



Buckle Up America **Child Passenger Safety Week**

February 9-15, 2003

Dear Child Passenger Safety Partner:

Thanks to your efforts, we have made tremendous gains in child passenger safety. Fewer children age 15 and younger were killed in motor vehicle crashes in 2001 than at any time since record keeping began in 1975. Vehicle fatalities dropped 8.6 percent from the previous year, and injuries fell by 7.3 percent for children age five to 15 and by 11 percent for children age four and under. Today, 95 percent of infants and 91 percent of toddlers, age one to age four, are restrained in safety seats.

But more needs to be done. Less than 10 percent of children who should be restrained in booster seats ride in one. The National Highway Traffic Safety Administration (NHTSA) recommends that children who have outgrown child safety seats be properly restrained in booster seats from about age four and 40 pounds to at least age eight, unless 4'9".

That is why NHTSA is asking you to get the message out about the importance of booster seats. In particular, we ask that you reach out to child care providers, because approximately 7 million children age five and younger are in some form of child care. Our goals are to get child care providers to always transport children in the appropriate restraint and to enlist their help in spreading the booster seat message to parents.

This planner contains ideas and resources to help you educate child care providers, parents and others in the community about booster seats. Use the *4 Steps for Kids* message to drive home the point that using the right restraint at the right age is essential for safety.

- Start with child care providers. NHTSA and the American Academy of Pediatrics have developed a curriculum, "Moving Kids Safely in Child Care," to educate child care providers on how to transport children safely. Certified child passenger safety technicians can deliver training to child care providers. In fact, during Child Passenger Safety Week, National SAFE KIDS Campaign coalitions will be contacting child care providers throughout the country to deliver this important training.



- Second, ask pediatricians, clinics and local health departments to distribute correct child passenger safety information to parents and child care providers. Materials can be downloaded from www.nhtsa.dot.gov and www.buckleupamerica.org.
- Third, hold events at stores that sell child safety seats and booster seats and give retailers materials that can help them educate parents on what type of restraint they need for each stage in their child's development.
- Fourth, see who else in the community can transmit this information, such as automobile dealers and employers.
- Finally, turn to print and broadcast media to get the message out to the whole community.

At the national level, NHTSA is working to support your efforts by making the "Moving Kids Safely" curriculum available to child passenger safety technicians; collaborating with the American Academy of Pediatrics to engage their members in conveying child passenger safety information to parents; coordinating with the National SAFE KIDS Campaign, which is involving its State and local coalitions in Child Passenger Safety Week events; developing promotions at stores that sell child safety seats and booster seats (more information will be available on the web sites as it develops); and coordinating with a number of national organizations that promote safety for children.

Thank you for your continued commitment to child passenger safety.

Sincerely,

Jeffrey W. Runge, M.D.
Administrator, National Highway Traffic Safety Administration



In This Planner

The Child Passenger Safety Week (CPS) planner for 2003 contains ideas and resources to help you promote booster seats to child care providers and others. What you'll find:

Introductory letter - Learn the goals of this year's CPS Week, including the emphasis on booster seats, in this letter from NHTSA Administrator Jeffrey W. Runge, M.D.

Activities: Opportunities to Educate Your Community About Booster Seats - Use this list of activities and instructions to get ideas for promoting CPS Week goals and supporting the national program.

Sample Press Release - Use this to publicize your event and to help others publicize their events.

Media Tips - Review this before speaking with reporters.

Fact Sheet - Use these facts to bolster the message that booster seats and other restraints are essential for keeping children safe in cars.

Logos - Add the *4 Steps for Kids* logo and the *4 Steps for Kids* logo with the booster seat message to materials you create. The *Buckle Up America* logo is also included.

How-to-Print Guide - Follow the tips for getting downloaded materials printed.

Resources - Get more information about the *Buckle Up America* campaign, safety belts or traffic safety from these resources.

State and Territory Highway Safety Offices - Find contact information for your State or Territory highway safety office.

Fax-Back Form - Let NHTSA know what your plans are for CPS Week.

And for talking points customized for your audiences and other needs, go to the *Buckle Up America* web site, www.buckleupamerica.org. From the home page, click on Tools, then click on the "Talking Point Creator."



Activities: Opportunities to Educate Your Community About Booster Seats

The Message: Children should sit in booster seats when they ride in motor vehicles from about age four and 40 pounds to at least age eight, unless 4'9". Children of every age should be properly restrained, following the *4 Steps for Kids* progression.

