National Child Passenger Safety Board Meeting  
May 3-5, 2022

Tuesday, May 3

The meeting was called to order by Mandi Seethaler at 1 pm ET.

Members Attending:
☒ Mandi Seethaler, Chair
☒ Jennifer Pelky, Vice-Chair (3pm arrival)
☒ Jim Savage, Vice-Chair Elect
☒ Laura Dunn
☒ Daniella Brown (3pm arrival)
☒ Marilyn Bull
☒ Jessica Butterfield, Incoming Member
☒ Denise Donaldson
☒ Scott Downing
☒ Robert Duckworth (1:30pm arrival)
☒ Tammy Franks
☐ Judy Hammond (excused)
☒ Cass Herring
☒ Ron Kremer
☒ Kellie O’Riordan
☒ Krystal Phillips
☒ Kristel Robison, Incoming Member
☒ Justin Young

Guest(s): Data Committee Guests: Jennifer Booge, Julie Brewer, Emily Burkhardt, Elizabeth Petraglia, Adele Polson, Joe Powell

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 May 2022 full Board meeting.
• The Board was reminded that we meet in executive session and meeting participation while driving a motor vehicle is not allowed.
• The public meeting minutes for the March 2022 full NCPSB meeting were reviewed.
  o **Motion:** Justin Young moved that May 2022 meeting minutes be approved with the suggested edits.
  o **Second:** Scott Downing seconded the motion.
  o **Discussion:** None.
  o **Decision:** The motion carried.

Board Introductions – Mandi Seethaler
• The Board welcomed incoming members, shared their backgrounds and “why” they became involved in child passenger safety.

Program Update: NHTSA Headquarters - Laura Dunn
- 2020 fatality numbers have been released and are available at [www.crashstats.dot.gov](http://www.crashstats.dot.gov).
- PVH report released DOT HS 813 223.
  - Evaluated reminder technologies.
  - One-pager and brochure assets along with consumer friendly materials in development. Will share when available.
- Dr. Steven Cliff is the new NHTSA Administrator.
- Sunday, May 1st is annual National Heatstroke Prevention Day.
- Children’s dashboard National Center for Statistics and Analysis (NCSA) developed.
  - [https://explore.dot.gov/views/DV_FARS_CD/Home?%3Aiid=1&%3AisGuestRedirectFromVizportal=y&%3Aembed=y](https://explore.dot.gov/views/DV_FARS_CD/Home?%3Aiid=1&%3AisGuestRedirectFromVizportal=y&%3Aembed=y).

**Program Update: NHTSA Regions – Judy Hammond (reported out by Laura Dunn)**

- Bi-Regional OP Boot Camp for May 25 for Regions 6 and 7.
- Tennessee developed a trifold brochure of CPS Basics and Tennessee-based resources that include QR codes linking to Tennessee fitting stations and the Car Seat Basics eLearning Training from NSC. The brochures will be provided to the TN Welcome Centers for visitors and travelers in the state.
- Georgia Department of Health and the Governor’s Office of Highway Safety are presenting at the Safe Kids Georgia Leadership Conference in May.
- South Carolina addressing high law enforcement turnover and lower re-cert rates through scheduling more CPST Classes with contract CPSTIs.
- The 2022 Indiana Child Passenger Safety Conference and 26th Annual Child Safety Advocate Awards will be held May 4 and 5 in Indianapolis.

**Program Update: Safe Kids Worldwide/Certification – Cass Herring and Krystal Phillips**

- Research initiatives
  - Analysis of parental attitudes towards CPS ride shares.
- Heatstroke awareness
  - Will run through Oct on social media channels.
  - PVH data sets coming this summer.
- Safe Kids week is May 8th-14th, 2022.
- Certification courses
  - Feb: 26, Mar: 40, Apr: 104
- Current number of CPSTs, CPSTIs, ICs: 35,423.
- Annual reports coming in the summer for 2020 and 2021.
- Policy and procedure and nondiscrimination updates expected in May and June.
- Safe Kids in Autonomous Vehicles Alliance (SKAVA) to meet May 16.

**Program Update: National Safety Council – Tammy Franks and Jessica Butterfield**

- Tammy –
  - Certification curriculum refresh to begin for 2024 update.
  - Introductory trainings moved to carseateducation.org
  - New Board Members updated on website.
  - Protected instructor materials – check in for downloadable materials.
o Encourage CPSTIs not to share password information for Instructor hybrid endorsement.

• Jessica –
  o Pediatric Vehicular Heatstroke Academic Stakeholders Group meets quarterly with average attendance of 30-40 people.
  o NDCF is almost statistically relevant for the US.

• Ron –
  o Ron has worked up to update Recertification webpage.
  o *Kids and Hot Cars* and *Car Seat Basics* linked to [carseateducation.org](http://carseateducation.org).

