ORGANIZATIONAL NETWORKS FOR PROMOTING
CHILD PASSENGER SAFETY

Dianne B. Sontag
Kenneth W. Heathington
E. Christy Hughes
Carol J. Culler
Linda S. Geiss

Transportation Center
The University of Tennessee
Knoxville, Tennessee 37916

Contract No. DOT HS-7-01730
Contract Amt. $309,026

OCTOBER 1980
FINAL REPORT

This document is available to the U.S. public through the
National Technical Information Service,
Springfield, Virginia 22161

Prepared For
U.S. DEPARTMENT OF TRANSPORTATION
National Highway Traffic Safety Administration
Washington, D.C. 20590
This document is disseminated under the sponsorship of the Department of Transportation in the interest of information exchange. The United States Government assumes no liability for its contents or use thereof.
This report describes the organizational network of various support groups that was established by the Tennessee Child Passenger Safety Program as a means of supporting and promoting Tennessee's child passenger protection law. Chapter I introduces the importance of protecting child passengers in motor vehicles, describes the Tennessee child passenger protection law and outlines the objectives and tasks of the Child Passenger Safety Program. Chapter II provides an overview of the organizations that participated in the Child Passenger Safety Program and the formal and informal organization and information distribution networks among them. Chapter III describes some of the groups and the child passenger safety activities which they initiated. Chapter IV provides conclusions and recommendations for future activities.
## METRIC CONVERSION FACTORS

### Approximate Conversions to Metric Measures

<table>
<thead>
<tr>
<th>Symbol</th>
<th>When You Know</th>
<th>Multiply by</th>
<th>To Find</th>
<th>Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LENGTH</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ft</td>
<td>inches</td>
<td>12</td>
<td>ft</td>
<td></td>
</tr>
<tr>
<td>m</td>
<td>meters</td>
<td>1</td>
<td>m</td>
<td></td>
</tr>
<tr>
<td>km</td>
<td>kilometers</td>
<td>1000</td>
<td>km</td>
<td></td>
</tr>
<tr>
<td><strong>AREA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>sq in</td>
<td>square inches</td>
<td>6.45</td>
<td>sq cm</td>
<td></td>
</tr>
<tr>
<td>cm</td>
<td>square centimeters</td>
<td>10,000</td>
<td>sq m</td>
<td></td>
</tr>
<tr>
<td><strong>MASS (weight)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>oz</td>
<td>ounces</td>
<td>28.35</td>
<td>g</td>
<td></td>
</tr>
<tr>
<td>lb</td>
<td>pounds</td>
<td>0.4536</td>
<td>kg</td>
<td></td>
</tr>
<tr>
<td><strong>VOLUME</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>tsp</td>
<td>teaspoons</td>
<td>5</td>
<td>ml</td>
<td></td>
</tr>
<tr>
<td>fl oz</td>
<td>fluid ounces</td>
<td>30</td>
<td>ml</td>
<td></td>
</tr>
<tr>
<td><strong>TEMPERATURE (exact)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>°F</td>
<td>Fahrenheit</td>
<td>5/9 after subtracting 32</td>
<td>°C</td>
<td></td>
</tr>
</tbody>
</table>

### Approximate Conversions from Metric Measures

<table>
<thead>
<tr>
<th>Symbol</th>
<th>When You Know</th>
<th>Multiply by</th>
<th>To Find</th>
<th>Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LENGTH</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>in</td>
<td>millimeters</td>
<td>0.04</td>
<td>in</td>
<td></td>
</tr>
<tr>
<td>cm</td>
<td>centimeters</td>
<td>0.4</td>
<td>in</td>
<td></td>
</tr>
<tr>
<td>m</td>
<td>meters</td>
<td>3.3</td>
<td>ft</td>
<td></td>
</tr>
<tr>
<td>km</td>
<td>kilometers</td>
<td>1.1</td>
<td>mi</td>
<td></td>
</tr>
<tr>
<td><strong>AREA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>sq cm</td>
<td>square centimeters</td>
<td>0.16</td>
<td>sq in</td>
<td></td>
</tr>
<tr>
<td>sq m</td>
<td>square meters</td>
<td>1.2</td>
<td>sq ft</td>
<td></td>
</tr>
<tr>
<td>ha</td>
<td>hectares (10,000 m²)</td>
<td>2.5</td>
<td>acres</td>
<td></td>
</tr>
<tr>
<td><strong>MASS (weight)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g</td>
<td>grams</td>
<td>0.035</td>
<td>oz</td>
<td></td>
</tr>
<tr>
<td>kg</td>
<td>kilograms</td>
<td>2.2</td>
<td>lb</td>
<td></td>
</tr>
<tr>
<td><strong>VOLUME</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>l</td>
<td>liters</td>
<td>0.26</td>
<td>qt</td>
<td></td>
</tr>
<tr>
<td>m³</td>
<td>cubic meters</td>
<td>33</td>
<td>cubic ft</td>
<td></td>
</tr>
<tr>
<td><strong>TEMPERATURE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>°C</td>
<td>Celsius</td>
<td>9/5 then adding 32</td>
<td>°F</td>
<td></td>
</tr>
</tbody>
</table>

*°F = °C x 1.8 + 32* **(For other exact conversions and more detailed tables, see NBS Spec. Publ. 288, Units of Weight and Measure, Price 17-26, SD Catalog No. C13.10.288.)**
ACKNOWLEDGMENT

The authors wish to express their appreciation to the other project staff members for their contribution to the overall project. Many aspects of the data collection, analysis and interpretation were addressed by each staff member of the Child passenger Safety Program. Specifically, the authors are indebted to Dr. John W. Philpot, Dr. Randy L. Perry, Dr. Jo Lynn Cunningham, Dewey A. Wyrick, Kevin C. Trent and Mark Lo for their contribution to this presentation.
This report is one in a series of eleven reports on the Child Passenger Safety Program in Tennessee. These reports are:

1. The Tennessee Child Passenger Safety Program;
2. The Impact of a Child Passenger Restraint Law and a Public Information and Education Program in Tennessee;
3. Development of Materials and Public Relations Efforts to Promote Child Passenger Safety;
4. Use of Telephone Surveys to Determine Awareness of Tennessee's Child Passenger Protection Law;
5. Organizational Networks for Promoting Child Passenger Safety;
7. Enforcement of the Child Passenger Protection Law;
9. Parents' Knowledge, Attitudes and Behavior About Child Passenger Safety;
10. Child Restraint Device Loaner Programs; and

This report describes the organizational network of various support groups that was established and embellished over a three-year time period by the Child Passenger Safety Program in order to provide local child passenger safety contacts within communities, to strengthen the commitment to child passenger safety and to ensure that efforts generated by the Child Passenger Safety Program would continue after the program's grant support expired. Major contact systems were developed with representatives from health, highway safety, child development/home economics, local civic groups, and child restraint device (CRD) manufacturers and suppliers. Projects sponsored by these groups often appeared in the news media as journalists reported on the establishment of CRD loaner programs, CRD donations, Child Passenger Safety Weeks and many other activities. Many organizations directly assisted the Child Passenger Safety Program by providing data for some of the program's evaluation activities.
TABLE OF CONTENTS

I. INTRODUCTION ................................................. 1
   Child Passenger Protection Legislation in Tennessee ............ 2
   The Tennessee Child Passenger Safety Program .................. 2
   Objectives of the Tennessee Child Passenger Safety Program .... 3
   Community Descriptors ........................................ 9
   The Need for Organizational Support and Cooperation .......... 13
   Summary ................................................... 13

II. OVERVIEW OF ORGANIZATIONAL NETWORKS ....................... 16
   Public Networks ............................................ 16
   Private Networks .......................................... 20
   Need for Coordination ....................................... 25
   Child Passenger Safety Advisory Panel ....................... 25

III. PARTICIPATING ORGANIZATIONS ................................ 29

IV. CONCLUSIONS AND RECOMMENDATIONS ............................ 30
   Conclusions ............................................... 30
   Recommendations .......................................... 30

V. REFERENCES .................................................. 31

APPENDIX A: TENNESSEE CODE ................................... 33
APPENDIX B: CONTACT/DISTRIBUTION NETWORK ..................... 34
APPENDIX C: ACTIVITIES ......................................... 65

LIST OF TABLES

1. Child Passenger Safety Program Objectives .................... 4
2. Child Passenger Safety Program Tasks ......................... 6
3. Community Descriptors ...................................... 11
4. Tennessee Motor Vehicle Accident Data for Children Under Age Four .......................... 12
5. Support Groups ........................................... 14
6. Chattanooga Child Passenger Safety Week ...................... 23
LIST OF FIGURES

1. Location of Target Areas for Data Collection ............ 8
2. Data Collection and Public Information and Education Implementation Plan .................... 10
3. Health Network ........................................ 17
4. Highway Safety Network .................................. 19
5. Child Development/Home Economics Network .............. 21
6. Community Network ........................................ 24
7. Child Restraint Device Supplier Network ................. 26
8. Involvement of Support/Delivery Groups .................. 27

LIST OF EXHIBITS

B-1. Tennessee Jaycees and Jaycettes ......................... 34
B-2. Hospitals and Physicians ................................. 37
B-3. County Health Departments ............................... 41
B-4. City and County Police Agencies ........................ 43
B-5. Tennessee Highway Patrol ............................... 45
B-6. Tennessee City Governments ............................ 48
B-7. Merchants' Associations ................................. 50
B-8. Community Service Clubs ............................... 54
B-9. Fair Exhibits ............................................ 60
B-10. Office of Child Development ............................. 64
C-1. Memphis Loaner Program ................................ 65
C-2. Chattanooga Loaner Program ............................. 67
C-3. Police Packet ............................................ 68
C-4. Enforcement Brochure ................................... 71
C-5. Tennessee Highway Patrol Activities ................... 72
LIST OF EXHIBITS (continued)

C-6. Traffic Accident Report Supplement Form .................. 75
C-7. Activities Sponsored by the Office of Child Development ... 76
C-8. Child Passenger Safety Week ................................. 78
C-9. Mayor's Declarations ......................................... 80
C-10. Jaycette Activities ........................................... 84
C-11. Fair Exhibits .................................................. 87
C-12. CPSP Update ................................................... 88
C-13. Certificate of Appreciation ................................ 89
1. INTRODUCTION

Automobile accidents are the leading cause of death to children over one month of age. The National Highway Traffic Safety Administration reports that children in the birth to four-year-old group sustained 5,411 motor vehicle-related deaths and injuries in 1979. In Tennessee, 17 children under age five lost their lives in automobile accidents in 1978. During this same period, 1,000 injuries to small children in the state were reported by the Tennessee Department of Safety (1978).

It is believed that these reported cases underrepresent the actual number of children adversely affected by automobile accidents. Unrestrained children frequently are injured when the automobile stops suddenly, swerves or takes a sharp curve. Most parents are aware of the additional hazards of unrestrained children sticking their heads and hands out of automobile windows, opening car doors and distracting the driver. Furthermore, these dangers are compounded by the physical characteristics of young children. The head and upper torso of the young child are large and heavy in proportion to other parts of the body. This means that head and upper torso are likely to be the first parts of the body to strike objects when the child is thrown off balance.

Studies indicate that children who are unrestrained in passenger vehicles are more likely to be killed or injured in an accident than those who are restrained. A Washington state seat belt study indicated that if all children under the age of five years were restrained at the time of an accident, a reduction of deaths by 19 percent and of injuries by 78 percent might be expected (Scherz, 1974). However, seat belts used alone do not provide adequate protection for small children. Shelness and Charles (1975) document the need for small children to wear special child restraint devices (CRDs). They discovered that seat belts (lap type) can slip on the child's abdomen and cause internal injury during a crash. They point out further that children (infants in particular), due to their proportionally short legs and large heavy head, are far more likely than are adults to be thrown about in a vehicle upon collision.

An example of the ineffectiveness of seat belts for small children is demonstrated by the Australian experience. Since 1971, Australia has required the use of seat belts for all passengers in motor vehicles. During the period 1972 to 1974, a reported 25 percent reduction in fatalities and a 20 percent reduction in injuries in most categories occurred. However, statistics show no significant reduction in fatalities and injuries of small children during this period (Boughton, Lancashire and Johnston, 1977).

Although many parents are aware of these dangers and the additional risks to young children because of their anatomical development, relatively few parents take active measures to protect their children while traveling in automobiles. The Insurance Institute for Highway Safety reported that 93 percent of children under ten years of age ride as passengers in vehicles without any type of restraint (Williams, 1976). On the basis of an observational study of child passengers traveling to and from amusement areas and
shopping centers in Maryland, Massachusetts and Virginia, it is documented
that, of the children under four years of age who were riding in CRDs, only
27 percent were properly restrained against death or injury (Williams, 1976).
Thus, even those who are aware of the benefits of using CRDs need educa-
tion in their proper use.

Child Passenger Protection Legislation in Tennessee

In 1977, the Tennessee legislature passed legislation requiring parents or
guardians to provide protection for children and infants under the age of
four years while riding in a motor vehicle. The Tennessee child passenger
protection law specifically requires that the child or infant be restrained in a
federally-approved CRD or be held in the arms of an older passenger (see
Appendix A for legislation). Public health officers, legislators and the
Tennessee Chapter of the American Academy of Pediatrics were instrumental
in securing passage of the bill. Dr. Robert Sanders, Director of the Ruther-
ford County Health Department in Murfreesboro, Tennessee, has served as a
member of a state accident prevention task force and had begun efforts to
introduce a child restraint bill as early as 1974.

On January 1, 1978, the law became effective, making Tennessee the
first state in the nation to pass such legislation. There are six basic points
to the law.

1. The law applies only to parents and legal guardians who are
driving their own cars.

2. Only children under the age of four must be restrained.

3. The child can be held by an older passenger (the so-called
"babes-in-arms" clause).

4. The CRD must be one that is federally approved.

5. The CRD must be used properly.

6. The law does not apply to recreational vehicles of the truck
or van type or to trucks having a tonnage rating of one ton
or more.

The Tennessee Child Passenger Safety Program

Since mere passage of the law did not ensure a reduction of deaths and
injuries to Tennessee children, the Tennessee Governor's Highway Safety
Program and the National Highway Traffic Safety Administration jointly spon-
sored the Child Passenger Safety Program with two grants totaling $654,286
($309,026 from the National Highway Traffic Safety Administration and
$345,260 from the Tennessee Governor's Highway Safety Program). The broad
goals of this program were (1) to publicize the law, (2) to educate the people
of the State of Tennessee about the importance of CRDs and (3) to evaluate
the effectiveness of these efforts and the overall impact of the legislation on
reducing deaths and injuries to children under the age of four years involved
in automobile accidents in Tennessee. The Child Passenger Safety Program began three months prior to January 1, 1978, to permit collection of baseline data on CRD usage. The program continued for a 36-month period. The Transportation Center of The University of Tennessee and the Tennessee Governor's Highway Safety Program worked jointly to accomplish the program's objectives and tasks.

**Objectives of the Tennessee Child Passenger Safety Program**

The project was divided into three major activity areas: (1) public information and education--PI&E, (2) evaluation and (3) management. Sixteen specific objectives were identified; these are listed in Table 1. In order to accomplish these objectives, 34 specific tasks were developed (see Table 2) concerning topics such as enforcement, adjudication, child restraint systems, child passenger accident records, legislation, advertising, education and support of various groups and organizations. Objectives I-V related to the evaluation area of the project; Tasks 1-13 were developed to meet these objectives. Objectives VI-XV related to the PI&E component of the project; Tasks 14-33 were identified to satisfy these objectives. Management activities were encompassed by Objective XVI and Task 34. An effective integration of all these activities and tasks was pursued to ensure the greatest positive impact of the law.