The Challenge: Help child care providers properly restrain any children they transport and, in particular, make sure they follow the booster seat recommendation and spread the booster seat message to parents.

Target Audience: The focus this year is on child care providers. Urge them to properly restrain all children they transport and help them become familiar with the need to use booster seats for children who have outgrown their child safety seats. You can also spread the message to parents through pediatricians' offices, public health clinics, child safety seat and booster seat retailers, automobile dealers and employers. Educate them, help them with their promotional needs, set up events at their locations and give them materials to hand out even after an event is over.

Work with Child Care Providers

Every day parents across the nation pick up their children from child care centers or school after-care programs. Do child care providers properly restrain the children they transport? In particular, do they use booster seats? Are four- to eight-year-olds restrained in booster seats when they leave? Child care providers need help learning and telling the message. They want to do all that they can to keep children in their care safe, and they know that parents will appreciate the advice.

What You Can Do

- Invite your community's child care providers to a brown-bag lunch and educate them on the importance of using booster seats. Use the *4 Steps for Kids* theme to emphasize that all the steps, including the booster seat step, are essential.
- Contact the office or agency in your community that handles the referral list of accredited child care providers and offer to provide booster seat materials for caregivers.
- Hold a booster seat event at a child care facility on a Friday afternoon, when parents might have more time to linger while picking up their children. Serve refreshments to contribute to the relaxed atmosphere. Provide materials and be ready to answer questions about booster seats and child safety seats.
- Invite parents at a preschool to join you for a morning or afternoon coffee while their children are in class. Show them several booster seats and give them materials promoting booster seats.



- Hold a contest for parents at an activity at a child care center or preschool. Ask parents which restraint is right for each of the four steps during a child's development. The first one to answer correctly out loud for each question gets a prize. For prizes, see if a local fast-food restaurant, video store or movie theater would be willing to offer coupons for free food or movies.
- Post information about booster seats where parents gather to pick up their children.
- Be sure to promote events by sending fliers home to parents and by posting signs.
- Make materials available for child care providers to give to parents.
- Encourage child care providers to visit www.nhtsa.dot.gov or www.buckleupamerica.org to become aware of other materials that can help them learn more.
- Contact your local SAFE KIDS coalition, if your community has one, and offer to join efforts to promote the "Moving Kids Safely in Child Care" curriculum.
- Offer to hold a child safety seat inspection event if you are a certified child passenger safety technician, or contact a certified technician to help you set one up.

Work with Pediatricians

Pediatricians help keep children well every day by suggesting proper exercise and nutrition and by prescribing medication. Why not have them promote booster seats, another prescription for children's health?

What You Can Do

- Get State American Academy of Pediatrics chapters involved. Obtain lists of pediatricians in your area and give them materials to give to parents.
- Show the *Crash Dummy Video Clips*, available from NHTSA. (Order the *Crash Dummy*

Video Clips with the *Fax-Back Form* in this planner.) Many physicians already have VCRs playing health videos. Ask them to run the *Crash Dummy Video Clips* in the waiting room to show what can happen if parents incorrectly install a child safety seat or move a child to an adult safety belt too early.

- Encourage office managers to visit www.nhtsa.dot.gov or www.buckleupamerica.org to download materials and get information that can help them learn more and educate parents and others on child passenger safety.
- If the doctor's office is in a building with other offices, ask the office manager to publicize the availability of the materials.
- Suggest that the office manager write about the office's child passenger safety efforts and submit the article to a community newsletter.
- Hold a child safety seat inspection event if you are a certified child passenger safety technician, or contact a certified technician to help you set one up. Ask the office manager to publicize the event in the office waiting room.

Work with Public Health Clinics

Clinic clients depend on their health care providers to educate them on safety issues. Clients need easy-to-access and easy-to-follow information. They may be immigrants new to English and unfamiliar with U.S. laws and child safety seats. The clinics likely will welcome any assistance you can provide.

What You Can Do

- Hold a raffle for a booster seat. Get a car seat retailer to provide the seat, which the winner can pick up at the store, or ask a local charity to provide the funds for you to buy one or more.
- Provide materials about booster seats and *4 Steps for Kids* that clinic staff can distribute to parents.



