Meeting of the National Child Passenger Safety Board
July 8, 2020

Meeting (via conference call) called to order by Lonny Haschel at 11 AM EST

Members Attending: Lonny Haschel, Mandi Seethaler, Jennifer Pelky, Laura Dunn, Kerry Chausmer, Amy Artuso, Marilyn Bull, Denise Donaldson, Kellie O’Riordan, Drew Kitchens, Bob Stevens, Ron Kremer, Judy Hammond, Randy Chhabra, Alexis Kagiliery

Members Not Present: Mike Chappell, Jim Savage

Guest(s) Present: None

*Reminder: Members are asked not to call in to the meeting 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: Lonny Haschel
- Welcome to the July 2020 meeting. Thank you to everyone for being here!
- Roll Call – See above notation of members in attendance.
- NCPSB Opening Statement
- Approval of May 2020 Minutes: No edits received.
  - Motion made by Kellie O’Riordan to approve the May minutes as presented. Motion seconded by Ron Kremer. No discussion. Motion carries.

NHTSA Update: Laura Dunn and Judy Hammond
- NHTSA launched Heatstroke campaign on July 1, 2020; will run through September 2020.
  - Visit trafficsafetymarketing.gov for public assets available for use.
  - Fewer fatalities this year in comparison to 2019.
- Annual Highways Safety Plans are coming in from states.

Safe Kids Worldwide/Certification: Kerry Chausmer
- Certification has processed just under 17k recertification extensions in 2020.
  - Most extensions will expire on Oct. 30th.
    ▪ If Technicians still need seat checks, please encourage them to enter all other recertification information and request an additional extension.
    ▪ If Instructors need teaching hours, please encourage them to enter all other recertification information. Have them e-mail Certification outlining a plan to earn needed Instructor hours and to request an extension based on the plan.
There is a Recertification FAQ on cert.safekids.org.

Kerry Chausmer and Alexis Kagiliery are working on a survey for all Technicians who need to recertify in October – December 2020.

- How are the Technicians planning on doing their seat checks? Are they planning to complete them virtually?
- Alexis will record 2 sample seat checks to give people more comfort about what they can do and what they can ask.
- If people are in an area where this is an Instructor who is willing to do in-person sign offs, please encourage them to follow COVID-19 mitigation guidance.

National Safety Council/NCPSB: Amy Artuso

- In June 2020, NSC launched an updated logo in conjunction with updated branding.
  - The NCS logo on cpsboard.org has been updated.
  - As a program managed by the National Safety Council, the Board logo may need to be updated in the future. Amy will keep the Board updated.
- For CPS Week/Month, if there is anything Members would like to see the Board do, as an example for communications, please email Amy with ideas.

Executive Committee: Lonny Haschel

- The Executive Committee recently met with JPMA, MACPS, and Alliance for Automotive Innovation, to notify each organization regarding new membership selection process for subject matter expert positions.
  - All received the update positively and look forward to continued work together.
- A request from Tammy Franks, in her role as the NSC liaison for CPS in healthcare settings, to have the Board work with Lippencott to offer assistance in updating their standardized/boilerplate policies on occupant protection and child passenger safety.
  - Jennifer Pelky made motion that the Board reach out to Lippencott to offer assistance in updating their procedures.
    - Mandi Seethaler seconded the motion.
    - Mandi suggested adding to motion to invite Tammy Franks to participate in this Board effort.
    - Jennifer amended motion to include this stipulation.
    - The amended motion carried.

Membership Committee: Mandi Seethaler and Jennifer Pelky

- Membership application period opened May 25, 2020, and is open until July 31, 2020.
  - Two field representative positions are open.
    - Public Safety: Fire/EMS
    - Public Safety: Law Enforcement
- The committee is in process of finalizing review criteria and scoring draft for this selection cycle.
- The committee has engaged in a great collaborative effort, and it is appreciated!

