

CHILD PASSENGER SAFETY

A ROADMAP FOR STATE HIGHWAY SAFETY OFFICES



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This publication is intended for members of the Governors Highway Safety Association (GHSA), which comprises the state and territorial Highway Safety Offices (SHSOs) responsible for addressing behavioral safety issues that affect the nation's roadways and contribute to traffic crashes. It does not cover all programs, nor does the inclusion of a program signify endorsement by GHSA, State Farm®, or the expert panel. Instead, its purpose is to encourage discussion and promote actions that enhance the safety of all roadway users. While SHSOs are the primary audience, child passenger safety technicians and instructors, advocates, program providers, health care professionals, and others dedicated to protecting children in motor vehicles will also find this publication valuable.

INTRODUCTION

Welcome and thank you for your commitment to traffic safety. As a State Highway Safety Office (SHSO), we know you have a big task — one that pulls you in many directions. It's important that child passenger safety (CPS) is a top priority. This includes ensuring that all motor vehicle occupants are riding properly restrained.

This publication focuses on CPS and offers a roadmap to help guide your SHSO's CPS strategy. It includes best practices and creative ways to help your SHSO and partners make a real difference for some of your state's most vulnerable road users.

The road to ensuring everyone is buckled up — including the youngest passengers (under age 18) — is long and winding. By leveraging the information that follows, we hope the journey feels shorter.

TOP 5 KEY TAKEAWAYS

1 Use data to focus efforts

Crash, ZIP code and demographic data can help you pinpoint high-risk areas, track results and direct resources where they can have the greatest impact on CPS.

2 Prioritize clear, consistent education

Help CPS technicians and others convey accurate and consistent information to caregivers that recognizes cultural, language and literary differences.

3 Expand and support the technician network

Sponsoring online and hybrid training options and fostering mentorships helps build the pipeline of geographically distributed skilled CPS technicians.

4 Maximize impact through partnerships and strategic funding

Collaborating with traditional and nontraditional partners and pooling resources can help bolster the impact of state and federal funds invested in CPS. Create a consistent CPS budget, and use it wisely to partner with other organizations.

5 Evaluate and adapt to foster long-term success

Regularly reviewing outreach and impact data makes it easier to refine strategies and adapt to evolving needs.



Chapter 1

BEST PRACTICES

Your SHSO plays a pivotal role in helping to determine the strategy for CPS in your state. This chapter helps you figure out what to focus on and how to allocate resources to maximize impact.



PLOTTING YOUR ROADMAP

STRATEGY STARTS WITH YOU

When you have clear goals, it becomes easier to determine the best path to achieve them. Since every state, county, and Tribal community is unique, each SHSO's approach to child passenger safety will also differ.

However, all can begin with a common foundational framework. Here's a brief overview, followed by a more detailed discussion.



Leverage data for a more nuanced understanding.



Identify what you want to accomplish and why.



Create models that drive results.



Be as strategic in your funding as you are with planning.

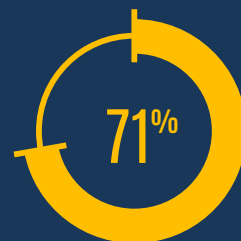


Evaluate, optimize and reimagine regularly.

Drivers and CPS



When the driver was buckled, children were restrained 95% of the time.¹



When the driver was unbuckled, children were restrained only 71% of the time.²

STAY ON COURSE

LEVERAGE DATA FOR A MORE NUANCED UNDERSTANDING

Data is a vital tool for State Highway Safety Offices to enhance CPS. It provides a clear understanding of your current position, helps prioritize focus areas, and guides where to direct your efforts. Data offers a detailed view of your CPS program's impact, identifies what is effective and what is not, highlights gaps, and informs how to allocate resources most efficiently—whether through funding, personnel, messaging, car seats, or other means.



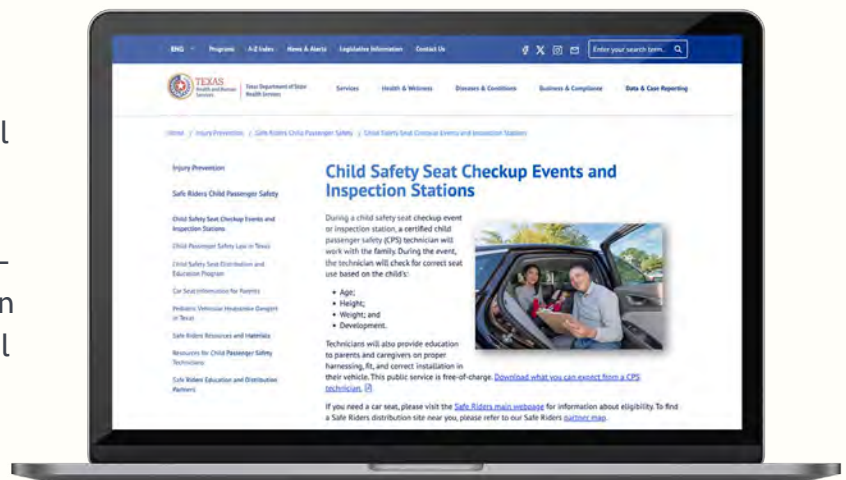
To begin, ensure that your state CPS lead contact information and inspection station locations are current and accurately reported through National Highway Traffic Safety Administration (NHTSA).

- ▶ Update your state's [CPS contact](#).
- ▶ Confirm the accuracy of your state's [inspection stations](#) with NHTSA.

Spotlight on Texas

In addition to utilizing the NHTSA national CPS contact and inspection station resources, your SHSO might consider developing a state-specific CPS web page—similar to Texas—that highlights inspection station and event locations as well as local Safe Kids coalitions.

[See Texas page](#)



Pro tip: Use this free CPS data tool

Nationally certified CPS technicians and instructors can collect data and monitor trends with the free National Digital Car Seat Check Form (NDCF).

[Access NDCF now](#) >

Essential data resources

These are your go-to data resources with tips for how to use them to improve CPS in your state.

1 State occupant protection program assessment

An evaluation of a state's seat belt and CPS efforts.

- ▶ Note strengths and challenges.
- ▶ Earmark needed changes to policies, program and outreach efforts.
- ▶ Allocate resources to support efforts.
- ▶ Identify additional partners needed to address gaps.

2 Seat belt surveys (state and [national](#))

State and national seat belt use data.

- ▶ Compare your state data to other states and national trends.
- ▶ Track progress over time.
- ▶ Identify and focus resources in counties with low belt use rates.

3 State child restraint use surveys

Data about child restraint use in a state.

- ▶ Gain insight into child restraint use in your state such as:
 - Seat belt use rate
 - Car seat compliance rate
- ▶ Identify what areas of CPS awareness to address.
- ▶ Help you determine potential NHTSA funding eligibility.

Examples

- ▶ [Washington State's Child Passenger Safety Observational/Intercept Survey](#)
- ▶ [Iowa Child Passenger Safety Survey](#)



Data transparency: North Carolina Vision Zero

In an effort to make the state's data more accessible to local governments and counties, North Carolina created an interactive tool to give local officials on-demand access to CPS data to help improve efficiency and develop data-driven strategies.

