



NATIONAL  
**CHILD PASSENGER  
SAFETY BOARD**

A program managed by the National Safety Council

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rear facing • forward facing • booster seat • seat belts

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**Louisiana Passenger Safety Task Force Receives Child Passenger Safety Team of Year Award**

*Through Innovative Efforts, Members Serve Families in Every Corner of the State*

A partnership with University Medical Center New Orleans and Louisiana's Sonic Drive-in restaurants has enabled the Louisiana Passenger Safety Task Force to create a sonic boom-like impact in child passenger safety circles.

Today, the decibel level cranks up another notch as the [Louisiana Passenger Safety Task Force](#) is recognized as the Child Passenger Safety Team of the Year by the [National Child Passenger Safety Board](#). The award is sponsored by [Toyota Motor North America](#).

"Individual commitment to a group effort is what makes a team work," National Child Passenger Safety Board Chair Tammy Franks said. "The Louisiana Passenger Safety Task Force is the epitome of a team that works. Individuals have put ideas into motion. Others have been quick to get involved. As a result, children throughout the state of Louisiana are safer."

A simple fundraiser has blossomed into one of the cornerstones of success for the Louisiana Passenger Safety Task Force, a network of certified child passenger safety technicians working throughout the state, directed by the University Medical Center Trauma Program.

Four years ago, members of the Task Force and representatives from University Medical Center connected with Sonic to create the Sonic "Tot" calendar. These calendars featuring monthly child safety seat messages and coupons for customers are sold at Sonic drive-in locations around the state of Louisiana. Proceeds are used to purchase car seats for those who cannot afford them.

If you haven't guessed it already, sales of these calendars have been booming. Sonic has donated \$223,000 since the inception of the program, \$60,000 in 2018 alone.

In 2019, members of the Louisiana Passenger Safety Task Force distributed more than 900 car seats. They also provided education, assisted with the installation and/or checked more than 5,100 car seats working in nine different regions across the state.

The Task Force also has designated an Instructor and Regional Coordinator in each region to assist with Child Passenger Safety Technician development and recertification. In turn, this has helped the Louisiana Passenger Safety Task Force maintain a recertification rate well above the national average. The Task Force state coordinator keeps a database and tracks expiration dates of more than 700 CPS Technicians and sends reminders about events and continuing education opportunities.

In addition, members of the Task Force meet regularly to ensure all activities, meetings and events in Louisiana follow a uniform pattern and share this information in a quarterly newsletter. They also host a free annual conference that features a wide range of speakers, including car seat manufacturers, who provide product updates to CPS Technicians.

"Members of the Louisiana Passenger Safety Task Force have formed a network of people working to reduce injuries and fatalities through the correct installation and use of car seats," Franks said. "They work in all corners of the state of Louisiana, and they serve all families, regardless of status or income levels. They are a team you can easily raise a big cheer for."

### **About the National Child Passenger Safety Board**

The National Child Passenger Safety Board, a program managed by the National Safety Council, seeks to maintain the quality and integrity of the National Child Passenger Safety Technician Certification Training. The program is used to train and certify child passenger safety technicians and instructors. For more information about child passenger safety or the National CPS board, please visit the Board's website at [www.cpsboard.org](http://www.cpsboard.org)