National Child Passenger Safety Board Meeting
November 2-4, 2021

Tuesday, November 2

The meeting was called to order by Mandi Seethaler at 12 pm CT.

Members Attending:
☒ Mandi Seethaler, Chair
☒ Jennifer Pelky, Vice-Chair
☒ Jim Savage, Vice-Chair Elect
☐ Laura Dunn (virtually) - Excused
☒ Marilyn Bull
☒ Denise Donaldson
☒ Scott Downing
☒ Tammy Franks

☐ Judy Hammond (virtually) - Excused
☒ Ron Kremer
☒ Kellie O’Riordan (virtually)
☒ Krystal Phillips
☒ Bob Stevens (virtually)
☒ Beth Warren
☒ Justin Young

Guests: Jessica Butterfield, Jennifer Booge (Data Committee), Adele Polson (Data Committee), Julie Brewer (Data Committee) and Joe Powell (Data Committee)

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

Welcome – Mandi Seethaler
• The Board was welcomed to the November 2021 full Board meeting.
• The Board reminded that we meet in executive session and meeting participation while driving a motor vehicle is not allowed.
• The public meeting minutes for the September 2021 full NCPSB meeting reviewed.
  o Motion: Marilyn Bull moved that September 2021 meeting minutes be approved with the suggested edits.
  o Second: Ron Kremer seconded the motion.
  o Discussion: Reviewed suggested edits from Justin Young.
    ▪ “Last year” changed to 2019.
    ▪ Grammatical revisions made.
  o Decision: The motion carried.

Program Update: NHTSA - Laura Dunn and Judy Hammond
• No update provided.

- Buckle Up Program (Krystal Phillips)
  - September 2021: 263 events
    - 51 virtual events
    - 43 in-and-around car events
    - 11 National CPST Certification Training courses
    - 10 promotional events
    - 120 events took place during National CPS Awareness Week
    - 12,982 parents and caregivers reached
    - 870K impressions reaching 750K people (partner share of digital assets on social media)

- Listening exercises/needs assessments with coalitions will be held in 2022.
  - Needs assessment will focus on better serving coalitions, understanding the community, and their overall CPS program activity.

- Certification (Beth Warren)
  - Overall recertification rate of 47% for 2021 YTD
  - State Farm Technical Updates
    - 12 scheduled
    - 1,446 CPSTs and CPSTIs participated
    - Mix of in-person and virtual
  - State Farm Webinars
    - 11/12 completed
    - 4K + participants
  - Quizzes: 80,790 taken
    - Used for a mix of CEU’s and seat check alternatives
  - Seat check alternative/CEU option: no date yet of option going away due to fluctuating COVID restrictions
  - 585 National CPST Certification courses held through October 2021
    - Peaks in May (89), June (84), and September (84)
  - 124 National CPST Renewal Testing courses held through October 2021
    - Peaks in May (19), April, June, July, and August (17)
  - 32,344 CPST/I’s YTD
    - 1,713 CPSTI’s
    - 35 IC’s
    - 6,429 new CPST’s in 2021
      - Peaks: May (977) and September (906)

Program Update: National Safety Council – Tammy Franks

- Great news! Amy Artuso tentatively plans to return to work at end of December, beginning of January.

- Access to Car Seat Basics e-learning has been streamlined.
  - The e-learning is gaining momentum and use in community.
    - Promoted during GHSA and Kidz in Motion Conferences.
    - There is an option to set up a group training.
Executive Committee – Mandi Seethaler

- **2021-2022 NCPSB Member Handbook update**
  - Review and send suggestions for edits to Tammy by December 1.

- **2022 NCPSB meeting calendar**
  - Meeting invites have been sent out.
    - Contact Tammy if you are missing any.
  - Please note that virtual full Board meetings will be two hours in length.

- **Lifesavers National Conference on Highway Traffic Safety Priorities**
  - Joe Coella and Angela Osterhuber are the new co-chairs of OPC track.
  - The NCPSB will be participating in a pre-conference session, title to be determined, on Saturday, March 12 from 1:30 to 5:30 pm.
    - There is no cost to participants.
    - NCPSB, NDCF, MACPS, Certification are tentatively on the agenda.
  - Timeframe for NCPSB is approximately two hours.
    - 30 minutes – NCPSB activities and cpsboard.org updates
    - 60 minutes – Curricula updates
    - 15 minutes – Q&A
    - 15 minutes – CPS Awards Ceremony
  - The NCPSB will have a table in the NSC booth; need Members to help staff.
    - Jim, Beth, Denise, Mandi, Ron and Tammy plan to attend Lifesavers.

Data Committee – Denise Donaldson

- Thank you to NDCF Team for joining us!

