



# Child Passenger Safety Week

## Social Media Toolkit

Free materials to generate awareness about child passenger safety in your community for Child Passenger Safety Week and beyond.

In partnership with





# CPS Week 2023 Fact Sheet

## Background

Car crashes are a leading safety issue facing children. Approximately 162,298 children were injured in car crashes in 2021, or more than 445 injuries per day, according to the National Highway Traffic Safety Administration (NHTSA). As National Child Passenger Safety (CPS) Week (Sept. 17-23) approaches, AAA and the National Safety Council (NSC) are sharing new research that sheds light on the extent to which parents and caregivers in the U.S. are informed about car seat installation and use.

According to the [National Digital Car Seat Check Form](#) (NDCF) database, more than half (62%) of all car seats inspected by Child Passenger Safety Technicians are improperly installed and used. Yet, a general consumer survey revealed only 1 in 5 parents and caregivers seek expert help installing a car seat or securing a child in a car seat.

## Data from the NDCF database also revealed:

1. **There are three common mistakes.** These include (1) having the car seat installation be too loose, (2) failing to use the tether when installing a forward-facing car seat with either the lower anchors or seat belt, and (3) leaving harness straps too loose when securing a child in a car seat.
2. **Children are often transitioned out of the appropriate car seats before it is safe to do so.** About 25% of children are moved from forward-facing car seats to booster seats too soon, and about 90% of children using lap-and-shoulder seat belts should still be in a forward-facing car seat or booster seat.
3. **Parents and caregivers are less likely to seek car seat inspections as children grow into forward-facing and booster car seats.** Child Passenger Safety Technicians inspect about five times the amount of rear-facing car seats than they do forward-facing car seats, and 78 percent of forward-facing seats are not correctly installed.
4. If a car seat has one error, **parents/caregivers who make an error are more likely to make other errors. These errors can compound each other from a safety perspective.** On seats with at least one harness-related error, nearly 80% also have at least one installation-related error as well (tether, seatbelt, and/or lower anchor error).

## Methodology

In partnership with AAA Mountain West Group (MWG) and the National Safety Council, Westat researchers examined data submitted to the National Digital Car Seat Check Form (NDCF), a national database of detailed information on car seat inspections performed by certified Child Passenger Safety Technicians (CPSTs). The final dataset used for analysis represents all 50 states and includes 130,481 car seat inspections performed between July 1, 2018, and April 30, 2023. In addition, MWG and the NSC commissioned Ipsos, the world's largest insights and analytics company, to collect information on the general awareness and opinions of U.S. adults about child passenger safety. Ipsos used KnowledgePanel to survey 1,500 total respondents, with an oversample of 500 parents with children aged 17 or younger living in the home between July 30, 2021, and Aug. 2, 2021. Responses were received from 805 parents, including 509 parents with children younger than ten years of age.



# Social Media Assets



# Posting Guidelines

## Overview

Please download and use the high-resolution social graphics that can be found [here](#).

The following pages include a preview of each asset with supporting caption copy. Please insert the appropriate call-to-action link for your organization.

Optional resources:




- [www.aaa.com/carseats](http://www.aaa.com/carseats)  
(Note: only accessible in Alaska, Arizona, Montana, Nevada, Northern California, Utah and Wyoming)
- <https://mwg.aaa.com/automotive/car-seat-inspections/safety-check-up>  
(Note: only accessible in Alaska, Arizona, Montana, Nevada, Northern California, Utah and Wyoming)
- [www.aaa.com/safeseats4kids](http://www.aaa.com/safeseats4kids)
- <https://www.cpsboard.org/trainings/car-seat-basics/>
- [www.nhtsa.gov/equipment/car-seats-and-booster-seats#installation-help-inspection](http://www.nhtsa.gov/equipment/car-seats-and-booster-seats#installation-help-inspection)

## Tagging

When tagging AAA, use these channels:

-  [@AAA\\_MWG](#)
-  [AAA Mountain West Group](#)
-  [@aaa\\_mwg](#)
-  [AAA Northern California, Nevada & Utah](#)