In order to evaluate the effectiveness of the PI&E campaign in increasing CRD usage, it was necessary to determine how many parents and guardians used CRDs prior to January 1, 1978, when the law took effect and the PI&E activities began. A data collection plan was developed to obtain information on usage of CRDs before and after January 2, 1978. The data collection involved a complex procedure, with data collection intervals staggered throughout the duration of the program at six selected target areas. These areas included five major urban centers (Memphis, Nashville, Chattanooga, Knoxville and Tri-Cities area) and one rural area (composed of merged data from Dyersburg, Columbia and Morristown). These areas are shown in Figure 1. The baseline data collected prior to January 1, 1978, provided information on the use of CRDs, the number of people using seat belts, demographic characteristics of the population surveyed and other information vital to the evaluation activities of the program.

The intent of the PI&E program was to determine effective educational efforts for increasing CRD usage rates and market segments with which they could be successful. The PI&E program consisted of two parts--the basic state plan (which included low profile statewide activities throughout the duration of the program) and the comprehensive plan (consisting of intensive promotional activities). The basic state plan required only the distribution of brochures and posters to hospitals, doctors' offices, clinics and other strategic places to which parents with small children may visit frequently. The comprehensive plan not only included the same activities, but also utilized television and radio public service announcements, outdoor advertising, displays and contact with special interest groups and driver education programs. Newspapers were encouraged to run editorials and feature stories and to cover events such as CRD related press conferences. A loaner program to help
TABLE 1
CHILD PASSENGER SAFETY PROGRAM OBJECTIVES

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.</td>
<td>Determine the compliance with the enforcement of Tennessee's child passenger protection law.</td>
</tr>
<tr>
<td>II.</td>
<td>Determine the number of convictions for violation of the Tennessee child passenger protection law.</td>
</tr>
<tr>
<td>III.</td>
<td>Determine the attitude of adults toward and availability of CRDs.</td>
</tr>
<tr>
<td>IV.</td>
<td>Determine the number of deaths and injuries of children (under the age of four) resulting from being a passenger in an automobile involved in an accident.</td>
</tr>
<tr>
<td>V.</td>
<td>Determine the public awareness of the law and attitudes toward it.</td>
</tr>
<tr>
<td>VI.</td>
<td>Increase the usage of CRDs and encourage the enforcement of the Tennessee child passenger protection law through press coverage in newspapers across the state.</td>
</tr>
<tr>
<td>VII.</td>
<td>Promote an awareness of the child passenger protection law and increase proper usage of CRDs through television advertising.</td>
</tr>
<tr>
<td>VIII.</td>
<td>Increase public awareness of the child passenger protection law and encourage CRD usage through public service announcements on the radio.</td>
</tr>
<tr>
<td>IX.</td>
<td>Select an image slogan with emphasis on easy visual and audio identification to be used on all printed materials, radio and television.</td>
</tr>
<tr>
<td>X.</td>
<td>Promote proper use of CRDs and knowledge of the child passenger protection law through outdoor advertising.</td>
</tr>
<tr>
<td>XI.</td>
<td>Educate as many people as possible about the proper use of CRDs and the law by utilizing printed materials (posters, brochures, handouts, etc.).</td>
</tr>
<tr>
<td>XII.</td>
<td>Encourage the increased use of CRDs and provide knowledge of the child passenger protection law by utilizing audiovisual presentations.</td>
</tr>
<tr>
<td>Objective</td>
<td>Description</td>
</tr>
<tr>
<td>-----------</td>
<td>-------------</td>
</tr>
<tr>
<td>XIII.</td>
<td>Develop an awareness of the child passenger protection law and its implications in driver education classes in secondary public schools throughout the state by designing an instructional packet for class use.</td>
</tr>
<tr>
<td>XIV.</td>
<td>Provide CRDs for selected citizens who cannot afford them by making the national CRD manufacturers aware of the Tennessee child passenger protection law and encouraging each manufacturer to donate approximately 25 CRDs to local law enforcement agencies, civic groups, etc., across the state.</td>
</tr>
<tr>
<td>XV.</td>
<td>Develop and generate support and endorsement from organizations such as enforcement agencies, civic groups, pediatricians, hospitals, etc.</td>
</tr>
<tr>
<td>XVI.</td>
<td>Ensure that the project is managed in an effective and efficient manner.</td>
</tr>
<tr>
<td>Task</td>
<td>Description</td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
</tr>
<tr>
<td>1.</td>
<td>Observational Survey of CRD Usage</td>
</tr>
<tr>
<td>2.</td>
<td>Survey of CRD Proper/Improper Use</td>
</tr>
<tr>
<td>3.</td>
<td>Survey of Number of Arrests</td>
</tr>
<tr>
<td>4.</td>
<td>Attitudinal Survey of Enforcement Agencies</td>
</tr>
<tr>
<td>5.</td>
<td>Survey of Number of Convictions</td>
</tr>
<tr>
<td>6.</td>
<td>Survey of Judges' Attitude Toward Law</td>
</tr>
<tr>
<td>7.</td>
<td>Survey of CRD Availability (Manufacturers, Wholesalers, Retailers)</td>
</tr>
<tr>
<td>8.</td>
<td>Attitudinal Survey of Owners of CRDs (Personal Interview)</td>
</tr>
<tr>
<td>9.</td>
<td>Attitudinal Survey of Owners of CRDs (Telephone Survey)</td>
</tr>
<tr>
<td>10.</td>
<td>Safety Agencies Survey of Accident Data</td>
</tr>
<tr>
<td>11.</td>
<td>Survey of Hospital Records</td>
</tr>
<tr>
<td>12.</td>
<td>Determination of Public Awareness (Personal Interview)</td>
</tr>
<tr>
<td>13.</td>
<td>Determination of Public Awareness (Telephone Survey)</td>
</tr>
<tr>
<td>14.</td>
<td>Newspaper Coverage</td>
</tr>
<tr>
<td>15.</td>
<td>Public Service Television Spots</td>
</tr>
<tr>
<td>16.</td>
<td>Television News Spots</td>
</tr>
<tr>
<td>17.</td>
<td>Radio News Spots</td>
</tr>
<tr>
<td>18.</td>
<td>Radio Feature Programs</td>
</tr>
<tr>
<td>19.</td>
<td>News Interviews with Project Participants</td>
</tr>
<tr>
<td>Task</td>
<td>Description</td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
</tr>
<tr>
<td>20.</td>
<td>Image/Slogan Selection</td>
</tr>
<tr>
<td>21.</td>
<td>Designing of Billboards</td>
</tr>
<tr>
<td>22.</td>
<td>Designing of Brochures and Posters</td>
</tr>
<tr>
<td>23.</td>
<td>Development and Reproduction of Audiovisual Presentations</td>
</tr>
<tr>
<td>24.</td>
<td>Instructional Packet for Driver Education Programs</td>
</tr>
<tr>
<td>25.</td>
<td>Establishment of a CRD Loaner System</td>
</tr>
<tr>
<td>26.</td>
<td>Identification of Sources of Endorsement and Support</td>
</tr>
<tr>
<td>27.</td>
<td>Exchange Information and Materials</td>
</tr>
<tr>
<td>28.</td>
<td>Communication with Tennessee Department of Safety</td>
</tr>
<tr>
<td>29.</td>
<td>Communication with the National Safety Council</td>
</tr>
<tr>
<td>30.</td>
<td>Provide Materials to Prenatal Groups</td>
</tr>
<tr>
<td>31.</td>
<td>Development of Portable Exhibit</td>
</tr>
<tr>
<td>32.</td>
<td>Department Store Advertisement</td>
</tr>
<tr>
<td>33.</td>
<td>System of Communication with CRD Manufacturers</td>
</tr>
<tr>
<td>34.</td>
<td>Management of Project</td>
</tr>
</tbody>
</table>
FIGURE 1

LOCATION OF TARGET AREAS FOR DATA COLLECTION

Selected Standard Metropolitan Statistical Area (Tennessee portion only)

Selected Nonurban Area (30-mile radius of target area)
low-income families acquire CRDs supplemented the comprehensive plan in Memphis and Chattanooga. Comparisons of the impacts of the comprehensive PI&E plan with those of the basic PI&E plan were made.

Figure 2 shows the data collection and PI&E implementation schedule of the two plans in the various target areas. The initial data collection occurred prior to the effective date of the law and PI&E program. This data collection was taken to obtain baseline usage rate data. The samplings, taken every six months after the implementation of the law and PI&E program, were called semiannual surveys. The comprehensive plan was first implemented in Nashville. The implementation schedule shown in Figure 2 permitted a comparison of the impact of the basic state plan and the comprehensive plan.

In the study the number of target areas receiving the comprehensive plan (Figure 2) was to be increased each six-month interval until all target areas were included. A loaner program (Figure 2) designed to provide CRDs to selected citizens who could not afford them was implemented in Memphis beginning six months after the effective date of the law. Chattanooga received a loaner program six months after the Memphis loaner program was established. The objective of the loaner programs was to develop administrative procedures for establishing area-wide loaner programs rather than to attempt to reduce deaths and injuries. There were not a sufficient number of CRDs available through the loaner program to impact the death and injury rate.

Community Descriptors

**Physical Environment.** Tennessee is divided into 95 counties, grouped for geographic and cultural reasons into three regions—East, Middle and West. To facilitate planning and programming, the state consists of nine economic development districts.

**Population.** The population of Tennessee at the time of the 1970 census was about 3,926,018; the most recent estimate (1979) showed the population to be 4,380,000. Population of the study areas are shown in Table 3.

**Licensed Drivers and Registered Vehicles.** In 1976, Tennessee had 2,532,672 drivers with valid licenses; in 1977, 2,611,558; in 1978, 2,696,652; and in 1979, 2,755,445. In 1976 there were a total of 3,420,097 motor vehicles registered in the state; in 1977 a total of 3,666,757 motor vehicles were registered; in 1978 this total increased to 3,799,193.

**Special Factors.** The 1970 census showed that there were 256,650 children in Tennessee in the under-four age group. The most recent estimate (1979) showed there were 325,966 children under four years of age in Tennessee. Table 4 shows the number of children under four years of age who were injured in passenger vehicle accidents from 1974 through 1979. Data on injuries to children under one year of age were unknown. It is estimated that injuries for this category were approximately the same as the one year old category.
<table>
<thead>
<tr>
<th>Target Area</th>
<th>Oct 77</th>
<th>Jan 78</th>
<th>July 78</th>
<th>Jan 79</th>
<th>July 79</th>
<th>Jan 80</th>
<th>July 80</th>
<th>Oct 80</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memphis</td>
<td>BSP</td>
<td>CP + LP</td>
<td>CP + LP</td>
<td>CP + LP</td>
<td>CP + LP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BLD</td>
<td>SAS</td>
<td>SAS</td>
<td>SAS</td>
<td>SAS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nashville</td>
<td>CP</td>
<td>CP</td>
<td>CP</td>
<td>CP</td>
<td>CP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BLD</td>
<td>SAS</td>
<td>SAS</td>
<td>SAS</td>
<td>SAS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knoxville</td>
<td>BSP</td>
<td>CP</td>
<td>CP</td>
<td>CP</td>
<td>CP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BLD</td>
<td>SAS</td>
<td>SAS</td>
<td>SAS</td>
<td>SAS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chattanooga</td>
<td>BSP</td>
<td>BSP</td>
<td>CP + LP</td>
<td>CP + LP</td>
<td>CP + LP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BLD</td>
<td>SAS</td>
<td>SAS</td>
<td>SAS</td>
<td>SAS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tri-Cities</td>
<td>BSP</td>
<td>BSP</td>
<td>CP</td>
<td>CP</td>
<td>CP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BLD</td>
<td>SAS</td>
<td>SAS</td>
<td>SAS</td>
<td>SAS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nonurban</td>
<td>BSP</td>
<td>BSP</td>
<td>CP</td>
<td>CP</td>
<td>CP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dyersburg</td>
<td>BLD</td>
<td>SAS</td>
<td>SAS</td>
<td>SAS</td>
<td>SAS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morristown</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Legend:  
BLD = Baseline Data  
SAS = Semiannual Survey  
BSP = Basic State Plan  
CP = Comprehensive Plan (includes BSP)  
LP = Loaner Program

FIGURE 2
DATA COLLECTION AND PUBLIC INFORMATION AND EDUCATION IMPLEMENTATION PLAN

10
### TABLE 3
COMMUNITY DESCRIPTORS

<table>
<thead>
<tr>
<th>Descriptors</th>
<th>1976</th>
<th>1977</th>
<th>1978</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Population</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tennessee</td>
<td>4,234,000</td>
<td>4,292,000</td>
<td>4,332,954</td>
</tr>
<tr>
<td>Memphis</td>
<td>667,880</td>
<td>668,443</td>
<td>663,769</td>
</tr>
<tr>
<td>Nashville</td>
<td>430,941</td>
<td>428,957</td>
<td>425,424</td>
</tr>
<tr>
<td>Knoxville</td>
<td>185,649</td>
<td>184,942</td>
<td>185,236</td>
</tr>
<tr>
<td>Chattanooga</td>
<td>162,077</td>
<td>165,280</td>
<td>162,778</td>
</tr>
<tr>
<td>Tri-Cities</td>
<td>100,234</td>
<td>101,327</td>
<td>100,532</td>
</tr>
<tr>
<td>Columbia</td>
<td>22,583</td>
<td>22,944</td>
<td>23,258</td>
</tr>
<tr>
<td>Dyersburg</td>
<td>15,673</td>
<td>15,573</td>
<td>15,768</td>
</tr>
<tr>
<td>Morristown</td>
<td>20,799</td>
<td>20,673</td>
<td>20,479</td>
</tr>
<tr>
<td>B. Licensed Drivers</td>
<td>2,532,672</td>
<td>2,611,558</td>
<td>2,696,652</td>
</tr>
<tr>
<td>C. Registered Vehicles</td>
<td>3,420,097</td>
<td>3,666,757</td>
<td>3,799,193</td>
</tr>
<tr>
<td>D. Children Under Four Injured in Motor Vehicle Accidents</td>
<td>1,054</td>
<td>979</td>
<td>1,000</td>
</tr>
</tbody>
</table>
**TABLE 4**

TENNESSEE MOTOR VEHICLE ACCIDENT DATA
FOR CHILDREN UNDER AGE FOUR

<table>
<thead>
<tr>
<th>Year</th>
<th>Number Injured</th>
</tr>
</thead>
<tbody>
<tr>
<td>1974</td>
<td>702</td>
</tr>
<tr>
<td>1975</td>
<td>899</td>
</tr>
<tr>
<td>1976</td>
<td>1,057</td>
</tr>
<tr>
<td>1977</td>
<td>979</td>
</tr>
<tr>
<td>1978</td>
<td>1,000</td>
</tr>
<tr>
<td>1979</td>
<td>874</td>
</tr>
</tbody>
</table>
The Need for Organizational Support and Cooperation

In 1978, the first year of the project, the Child Passenger Safety Program emphasized establishing and cultivating a network of support groups across the state. Because of the enormous task of distributing information regarding the child passenger protection law and the importance of using CRDs, the Child Passenger Safety Program had to rely on central distribution points to disperse the information throughout the state.