- Post information about booster seats in waiting rooms.
- Create a child safety seat and booster seat display using each type of seat. Staff the display so parents can ask questions. Try to provide staff who speak the prominent primary languages of immigrants in your community.
- If you are planning an event, be sure to promote it by putting up fliers around the clinic and placing fliers on bulletin boards at grocery stores, including neighborhood ethnic groceries, and in low-income child care centers.
- Encourage staff to visit www.nhtsa.dot.gov or www.buckleupamerica.org to become aware of other materials that can help them learn more and to educate parents and others on child passenger safety.
- Hold a child safety seat inspection if you are a certified child passenger safety technician, or contact a certified technician to help you set one up.
- Encourage clinic staff to use the Sample Press Release to develop and send a press release about events and materials available in the clinic and about child passenger safety and booster seats. Remind them to include local newspapers, radio and TV that communicate in their clients' primary languages.

Work with Child Safety Seat Retailers

Where's the best place to get people to listen to the booster seat message? Reach them where they are buying the rear-facing infant seat that will take their babies home from the hospital. Holding a child passenger safety event at a car seat retail location could increase parents' child passenger safety knowledge.

What You Can Do

- Contact one or more local stores that sell child safety seats and booster seats. Offer to set up a table at the front of the store to give materials to customers. Be prepared to answer parents' questions and to push the importance of booster seats.
- Hold a raffle at a store. Ask the retailer to give away a booster seat and coupons for child safety seats. Have parents put their names and phone numbers into a box for the drawing.
- Ask the store to display materials that promote the booster seat and the *4 Steps for Kids* messages and to distribute materials year-round at cash registers and on end caps on the child safety seat aisles.
- Encourage retailers to visit www.nhtsa.dot.gov or www.buckleupamerica.org to download materials and learn more so they can educate parents and others on child passenger safety.
- Hold a child safety seat inspection if you are a certified child passenger safety technician, or contact a certified technician to help you set one up.
- Suggest that retailers put a booster seat coupon in newspaper ads to motivate people to buy now.
- Request that store managers include information about upcoming child passenger safety events when they place weekly newspaper or broadcast ads.

Work with Automobile Dealers

Customers may be looking for a snazzy new vehicle, but that car, truck or van should be appropriate for the family—and the children they plan to have while they own that vehicle. Car dealers may show them the new LATCH (Lower Anchors and Tethers for Children) child safety seat system, but they may not be promoting



booster seats. Holding an event—and advertising it—can help drive people to showrooms to get this information.

What You Can Do

- Hold a contest: "How Many People Can Fit in a Van with Child Safety Seats and Booster Seats?" Have one of each type of safety seat correctly placed in a van. Ask members of the audience to write their names and estimates on a piece of paper and drop it in box. Invite volunteers to pile into the van as you count how many get in. Pick names out of the box until you find the first entry that is correct or closest to correct. Prize: a booster seat (perhaps the dealership will buy one for you to use). Call local television stations the day before your contest. TV producers are always looking for fun stories with good video shots.
- Create a child safety seat and booster seat display. Borrow a few examples of different types of child safety seats and booster seats from volunteers or a store to display at your table or booth. Have materials available and be ready to answer questions.
- Hold a child safety seat inspection if you are a certified child passenger safety technician, or contact a certified technician to help you set one up.
- Get publicity for your efforts by asking dealership managers to announce events and giveaways in their weekly ads. Encourage them to call radio and print media to promote an event.

Work with Employers

Local employers are ideal partners for reaching working parents and are almost always looking for ways to motivate employees through good will and to demonstrate that they care about the

community. Some large employers have on-site child care programs that you can use to distribute information. Promoting child passenger safety is an issue that will help involve employers in the well-being of their employees.

What You Can Do

- Hold a lunch-hour activity for employees. Invite spouses. Set up a child safety seat and booster seat display that employees can browse. Provide ample child passenger safety materials for employees to look at and take home.
- Post booster seat materials on company bulletin boards.
- Set up displays and conduct demonstrations at company picnics or other family-centered work events.
- Motivate employees to consider child passenger safety as important as employer-sponsored smoking cessation and drug-and-alcohol abuse programs are in many workplaces. Have employees who are parents pledge that they will follow each child passenger safety step.
- Promote events by getting the employer to post fliers around the building in common areas like break rooms and elevators. Ask employers to use company newsletters, their intranet and e-mail to spread the word.
- Encourage employers to visit www.nhtsa.dot.gov or www.buckleupamerica.org to find other materials that can help them learn more and educate parents and others on child passenger safety.
- Hold a child safety seat inspection if you are a certified child passenger safety technician, or contact a certified technician to help you set one up.
- If an employer is willing to host an event for the public, suggest using local newspaper



- calendars to advertise events. Provide employers with the *Sample Press Release* as a guideline to alert reporters to write an article about the event and what the employer is doing to promote child passenger safety in the community.
- Encourage employers to let other companies know what they are doing through association newsletters.