[Explore the tool](#) >

4 Citation data

The number of CPS violations or tickets given per year in a state.

- ▶ Compare crash data involving children with citation data.
- ▶ Verify law enforcement accurately reports data.
- ▶ Support making a case for funding safety projects that address the highest areas of need.

Examples

- ▶ Custer County, Colorado, had a high crash rate for children younger than 15, low seat belt use and low citation numbers. The county made a strong case for highway safety funding to support enforcement, education and community outreach programs.
- ▶ When an Oklahoma county saw low CPS citation data, they discovered municipal courts were unaware of the state requirement to report all CPS citations to the Department of Public Safety. The SHSO funded court clerk training for traffic records, improving data and increasing citation reporting.

5 Fatality Analysis Reporting System (FARS) Data

Annual data on U.S. fatal injuries in motor vehicle crashes.

- ▶ Use it to identify safety concerns and trends.
- ▶ Evaluate the effectiveness of programming.
- ▶ Leverage it to inform policy.

6 State-level injury prevention data

Data on the number and types of injuries and deaths in a state collected by state and/or local health and EMS agencies.

- ▶ Use this data to see where child injuries and deaths occur by age, race, county and frequency.
- ▶ This can help inform your occupational protection plan and CPS activities.

Examples

- ▶ [California Injury Data Online](#)
- ▶ [Injuries in Colorado Among Colorado Residents](#)

Essential data resources. continued

7 Pediatric hospitalization data

State-specific data about the number of children who were hospitalized.

- ▶ Identify the leading causes of injuries related to motor vehicle crashes and look for patterns.
- ▶ Use it to help inform CPS strategies, policies and funding priorities.
- ▶ Share findings with key stakeholders to align strategies and resources.

8 CPST recertification data

Current data on the number of recertified technicians.

- ▶ Inform strategy for investment in CPS training courses and continuing education opportunities.
- ▶ Determine CPS program reach in communities across your state.
- ▶ Map CPS technicians to identify where more are needed.
- ▶ Look at recertification rates and investigate how to improve rates and identify ways to improve them.

9 Paid media performance

The effectiveness of paid advertising (traditional and digital).

- ▶ Confirm ads were placed in the areas with the greatest need based on survey, crash, usage and citation data.
- ▶ Look at impressions to gauge how many people heard or saw ads.
- ▶ Track clicks, shares and conversions to evaluate the effectiveness of digital advertising efforts.
- ▶ Conduct surveys, social listening and focus groups to help measure awareness, persuasiveness and behavior change.

10 Earned media performance

The impact of unpaid exposure gained through press coverage, social media and other websites.

- ▶ Confirm the publications were in the geographic areas with the highest needs based on data.
- ▶ Check that media outlets are ones that the target key demographics consume.
- ▶ Estimate the earned media value of press mentions.
- ▶ Measure the reach of earned media to determine how many people were exposed to the content.
- ▶ Analyze user engagement by tracking likes, shares, comments and other interactions.
- ▶ Track the number of backlinks from other websites to your SHSO's or lead agency's CPS website or specific pages.



Drivers and CPS

The North Carolina Department of Transportation has published its [annual Child Passenger Safety Week efforts](#) since 2016. This gives policy makers and the public access to information about the effectiveness of checkpoints and random patrols, helping pinpoint areas of concern, such as seat belt and CPS violations.

North Carolina [2024 results](#)

1,731

total checkpoints
and patrols

1,363

seat belt violations

211

child passenger
safety violations

CHECKPOINT

IDENTIFY WHAT YOU WANT TO ACCOMPLISH AND WHY



Motor vehicle injuries are a leading cause of death among children in the U.S., but correctly used child restraints and systems help save lives.³ The more specific you can get regarding CPS challenges in your state, the better.

- ▶ What are the leading causes of motor vehicle child injury and death in your state?
- ▶ What height, weight or age are most affected?
- ▶ Are child injuries or deaths higher in certain geographies or among specific groups?
 - Compare urban, suburban, exurban (edge of metropolitan area) and rural statistics.
 - Analyze trends in race and ethnicity.
 - Examine the influence of income and education levels.
- ▶ Are there any correlations to adult motor vehicle injuries and deaths?
- ▶ How often were child restraint systems installed and used correctly?
- ▶ How have trends changed over time?

Answering these questions will help you identify the specific CPS challenges you need to address to reduce injuries and fatalities among children in motor vehicle crashes.

Next, you'll need to investigate why these challenges exist.

- ▶ Is there a lack of awareness about the risks?
- ▶ Should your state laws be strengthened?
- ▶ Is seat belt use low?
- ▶ Does your state need more certified CPS technicians and/or instructors?
- ▶ Where are seat check events held? Are they concentrated in certain areas while lacking in others?
- ▶ Are there language barriers?
- ▶ Are there funding constraints?

Identify key audiences and communities that need to be engaged, as well as potential partners who can assist. Consider forming a task force or coalition to help guide your strategy, outreach and reporting efforts. If your state has a statewide Occupant Protection Task Force, enlist their support.

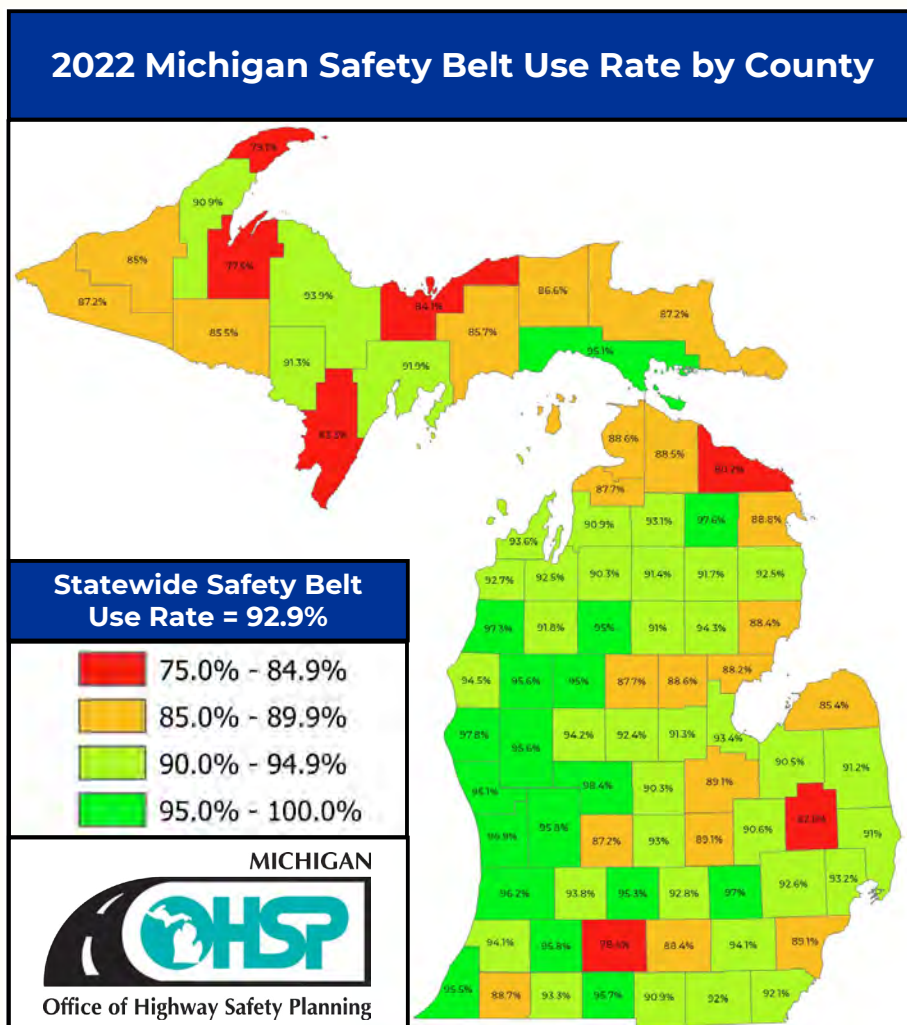
Mapping is a valuable tool to visualize and prioritize challenges. With limited time and resources, you can focus your efforts on areas with the greatest need. For example, consider this 2022 map of [Michigan's](#) Safety Belt Use Rate by County (statewide average: 92.9%).