As part of the basic state plan, brochures and posters were distributed through a myriad of channels. This task was shared between the Knoxville and Nashville offices. As the comprehensive plan was implemented in various sites, the contact and communication system became extremely complex (see Appendix B). The basic approach to the comprehensive plan was to saturate the area with information at every possible level using every possible contact. At the same time direct contacts were being made by personnel from the project offices, attempts also were being made to establish a grassroots network for the purpose of maintaining continuous child passenger safety activities.

The establishment of support groups was important for two reasons. Because the Child Passenger Safety Program was funded for approximately three years, it was essential to establish interest and commitment among state, regional and local professionals so that efforts started by the Child Passenger Safety Program could be continued after the project was over. There was a general feeling among Child Passenger Safety Program staff that a local contact would be accepted more readily by the community, due to the convenience factor of having a local contact within the community to provide needed additional information or a speaker, rather than having to contact a central, but in some cases remote, office in Nashville or Knoxville. Efforts were made, therefore, to develop major contact systems within and among the formal Tennessee state agencies such as health, highway safety, child development/home economics, community groups and suppliers of CRDs. Later, as interest in child passenger safety grew, more informal contacts within the communities were made (see Table 5).

Summary

The Child Passenger Safety Program was created to publicize the child passenger protection law, to educate the people of Tennessee about the importance of CRDs, and to evaluate these efforts and the overall impact of the child passenger protection law on reducing deaths and injuries to children. Specific objectives and tasks were developed among three activity areas: PI&E, evaluation and management.

This report describes the network of support groups that was generated by the Child Passenger Safety Program as a means of supporting and promoting the child passenger protection law throughout Tennessee. These networks consisted of state agencies as well as local interest groups. Projects sponsored by these groups ranged from brochure distribution to the initiation of community-wide CRD loaner programs and other promotional efforts (see Appendix C).
TABLE 5
SUPPORT GROUPS

<table>
<thead>
<tr>
<th>Organization</th>
<th>Service(s) Provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitals and Physicians</td>
<td>x</td>
</tr>
<tr>
<td>County Health Departments</td>
<td>x</td>
</tr>
<tr>
<td>Childbirth Classes</td>
<td>x</td>
</tr>
<tr>
<td>City &amp; County Police Agencies</td>
<td>x</td>
</tr>
<tr>
<td>Tennessee Highway Patrol</td>
<td>x</td>
</tr>
<tr>
<td>Red Cross</td>
<td>x</td>
</tr>
<tr>
<td>American Automobile Association</td>
<td>x</td>
</tr>
<tr>
<td>City Governments</td>
<td>x</td>
</tr>
<tr>
<td>Merchants' Associations</td>
<td>x</td>
</tr>
<tr>
<td>Veterans of Foreign Wars</td>
<td>x</td>
</tr>
<tr>
<td>Other Community Service Clubs</td>
<td>x</td>
</tr>
<tr>
<td>Industrial Safety Divisions</td>
<td>x</td>
</tr>
<tr>
<td>Office of Child Development</td>
<td>x</td>
</tr>
</tbody>
</table>

*In the city of Chattanooga only.*
Chapter II of this report gives an overview of the organizations that participated in the Child Passenger Safety Program, describes the formal networks of state agencies and the more informal groups such as local civic groups and discusses the need for coordinating these groups via a Child Passenger Safety Advisory Panel. Chapter III describes some of the groups that actively initiated child passenger safety activities in their respective areas. Chapter IV provides conclusions and recommendations for future activities.
II. OVERVIEW OF ORGANIZATIONAL NETWORKS

Within Tennessee, various in-state services such as health organizations, highway safety programs and child development specialists were contacted to help promote child passenger safety. Each of these services and their contribution to the Child Passenger Safety Program are discussed below.

Public Networks

Health System. The health system was considered a major component of the state communication network. Because of the support from the medical field in the passage of the law, it was important to establish a strong network among the deliverers of health care. State, regional and county health departments were contacted directly by project staff. In some cases, these offices passed information regarding the Child Passenger Safety Program along to the practitioners. Project staff contacted practitioners directly by placing brochures and posters in doctors' offices, hospital waiting rooms and public health clinics. Direct mailings were sent to all pediatricians in the state. More than 1,200 physicians were contacted directly by the project and furnished with posters and brochures.

Loaner programs were established by the Child Passenger Safety Program at the health departments in Memphis in July of 1978 (see Appendix C, Exhibit C-1) and in Chattanooga (Exhibit C-2) in January 1979. Various other health departments throughout the state have recently initiated efforts to establish their own CRD loaner programs.

Through contact with the Tennessee Hospital Association, letters were sent to all hospitals informing them of the law and of available materials. They cooperated by distributing information to their staff and patients. Many sponsored special child passenger safety programs for prenatal classes and other hospital public service activities. Brochures and posters were made available to all hospitals in the state.

Figure 3 illustrates the contact/distribution network for the health system.

Highway Safety System. The highway safety system in Tennessee is a complex network created by the separate jurisdictions of the law enforcement agencies. Because it was decided that citations would not be stressed during the first six months of 1978, the initial emphasis with the highway safety system was one of information and education. Highway safety planners within the nine development districts assisted with the dissemination of PI&E materials and were particularly helpful in making contacts in the rural areas. Establishing supportive contacts among the law enforcement agencies was also important because of a general feeling by officers that the child passenger protection law was difficult to enforce.

Since officers have to accumulate a certain number of training hours per year, contact with the training academies was made. During 1978, a series of training sessions was held at the various training academies explaining the law and the officer's role in enforcing the law. This proved
very effective in distributing information as well as in establishing contact and in developing rapport with law enforcement officers.

The State Highway Patrol was cooperative from the beginning of the project, and a representative served on the Child Passenger Safety Advisory Panel. However, obtaining the cooperation of county and city enforcement agencies required the trial of various strategies. Because each agency operated independently, it was decided that an appeal through the Fraternal Order of Police to all its members might be most effective in increasing officer commitment. A plan was then developed to contact the police officers by mailing a special police packet to them (see Exhibit C-3). A survey questionnaire was enclosed with the police packet to determine the officers' attitudes and opinions of the child passenger protection law. Although 5,000 packets were mailed, only a small handful of survey cards were returned—not a sufficient number to be representative.

The election of a new governor brought a change in administration in the Department of Safety in early 1979. The new commissioner realized the importance that an increased enforcement effort could have in regards to increased CRD usage rates. Highway patrol officers were given in-service training sessions, and a 30-minute audiovisual slide show was developed by the Child Passenger Safety Program concerning the importance of CRD usage to assist with this training. In addition, the Department of Safety purchased 750 CRDs to be placed in the patrol cars. The officers then could temporarily loan a violator of the child passenger protection law a CRD to use until the case went to court, where the loaned CRD was returned to the officer. A special enforcement brochure (Exhibit C-4) was developed to be distributed to violators along with the citation and CRD. This increased enforcement resulted in a dramatic increase in citations issued by the Highway Patrol and generated substantial amounts of publicity in the news media (see Exhibit C-5).

Officers were also asked to assist in obtaining accident data involving children. A special Traffic Accident Report Supplement (see Exhibit C-6) was developed for arresting officers to complete and return. Because of the independent nature of each agency, these records were not always accurate or up-to-date. Therefore, preliminary data was incomplete and unreliable. However, in time, it is felt that the officers will become more committed to the law and will fill out the forms accurately and consistently.

A special appeal was made to Tennessee general sessions judges to make them aware of the child passenger protection law and to encourage them to waive parents' fines if the parents could show proof of a CRD purchase. Currently the judges agree that "proof of purchase" is the most effective method of handling a child passenger protection law violation (Howard, Sontag, Heathington and Lo, 1980).

Figure 4 illustrates the contact/distribution network for the highway safety system.
FIGURE 4
HIGHWAY SAFETY NETWORK
Child Development and Home Economics. Tennessee had a strong child advocacy system in the state Office of Child Development (OCD).* With the director serving on the Child Passenger Safety Program's Advisory Panel, there was strong support from the child advocacy network across the state from the beginning of the project. Each of the nine regional OCD directors had councils which were made up of members of the community who, in some way, work with parents of young children. Because the purpose of the OCD coordinators was to promote programs to enhance the health, safety and well-being of children across the state, it was natural that this system was used extensively. Information distributed through these channels covered a diverse group of child advocates.

The Child Passenger Safety Program relied heavily on the enthusiastic leadership of the regional OCD directors. They were creative in developing and promoting activities in their own areas based on the need of their communities (see Exhibit C-7).

Additionally, development of a preschool (Sontag, Miller, Cunningham, Hughes and Kanoy, 1980) and a high school (Cunningham and Miller, 1979) family life education curriculum was stimulated through the Child Passenger Safety Program. The preschool curriculum is being designed to be used in day-care centers, nursery school programs and early education classes to help young children become aware of how to ride safely in cars. The high school family life curriculum was developed for use by teachers in home economics and related classes. The high school curriculum is available to every member of the Home Economics Education Association across the nation and will spread information regarding the need for child passenger safety.

In addition to the previously mentioned curriculums, an instructional packet for driver education programs was developed and distributed in the school systems of the major metropolitan areas of the state. The program consists of six individual and class activities to teach the young driver about child passenger safety (Moss, Bowers and French, 1978).

Figure 5 illustrates the contact/distribution network for the child development and home economics system.

Private Networks

Civic Groups. In addition to the more formal statewide systems just described, it appeared necessary to develop communication networks among community groups. Community groups, once they became committed to child passenger safety, helped diffuse information through their various civic activities and functions. In fact, one of the striking impacts of the mass media attention focused on child passenger safety was the degree to which this exposure facilitated the attention and support of the community groups.

*The Office of Child Development since has been consolidated to form the Tennessee Children's Services Commission.
Although the original target groups were parents of young children, it seemed that the heightened awareness of the general public had long-term payoffs in building financial and philosophical support for programs to reach the target groups. For instance, civic groups adopted special projects in working with hospital prenatal groups, developing speakers bureau or developing CRD loaner programs. This strengthening of broadly based public acceptance and support for the law was extremely important.

Opinion leaders such as elected officials and prominent citizens participated in a wide range of Child Passenger Safety Program activities (Exhibit C-8). Mayors declared child passenger safety weeks in various target sites (Exhibit C-9). Table 6 lists some of the promotional activities for a child passenger safety week.

Initial contacts were by letters sent to civic groups in several target areas. This was followed up in some cases by personal contact. In a few instances, the groups became extremely supportive and involved. In other cases, the groups already had activities planned up to two years in advance but were interested in pursuing child passenger safety at a later time. Contacts with civic groups required much attention in order to develop and maintain commitment. Once groups became committed, in many cases they followed through with some type of project (Exhibit C-10).

Industrial Sites. Major businesses and industries in the comprehensive program areas were contacted to promote the Child Passenger Safety Program. Many industries have regular safety meetings, in-house newsletters, display areas or other activities as part of their company's safety program. Letters were sent to businesses and industries employing 500 or more persons. The letter explained the nature of the Child Passenger Safety Program, indicated the types of materials available, and that Child Passenger Safety Program staff were also available to conduct presentations and meetings with employees on child passenger safety. Numerous companies invited speakers to talk to their employees; others put information in their newsletters and other publications.

Automobile Dealers. Several contacts were made with local automobile dealers in an attempt to promote child passenger safety through an advertisement campaign or through offering a free CRD to young couples when they purchased a car. Attempts made to attend state and regional automobile dealer association meetings met with some resistance, partially due to the negative feelings toward government regulations being placed on the automobile industry. However, some progress with dealers was made when Child Passenger Safety Program staff members were able to meet directly with individuals.

Figure 6 illustrates the contact/distribution network for reaching community groups.

Suppliers of Child Restraint Devices. The project staff felt it was necessary to develop a system of contacts with the suppliers of CRDs to assure that CRDs were available across the state, especially in the target areas. Therefore, at the beginning of the project, all manufacturers were contacted.
| General local coordination               |
| Press Conference to kick off week's celebration |
| Press Conference to demonstrate CRDs and NHTSA Air Bag Car |
| Contacting news media and developing special features |
| Contacting billboard companies |
| Contacting industrial safety programs |
| Automobile Dealers |
| Mall exhibit arrangements |
| Tennessee CPS Exhibit |
| NHTSA Air Bag Demonstration Car |
| Breath Analyzer Tester |
| EARS Highway Safety Program |
| Motorcycle Safety Program |
| Continuous showings of Highway Safety film |
| Manufacturers of child restraint devices |
| Seat Belt Convincer/Crash Simulator |
| Passive Belts Exhibits |
| School Contests |
| Emergency Medical Services Exhibit |
| Driver Education Classes |
| Retail Stores to promote CRDs |
| Industrial Safety Displays |
| Chattanooga AAA |
FIGURE 6
COMMUNITY NETWORK
The CRD manufacturers were extremely supportive of the project from its beginning. This was evidenced by their enthusiastic response to project staff members' request that they send sample CRDs for the project's use in its talks and demonstrations throughout the state. Many manufacturers donated additional CRDs for displays at various fairs and other special events in the state (Exhibit C-11). Also, sales representatives were sent to participate in the fairs and talk to inquiring parents.

Figure 7 illustrates the contact/distribution network for working with CRD manufacturers and dealers.

Need for Coordination

As the commitments to the Child Passenger Safety Program from support groups grew, the need for coordinating the efforts among them became evident. One method used was to encourage the development of a strong informal network to promote communications between the agencies who previously had worked directly with the Child Passenger Safety Program. In the informal network, communication lines were crossed between and among systems. Many communications were based on personal contacts or personal interests of the professionals involved. As people began talking across network lines, it became easier to develop coordinated activities to promote child passenger safety in a particular area or community. For example, a regional director in the OCD might work closely with a person in the health field; a county health staff person might contact the county judge in the immediate vicinity; a highway safety educator might contact a doctor in the area. These interagency communications were essential to establish so that efforts initiated by the Child Passenger Safety Program could be continued after the project was over. Various groups such as the Tennessee Jaycees and Jaycettes, public health groups and other safety advocates have expressed an interest in continuing the effort. Figure 8 illustrates the contact/distribution network for coordinating the support groups.

Another method of coordination employed by the Child Passenger Safety Program was the production and distribution of a newsletter (Exhibit C-12). This newsletter, the "CPSP Update", was a component of the PI&E effort and served to inform other programs and groups of the progress of the Child Passenger Safety Program.