Get It in the News

Community newspapers, TV and radio often feel an obligation to carry news items about safety events held by experts in their town that can make a difference in the lives of their readers, viewers and listeners. Just alerting the media about CPS Week through the *Sample Press Release* means a story might run that will reach the target audience. Holding a press conference offers the media opportunities to gather more information for a more substantial story. Include photo opportunities.

What You Can Do and How to Do It

- Coordinate with other traffic safety advocates in your community, including the mayor's office, health facilities, child care providers, car seat retailers, law enforcement, auto dealers, employers and others to hold a press conference announcing CPS Week plans.
- Compile one list of all the week's activities for the media to run, disseminate copies at the press conference and follow up with an e-mail, fax or a mailing to editors and news desks so they will run it even if they do not attend the event.
- Schedule a press conference a week before CPS Week so the media will have time to run a list of the week's activities.

- 10 a.m. is considered the best time to hold a press conference—early enough for reporters to write stories before afternoon deadlines.
- Have a car in front of the building with a booster seat properly installed in the back seat. When the press conference starts, lead everyone outside to show—using a booster-seat-size child, doll or small adult—why the safety belt is inadequate and how the booster seat fits better. (Besides doing the job of telling the story, this will provide a photo opportunity for the media.)
- Have the mayor or other local official and three or four other traffic safety advocates (a child care provider, pediatrician, health clinic director, car seat retailer, auto dealer, a member of law enforcement or an employer) talk for a few minutes each about why they support child passenger safety.
- Ask each speaker to mention the importance of using booster seats in his or her presentation.
- If an event is indoors, make sure windows in the room are covered so photographers can take pictures easily.

How to Pitch to the Media

- Use the *Sample Press Release* to draft your own release to send to newspaper editors and radio and TV news assignment desks telling them what you're doing for CPS Week. Add a note that a press conference on CPS Week will be held with the date, time and location.
- E-mail, fax or mail the release two weeks before the event.
- Suggest media outlets publish an article and announce CPS events in their calendar section.
- Call them to remind them three days before the event. Encourage them to attend. Use the *Media Tips* to prepare for interviews.

Child Passenger Safety Week
February 9-15, 2003



Sample Press Release

[Fax or e-mail directly to the reporter most likely to cover your event, the News Desk, or the Transportation, Health or Community Editor]

Child Passenger Safety Week Emphasizes Using Right Restraint to Save Kids' Lives

Contact: [name, phone, e-mail]

Keeping children safe on the road means putting them in the right restraint at the right age. As part of Child Passenger Safety Week 2003, [name of organization] will hold [name of event] on [date, time] to make sure parents and child care providers know and follow every one of the *4 Steps for Kids* and to emphasize that the often-missed booster seat step is essential. Motor vehicle crashes are the leading cause of death for children age four to 14.

While most infants and toddlers ride in the right child safety seat, less than 10 percent of the children who should be in booster seats use one. The National Highway Traffic Safety Administration (NHTSA) recommends that children who have outgrown child safety seats be properly restrained in booster seats in the back seat until they are at least eight years old, unless they are 4'9" tall. A booster seat lifts a child up so a safety belt can fit correctly. Without a booster seat, in a crash, a small child can be ejected from a vehicle.

At the event, parents and child care providers can [add other activities offered, such as get their car seat installations inspected, enjoy refreshments, try their luck at a contest, etc.]. Also, [name of organization] will hand out materials on child passenger safety. Representatives will be able to answer parents' questions about child safety seats and booster seats.

During Child Passenger Safety Week 2003, February 9-15, child safety advocates will be reaching out to child care providers to educate them about child passenger safety issues, including the use of booster seats, and to encourage them to take the message to parents. Throughout the year, child care providers will be attending classes on "Moving Kids Safely in Child Care," a curriculum developed by NHTSA and the American Academy of Pediatrics.

According to U.S. Census data, approximately 7 million children age five and younger are in some form of child care. Engaging child care providers provides an unprecedented opportunity to ensure the safe transportation of millions of children.