Because seat belt use is correlated to CPS, begin your outreach efforts focusing on the counties highlighted in red, then progress to those in orange, and finally target the green counties.

Compare this information with CPS data on child restraint use, injury and crash rates, inspection station locations, and car seat distribution activities.

Analyze how resources—such as the number of certified technicians, inspection stations, and distributed car seats—are allocated relative to population density.

Additionally, layer other data including geographic classifications (urban, suburban, exurban, rural), racial and ethnicity, language or income levels, to identify further trends and better tailor your outreach strategies.



Compare your state's data to national benchmarks to monitor how your state is performing relative to the national average.

Regularly tracking program effectiveness through data can help inform future decisions, allowing you to adjust, enhance, or reconsider initiatives as needed to improve outcomes.

You can now craft a compelling story for CPS in your state. Use a combination of data and narrative to show the problem and make it more concrete. Then present your strategy for solving it. Here's a fictional example.



Fictional example

Nearly 80% of the state's caregivers do not use their child's car seat correctly.

Last year, Luisa, Pedro and their three-year old son, Mateo, headed from their small town to the city zoo to see the new baby giraffe, Mateo's favorite animal. Before they left home, Mateo complained about his car seat harness straps being too tight, so his parents loosened them. When another vehicle T-boned them on U.S. 85, Mateo was ejected from his car seat and died on impact.

Luisa and Pedro loved their son and cared about his comfort. They didn't know that loosening Mateo's straps was so risky. Now they speak to other parents and caregivers in their community, educating them about keeping children safe.

We can save other kids like Mateo by improving caregiver CPS education, especially in Spanish-speaking rural communities. Let's:

- 1. Increase the number of CPS technicians on the eastern plains.*
- 2. Create a statewide bilingual public awareness campaign.*
- 3. Partner with local Latino community groups to help spread the word about proper car seat use.*



CREATE MODELS THAT DRIVE RESULTS

Choosing the right model for your SHSO can help you implement your CPS strategy. States handle CPS coordination in various ways. Here are some examples:

- ▶ Single agency as state-wide contact and coordinator
- ▶ Multiple agencies splitting up responsibilities
- ▶ Occupant protection manager with state coordinator responsibilities
- ▶ SHSO and Safe Kids Coalition
- ▶ Different coordinators for different geographies (e.g., East and West)

Learn from Louisiana

Louisiana is one of a few states with a single agency coordinating all CPS activities statewide. Here are some benefits of this model:

- ▶ Centralized coordination streamlines communication, decision-making and accountability.
- ▶ Technician database maintenance informs training and recertification efforts.
- ▶ Task Force drives community engagement, collaboration and innovation.
- ▶ Unified messaging and education materials help all partners stay focused.
- ▶ Comprehensive and accurate records and alignment with federal requirements.



Here are two models to consider.

State Child Passenger Safety Coordinator

This model centers around a single coordinator who serves as the primary point of contact for all CPS programs and resources statewide. It functions like a hub-and-spoke system, with the coordinator as the hub connecting various agencies, communities, and partners—the spokes. The coordinator plays a multifaceted role, linking people to the appropriate goods and services within the state as well as with national organizations. Access a full job description from the National CPS Board [here](#). The coordinator may be tasked with:

- ▶ Connecting local programs to state resources to increase communication and collaboration.
- ▶ Collecting and reporting on CPS data.
- ▶ Promoting education, training and outreach to encourage increased CPS compliance in communities.
- ▶ Coordinating with national CPS organizations.

Pros

Centralized leadership

- ▶ Focused role and responsibilities
- ▶ Consistent communication and resource distribution
- ▶ Provides expertise on state laws and methods to elevate efforts across the state

Data collection and reporting

- ▶ Can aggregate, analyze and report on all data

Community partnerships

- ▶ Builds relationships with local agencies and organizations
- ▶ Can liaise with national organizations

Cons

Resource limitations

- ▶ Breadth of responsibilities may be too great for a single person
- ▶ Effectiveness of the model may be hampered by funding constraints

Effectiveness variability

- ▶ The model's impact may vary depending on the state's structures, resources and SHSO support

Pro tip: Join the national forum

Catch up on national CPS updates and innovations with the CPS coordinators forum.

[Go to forum](#) >

Mentorship model

The mentorship model takes more of a network approach, where a group of experienced professionals help, support and develop the skills of new technicians or instructor candidates. Mentors help:

- ▶ Expand the network of CPS professionals and build a pipeline of technicians.
- ▶ Guide and support mentees with skill development and constructive feedback.
- ▶ Collaborate with national organizations to share the latest best practices and resources.

Pros

Education and support

- ▶ Personalized guidance
- ▶ Sharing of best practices and innovations
- ▶ Create a community of CPS professionals and a leadership pipeline

Cons

Resource intensive

- ▶ Time commitment
- ▶ Success depends on the willingness and availability of mentors and mentees

[See how Alaska used this model](#) >



BE AS STRATEGIC IN YOUR FUNDING AS YOU ARE WITH PLANNING

After reviewing the data to gain a deeper understanding of your state's CPS challenges, identify potential partners for your SHSO to maximize impact. While there's no one-size-fits-all approach, consider these tips.