Child Passenger Safety Advisory Panel

Another facet of statewide coordination and support was the establishment of a Child Passenger Safety Advisory Panel comprised of individuals associated with highway safety programs, medical programs, and other child safety programs. The expertise and experiences of these individuals were invaluable to the Child Passenger Safety Program's activities. Panel members were instrumental in establishing a new public health policy for well baby clinics, as well as actively encouraging and supporting the establishment of CRD loaner programs. When the PI&E materials were in the developmental stage, advisory panel members gave their ideas and suggestions. Panel members were active within their own communities, promoting child passenger safety through presentations, exhibits, television and radio talk shows, and other activities. The panel was instrumental in developing support and
FIGURE 7

CHILD RESTRAINT DEVICE SUPPLIER NETWORK

Child Restraint Device Manufacturers

Automobile Dealers

Retailers

Distributors

Knoxville Child Passenger Safety Program Office
### FIGURE 8
IN Volvement of Support/Delivery Groups
endorsement from the Tennessee Chapter of the American Academy of Pediatrics, the Tennessee Pediatric Society, the Tennessee Hospital Association, the Memphis Pediatrics Society and the Tennessee Department of Public Health. The panel consisted of the following individuals:

Dr. William A. Altemeier  
Director, Pediatric Services  
Metropolitan General Hospital  
Nashville, Tennessee  

Dr. Martha Bushore  
Director of Emergency Services  
East Tennessee Children's Hospital  
Knoxville, Tennessee  

Dr. E. E. Caldwell  
Medical Director of Ambulatory Services  
Meharry Medical College  
Nashville, Tennessee  

Mr. Edward L. Casey  
Environmental Consultant  
Department of Public Health  
Nashville, Tennessee  

Mr. Larry M. Ellis, Director  
Tennessee Governor's Highway Safety Program  
State of Tennessee  
Nashville, Tennessee  

Dr. Dorothy J. Turner, Director  
Division of Perinatal Services  
Department of Public Health  
Nashville, Tennessee  

Dr. Millie Moore, Director  
Tennessee Office of Child Development  
Nashville, Tennessee  

Commissioner Gene Roberts  
Tennessee Department of Safety  
Nashville, Tennessee  

Mr. Paul Ruhle, Executive Director  
Tennessee Association of Broadcasters  
Nashville, Tennessee  

Mr. John Stone, Administrator  
Metropolitan General Hospital  
Nashville, Tennessee  

Dr. Robert S. Sanders, Director  
Rutherford County Health Department  
Murfreesboro, Tennessee
An important by-product of the combination of the general PI&E campaign and the personal contact with the many support groups was that the support groups themselves sometimes became delivery groups (Figure 8). The PI&E campaign brought about a positive awareness of the Child Passenger Safety Program; as a result, many of the support groups initiated their own child passenger protection programs. Some programs distributed brochures, others gave presentations to the public, while others established CRD loaner programs.

Earlier in this report, Table 5 listed some of these support groups along with examples of some of the activities they sponsored. The articles in Appendix B are reprints from newspapers across the state depicting a variety of child passenger safety activities generated by the network of support groups.
IV. CONCLUSIONS AND RECOMMENDATIONS

Conclusions

During the three years it was in progress, the Child Passenger Safety Program worked to accomplish its goals to publicize the child passenger protection law, to educate the people of Tennessee about the importance of CRDs and to evaluate these efforts and the overall impact of the child passenger protection law on reducing deaths and injuries. Community contacts and commitments increased as various civic groups, health departments, prenatal groups, highway safety leaders and others became concerned with child passenger safety. These groups initiated their own child passenger safety activities, ranging from generating PI&E activities to establishing their own CRD loaner programs. Newspapers and magazines throughout the state ran numerous public information and education articles and, in the final months of the project, began to indicate the presence or absence of a CRD when they reported on a motor vehicle accident involving children under four years of age.

Enforcement of the law, which was perceived to be the key to a continuing successful program, was initially lacking. In the final year of the project, a new emphasis was placed on enforcing the child passenger protection law by the Tennessee Highway Patrol. This has lead to a dramatic increase in the number of citations issued.

Recommendations

1. Establish a statewide Child Passenger Safety Association to promote and coordinate child passenger safety efforts, to inform interested groups and individuals of related child passenger safety efforts and to generate and organize support for needed revisions in Tennessee's child passenger protection law.

2. Encourage the Tennessee Highway Patrol to continue its loaner/goner program and increased enforcement of the child passenger protection law.

3. Seek methods to encourage stronger enforcement from city and county law officers in their routine patrols of city streets and other areas.

4. Ensure that law enforcement training academies and agencies continue to educate their students and officers about the importance of and need for child passenger safety through the use of the law enforcement slide show and other available materials.

5. Continue to supply hospitals, health agencies, prenatal groups and civic groups with pamphlets and films, and encourage them to continue with their educational and service programs.
V. REFERENCES


Moss, P., Bowers, J., French, Dr. R. Let's Take A Look At Child Passenger Safety. The University of Tennessee Transportation Center, 1978.


APPENDIX A

TENNESSEE CODE

59-930. Safety belts and child passenger restraint systems required—Violations—Penalties.—(a) It shall be unlawful for any person to buy, sell, lease, trade or transfer from or to Tennessee residents, at retail, an automobile which is manufactured or assembled commencing with the 1964 models, unless such automobile is equipped with safety belts installed for use in the left front and right front seats thereof. All such safety belts shall be of such type and be installed in a manner approved by the department of safety of the state of Tennessee. The department shall establish specifications and requirements of approved types of safety belts and attachments. The department will accept, as approved, all seat belt installations and the belt and anchor meeting the specifications of the Society of Automotive Engineers. Provided that in no event shall failure to wear seat belts be considered as contributory negligence, nor shall such failure to wear said seat belt be considered in mitigation of damages on the trial of any civil action.

(b) Effective January 1, 1978, every parent or legal guardian of a child under the age of four (4) years residing in this state shall be responsible, when transporting his child in a motor vehicle owned by that parent or guardian operated on the roadways, streets or highways of this state, for providing for the protection of his child and properly using a child passenger restraint system meeting federal motor vehicle safety standards, or assuring that such child is held in the arms of an older person riding as a passenger in the motor vehicle. Provided that the term “motor vehicle” as used in this paragraph shall not apply to recreational vehicles of the truck or van type. Provided further that the term “motor vehicle” as used in this paragraph shall not apply to trucks having a tonnage rating of one (1) ton or more. Provided that in no event shall failure to wear a child passenger restraint system be considered as contributory negligence, nor shall such failure to wear said child passenger restraint system be admissible as evidence in the trial of any civil action.

(c) Violation of any provision of this section is hereby declared a misdemeanor and anyone convicted of any such violation shall be fined not less than twenty-five dollars ($25.00) nor more than fifty dollars ($50.00) for each violation of subsection (a) of this section and not less than two dollars ($2.00) nor more than ten dollars ($10.00) for each violation of subsection (b) of this section. [Acts 1963, ch. 102, §§ 1, 2; 1977, ch. 114, §§ 1, 2.]

Amendments. The 1977 amendment designated the former first paragraph as subsection (a), the former second paragraph as subsection (c), added subsection (b) and added the material at the end of subsection (c) following “fifty dollars for each violation.”


NOTES TO DECISIONS

1. Contributory Negligence.


In wrongful death action where defendant's automobile, after failing to yield right-of-way, struck the decedent's vehicle, an instruction as to possible remote contributory negligence of decedent because of his failure to wear a seat belt was precluded by the proviso in this section that states that a failure to wear seat belt shall not be considered contributory negligence. Stallcup v. Taylor (1970), 62 Tenn. App. 407, 463 S. W. (2d) 416.
APPENDIX B
CONTACT/DISTRIBUTION NETWORK

EXHIBIT B-1
TENNESSEE JAYCEES AND JAYCETTES

McMinnville Standard
October 17, 1979

All Eyes

Mrs. Sharon Patterson presents an infants' car safety seat to Mrs. Carolyn Cope and her new son, Jonathan Leeland Eugene. McMinnville Jaycettes and Sullivan's Department Store donated the seat for Buckle Up Babes Week, Oct. 7-13. The Cope infant, the son of Mr. and Mrs. Harold Cope, Route 1, Spencer, was the first born in Warren County during that period. (Mike Garrison photo)
Smithville Jaycettes Work

For Child Passenger Safety

The Smithville Jaycettes are working for child passenger safety and have adopted the following resolution:

Whereas: The leading cause of death to children less than five years of age is from injuries received in automobile crashes, and

Whereas: Properly-used, crash-tested child safety seats have been proven overwhelmingly effective in preventing death and reducing overall injury severity, and

Whereas: Most American families have not been fully alerted to the terrible risks they are taking by not using safety restraints with their children, and

Whereas: The families of automobile crash victims suffer both emotional and economic trauma as a result of these unnecessary deaths and injuries, and

Whereas: Many children receive permanently debilitating injuries such as paraplegia and epilepsy, and

Whereas: These easily preventable deaths and injuries cost society both the potential contributions of these children to society and millions of dollars each year in unnecessary hospital, insurance, and rehabilitation expenses; therefore,

Be it further resolved: that each member of the U.S. Jaycettes make a personal commitment to see that the children in her family are properly protected and that she and the other adults in the family set good example by also riding properly protected, and

Be it further resolved: that members of the U.S. Jaycettes work individually and through their member organizations to raise other families' awareness of this number one child health enemy by integrating information about child safety seats in their local state and national activities.
CAR SAFETY week will be emphasized next week by the McMinnville Jaycettes, sponsors of "Buckle Up Babes Week."

The observance will begin Sunday and run through Oct. 13.

The purpose of this program is to call community attention to the new state law on safety seats for children. The new Child Restraint Law went into effect Jan. 1, 1978.

In supporting passage of the law, its author, Dr. Robert Sanders of Murfreesboro, cited automobile accident statistics showing that traffic fatalities are the number one killer of children under five.

ADVOCATES of the law said the number of deaths and injuries would be significantly reduced by the use of proper child restraint systems.

Such a law exists in other countries, but Tennessee was the first state in the U.S. to pass a child restraint law making it mandatory that child restraint systems be used in passenger vehicles.

In part, the law states: "Every parent or legal guardian of a child under the age of four years residing in this state shall be responsible, when transporting his child in a motor vehicle owned by that parent or guardian operated on the roadways, streets, or highways of this state, for providing for the protection of his child and properly using a child restraint system meeting federal motor vehicle safety standards, or assuring that such child is held in the arms of an older person riding as a passenger in the motor vehicle."

THE LAW provides for a fine of not less than two dollars nor more than 10 dollars to be assessed for each violation.

As part of the observance of "Buckle Up Babes Week," the Jaycettes are giving the first child born this week a safety seat which has been donated by Sullivan's Department Store.
Doctors Promote Strengthened Law

By BRENDA BLANTON

An amendment that watered down the effectiveness of Tennessee’s 1978 Child Passenger Protection Act — a first-of-its-kind law in the nation aimed at combating the number one killer of children beyond infancy — is now under fire by state pediatricians.

According to Dr. Robert Sanders of the Tennessee Pediatrics Society, 17 children were killed in automobile accidents last year and 12 to date in 1979.

"In no case has a child been killed in a restraint, but four of those were ‘babes in arms,’ " he noted.

What was originally referred to as the “babes in arms” provision of the law — that is, the exception for small babies in the arms of an adult — was later changed to the “child crusher amendment.” Sheri Harvey of the Governor’s Highway Safety Program said yesterday.

“Babes in arms sounded too good,” she pointed out.

“Child crusher explains exactly what happens. A 15-pound child and a 30-mile-an-hour accident would be like dropping him from a three-story building.”

The impact of an adult’s body multiplied by the speed of the auto would equal 600 pounds weighing down on the child, she said.

Describing the law now on Tennessee books as a political compromise, Sanders, a Murfreesboro physician, said the amendment was responsible for the passage of the bill. "It was a controversial bill," he reminded. "Even with the provision for holding a child it only passed by two votes in the Senate and five in the House.”

The amendment’s sponsor, he said, argued on two premises, that seats are too expensive for low-income families and that the happiest day of his daughter’s life was bringing her first child home “babe in arms. I don’t really think they understood the danger.”

In its original state, the bill was backed by the state’s seven major medical associations with pediatricians being most active in lobbying its merits. Those same pediatricians, he said, are now working to have the child crusher part of the law removed, either during next year’s legislative session or in 1981.

“Legislators want to know facts and figures,” he said. “We know the number of deaths caused by the amendment, but we need to know the number of accidents or injuries to children in arms.”

The average cost of a hospital stay for an auto accident he said is $7,000, “so we have dollars and cents to add up, too. Considering that figure though, $18 for a seat doesn’t seem too much to ask of anybody.”

Across the state, he said efforts are underway to instigate loaner programs through hospitals, health departments and civic organizations. Such programs would eliminate one concern of the legislature and raise the all-time low usage rate of poor families.

What Sanders calls an incentive provided by state Safety Commissioner Gene Roberts is the current program of loaner restraints coordinated through the Tennessee Highway Patrol.

According to local patrolman Clyde Fraser, although citations have been issued in the county for children not in restraint devices, no fines have yet been paid.

“So far the families have all bought seats before they went to court,” he explained. The trooper who issues a citation also loans the offender a child restraint seat provided by the Tennessee Department of Safety through a $13,500 grant to the Highway Safety Program. If the parent who comes to court is able to prove he has bought a seat or made a good faith effort, the trooper then asks General Sessions Judge Marvin Marshall to dismiss the case.

But, according to the law, children four years old and under must be placed in an approved restraint device only when traveling with their parents or guardians in the family car.

“That does make it difficult to enforce,” Fraser noted. "They can tell us the child is not theirs and we have no way of knowing. We can check to see if it’s their own car.”

Sanders said the bill introduced in 1976 was a general law encompassing any driver responsible for any child in a car, but that proposal was knocked down in committee.

“So in 1977 we had to hone the thing down. It does go after the basic family unit though.”

Although Tennessee’s law is imperfect, a fact pediatricians hope to change soon, Sanders said the American Academy of Pediatrics has used Tennessee’s initiative in urging all states to pass similar bills. In 23 states Child Passenger Protection Acts were introduced this year.

The law’s impact statewide has been shown in growing usage rates, now standing at 20 percent in five metropolitan areas including the Tri-Cities, a figure twice the national average. That rate rose from 11.8 percent in a period of 18 months.

In rural test areas, including Morristown, Union City and Columbia, usage doubled in that same period, from six and a half percent to 13 percent, he said.
Doctors Teach Troopers On Child Restraint Law

Tennessee pediatricians will lend their time to teach law enforcement officers throughout the state about the Child Restraint Law of 1977 during in-service training seminars conducted this year.

The announcement was made this week in Nashville by State Safety Commissioner Gene Roberts and American Academy of Pediatrics state chairman Dr. Robert S. Sanders. The in-service program was developed after a recent meeting between Roberts and several East Tennessee pediatricians.

The in-service curriculum was approved by the Tennessee Law Enforcement Planning Commission last week at the urging of Roberts. "We recognize that without the assistance of law enforcement the program (child restraint) will not be effective," said Roberts.

The 1977 law became the first in the nation to require that children four years of age and younger be restrained in an approved seat chair while riding in an automobile.

The classroom situation will provide Tennessee's law officers with an explanation about the program from a pediatrician while a short film on the subject will be shown and time will be left for each individual Department to explain to their personnel how the law is to be enforced within their jurisdiction.

The program is aimed at making Tennessee's law enforcement officers more aware of the new law and what it means safety-wise to children. "The problem is that surveys indicate that about 85 per cent of Tennessee children under age four still ride unprotected and without restraint," said a spokesman for the pediatricians.

"The automobile crash is the number one cause of death and serious injury to young children beyond infancy. Study statistics indicate that child restraint devices may reduce death and injury of 80-90 per cent of this age group. We recognize that fact and for the added protection and safety of thousands of young Tennesseans we pledge our support of this worthwhile law," said Roberts.
Child restraining law course scheduled

Tennessee pediatricians will lend their time to teach law enforcement officers throughout the state about the Child Restraint Law of 1977 during in-service training seminars conducted this year.