- **CPS Crash Statistic Analytics**
  - New Software – AASHTOWare Safety, created by New Metric in Utah
    - American Association State Highway and Transportation Officials
    - Being used in 11 states
    - Driving crash statistic analytics – able to drill down to zip code and speed limits
    - May be an area to support for page about children

- **NDCF V 6.0**
  - 53 suggestions implemented/19 suggestions postponed.
    - 21 variable changes
    - 20 display changes
    - 12 flow changes
  - An overview of changes was provided including:
    - Logistical flow
    - Terminology alignment with *National CPST Certification Training* curriculum
    - Response “bucket” descriptors
    - Address “unconventional” checks
    - Shading added in Caregiver Section to facilitate identification for boxes when making copies of the form
    - Addition of “Caregivers are encouraged to visit checktoprotect.org to check for vehicle recalls.” in Caregiver Section
    - Updates to Child on Arrival:
      - Switched CS Harness Correct and CS Installed Using
    - Updates in On Departure to “Is the CS compatible with the vehicle?”
    - Change to “Child/CS Correct on Departure” from “All corrections made prior to departure.”
• June 1 is the deadline for feedback submission for the October 2022 revision.

Dashboard Updates
  o 17 suggestions implemented/4 postponed
    ▪ Checks appear in the dashboard if you are the primary CPST or an additional CPST.
    ▪ Added additional labeling on each dashboard to identify the level of access.
    ▪ Dashboard focuses on number of checks organized by year.
    ▪ Updated the map by total number of checks by state.
    ▪ Coming soon - car seat checks by COUNTY
      • Available in December 2021

Table Tool Updates
  o Added a fiscal year variable based on federal fiscal year
  o Relabeled N/A Null to Not Applicable/Missing

AAA Mountain West worked with Westat on the efficacy of paper vs digital check forms.
  o Paper: 2422 seats – mostly from 2019
  o Digital: 1381 seats – mostly from 2020
  o Paper forms lots of missing data.
  o Validation logic makes it difficult to omit data on NDCF.
  o Successful campaign generating 70 million impressions.

Jessica reported that she is working on outreach – Where is everyone on the NDCF?
  o Where are you on the NDCF journey and where do you want to be?
  o NDCF Data
    ▪ 50 states
    ▪ 53K seat checks
    ▪ 3K virtual seat checks

THANK YOU to Ron for all of your help with cpsboard.org/NDCF.
  o Right rail has been updated.

• The NDCF Team is participating in the pre-conference session at the Lifesavers National Conference on Highway Traffic Safety Priorities.
  o Timeframe for NDCF is approximately 1.5 hours.
  o Presenters include:
    ▪ Jennifer Booge, NSC
    ▪ Adele Polson, Westat
    ▪ Brian Rauscher, Idaho

Membership Committee – Jennifer Pelky and Krystal Phillips
• Membership Cycle update provided on the 2022-2025 Research/Public Health representative and the Child Restraint Manufacturer Representative selection process.

The meeting was adjourned by Mandi at 3:50 pm CT.
Wednesday, November 3

The meeting was called to order by Mandi Seethaler at 9:01am CT.

Members Attending:
☒ Mandi Seethaler, Chair
☒ Jennifer Pelky, Vice-Chair
☒ Jim Savage, Vice-Chair Elect
☒ Laura Dunn (virtually) - Excused
☒ Marilyn Bull
☒ Denise Donaldson
☒ Scott Downing
☒ Tammy Franks
☐ Judy Hammond (virtually) - Excused
☒ Ron Kremer
☒ Kellie O’Riordan (virtually)
☒ Krystal Phillips
☒ Bob Stevens (virtually)
☒ Beth Warren
☒ Justin Young

Guest(s): Jessica Butterfield, Mike, Lonny Hashel (Curriculum Committee), Debbie Landoskey (Curriculum Committee)

Welcome – Mandi Seethaler

SKW Update on Hybrid Offering of the National CPST Certification Training - Beth Warren

- Updates have been made to Safe Kids Certification registration website.
  - Course will have the same type of course number. It will begin with state the course is held, year of course, a computer generated number, then H at the end. Example: MI2022XXXXXXXXH
- Course instructors will need hybrid course endorsement.
  - To receive the endorsement, Instructors will complete a hybrid course Instructor development training.
  - NSC is developing this endorsement training with the curriculum designers.
  - NSC will inform Safe Kids Certification who has completed the hybrid endorsement training.
  - The H endorsement will be added to the Instructor’s profile by Safe Kids Certification.
- Students will be able to search for type of courses choosing between certification, renewal, and hybrid in search function.
- Next steps include:
  - Updating the Policy and Procedure Manual
  - Updating cert.safekids.org

Curriculum Committee – Tammy Franks

*Disclaimer- Changes to the following information may be forthcoming. Project is responding to usability testing and pilots to deliver the best training possible. Please quote the date when referring to this draft version of information.

