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U.S. Department  
of Transportation

**National Highway  
Traffic Safety  
Administration**



# **Buckle Up for Love!**

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**Child Passenger  
Safety Awareness Week  
February 10-16, 1991**



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**LET'S HEAR FROM YOU!**

Share your **1991 Child Passenger Safety Awareness Week (CPSA)** activities with us.

How did you and/or your group highlight the week?

What response did the community have?

What kinds of activities were winning ones for you?

Let us know!

Please mail this form, additional materials and photos to:

US DOT/NHTSA, NTS-11  
Office of Occupant Protection  
Idea Sampler Editor  
400 Seventh Street, S.W.  
Washington, D.C. 20590



Contact person \_\_\_\_\_

Sponsoring agency/organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work phone ( ) \_\_\_\_\_ Home phone ( ) \_\_\_\_\_

1. Please provide a brief description of your **1991 Child Passenger Safety Awareness Week** activities.
  
2. Which activities were covered by radio and/or television?
  
3. What other community groups took part in your activities and events?

**NOTE: You may attach additional sheets, if needed.**



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## 1990 CHILD PASSENGER SAFETY AWARENESS WEEK ACTIVITIES



Nurse Margie Craighead explains correct installation to new Mom, Judy Lorenson, at the Humana Hospital Bayside in Virginia Beach. GEICO Insurance Co. donated the seats given to all babies born on Valentine's Day at the hospital. CCATS (Concerned Citizens Advocating Traffic Safety) sponsored the giveaway.



Gene Blair, Portsmouth Safety Council (left) and E. W. Timmons, representative of the Virginia Transportation Safety Board, stand by as Mayor Gloria Webb of Portsmouth, VA reads the 1990 CPSA Proclamation.



Fairfax County Police Association of Virginia representative PFC Bob Wall presents a free child safety seat to fellow officer PFC Chuck Gamble and his family. Ellen Elizabeth was the first official recipient of the award program. The christening of the new program was targeted to coincide with the 1990 CPSA Week.



Vince and Larry student volunteers in Huntsville, Alabama demonstrated various safety seats available at a TV press conference and assisted law enforcement officers when they stopped cars for a CPSA safety belt check and survey by passing out literature and lollypops.



Travellers in Richmond, Virginia were given a huge reminder about buckling up, courtesy of Virginia Power.



GEICO Seat Belt Poster Contest winner, Jordan Young, shows off his winnings while his mother displays his grand prize-winning poster.

- February 10-16, 1991*      The week between February 10 and February 16, including Valentine's Day, marks the annual **Child Passenger Safety Awareness Week**. This year's Valentine's week effort is designed to encourage parents and others to **Buckle Up for Love!** by correctly protecting their children in child safety seats and belts on every motor vehicle trip. It is also an excellent time to focus attention on increasing support for enforcement of laws for child safety seats and safety belt use.
- 1991 Goals*      The overall goal of this year's **Child Passenger Safety Awareness Week** is to increase the level of child safety seat and safety belt use toward achieving a minimum 70 percent correct use rate by 1992. Public awareness of how safety seats work and why they are important to a child's health and welfare must be expanded.
- 1991 is a year for building on previous successes. The reason is simple: Trauma still remains the number one cause of death and injury to children in the United States, and children are most vulnerable to trauma as motor vehicle passengers. Further, each year, there is a whole new population of parents who must be educated.
- Where We Stand*      Major advances have been made in the child safety seat field since 1978, when the first law requiring child safety seat use was passed in Tennessee. Since 1985, all 50 States and the District of Columbia have passed laws requiring that young children ride in safety seats or belts. The combined effect of these laws, enforcement efforts and public education has resulted in a child safety seat use rate of 83 percent for the first part of 1990. However, about one out of every three child safety seats is being misused. The bottom line is that there is still a lot of work to do in the child passenger safety arena.
- Idea Sampler Contents*      In the following pages, you will find tips on how to carry out the **1991 Child Passenger Safety Awareness Week** campaign, suggestions for enlisting community support, logo art work, fact sheets, a listing of state child safety seat laws, resources, sample proclamation and press release -- and much more.

## INTRODUCTION

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### *A Special Opportunity*

Quality child care is a concern not only of parents but of policy makers as well. And child safety is an integral part of quality child care. **Child Passenger Safety Awareness Week** creates a special opportunity to focus attention on the child safety seat issue in every community, and to support activities throughout the year, not just during one week in February. Children's issues carry clout!

### *Delivery Systems*

The ideas contained in this Idea Sampler are organized according to the program delivery systems for which they are the most appropriate. It is believed that the targets for child passenger safety can be reached through effective use of one or more of the following specific delivery channels.

- mass media programs
- law enforcement programs
- worksite and employer programs
- school and child care-based programs
- association and civic group programs
- hospital and medical programs

In each of these sections, you will find ideas from others in the occupant protection field. Read through these sections carefully. Check off or highlight those ideas that are of particular interest in your community.

### *CPSA Sponsors*

The law enforcement community, led by Operation C.A.R.E. (Combined Accident Reduction Effort) and the International Association of Chiefs of Police (IACP), is urging police nationwide to conduct the "Protect a Life" (PAL) program. PAL is a positive incentive program that commends motorists whom police observe protecting their children in safety seats and belts. It was started in Pennsylvania and has been very successful in many areas of the country.

In addition to Operation C.A.R.E. and the International Association of Chiefs of Police, the **1991 Child Passenger Safety Awareness Week** campaign is supported by:

- National Association of Governors' Highway Safety Representatives (NAGHSR)
- American Coalition for Traffic Safety, Inc. (ACTS)



- Traffic Safety Now, Inc. (TSN)
- American Academy of Pediatrics
- National SAFE KIDS Campaign
- National Highway Traffic Safety Administration (NHTSA)

and many others....

*Let Us Know...*

Comments, success stories and ideas are welcomed. Please use the form at the front of this publication.



Sgt. Steve Smith of the Virginia Beach Police Department helps a mother check her baby's seat during a safety seat clinic.



Norfolk, Virginia Department of Motor Vehicle employees participated in the 1990 CPSA Week by wearing "Buckle Up for Love" t-shirts on Valentine's Day. Other branches displayed posters and gave stickers to customers.



Kansas preschoolers display their "Buckle Up for Love" giant heart during the 1990 CPSA Week. The activities were part of a joint project between the Kansas Safety Belt Education Office and the Kansas Association for the Education of Young Children.



Large buckle up "car cards" were printed and posted in Boston rapid transit trains for CPSA Week as part of its Keep Boston Moving...Safely campaign.

## 70% PLUS HONOR ROLL

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### *70% Plus and CPSA Week*

**Child Passenger Safety Awareness Week** presents a unique opportunity to increase use in an attempt to raise correct use of safety seats to at least 70 percent. By stressing the use of child safety seats during this week, it is hoped that there will be a carryover to safety belt use also. The 70% Plus Honor Roll is one way to provide needed attention to occupant protection issues and to reinforce positive child safety seat and safety belt behaviors.

### *What Is It?*

The 70% Plus Honor Roll is a recognition program to honor states, organizations, cities, counties, companies, military bases, schools, etc., that have reached 70 percent and higher safety belt use. This program supports President Bush's objective of reaching 70 percent safety belt use by the year 1992.

### *Who May Apply?*

The 70% Plus Honor Roll is open to any state, county, city or town that has reached at least 70 percent belt use within the general population. Also eligible are companies, organizations, schools, military bases or other places or institutions that have reached at least 70 percent safety belt use among its employees, students or residents. Minimum size of the eligible organization is 100 people.

### *How To Apply*

Contact your State Highway Safety Office or NHTSA Regional Office (see address listings in this Idea Sampler) for further information and application forms.



### To designate the week of February 10-16, 1991 as "Child Passenger Safety Awareness Week"

Whereas motor vehicle crashes are the number one cause of death of children over the age of six months in the United States;

Whereas motor vehicle crashes are the number one cause of the crippling of children in the United States;

Whereas more children under the age of five are killed or crippled as passengers involved in motor vehicle crashes than the total number of children killed or crippled by the seven most common childhood diseases: pertussis, tetanus, diphtheria, measles, mumps, rubella and polio;

Whereas motor vehicle crashes are the leading trauma-related cause of spinal cord injury, epilepsy and mental retardation in the United States;

Whereas between 1978 and 1989, about 12,000 children under the age of five were killed in traffic crashes, and more than 600,000 were injured in the United States;

Whereas all 50 states and the District of Columbia have enacted laws requiring the use of child passenger protection systems;

Whereas a recent survey of 19 U.S. cities indicates that 83 percent of children under age five were placed in child safety seats in the United States;

Whereas current nationwide studies estimate that only 60 percent of children under age five are fully protected in cars in the United States through the correct use of child safety seats;

Whereas numerous government and private sector organizations have agreed to work together to achieve a minimum 70 percent correct use of child passenger protection systems and adult safety belts by the year 1992;

Whereas research shows that, when used correctly, child passenger protection devices are 71 percent effective in preventing death and 67 percent effective in preventing injury;

Whereas death and injury may be reduced significantly through greater public awareness, information, education and enforcement;

Now, therefore, I (name of elected official or organization leader), (title) of (name of city, county, state or organization), in recognition of this tragic situation, hereby proclaim the week of February 10-16, 1991 as

**"Child Passenger Safety Awareness Week"**

and encourage the community to observe the week with appropriate programs, ceremonies and activities to increase correct use of child safety seats.

## MASS MEDIA PROGRAMS

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Mass media campaigns have impact. Capitalize on this capability for effective, comprehensive **Child Passenger Safety Awareness Week** activities. Keep mass media approaches in the forefront as plans are made for achieving at least 70 percent correct use of child safety seats and safety belts in 1991 and beyond.

Studies have demonstrated that strong media campaigns, combined with well-documented enforcement programs, increase the perceived risk of receiving a citation for non-compliance. This yields a higher level of voluntary use by the general public.

### *Think Child Passenger Safety*

The 1991 theme -- **Buckle Up for Love!** -- has numerous media possibilities. When developing materials or planning activities, think about child passenger safety. Be creative! Valentine's Day is a perfect time for the media to stress a gift of love that keeps on giving: buckling children into child safety seats and safety belts whenever they ride in a vehicle, and remembering to buckle up everyone else, too. What better way to tell someone that you love them!