The announcement was made in Nashville by State Safety Commissioner Gene Roberts and American Academy of Pediatrics state chairman Dr. Robert S. Sanders. The in-service program was developed after a recent meeting between Roberts and several East Tennessee pediatricians.

The in-service curriculum was approved by the Tennessee Law Enforcement Planning Commission last week at the urging of Roberts. "We recognize that without the assistance of law enforcement the program (child restraint) will not be effective," said Roberts.

The 1977 law became the first in the nation to require that children four years of age and younger be restrained in an approved seat chair while riding in an automobile.

The classroom situation will provide Tennessee's law officers with an explanation about the program from a pediatrician while a short film on the subject will be shown and time will be left for each individual Department to explain to their personnel how the law is to be enforced within their jurisdiction.

The program is aimed at making Tennessee's law enforcement officers more aware of the new law and what it means safety-wise to children. "The problem is that surveys indicate that about 85% of Tennessee children under age four still ride unprotected and without restraints," said a spokesman for the pediatricians.

"The automobile crash is the number one cause of death and serious injury to young children beyond infancy. Study statistic indicate that child restraint devices may reduce death and injury of 80-90 per cent of this age group. We recognize that fact and for the added protection and safety of thousands of young Tennesseans we pledge our support of this worthwhile law," said Roberts.
Child Restraint Law Seminars Set

Tennessee pediatricians will lend their time to teach law enforcement officers throughout the state about Child Restraint Law of 1977 during in-service training seminars conducted this year.

The announcement was made today in Nashville by State Safety Commissioner Gene Roberts and American Academy of Pediatrics state chairman Dr. Robert S. Sanders. The in-service program was developed after a recent meeting between Roberts and several East Tennessee pediatricians.

The in-service curriculum was approved by the Tennessee Law Enforcement Planning Commission last week at the urging of Roberts. "We recognize that without the assistance of law enforcement the program (child restraint) will not be effective," said Roberts.

The 1977 law became the first in the nation to require that children four years of age and younger be restrained in an approved seat chair while riding in an automobile.

The classroom situation will provide Tennessee's law officers with an explanation about the program from a pediatrician while a short film on the subject will be shown and time will be left for each individual Department to explain to their personnel how the law is to be enforced within their jurisdiction.

The program is aimed at making Tennessee's law enforcement officers more aware of the new law and what it means safety-wise to children. "The problem is that surveys indicate that about 85% of Tennessee children under age four still ride unprotected and without restraints," said a spokesman for the pediatricians.

"The automobile crash is the number one cause of death and serious injury to young children beyond infancy. Study statistics indicate that child restraint devices may reduce death and injury 80-90% of this age group. We recognize that fact and for the added protection and safety of thousands of young Tennesseans we pledge our support of this worthwhile law," said Roberts.
FIRST OF 200 LOVE SEATS — Louie Hunt, manager of Ridley Chevrolet's parts department is pictured in Murfreesboro at the Rutherford County Health Department with Dr. Sanders, County Health Director, where the two men are unloading thirty-six "Love Seats" provided to the County at cost by Ridley Chevrolet. Dr. Sanders said: "The Rutherford County Health Department appreciates Ridley Chevrolet's interest in the safety of infants and young children." He went on to say that other companies are indicating support of the program and that it is hoped that at least 200 of the seats will be made available to those who cannot afford the protection that is now required by law. Dr. Sanders has been a leader in bringing the importance of these protective seats to the attention of the public.
Program going well

Seventy-two infant seats have been purchased for the Rutherford County Loaner Program, initiated in May to provide lower-income mothers with car restraints for their children.

"We've done pretty good with the program so far, and we want to thank everyone who has donated money," Rutherford County Health Department Director Robert Sanders, who was instrumental in starting the program, said.

Funded entirely through donations, Sanders said the goal of the program is to buy 200 seats, which cost approximately $19 each.

Nearly $2000 of the $3600 needed to reach that goal has been donated by individuals, service clubs and other groups in Rutherford County.

Mothers coming to the county prenatal clinic receive the restraints for $10. When the child outgrows the seat, usually at 15-20 pounds, the mother returns the seat and is reimbursed $5.
A MATTER OF LOVE: Some of the officials involved in promoting the use of child restraint devices gathered Friday morning at the Robert's Police Service Center on Amalcoa Highway. From left are Chattanooga Police Sgt. Skip Vaughn, his 23-month old son Keith, who is featured on the front of a Chattanooga brochure on the subject, Larry Ellis of the Governor's Highway Safety Program in Nashville; Chattanooga Fire and Police Commissioner Walter Smart and State Safety Commissioner Gene Roberts. (See story on Page C1.)
City Police Join State Troopers
In Enforcing Child-Safety Law

By PORTER BINKS

City police will join Tennessee troopers in an effort to enforce the state's child restraint law and reduce the number of youngsters killed in traffic accidents.

Friday, city and state officials met her to begin a media campaign on the use of the child restraint devices, which have been placed in some city police cars.

Photo on Page 1

In August, state troopers were issued child restraint seats for their patrol cars. The city purchased 70 similar seats with a $2,500 grant, which was part of a larger grant received by the state through the Governor's Highway Safety Program.

Police Commissioner Walter Smart, state Safety Commissioner Gene Roberts and Larry M. Ellis of the highway safety office were here Friday for the program. Ellis has been assisting in the training of policemen on how to place children in the seats.

Under safety department procedures, where a state trooper witnesses a violation of the 1977 law, he will cite the driver of the auto and place the child in a seat.

When the case comes to court and the parents show they have secured a seat or made an effort to get one, the trooper will ask the judge to dismiss the ticket.

In cases where parents can't afford the seat, the safety department is providing one on loan.

Also present Friday was Keith Vaughn, the 28-month-old son of city Sgt. Skip Vaughn. The infant is featured on the front of a brochure on child restraint that city officers hand out. A state trooper and his child are on the front of a pamphlet given out by troopers.
Save A Child By Buckling Up

Commissioner Gene Roberts (left) of the Tennessee Department of Safety is presented with a child restraint device by Harry Yates and Ralph Mosley, members of the American Society of Safety Engineers, as Col. Bill Jones looks on. The devices are loaned out by the highway patrol when parents are ticketed for not restraining their children under age four. A Save A Child Fund has been established for contributions at the United American Bank, Rivergate branch.
New Law In Effect

Tennessee Highway Patrolman Bob Stoetzel displays a child restraint device which troopers across the state are now carrying in their patrol cars. It's a recently launched program to urge motorists to keep children four years of age and younger restrained in a protective seat while riding in automobiles. A law passed by the Tennessee General Assembly a year ago makes it mandatory that parents protect children in their cars. Troopers will issue citations for violations of that law, provide a seat for the youngster and then dismiss charges if parents can provide a proof of purchase of a child restraint device when the case reaches court.
State Targets City's Auto Safety

Child Restraint Devices Boosted

By J. B. COLLINS
NFP Urban Affairs Editor
Ten-month-old Kelly Gottmann is living proof that child restraint devices in automobiles really work.

The beautiful little girl was the center of attention Friday at City Hall where her parents, Mr. and Mrs. William R. Gottmann, 317 Shady Crest Dr., presented her as evidence of what the proper safety equipment for child passengers in automobiles can do.

When she was six months old, she was a passenger in the family auto that rolled down a driveway and flipped over twice before coming to rest in a ravine.

Her frantic mother had to knock out a window with a shovel and extract the child. But because she was secured by a child restraint device that worked, she escaped with only "a small scratch on her knee."

Kelly was part of a presentation by a team of state police traveling among the population centers in Tennessee urging the acquisition and use of proper child restraint devices in vehicles.

Tennessee is the only state in the union with a law requiring use of child protection devices in vehicles. The law took effect last Jan. 1.

Before the law was passed a survey showed that only about 10 percent of Chattanoogaans used adequate protection for child passengers. After the law was passed a survey showed that use of such devices increased to about 16 percent.

But recently another survey showed that use of the devices here had slumped again to about 9 to 10 percent.

This compares unfavorably with 20 to 25 percent in the other large population centers in Tennessee, according to Dr. Kenneth Heathington, an official with the University of Tennessee Transportation Center, Knoxville, who headed a team visiting the state's larger cities to promote child safety in cars.

The state is not interested so much in punishing parents who violate the new state law, it is interested in promoting wider use of child restraint devices properly installed.

"They save lives," Dr. Heathington said. He said that proper restraint equipment would cut death rate among child accident victims by some 90 percent.

The presentation supporting use of the devices was made at an adjourned City Commission meeting with members of the commission present.

PARENTS CONGRATULATED—City fathers Friday congratulated Mr. and Mrs. William R. Gottmann for their foresight in providing adequate protection for their 10-month-old daughter Kelly, who survived a serious auto accident with only a scratch. From left, Commissioners Gene Roberts, John Franklin (shaking hands with Mrs. Gottmann) and Jim Eberle; Dr. Kenneth Heathington, Mrs. Gottmann, Mr. Gottmann (holding daughter Kelly) and Mayor Pat Rose. (Staff photo by Robin Hood)
Proclamation Signed in Recognition of Child Safety

WHEREAS, during the International Year of the Child; it is appropriate to celebrate our most precious resource, our children, and automobile accidents are the greatest killers of children under five, and

WHEREAS, we want to do everything in our power to protect our children from injury and death, and WHEREAS, we can protect our children from injury and death by taking care to use proper restraint devices in automobiles,

NOW, THEREFORE, WE Charlie C. Norton, County Administrator of Jackson County, Ben Wooten, Mayor of Gainesboro, the Jackson County Board of Commissioners, and the Gainesboro Town Council, do hereby proclaim the PASSENGER SAFETY WEEK and we urge the citizens of Jackson County to become acquainted with the provisions of the Child Passenger Safety Act of 1977 and we urge parents with children under age four to protect their children by using approved child restraint devices in their automobiles.

IN WITNESS WHEREOF, we have here unto set out hand and caused the seals of Jackson County and the Town of Gainesboro to be affixed this the seventh day of January, 1980.
By JACK TUCKER

It has to be the ultimate horror: the shattering, piercing sound of metal crashing... the shattering of glass... the world... the world... is there any more mundane minor injuries?

Whatever can be done about such prolific childhood tragedies and the equally alarming aftereffects for individuals and communities is a major issue. Dr. Sanders continues:

"Child restraint systems have been shown to reduce the chance of death by over 70 per cent and serious injury by almost 50 per cent."

To call attention to the foregoing, the Putnam County Sheriff's Office is sponsoring Child Passenger Safety Week, speaking for all who care about the safety of children and young people. "Not just precious resources" - a phrase coined by the late John C. Gentry, executive secretary of the American Academy of Pediatrics, has been used ever since. What can be done about the restraining arms of the automobile? Are there any innovations in the safety seat field? What can be done about the safety seat for the child? And to what extent can it be used in the family car?

Several of these devices will be on display this weekend - Thursday through Saturday - in the lobby of the Putnam County Sheriff's Office. The J.C. Penney store in the Mall is donating a safety seat to be given away at a drawing on Saturday, April 21. Entry blanks may be deposited in containers at the banks in the Mall.

The children themselves are taking part in this weekend display, placing buttons for their friends and families. Administration schools throughout the area are having poster contests. The winning posters will be displayed in the Mall. Many merchants are donating prizes.

Also participating are the Cookeville Police Department, the Putnam County Sheriff's Department, the Tennessee Highway Patrol, the Tennessee Department of Transportation, the Tennessee Highway Patrol, the Transportation Center at the University of Tennessee, Knoxville, and the Tennessee Department of Education.

The children themselves have been shown to reduce the chance of death by over 70 per cent and serious injury by almost 50 per cent.

The Tennessee Department of Transportation is working with the Tennessee Department of Education to develop educational materials for use in the classroom.

We urge all parents to take advantage of this opportunity to protect their children with approved child restraint devices in their automobiles, they said.

Several of these devices will be on display this weekend - Thursday through Saturday - in the lobby of the Putnam County Sheriff's Office. The J.C. Penney store in the Mall is donating a safety seat to be given away at a drawing on Saturday, April 21. Entry blanks may be deposited in containers at the banks in the Mall.

The children themselves are taking part in this weekend display, placing buttons for their friends and families. Administration schools throughout the area are having poster contests. The winning posters will be displayed in the Mall. Many merchants are donating prizes.

Also participating are the Cookeville Police Department, the Putnam County Sheriff's Department, the Tennessee Highway Patrol, the Tennessee Department of Transportation, the Tennessee Highway Patrol, the Transportation Center at the University of Tennessee, Knoxville, and the Tennessee Department of Education.

The children themselves have been shown to reduce the chance of death by over 70 per cent and serious injury by almost 50 per cent.

The Tennessee Department of Transportation is working with the Tennessee Department of Education to develop educational materials for use in the classroom.

We urge all parents to take advantage of this opportunity to protect their children with approved child restraint devices in their automobiles, they said.

Several of these devices will be on display this weekend - Thursday through Saturday - in the lobby of the Putnam County Sheriff's Office. The J.C. Penney store in the Mall is donating a safety seat to be given away at a drawing on Saturday, April 21. Entry blanks may be deposited in containers at the banks in the Mall.

The children themselves are taking part in this weekend display, placing buttons for their friends and families. Administration schools throughout the area are having poster contests. The winning posters will be displayed in the Mall. Many merchants are donating prizes.

Also participating are the Cookeville Police Department, the Putnam County Sheriff's Department, the Tennessee Highway Patrol, the Tennessee Department of Transportation, the Tennessee Highway Patrol, the Transportation Center at the University of Tennessee, Knoxville, and the Tennessee Department of Education.

The children themselves have been shown to reduce the chance of death by over 70 per cent and serious injury by almost 50 per cent.

The Tennessee Department of Transportation is working with the Tennessee Department of Education to develop educational materials for use in the classroom.

We urge all parents to take advantage of this opportunity to protect their children with approved child restraint devices in their automobiles, they said.

Several of these devices will be on display this weekend - Thursday through Saturday - in the lobby of the Putnam County Sheriff's Office. The J.C. Penney store in the Mall is donating a safety seat to be given away at a drawing on Saturday, April 21. Entry blanks may be deposited in containers at the banks in the Mall.

The children themselves are taking part in this weekend display, placing buttons for their friends and families. Administration schools throughout the area are having poster contests. The winning posters will be displayed in the Mall. Many merchants are donating prizes.

Also participating are the Cookeville Police Department, the Putnam County Sheriff's Department, the Tennessee Highway Patrol, the Tennessee Department of Transportation, the Tennessee Highway Patrol, the Transportation Center at the University of Tennessee, Knoxville, and the Tennessee Department of Education.

The children themselves have been shown to reduce the chance of death by over 70 per cent and serious injury by almost 50 per cent.

The Tennessee Department of Transportation is working with the Tennessee Department of Education to develop educational materials for use in the classroom.

We urge all parents to take advantage of this opportunity to protect their children with approved child restraint devices in their automobiles, they said.

Several of these devices will be on display this weekend - Thursday through Saturday - in the lobby of the Putnam County Sheriff's Office. The J.C. Penney store in the Mall is donating a safety seat to be given away at a drawing on Saturday, April 21. Entry blanks may be deposited in containers at the banks in the Mall.

The children themselves are taking part in this weekend display, placing buttons for their friends and families. Administration schools throughout the area are having poster contests. The winning posters will be displayed in the Mall. Many merchants are donating prizes.

