



Digital Partner for Launch of
SaferCar.Gov/TheRightSeat



Motor vehicle crashes are the leading cause of death for children ages 1-12 years old. Many times deaths and injuries can be prevented by proper use of car seats, booster seats, and seat belts. On April 10 we are launching new public service announcements (PSAs) and a new Web site to help make sure parents and caregivers are always correctly using the right car seats for their children, according to age and size. We need you to help us generate awareness about the campaign and spread this lifesaving information.

How can you help us get the word out?

- **Do you have an e-newsletter?** Share information about our new PSAs and Web site with your constituents. You can include either one of our new print PSAs or our infographic (see below).
- **Do you have a Twitter account?**
 - **Send out this tweet:** "Parents who really know it all, know for sure their child is in the right car seat. Visit safercar.gov/therightseat via [@childseatsafety](https://twitter.com/childseatsafety)."
 - Retweet from the [@childseatsafety](https://twitter.com/childseatsafety) account.
 - Tweet from the library of content we've provided below.

- **Do you have a Facebook fan page?**
 - Make facebook.com/childpassengersafety a “favorite” of your organization’s fan page.
 - Promote safercar.gov/therightseat.
 - Post the new PSAs.

Links to PSAs

The new TV, radio, print, outdoor and digital PSAs can be found on <http://www.safercar.gov/parents/TRS/toolkit.htm>.

Sample Content for e-Newsletter

In a nationwide effort to make sure all parents and caregivers are properly securing their children from birth through age 12 in the right car restraints (rear-facing, forward-facing, booster, seat belt) for their age and size, the National Highway Traffic Safety Administration (NHTSA) and the Ad Council are launching new public service announcements (PSAs) as part of their child passenger safety campaign.

Motor vehicle crashes are the leading cause of death for children 1-12 years old. From 2006 to 2010, 4,028 children (age 12 and younger in a passenger vehicle) were killed and an estimated 660,000 were injured, in motor vehicle traffic crashes – more than the entire population of Boston, Massachusetts.

The campaign objectives are to educate parents and caregivers about NHTSA’s car seat recommendations for children from birth through age 12, as well as convince parents to seek more information on NHTSA’s car seat recommendations.

Created *pro bono* by advertising agency Gotham, Inc., the new TV, radio, print, outdoor, and digital PSAs target parents and caregivers of kids up to age 12 who think their children are in the right car seats. The key message of the PSAs is, “Parents who really know it all, know for sure their child is in the right car seat.” For more information visit Safercar.gov/therightseat, to find out for sure if you have your child in the right car seat. The site also has important information on car seat use and installation such as How-to videos, recall notifications, and NHTSA’s car seat ease-of-use ratings.

Library of Content of Tweets and Posts

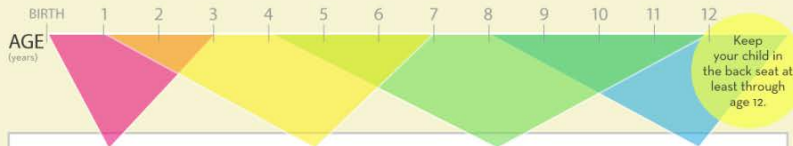
- Are your kids in the right car seats for their age and size? Know for sure. Visit safercar.gov/therightseat.
- Is your kid in the right car seat for his/her age and size? Know for sure. Visit safercar.gov/therightseat.
- Parents who really know it all, know for sure their child is in the right car seat. Visit safercar.gov/therightseat.
- Find out for sure if you have your child in the right seat by visiting safercar.gov/therightseat.

- Motor vehicle crashes are the leading cause of death for kids ages 1-12. We're hoping our new site will help change that: safercar.gov/therightseat.
- Did you know? Using the correct car seat reduces the chance of fatal injury for infants by 71%.
- Did you know? Using the correct car seat reduces the chance of fatal injury for toddlers by 54%.
- Protecting your child's future takes more than what "seems right" when it comes to car seat safety.
- You'll do anything to make sure your child is safe. Make sure they are best protected in the car. Visit safercar.gov/therightseat.
- Motor vehicle crashes are the leading cause of death for kids 1 through 12 years old. Make sure you're protecting your children and their future. Learn car seat safety tips here: safercar.gov/therightseat.
- In 2010, on average, almost 2 children (age 12 and younger in a passenger vehicle) were killed in motor vehicle crashes each day. Know for sure your child is in the right car seat: safercar.gov/therightseat.
- In 2010, on average, 325 children (age 12 and younger in a passenger vehicle) were injured in motor vehicle crashes each day. Know for sure your child is in the right car seat: safercar.gov/therightseat.
- Know for sure you're correctly using the right car seat for your child's age and size. Visit safercar.gov/therightseat now and make sure your child is protected.
- From 1975 to 2010 child restraints in vehicles saved the lives of an estimated 9,611 children age 4 and younger.
- 3 out of 4 kids are not as secure in the car as they should be because their car seats are not being used correctly.
- From 2006 to 2010, 4028 children (age 12 and younger in a passenger vehicle) were killed and an estimated 660,000 children were injured in motor vehicle traffic crashes – more than the entire population of Boston.

Infographic

Share our infographic ([attached](#)) on your Facebook, Twitter, or e-newsletter to visually depict to your audience NHTSA's car seat recommendations.

Car Seat Recommendations: Choosing the Right Seat



REAR-FACING CAR SEAT

Your child 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 you to keep your child rear-facing for a longer period of time.

A rear-facing car seat is the best seat for your young child to use. It has a harness and in a crash, cradles and moves with your child to reduce the stress to the child's fragile neck and spinal cord.

FORWARD-FACING CAR SEAT

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

A forward-facing car seat has a harness and tether that limits your child's forward movement during a crash.

BOOSTER SEAT

Keep your child in a forward-facing car seat with a harness until he or she reaches the top height or weight limit allowed by your car seat's manufacturer. Once your 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.

A booster seat positions the seat belt so that it fits properly over the stronger parts of your child's body.

SEAT BELT

Keep your child in a booster seat until he or she is 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: your child should still ride in the back seat because it's safer there.

A seat belt should lie across the upper thighs and be snug across the shoulder and chest to restrain the child safely in a crash. It should not rest on the stomach area or across the neck.



Reduce the risk of death and injury by properly securing your child. Use these recommendations and share them with friends and loved ones. To maximize safety, keep your child in the car seat for as long as possible.



www.safercar.gov/therightseat



CRASHES

are the leading cause of death

for children from 1 through 12 years old.



According to a NHTSA study,



3 out of 4 kids

are not as secure in the car as they should be

because their car seats are not being used correctly.

In motor vehicle traffic crashes from 2006 to 2010,

4,028 children under 13 WERE KILLED.

660,000 children under 13 WERE INJURED.



That's more than the population of Boston, MA.



Child restraints in the vehicle saved the lives of an estimated

9,611 CHILDREN AGE 4 & UNDER

from 1975 to 2010.