



CheckToProtect.org for auto recalls

Check To Protect & Public Outreach

August 2019



CheckToProtect.org for auto recalls

Emerging Issue

- + More than **1 in 5** cars on the road today has an open safety recall
- + Many of those recalls may pose serious risks
- + Some drivers **do not know** their vehicle has a safety recall
- + Other drivers know but think it's **no big deal**
- + We need **trusted sources** to help spread the word to drivers



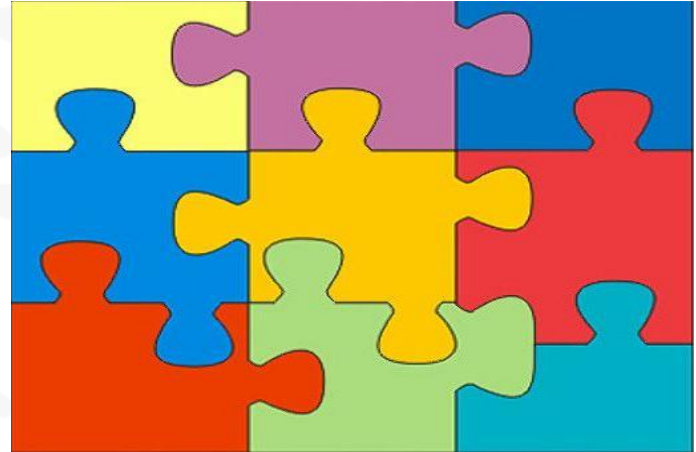
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Pieces of the Puzzle

Collaboration is key.

We are spreading the word through:

- + State government
- + Law enforcement
- + Employers
- + Military
- + Dealerships
- + Child passenger safety techs
- + More

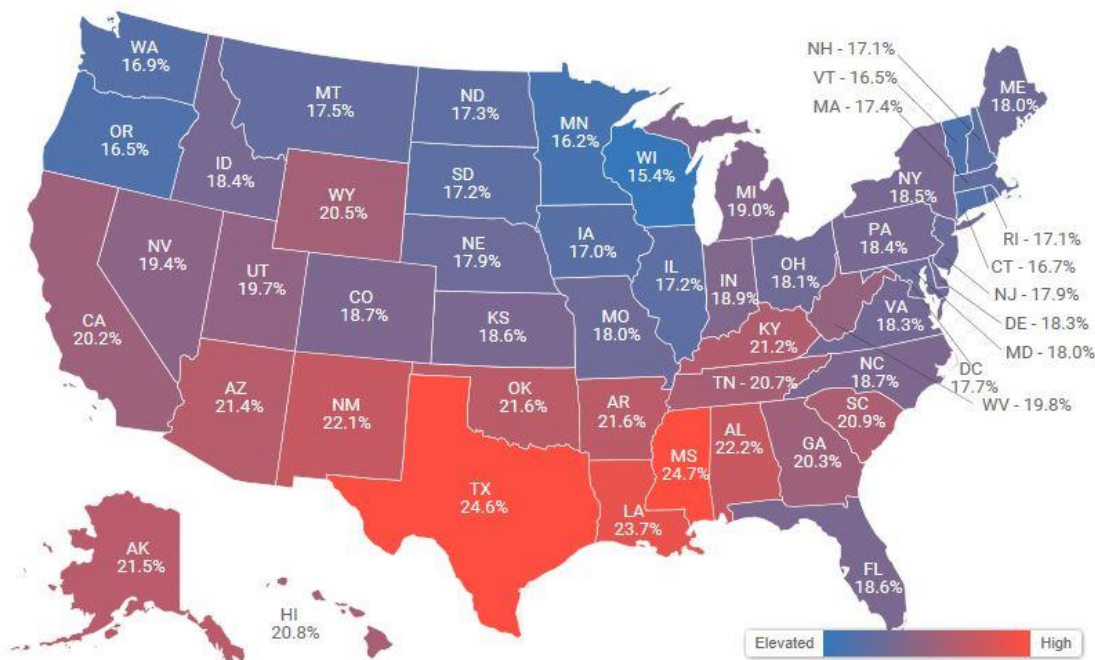




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State of Affairs

Open Safety Recalls on U.S. Vehicles



- + Map tells the story
- + Impacts every state
- + Difficult challenge
- + Also a great opportunity

Image: [CARFAX.com/recall](https://www.carfax.com/recall)



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Check To Protect Campaign



- Publicly launched on June 21, 2017
- Targets all vehicle owners – especially those with older and used vehicles
- Sends users to CheckToProtect.org

RESULTS:

(through spring 2019)

- More than 2.5 million visits to CheckToProtect.org
- More than 1 million VIN searches
- More than 5,700 media hits
- Presence at 40+ events
- Partnerships with a dozen states and counting
- Social media assets and materials



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Examples of Resources

+ Info cards and handouts

IT'S EASY TO CHECK FOR AUTO RECALLS AT
CheckToProtect.org

JUST ENTER YOUR VEHICLE IDENTIFICATION NUMBER (VIN)

██████████

CHECK YOUR VIN EVERY 3 MONTHS FOR OPEN RECALLS!

FIND YOUR VIN

- On registration or insurance documents
- Driver's side interior dash
- Inside driver's side door

G-HSA

You help protect them on the roads.
Look out for auto recalls.

CHECK TO PROTECT

Check all vehicles for an open recall at CheckToProtect.org

G-HSA

**RIGHT NOW,
53 MILLION
VEHICLES ON THE ROAD
HAVE OPEN SAFETY RECALLS.**

Is yours one of them?

CHECK TO PROTECT

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G-HSA

1 in 4 vehicles has an open recall.
Is your community at risk?

CHECK TO PROTECT

Check all vehicles for an open recall at CheckToProtect.org

G-HSA





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Examples of Resources, cont'd

+ Examples of digital & social media assets

Jacksonville TX Police Department
February 4
www.checktoprotect.org.

CHECKTOPROTECT.ORG
Check to Protect
Find out if your vehicle has an open recall. It's free to check and free to

1 2 Shares



Groveton Police Department
April 30 at 9:10 PM

RECALLED AIRBAGS CAN BE DEADLY.

CHECKTOPROTECT.ORG
It's Airbag Recall Repair Month.
Get your defective airbags repaired FREE.

4 1 Comment

You want her to have the brightest tomorrow.

CHECK TO PROTECT

See if your car has an open recall.



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Bulk VIN Lookup Tool

- + In addition to printed items and tangible assets, NSC has gained access to a **bulk VIN lookup tool**
- + This is a **fast, simple way** to check an entire fleet of vehicles with one search rather than inputting VINs again and again
- + This tool is capable of searching up to **10,000 VINs** at a time



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Using your connections

- + Other ways to spread the word:
 - + Help us connect with other organizations in your community (other employers, schools, teams, media, dealerships, etc.)
 - + Help us proclaim “Recall Awareness Day” at state or local levels
 - + Any other ideas that can help be a megaphone





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