunities are available through the National CPS Board at *www.cpsboard.org* and the Road Safety for Kids Online Training Center at *www.safekidswebinars.org.*

Save the Date—2011!

September 7–8 (deadline August 22)

Safe Travel for All Children: Transporting Children with Special Health Care Needs

Indianapolis, IN, Riley Children's Hospital
www.preventinjury.org/trainingOpp.asp
Deadline for registration is **August 22, 2011**.
Contact Laura Novak at 800-755-0912 or *lwillia2@iuhealth.org.*

NOTE: The website also provides listings for other special needs trainings scheduled.

September 18–24

CPS Week 2011

Seat Check Saturday: September 24
Contact Sandy Sinclair at *sandy.sinclair@dot.gov* or 202-366-2723

September 27, 4:00 to 5:00 PM EDT

Webinar–The Reality of Booster Car Seat Use

Presenter: Joe Colella, CPST-I. Earn 1 CEU. Space is limited. For more information and to register online, go to *www2.gotomeeting.com/register/314309042*

continued on page 10

Save the Date—2012!

March 9–14, 2012
Transporting Students with Disabilities and Preschoolers
Orlando, FL
www.eduprogroup.com

May 21–June 3, 2012
Click It or Ticket Campaign
www.nhtsa.gov/CIOT

June 14–16, 2012 (Note new date)
Lifesavers 2012 Conference
Orlando, FL
www.lifesaversconference.org

August 15–18, 2012
Kidz in Motion (KIM) 2012 Conference
Orlando, FL
http://www.kidzinmotion.org

September 16–22, 2012
CPS Week
Seat Check Saturday: September 22
Contact Sandy Sinclair at *sandy.sinclair@dot.gov* or 202-366-2723

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Congratulations—Free Recertification Winner

Our WINNER for the Summer 2011 free recertification drawing is Sara Applebee, from the Oconto County Public Health Department, Wisconsin.

Sara has been a CPST since 2003, working alongside two other technicians in her department to provide hands-on education at two fitting stations, as well as provide reduced-cost car seats to families in need. Sara's words of wisdom for other technicians are: "Use your manuals! Read the LATCH Manual, vehicle manual, and car seat manual for every seat. … Go to as many seat checks as you can, and expect to learn something at every single one."

Thank you, Sara, for all you do to help keep kids safe!

Be a Winner!

Sign up to be notified via e-mail when future editions of *Tech Update* are published and whenever significant announcements or updates to the CPS Board website are made.

Signing up also makes currently certified CPS technicians and instructors eligible to WIN a free CPS recertification—a $50 or $60 value—from Safe Kids Worldwide. To read the rules for the drawing and sign up for the CPS Board e-mail list, visit *www.cpsboard.org/elist.htm*.

The CPS Board and *Tech Update* editor thank Safe Kids Worldwide for making this recertification prize possible.