### *National VNRs and ANRs*

NHTSA provides both a special Video News Release (VNR) and Audio News Release (ANR) for **Child Passenger Safety Awareness Week**. The 1991 **Buckle Up for Love!** VNR and ANR will be "beamed down" on February 10, 1991 by satellite. In 1990, more than 13 million viewers and listeners were presented a **Buckle Up for Love!** message in February. For information on specific coordinates for these national releases, please contact NHTSA, NTS-11, 202-366-2705 by February 1, 1991.

### *Planning*

A comprehensive document entitled, "How to Plan a Comprehensive Community Occupant Protection Program," is available from NHTSA. To order, see **Facts and Resources** in this Idea Sampler.

### *Ideas to Try*

- Provide media with public service announcements and new stories that show mayors and other local and State officials supporting the week. Public interest stories are especially effective if the officials are shown buckling up their own young children and other family members.
- Send a news release to every television station, radio station and newspaper in the community or state. Include camera-ready art work of the **Buckle Up for Love!** logo and the Governor's proclamation, as well as the schedule on when the national Video News Release and Audio News Release are available for satellite pickup.
- Contact radio stations to conduct interviews on the child passenger safety issue. Provide names of law enforcement officials who are available for such interviews. Provide PSAs for additional airing. (See this section for suggested PSAs.) Do the same for cable and local television station.
- Involve youngsters in a media campaign. An American Coalition for Traffic Safety, Inc. study reported that 79 percent of children (Grades 5-7) interviewed believed that safety belts save lives, and 58 percent stated that they wore their belts all or most of the time. Present interviews with youngsters on their views about buckling up children in safety seats, too.
- Have local print media do a feature interview story, similar to the focus page in USA Today, with individuals pictured buckling up their young children and stating their opinions on buckling up issues, i.e., "Why do you buckle up your family?"
- Provide **Buckle Up for Love!** bumper stickers several weeks before Valentine's Day. During the week, radio stations can identify license plates of cars with children observed in child safety seats and belted drivers/occupants who display the specified bumper sticker. Listeners who hear their license plate number can call the station within a designated time period to win a gift certificate or cash prize.
- Combine efforts with alcohol education groups (or Valentine's Day advertisers) and deliver a joint safety seat and anti-drunk driving message. Look for other opportunities throughout the year to coordinate your message with other media campaigns and events.

## MASS MEDIA PROGRAMS

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### SUGGESTED EDITORIAL

#### Buckle Up for Love!

This Valentine's Day, parents can show how much they love their children by taking the time to buckle them in safety seats and safety belts correctly. Buckle them up and do it right every time, on every trip. Be part of the **Buckle Up for Love!** week, February 10-16, 1991. Join the effort that saved the lives of 238 children in 1989 alone.

A study by the National Highway Traffic Safety Administration shows that correct safety seat use would prevent about 53,000 injuries and could save about 500 lives each year. That's a lot of hugs and kisses from happy, healthy and safe children for just the few moments it takes to protect them in a child safety seat or safety belt.

All 50 states and the District of Columbia have child passenger protection laws. Every person who drives is responsible for protecting the lives of children who ride with them. The good news is that many people have heeded the word. A recent study shows that about 83 percent of children under five years of age are buckled in safety seats. The bad news is that about a third of these safety seats are being used incorrectly.

We urge parents and other adults with child passengers to make sure you are using the safety seat correctly to give your children and others the best possible protection. Correctly used safety seats and belts are 71 percent effective in preventing fatalities and 67 percent effective in preventing serious injuries in children under the age of five.

Once children are too old for safety seats, don't forget to keep up the good habit already established. Insist that they wear their safety belts snug and low on the hips. And make certain that they use them whenever they are riding in a vehicle -- even if you aren't with them.

A few seconds of effort can be worth a lifetime of love. The most cuddly Teddy bear or sweetest Valentine's Day card cannot match the generous gift of a safe, happy and healthy child. It's your chance to show you care. What better way to tell someone that you love them! Remember: Buckle up for love!

### SUGGESTED PRESS RELEASE

#### FOR IMMEDIATE RELEASE

(Name of organization) urges families to recognize the annual Child Passenger Safety Awareness Week from February 10-16, 1991.

The theme, Buckle Up for Love!, is designed to encourage parents and others to protect their children in child safety seats and safety belts by correctly using them. The goal of 1991's awareness week is to urge correct use of these protection devices. "When used correctly," (name) said, "child safety seats are extremely reliable in preventing deaths and injuries to young passengers."

Motor vehicle crashes are the number one killer andcrippler of children. Correct use of child safety seats and belts is 71 percent effective in preventing death and 67 percent effective in preventing serious injuries to children four and under.

In 1989, highway crashes killed 723 child passengers under the age of five. Parents can help reduce the number of deaths caused by such crashes by buckling in their loved ones every time they drive. Child restraint systems saved 238 lives in 1989 and 1,324 children since 1982.

All 50 states and the District of Columbia have laws requiring infants and young children to be placed in safety seats and secured with safety belts.

(Name of organization) joins law enforcement agencies and citizens' groups throughout the nation in recognizing February 10-16 as Child Passenger Safety Awareness Week, a time for everyone to get into the habit of correctly using child safety seats and safety belts.

For more information about Child Passenger Safety Awareness Week activities, contact (name) at (phone number).

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## MASS MEDIA PROGRAMS

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### SUGGESTED PSAs FOR CHILD PASSENGER SAFETY AWARENESS WEEK

- :10 Children are precious. Give them the best opportunity to enjoy a lifetime of love. Use safety seats correctly. Buckle up for love! This message by....
- :10 Give a real Valentine treat this year. Check to make sure you and your children are correctly using child safety seats and safety belts. Buckle up for love! This message by....
- :10 Take a look in your rearview mirror. Is your child protected by a child safety seat or safety belt? If not, why not? Buckle up for love! This message by....
- :15 Before you start your car, buckle up your children as though their lives depended on it. They might. Buckle up for love! This message by....
- :15 Protect your loved ones. Make sure you buckle them in correctly. Check the instructions on child safety seats for correct use and read the owner's manual of your vehicle this Valentine's Day to make sure the seats are properly installed. Buckle up for love! This message by....
- :15 Did you know that child safety seats are 71 percent effective in preventing the death of children ages one to four? Go with the winning odds. Correctly buckle your children into child safety seats and belts. Buckle up for love! This message by....
- :20 Not all habits are bad. Some can save lives. Why not get into the habit of putting your child in a car safety seat correctly and making sure you're buckled up, too. Buckle up for love! This message by....
- :20 No one regrets the things they did to protect their children -- only the things they wish they had done. Before you start your car, take the time to place your child in a safety seat correctly. Buckle up for love! This message by....
- :30 Love is more than a feeling. It's action, too. For your children, love is taking time to buckle them in their child safety seats every time they go for a ride. Give your kids a valentine every time you take them in a car. Buckle up for love! This message by....



### HOW TO GET THE CRASH DUMMIES

*Vince and Larry  
at Your  
Event*

Vince and Larry, the crash test dummies featured in television public service announcements, are available for special appearances. They may be used by any organization to promote the use of safety belts and child safety seats, as well as automatic crash protection systems at parades, exhibits, conferences, schools and special media events. There is no charge for the costumes. Organizations using the costumes, however, must arrange for persons to wear them, schedule appearances, arrange for any media coverage, and return the suits in the same condition as when borrowed.

*The Specifics*

The costumes will fit slim individuals between 5'5" and 5'8" tall. No one should be permitted to wear the costumes longer than 30 minutes, as the costumes can get very warm. Back-up crews should always be ready, or breaks should be planned. Mime must be used, as Vince and Larry characters may not speak.

*For Requests...*

To check the availability of the Vince and Larry costumes, please refer to the list of NHTSA Regional Offices or Governors' Highway Safety Offices at the back of this Idea Sampler. They can direct you from there. In addition, check with local occupant protection groups and the State Police, many of whom have purchased their own Vince and Larry costumes. Requests for costumes should be made in writing. Include the dates you would like the costumes, the details of the event, how many people you expect, and any media coverage planned. Requests will be filled on a first-come-first-serve basis.

*Video Training  
Film*

A video training film for individuals wishing to perform as Vince and Larry is available from the Kansas Safety Belt Education Office, 343 Justin Hall, Manhattan, Kansas 66506; 913-532-5780. Please send a blank tape for duplication.

*Please Note...*

Vince and Larry are copyrighted characters. In order to use them for any purpose other than an appearance, please contact:

Office of Public and Consumer Affairs  
NHTSA  
202-366-5968

## LAW ENFORCEMENT PROGRAMS

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Law enforcement agencies should be an integral part of your program and activities. Encourage your State and local police to join the **Buckle Up for Love!** campaign, endorsed by the International Association of Chiefs of Police, to pay tribute to drivers observed transporting their children in safety seats.

### *A Successful Approach...*

This 1991 **Child Passenger Safety Awareness Week** activity, which was successfully conducted by numerous states in 1987, 1988, 1989 and 1990, involves police officers recording license plate numbers of cars carrying children secured in their safety seats.

At the end of the week, the license plate numbers are compiled and processed by the state. Then, letters of commendation from the Governor are mailed to the unsuspecting vehicle owners, thanking them for their law-abiding and life-saving action. This letter of commendation can also come from another high ranking official, such as the head of the motor vehicle department, State Police, or public health department.

### *Buckle Up for Love!*

The week that includes Valentine's Day provides an excellent opportunity to demonstrate the effectiveness of a combined enforcement and media campaign to promote child safety seat use, as well as use of safety belts and automatic crash protection systems. A wave of some type of enforcement activity, accompanied by aggressive media and public education efforts, has been proven to be effective in raising occupant protection use levels.

### *Ideas to Try*

- Conduct safety seat check clinics at child care centers and other organized educational settings for young children, including schools, after-school day care, corporations and hospitals with day care centers. Shopping malls or grocery stores are excellent locations for such safety checks. Disseminate correct use information to families during the checks, including the "One Minute Safety Check Up" sheet (see **Facts and Resources** in this Idea Sampler).
- Conduct child safety seat roadblocks. In primary law states, the same can be done for safety belts.
- Strengthen enforcement activities and increase the rate of enforcement during **Child Passenger Safety Awareness Week**.
- Honor those officers who have reminded someone to buckle up -- or given a citation for non-use -- who was then involved in a crash and saved as a result of the officer's effort.
- Demonstrate support of law enforcement activities with cooperative efforts. Obtain the NHTSA publication, "The Community and Law Enforcement -- Teaming Up to Save Lives," for suggestions and implementation strategies. (See **Facts and Resources** in this Idea Sampler.)
- Look for opportunities to merge occupant protection information with other planned events officers might be conducting. "Operation Identification" is one logical time. Along with fingerprinting, correct child safety seat material may be distributed and a safety seat clinic conducted.
- Encourage officers speaking at schools and with parent groups to end their presentation by reminding everyone to buckle up.
- Institute a "Chief's Challenge" program and have chiefs challenge one another to increase correct child safety seat use.
- Work with local judges and police chiefs and develop a campaign centered around the "Judges Love Kids" or "Officers Love Kids, Too" theme. Ask elected officials to include safety seat information in their constituent newsletters and during news interviews.

