



Text to Support Social Media Graphics

SOCIAL GRAPHIC #1: belt-too-soon

Data from the National Digital Car Seat Check Form in 2023 shows that in 93.6% of children transitioned to a seat belt before they fit correctly. Wondering if your child can ride without a booster seat? Schedule a free online appointment: <https://bit.ly/47IlmYa>

SOCIAL GRAPHIC #2: booster-too-soon

2023 National Digital Car Seat Check Form data shows 25% of children transitioned to a booster too soon, yet only 2% of car seat checks were for a booster seat. Make sure your child is using his or her booster seat correctly. Schedule a free online appointment: <https://bit.ly/47IlmYa>

SOCIAL GRAPHIC #3: cps-week-stay-calm

It's happening, everyone! 2024 CPS Week materials are ready for you to share! Grab social media assets (graphics and supporting text) and many other free resources. Put them to use as you work to keep children safe in your community:

<https://www.cpsboard.org/resource-center/cpsweek/>

SOCIAL GRAPHIC: #4 (animated): expert-help

On every ride, it is important to make sure your child is protected. But an Ipsos survey found 80% of parents and caregivers don't seek the help of a Child Passenger Safety Technician. Reach out to Technician who will instruct you on proper selection, direction, location and installation of your car seat or booster seat: <https://bit.ly/3z7ZKd4>

SOCIAL GRAPHIC #5: forward-facing

In 2023, National Digital Car Seat Check Form data shows 83.5% of forward-facing car seats were not used correctly. Use this checklist and find a seat check event near year to ensure your child is traveling safely: <https://bit.ly/3U0u80h>

SOCIAL GRAPHIC #6 (animated): incorrectly-used

In 2023, National Digital Car Seat Check Form data indicated more than half of car seats inspected by Child Passenger Safety Technicians were used incorrectly. Car seats can be tricky, but meeting with a Child Passenger Safety Technician can make installation easy. Find a Technician in your area and schedule your appointment today: <https://bit.ly/3jfRvkt>



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SOCIAL GRAPHIC #7: jeopardy

Don't put your child's safety in jeopardy. Always use a tether with a forward-facing car seat. September is Child Passenger Safety Month, so it's a great time to pull out your vehicle and car seat manuals and double-check that tether!

SOCIAL GRAPHIC #8: loose-harness

Nearly 60% of caregivers who attended a car seat check needed to adjust their child's harness for a safer fit. September is National Child Passenger Safety Month – a great time to have your car seats and booster seats inspected by a Child Passenger Safety Technician!

SOCIAL GRAPHIC #9 (animated): rear-facing

In 2023, only 30% of rear-facing car seats were used correctly according to data from the National Digital Car Seat Check Form. Visit a Child Passenger Safety Technician near you to learn how to correctly use your rear-facing car seat: <https://bit.ly/373SIC5>

SOCIAL GRAPHIC #10: tether-not-used

Data from the National Digital Car Seat Check form shows 43.7% of caregivers are not using the top tether on forward-facing car seats. But the tether can reduce forward movement of the car seat by 4-6 inches in a crash – adding an extra layer of safety. Need help with your forward-facing car seat? Schedule a free online appointment with a Technician:

<https://bit.ly/47IlmYa>

SOCIAL GRAPHIC #11: too-loose

Children get excited when they have a loose tooth because they might receive a visit from the Tooth Fairy, but there's no cause for celebration if your child's car seat is installed too loosely. Test your installation for tightness at the belt path, and make sure it moves less than 1" from side-to-side and front-to-back.

SOCIAL GRAPHIC #12: top-misuses

According to data from the National Digital Car Seat Check Form, the top three misuses in 2023 were: 1. Loose installation, 2. Tether not used, 3. The child's harness being too loose. See the national dashboard data: <https://bit.ly/2RdHyIQ>