Also participating are the Cookeville Police Department, the Putnam County Sheriff's Department, the Tennessee Highway Patrol, the Tennessee Department of Transportation, the Tennessee Highway Patrol, the Transportation Center at the University of Tennessee, Knoxville, and the Tennessee Department of Education.

The children themselves have been shown to reduce the chance of death by over 70 per cent and serious injury by almost 50 per cent.

The Tennessee Department of Transportation is working with the Tennessee Department of Education to develop educational materials for use in the classroom.

We urge all parents to take advantage of this opportunity to protect their children with approved child restraint devices in their automobiles, they said.

Several of these devices will be on display this weekend - Thursday through Saturday - in the lobby of the Putnam County Sheriff's Office. The J.C. Penney store in the Mall is donating a safety seat to be given away at a drawing on Saturday, April 21. Entry blanks may be deposited in containers at the banks in the Mall.

The children themselves are taking part in this weekend display, placing buttons for their friends and families. Administration schools throughout the area are having poster contests. The winning posters will be displayed in the Mall. Many merchants are donating prizes.

Also participating are the Cookeville Police Department, the Putnam County Sheriff's Department, the Tennessee Highway Patrol, the Tennessee Department of Transportation, the Tennessee Highway Patrol, the Transportation Center at the University of Tennessee, Knoxville, and the Tennessee Department of Education.

The children themselves have been shown to reduce the chance of death by over 70 per cent and serious injury by almost 50 per cent.

The Tennessee Department of Transportation is working with the Tennessee Department of Education to develop educational materials for use in the classroom.

We urge all parents to take advantage of this opportunity to protect their children with approved child restraint devices in their automobiles, they said.
FOR YOUR SAFETY — Don Rogers (left) of Don and Jim’s Apparel and Lt. Jerry Simmons of the safety education division of the highway patrol examine one of the child restraint seats which troopers will be loaning motorists who don’t have them. Rogers, a former trooper, made a donation to the THP to defray costs of providing each county trooper with the seats.

To Enforce Child Restraint Law, Officers To ‘Lend’ Baby Seats

Parents of small children who do not install child restraint seats in their autos are in violation of Tennessee state law and, beginning Sept. 15, troopers will be ‘reminding’ them in a way they are not likely to forget.

According to Lt. Jerry Simmons of the safety education division of the highway patrol in Memphis, on that date troopers across the state will be enforcing the child restraint law which mandates that children 4 and under must have some type of restraint in the car.

However, if motorists are stopped by a trooper they might be surprised to discover they will not be issued a ticket — but a seat.

“We hope to have voluntary cooperation of the public so we will not be issuing tickets to enforce this,” Simmons said. “We would hope they would be as concerned for their child’s safety as we are and purchase a seat. However, we will require that they purchase one within a specified amount of time.”

To further ensure the child’s safety, each trooper will be equipped with a seat and will loan it to the motorist right on the spot until he purchases one.

“We will be loaning them out to motorists until they purchase one of their own,” he said. “These seats cost about $20 and they are being distributed now at one per trooper. Right now we are going to the judges in each district and explaining to them how we will be enforcing this law and what the trooper will recommend at the hearing.”

Once a motorist is warned by the trooper, he must come to court and bring back the loaned seat to be cleared of any charges with respect to the restraint law, according to Simmons.

To make sure Obion County troopers have an ample supply of extra seats to lend to the motorists, Don Rogers, owner of Don and Jim’s Apparel on Reelfoot Ave., has made a donation to the state THP.

Rogers, himself, was a trooper for 11 years, working in the communications office in Memphis up until 1977. Upon hearing of the donation, Simmons said, “Don has always been interested in child safety and the highway patrol is thankful to him for supporting the program and donating the money to defray costs of implementing the program in Obion County.”
Loaner Program For Infant Car Seats

A Loaner Program has been set up for persons in the low income bracket, not able to purchase the Infant Car Seats in conjunction with the Child Restraint Law. Persons wishing to make application for one of the seats may contact Sgt. Richard Lineberry of the Tennessee Highway Patrol, who will have the forms. The application forms must be sent to the Captain of the Department in the Seventh District. If applications are O.K. the seats may be loaned for 90 days, until they can purchase one of their own. The three local banks, Wayne County Bank, The Peoples Bank and The Bank of Waynesboro, have purchased 6 seats. Trooper Joe Marston, Sgt. Lineberry, Dale Askins, representing The Bank Of Waynesboro, Martin L. Haggard, representing Wayne County Bank, Autry Gobble representing Peoples Bank, Trooper Jim Powers, and Trooper David Edwards.

—Photo Courtesy of Garry Barnett Photography
Local Businessmen Donate 10 Child Restraint Seats

By DAVID OATES

The donation Wednesday of 10 child restraint seats by two local businessmen in the area Highway Patrol is the first received by the patrol in its drive to add to its stock of seats.

State Troopers now loan a seat to drivers ticketed for lacking such a device for children under four, but the supply has been limited.

Trooper J.C. Inman, safety officer for the patrol, said they have solicited help from businessmen in the area, and the gift from Charles Canter and John Keith Jackson is the first.

The 10 seats given by the distributors will be used by parents until their court date for the restraint law ticket, and the charges will be dropped if the accused can show a receipt for purchase of a new seat or prove they have been given one.

Trooper Inman remarked on the "babe in arms" proviso to the child restraint law — "People don't understand that when they are just holding a child they are using it as a safety cushion if they have a wreck.

"One woman in Perry County was carrying her child in her arms in her pickup, and the child was crushed on the dashboard when they wrecked. The woman was unhurt because her child was killed.

"The best example of how much difference these seats make," he said, "was the case where a lady got out of her car to get the mail and the car with her child in it rolled down a 190 foot bluff.

"The baby was in a restraint seat—and was totally unharmed. Think what would have happened if it hadn't been in the seat."

The seats are only issued to Tennesseans. They are numbered and marked with T.H.P. to identify them as patrol property. When the seats come in, they are inspected for damage and cleaned before being reissued.

Trooper Inman is sure they can save many infants' lives.
At C & L Ford

Child Restraint Devices Free

C & L Ford in Wartburg was recognized as the first automobile agency in the state to provide new car buyers with free child restraint devices. Charles Freytag, owner and manager of C & L Ford, was presented with an award for providing the new service. On hand to present the award was Dewey A. Wyrick, information specialist for the Transportation Center at the Univ. of Tenn., in presenting Charles Freytag with an award recognizing C & L Ford for being the first automobile agency in the state to provide car buyers with child restraint devices, Wyrick will be at the Ford agency from 11 a.m. to 5 p.m. this Saturday, May 19, to show a film about the new child restraint devices, and answer questions about them.

Infant carriers, "isochronous" seats, car seats, and car seat belts are all designed to protect the young child in a car. The National Highway Traffic Safety Administration and the National Safety Council report that automobile accidents are the leading cause of child death, and that infant carriers are the best protection against such deaths. The Child Passenger Safety Program, in its brochure "Protecting the Child Passenger: A Matter of Love," offers several tips on how to use a car seat properly. Among these are:

1. Be sure the child seat you choose is right for your baby.
2. Be sure the car seat is installed properly.
3. Be sure your child will use the car seat properly.
4. Be sure your child will use the car seat properly when you are using it in public.
5. Be sure your child will use the car seat properly when you are not using it in public.
6. Be sure your child will use the car seat properly when you are using it in a car with a car seat belt.
7. Be sure your child will use the car seat properly when you are not using it in a car with a car seat belt.
8. Be sure your child will use the car seat properly when you are using it in a car with a car seat belt.

Parents must remember that if they use the car seat properly, their child will be protected.

Dewey A. Wyrick (left), Information Specialist for the Transportation Center at the Univ. of Tenn., is shown presenting Harvey James with an award recognizing C & L Ford for being the first automobile agency in the state to provide car buyers with child restraint devices. Wyrick will be at the Ford agency from 11 a.m. to 5 p.m. this Saturday, May 19, to show a film about the new child restraint devices, and answer questions about them.
The Lewisburg Lions Club has donated infant car carriers to be used by members of the Tennessee Highway Patrol in enforcing the law requiring the use of the devices.

Sergeants Ron Bailey and Odell Wiles said that although the law requires that all children under the age of three years old be restrained in a government approved carrier, enforcement of the ruling is to be intensified.

The procedure will be for a ticket to be issued to offenders and the carriers will be loaned to them for a two week period. At the end of that time the offenders must appear in court and return the carrier. If, during that period, an approved carrier has been bought, charges will be dropped.

According to Dr. Robert S. Sanders, chairman of the Accident Prevention Committee of the Tennessee Chapter, American Academy of Pediatrics, child restraint systems have been shown to reduce the chances of death by over 90 percent and serious injuries by almost 90 percent.

Dr. Sanders said that in 1977 Tennessee was the first state to enact legislation of this type. He added that this Tennessee safety accomplishment should demonstrate to the nation that such legislation is not only possible but is also the only practical immunization method to protect the great majority of young children from this current highway epidemic.

The Tennessee Highway Patrol commended the Lions Club for this valuable public service. Individuals as well as civic organizations may add to the number of carriers and the Internal Revenue Service, the donations are tax deductible.
Infant car seat donated

In an effort to promote the use of child restraint seats, Kingsport Junior Women’s Club representatives Mrs. Sharon Boles, Public Affairs Dept. chairman, and Mrs. June Reed, president, recently donated an infant seat and a child seat from Looney’s Chevrolet-Cadillac to Lt. J.N. Buckles of the Tennessee Highway Patrol. Parents unable to afford an automobile restraint device for their child may contact the THP and arrange to borrow these seats. Active in various community service projects, the Junior Women’s Club advocated enforcement of Tennessee’s Child Restraint Law.
FOR CHILD SAFETY — Lt. Harold C. Allen, third from left, Highway Patrol safety education officer, accepts donations of child-restraint seats that will be "loaned" to drivers here who run afoul of the 1978 child restraint law that requires parents and guardians to secure their children under four when driving. Making the donations to the THP's child-restraint device program are, from left, Betty Brady, projects chairman for the Pilot Club of Cookeville; Jim Newby, manager of the Sears store here; and Major-ret. Vernie Tosh, representing the American Legion Auxiliary Post 46. Also contributing to the Legion's donation was Mrs. Ruby Tosh, a member of the Auxiliary's community service committee. (H-C Photo by Kyle Johnson)

For Kids In Cars

**THP Encouraging Seat Use**

By KYLE JOHNSON

"Our one and only goal is to save a child's life," said Lt. Harold C. Allen, the Highway Patrol Safety Education Officer in the Cookeville THP office.

Lt. Allen was talking about a continuing child-restraint device program that the Highway Patrol implemented last year to help educate parents about the need for the life-saving seats in their cars.

As a part of that program, the Patrol carries "loaner" seats that are offered to any resident of the state who is cited for failure to comply with the 1978 Tennessee law that makes the safety of each child under four years of age the responsibility of his parents or legal guardian.

"It's a mass education instead of a mass enforcement," Lt. Allen said of the program, explaining that any trooper who stops a car and issues a citation for not properly restraining a child will also fully explain the offense, will offer information about proper child restraint and will offer to loan the child's parent or guardian a child-restraint seat until he or she comes before the court on the citation. Each trooper carries at least one restraint seat in his cruiser for this purpose. Some 750 restraints were issued to Highway Patrol headquarters across the state, according to Lt. Allen, so that each trooper would have one on hand when needed.

But that supply of restraints can quickly run out, said Allen, so the Patrol has recently instituted a child-restraint donor program to secure more of the devices.

Under this program, any business, club or individual can donate restraints to the THP to be used by troopers in the community in which they are donated. The donors are helping the community by adding to the number of restraints the Patrol has on hand for the loaner program, and they may even be helping to save the life of a young child who has been riding unprotected in his parent's or guardian's car.

"This program makes us smile," said Lt. Allen, "because it's better to find that seat in a wreck with the child unharmed than to find him injured or dead in an accident because a restraint wasn't available."

The loaner program also encourages people to purchase their own restraint device, Lt. Allen said, because the trooper who issues a ticket will recommend that the misdemeanor charge be dropped if the offender returns the loaner seat and shows proof of purchase of his own restraint device when he appears in court.

The goals of the THP's child restraint device program, according to a Department of Safety guideline, is to "direct public attention" to the state law that requires children to be restrained in a vehicle and to reduce "the incidents of children injured and killed in automobile accidents in Tennessee."
Mrs. Ralph Keller is currently selling used books to raise funds to help buy safety approved infant seats for those who cannot afford them. Donations of books or infant seats may be made by calling 982-8299.

Mrs. Keller has a collection of more than 800 books for sale or trade from 9 a.m. to 3 p.m., Tuesday through Saturday at her home, 462 E. Lincoln Road, Alcoa.

Those donating infant seats include Mrs. Douglas Fish, Murphy Olds Datsun and Twin City Motors, Giant Food Market, Mrs. Fred McTeer, Mrs. Mary Tipton, Ms. Kathy Jones, Ms. Amy Tipton, Mrs. Giles Myers, and Ms. Sue Sands have donated books.
Vicky Melton and Mabel Burton represent the Shelbyville B&PW in presenting a children’s car seat to Tennessee State Trooper J.C. Inman. The seat will be used in a lending program used by the troopers in a lending program for those people unable to buy a seat. Statistics show that proper use of child restraint devices (CRD's) can reduce child deaths and according to Lt. Inman, approximately 75 lives have been saved in Tennessee as a result of the law which went into effect in September 1979.
Club Presents Child Restraint

Sgt. Norman Lewis of the Tennessee Highway Patrol accepts a new child restraint seat from Cindy Thoman, left, Newcomers Club outgoing-president, and Elsie Bailey, finance chairman. The child's car seat, which will be loaned by the THP to families that cannot afford one, is one of the projects of the club. Other projects this year include the Meals on Wheels program and Senior Citizen building fund.
Child safety booth at fair

Giles County Children and Family Council are operating a booth at the county fair this week to acquaint the public with the services offered by the different agencies and organizations at the local and state levels.

Special emphasis in the display is on the new Child Restraint Law and there will be approved car seats for children given away on the last night of the fair.

The Giles County Family and Children's Council reports good response to its first project—a booth at the county fair, reminding the public of the Child Restraint Law which will be enforced this September. Over 300 persons registered for the five car carriers which were given away Saturday evening. Donated by Sharp Motor Co., Walmart, TG&Y, Ronnie Miles Used Cars, and Johnson Motor Co., they were won by Millie Goode, Sharon Frost, Gracie Meier, Mary Tate, and Donna George. Among those on duty at the booth during the week was Sharon Feltz, above.

Photo by Kent Kressenberg
CHILD SAFETY DEMONSTRATION AT NORTHGATE—Chattanooga Police Lt. Bernard Gloster, left, and Highway Patrol Lt. John Collins, right, are conducting a demonstration on the use and benefits of automobile child restraint devices at a display in front of Penney's in the Northgate Mall today and Saturday.

Three-year-old Ryan Ratliff of Chattanooga is shown trying out one of the demonstration restrainer seats, while his mother, Mrs. Myra Ratliff, and sister Traci, 4, look on.