## LAW ENFORCEMENT PROGRAMS

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### SAMPLE MEMO FOR LAW ENFORCEMENT ADMINISTRATORS

To: Chiefs of Police

Subject: "Protect a Life" Campaign

Child Passenger Safety Awareness Week  
February 10-16, 1991

During **Child Passenger Safety Awareness Week**, each law enforcement agency in the nation is urged to sponsor a public awareness program called PAL (Protect a Life) to commend motorists observed safely transporting children in safety seats and belts.

The program, aimed at boosting the correct use of child safety seats, is outlined below.

1. During **Child Passenger Safety Awareness Week** (February 10-16, 1991), members of law enforcement agencies record license plate numbers of state-registered vehicles in which children are observed correctly restrained in safety seats or belts. Officers do not need to stop these vehicles but simply record the license plate numbers on the enclosed form.
2. Law enforcement agencies will determine the owner of the vehicle bearing the recorded license plate number. The owner's name and address will be typed on the enclosed form, which is divided into spaces for 30 entries. Agencies should reproduce sufficient quantities of the enclosed forms to permit officers to carry out the program.
3. Law enforcement agencies will forward the completed name and address forms to a designated collection point at State Police headquarters, to arrive no later than February 22, 1991.
4. A letter from the state's Governor will be sent to each person listed on the name and address forms submitted by participating agencies to thank the owner for their concern for child passenger safety.

The Governor's office and State Police agency should coordinate a public relations effort to promote the PAL program before **Child Passenger Safety Awareness Week** and to report back to the public on the program's success. For example, several parents who received commendations could appear with their young children, the Governor and head of the State Police agency at a public awards ceremony.

## SAMPLE NEWS RELEASE FOR LAW ENFORCEMENT AGENCIES

FOR IMMEDIATE RELEASE

CONTACT:

Chief of Police:

Department:

Phone Number:

### GOVERNOR TO COMMEND CHILD SAFETY SEAT USERS

#### Police Launch PAL Campaign for Child Passenger Safety Awareness Week

During **Child Passenger Safety Awareness Week** (February 10-16, 1991), police in (city, county, state) will be on the alert for area motorists transporting children in car safety seats or belts.

The "Protect a Life" (PAL) campaign is conducted during the week that includes Valentine's Day to remind parents and others concerned about young children to "Buckle Up for Love!" Motorists observed with children safely buckled will receive a letter of commendation from Governor (name of official).

The number one cause of death and disabling injury among children is the trauma received as passengers in motor vehicle crashes. About 700 children under the age of five are killed annually as passengers in highway crashes.

State law requires motorists to protect children up to age \_\_\_\_ in a child safety seat. (Add other details of the State law.)

Chief \_\_\_\_\_ of the \_\_\_\_\_ Police Department recommends that parents should obey the law because "it could be a matter of life or death." He notes that:

"Each year, \_\_\_\_ children are killed and \_\_\_\_ other youngsters are injured in motor vehicle crashes in (name of state). The correct use of child safety seats is estimated to reduce deaths by 71 percent and injuries by 67 percent. Parents can greatly reduce this number one risk to their children's lives simply by buckling them into safety seats and safety belts correctly each time they are in a motor vehicle."

Parents with questions regarding the correct installation and use of child safety seats should contact (name of state loaner program or law enforcement agency) at (phone).

# LAW ENFORCEMENT PROGRAMS

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## SAMPLE LETTER FROM THE GOVERNOR

### FROM THE OFFICE OF THE GOVERNOR CHILD PASSENGER SAFETY AWARENESS WEEK February 10-16, 1991

Dear Concerned Parent,

During **Child Passenger Safety Awareness Week**, February 10-16, 1991, as part of our "Protect a Life" (PAL) campaign effort, a law enforcement officer observed your vehicle transporting a child in a safety seat. On behalf of the State of \_\_\_\_\_, I commend you for protecting your child and obeying the law.

Motor vehicle crashes are the number one killer andcrippler of children. Correct installation and use of child safety seats is 71 percent effective in preventing death and 67 percent effective in preventing injury of your child. That's why it is so important for everyone to buckle up every time, on every trip.

Should you have any questions concerning the correct installation and use of child safety seats, please contact our (name of state loaner program or law enforcement agency) at (phone number).

Again, many thanks for your life-saving efforts. Please continue to set a good example by using your safety belt on every trip.

Sincerely,

Governor

### AN ANSWER SHEET FOR LAW ENFORCEMENT OFFICERS

**"I just finished nursing."**

Nursing is not an exception to the law. To be safe, you should stop driving to nurse. If you were in a crash, or even stopped suddenly, you could crush the baby with the weight of your body."

**"He just doesn't like the safety seat/belt."**

Your child won't learn to like it unless you teach him to. By using it regularly, he'll get used to it after awhile, won't even think twice about it. Also, he'll imitate you. If you wear your belt, he will, too.

**"She must have just unbuckled herself."**

If you think this is reasonable (and you see either a correctly-secured safety seat or belt lying on the seat), you might say, "You should make sure she doesn't unbuckle herself again. Talk to her about why it's so important to be buckled up in a car at all time." You may wish to speak to the child yourself.

**"My car seat is in another car. I'm borrowing a friend's car."**

"There is an important reason for requiring children to be buckled up. Your child can be seriously injured in anyone's vehicle."

**"I didn't know about the law."**

"Ignorance of the law is no excuse." If you believe they are not bluffing -- or even if you do -- give them some literature in addition to their citation.

**"There are no seat belts in the car."**

Safety belts have been required in all vehicles manufactured since 1966. If the belts have been taken out of the car, remind them that they should get them replaced by an auto dealer.

**"He's over four (or whatever age your State law stipulates)."**

If this seems unlikely, immediately ask the child's birthdate. If the parent unhesitatingly gives you an age over that, you might say, "Even though he's over (age), he's still vulnerable to serious injury. You should protect him by buckling up." If you get an underage birthdate, give them a citation and an educational piece about the law.

**"I've never had a crash."**

"You never know when you're going to have a crash. Even if you're a safe driver, can you trust your fellow driver not to run a stop sign or to speed? Besides, many children are injured in non-crash accidents, such as sudden stops or turns."

(Courtesy of the Penna. AAP)

# LAW ENFORCEMENT PROGRAMS

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## REPORTING FORM FOR OBSERVATION OF CHILD SAFETY SEAT USE

Child Passenger Safety Awareness Week  
February 10-16, 1991  
Protect a Life (PAL) Program

CHIEF OF POLICE: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
PHONE NUMBER: \_\_\_\_\_  
OFFICER'S NAME: \_\_\_\_\_

	DATE	LICENSE PLATE NUMBER	OFFICER'S SIGNATURE
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*Note: This recording sheet should arrive at designated collection point at state police headquarters no later than February 23, 1990.*



## WORKSITE AND EMPLOYER PROGRAMS

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### *High Costs of Traffic Crashes*

Managers are always looking for ways to improve productivity and lower costs. No company can afford to ignore a major problem that could have a serious impact on both personnel and the company budget, especially if there is a simple, inexpensive and effective solution at hand.

The growing cost of motor vehicle crashes is such a problem. In 1989, over 45,000 people died on our highways. To managers, motor vehicle crashes represent the number one cause of both lost work time and on-the-job fatalities. Over 30 percent of all employee deaths are caused by traffic crashes. Each work-related employee motor vehicle fatality is estimated to cost the employer an average of \$110,500 in direct costs and a like amount for uninsured costs.

### *Worksite Solution*

An important part of the solution to this problem is a highway safety program based in the worksite. Such a program acknowledges that the problem exists and controls company losses by committing adequate resources to combat the problem.

Many companies now have child care as an employee benefit. Such programs provide a natural opportunity for informing employees about child safety seats, providing safety seats as an employee benefit for new parents, establishing a policy for safety seat and safety belt use coming to and from work and on all field trips, and providing information to parents, grandparents and others about child safety issues. Companies are taking action to reduce and prevent such losses by establishing comprehensive and coordinated programs to encourage highway safety.

### *For Assistance*

On the following pages are successful ideas for worksite activities for **Child Passenger Safety Awareness Week**. In addition, consult the **Facts and Resources** section of this Idea Sampler for information on the new "Network of Employers for Traffic Safety" (NETS) program specifically designed to assist employers in establishing comprehensive highway safety programs for their workers.

## WORKSITE AND EMPLOYER PROGRAMS

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### *Ideas to Try*

- Conduct a self-assessment of company policies and practices regarding motor vehicle safety. To order a Self Assessment Guide, see **Facts and Resources**.

Conduct a child safety seat and safety belt survey prior to any new highway safety program activities. This will enable baseline data to be established for measuring program success.

- Obtain the NHTSA publication entitled, "A Four Seasons Guide for Saving Lives." (See **Facts and Resources**. The book is a highway safety handbook for employers and includes helpful information to enable employers in the conduct of an active safety program throughout the year, including special emphasis for **Child Passenger Safety Awareness Week**. Numerous cost facts and comparisons are included.
- Employers who do not provide child safety seats to employees who become new parents may wish to do so for **Buckle Up for Love!** week and garner publicity for the effort. Display appropriate posters in the company lunchroom area(s) and write an article about **Child Passenger Safety Awareness Week** in the company newsletter to employees.
- Include **Buckle Up for Love!** stickers on all outgoing mail. Look for an opportunity to place a **Buckle Up for Love!** sticker on company products (shopping bags, pizza boxes, billing notices, etc.).
- Distribute parking lot receipts with a **Buckle Up for Love!** message added to the bottom of the ticket.
- A publicity campaign can reinforce a company's efforts to encourage safe driving. Contact local media and provide them with written information about your company's campaign, its objectives, and why it has public interest. Be prepared with a "hook." It could be a story about the company's "Saved by the Safety Seat, Belt and Air Bag Club," as well as facts and ideas to publicize the company's highway safety involvement.
- Ask companies to sponsor special community events: contests, city-wide information fairs, demonstrations, community sweepstakes with a child safety seat or safety belt theme, and a poster or coloring sheet contest.