Funding grantees

What you can fund

- ▶ Local first responders (police, fire and EMS)
- ▶ Municipalities and state agencies (public health departments, education departments, libraries, social service)
- ▶ Universities
- ▶ Health care organizations (hospitals, health systems, pediatric practices)
- ▶ Other local institutions (e.g., nonprofits)

Types of programs you could fund

- ▶ Trainings and scholarships for CPS technicians, proxies and instructors
- ▶ Car seat check events, inspection stations, safety days or festivals
- ▶ Supplies for events and inspection stations (traffic cones, signage, tents, tables, translation devices, etc.)
- ▶ Equipment (no- or low-cost car seats and booster seats)
- ▶ School- and hospital-based programs
- ▶ Recidivism-reduction programs
- ▶ CPS coalitions
- ▶ Media campaigns

Encourage grantees to partner with non-traditional organizations, such as:

- ▶ Downtown or business associations
- ▶ Ethnic grocery stores, restaurants and art centers
- ▶ Kiwanis Club
- ▶ Banks and other financial institutions
- ▶ Optimist Club
- ▶ Powwows and cultural celebrations
- ▶ Daycare centers and preschools
- ▶ County and state fairs
- ▶ Barber shops and beauty salons



Funding messaging

What you could fund

- ▶ Websites, email and social media campaigns
- ▶ Public awareness and enforcement campaigns (digital highway signs, TV, radio, digital ads)
- ▶ Collateral and educational materials (including translations)
- ▶ Public relations efforts to generate media coverage of CPS Week and other events

Pro tip: Use QR codes to drive engagement

QR codes are a great way to direct audiences to websites and apps. Be sure to include them on all printed materials for quick and easy access to CPS information.

Here are some sites and resources your SHSO might want to feature:

▶ NHTSA

- [Inspection State Finder](#)
- [Traffic Safety Facts](#)
- [State CPS Coordinator](#)
- [Resources NHTSA Car Seat](#)
- [Register your car seat](#)
- [Campaign Materials](#)
- [Check for Recalls](#)

▶ National Safety Council

- [Virtual Car Seat Checks](#)
- [Child Passenger Safety Learning Portal](#)
- [National Child Passenger Safety Board](#)
- [CPS for Law Enforcement](#)

▶ Safe Kids

- [National Child Passenger Safety Certification Courses](#)
- [Recertification Information](#)
- [Find a Tech](#)
- [Find Checks and Workshops Near You](#)
- [Ultimate Car Seat Guide](#)
- [Car Seat Safety Tips](#)
- [Child Safety Laws By State](#)

▶ American Academy of Pediatrics (AAP)

- [Healthy Children](#)
- [Car Seats: 2025 Product Listing](#)
- [CPS Policy Statements and Technical Reports](#)

▶ State Farm®

- [Car Seat Basics](#)



National CPS Week in action

National CPS Week, which occurs the third week in September, highlights child passenger safety in the media and raises awareness among residents statewide. Here are some best practices to consider:

- 1 Don't limit your messaging or funded activities to just national CPS Week. Build awareness and engagement in the weeks before and after to maximize your impact. This approach complements the national CPS Week strategy and media campaigns.
- 2 Use templated resources when available to save time and maintain consistency:
 - ▶ Access ready-made resources and toolkits from [NHTSA](#) and the [National CPS Board](#).
 - ▶ Leverage news releases, talking points, variable message boards and more in English and Spanish from [NHTSA's Traffic Safety Marketing website](#).
 - ▶ Connect with local healthcare, law enforcement and safety agencies to share pre-made resources and templates.
- 3 Promote partner events and activities to residents through social media, community calendars and advertising. Designate funding for staff-time support.
- 4 Designate a single agency to lead CPS Week activities to enhance effectiveness and minimize redundancy.
- 5 established outreach programs with a strong following, such as [Safe Kids' Parent Pep Talk podcast](#).



Stay consistent

It's better to maintain a consistent total budget rather than yo-yo from year to year. Why? This way, you can continually fund technician training, inspection stations, car seat distribution and messaging campaigns with the understanding that your allocations may change from year to year based on new needs and program performance.



Data drives allocation

Use data to make informed decisions about where and how much to invest in programs, tools and resources. If the data indicates a CPS issue in a specific area or population, prioritize those efforts in your budget. If you notice general statewide trends, you might invest more in a messaging campaign.



Partner with others

They say "a rising tide lifts all boats." Identify who you can collaborate with and how you can work together. Other partners, including first responders, public health agencies or community groups may be able to tap into other funding streams. Consider integrating programs so that CPS isn't a siloed effort but connected to wider health and safety measures. Working together can help you all do more for less.



Track and adjust

Track your budget and the data to gauge the effectiveness of initiatives your SHSO funds. You may need to dial up some line items or dial down others depending on the results.

STRATEGY IN ACTION

TEXAS FUNDING EXAMPLES

These examples from the Texas Traffic Safety Section's 2023 Annual Report illustrate how the SHSO strategically funds CPS efforts.

Example 1

Task: Public Information Campaigns					Occupant Protection OP - 05																																																																								
Organization Name				District AUS		Project Number																																																																							
Dell Children's Medical Center of Central Texas				2023-DCMCCT-G-1YG-0029																																																																									
1	Title / Desc. Dell Children's Medical Center (DCMC) Kids in Cars Program Child passenger safety caregiver education and check-up services in Bastrop, Caldwell, Hays, Travis, and Williamson Counties as well as technician certification training and capacity building.																																																																												
2	Strategies Addressed - Concentrate efforts on historically low use populations. - Increase EMS/fire department involvement in CPS fitting stations. - Increase intervention efforts by healthcare professionals, teachers, and all safety advocates. - Increase public information and education campaigns. - Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors. - Maintain CPS seat distribution programs for low income families.																																																																												
3	<table><tr><th colspan="4">Performance Objectives</th><th>Target</th><th>Actual</th><th>Met?</th></tr><tr><td colspan="4">▪ Conduct NHTSA approved CPST course</td><td>1</td><td>3</td><td>☒</td></tr><tr><td colspan="4">▪ Conduct child safety seat inspections at events in the 5-county service area</td><td>600</td><td>753</td><td>☒</td></tr><tr><td colspan="4">▪ Distribute child safety seats at inspection events in the 5-county service area</td><td>560</td><td>785</td><td>☒</td></tr><tr><td colspan="4">▪ Distribute printed CSS information cards to organizations in the 5-county service area</td><td>30,000</td><td>35,661</td><td>☒</td></tr><tr><td colspan="4">▪ Obtain appointment inquiries through the DCMC 512-324-TOTS appointment line</td><td>1,700</td><td>1,400</td><td>☐</td></tr><tr><td colspan="4">▪ Participate in community events to share child safety seat information to caregivers</td><td>16</td><td>29</td><td>☒</td></tr><tr><td colspan="4">▪ Produce social media posts or other web-based content to promote KIC services</td><td>60</td><td>164</td><td>☒</td></tr><tr><td colspan="4">▪ Provide hours of virtual child safety seat check-up availability at DCMC</td><td>110</td><td>138</td><td>☒</td></tr><tr><td colspan="4">▪ Teach CEU credit hours for CPSTs to maintain certification</td><td>6</td><td>6</td><td>☒</td></tr></table>							Performance Objectives				Target	Actual	Met?	▪ Conduct NHTSA approved CPST course				1	3	☒	▪ Conduct child safety seat inspections at events in the 5-county service area				600	753	☒	▪ Distribute child safety seats at inspection events in the 5-county service area				560	785	☒	▪ Distribute printed CSS information cards to organizations in the 5-county service area				30,000	35,661	☒	▪ Obtain appointment inquiries through the DCMC 512-324-TOTS appointment line				1,700	1,400	☐	▪ Participate in community events to share child safety seat information to caregivers				16	29	☒	▪ Produce social media posts or other web-based content to promote KIC services				60	164	☒	▪ Provide hours of virtual child safety seat check-up availability at DCMC				110	138	☒	▪ Teach CEU credit hours for CPSTs to maintain certification				6	6	☒
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1. Identifies the what and where
2. Explains how the program addresses strategic priorities
3. Provides performance metrics to gauge success
4. Efficiency increased with phone appointments
5. Innovative use of virtual safety checks
6. Outlines planned federal and local funding and combined total compared to actuals