"Securing your child in the right restraint at the right time is one of the most important things you can do to protect your child," said [your spokesperson, title]. "Booster seats—the often-overlooked step—are as important as any of the other steps and can save lives."

The *4 Steps for Kids* are:

- 1. REAR-FACING INFANT SEATS** in the back seat from birth to at least one year old and at least 20 pounds.
- 2. FORWARD-FACING TODDLER SEATS** in the back seat from age one to about age four and 20 to 40 pounds.
- 3. BOOSTER SEATS** in the back seat from about age four and 40 pounds to at least age eight, unless 4'9".
- 4. SAFETY BELTS** at age eight or older or taller than 4'9". All children 12 and under should ride in the back seat.

Child Passenger Safety Week is a national effort designed to draw attention to ways to keep young passengers safe in motor vehicles. For more information about child passenger safety, go to www.nhtsa.dot.gov.



Media Tips – Talking to Reporters

To get the word out about Child Passenger Safety Week 2003 and important CPS issues, you may find yourself talking to reporters from your local or regional media. To help you clearly articulate your safety belt and child passenger safety messages—and maximize their impact—here are some tips on talking to reporters:

- **Ask for particulars.** When a reporter calls, find out as much as you can about the story he or she is pursuing and the reporter's exact deadlines. You should have an idea of the issues you may need to address. If you need time to prepare, tell a reporter who caught you off guard that you will call right back—and make sure you do call back quickly.
- **Respect deadlines.** If you miss a reporter's deadline, you miss a chance to make your case. Try to respond quickly once you organize your thoughts. Many reporters decide what angle to pursue as the day progresses, essentially framing their story based on their earliest conversations. The earlier in the process you reach the reporter, the more impact you will have on the angle the story takes.
- **Prepare.** Before you talk to a reporter, read through any local statistics and NHTSA child passenger safety information. Write down the two or three major points you want to make. Have the list in front of you when you call. Listen for a chance to make your points and reiterate them when possible.
- **Have materials in front of you.** Stick to the message and supporting information—all of which are available to you in the accompanying fact sheet and talking points that you can customize at www.buckleupamerica.org.
- **Offer to send reporters copies of any useful information—especially if you want to make sure they have all the language down correctly.** The fact sheet may be enough to do that. Make it easier on both of you; refer them to the links at www.nhtsa.dot.gov or www.buckleupamerica.org.
- **Give examples.** A reporter is more likely to use your two or three major points if you can illustrate them with an anecdote or statistics. Be sure the example makes the point clearly. Use the NHTSA or *Buckle Up America* web sites if you need ideas.
- **Stay "on the record."** Going "off the record" means different things to different reporters. Unless you are very experienced and know the reporter's practices very well, assume everything you say could make it into the paper and be attributed to you, even if you said it was "off the record."
- **Use your own words.** Succinctly state the message you want to convey several times during the conversation. Everything you discuss should link to the message.
- **Be honest.** If you don't know the answer to a question, don't be afraid to say "I don't know." If you can, tell the reporter you will find out the answer, then get back to him or her. Be sure never to mislead a reporter.



More often than not, those who are not truthful get caught.

- **Control the interview.** Inject your key points by saying, for example, “What people need know is ...” or “Something you should know is ...”
- **Repeat yourself.** If you don’t think a reporter heard or understood your major points, don’t be afraid to repeat them, maybe adding a new example the second time.
- **Be conscious of your position.** Never give your personal opinions while representing your organization.



Fact Sheet

The **4 Steps for Kids** are:

1. **Rear-facing infant seats** in the back seat from birth to at least one year old and at least 20 pounds.
2. **Forward-facing toddler seats** in the back seat from age one to about age four and 20 to 40 pounds.
3. **Booster seats** in the back seat from about age four and 40 pounds to at least age eight, unless 4'9".
4. **Safety belts** at age eight or older or taller than 4'9". All children 12 and under should ride in the back seat.

Most kids age four to eight need booster seats. NHTSA recommends using booster seats in the back seat for children from about age four and 40 pounds to at least age eight, unless 4'9".

Moving to a safety belt too early greatly increases risk of injury. Children age two to five who are prematurely graduated to safety belts are four times more likely to sustain a serious head injury than those restrained in child safety seats or booster seats. [Winston, F.K., Durbin, D.R., Kallan, M.J., & Moll, E.K. (2000). "The danger of premature graduation to safety belts for young children." *Pediatrics*, 105(6), 1179-1183]

Because many State laws only require children to be in a safety seat up to age four or so, many parents assume older kids are safe in just a safety belt.