## SCHOOL AND CHILD CARE PROGRAMS

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### *Look at the Numbers!*

Young people are at high risk for dying or being injured in motor vehicle crashes. Currently, 83 percent of infants and toddlers observed in cars were using child safety seats (NHTSA's 19-City Survey, 1990). This is up two percentage points from 1989, and up from 38 percent in 1983. Between 1987 and 1988, reported restraint use among children under five involved in fatal accidents increased by 3.1 percent. Reported restraint use among older children (aged 5-14) increased by 5.0 percent.

We have made great strides in legislation. All 50 states and the District of Columbia have laws requiring young children to ride in safety seats or belts. Seventeen states have upgraded their child passenger safety laws by raising the age limit covered by the law, some to as old as 16. But misuse and non-use continue to be a problem.

### *Ideal Settings*

Child care centers are ideal for promoting child safety seat programs. Youngsters and their parents are receptive to information, and experience dictates that young people are excellent deliverers of safety messages. One of the best ways to disseminate information about correct safety seat use to parents is through organized settings for children. These settings may include nursery schools, hospital-based day care centers, family day care facilities, church-sponsored programs, high school child development centers, and company-sponsored care facilities. Teachers and others working with families can be excellent advocates for a correct and consistent safety seat and belt use policy.

### *Don't Forget Schools*

In addition to preschool centers and day care facilities, elementary students must be reached with a buckle up message. It's never too late to promote the concept that there is no better way to tell someone you love them than by urging them to buckle up. Upper elementary level students can present programs on occupant protection for younger students. Classes can make buckle up valentines for their families, in addition to the more traditional ones. Be creative with poster, essay or poetry contests. Approaches are only as limited as someone's imagination.

## SCHOOL AND CHILD CARE PROGRAMS

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### *Ideas to Try*

- Institute a "Saved by the Safety Seat Club" in your area. Promote the program and invite parents and grandparents to forward information on crashes to you. Honor those saved with a special event and present certificates. Try to get Vince and Larry, the crash test dummies, to make a special appearance and to sign photos or posters.
- Provide artwork for a simple valentine that youngsters can take home to their family. Include "We Love You, Buckle Up" stickers also. (See **Facts and Resources** for ordering information.)
- Duplicate Valentine pledge card charts for children. Each day should have a series of hearts for children to color, one heart for each time they use a child safety seat or safety belt. When two weeks of hearts are filled in, youngsters trade in their "pledge card" for a prize.
- Conduct a program on buckling up in safety seats for parents and preschoolers during pre-reading programs at local libraries. Distribute incentives and materials. Conduct safety seat check clinics. Enlist the support of local law enforcement officers.
- Include information on child safety seats in the parent newsletter sent home from the center or school. Conduct a child safety seat safety clinic as parents drop off or pick up their car pools.
- Utilize "We Love You, Buckle Up" curriculum kits for classroom instruction. See **Facts and Resources** for ordering information.
- Schedule a parent meeting around safety issues, incorporating occupant protection information. Provide speakers, such as law enforcement officers, emergency room physicians/nurses, highway safety advocates. Distribute information, editorials, one-minute safety checklist and other materials found in **Facts and Resources**. Demonstrate correct use and common misuse problems.
- Train family day care providers and Head Start workers on correct use of safety seats. Have them instruct parents and others on the critical elements of correct use and conduct safety clinics.
- Have upper elementary school youngsters conduct a lunchtime awareness program on safety seats and belts for younger children. Remember on-site all-day kindergarten and day care centers.

## ASSOCIATION AND CIVIC GROUP PROGRAMS

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### *A Significant Resource*

Civic groups are key supporters of community programs. Their unique experience and commitment to improving the community makes them a valuable ally. Civic groups understand the community and what matters to people. They have a built-in interest in any program that will improve the welfare of citizens.

Community service organizations and associations are often untapped sources of support for child safety seat and safety belt use programs. Where legislative matters are concerned, some groups (depending upon their tax-exempt status) may lobby for improvements in the law. Many of these groups are experienced in public fund-raising and are capable of providing expertise and/or volunteer support to raise funds for specific items, such as child safety seats for expanded or new loaner programs, incentive awards, and public service announcements. In larger communities, associations and civic groups may have a budget large enough to donate money or equipment.

Such groups also have personnel interested and willing to work on worthwhile projects as part of their volunteer involvement. When planning events, be creative by involving representatives of civic groups and associations in the early stages of program and activity development and have them "buy into" your project.

### *Work With Law Enforcement*

Law enforcement officials need the leadership of associations and civic groups to demonstrate public support for effective enforcement of child safety seat and safety belt laws. Ask these groups to speak up for enforcement of the laws to protect children and the need for adults to buckle up, too. Enforcement of the laws for children may be the area of greatest public support. Use that support to expand public understanding of the need and benefits of active law enforcement.

## ASSOCIATION AND CIVIC GROUP PROGRAMS

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### *Ideas to Try*

- Meet with representatives from AARP (American Association of Retired Persons) prior to **Child Passenger Safety Awareness Week** to stress the importance of safety seats and safety belts. Provide information on the importance of transporting grandchildren and great-grandchildren in approved safety seats.
- Develop a program in which older adults instruct young parents on correct use issues.
- Older adults can also visit preschool centers with child safety seat information and present a play for the youngsters.
- Obtain the help of civic groups and others in printing small business cards that include reasons to use child safety seats and the name of local loaner program contact persons. Have association members give the cards out to people they see driving with unrestrained children. Print cards in English and Spanish (or other languages).
- Enlist the support of service organizations to assist in distributing brochures and other print materials at shopping malls and fairs.
- Obtain grant money from early childhood organizations or civic/service groups to conduct model child safety seat programs in your area.
- Work with child care providers in your community to create new ideas and projects. The National SAFE KIDS Campaign may be active in your state and/or town. Find out what they are doing to create interest in preventing childhood injuries.
- Contact the American Red Cross, religious groups, social groups, youth groups, automobile clubs (such as the American Automobile Association affiliates), Lamaze instructors, chapters of Kiwanis, Elks and Shriners in your community. Many already have safety programs in place within their organization and are receptive to new approaches.
- Ask civic groups to sponsor a zoo weekend for occupant protection. Have Vince and Larry, the crash test dummies, greet attendees. Promote all aspects of occupant protection. Develop a treasure hunt sheet for locating specific zoo animals who carry their young (analogy to safety seats). Prizes can be awarded to families locating all animals on the sheet.

## HEALTH AND MEDICAL PROGRAMS

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*History of Leadership* The medical community has long supported occupant protection issues. A precedent of leadership was established with the first child safety seat law in Tennessee in 1978. Pediatricians became determined to reduce the deaths and injuries caused by motor vehicle crashes. They worked with legislators to enact a child safety seat law, and have continued their involvement in other occupant protection and traffic safety issues.

Physicians are viewed as authorities on health and safety. Elicit their support in delivering the powerful message that many lives could be saved with the use of child safety seats, safety belts and automatic crash protection systems, such as air bags, on every trip. Real-life stories have human interest appeal, and, combined with comments from physicians and nurses, they are even more memorable.

*Training Physicians* A new training course for physicians has been developed by the American Academy of Family Physicians (AAFP). Entitled, "Prevention of Motor Vehicle Trauma: A Continuing Medical Education Course," it enables physicians to be trained as traffic safety leaders in their community. Contact the American Academy of Family Physicians at 1-800-274-2237 or 816-333-9700 for further information.

A "Car Seat Advocacy Kit" has been created by the American Academy of Pediatricians. It was designed to provide materials to facilitate the involvement of pediatricians in the promotion of child safety seats in their communities. Included in each kit are: 1) materials for patient education; 2) tools for encouraging local hospitals to adopt newborn discharge policies; and 3) tools for encouraging local police to enhance their enforcement of child passenger safety laws. Contact the American Academy of Pediatricians at 312-981-7933 for further information.

*Training Programs Leaders* To assist medial and health professionals in their administration of loaner programs and the conduct of safety seat clinics, NHTSA has available a comprehensive manual entitled, "Manufacturers' Instructions for Child Safety Seats." The manual is available for safety seat program managers also. See **Facts and Resources**.

## HEALTH AND MEDICAL PROGRAMS

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### *Ideas to Try*

- Promote hospitals as resources for child safety seat questions and loaner program information.
- Give a child safety seat to every baby born in local hospitals on Valentine's Day. Involve the media in featuring the newborns in its news coverage that day. Seats can also be given away at prenatal classes.
- Contact pediatricians and others assigned responsibility for the direct discharge of newborns and ask them to review discharge policies of their hospitals. Determine if someone reviews correct use with all outgoing patients.
- Have pediatricians and emergency room nurses give away coloring sheets on safety seats and belts to children and information to parents.
- Include child safety seat and safety belt information as part of health risk appraisals and patient information sheets.
- Contact medical insurance and health plan officials about offering incentives to their subscribers who use safety seats, have automatic belt systems, always have themselves and passengers wear safety belts, and wear motorcycle helmets. Reimbursement for the deductible part of their insurance is one such incentive.
- Ask hospital childbirth classes, local midwives, Lamaze instructors, obstetricians and gynecologists if speakers may be incorporated into the curriculum to cover correct installation and use of child safety seats and safety belts in their prenatal classes.
- Ask pharmacies to develop child safety seat messages for their advertisements during **Child Passenger Safety Awareness Week**.
- Safety belt characters, such as Vince and Larry, the crash test dummies, can be used to promote the use of child safety seats and safety belts during a special focus day. Youngsters can bring in their own dolls and toys for an "emergency" treatment, demonstrate how to call 9-1-1 or the Operator for assistance.
- Ask an emergency ambulance helicopter to visit schools and stress that they do not wish to see any of them as patients. Have a teacher videotape it for the media.



Included in this section are current occupant protection fact sheets and resources available to make your **Child Passenger Safety Awareness Week** the best ever!

These references include the following:

- Child Passenger Safety Fact Sheet
- Child Passenger Laws by State
- 1990 Shopping Guide for Child and Infant Safety Seats
- Resources for Child Passenger Safety Programs
- Governors' Highway Safety Offices
- NHTSA Regional Offices

All fact sheets may be duplicated for distribution. In many cases, the address or telephone number for a distributor of multiple resource items is listed once.

## FACTS AND RESOURCES

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### CHILD PASSENGER SAFETY FACT SHEET -- 1990

#### Laws

- All 50 States, D.C., Puerto Rico and Guam have child passenger safety laws, as compared to 1979 when only Tennessee had such a law.
- Safety belt use laws for the general public are in effect in 36 States, D.C., Puerto Rico and Guam.
- An additional 17 states have upgraded their child passenger safety laws by raising the age limit covered by the law, some beyond the 12th birthday.

