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.
Collaboration is key. We are spreading the word through:

- State government
- Law enforcement
- Employers
- Military
- Dealerships
- Child passenger safety techs
- More
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
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
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!
  - On registration or insurance documents
  - Driver’s side interior dash
  - Inside driver’s side door

- Right now, 53 million vehicles on the road have open safety recalls.

- Check all vehicles for an open recall at CheckToProtect.org.
Examples of digital & social media assets
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.
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
Contact: Tom Musick, senior program manager, National Safety Council
Email: tom.musick@nsc.org
Phone: (630) 775-2381