However, all children need to be restrained correctly whenever they ride in a motor vehicle. As of December 2002, only 15 States and the

District of Columbia had enacted booster seat provisions in their child restraint laws.

The booster seat step is overlooked by the majority of people—across race and income levels. Sixty-three percent of children who should have been in belt-positioning booster seats, typically children age four to eight, are inappropriately restrained. [Child Passengers at Risk in America: A National Study of Restraint Use, National SAFE KIDS Campaign, 2002]

Many children are placed in the wrong restraint. A third of children (33 percent) age 14 and under ride in the wrong restraint type for their age and size. [Child Passengers at Risk in America: A National Study of Restraint Use, National SAFE KIDS Campaign, 2002]

The vast majority of child safety seats are used incorrectly. According to a 2002 National SAFE KIDS Campaign study, more than 81 percent of child restraints are used incorrectly, including 88 percent of forward-facing toddler seats, 86 percent of rear-facing infant seats and 85 percent of safety belts, as determined at child passenger safety seat inspection stations across the country. This validates the findings of similar research by NHTSA. [Child Passengers at Risk in America: A National Study of Restraint Use, National SAFE KIDS Campaign, 2002]

Child passenger safety technicians have found and corrected numerous installation errors in seats installed by parents and caregivers. To find local inspection stations, go to www.nhtsa.dot.gov/people/injury/childps or www.seatcheck.org.



Research on the effectiveness of child safety seats has found them to reduce fatal injury by 71 percent for infants (less than one year old) and by 54 percent for toddlers (one to four years old) in passenger cars. [NHTSA's Traffic Safety Facts 2001 – Children]

Child seats, including booster seats, and safety belts help save kids' lives. Crash fatalities among children age 15 and under decreased by 8.6 percent in 2001. [Motor Vehicle Traffic Crash Fatality and Injury Estimates for 2001, National Center for Statistics and Analysis]

Child safety seats save infants. In 2001, 84 percent of infants involved in a fatal crash who were restrained in a child safety seat survived, compared with 42 percent of those who were unrestrained. [Motor Vehicle Traffic Crash Fatality and Injury Estimates for 2001, National Center for Statistics and Analysis]

Motor vehicle crashes are still the leading cause of death for children age four to 14. [National Center for Health Statistics, 1998, most recent statistics available]

Child care providers, as well as parents, need to follow child passenger safety recommendations. Approximately 7 million children age five and under are in some form of child care. [U.S. Census, 1997 data, 2002 report]

Adult driver safety belt use is the leading predictor of child restraint use. In a study, 40 percent of children riding with unbelted drivers were completely unrestrained, compared with only 5 percent of children riding with drivers using safety belts. [Child Passengers at Risk in America: A National Study of Restraint Use, National SAFE KIDS Campaign, 2002]

The LATCH system helps parents install car seats tightly with the least effort and the least likelihood of error. As of Sept. 1, 2002, all new child safety seats and new motor vehicles, except convertibles, come equipped with the Lower Anchors and Tethers for Children (LATCH) system. LATCH makes it possible to install a child safety seat (and some booster seats) more easily without using an adult safety belt. When completely phased in, LATCH is expected to reduce by 50 percent the misuse associated with the incorrect installation of child safety seats.

Logo Sheet



4 STEPS FOR KIDS

			
INFANT	TODDLER	BOOSTER	SAFETY BELT

Most kids age 4 to 8 need booster seats

4 STEPS FOR KIDS

			
INFANT	TODDLER	BOOSTER	SAFETY BELT



How to Print Your *Buckle Up America* Child Passenger Safety Materials

NHTSA is here to support your efforts as much as possible. However, we are not always able to keep up with print requests. It's often easier and more efficient for partners to have materials printed on their own. Please start to allow for this in yearly budgets. Some considerations:

- The quality will likely be better, and you'll save time if you have a copy store print the materials. They will even do folding and stapling. One nationally known copy center estimates that printing and folding 100 color, two-sided copies would cost approximately \$200 (on standard paper) or \$230 (on higher quality card stock).
- If you print regularly, you may be able to negotiate a yearly contract with a copy store that includes a discount. You might offer to trade publicity for the store—perhaps a small notice on the back of the materials saying where it was printed—for a discount.
- Use the NHTSA web site (www.nhtsa.dot.gov) or the *Buckle Up America* web site (www.buckleupamerica.org).
 - Download materials to a disk or CD to take to the copy store. This will make printing quicker and easier and help you get the highest quality.
 - Print the materials and then have them photocopied. Remember to note which materials are designed to be printed as two-sided copies.
- You may include your own organization's logo and information on the materials as long as you do not alter or remove any part of the materials. The copy store should be able to add your logo for you.