#### Effectiveness

- Correctly used child safety seats in passenger vehicles are:
  - 71 percent effective in preventing fatalities
  - 67 percent effective in reducing the need for hospitalization
  - 50 percent effective in preventing minor injuries

#### Injuries Prevented and Lives Saved

- Among children four and under, child safety seats prevented about 28,000 injuries in 1989.
- With 100 percent correct use, child safety seats could prevent about 53,000 injuries.
- Among children four and under, child safety seats saved about 200 lives in 1989.
- With 100 percent correct use, child safety seats could save about 500 lives a year.
- Child safety seat use (correct and incorrect) among children four and under in NHTSA's observational survey in 19 cities was 83 percent during the first part of 1990 and 81 percent for 1989.

#### Correct Use of Safety Seats

- Seats must be used correctly to obtain their lifesaving benefits. Based on a NHTSA study conducted in 1988, overall misuse of all occupied safety seats was about 33 percent.
- However, the correct use rate has been increasing due to improved seat design, better instructions by the manufacturers and education to prevent misuse.
- The most common misuse errors are related to:
  1. improper routing of the vehicle's safety belt to anchor the seat
  2. infant seats facing forward rather than rearward
  3. seat harnesses or shields fastened incorrectly.

### Helpful Hints

- Adults cannot hold onto a child, even in a minor crash. The child is torn from the adult's arms -- even if the adult is buckled up. An unbelted adult can crush the child against the dashboard because of the force of the crash. This further contributes to the child's injuries.
- Read the instructions that come with the seat carefully before installing it. Incorrect installation or misuse will reduce protection substantially.
- Safety seats must always be anchored to the vehicle with the lap belt **exactly** as specified by the manufacturer. Read the vehicle owner's manual for detailed instructions on correct installation of child safety seats in your vehicle.
- Never use plastic feeder stands, car beds, pillows or cushions that are not certified for use in cars. Certified seats have a label stating that they meet Federal safety standards.
- The safest place for a child is in the rear seat of a car, correctly buckled into a child safety seat.
- Not all models of seats fit all vehicles. Shop for one that is easy for you to install and use. Try your child in it, and then try the seat in your car. Buy only the type of seat that you will use.
- Do not install a child safety seat in a seating position that has automatic safety belts, unless the vehicle owner's manual provides specific instructions on how to do so.
- Shoulder-only automatic belts are designed to protect adults. In a car equipped with shoulder-only automatic belts in the front, older children should sit in the rear and use a lap/shoulder belt or lap belt. Some cars with automatic belts also allow for manual lap belt installation (check the vehicle owner's manual).
- Air bags do not take the place of child safety seats or safety belts. Refer to the vehicle owner's manual before installing a child safety seat in the front seat of a vehicle that has a passenger side air bag.
- A child safety seat that has once protected a child in a crash should be replaced.
- Call NHTSA's toll free Hotline at 1-800-424-9393 to check for recalls or other information on making certain that you are using the seat correctly.
- Send the child safety seat manufacturer a postcard marked "Child Safety Seat Registration" with your name, address and the model number and production date of your child safety seat. This will allow the manufacturer to contact you if the seat is ever recalled.
- For the best protection, use the safety seat only for the duration of one child's growth through early childhood.

# FACTS AND RESOURCES

## CHILD PASSENGER PROTECTION LAWS

STATE	ORIGINAL	ORIGINAL	RESTRAINT	SAFETY SEAT		SAFETY BELT REQUIRED	PENALTY(3)
	YEAR ENACTED	EFFECTIVE DATE	REQUIREMENT AGE	REQUIRED	MAY SUBSTITUTE SAFETY BELTS		
Alabama	1982	7/82	Under 6	Under 6	Either 4 or 5		\$10
Alaska	1984	6/85	Under 16	Under 4	4 thru 15	**	2 pts., to \$50
Arizona* 1	1983	8/83	Thru 4 (2)	Thru 4 (2)	No	**	\$50
Arkansas	1983	8/83	Under 5	Under 3	Between 3 & 5		\$10-\$25
California*	1982	1/83	Under 4(2)	Under 4(2)	No	**	\$100
Colorado	1983	1/84	Under 4(2)	Under 4(2)	No	**	\$25
Connecticut	1982	5/82	Under 4	Under 4	Between 1 & 4 in rear seat	**	\$25-\$100
Delaware 1	1982	6/82	Under 4	Under 4	No		\$25
Dist. of Col.	1982	7/83	Under 6	Under 3	Between 3 & 6	**	\$25
Florida*	1982	7/83	Under 6	Under 4	Between 4 & 6	**	\$15
Georgia*	1983	7/84	Under 5	Under 3	Between 3 & 5	**	\$25
Hawaii	1983	7/83	Under 4	Under 3	Between 3 & 4	**	\$100 maximum
Idaho 1	1984	1/85	Under 4(2)	Under 4(2)	No	**	\$100 maximum
Illinois* 1	1982	7/83	Under 6	Under 4	Between 4 & 6	**	\$25-\$50
Indiana	1983	1/84	Under 5	Under 3	Between 3 & 5	**	\$50-\$500
Iowa*	1984	1/85	Under 6	Under 3	Between 3 & 6	**	\$10
Kansas*	1981	1/82	Under 15	Under 4(4)	Between 4 & 13	**	\$10
Kentucky* 1	1982	7/82	Under 40"	Under 40"	No		\$50
Louisiana	1984	9/84	Under 5	Under 5	Between 3 & 5 in rear seat	**	\$25-\$50
Maine*	1983	9/83	Under 16	Thru 4	Between 1 & 4 if not in parent's vehicle	4 thru 15	\$25-\$50
Maryland	1983	1/84	Under 5	Under 3	Between 3 & 5	**	\$25-\$50
Massachusetts*	1981	1/82	Thru 12	Under 5	Under 5	5 thru 12	\$25
Michigan*	1981	4/82	Thru 15	Thru 4	1 thru 4 in rear seat	**	\$10
Minnesota*	1982	8/83	Under 11	Under 4	4 thru 10 in rear seat	**	\$25
Mississippi*	1983	7/83	Under 2	Under 2	No	**	\$25
Missouri	1983	1/84	Under 4	Under 4	Under 4 in rear seat	**	\$25
Montana* 1	1983	1/84	Under 4(2)	Under 2	Between 2 & 4	**	\$10-\$25
Nebraska*	1983	8/83	Under 5(2)	Under 4(2)	No		\$25
Nevada	1983	7/83	Under 5	Under 5	Under 5 in rear seat	**	\$35-\$100
New Hampshire*	1983	7/83	Under 12	Under 12	Under 5		\$30
New Jersey*	1983	4/83	Under 5	Under 5	Between 1 1/2 & 5 in rear seat	**	\$10-\$25
New Mexico*	1983	6/83	Under 11	Under 5	Between 1 & 5 in rear seat	5 thru 10**	\$50
New York*	1981	4/82	Under 10	Under 4	Between 4 & 10 in rear seat	4 thru 9 **	\$25
North Carolina*	1981	7/82	Under 6	Under 3	Between 3 & 6	**	\$25
North Dakota*	1983	1/84	Thru 5	Under 3	3 thru 5	** On hold	\$20
Ohio	1982	3/83	Under 4(2)	Under 4(2)	Between 1 & 4 if not in parent's vehicle	**	\$10
Oklahoma*	1983	11/83	Under 5	Under 4	Under 4 in rear, 4-5 in front or rear	**	\$25 maximum
Oregon*	1983	1/84	Under 16	Under 1	Between 1 & 5	5 thru 15	\$50 maximum
Pennsylvania*	1983	1/84	Under 4	Under 4	Between 1 & 4 in rear seat	**	\$25
Rhode Island*	1980	7/80	Thru 12	Thru 3	No	4 thru 12	\$10
South Carolina*	1983	7/83	Under 6	Under 4	Between 1 & 6 in rear seat	**	\$25
South Dakota*	1984	7/84	Under 5	Under 2	Between 2 & 5		\$20
Tennessee*	1977	1/78	Under 4	Under 4	No	**	\$25-\$50
Texas	1984	10/84	Under 4	Under 2	Between 2 & 4	**	\$25-\$50
Utah*	1984	7/84	Under 8	Under 2	Between 2 & 8	**	\$20
Vermont*	1984	7/84	Thru 12	Under 5	Between 1 & 5 in rear seat		\$25
Virginia*	1982	1/83	Under 4	Under 3	Between 3 & 4 or over 40 pounds	**	\$25
Washington 1	1983	1/84	Under 5	Under 1	Between 1 & 5	**	\$30
West Virginia*	1981	7/81	Under 9	Under 3	Between 3 & 5	5 thru 8	\$10-\$20
Wisconsin*	1982	11/82	Under 4	Under 2	Between 2 & 4	**	\$10-\$200
Wyoming	1985	4/85	Under 3(2)	Under 3(2)	No	**	\$25

- NOTES:
- 1 Law applies only to parents and legal guardians
  - (2) Or less than 40 pound
  - (3) Most states waive fines upon proof of safety seat acquisition
  - (4) Kansas law applies only to children riding in front seat
  - \* States which have upgraded laws since original enactment
  - \*\* Covered by State Safety Belt Laws



U.S. Department of Transportation  
National Highway Traffic Safety  
Administration

# 1990 Shopping Guide for Child and Infant Safety Seats

American Academy  
of Pediatrics



A child safety seat that is installed and used correctly will provide very effective crash protection for your child. Incorrect use of a child safety seat can drastically reduce its effectiveness. Carefully read and follow the instructions that come with the child safety seat. Also, read the car owner's manual for installation instructions.

**NOTE:** Occasionally, child safety seats are recalled by the manufacturer to correct safety related problems. Phone the Auto Safety Hotline at 1-800-424-9393 to find if your new or used child safety seat has been recalled.

To be sure that you can be reached, send the manufacturer a postcard marked "CHILD

SAFETY SEAT REGISTRATION" with your name, address and the model number and production date of your child safety seat.