**Data Committee – Denise Donaldson & NDCF Team**

• Thank you to Justin for serving as Co-Chair for the 2022-2023 Data Committee.

• NDCF Team Presentation – Checking our Way to 100K
  o Summary
    - Used in all 50 states.
    - 69K Seat Checks as of February 2022.
    - Approx. 3,330+ CPSTs have active accounts.
    - Highest Check Counts: IN, CO, VT, KS MA, MD
    - Lowest Check Counts: AL, NM, SD, OR, MT, WV
    - NDCF AP: Additional Training contact Jennifer at training@cpsboard.org.
    - Hold My Clipboard Discussion Series
      - Sign up at cpsboard.org/webinars.
      - New resource: NDCF monthly newsletter
      - Sharing course guidance document with CPSTIs.
  o NDCF team to focus on data literacy through Data 201 Training.
    - To launch at Kidz in Motion conference.
  o Ideas for the implementing NDCF in the Curriculum update:
    - Grow familiarity with use of the NDCF.
    - Introduce portions incrementally.
    - Suggestions to be sent to module leads.

**Executive Committee – Mandi Seethaler**

• Lifesavers Conference – Thank you and Hoorah!

• KIDZ IN MOTION Conference Planning
  o One-hour Board session to present material.
  o Booth staffing – Jessica to manage coverage schedule.

• Toyota for Good Funds
  o The Board discussed a Mailchimp and Jotform purchases for Curriculum feedback form use, membership, awards, and Chair weekly email communication.
    - **Motion:** Scott Downing moved that Toyota for Good Funds be used to purchase a 1-year Mailchimp subscription for NCPSB use.
    - **Second:** Kellie O’Riordan seconded the motion.
    - **Discussion:** None
    - **Decision:** The motion carried.
      - **Motion:** Justin Young moved that Toyota for Good Funds be used to purchase a 1-year JotForm subscription for NCPSB use.
      - **Second:** Denise Donaldson seconded the motion.
- **Discussion**: None
- **Decision**: The motion carried.

- **2022-2023 NCPSB Member Handbook Update**
  - Update wording: affirmation/reaffirmation of permanent member changed to permanent member representative confirmation form.
  - Update NSC position name to curriculum.
  - Update Interim representative:
    - Standing approval until replaced.
    - Provide approximate end date with option to extend.
    - **Motion**: Ron Kremer moved that the *2022-2023 NCPSB Member Handbook* be approved with the suggested changes.
    - **Second**: Scott Downing seconded the motion.
    - **Discussion**: None.
    - **Decision**: The motion carried.

- **NCPSB Bylaws Update**
  - Grammatical changes were made, sub category designated to curriculum.
  - Community engagement rotating member – approved.
  - Updated Communication and Engagement committee to Community Engagement committee.
    - **Motion**: Ron Kremer moved that the *NCPSB Bylaws* be approved with the suggested changes.
    - **Second**: Justin Young seconded the motion.
    - **Discussion**: None
    - **Decision**: The motion carried.

- **NCPSB Member Transition**
  - NSC Transition to Updated Roles
    - Ron redesignated from Digital Tech and Content representative to Curriculum and Community Engagement standing guest.
    - Tammy: Curriculum representative.
    - Jessica: Secretariat.
  - Community Engagement Position (more Day 2)
    - Mandi will hear/share ideas tomorrow.
  - Outgoing Member Celebration for Ron Kremer
    - 7.5 million reached as of February.
  - Transitioned Board Chair to Jennifer.

*The meeting was adjourned by Jennifer Pelky at 5:40 pm ET.*
Wednesday, May 4

The meeting was called to order by Jennifer Pelky at 10:01 am ET.

Members Attending:
☒ Mandi Seethaler, Past Chair
☒ Jennifer Pelky, Chair
☒ Jim Savage, Vice-Chair
☒ Laura Dunn
☒ Daniella Brown
☒ Marilyn Bull
☒ Jessica Butterfield
☒ Denise Donaldson
☒ Scott Downing
☒ Robert Duckworth
☒ Tammy Franks
☒ Judy Hammond (excused)
☒ Cass Herring
☒ Ron Kremer, Outgoing Member
☒ Kellie O’Riordan
☒ Krystal Phillips
☒ Kristel Robison
☒ Justin Young

Guest(s): Debbie Landowsky- Safe Kids Certification

Welcome – Jennifer Pelky
• Roll Call - Jessica Butterfield

Curriculum Committee – Tammy Franks
• The Board was provided a Hybrid Curriculum update.
• The Board identified what information should be shared in the train the trainer portion of the hybrid endorsement.
• Tammy provided an update on the Ready, Set, Go Hybrid series.
  o Board members will have the opportunity to sign up to lead/moderate sessions.
• Safe Kids Certification provided guidance on registration requirements:
  ▪ Currently no refund after 1st day of course.
  ▪ Students cannot change registration after kick-off meeting.
  ▪ Course registration must be closed 7 days prior to start of class to get all systems to set up support.
  ▪ SK to look at co-leads. Leads currently must be at all hands-on days.