Resource List

Use the following resources to access additional information about the *Buckle Up America* campaign, safety belts, or traffic safety.

National Highway Traffic Safety Administration (NHTSA) -

www.nhtsa.dot.gov

NHTSA's site has up-to-date safety belt and child safety seat use statistics, fatality and injury statistics, *Click It or Ticket* data, materials and other information.

NHTSA Child Seat Inspection Information -

Find Child Seat Inspection Stations in your area by going to www.nhtsa.dot.gov and clicking on "Child Seat Inspections" under the Popular Information menu or clicking on the "Child Safety Seat Inspections" button at the bottom of the page. You can also get this information at www.seatcheck.org or by calling 1-866-SEATCHECK.

NHTSA Child Passenger Safety Information -

Learn more about child passenger safety laws, using child safety restraints and the LATCH (Lower Anchors and Tethers for Children) system by going to www.nhtsa.dot.gov and clicking on "Child Passenger Safety" under the Popular Information menu or clicking on the "Child Safety Seats" button at the bottom of the page.

Department of Transportation (DOT) Auto Safety Hotline - 1-888-DASH-2-DOT (1-888-327-4236)

Buckle Up America (BUA) -

www.buckleupamerica.org

BUA's on-line headquarters has materials, statistics, news items and a Talking Point Creator that allows users to customize talking points for addressing various subjects (such as the *Operation*

ABC (America Buckles Up Children) Mobilization and Child Passenger Safety Week) depending on the speaker's expertise (such as law enforcement officers, elected officials, or safety advocates) and audience (such as parents or African Americans).

AAA Foundation for Traffic Safety -

www.aaafoundation.org

The AAA Foundation for Traffic Safety is a publicly supported nonprofit organization dedicated to saving lives and reducing injuries by preventing traffic crashes. The Foundation funds research projects and develops educational materials for drivers, pedestrians, bicyclists and other road users.

American Academy of Pediatrics (AAP) -

www.aap.org

The American Academy of Pediatrics is a nonprofit scientific and educational organization that promotes the physical, mental, social health and safety of infants, children, adolescents and young adults. AAP furthers the professional education of its members through continuing education courses, annual scientific meetings, seminars, publications and other activities.

Governors Highway Safety Association (GHSA) -

www.ghsa.org

The Governors Highway Safety Association is a nonprofit association that represents the highway safety programs of States and Territories regarding highway safety issues and policies. GHSA's mission is to provide leadership in the development of national policy to ensure effective highway safety programs.



Insurance Institute for Highway Safety (IIHS) - www.iihs.org

The Insurance Institute for Highway Safety is an independent, nonprofit, research and communications organization funded by auto insurers. IIHS is dedicated to reducing highway crash deaths, injuries and property losses.

Network of Employers for Traffic Safety (NETS) - www.trafficsafety.org

NETS is a national nonprofit organization dedicated to reducing traffic crashes involving America's workers and their families by helping employers implement policies, dynamic workplace programs and community activities related to traffic safety.

National SAFE KIDS Campaign - www.safekids.org

SAFE KIDS is the only national nonprofit organization dedicated solely to the prevention of unintentional childhood injury. More than 300 state and local SAFE KIDS coalitions in all 50 states, the District of Columbia and Puerto Rico make up the campaign. Former U.S. Surgeon General C. Everett Koop, M.D., Sc.D., is chairman.

National Organizations for Youth Safety (NOYS) - www.noys.org

NOYS promotes collaboration at the national, state and local levels and focuses on youth safety up to age 24.



State and Territory Highway Safety Offices

Below are telephone and fax numbers for the State Highway Safety Offices in the 50 States and the Territories. This information, along with State web site addresses, can be found on the web site of the National Highway Traffic Safety Administration by going to www.nhtsa.dot.gov and clicking on "Regional Offices." Your State Highway Safety Office can put you in touch with the many traffic safety programs in your State, including programs devoted to safety belt use and child passenger safety.