*Size and weight guide for child safety seats provided on reverse side.*

Manufacturer*/Name	Harness type	Harness adjustment	Special notes	Price Range
<b>INFANT SEATS</b>				
Century 560, 580	Straps only	Manual	Locks in shopping cart; 580-separate base stays belted in car.	\$30-60
Century Infant Love Seat	Straps only	Manual	Bulk purchase only.	Bulk
Cosco Dream Ride	Straps only	One-step	Unique car-bed position for infants lying flat; converts for semi-reclined rear-facing use.	\$77-82
Cosco TLC	Straps only	One-step		\$30-42
Evenflo Dyn-O-Mite	Straps only	Manual	Shoulder belt wraps around front of seat.	\$20-30
Evenflo Infant Car Seat	Straps only	Manual		\$30-40
Evenflo Joy Ride	Straps only	Manual	One model has sun shade.	\$30-60
Evenflo Travel Tandem	Straps only	Manual	Separate base stays belted in car; can be used in second car without base; locks in shopping cart.	\$60-70
Fisher-Price Infant Car Seat	Straps plus shield	Manual	Locks in shopping cart; sun shade.	\$45-55
Kolcraft Rock 'N Ride	Straps only	Manual		\$35-45
<b>CONVERTIBLE OR TODDLER SEATS</b>				
Babyhood Mfg. Baby Sitter	Straps only	One-step		\$89
Century 1000 STE	Straps only	Manual		\$50-60
Century 2000 STE, 3000 STE	Straps plus shield	One-step	2 positions for crotch buckle.	\$50-80
Century 5000 STE	Straps plus shield	One-step	Adjustable shield; back pads for infant comfort.	\$90-120
Cosco Commuter	Straps plus shield	Manual	Back pads or infant comfort; easy shoulder strap conversion.	\$69-82
Cosco 5-Point	Straps only	One-step	Back pads for infant comfort.	\$50-70
Cosco Soft Shield	Straps plus shield	One-step	High back pads for infant comfort.	\$60-70
Cosco Soft Shield Autotrac	Straps plus shield	Automatic	High back pads for infant comfort.	\$80-95
Evenflo Convertible	Straps only	Manual		\$45-50
Evenflo One-Step	Straps plus shield	Manual		\$50-80
Evenflo Seven Year Car Seat	Straps plus shield	One-step	Converts to booster seat (see Evenflo Booster).	\$95-120
Evenflo Ultara I, II	Straps plus shield	One-step	I-wide shield; II-T-shaped shield.	\$80-95
Fisher-Price Car Seat	Straps plus shield	Automatic		\$75-85
Gerry Guardian 643, 653, 655	Straps plus shield	Automatic	655-back pads for infant comfort.	\$55-85
Gerry Guardian 654	Straps plus shield	Automatic	Broad T-shaped shield; back pads for infant comfort.	\$90
Kolcraft Dial-A-Fit	Straps plus shield	One-step		\$65-85
Kolcraft Playskool Carseat	Straps plus shield	One-step	Like Kolcraft Dial-A-Fit, but with wide shield.	\$65-85
Nissan Infant/Child Safety Seat	Straps plus shield	Automatic		\$100
Prodigy Kiwi, Kiwi Plus	Straps only	One-step	Plus-sun shade and fold-down back.	\$129-169
Prodigy Shuttle	Straps only	One-step	Converts into shroller.	\$299-329
Renolux GT 2000	Straps only	Manual	Previously sold by Strolee.	\$64-76
Renolux GT 4000, 5000, 7000	Straps only	Manual	High headrest; 5000-swivel base; 7000-remote-control recline feature.	\$88-250
New harness: Little Cargo Auto Safety Vest (25-40 lbs.)	Straps only	Manual	Padded shoulder, hip and crotch straps fastened to auto lap belt through padded aluminum stress plate.	\$30-40
<b>Booster seats</b>				
Century Commandar	Wrap-around			\$25-35
Century CR-3	Wrap-around	Belt-positioning booster.		\$25-35
Cosco Explorer	Wrap-around	2 seat heights.		\$23-32
Evenflo Booster Car Seat	Through base or wrap-around	Split shield opens in middle; belt through base for short child; internal crotch strap.		\$40-45
Evenflo Sightseer	Wrap-around			\$25-30
Ford TotGuard	Wrap-around	Large shield; 2 seat heights.		\$65
Gerry DoubleGuard	Through base when used with lap belt	Belt-positioning booster; internal self-adjusting lap belt built into shield.		\$45-55
Kolcraft Tot Rider Quik Step	Wrap-around	Shield pivots down on crotch post for seating child.		\$20-45
Virco/Pride-Trimble Click 'N Go	Wrap-around			\$30-45

\* All seats listed have been certified by the manufacturer as meeting the Federal Motor Vehicle Safety Standard, FMVSS 213.

# 1990 Shopping Guide for Child and Infant Safety Seats

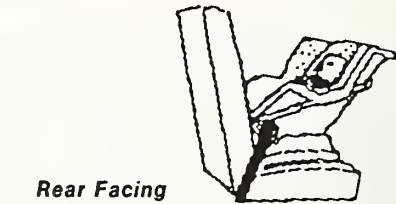
## SIZE AND WEIGHT GUIDE FOR CHILD SAFETY SEATS

**From Birth to  
9 12 Months or 20 Pounds**

Use an infant or convertible seat facing the rear.



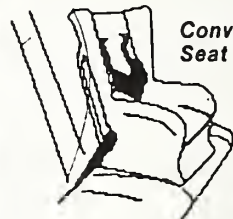
Infant



Rear Facing  
Convertible Seat

**9 12 Months or 20 Pounds to  
4 Years or 40 Pounds**

Use a convertible or toddler seat.



Convertible  
Seat

**4 Years or 40 Pounds to  
8 Years or 70 Pounds**

Keep children in convertible or toddler seats as long as they will fit.

When they have outgrown the convertible or toddler seat,

- \* If the vehicle has a lap/shoulder belt in the rear seat, use a booster seat that *positions the lap/shoulder belt correctly—secures the lap belt across the child's hips, and positions the shoulder belt so it does not cross the face or the front of the neck.*

OR

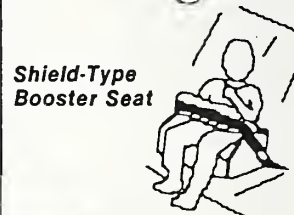
- \* Use the rear lap/shoulder belt alone *IF it fits properly—does not cross the face or neck and fits across the child's hips and does not ride up across the stomach.*
- \* If no other type of restraint is available, use the lap belt, positioned *low on the hips and adjusted snugly.*



Booster Seat  
with Lap/  
Shoulder Belt



Vehicle  
Lap/  
Shoulder  
Belt



Shield-Type  
Booster Seat

**8 Years and Older  
or 70 Pounds or more**

Use the protection system that is in the vehicle.



Vehicle  
Lap  
Belt

**NOTE:** Ages and weights are approximate. Manufacturer's instructions should be consulted for exact figures. Use only safety seats labeled: "This child restraint system conforms to all applicable Federal motor vehicle safety standards" and has a stamp of manufacturing after January 1, 1981.

### RESOURCE MATERIALS

#### Educational Pieces

The following items may be obtained by contacting NHTSA, NTS-13, 400 Seventh St., S.W., Washington, D.C. 20590. Unless otherwise noted, up to 50 copies are available free.

- Protect Your Child with a Child Safety Seat/One-Minute Safety Check-Up**, NHTSA, 1988.
- Shopping Guide for Child Safety Seats**, NHTSA, 1990.
- Child Safety Seats for Your Auto**, NHTSA, 1986.
- Car Safety for You and Your Baby**, ACOG, 1989.
- The Community and Law Enforcement: Teaming Up to Save Lives**, NHTSA, 1989.
- Spanish Language Materials Resource Listing**, NHTSA, 1988. Listing of materials available in Spanish throughout the States and Puerto Rico.
- Protect Yourself Automatically**, NHTSA.
- Facts About Air Bags**, NHTSA, 1990.
- Is 40 Years of a Patient's Life Worth 40 Seconds of Your Time?**, NHTSA and AAFP, 1989.
- Is 40 Years of Your Life Worth 3 Seconds of Your Time?**, NHTSA and AAFP, 1989.
- Vince and Larry Buckle Up America! Stickers**, NHTSA, 1990.
- Vince and Larry Game Poster/Teaching Activities**, NHTSA and Instructor Magazine, 1989.
- Vince and Larry Buckle Up for Life Club Membership Cards**, NHTSA, 1989. (12 cards per sheet)
- Protect Profits through Loss Prevention**, NHTSA.
- Child Passenger Safety Law Enforcement -- Eight Community Strategies**, NHTSA, 1990. (one copy)
- Child Passenger Safety Advocacy Kit**, includes desk reference guide and video on correct use, NHTSA, available May 1991. (one copy)
- Manufacturers' Instructions for Child Safety Seats**, NHTSA, 1990. (one copy available for child safety seat program managers)
- We Love You, Buckle Up!** Kit for preschool settings, NHTSA. (one copy)
- We Love You, Buckle Up! Stickers**, NHTSA. (35 stickers per sheet; 3 sheets free)
- A Safer Way for Everyday Kit for Grades K-3**, NHTSA. (one copy)
- 3 Seconds to Safety Kit for Grades 3-6**, NHTSA. (one copy)
- The Car Club Kit for Middle School/Junior High School**, NHTSA, 1990. (one copy)
- Beating the Odds Kit for High School Health Education classes**, NHTSA. (one copy)
- Restrain Yourself Kit for High School Driver Education classes**, NHTSA. (one copy)
- Taking the Lead: A Student Traffic Safety Action Handbook for High Schools**, NHTSA, 1989. (one copy)
- 1990 Buckle Up America! Idea Sampler**, NHTSA. (Updated each year; one copy)

## **FACTS AND RESOURCES**

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**How to Plan a Comprehensive Community Occupant Protection Program**, NHTSA, 1989. (one copy)

**Protecting Our Own**, NHTSA, 1990. (one copy)

**Occupant Protection Systems and Trends for Police Managers**, NHTSA, 1989. (one copy)

**Occupant Protection Systems: Lesson Plans and Instructor's Guide for EMS Personnel**, NHTSA, 1987.

**Consumer Information Sheets: Transporting Your Children Safely; Automatic Crash Protection; Buckle Up in the Back Seat; Proper Use of Safety Belts**, NHTSA, 1989. Reproducible.

### **The items identified below must be ordered from their identified source.**

**NETS (Network of Employers for Traffic Safety) Program Materials** include: "Safety Management Seminar Instructor's Guide"; "Safety Management Seminar Participant's Manual"; "Instructor's Preparation Workshop Instructor's Guide"; "Instructor's Preparation Workshop Participant's Guide"; **Four Seasons Guide for Saving Lives: Highway Safety Ideas for Effective Workplace Programs**"; and **NETS Safety Handbook**." Available from NETS, Executive Secretary, 1140 Connecticut Avenue, N.W., Suite 804, Washington, D.C. 20036.

