



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 2025 Fact Sheet

Background

Car crashes are a leading safety issue facing children. More than 160,000 children were injured in car crashes in 2023, according to the National Highway Traffic Safety Administration (NHTSA). As National Child Passenger Safety (CPS) Week (Sept.21-27) 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 two-thirds (67.1%) of all car seats checked by Child Passenger Safety Technicians in 2024 were incorrectly 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 the following trends in 2024:

1. **There are three common misuses.** These include (1) the car seat installation is too loose, (2) not using the tether when installing a forward-facing car seat with either the lower anchor attachment system or seat belt, and (3) the harness is 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 22.9% of children are moved to booster seats too soon, and 89.3% of children transitioned to a seat belt too soon.
3. **Parents and caregivers are good at getting expert help when children are less than one-year old or before the child is born, but they are not always coming back for adjustments as the child gets older or they change car seats/add children to the vehicle.** Child Passenger Safety Technicians check about five times the amount of rear-facing car seats than they do forward-facing car seats, and 80.8% of forward-facing seats were not used correctly.
4. **Parents and 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, 68.7% also have at least one installation-related error as well (tether, seat belt, and/or lower anchor error).

Methodology

Methodology: In partnership with AAA 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 91,618 car seat inspections performed between January 1, 2024 and December 31, 2024. In addition, AAA 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

The following pages include a preview of each asset with supporting caption copy. Please Use These UTM Codes by Channel for CPS Week 2025 Campaign.

UTM Codes

Facebook posts:

https://www.safety-connection.org/caregiver?utm_source=facebook&utm_medium=post&utm_campaign=aaa_cpsw2025

Instagram posts:

https://www.safety-connection.org/caregiver?utm_source=instagram&utm_medium=post&utm_campaign=aaa_cpsw2025

LinkedIn posts:

https://www.safety-connection.org/caregiver?utm_source=linkedin&utm_medium=post&utm_campaign=aaa_cpsw2025

TikTok posts:

https://www.safety-connection.org/caregiver?utm_source=tiktok&utm_medium=post&utm_campaign=aaa_cpsw2025

Tagging

When tagging AAA, use these channels:

 [@AAAnews](#)

 [AAA](#)

 [@AAA_national](#)

 [AAA](#)

When tagging National Safety Council, use these channels:

 [@NSCsafety](#)

 [National Safety Council](#)

 [@nationalsafetycouncil](#)

 [National Safety Council](#)

Hashtags

- #CPSWeek
- #childpassengersafety
- #AAA #NSC
- #TheRightSeat
- #carseat #safety #cpsboard
- #KeepEachOtherSafe

Optional resources:

- www.aaa.com/carseats

(Note: only accessible in Alaska, Arizona, Montana, Nevada, Northern California, Utah and Wyoming)

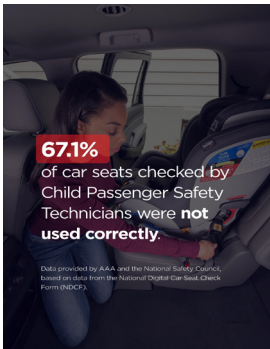
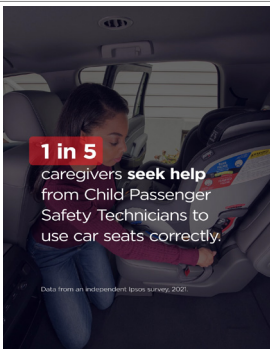
- mwg.aaa.com/automotive/car-seat-inspections/safety-check-up

(Note: only accessible in Alaska, Arizona, Montana, Nevada, Northern California, Utah and Wyoming)

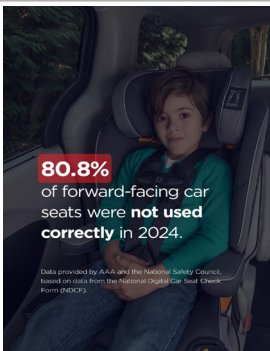
- www.aaa.com/safeseats4kids
- cpsboard.org/3D-images
- cpsboard.org/car-seat-basics
- www.nhtsa.gov/equipment/car-seats-and-booster-seats#installation-help-inspection



Social Media Assets

Asset #	Asset	Caption <i>Please apply the correct UTM parameters to each link based on its designated channel, located on Page 4</i>
Asset #1		As part of Child Passenger Safety Week, we are sharing data on a leading safety issue for children. Visit (URL UTM Codes by Channel) to find out how to correctly install a car seat and schedule a free car seat check by a certified Child Passenger Safety Technician in your area. #CPSWeek #childpassengersafety #AAA #NationalSafetyCouncil
Asset #2		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 (URL UTM Codes by Channel) #CPSWeek #childpassengersafety #AAA #NationalSafetyCouncil
Asset #3		Data from AAA and the National Digital Car Seat Check Form reveals three common misuses certified Child Passenger Safety Technicians see when conducting car seat checks. Visit (URL UTM Codes by Channel) to learn about the importance of using your child's car seat correctly at each stage of their growth. #CPSWeek #childpassengersafety #AAA #NationalSafetyCouncil
Asset #4		Is your child using the correct car seat according to their age, height, weight, and developmental level? Visit (URL UTM Codes by Channel) to be sure. #CPSWeek #childpassengersafety #AAA #NationalSafetyCouncil