Automobile accidents have been ruled the number one killer of small children, and child restraint devices are required by law in Tennessee for children under the age of 4. (Staff photo by Alan Vandergriff)
At Family Day Exposition

Highway Patrol Trooper Danny Wright (left), Sgt. J. W. Cisson, and Annakusa members Mary Rhea and Sharon Johnson discuss child restrainers at the Family Exposition, held at the Kingston Community Center. The Exposition offered information to area residents about local services and agencies. (Staff photo by Bill Hall.)
CHILD RESTRAINT WEEK DECLARED — Maury County Judge Taylor Rayburn, seated, signs a proclamation declaring June 24-30 Child Restraint Week in Maury County. Shown with the judge are, from left, Sheri Harvey, program analyst for the Governor’s Office of Highway Safety; Debbie Hillin, highway safety program director, South Central Tennessee Development District; six month old Jennifer Taylor Rayburn, demonstrating a modern child restraint system; and Marsha Kirk, child development Coordinator. Displays for the week are now open for viewing at the Main, Mt. Pleasant and Spring Hill branches of First Farmers and Merchants Bank; Commerce Union Bank; the main branch of Middle Tennessee Bank; the Maury County Department of Human Services; and Maury County Department of Public Health. (Herald Photo by Melinda Hughey)
EXHIBIT B-10
OFFICE OF CHILD DEVELOPMENT

Child Passenger Safety Week
Proclaimed in Jackson County

In celebration of the International Year of the Child, the week of January 21st has been proclaimed as "Child Passenger Safety" week in Jackson County.

Many local individuals and businesses have donated money to the Jackson County Child Development Council to purchase infant and toddler car seats. These car seats have been placed in the Jackson County Health Dept. They are available on loan for three months to the parents of Jackson County.

We are also interested in used car seats if anyone has one they would like to donate. For more information call 366-0518.

The car seats will be labeled courtesy of the following people who made contributions to the Jackson County Child Development Council to purchase infants and toddlers car seats to be placed in the Jackson County Health Department for the loaner program. They are:

- Staff of Jackson County Health Department, Lake Fred Markel, Anderson and Hall Drug Store, +Jackson County Bank, +Dr. Dillard Dyeus, D.D.S., +Citizens Bank, Sidney Williford, Attorney-at-Law, Mary's Clothing, Jackson County Farmer's Co-op, Christine's Beauty Shoppe, +Dyeus C-Bee Market, +Sharon and Forkum Drug Store, Emporium, Brown Meadows Furniture Company, +Bobby Hunter Builders Supply (H and H Lumber Company), +Jim Morris Chevrolet, +Mr. and Mrs. Kenneth Goodley, Gainesboro Furniture Co., Mr. and Mrs. Jerry Dennis, City Cafe, Mr. and Mrs. Bobby Jones, Jones Variety.

---Donated $40 - enough to purchase one seat individually.

We salute these businesses and individuals for their care and concern for the safety of the children in Jackson County.

If there are others in the county who would like to participate or contribute to this program, please contact a member of the Jackson County Child Development Council.

Recycle Car Seats - Anyone interested in donating a used infant or toddler's car seat, please call the Jackson County Health Dept., or contact a member of the Jackson County Child Development Council. Let's work together to protect the children of our county!
Low Income Families Offered Auto Infant Seats for Rent

Low income families in Memphis and Shelby County will soon be able to rent auto infant seats under a new two-year safety program, said Dr. John Philpot, director of child passenger safety program at the University of Tennessee Transportation Center in Knoxville.

A law mandating that children 4 years and younger be secured in a child restraint device while riding in vehicles on public streets in the state became effective Jan. 1.

The Shelby County Health Department, picked by the UT safety program as the agency to handle the program locally, has been given about 40 infant seats for the loan program. Philpot said today during a press conference at the Health Department.

Mrs. Brenda Kilgore, in charge of the program for the health department, said low income parents can rent the infant seats for $3 per month. She said the seats will be delivered through prenatal classes in county health department clinics. She said the injury control staff will deliver and pick up the seats. She said that when children reach 22 pounds, they no longer qualify for the program.

The university has similar programs in Chattanooga and Nashville.

To qualify, she said, parents must be low to moderate income and must have a newborn child or expecting an infant. She said the program is designed to provide infant seats to families that cannot afford them.

Shelby County Health Department Director Dr. George Lovejoy was presented a plaque for the Health Department's work in promoting a child restraint rental program for poor families. Presenting the plaque is Dr. John Philpot, director of the child safety program at the University of Tennessee Center for the Health Sciences. Watching is County Mayor Bill Morris, seated right, and Allen Boon, representing City Mayor Wyeth Chandler's office.
Car Seats For Babies To Be Loaned

Automobile infant seats will be loaned to low-income families by the Health Department under a program announced yesterday.

A law that went into effect this year requires that every child under four years of age be restrained while riding in an automobile either by "properly using a child safety restraint system meeting federal motor vehicle safety standards or assuring that such child is held in the arms of an older person riding as a passenger in the motor vehicle."

County Mayor Bill Morris and Allen Boone, who represented Mayor Wyeth Chandler, expressed concern over the number of children killed or injured each year in automobile accidents and pledged local government support for the safety program.

The program, the first of its kind in the state, provides 300 infant restraint devices for use in Memphis and Shelby County to help persons unable to afford a device to obtain one on a loan basis.

The seats, which were made available to the Health Department through a federal grant, will be presented to women in prenatal classes at the Health Department. The seats can be used until a child is nine months old or weighs 20 pounds, at which time the seats will be returned to the department for redistribution.

Judy Sossaman, information officer for the department, said the seats were being distributed through the classes because "we wanted to reach mothers who were interested enough to attend the classes and, therefore, showed that kind of concern about their children but probably would not be able to afford a seat.

"This way, when they go home from the hospital, the baby can go in a restraining device." She said the seats cost $20 to $40 and can be purchased in any store where children's products are sold.

Department spokesmen said they hope the program will condition parents to use the seats and encourage them to buy restraining devices when the children outgrow the loaner seats. The program also will be studied for possible use in other communities.

Capt. J. T. Stone of the Sheriff's Department said officers have been issuing citations when persons are caught with a child not being restrained in an automobile. However, he said, judges have been lenient in levying fines.

"People have been issued citations but it appears the judges are being a bit lenient in doing fines. What we need is to get it (the law) publicized and make people aware that it is against the law." Stone said he had met with the General Sessions judges recently to discuss the law.

The minimum fine for such a citation is $2 with a maximum fine set at $10. However, with the court and administrative costs included, an official noted, the actual costs could equal the price of a restraining device.

"I suggest that the judges require parents to buy one of the devices instead of fining them," said Dr. John Philpot, project director of Tennessee's Child Passenger Safety Program.
Car Seats -- Safer Than A Mother's Arms

By PATTY BENNETT

The story of the seat belt.--The high and continued death rate of infants in cars is not only tragic for the families involved, but is also costly to the country. Infants are the most frequent victims of traffic accidents. They are also the most likely to have their lives saved by proper seat belt use.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.

The seat belt can be used by children of all ages, from infants to toddlers. It is important to check the child's weight and height before using the seat belt. The child should be able to sit up and be able to reach the buckle with their hands.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt can be used in conjunction with the child's car seat. It is important to check the child's weight and height before using the seat belt. The child should be able to sit up and be able to reach the buckle with their hands.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is used for both children and adults. It is important to make sure that the child is properly restrained, even in the back seat of the car. The seat belt should be checked regularly to make sure that it is in good condition.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.

The seat belt is not just for the front seat of the car. It can be used for the back seat as well. It is important to make sure that the child is properly restrained, even in the back seat of the car.

The seat belt is a simple device that can be worn by the child and the parent. It is made of fabric and strap, and is designed to fit snugly around the child's body. It is attached to the back of the car seat, and is adjustable to fit the child's size.
"YOU COULD SAVE A CHILD'S LIFE TODAY!"
EXHIBIT C-3 (continued)
State Child Restraint Law Will Begin Sept. 15

NASHVILLE, Tenn. (UPI) — State troopers will issue safety seats along with citations to motorists violating the state's child restraint law beginning Sept. 15, officials said Friday.

The state Safety Department has bought 750 of the child restraint devices for $13,500, or $18 per seat. Highway Patrolmen from across the state were in Nashville Friday to learn how to install the seats in a car and put a child into them.

Every Highway Patrol car in the state will carry some of the seats and when a trooper writes a ticket for violation of the child restraint law, he will also place the child in a safety seat.

The law requires all children under four years of age to be strapped into a safety device while traveling in a motor vehicle or to be held by an adult passenger. If the child is not in a device, the driver can be cited.

"Tennessee was the first state to pass a child restraint law, so it is appropriate that we continue to lead the nation in developing new programs which will save the lives of infants and children under four," said Safety Commissioner Gene Roberts.

Roberts said that if parents cited under the law appear in court and provide proof of purchase of a seat, the trooper will ask the judge to dismiss the case.

In the case of indigent families, seats will be supplied through a loan program.

The Safety Department is also soliciting from citizens child restraint devices they no longer need. If the seat is of the type approved for use as a passenger restraint device, the department will send a representative to pick it up and it will be passed on to parents needing a seat or to those cited for not having one.

Troopers will also pass out brochures on the safety devices.

According to the brochure, 84 percent of children under four in Tennessee ride in cars without protection and an average of 16 such children are killed in accidents each year.
THP vows enforcement of child restraint laws

The local Tennessee Highway Patrol has vowed to conduct road blocks in an effort to enforce the state law which requires restraints for children under four riding in automobiles and other vehicles.

Sgt. Fred Hillis said that the THP is disturbed because a growing number of small children have been injured or killed in highway accidents the past several months.

"Because a large number of parents do not keep tiny children restrained while riding in cars we are going to get a lot tougher and the law must be enforced," said Hillis.

A state law requires that all children under four years of age be properly secured and restrained whenever riding in an automobile.

"If that makes them cry (restraining belts), I had much rather have them cry because of the restraints than because of painful injuries," remarked Hillis.

Calling many injuries and deaths to children senseless, Hillis added - "We are going to enforce the law by roadblocks or whatever it takes because we are interested in our children's good health."

Hillis also said that adults trying to hold children in accidents would offer little protection. "It's like trying to hold a 300-pound thrust when coming to a sudden stop," he said. "The child is going to lurch forward."

A number of violators have been summoned to Trial Justice Court in recent months for failure to secure children. The penalty includes fines, although could be stricter penalties in case of injury or death.
EXHIBIT C-5 (continued)

Youth Fatalities

Traffic Safety Campaign Set

NASHVILLE, Tenn. (AP) — Trying to save the lives of preschool children involved in traffic accidents, state troopers will lend restraint devices to parents cited for failing to use them, Safety Commissioner Gene Roberts said Friday.

Roberts said the enforcement campaign will begin Sept. 15. He said troopers are being trained at the Law Enforcement Training Academy.

A supply of restraint devices will be placed in every Tennessee Highway Patrol car, Roberts said. "When a trooper writes up a motorist for violating the passenger restraint law, he or she will also place the child in a restraint device."

At the same time, Roberts said, the trooper will provide a brochure on the use of the seats — and another featuring a story in the Knoxville News-Sentinel about the family of two girls who were killed in a traffic accident and other news stories about children whose lives police said were saved by the restraint devices.

Roberts said the effort was developed with the help of pediatricians across the state and the University of Tennessee Transportation Center in Knoxville.

He said the state purchased 750 of the devices for $13,000 — or $18 each — with a grant from the Governor's Highway Safety Program.

8

74
EXHIBIT C-6
TRAFFIC ACCIDENT REPORT SUPPLEMENT FORM

TRAFFIC ACCIDENT REPORT SUPPLEMENT
CHILD RESTRAINT SURVEY

To check effectiveness of the Child Restraint Law 59-930,
To be completed on any motor vehicle traffic accident involving child passengers UNDER the age of four (4) years.

Date ____________________ Time ___________ P.M.  Report # ______________
Month Day Year

Location ____________________________________________
Street or Highway

[ ] At
[ ] In
[ ] Near

Intersection
City

TENN. RESIDENT?
[ ] YES
[ ] NO

TENN. RESIDENT?
[ ] YES
[ ] NO

TENN. RESIDENT?
[ ] YES
[ ] NO

TENN. RESIDENT?
[ ] YES
[ ] NO

Enter information on ALL occupants.

<table>
<thead>
<tr>
<th>OCCUPANTS POSITION IN VEHICLE</th>
<th>OCCUPANT IN VEHICLE NUMBER</th>
<th>RELATIONSHIP OF DRIVER TO CHILD UNDER 4 YRS.</th>
<th>OCCUPANT POSITION IN VEHICLE</th>
<th>CHILD RESTRAINT</th>
<th>SEAT BELTS</th>
<th>EJECTED FROM VEHICLE</th>
<th>INJURY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Driver</td>
<td></td>
<td></td>
<td>1. Driver</td>
<td>1. In veh. used</td>
<td>1. Yes</td>
<td>1. None</td>
<td>0. None</td>
</tr>
<tr>
<td>5. None, seat belt used</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. In veh., used</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. In veh., not used</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OCCUPANTS

RELATIONSHIP

OF DRIVER

TO CHILD

UNDER 4 YRS.

OCCUPANT

IN VEHICLE

NUMBER

CHILD

RESTRAINT

SEAT BELTS

EJECTED

FROM VEHICLE

INJURY

REPORTING AGENCY

SIGNATURE OF INVESTIGATOR

TOS-88-10 (App. 11/77)

75
UCDD meeting to feature child safety devices

A film and demonstration of approved child restraint devices for automobiles will be featured at the next meeting of the Upper Cumberland Child Development Council Monday, Nov. 6.

The council will also elect officers for 1979.

The meeting at the Cookeville Holiday Inn will start at 10 a.m. and be followed by a Dutch treat lunch, it was announced today by Linda Jackson, child development coordinator with the Upper Cumberland Development District.

Carol Cullers of the University of Tennessee Transportation Center will conduct the presentation on child passenger safety.

The Child Development Council is extending a special invitation to all car dealers in the area who may be called on to advise customers about features of the various restraint devices.
EXHIBIT C-7 (continued)

‘Child Safety Week’ Encourages Awareness

“Child Passenger Safety Week,” currently in progress in Maury County, is an effort to increase local awareness of the legal and safety aspects of Tennessee’s child restraint law.

Tennessee’s law — the first in the nation — requires that infants and children under the age of four be protected by their parents and guardians while riding in the family vehicle.

The local effort is being headed by Debbie Hillin, South Central Tennessee Development District highway safety planner, and Marsha Kirk, SCTDD child development coordinator, who have planned numerous activities at various locations this week to demonstrate provisions of the act.

The University of Tennessee uses Maury as a data collection center on child restraint compliance. Hillin and Kirk have arranged for displays of child restraint devices and literature at many local banks, at the Maury County Human Services Department and at the Health Department.

The week began with a proclamation by County Judge Taylor Gayburn, and will end with a drawing in which child restraint devices will be given away.

The auto accident is the leading cause of death and serious injury in all children beyond one month of age. According to state figures, an average of 14 child passengers are killed yearly in Tennessee auto accidents, and hundreds are seriously injured.

However, the state says, more than 84 percent of Tennessee children under age four ride in autos without protection — regardless of the state law or safety considerations.

Dr. Robert G. Thompson Jr., Columbia pediatrician, says he feels using properly-designed child restraint systems is one of the most important preventive health measures that parents can take for their children. I urge every parent to make use of child restraints an unbreakable family rule.”

While state law allows for small children to be held in an adult’s arms, “this is not readily adequate protection for the ch.ld,” he continued.

“Anyone who has been in a car accident should realize that even the strongest adult could not hold and protect a child during a crash.”