**How to Protect Your Child From Injury: Safe Kids Parent Book**. Available in English and Spanish. Contact: National Safe Kids Campaign, 202-939-4993.

**Safe Kids Children's Magazine**. National Safe Kids Campaign, 202-939-4993.

**Child/Infant Safety Seats Recommended for Use in Aircraft**, 1990, Federal Aviation Administration, 800 Independence Ave., S.W., Washington, D.C. 20591; 202-267-3479.

**Otto Says Buckle Up, Books 1 & 2**, AAA. Contact your local AAA Safety/Public Affairs office regarding availability.

**Counting on You Kit for Grades 4-6**. Traffic Safety Now, Inc., 300 New Center Bldg., Detroit, MI 48202.

**Flintstone Kids Comic Book**, AAA Foundation for Traffic Safety. Call: 202-775-1456.

**Fragile...Transport Safely!** Contact your local AAA Safety/Public Affairs office regarding availability.

**Traffic Safety Education Materials Program** (Teacher's Guide for Grades K-3, 4-6, 7-9; My Own Safety Story Activity Booklet for Grades K-3; Otto the Auto Storybook for Grades K-3; set of 10 traffic safety posters). Program redone each year; posters produced as a

result of annual school poster contest. Contact your local AAA Safety/Public Affairs office regarding availability.

**Riding with BuckleBear; Riding with the Big Green Snake Kit; Riding with Ms. Hen Kit; BuckleBear Team Starter Kit for Teachers; BuckleBear Meets Officer Air Bag; BuckleBear Team Doctor Kit; Story/Activity/Coloring Books; Rules of the Magic**



**Consortium; The "Going Riding" Activity Book; BuckleBear Team's "Good Passenger" Resource.** For parents and children ages 2-7. Contact: Shinn and Associates, Inc., 2853 W. Jolly, Okemos, MI 48864; 517-332-0211.

**Baby Seats, Safety Belts, and You!** by Robert Breitenbach and Judy Hammond, Transportation Safety Training Center, Virginia Commonwealth University. Also available in easel size for classroom instruction. Call: 804-367-6235.

**Travel Games for Children,** Mary Kinney Branson. Cosco, Inc., 812-372-0141.

**When I Ride in the Car,** Dorothy Chlad, 1983. In English and Spanish, hardback or paperback. Contact: National Safety Town Center, P.O. Box 39312, Cleveland, OH 44139; 216-831-7433.

**Safety Town Coloring Books (2).** Contact: National Safety Town Center.

**A New Vaccine for Child Safety,** Murl Harmon, 1981. Contact: National Safety Town Center.

### Reports

**Junior High School Occupant Protection Materials,** DOT HS 807 485, September 1989, NHTSA. Research Note also available.

**What Every Premature Baby Needs to Know...Before Riding in the Car,** AAP, Safe Ride News, Summer 1990.

**Strategies to Increase the Use of Safety Belts by Youngsters,** DOT HS 807-521, March 1989, NHTSA. Research Note also available dated April 1990.

**Child Safety Seat Misuse Research Note,** Charles J. Kahane, PhD, NHTSA, 1986.

**Safety Belt Experiences in Four Foreign Countries,** B.J. Campbell, PhD, AAA Foundation for Traffic Safety, 1988.

**Fatality and Injury Reducing Effectiveness of Lap Belts for Back Seat Occupants,** Charles J. Kahane, PhD, NHTSA, 1987.

**The Challenge of Transporting Children with Special Needs,** Deborah D. Richards, AAP, Safe Ride News, Spring 1989, pp. 1-4. Contact AAP, Division of Chapter and Member Services, P.O. Box 927, Elk Grove, IL 60009-0927.

**Child Safety Seat Recalls, Safety Notices and Replacement Parts,** American Academy of Pediatrics, Safe Ride News, Summer 1989.

**Outfitting Cars with Rear Seat Lap/Shoulder Belts,** American Academy of Pediatrics, Safe Ride News, 1989.

**Is Your Child's Car Seat Secure in the Car?,** American Academy of Pediatrics, Safe Ride News, Winter 1990.

### Posters/Other

**Vince and Larry Coloring Book,** NHTSA. Easily duplicated.

**Safer Than a Mother's Arms,** poster, NHTSA.

**We Love You, Buckle Up!** poster, NHTSA.

**Get it Together,** poster, NHTSA.

## **FACTS AND RESOURCES**

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**Vince and Larry: Why Go Through This?** poster, NHTSA.

**Vince and Larry: Smash Hits** poster, NHTSA.

**Dashboard Decals: Safety Belt Use Required (#3398) or Requested (#3399).** Contact your local AAA club Safety/Public Relations office regarding availability.

**Litter Bags: Develop the Safety Belt Habit (#3625); Buckle Up (#3628).** Contact your local AAA club Safety/Public Relations office regarding availability.

**Clip Art on Correct Use of Child Safety Seats,** NHTSA.

**These Children are in a Class by Themselves,** poster, American Coalition for Traffic Safety, Inc./Traffic Safety Now, Inc., 313-423-4600.

**BuckleBear Hand Puppets,** Shinn and Associates, Inc.

**I Buckle Up with BuckleBear** stickers, Shinn and Associates, Inc. (1000 stickers per roll. Also stickers with "I Buckle Up with the Big Green Snake" and "Buckle Up with the BuckleBear Team."

**BuckleBear Good Passenger Posters,** set of four 11"x14" posters, Shinn and Associates, Inc.

**BuckleBear Stamp Set, Puzzle, Key Fobs, T-Shirts, Suit,** Shinn and Associates, Inc.

### PSAs

**Vince and Larry PSAs,** 21 spots in 10- to 30-sec each, NHTSA, 1/2" VHS & 3/4". Specify format. These PSAs are for live audiences only, not for public broadcasting.

**Flintstone Kids TV Spot on Proper Seat Belt Use,** TV, tune of "Dem Bones," AAA Foundation for Traffic Safety.

**Buckle Up with Fred Flintstone,** 30-sec and 20-sec TV and radio PSAs, AAA Foundation for Traffic Safety.

**Buckle Up,** 60-sec radio spot with song/jingle, AAA Foundation for Traffic Safety.

### Audio-Visuals

**What's Wrong with This Picture?** Interactive puppet show for children on occupant protection. The Kids on the Block, Inc., 9385-C Gerwig Lane, Columbia, MD 21046; 1-800-368-KIDS or 301-290-9095. Other traffic safety shows available.

**Children in Crashes,** film/video, Insurance Institute for Traffic Safety, Washington, D.C.

**Lucky 13,** 16mm and 3/4" only, NHTSA.

**Do You Buckle Up?,** 16mm and 3/4" only, NHTSA.

**Otto the Auto Buckle Up,** film/video, local AAA club Safety/Public Relations office or AAA Foundation for Traffic Safety.

**Beltwoman Kit,** ages 4-7, FLI Learning Systems, Inc., P.O. Box 2233, Princeton, NJ 08540; 609-466-9000.

**Beltman Kit,** Grades K-6, FLI Learning Systems, Inc.

**Children in Safety Belts,** ACTS/TSN

**Law Enforcement Video,** ACTS/TSN

**Fit for Life**, 1/2" VHS and other formats available, 4:36 min., ACTS/TSN, 1989.

Designed for doctors and medical staff.

**Bring 'Em Back...to Exercise**, 1/2" VHS and other formats available, 4:35 min., ACTS/TSN, 1989. Designed for staff at fitness centers.

**Going Riding Video/Kit for Parents**, Shinn and Associates.

**Getting it Right! Parent Training Videos**, Shinn and Associates.

**BuckleBear Robot**, Shinn and Associates.

**Let's Be Careful**, tape cassette and coloring book, National Safety Town Center.

**Let's Be Careful Slide Show**, National Safety Town Center.

**Safety Town Game Board**, preschool through age nine, National Safety Town Center.

**Traffic Jams Songs for the Car**, Joe Scruggs, tape cassette of 13 car songs, Educational Graphics Press, P.O. Box 180476, Austin, TX 78718.



## GOVERNORS' HIGHWAY SAFETY REPRESENTATIVES

In each State there is an Office of Highway Safety headed by a Highway Safety Representative appointed by the Governor. The Governor's Highway Safety Representative manages the State/Federal Highway Safety Grant Program that funds a wide variety of programs aimed at reducing fatalities and injuries on the nation's highways. Each Governor's Representative can provide materials and information about particular State projects and programs designed to accomplish this goal and about special activities.

### ALABAMA

Governor's Highway Safety Representative  
AL Department of Economic & Community  
Affairs  
P.O. Box 2939  
3465 Norman Bridge Road  
Montgomery, AL 36105-0939  
(205) 261-3572

### ALASKA

Governor's Highway Safety Representative  
Highway Safety Planning Agency  
Department of Public Safety  
P.O. Box N  
450 Whittier Street  
Juneau, AK 99811  
(907) 465-4300

### AMERICAN SAMOA

Governor's Highway Safety Representative  
American Samoa Government  
P.O. Box 1086  
Pago Pago, American Samoa 96799  
(684) 633-1111  
(Through International Operator)

### ARIZONA

Governor's Highway Safety Representative  
Governor's Office of Highway Safety  
3010 N. Second Street, Suite 105  
Phoenix, AZ 85004  
(602) 255-3216

### ARKANSAS

Governor's Highway Safety Representative  
Arkansas Highway and Transportation  
Department  
P.O. Box 2261  
Little Rock, AR 72203  
(501) 569-2231

### CALIFORNIA

Governor's Highway Safety Representative  
Office of Traffic Safety  
Business and Transportation Agency  
7000 Franklin Boulevard, Suite 330  
Sacramento, CA 95823  
(916) 445-0527

### COLORADO

Governor's Highway Safety Representative  
Director, Division of Highway Safety  
4201 East Arkansas Avenue  
Denver, CO 80222  
(303) 757-9452

### CONNECTICUT

Governor's Highway Safety Representative  
Department of Transportation  
Bureau of Highways  
24 Wolcott Hill Road  
Wethersfield, CT 06109  
(203) 666-4343

## **DELAWARE**

Governor's Highway Safety Representative  
Office of Highway Safety  
Thomas Collins Building, Suite 363  
540 S. DuPont Highway  
Dover, DE 19901  
(302) 736-4475

## **DISTRICT OF COLUMBIA**

Governor's Highway Safety Representative  
Department of Public Works  
Frank D. Reeves Center  
2000-14th Street, NW, 6th floor  
Washington, DC 20009  
(202) 939-8000