Example 2

Task: Public Information Campaigns				Occupant Protection OP - 05			
Organization Name			Division			Project Number	
Texas A&M Agrilife Extension Service			TRF-TS			2023-Texas Ag-G-1YG-0031	
Title / Desc. Passenger Safety and KidSafe Initiatives							
A program to increase child restraint and seat belt usage among low use populations and promote safe driving practices statewide through educational programs, checkup events and trainings.							
Strategies Addressed							
- Concentrate efforts on historically low use populations. - Increase EMS/fire department involvement in CPS fitting stations. - Increase intervention efforts by healthcare professionals, teachers, and all safety advocates. - Increase occupant protection education, training, and awareness of safety belt issues for law enforcement, judges and prosecutors. - Increase public information and education campaigns. - Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors. - Maintain CPS seat distribution programs for low income families. - Conduct and assist local, state and national traffic safety campaigns. - Conduct public information and education campaigns related to distracted driving. - Develop and implement public information and education efforts on traffic safety issues. - Increase public information and education concerning speed-related issues. - Provide community training on speed-related issues.							
Performance Objectives				Target	Actual	Met?	
▪ Collect databases of information to evaluate child passenger safety needs and program effectiveness				2	2	☒	
▪ Conduct National Child Passenger Safety Technician Certification Trainings				6	6	☒	
▪ Conduct Operation Kids classes targeting officers to support enforcement of child safety seat laws				6	6	☒	
▪ Coordinate child safety seat in-person/virtual inspections at checkups, fitting stations & booster campaigns				2,015	3,160	☒	
▪ Develop Strategic Operation Plan that outlines the program				1	1	☒	
▪ Distribute child safety seats to families in need through checkups, fitting stations and booster campaigns				1,800	2,466	☒	
▪ Implement activities to promote new CPS technician mentoring and retention of current technicians				6	9	☒	
▪ Maintain online transportation safety courses for childcare providers				3	3	☒	
▪ Participate in child safety seat checkup events in historically low-use and/or high need communities				46	46	☒	
▪ Participate in activities promoting public information and education resources to support grant objectives				150	221	☒	
▪ Participate in educational programs on occupant protection, distracted driving and speeding				400	481	☒	
Financial Information:							
Fund	Source	# Projects	Federal Funding	State Funding	Program Income	Local Match	Project Total
402	OP	1	Planned: \$1,049,993.41			\$365,889.31	\$1,415,882.72
		1	Actuals: \$1,049,524.87			\$972,051.34	\$2,021,576.21

1. Integration with law enforcement

2. Mentorship model

3. Surpassed in-person/virtual inspection goal by **56%**

4. Beat car seat distribution target by **37%**

5. Participated in **47%** more activities beyond target

6. Participated in **20%** more educational programs than projected

Program evaluation: Highly successful

- ▶ Met or exceeded all targets
- ▶ Car seat inspections and distributions significantly outperformed goals
- ▶ Strong engagement in training and public education activities

Other questions to ask:

- ▶ Were the right partners engaged?
- ▶ Are others doing similar work and, if so, how could they be engaged?



LOOKING BACK AT THE JOURNEY

EVALUATE, OPTIMIZE & REIMAGINE REGULARLY

Use data to assess the performance of the initiatives your SHSO has funded. Identify what is working well, what can be improved, and what may need to be retooled. Incorporate both quantitative and qualitative data to gain a comprehensive understanding. Here are examples of each.

Quantitative data

- ▶ Change in misuse rate
- ▶ Variation in injuries and deaths
- ▶ Number of new or recertified technicians
- ▶ Number of car seat checks and inspection stations
- ▶ Total attendees at events
- ▶ Impressions, clicks, form fills, downloads, likes, shares
- ▶ Time spent on a website

Qualitative data

- ▶ Quotes
- ▶ Testimonials
- ▶ Open-ended survey responses
- ▶ Observational notes
- ▶ Photographs, videos
- ▶ Interview transcripts
- ▶ Focus groups
- ▶ Before and after comparisons

Once you know what performed best, consider how those efforts could be enhanced or expanded.

- ▶ What made the activity a success?
 - Did you work with the right partners?
 - Was the community involved?
 - Was it the timing or size of the activity?
- ▶ Can you use one program as a pilot and replicate it elsewhere?
- ▶ What changed people's hearts and minds the most about CPS?

If the results didn't meet your expectations, work to identify the underlying causes. Often, multiple factors may contribute to the outcome.

- ▶ Do you need to change your allocations to focus on other services or efforts?
- ▶ Were the right partners tapped? If not, who could help in the future?
- ▶ Were the right approaches taken for a specific area or population? If not, what should change moving forward?
- ▶ Are more direct services needed for inspection stations or car seat distribution?
- ▶ Was funding appropriately managed by the grantee?

The future is predictably unpredictable. This work is a marathon, not a sprint. Keep your eyes on the prize: **protecting our most vulnerable motor vehicle occupants.**



CPS planning worksheet and checklist

Cross every T and dot every I with our handy planning worksheet and checklist.

[Download now](#) >



Chapter 2

COMMON BARRIERS AND SOLUTIONS

While every state and community is different, there are some common roadblocks SHSOs might face when it comes to CPS. We'll identify them in this chapter and offer solutions to help your SHSO overcome them.



CAREGIVER PERCEPTIONS

Caregivers need and want clear guidance, but they often get advice from the wrong sources. Here's what a recent study from NHTSA found:⁴

- ▶ Caregivers often focus on safe driving and buckling up, but do not prioritize having the right car seat. They may be overconfident in their knowledge.
- ▶ Many caregivers transition their children to bigger car seats or booster seats too soon, putting things like comfort or peer pressure first.
- ▶ Caregivers tend to rely more on non-expert sources and their own instincts over definitive information.
- ▶ Some caregivers may be less concerned with car safety due to lack of awareness and education.