Of some 1,000 U.S. children killed annually in auto accidents, Thompson added, it is estimated that 80 percent of those lives could be saved through use of child safety restraints. “There is nothing so tragic as a child’s death which could be prevented by such a simple precaution.”

Children under four are being protected more often now than since the law’s inception, but a great deal of work remains to be done, officials say.

Choosing a child restraint device is a major decision with four types (infant carrier, shield, car seat, harness) available. Careful consideration needs to be given to pick the right one. One device is selected, it must be used correctly: improper use will make them virtually useless.

Informing the public about how to properly use the devices is one of the goals of the current SCTDD effort. Hillin, Kirk and others are not only trying to emphasize compliance with the law, but to let Maury parents know that proper child restraints can save a child’s life.

BUCKLE UP! — Andy Hardin of Columbia secures Ryan Hardin, age 21 months, in his child restraint in the family car. South Central Tennessee Development District officials are emphasizing compliance with Tennessee’s restraint law during “Child Passenger Safety Week.” June 25-29 in Maury County. Using child restraint devices would save an estimated 80 percent of the 1,000 U.S. children killed in auto accidents. (Herald Photo)
Child Safety Week
Proclaimed Here

Overton County Executive Bobby Buford and Livingston Mayor Hosea Winningham have signed a proclamation stating that the week of April 16-21 be designated as "Overton County Child Passenger Safety Week".

The proclamation urges the citizens of Overton County to become acquainted with the provisions of the Child Passenger Safety Act of 1977 and parents with children under four to protect their children by using approved child restraint devices in their automobiles.

The document also states that during the International Year of the Child, it is appropriate to celebrate our children and that our children are our most precious resource. It continues that "automobile accidents are the greatest killers of children under five and we want to do everything in our power to protect our children from injury and death by using proper restraint devices in automobiles."
CHILD PASSENGER SAFETY—This is Child Passenger Safety Week, stressing the importance of safety restraint devices for children in automobiles. American Bank and Trust is one of the Cookeville businesses helping to call attention to the special "week." The bank will award a child safety seat as part of the week’s program at 10:30 a.m. Friday. Demonstrating the safety seat are Linda Jackson, child development coordinator for the Tennessee Office of Child Development and Upper Cumberland Development District, Tommy Lynn, chairman of the Bank’s board, and Linda’s three-month-old daughter, Jennifer Dudley.
Proclamation

WHEREAS, The automobile accident is the leading cause of death and injury for all children; even greater in number than fires, burns, cancer, heart disease, birth defects, polio, drowning and many other diseases; and

WHEREAS, Children, when unrestrained, or held by another person, often become flying missiles in an accident and are subject to serious injury or death; and

WHEREAS, Child restraint systems have proven to reduce the chances of automobile deaths by more than 90 percent and serious injuries by almost 80 percent; and

WHEREAS, The Tennessee General Assembly, in recognizing that children are our state's most precious resource, has continued its pioneer spirited tradition by being the first state to enact a Child Passenger Safety Law;

NOW THEREFORE, I Richard H. Fulton, Mayor of Nashville, do hereby proclaim the week of September 24-28, 1979, "CHILD PASSENGER SAFETY WEEK"

in Nashville and urge all adults, especially parents and grandparents, to familiarize themselves with the law and insure their children ride safely through the proper use of a child restraint device.

IN WITNESS WHEREOF, I have hereunto set my hand on this the Twenty Fourth Day of September, 1979.

RICHARD FULTON
MAYOR
WHEREAS, the automobile accident is the leading cause of death and injury for all children; ever greater in number than fires, burns, cancer, heart disease, birth defects, polio, drowning, rheumatic fever, pneumonia, and many other diseases; and

WHEREAS, children, when unrestrained, or held by another person, often become flying missiles in an accident and are subject to serious injury or death; and

WHEREAS, child restraint systems have proven to reduce the chances of automobile deaths by over 90 per cent and serious injuries by almost 80 per cent; and

WHEREAS, the Legislature of the State of Tennessee, in recognizing that its children are its most precious resource, has continued its pioneer spirited tradition by being the first state in the United States to enact a Child Passenger Safety Law;

NOW, THEREFORE, I, K. Gardner Hammond, Mayor of the City of Kingsport, do join with the people of the State in recognizing the week of September 23-28, 1979, and proclaiming it as

CHILD PASSENGER SAFETY WEEK

in Kingsport, and do urge each adult, particularly parents and grandparents, to familiarize themselves with the Law, and insure that their children ride safely through the proper use of child restraint devices.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Kingsport to be affixed, this the 21st day of September, 1979.

K. Gardner Hammond, Mayor

ATTEST:

City Recorder
Bristol Tennessee Vice Mayor Jim Eller has proclaimed this week "Child Passenger Safety Week" in the city.

The purpose of the special recognition in 1979, the "International Year of the Child," is to promote familiarization of Tennessee's Child Passenger Safety Law.

Recognizing that traffic accidents are the number one killer of children in the U. S., Tennessee was the first state in the country to enact a Child Passenger Safety Law.

Adults, parents and grandparents are urged to insure that their children ride safely in automobiles through the proper use of child restraint devices.

Statistics indicate that more than half of the deaths or injuries of children in car accidents could be prevented by the proper use of child restraints and seat belts.

Five rules have been suggested to parents to safeguard children in motor vehicles:
1. Children under five - years - old or weighing less than 40 pounds should use child restraints. Larger children should use safety belts.
2. Adults should not hold children on their lap. They crush them in a crash.
3. Children should ride in the back seat whenever possible.
4. Never leave the hatchback open when a child rides in the back seat.
5. Children should not ride in the luggage compartment of hatchbacks or station wagons.
EXHIBIT C-9 (continued)

PROCLAMATION

CHILD PASSENGER SAFETY WEEK

WHEREAS, the automobile accident is the leading cause of death and injury for all children; even greater in number than fires, burns, cancer, heart disease, birth defects, polio, drowning, rheumatic fever, pneumonia, and many other diseases; and

WHEREAS, children, when unrestrained, or held by another person, often become flying missiles in an accident and are subject to serious injury or death; and

WHEREAS, child restraint systems have proven to reduce the chances of automobile deaths by over 90 percent, and serious injuries by almost 80 percent; and

WHEREAS, the Legislature of the State of Tennessee, in recognizing that its children are its most precious resource, have continued its pioneer spirited tradition by being the first state in these United States to enact a Child Passenger Safety Law,

NOW, THEREFORE, I, John G. Love, Mayor of the City of Johnson City, join with the people of the State, in recognizing September 24 through September 28, 1979 as

CHILD PASSENGER SAFETY WEEK

and request that each adult, particularly parents and grandparents, familiarize themselves with the Law, and insure that their children ride safely through the proper use of a child restraint device.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the City of Johnson City to be affixed on this the 24th day of September, 1979.

[Signature]
Mayor
Loving Restraint

Mrs. Lynne Jennings practices loving safety by placing her four-month-old daughter, Jennifer, in an automobile restraint device. Mrs. Jennings and other Lebanon Jaycettes are distributing pamphlets describing the state-mandated child safety program.

The Jaycettes hope they can cut down the 1,000 deaths annually among young passengers by educating their parents about the various restraining devices available. The pamphlets, published as part of the child passenger safety program at the University of Tennessee, Knoxville, are available at local doctors' offices and automobile dealerships.

DEMOCRAT photo by Bill Thorup)
'Buckle Up Babes Week' Pushes Child Auto Safety

CAR SAFETY for young children is being emphasized this week by the McMinnville Jaycettes, sponsors of "Buckle Up Babes Week."

The purpose of this program is to call community attention to the new state law on safety seats for children. The new Child Restraint Law went into effect Jan. 1.

In supporting passage of the law, its author, Dr. Robert Sanders of Murfreesboro, cited automobile accident statistics showing that traffic fatalities are the number one killer of children under five.

ADVOCATES of the law said the number of deaths and injuries would be significantly reduced by the use of proper child restraint systems.

Such a law exists in other countries, but Tennessee was the first state in the U.S. to pass a child restraint law making it mandatory that child restraint systems be used in passenger vehicles.

In part, the law states: "Every parent or legal guardian of a child under the age of four years residing in this state shall be responsible, when transporting his child in a motor vehicle owned by that parent or guardian operated on the roadways, streets, or highways of this state, for providing for the protection of his child and properly using a child restraint system meeting federal motor vehicle safety standards, or assuring that such child is held in the arms of an older person riding as a passenger in the motor vehicle."

THE LAW provides for a fine of not less than two dollars nor more than 10 dollars to be assessed for each violation.

As part of the observance of "Buckle Up Babes Week," the Jaycettes are giving the first child born this week a safety seat which has been donated by Sullivan's Department Store.

Co-chairmen for the special week are Lynn Richmond and Cindy Smarrt who urge all residents to "join together to put an end to the unnecessary injuries or even death of such a precious cargo."

MRS. RICHMOND said this morning that the arrival of the first baby this week is still being awaited, adding that she expected the prize-winning child to make its appearance tonight or tomorrow.
Jaycettes Sponsor 'Rent A Seat' Program

'Belting' Babies Could Reduce Traffic Deaths

By LOUISE AYREY

Have you belted your kid today? If you've helped him into a child restraint seat, you may have just saved a life. Susan Tipton knows she did.

The Renoirville mother of two, who says she's always been "big on child safety seats for cars," says that a grisly head-on collision half a year ago turned her into a "fanatic on the subject.

"The children escaped with just bumps on their heads, they weren't even sore," she said of Meghan, now four and a half, and two and a half year old Matthew who were strapped into the protective safety seats in the back of the family station wagon.

"My husband and I both had on seat belts and the children were strapped in their safety seats," said Tipton, who teaches Lamaze classes at Bristol Memorial Hospital and says she always talks about the "importance of driving safety and child safety seats" during classes.

"Had it not been for the child restraint device (CRD), we may have been unfortunate and become just another statistic," she pointed out.

Statistics compiled by the National Highway Traffic Safety Administration indicate that an estimated 670 children up to age five and 1,180 between the ages of 6 and 15 small scale. To begin with, we are just planning to keep the rental program on a small scale. We're hoping for more.

"It's not for the child protection devices (CPD), we may have been unfortunate and become just another statistic," she said.

For both age groups, tens of thousands of children suffer injuries, ranging from minor to permanent disfigurement and disfigurement as they are thrown from the vehicle seat in a sudden swerve or pushed into the harsh interior structure of a car, sometimes crushed by the weight and force of adult bodies.

Small children who are unrestrained in a crash literally become flying missiles," explained Joan Claybrook, head of the Department of Transportation's National Highway Traffic Safety Administration. "Many parents are now aware of their vulnerability. An unrestrained child in the front seat of a car is three times as likely to be injured or seriously injured in a crash as a properly restrained child in the rear seat.

In Tennessee, it is mandatory that every child under the age of four be confined in a CRD, but according to Claybrook, there are loopholes. "The law states that if not seated in a safety car seat, the child may be held in an adult's lap. Unfortunately, that's no substitute for a CRD.

"If a child is unrestrained or on an adult's lap, he or she is five to ten times as likely to be killed or injured in a crash," said Claybrook.

"Belting' Babies Could Reduce Traffic Deaths

"Small children who are unrestrained in a crash literally become flying missiles," explained Joan Claybrook, head of the Department of Transportation's National Highway Traffic Safety Administration. "Many parents are now aware of their vulnerability. An unrestrained child in the front seat of a car is three times as likely to be injured or seriously injured in a crash as a properly restrained child in the rear seat.

"In Tennessee, it is mandatory that every child under the age of four be confined in a CRD, but according to Claybrook, there are loopholes. "The law states that if not seated in a safety car seat, the child may be held in an adult's lap. Unfortunately, that's no substitute for a CRD.

"If a child is unrestrained or on an adult's lap, he or she is five to ten times as likely to be killed or injured in a crash," said Claybrook.

"And if it has been shown to reduce the chances of death by three times as likely to be killed or injured in an accident, or five to ten times as likely to be killed or injured in a crash," she said.

Members of the 'Buckle Up Baby' committee have been planning a car seat rental program since September. "Right now, we are planning to keep the rental program on a small scale. We're hoping for more. "We are also asking members of the community that have infant carrier seats to donate them. The more seats we can get into circulation, the more lives we may save," the mother-to-be pointed out.

The committee has not decided as of yet how large the project will be. "Eventually, there may be a possibility that we would begin renting more than just infant carriers and would begin carrying seats for older children," she said. "But first, we have to see how well the community reacts to this project.

According to Felty, the seats should be rented around the first of March, but "we'll be glad to talk to people before then and put their names on a list." More information concerning the program may be obtained by calling Donna Felty at 878-5866 or Carolyn Tiller at 764-2027.

"We hope that members of the community will support our project. Each and every member of the Jaycettes feels the importance that car seats play in saving thousands of lives every year, and in our own small way, we want to save even more," she commented. "After all, children are our most precious asset and it's only fair that they be given a fighting chance right from the start!"

Continued from page 1E

The committee has not decided how large the project will be. "Eventually, there may be a possibility that we would begin renting more than just infant carriers and would begin carrying seats for older children," she said. "But first, we have to see how well the community reacts to this project.

According to Felty, the seats should be rented around the first of March, but "we'll be glad to talk to people before then and put their names on a list." More information concerning the program may be obtained by calling Donna Felty at 878-5866 or Carolyn Tiller at 764-2027.

"We hope that members of the community will support our project. Each and every member of the Jaycettes feels the importance that car seats play in saving thousands of lives every year, and in our own small way, we want to save even more," she commented. "After all, children are our most precious asset and it's only fair that they be given a fighting chance right from the start!"

Continued on page 14E

BELT A BABY TODAY — Bristol Jaycette member Suzanne Moss makes sure that her son, Austin, is properly strapped into a child restraint device. Child restraint systems have been shown to reduce the chances of death by over 90 percent and serious injuries by almost 50 percent.

Continued on page 14E

BELT A BABY TODAY — Bristol Jaycette member Suzanne Moss makes sure that her son, Austin, is properly strapped into a child restraint device. Child restraint systems have been shown to reduce the chances of death by over 90 percent and serious injuries by almost 50 percent.
Child passenger safety is the theme for the Health Department's 1978 Mid-South Fair exhibit. There will be a drawing on the last day of the Fair, Oct. 1st, at 5 p.m. The winner will receive an automobile safety seat for an infant. All Shelby County residents should come by the exhibit in the Youth building and register for the free seat.

From January 1 to June 1, in Tennessee, automobile accidents took the lives of four small children and injured 465 more. According to the American Academy of Pediatrics, 91% of these deaths and 782 of these injuries could have been avoided with the use of proper restraining devices.

Tennessee became the first state to make it law that children under four be properly restrained while riding in an automobile. (Tennessee Child Passenger Safety Law, Jan. 1, 1978). Since the first of this year the Health Department has made promotion of the law and the restraining devices a top priority.

Show your support for Tennessee's Child Passenger Safety Program and come see us at the Fair.
EXHIBIT C-13
CERTIFICATE OF APPRECIATION

The Child Passenger Safety Program
Presents To

This Special Certificate of Appreciation
in recognition of efforts given to reduce the number of deaths
and serious injuries suffered by children in automobile accidents
and for enthusiastic
support of the first child automotive restraint law
in the United States

__________________________  __________________________  __________________________
Director                     Date                        Coordinator
Transportation Center        Governor's Highway Safety Program
The University of Tennessee  State of Tennessee