STATE	TELEPHONE	FAX
Alabama	(334) 242-5803	(334) 242-0712
Alaska	(907) 465-4374	(907) 465-4030
American Samoa	9-011-684-699-1111 x48	9-011-684-633-7964
Arizona	(602) 255-3216	(602) 255-1265
Arkansas	(501) 618-8583	(501) 618-8222
California	(916) 262-0997	(916) 262-2960
Colorado	(303) 757-9273	(303) 757-9219
Connecticut	(860) 594-2370	(860) 594-2374
Delaware	(302) 744-2745	(302) 739-5995
District of Columbia	(202) 671-0492	(202) 671-0617
Florida	(850) 488-3546	(850) 922-2935
Georgia	(404) 656-6996	(404) 651-9107
Guam	(671) 647-5059	(671) 646-3733
Hawaii	(808) 587-6302	(808) 587-6303
Idaho	(208) 334-8101	(208) 334-4430
Illinois	(217) 782-4974	(217) 782-9159
Indiana	(317) 232-4220	(317) 233-5150
Indian Nations	(505) 245-2100	(505) 245-2106
Iowa	(515) 281-3907	(515) 281-6190
Kansas	(785) 296-3756	(785) 291-3010
Kentucky	(502) 564-6700	(502) 564-6779
Louisiana	(225) 925-6991	(225) 922-0083
Maine	(207) 624-8756	(207) 624-8768
Maryland	(410) 787-5824	(410) 787-4082
Massachusetts	(617) 973-8900	(617) 973-8917
Michigan	(517) 336-6477	(517) 333-5756
Minnesota	(651) 296-9507	(651) 297-4844
Mississippi	(601) 987-4990	(601) 987-4154



STATE	TELEPHONE	FAX
Missouri	(573) 751-7643	(573) 634-5977
Montana	(406) 444-7301	(406) 444-0807
Nebraska	(402) 471-2515	(402) 471-3865
Nevada	(775) 687-5720	(775) 687-5328
New Hampshire	(603) 271-2131	(603) 271-3790
New Jersey	(609) 633-9300	(609) 633-9020
New Mexico	(505) 827-0427	(505) 827-0431
New York	(518) 473-5111	(518) 473-6946
North Carolina	(919) 733-3083	(919) 733-0604
North Dakota	(701) 328-2600	(701) 328-2435
North Marianas	(670) 664-9128	(670) 664-9141
Ohio	(614) 466-3250	(614) 728-8330
Oklahoma	(405) 523-1580	(405) 523-1586
Oregon	(503) 986-4192	(503) 986-4341
Pennsylvania	(717) 787-7350	(717) 783-8012
Puerto Rico	(787) 723-3590	(787) 727-0486
Rhode Island	(401) 222-3024	(401) 222-6038
South Carolina	(803) 896-9963	(803) 896-9978
South Dakota	(605) 773-4493	(605) 773-6893
Tennessee	(615) 741-2589	(615) 253-5523
Texas	(512) 416-3202	(512) 416-3214
Utah	(801) 293-2481	(801) 293-2498
Vermont	(802) 244-1317	(802) 241-4124
Virginia	(804) 367-1670	(804) 367-6631
Virgin Islands	(340) 776-5820	(340) 772-2626
Washington	(360) 753-6197	(360) 586-6489
West Virginia	(304) 558-1515	(304) 558-2723
Wisconsin	(608) 266-3048	(608) 267-0441
Wyoming	(307) 777-4450	(307) 777-4250



Fax-Back Form

1. **To order** the Crash Dummy Video Clips (one video with four clips), check which version you want: **VHS** **Beta**

2. **We want your feedback.** Before conducting your activities, please
Fax this form to: **(202) 366-6916**
Or mail it to: **National Highway Traffic Safety Administration**
NPO-503, 400 7th Street SW
Washington, DC 20590

3. **Organization:** _____
Contact person: _____
Address: _____
City/State/ZIP: _____
E-mail: _____
Phone: _____

4. **Please tell us:** Do you have access to the Internet? **Yes** **No**

What promotional/educational activity or activities do you plan to do during CPS Week 2003?

Have you had any obstacles so far in planning CPS Week activities? If so, please tell us what they are:

Please provide us with any comments on this CPS Week planner. Is it useful to you? Do you have any suggestions for next year?