Solutions

- ▶ If your SHSO provides messaging to caregivers, focus on best practices, such as the “right car seat” for all ages, heights, weights and development levels, not just buckling up.
- ▶ Promote NHTSA’s [Find the Right Seat tool](#).
- ▶ Share definitive and consistent guidance only from partner websites that have been carefully vetted.
- ▶ Make electronic and print materials available in English, Spanish and other commonly used languages.
- ▶ Take an always-on approach to communicating about CPS events and education.



LAWS NOT ALIGNED TO BEST PRACTICES

Best practices for optimizing CPS include but are not limited to:

- ▶ Selecting an appropriate car seat or booster seat based on the child's age and size.
- ▶ Using rear-facing seats as long as possible, at least until age 2.
- ▶ Keeping them in a car seat or booster seat for as long as possible.
- ▶ Placing children in the back seat at least until age 12.

Here are some examples of laws that could be out of alignment with current best practices:

- ▶ Low age/weight limits for restraints
- ▶ Lack of booster seat mandate
- ▶ No rear-seat requirement for older kids
- ▶ Exemptions
- ▶ Difficult to enforce

Solutions

You'll want to take a multi-pronged approach to educate local legislators:



Gather evidence

Compile research, data and best practices to build a strong case.



Inform policymakers

Share recommendations from the [American Academy of Pediatrics](#), [NHTSA](#) and [Safe Kids](#).



Build coalitions

Partner with health and safety organizations and others to educate lawmakers.



Educate to empower

Educate lawmakers individually and in groups about the importance of CPS.

SEAT BELT USE RATES

While the U.S. front-seat belt use rate is approximately 91%, the back-seat belt use rate is only 80%. Seat belt use tends to be lower among:⁵

- ▶ 16–24 year-olds
- ▶ Males
- ▶ Occupants of pickups and older vehicles
- ▶ Drivers who have been drinking alcohol
- ▶ Nighttime drivers and occupants
- ▶ States with secondary enforcement

As noted earlier, when drivers buckle up, children are more likely to be restrained too. It's important you tie these two issues together as CPS is a critical component of your SHSO's occupant protection program.

Solutions

- ▶ Use data to determine which locations and vehicle owners/occupants to focus on.
- ▶ Educate the public with high-visibility media campaigns and messaging tailored to key demographic groups.
- ▶ Work with law enforcement agencies to train officers on laws and policies. Provide resources they can use internally and externally.
- ▶ Encourage CPS technicians to work with law enforcement and participate in traffic safety checkpoints.
- ▶ Recognize communities that achieve increases in seat belt use rates.
- ▶ Fund recertification activities, such as hours to complete training, attend workshops or participate in community events.



AVAILABILITY OF TRAINED TECHNICIANS

There are more than 70 million children under 18 in the U.S.,⁶ yet only 40,000+ certified technicians.⁷ That translates to one technician per 1,750 kids, which is too high a ratio.

Common barriers to technician certification:

- ▶ Intensive training requires multi-day courses, exams and practical evaluations.
- ▶ The volunteer nature of technicians means few paid positions, which requires volunteers to have personal commitment and passion for CPS.
- ▶ Course availability is limited in rural areas, and many other geographic gaps persist.
- ▶ Low public awareness of the need for technicians, about certification requirements, and limited incentives to become certified.

Monitor state recertification rates to ensure technician and instructor retention.

Solutions

- ▶ The [hybrid training option](#) can make certification feel less burdensome. Participants gain basic knowledge virtually and get hands-on experience in person. The hybrid course consists of self-paced online learning with two days of in-person sessions for hands-on activities and skills evaluations. This can be a good option for increasing the number of technicians in rural areas.
 - Endorse the hybrid certification option and provide funding to support them.
 - Encourage partners to use hybrid certification in their requests for proposals and increase the number of certified technicians they work with.
 - Promote continuing education webinars offered by [Safe Kids](#), the [National Child Passenger Safety Board](#) and other entities.
- ▶ Offer stipends or scholarships in high-need, underrepresented communities or in geographies with higher injuries and fatalities to bolster certification.
- ▶ Recognize newly certified and long-tenured technicians by sending a congratulations or thank you letter signed by the SHSO Director.
- ▶ Partner with schools, healthcare facilities, cultural organizations and other public health, safety and child welfare agencies to host recruitment and celebration events.



RACE, ETHNICITY, LANGUAGE AND GEOGRAPHIC BARRIERS

Race and ethnicity may be a factor in effective CPS outreach due to cultural differences, socioeconomic factors, lack of awareness and, perhaps, mistrust of law enforcement. Language differences and literacy levels may also play a role in hindering outreach and education.

Rural areas tend to have fewer services available. Unhoused populations and families involved in the foster care system may face ongoing instability, which can make consistent access to resources and support more challenging.

Solutions

- ▶ Who are the trusted community organizations that can share information and/or host events? Identify the right partners, especially those who are bilingual.
 - Schools
 - Health clinics
 - Influencers
 - Caregivers
 - Faith-based groups
 - Social service organizations
- ▶ If your SHSO develops and distributes CPS educational materials, tailor the messaging to be culturally relevant and in multiple languages. Be sure to keep the messaging to a 4th–6th grade reading level. It may be helpful to use more visuals and videos.
- ▶ Promote virtual seat checks are available in English and Spanish through [Safety Connection Virtual Services](#).
- ▶ Provide funding to help partners distribute free and low-cost car seats and booster seats to those most in need. Bring services directly to communities rather than expecting them to travel outside their neighborhood.

FUNDING CONSTRAINTS

Limited pool of funding

The umbrella of highway safety covers a lot, and CPS is just one part of it. You might feel like you're spread too thin.

Matching fund requirements

If your state or a local government is already cash-strapped, getting matching funds for a federal grant can be a challenge.

Solutions

Combine resources

You may be able to combine federal, state and local funds and partner with non-government organizations, such as healthcare facilities, insurance companies and community groups to maximize budgets and efforts. To bring them on board, develop a CPS story, using data and narrative (as discussed in the best practices chapter), that explains the problem and how their involvement can make a difference.

Practical ideas

- ▶ Create a shared library of assets to make them easy for partners to access. (Google Drive, SharePoint, Dropbox, etc.)
- ▶ Develop a CPS toolkit with key messages, graphics, photos and other resources and make it available to your partners. Provide suggestions for how they can participate.
- ▶ Cross-promote information and resources between and among partners.
- ▶ Host a virtual kick-off meeting before campaigns or large projects to get all partners on the same page.

Lower costs

You don't always have to start from scratch. Leverage templates from national organizations to reduce expenses. Share templates with partners and keep them notified of your media plans so they can help maximize reach to key audiences.

Essential resources to leverage

- ▶ Free, ready-to-use [Child Passenger Safety Week resources](#).
- ▶ NHTSA car seat recommendations for children in [English](#) and [Spanish](#).
- ▶ Promotional cards for the Safe Kids Worldwide ultimate car seat guide in [English](#) and [Spanish](#).

Ideas in action

Follow Indiana's lead and create caregiver automotive safety brochures.

[View Indiana's brochure](#) >

A photograph of a young child with light brown hair, smiling broadly while seated in a dark-colored car seat. A hand is visible at the top right, gently touching the child's head. The child is wearing a light blue long-sleeved shirt and a black car seat harness. The background is a solid blue color.

