



rear-facing • forward-facing • booster seat • seat belts

Minutes of the Meeting of the National Child Passenger Safety Board March 13, 2018

Meeting (via conference call) called to order by Dina Burstein at 1:01 PM EST

Members Attending: Dina Burstein, Tammy Franks, Laura Dunn, Kerry Chausmer, Amy Artuso, Diana Imondi, Marilyn Bull, Charles Vits, Amber Kroeker, Krystal Heinzen, Bob Stevens, Mandi Seethaler, Lorrie Lynn, Randy Chhabra, Lonny Haschel, Alexis Kagiliery, Jennifer Pelky

Members Not Present: Sarah Tilton, Michael Chappell, Terry Emerson, Meg Miller

Guest(s) Present: None

*Reminder: Members are asked not to call in to the meetings while driving a motor vehicle. Employees of the National Safety Council cannot remain on the call while any individual is driving a motor vehicle and using a cell phone regardless if hand-held or hands-free. Thank you!

Welcome and Introductions: Dina Burstein

- NCPSB Statement of Intent
- Roll Call

January 2018 Meeting Minutes approval

- Minutes approved with no changes requested. All present were in favor, with none opposed.

Update: Certification Program, Kerry Chausmer

- Online training portal for CPST CEUs launched earlier in 2018, available to with no pre-requisites
 - Request for reviewers for trainings
 - Total of six courses now available
 - Please send edits or suggestions to Kerry, with URL and screenshot to support feedback
 - Can make minor edits, but not able to make major revisions
- Recertification: January – February 2018
 - Eligible for recertification: 2055; Recertified: 1009
 - Percentage Recertified: 49.1%
 - Decrease from 49.2% last month
 - Decrease from 52.2% this time last year
- CPST Month: May 2018
 - Currently registered courses: 84 (Goal is 100); Please encourage May certification courses
 - CPST Instructor pins cannot be mailed in advance of courses
- CPS Express: Always looking for articles. Be brief and provide links to resources.
 - Please send information to Kerry Chausmer by the 10th of the month prior to distribution
 - April 10th deadline for May/June CPS Express

NHTSA Update: Laura Dunn / Meg Miller

- In formative process of starting a new CPS and Tweens campaign with the Ad Council
 - One single campaign to address both topics; not expected to be available for CPS week 2018
- Planning for CPS week: September 23 – 29, 2018
 - Developing activity guide and toolkit. Tethers will have an emphasis.
 - Currently on schedule to post materials by June; See trafficsafetymarketing.gov
- NHTSA Image Library Update: photo shoot planned for late summer/early fall.
 - Board members are asked to send Laura wish list by mid-April
- Meg provided a reminder that what we do really does matter, shared documented save in D.C.
- Meg requested suggestions and ideas for how to engage more feedback from the field
 - Multiple board members reinforced importance of individualized contact and outreach

Strategic Planning: Tammy Franks

- Met with NHTSA and NSC Representatives to discuss direction
- Plan to send meeting invite next week with advanced strategic planning team to prepare for process

Communications: Amy Artuso / Randy Chhabra

- Randy updated members regarding proposed updates to national CPS awards process and timeline
 - Follow up from January meeting discussion to improve outcomes
 - Document sent to members in advance of meeting for review
 - Motion made to change timeline of awards process, as described in advance document
 - All in favor; none opposed
 - Motion made to add third award recognizing a team or organization, as outlined in advance document
 - All in favor; none opposed
 - Agreed to move forward.
 - Randy will draft three separate nomination documents incorporating feedback from today
 - Proposed language for nomination forms will be included in next weekly email to the board for review
 - Kerry will create Google Docs nomination forms
 - Amy will update cpsboard.org
 - All board members should read weekly email for consistent information
- Planning for Lifesavers anniversary reception will be discussed during next Communications committee meeting on April 4, 2018
- Thank you to members for ongoing social media posts. Current target audience is not restricted.

Curriculum: Mandi Seethaler / Krystal Heinzen / Sarah Tilton

- BIG thanks to members for completing module updates on schedule
- Individual reviews are currently taking place; Making timely progress
- Field review invitation was included in [CPS Express](#)
 - Kerry will email modules to reviewers in April
 - Reviewers will return feedback directly to module leads

Other Business: Dina Burstein

- Hotel link for July meeting will be in weekly email to board members tomorrow
- Thank you to members that volunteered and reviewed webinars on cpsboard.org

Next Meetings:

- Communications Committee: April 4th, 1pm EST
- Curriculum Committee: April 10th, 1pm EST
- Full Board: May 8th, 1pm EST

Adjourned at 2:10pm EST

Minutes respectfully submitted by Amy Artuso