- Hybrid Overview
  - 155 field reviewers (not including Board members or Curriculum Committee Members) for the e-learning modules
  - 30 instructors submitted videos through crowd-sourcing.
  - Usability Testing is being conducted.
    - Usability Testing Cohort 1: Curriculum Committee Volunteers (current and past Board Members)
- Usability Testing Cohort 2: Instructors without prior involvement in the hybrid offering development
  - 271 comments vetted to date

- Hybrid Pilot Update
  - 28 responses to email requesting hybrid pilot participation
    - 4 sites selected (AZ, HI, MA and OH)
    - Board Members will observe virtual Checkpoints.

- Board discussed length of access students should have to e-learning modules.
  - 7 months of access from initial date of access agreed upon by Board.

- The Board supported that all Instructors must complete the e-learning modules in addition to the hybrid endorsement training in order to receive the hybrid endorsement.

**Membership Committee – Jennifer Pelky and Krystal Phillips**
- Krystal reviewed the Core Competency Matrix for Board diversity planning.
  - The Board discussed desired attributes for the Board with a focus on the representing new to the field CPSTs.
  - The Membership Committee will continue discussions.

**Communications and Engagement Committee – Ron Kremer and Jim Savage**
- A 2022 CPS Awards update was provided.
  - The Board approved the proposed 2022 CPS Award recipients for all three categories pending vetting by NHTSA Regions.

- Social Media Report
  - October Analytics highlights
    - Facebook daily total reach: 4.9 million
      - 85% women, 14% men, 1% unspecified
      - 35-44 38.4%, 25-34 32.4%, 45-54 16
    - Twitter impressions: 25,378 impressions per month over last 4 months
      - Instagram followers are increasing: 265 followers as of Nov. 1
    - YouTube views: 38,925 views
      - Module 4: How to Use a Locking Clip - 1816
      - Module 6: Chevy Silverado Tethering - 1283
      - CEU Webinar: After the Crash - 505
    - YouTube subscribers 1.1K

- **cpsboard.org** Update
  - 30,105 web page views; 19,761 unique views
  - Added Trainings menu.
  - NDCF moved to top navigation on main page.
  - Social media library created.

- Style Guide
  - Proposed style guide shared with the Board.
  - Please send feedback by December 1 to Tammy.
  - The style guide will be added to 2021-2022 Member Handbook.
Certification/Recertification Committee – Justin Young and Beth Warren

- Intended audiences for certification training were identified.
- Ideas for promoting certification training were discussed:
  - First person stories within that field
  - Blogs
  - Saved by the seat
- NCPSB Webinar Series
  - Upcoming:
    - November 9: Toolkit for Tribal Partnership Development (Community Education)
    - November 16: Where They Sleep Makes a Difference (Community Education)
    - January: Law Enforcement outreach
  - Ideas:
    - International travel
    - CPS and organizational leadership
    - Continued engagement when changing jobs
    - Transportation in EMS
    - Pregnant passenger safety
    - Transitioning through states of car seat and booster seat use
    - Integrated Car Seats – Tesla, Volvo, school bus
    - CPS social media (Ron Kremer and Mandi Seethaler)
    - Providing outreach to refugees (Kellie O’Riordan)
    - Case studies of successful state programs what is it that is working replicate in other areas
- What does success look like in terms of certification? More to follow…

The meeting was adjourned by Mandi at 3:55 pm CT.
Thursday, November 4

The meeting was called to order by Mandi Seethaler at 8:01 am CT.

Members Attending:
☒ Mandi Seethaler, Chair
☒ Jennifer Pelky, Vice-Chair
☒ Jim Savage, Vice-Chair Elect
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☒ Krystal Phillips
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☒ Justin Young

Guests: Jessica Butterfield and Debbie Landoskey (Curriculum Committee)

Welcome – Mandi Seethaler

Curriculum Committee, continued – Tammy Franks

• School Bus Curriculum Update
  o Update planned for early summer 2022
• Hybrid Offering of National CPST Certification Training Curriculum
  o Hybrid videos will be uploaded to the Board’s YouTube channel after NHTSA approval of the curriculum
    ▪ They will be loaded with transcripts.
    ▪ Ron will create a playlist.
  o On the quizzes, the questions will be in a larger font.
    ▪ The audio link will be above the question so not to separate the question and answer.
  o The Board compiled draft Instructor and Student decision guides for selecting between in-person and hybrid offerings of the curriculum.
  o The Board compiled a draft hybrid rollout plan.
    ▪ The Communications and Engagement Committee will assist with promotion.
• Open Questions
  ▪ Will there be a phase-in on the number of hybrid course offerings?
  ▪ Suggested maximum number of students

Outstanding Business/Closing – Mandi Seethaler

• Mandi suggested that strategic planning become a permanent agenda item for full Board meetings.

The meeting was adjourned by Mandi at 11:54 pm CT.