Chapter 3

INNOVATIVE CASE STUDIES

Theory and reality can be miles apart. Sometimes the best way to learn is from someone else. Here are several examples of how states put CPS strategy into practice.



MEDIA AWARENESS CAMPAIGN

OKLAHOMA

The problem

Thirty-one unrestrained children, aged 1 to 17, died in motor vehicle crashes in 2021.

The solution

Raise awareness with multi-location displays and tours during Child Passenger Safety Week and throughout the year.

The display featured 31 backpacks of varying sizes, styles and colors to represent the unrestrained children and teens killed. Each backpack had a tag indicating the age of the child or teen and keys were added to the latter backpacks.

The campaign also featured banners and digital ads with QR codes in high foot-traffic locations such as malls. The QR codes directed viewers to Oklahoma Highway Safety Office CPS page.

Unique partnerships

- ▶ Choctaw Nation and Reservation
- ▶ Museum of Red River
- ▶ Jasmine Moran Children's Museum
- ▶ K-12 assemblies in rural communities
- ▶ Chisholm Trail Heritage Center

The results

4 displays
across
21 locations

2 press events with
173,976
in local viewership

“It was a very emotional display. Seeing the young ages and diaper bag and learning the meaning behind it was very gripping.”⁸

“This is so very sad, but this is a good thing to see. Too many people drive around with their littles unrestrained or even in the front seat...”⁹

Why it worked

- ▶ The display created intrigue. Passersby asked about it and wanted to learn more.
- ▶ It was emotionally compelling. Backpacks are typically a symbol of promise and learning, but Oklahoma turned that upside down as a cautionary tale.
- ▶ The display and campaign told the story that losing even one child in a car crash is one too many.
- ▶ The SHSO and its partners worked with multiple groups, including local law enforcement, big box retailers, indigenous leaders and local organizations, among others.
- ▶ The campaign touched numerous communities, including in high-need and high-risk areas.



SCHOOL OUTREACH PROGRAM

TENNESSEE

The problem

Four out of five caregivers move their children out of booster seats before they are ready.¹⁰

The solution

Teach pre-K through 4th grade students positive seat belt and booster seat habits with engaging, interactive lessons.

The Tennessee Road Builders Association and Tennessee Tech University, with funding from the Tennessee Highway Safety Office, created Ollie Otter to promote lifelong safety. Ollie offers free in-person and virtual presentations to elementary schools, helping children learn to buckle up, use booster seats and remind adults to be safe when traveling on Tennessee roads.

The results since 2007

1,346,283 kids

were educated in

**41,342
classrooms**

in

4,672 schools

in 12 states.





“Very eye-opening, entertaining, and kept the students engaged.”¹¹

“Thanks to this program, using booster seats has become cool among elementary school children.”¹²

Why it worked

- ▶ Ollie Otter captures young children’s attention through interactive events.
- ▶ Simple messaging that’s easy to remember: “Under 4’9”—it’s booster time” and “You OTTER buckle up.”
- ▶ Encourages children to be positive influences on adults in their lives.
- ▶ Creates positive social norms by encouraging booster seat use until children are tall enough to transition to seat belts.

LAW ENFORCEMENT TRAINING

TEXAS

The problem

Commissioned Texas Peace Officers receive little CPS training, leaving officers with minimal knowledge to identify and address misuse.

The solution

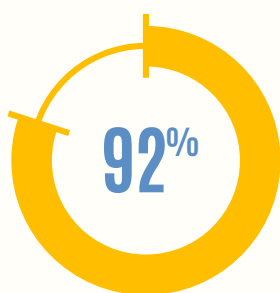
Texas A&M AgriLife Extension Services' Passenger Safety & KidSafe initiatives developed Operation Kids Training, a free, 4-hour course specifically for law enforcement focused on increasing officers' knowledge and confidence in enforcing child passenger safety laws.

The course covers:

- ▶ CPS statistics
- ▶ NHTSA's four stages of car seat usage
- ▶ Texas laws on car seats and seat belts
- ▶ How to spot the most common car seat misuse issues
- ▶ The different types of car seats
- ▶ Proper use at each stage
- ▶ Basic installation and car seat selection

Instructors include hands-on teaching, videos and more. The overall goal of the program is to decrease the risk of unrestrained or improperly restrained children.

The results



of trained officers felt more confident in identifying CPS misuse and addressing caregivers about the importance of CPS.



increase in officer confidence after training.

“This class should be added to the basic peace officer course in every academy. Make it a legislatively mandated training for all peace officers.”¹³

“Thank you for taking care of the Tyler District! I appreciate the hard work and help with traffic safety here.”¹⁴

Why it worked

- ▶ The free course removed any financial barriers for officers or local enforcement agencies to participate.
- ▶ The 4-hour course length meant officers could complete it in a single morning or afternoon, a relatively small commitment.
- ▶ The hands-on learning helped officers translate theory into practice.
- ▶ The training gave officers concrete tips for integrating CPS into traffic stops such as:
 - Providing caregivers with local resources
 - Knowing when to issue a warning or a citation
- ▶ This program is just one part of a broader CPS education effort for the entire community that also includes outreach to:
 - Youth (age 3–preteen)
 - Parents and caregivers
 - Child care centers
 - Community educators
 - Healthcare personnel
 - Community leaders



RURAL TECHNICIAN MENTORSHIP PROGRAM

ALASKA

The problem

Rural technicians often work alone in isolated communities and without peer support, making it difficult to host events, stay current on best practices and complete recertification.

The solution

The pilot mentorship program was designed to foster a sense of community for local CPS technicians and help them build skills by:

- ▶ Connecting them with the Safe Alaskans CPS mentor team to address questions and offer support.
- ▶ Teaching them how to use the National Digital Car Seat Check Form (NDCF) to support programming and grant writing.
- ▶ Educating them about how to host car seat check-up events.
- ▶ Helping them with recertification requirements, such as community education, continuing education credits, data capture and updating their Safe Kids National CPS profile.

Safe Alaskans provided a CPS toolkit and free car seats and booster seats for distribution. The toolkit included a variety of resources such as:

- ▶ Rack cards
- ▶ Manuals
- ▶ Tablet for on-the-go NDCF capture
- ▶ Sample media releases
- ▶ A stuffed animal for harness demonstration
- ▶ Swag
- ▶ Equipment

Unique partnerships

- ▶ Knik Tribe
- ▶ Craig Tribal Association
- ▶ Native Village of Eyak

The results

Thanks to this support network, the number of trained technicians increased in remote communities. They also distributed 100% of the car seats and booster seats they were provided at local seat check events.

- ▶ **Knik Tribe**
Strengthened program and support of two CPS technicians. Worked with Safe Kids Alaska and has a successful fitting station.
- ▶ **Craig Tribal Association**
Certified or recertified four CPS technicians. In the process of rebuilding its program.
- ▶ **Native Village of Eyak**
Certified one CPS technician. Continued support of program and car seat and booster seat distribution.