Vice-Chair Elect Candidates to Address Board – Denise Donaldson & Scott Downing
• Denise Donaldson decided to withdraw candidacy and support Board upon term completion.
• Scott Downing addressed Board members.

Communications & Engagement Committee – Ron Kremer & Jim Savage
• National CPS Awards - Jim
  o Goal is to use simple wording with focus on core values.
  o 2 techs, 2 instructors have submissions to date.

• Social Media Report – Ron
  o Facebook: We reached a record of 5.8 million users in Oct 2021.
    ▪ April 2022: We reached 3.9 million –a jump from 3.5 million in March 2022.
  o YouTube subscriber count to 1.17K.
  o Twitter channel has averaged 17,142 impressions per month over the last three months.
  o Instagram: 346 followers as of April 30, 2022. That is up from 265 followers as of Nov. 1, 2021.
  o Online recertification quiz-takers continue to drive our web traffic on cpsboard.org.
- January 2022: 3,158
- February 2022: 2,498
- March 2022: 1,659

Community Engagement Committee – Mandi Seethaler
- Redesignated the Communication & Engagement Committee to the Community Engagement Committee.
- Mandi provided a descriptive overview and discussed hopes and aspirations for the Community Engagement Representative Position.
- The Board discussed ideas for the May coordinator forum: CPS T.E.D talk, Technician Education Development.
- Community engagement to welcome and foster relationships with past Board members.

Membership Committee – Jennifer Pelky & Jim Savage
- New Member Notification/News Release Dates – Jennifer
  - May 31st – Sept 30th
    - **Motion:** Scott Downing moved that membership cycle date changes to May 31st to Sept 30th be approved.
    - **Second:** Krystal Phillips seconded the motion.
    - **Discussion:** None
    - **Decision:** The motion carried.
- The Board discussed CPS Awards strategy to amplify recognition.
- Diversity Matrix JotForm to be anonymously completed by Board members to evaluate where we are.
- Membership committee to review and update descriptions for Permanent Voting Members.
- The Board was encouraged to promote 2023 Open Board Positions with their networks, during webinars, and at automotive/CPS/State conferences.

Certification/Recertification Committee – Justin Young
- Current webinar enrollment.
  - May - 569
  - June - 98
  - Aug - 23
  - Sept - 19
- Ideas
  - Be Kind
  - CPS Retreat
  - Proxy promotion
  - De-escalation techniques. Conflict resolution in the field.
  - Professional capacity
  - Caregiver centered education
  - Positive interaction and delivery approach
- Goals
  - Hovers around 50% certification rate.
    - What is the National average goal and should this be updated?
  - Ideas
- Possible to look at consistently lower recertification states and examine barriers in those states?
- Look at two-year certification cycle.
- Expanding mentor program. Tasked with reaching out once a quarter if not affiliated with fitting station.
- Decentralization.
- Input a field at time of registration as to why they are taking course?
- Communication of financial picture of recert rate.
  - Impact: more cost effective to retain than train.
- Option to test out (hands on) if less than a year of certification lapse to recertify?

The meeting was adjourned by Jennifer Pelky at 5:42 pm ET.
Thursday, May 5

The meeting was called to order by Jennifer Pelky at 9:06 am ET.

Members Attending:
☒ Mandi Seethaler, Past Chair
☒ Jennifer Pelky, Chair
☒ Jim Savage, Vice-Chair
☒ Scott Downing, Vice-Chair Elect
☒ Laura Dunn
☒ Daniella Brown
☒ Marilyn Bull
☒ Jessica Butterfield
☒ Denise Donaldson
☒ Robert Duckworth
☒ Tammy Franks
☐ Judy Hammond (excused)
☒ Cass Herring
☒ Ron Kremer, Outgoing Member
☒ Kellie O’Riordan
☒ Krystal Phillips
☒ Kristel Robison
☒ Justin Young

Guest(s):

Welcome – Jennifer Pelky
• Roll Call - Jessica Butterfield

Executive Committee, Continued – Jennifer Pelky
• Scott Downing was announced as Vice-Chair Elect.
• Open Board positions of Vehicle Manufacturer Representative, CPS Advocate, and CPS Advocate At-Risk/Underserved Populations were confirmed by the Board.
• Committee & Committee Chair Selection was completed.
• Jessica to send 2022-2023 Committee Meeting Invites out in May.

Curriculum – Tammy Franks
• A press release will be made before curriculum field review.
• The Board compiled and reviewed glossary revision notes.

Outstanding Business/Closing – Jennifer Pelky
• Train the Trainer (T3) is ready to go for Ready, Set, Go Hybrid.
• Weekly emails to be sent Tuesdays or Wednesdays.

The meeting was adjourned by Jennifer Pelky at 1:03 pm ET.