Curriculum Committee: Kellie O’Riordan

- Work is moving forward with the Car Seat Basics e-learning course (formerly Operation Kids training).
- A CPS in the Healthcare Setting sub-committee met at end of June 2020 to address updating the hospital discharge recommendations document and checklist.
  - Committee members included representatives from the Children’s Hospital Association and the American Academy of Pediatrics.
- Work has begun on the Educator Development Learning Library (formerly Instructor Development curriculum).
  o The audience has been expanded to include CPSTs.
  o Curriculum is being updated to a library of modules to allow CPS teams to build an agenda based on their needs.
  o A couple of modules will be built specifically for Instructors and ICs.
- Denise reported that she along with Charlie Vits and Sue Shutrump have been working to update content for the school bus curriculum.
  o The draft material have been reviewed by community SME’s.
    ▪ Denise is working to incorporate suggested revisions as appropriate.
  o The biggest challenge right now is the need of pictures to support the training.
    ▪ Mandi offered help with pictures.
    ▪ Amy will check with Laura if there are updated photo releases.
- COVID-19 Working Group
    ▪ Please help to promote this resource!
    ▪ Ron has created social media posts to promote.
  o Lonny thanked everyone for their collaborative effort on this project.
  o Ron reminded Members to submit pictures of themselves wearing a mask for inclusion on cpsboard.org.

Data Committee: Denise Donaldson
- The Data Committee had a productive meeting in June.
- Launch of an updated NDCF is anticipated for mid-August.
  o Updates are planned for all 5 delivery platforms including web-based, 3 apps (Amazon, Android and Apple) and paper form.
    ▪ All platforms will align including skip patterns align across platforms.
    ▪ Westat is working on training tool on how to use the NDCF.
  o A new dashboard will be launched on https://carseatcheckform.org/home.
- Members are encouraged to let the Data Committee know what they would like to see from the data.

Communications Committee: Randy Chhabra/Ron Kremer
- The National CPS Awards nomination applications are open until August 31, 2020.
  o Please help to promote!
- Social Media Update
  o Thank you to all Members for developing and sharing a great variety of posts.
    ▪ Remember to have fun with the posts – safety can be fun, too!
  o We have topped 14,000 followers on Facebook.
    ▪ Facebook demographics for June 2020:
      • 84% women, 15% men, 1% unspecified
      • Biggest audience is 35-44 years old.
  o Ron shared that we have ~1,500 followers on Twitter.
    ▪ Twitter demographics for June 2020:
      • 57% women, 43% men
      • Biggest audience is 25-34 yo – 35.6%
- cpsboard.org Update
  o Website sessions averaged 7,478 for the six months from January 2020 through June 2020.
That is nearly double the average from 7-month sampling from July 2018 to January 2019 (4,240).
  o We are averaging 22,000 page views/14,000 unique page views per month.
    ▪ Top pages include the [home page](#), [recertification](#) and [curriculum/instructor materials](#).
  o CEU quiz takers has doubled from 2019 to 2020.

- YouTube update
  o We are averaging 219 views per day.
- Thank you to everyone for your collaborative effort. We are reaching many more people than in the past. We are seeing great results!
  o Denise Donaldson shared that she promotes Board resources on the back cover of *Safe Ride News*.
  o Amy Artuso reminded the Board that all of the growth is organic growth (We do not have any paid advertising) and thanked Ron for coordinating these efforts!

**Certification/Recertification: Kerry Chausmer**
- The committee has been focusing on available webinars on [cpsboard.org/recertification](#).
- Kerry is looking for Lifesavers Hot Topics and speaker proposals.
  o The Lifesavers track has been updated to Child Passenger Safety rather than Occupant Protection for Children.
    ▪ Many Members serve on the Lifesavers CPS Planning Committee. Thank you for your contributions.
  o There will be a focus on providing virtual education, remote seat checks, and cultural sensitivity in 2021.
  o Feel free to email Kerry directly with ideas.

**Other Business: Lonny Haschel**
- The Board was reminded that a [Member Contact List](#) is available to the public under Board Materials.
- Lonny Haschel reported that his working on adding proposed sections on virtual/electronic meetings to the Bylaws and Member Handbook and will share with the Board in the near future.
- Kellie O’Riordan is in need of photos with teen drivers with littles in back. Kelly can share a photo release waiver.
- Lonny thanked Members for their dedication, expertise and thoughtfulness. It means a lot to people across the country.

Meeting Adjourned by Lonny Haschel at 12:28 PM EST.

Minutes respectfully submitted by Amy Artuso, outgoing NCPSB Secretariat and Tammy Franks, incoming NCPSB Secretariat.