Why it worked

- ▶ Addressed the challenges of isolation and lack of peer support.
- ▶ Provided personalized, ongoing support for technicians.
- ▶ Tailored to the needs of each rural community.
- ▶ Proved that small changes can have a big impact.



MOBILE APP

TENNESSEE

The problem

Many parents and caregivers are overconfident when it comes to correctly restraining children in a motor vehicle.

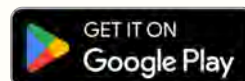
The solution

Tennessee Tech University's iCube, an innovation center in the College of Business, partnered with Ollie Otter Booster Seat and Seat Belt Safety Program to create a smartphone app that gives caregivers on-the-go support for transporting children safely while educating users about Tennessee's CPS law. Tennessee Governor's Highway Safety Office helped fund app development.

With the TN Child Passenger Safety app, each user has the following information in the palm of their hand:

- ▶ Find the right car seat type.
- ▶ Watch installation videos.
(approved by car seat manufacturers)
- ▶ Access a CPS event calendar.
- ▶ Find a local fitting station.
- ▶ Get answers to FAQs.

Even though it references Tennessee law, the app can be used anywhere in the nation, increasing access to CPS best practices.



The results

7,300+
downloads

since 2019

~1,000
devices

currently have app installed



“The app is helpful because it points to expert sources, ensuring whoever accesses it gets the most current information.”

“It promotes Tennessee laws and refers to best practices so that caregivers have all the information they need to make safe decisions for children.”

—Julie Brewer, Tennessee CPS State Coordinator

Why it works

- ▶ Provides clear information in an easy-to-use format.
- ▶ Makes expert information widely available for free.
- ▶ Provides an on-the-go resource so users can leverage it anywhere.
- ▶ Connects users to local fitting stations and CPS events.
- ▶ Simplifies the process of matching a child with the right seat and finding a technician.
- ▶ Gives caregivers quick and convenient pocket access to information using their smartphone.
- ▶ Can be used by CPS technicians and caregivers alike.



BUDGETING CONNECTICUT

The problem

Disparities in proper car seat use and violations among Black and Hispanic motorists.

The solution

Two state agencies — the SHSO and the DMV — and two complementary programs. The SHSO funded Yale New Haven Hospital to:

- ▶ Create a referral system with other local hospitals for families in need.
- ▶ Develop a culturally appropriate and in-language car seat safety curriculum in collaboration with schools, places of worship, community organizations, nonprofits and others.
- ▶ Conduct fitting station and CPS events.
- ▶ Distribute car seats to disadvantaged and low-income communities.

The DMV implemented a recidivism reduction program focused on CPS education. Violators who did not complete the program had their license suspended.

The results

The Yale New Haven Hospital project reached never-before-contacted caregivers, while the DMV recidivism program helped prevent repeat CPS violations.

“Attendees appreciate the financial relief of not having to purchase a car seat on very strict budget constraints.”

“Caregivers were thankful for feeling respected despite their circumstances. They really appreciated the education.”

—Connecticut Office of Motor Vehicles

Why it worked

These programs worked because they used different agencies and resources to come at the same issue in different ways. Connecticut got creative in how it approached CPS and proved SHSOs don't have to go it alone.

Yale New Haven Hospital project

- ▶ Engaged communities at the grassroots level.
- ▶ Actively sought community input to understand how best to implement their needs.
- ▶ Became a reliable and trustworthy resource for the communities served.
- ▶ Provided culturally relevant and in-language education.
- ▶ Expressed respect and compassion for communities served.

DMV

- ▶ Used a carrot-and-stick approach: CPS education served as the carrot, a suspended license the stick.



The background of the page is a photograph of the interior of a car. A baby is seated in a car seat, which is visible on the right side of the frame. The car seat has a headrest with the brand name "baby jogger" visible. The car's interior, including the dashboard and windows, is visible in the background. The image is overlaid with a dark blue gradient that covers most of the page, leaving a lighter blue area in the top left corner.

Chapter 4

HELPFUL RESOURCES

Here's a list of helpful CPS and other resources that your SHSO is encouraged to leverage and share with partners and the community.



FOR SHSOs

State Law Tracker

Interactive tool to look up and compare child passenger safety laws in all 50 states, D.C., American Samoa, Guam, Puerto Rico and the Virgin Islands.

NHTSA Car Seats and Booster Seats

NHTSA's hub for car seat and booster seat information, installation help, recalls and inspection sites.

NHTSA Crash Stats: Child Passenger Safety

Latest NHTSA crash stats report on child passenger safety — vital for data-driven SHSO planning.

NHTSA Countermeasures That Work, Seat Belts & Child Restraints

Evidence-based strategies for seat belt and child restraint programs to reduce injuries and deaths.

NHTSA Child Safety Seat Inspection Station Locator Data

Nationwide data set to locate and analyze car seat inspection stations for program planning.

Car Seat Checkups and Educational Workshop

Tool to find local car seat safety check events and workshops from nationally certified CPS technicians. SHSOs can use it to promote CPS events and workshops across the state.

Car Seat Basics for Law Enforcement

Free training module to help law enforcement officers understand and enforce CPS laws.

Safety Connection

Online platform in English and Spanish to fund and promote virtual CPS education.

National CPS Board

Central resource for CPS curriculum and resources.

CPS Week Resource Center

Tools, templates and ideas for promoting National Child Passenger Safety Week activities.

CPS Data Dashboard

Interactive dashboard for visualizing CPS safety check event data and identifying service gaps.

CPS Glossary of Terms (CPS Technician Guide)

Comprehensive glossary of CPS terms — essential for technician training and program consistency.

CPS State Coordinators Forum

Online forum for state CPS coordinators to share strategies, resources and best practices.

MACPS Educational Resources (Safe Ride News)

Trusted educational resources and technical updates for CPS professionals and advocates.

FOR CAREGIVERS AND COMMUNITIES

[Safe Kids Resource Library](#)

Extensive library of CPS research, toolkits and outreach materials for safety professionals.

[CPS Data Dashboard](#)

Interactive dashboard for visualizing CPS safety check event data and identifying service gaps.

[Seat Belt Safety Tips](#)

Best practices and facts to ensure proper seat belt use and safe transitions for children and teens.

[Safety Connection](#)

Comprehensive site for scheduling, technician resources and CPS program management. It also has resources for employers, caregivers, American and Alaska Natives and Spanish speakers.

[Ultimate Car Seat Guide](#)

Expert, interactive tool for car seat selection, fit and use — customized to each child's needs.

[Car Seat Safety Tips](#)

Comprehensive tips on choosing, installing and using car seats to maximize child safety.

[Register Your Car Seat](#)

A portal for caregivers to register car seats and receive important safety recall notifications.

[Booster Seat Safety Tips](#)

Guidance on when and how to use booster seats for optimal protection of older children in cars.

[HealthyChildren.org Car Safety Seats Product Listing](#)

AAP-vetted car seat product list to guide seat selection.



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