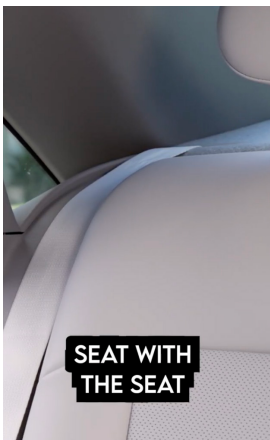
Social Media Assets

Asset #	Asset	Caption <i>Please apply the correct UTM parameters to each link based on its designated channel, located on Page 4</i>
Asset #5		Help is available for older children! Correctly using the right car seat as they grow is important to the safety of your child. Visit (URL UTM Codes by Channel) to learn the basics of child passenger safety and access free resources in your area. #CPSWeek #childpassengersafety #AAA #NationalSafetyCouncil
Asset #6		Help is available! Correctly using a car seat is important to the safety of your child. Visit (URL UTM Codes by Channel) to learn the basics of child passenger safety and access free resources in your area. #CPSWeek #childpassengersafety #AAA #NationalSafetyCouncil
Asset #7		Think your child is booster ready? Visit (URL UTM Codes by Channel) to learn more. #CPSWeek #childpassengersafety #AAA #NationalSafetyCouncil
Asset #8		As part of Child Passenger Safety Week, we are sharing data on a leading safety issue for children. Visit (URL UTM Codes by Channel) to find out how to correctly install a car seat and schedule a free car seat checked by a certified Child Passenger Safety Technician in your area. #CPSWeek #childpassengersafety #AAA #NationalSafetyCouncil

Social Media Assets (Video)

Asset #	Asset	Caption
Asset #1: Harnessing 101		Is your child harnessed in their car seat correctly? Data from AAA and the National Digital Car Seat Check Form reveals the need for parents and caregivers to check the harness, and we want to help you get started: 📺 Watch this short video 🔍 Know what to look for ✅ Make adjustments as needed 📅 Schedule a car seat check today: (URL UTM Codes by Channel) #CPSWeek #childpassengersafety #AAA #NationalSafetyCouncil
Asset #2: Tether Use on Forward-Facing Seats		The tether is an important — and often overlooked — step to installing a child's forward-facing car seat. Learn more about what it is: 📺 Watch this short video 🔍 Know what to look for ✅ Make adjustments as needed 📅 Schedule a car seat check today: (URL UTM Codes by Channel) #CPSWeek #childpassengersafety #AAA #NationalSafetyCouncil
Asset #3: Installed Tight Enough		Data from AAA and the National Digital Car Seat Check Form reveals the need for parents and caregivers to check that their car seat is installed tight enough on the vehicle seat. 📺 Watch this short video to know what to look for ✅ Learn how to check your child's car seat for a secure install 📅 Schedule a car seat check: (URL UTM Codes by Channel) #CPSWeek #childpassengersafety #AAA #NationalSafetyCouncil

Social Media Assets (Video)

Asset #	Asset	Caption <i>Please apply the correct UTM parameters to each link based on its designated channel, located on Page 4</i>
Asset #4: Installation Method Review		Did you know car seats are installed using either the lower anchor attachment system or the seat belt. But can you use both?  Watch this short video to know what to look for  Learn how to check your child's car seat for a secure install  Schedule a car seat check: (URL UTM Codes by Channel) #CPSWeek #childpassengersafety #AAA #NationalSafetyCouncil
Asset #5: Seat Belt Lockability		Data from AAA and the National Digital Car Seat Check Form reveals the need for parents and caregivers to check if they need to lock the seat belt's retractor when installing their car seat. Learn more about what this is and what it means:  Watch this short video to know what to look for  Make adjustments as needed  Schedule a car seat check: (URL UTM Codes by Channel) #CPSWeek #childpassengersafety #AAA #NationalSafetyCouncil
Asset #6: Products and Accessories Allowed		Data from AAA and the National Digital Car Seat Check Form reveals the need for parents and caregivers to check if they are using products and accessories allowed by car seat or booster seat manufacturer.  Watch this short video to know what to look for  Make adjustments as needed  Schedule a car seat check: (URL UTM Codes by Channel) #CPSWeek #childpassengersafety #AAA #NationalSafetyCouncil