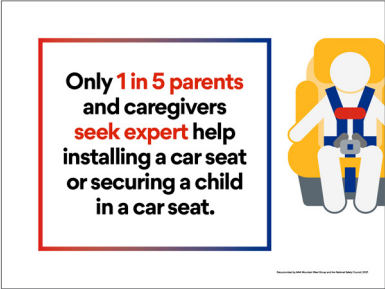
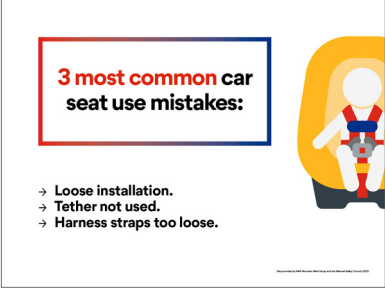
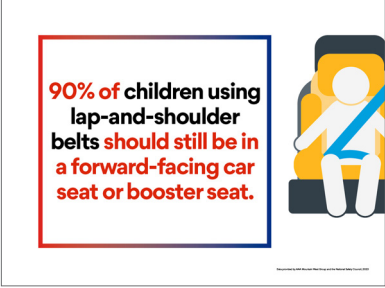
When tagging National Safety Council, use these channels:

-  [@NSCsafety](#)
-  [@nationalsafetycouncil](#)
-  [National Safety Council](#)

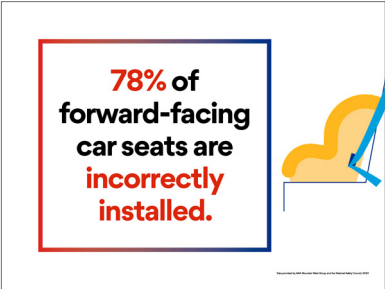
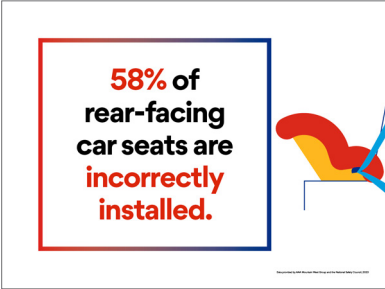
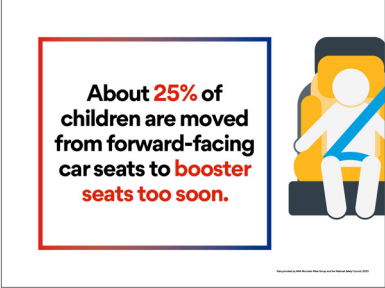
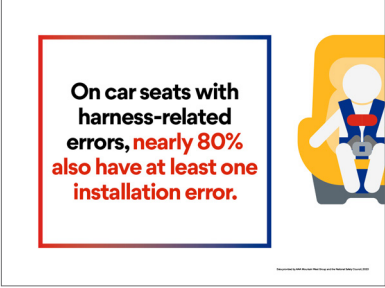
## Hashtags

- [#CPSWeek](#)
- [#childpassengersafety](#)
- [#AAA](#) [#NSC](#)
- [#TheRightSeat](#)
- [#carseat](#) [#safety](#) [#cpsboard](#)
- [#KeepEachOtherSafe](#)

# Social Media Assets

Asset #	Asset	Caption
Asset #1		<p>As part of Child Passenger Safety Week, we are sharing data on a leading safety issue for children. Visit <a href="#">[insert resource link]</a> to find out how to properly install a car seat and schedule a free car seat inspection by a certified Child Passenger Safety Technician in your area.</p>
Asset #2		<p>Has your child's car seat been checked by a certified Child Passenger Safety Technician? Protect your most precious passengers with a free car seat check from a technician. For more information, visit <a href="#">[insert resource link]</a>.</p>
Asset #3		<p>Data from AAA and the National Digital Car Seat Check Form reveals three common mistakes certified Child Passenger Safety Technicians see when conducting car checks. Visit <a href="#">[insert resource link]</a> to learn about the importance of using your child's car seat correctly at each stage of their growth.</p>
Asset #4		<p>Is your child using the correct car seat according to their age, height, weight, and developmental level? Visit <a href="#">[insert resource link]</a> to be sure.</p>

# Social Media Assets

Asset #	Asset	Caption
Asset #5		<p>Help is available for older children! Correctly using the right car seat as they grow is important to the safety of your child. Visit <a href="#">[insert resource link]</a> to learn the basics of child passenger safety and access free resources in your area.</p>
Asset #6		<p>Help is available! Correctly using a car seat is important to the safety of your child. Visit <a href="#">[insert resource link]</a> to learn the basics of child passenger safety and access free resources in your area.</p>
Asset #7		<p>Think your child is booster ready? Visit <a href="#">[insert resource link]</a> to learn more.</p>
Asset #8		<p>Has your child's car seat been checked by a certified Child Passenger Safety Technician? Protect your most precious passengers with a free car seat check from a local certified Child Passenger Safety Technician. For more information, visit <a href="#">[insert resource link]</a>.</p>