## **FLORIDA**

Department of Community Affairs  
Governor's Highway Safety Representative  
2740 Center View Drive  
Tallahassee, FL 32399-2100  
(904) 488-8466

## **GEORGIA**

Governor's Highway Safety Representative  
Office of Highway Safety  
The Equitable Building  
100 Peachtree Street, Ste. 2000  
Atlanta, GA 30303  
(404) 656-6996

## **GUAM**

Governor's Highway Safety Representative  
Department of Public Works, OHS  
P.O. Box 2950  
Agana, GU 96910  
(671) 646-8643  
(Through International Operator)

## **HAWAII**

Governor's Highway Safety Representative  
Department of Transportation  
869 Punchbowl Street  
Honolulu, HI 96813  
(808) 548-4655

## **IDAHO**

Governor's Highway Safety Representative  
Idaho Department of Transportation  
P.O. Box 7129  
3311 West State Street  
Boise, ID 83707  
(208) 334-8101

## **ILLINOIS**

Governor's Highway Safety Representative  
Division of Traffic Safety  
319 Administration Building  
2300 South Dirkson Parkway  
Springfield, IL 62764  
(217) 782-4972

## **INDIANA**

Governor's Highway Safety Representative  
State Capitol - Room 210  
Indianapolis, IN 46204  
(317) 232-4578

## **IOWA**

Governor's Highway Safety Representative  
Iowa Department of Public Safety  
Wallace State Office Building  
Des Moines, IA 50319  
(515) 281-5261

## **KANSAS**

Governor's Highway Safety Representative  
Kansas Department of Transportation  
State Office Building  
Topeka, KS 66612  
(913) 296-3461

## **KENTUCKY**

Governor's Highway Safety Representative  
Kentucky State Police Headquarters  
919 Versailles Road  
Frankfort, KY 40601-9980  
(502) 695-6300

## **LOUISIANA**

Governor's Highway Safety Representative  
Louisiana Highway Safety Commission  
Department of Public Safety  
P.O. Box 66336, Capitol Station  
Baton Rouge, LA 70896  
(504) 925-6991

## **MAINE**

Governor's Highway Safety Representative  
Bureau of Safety  
Department of Public Safety  
Northern Avenue  
Gardner, ME 04345  
(207) 582-8776

## **MARYLAND**

Governor's Highway Safety Representative  
Department of Transportation  
P.O. Box 8755  
Baltimore-Washington  
International Airport  
Baltimore, MD 21240-0755  
(301) 859-7397

## **MASSACHUSETTS**

Governor's Highway Safety Representative  
100 Cambridge Street  
Saltonstall State Office Bldg., Rm. 2104  
Boston, MA 02202  
(617) 727-5073

## **MICHIGAN**

Governor's Highway Safety Representative  
Office of Highway Safety Planning  
300 Washington Square, Suite 300  
Lansing, MI 48913  
(517) 334-7908

## **MINNESOTA**

Governor's Highway Safety Representative  
Department of Public Safety  
Transportation Building, Rm. 207  
St. Paul, MN 55155  
(612) 296-6642

## **MISSISSIPPI**

Governor's Highway Safety Representative  
Office of Highway Safety  
301 West Pearl Street  
Jackson, MS 39203-3085  
(601) 949-2198

## **MISSOURI**

Governor's Highway Safety Representative  
Division of Highway Safety  
Department of Public Safety  
P.O. Box 1406  
Jefferson City, MO 65102-1406  
(314) 751-4161

## **MONTANA**

Governor's Highway Safety Representative  
Highway Traffic Safety Division  
Department of Justice  
303 North Roberts  
Helena, MT 59620  
(406) 444-3412

## **NEBRASKA**

Governor's Highway Safety Representative  
Department of Motor Vehicles  
P.O. Box 94789  
301 Centennial Mall South  
Lincoln, NE 68509-4789  
(402) 471-2281

## **NEVADA**

Governor's Highway Safety Representative  
Department of Motor Vehicles  
555 Wright Way, Room 258  
Carson City, NV 89711-0999  
(702) 885-5375

## **NEW HAMPSHIRE**

Governor's Highway Safety Representative  
New Hampshire Highway Safety Agency  
117 Manchester Street  
Concord, NH 03301  
(603) 271-2131

## **NEW JERSEY**

Governor's Highway Safety Representative  
Office of Highway Traffic Safety  
Department of Law and Public Safety  
Quakerbridge Plaza, Bldg. #5, CN-048  
Trenton, NJ 08625  
(609) 588-3750

## **NEW MEXICO**

Governor's Highway Safety Representative  
Department of Highways and Transportation  
P.O. Box 1149  
Santa Fe, NM 87504-1149  
(505) 827-5110

## **NEW YORK**

Governor's Highway Safety Representative  
New York Department of Motor Vehicles  
Empire State Plaza  
Swan Street Building  
Albany, NY 12228  
(518) 474-0841

## **NORTH CAROLINA**

Governor's Highway Safety Representative  
215 East Lane Street  
Raleigh, NC 27601  
(919) 733-3083

## **NORTH DAKOTA**

Governor's Highway Safety Representative  
North Dakota Highway Department  
600 East Boulevard Avenue  
Bismarck, ND 58505-0178  
(701) 224-2581

## **COMMONWEALTH OF THE NORTHERN MARIANA ISLANDS**

Governor's Highway Safety Representative  
Department of Public Safety  
Commonwealth of the Northern  
Mariana Islands  
Saipan, Northern Mariana Islands 96950  
(670) 234-6333 or 6431  
(Through International Operator)

## **OHIO**

Governor's Highway Safety Representative  
Department of Highway Safety  
P.O. Box 7167  
240 Parsons Avenue  
Columbus, OH 43205  
(614) 466-2550 or 3383

## **OKLAHOMA**

Governor's Highway Safety  
Representative  
Oklahoma Dept. of Transportation  
200 NE 21st Street  
Oklahoma City, OK 73105  
(405) 521-3314

## **OREGON**

Governor's Highway Safety Representative  
Oregon Traffic Safety Commission  
State Library Building-4th Floor  
Salem, OR 97310  
(503) 378-3670 or 3669

## **PENNSYLVANIA**

Governor's Highway Safety Representative  
Department of Safety Administration  
1200 Transportation & Safety Building  
Harrisburg, PA 17120  
(717) 787-3928

## **PUERTO RICO**

Governor's Highway Safety Representative  
Department of Transportation and Public Works  
P.O. Box 41269, Minillas Station  
Santurce, PR 00940  
(809) 726-6670

## **RHODE ISLAND**

Governor's Highway Safety Representative  
Department of Transportation  
State Office Building - Smith Street  
Providence, RI 02903  
(401) 277-2481



## **SOUTH CAROLINA**

Governor's Highway Safety Representative  
Office of Highway Safety Programs  
Edgar A. Brown State Office Bldg.  
1205 Pendleton Street, Room 453  
Columbia, SC 29201  
(803) 734-0421

## **SOUTH DAKOTA**

Governor's Highway Safety Representative  
Department of Commerce and Regulation  
910 East Sioux Avenue  
Pierre, SD 57501  
(605) 773-3178

## **TENNESSEE**

Governor's Highway Safety Representative  
Department of Transportation  
James K. Polk State Office Building  
505 Deaderick Street, Suite 700  
Nashville, TN 37219  
(615) 741-2848

## **TEXAS**

Governor's Highway Safety Representative  
State Department of Highways  
and Public Transportation  
11th and Brazos  
Austin, TX 78701  
(512) 463-8616

## **UTAH**

Governor's Highway Safety  
Representative  
Department of Public Safety  
4501 South 2700 West  
Salt Lake City, UT 84119  
(801) 965-4461

## **VERMONT**

Governor's Highway Safety Representative  
Department of Transportation  
133 State Street  
Montpelier, VT 05602  
(802) 828-2657

## **VIRGINIA**

Governor's Highway Safety Representative  
Department of Motor Vehicles  
P.O. Box 27412  
Richmond, VA 23269  
(804) 367-6602

## **VIRGIN ISLANDS**

Governor's Highway Safety Representative  
Virgin Island Office of Highway Safety  
Lagoon Street Complex  
Building #2, Rm. 218  
Fredricksted, St. Croix, VI 00840  
(809) 772-5820

## **WASHINGTON**

Governor's Highway Safety Representative  
Washington Traffic Safety Commission  
1000 S. Cherry Street, MS/PD-11  
Olympia, WA 98504  
(206) 753-6197

## **WEST VIRGINIA**

Governor's Highway Safety Representative  
Criminal Justice and Highway Safety Office  
5790-A MacCorkle Avenue  
Charleston, WV 25304  
(304) 348-8814

## **WISCONSIN**

Governor's Highway Safety Representative  
Wisconsin Office of Highway Safety  
P.O. Box 7910  
4802 Sheboygan Avenue  
Madison, WI 53707  
(608) 266-1113

## **WYOMING**

Governor's Highway Safety Representative  
Wyoming Highway Department  
Highway Safety Branch  
P.O. Box 1708  
Cheyenne, WY 82002-9019  
(307) 777-7296

**NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)  
REGIONAL OFFICES**

**Region I:**

*(Connecticut, Maine, Massachusetts,  
New Hampshire, Rhode Island, Vermont)*

NHTSA

Transportation Systems Center  
Kendall Square Code 903  
Cambridge, MA 02142  
(617) 494-3427

**Region II:**

*(New Jersey, New York, Puerto Rico,  
Virgin Islands)*

NHTSA

Room 204  
222 Mamaroneck Avenue  
White Plains, NY 10605  
(914) 683-9690

**Region III:**

*(Delaware, District of Columbia,  
Maryland, Pennsylvania,  
Virginia, West Virginia)*

NHTSA

BWI Commerce Park  
7526 Connelley Drive, Suite L  
Hanover, MD 21076-1699  
(301) 768-7111

**Region IV:**

*(Alabama, Florida, Georgia, Kentucky,  
Mississippi, North Carolina,  
South Carolina, Tennessee)*

NHTSA

Suite 501  
1720 Peachtree Road, N.W.  
Atlanta, GA 30309  
(404) 347-4537

**Region V:**

*(Illinois, Indiana, Michigan,  
Minnesota, Ohio, Wisconsin)*

NHTSA

18209 Dixie Highway  
Homewood, IL 60430  
(312) 799-6067

**Region VI:**

*(Arkansas, Louisiana, New Mexico,  
Oklahoma, Texas)*

NHTSA

819 Taylor Street  
Room 8A38  
Fort Worth, TX 76102-6177  
(817) 334-3653

**Region VII:**

*(Iowa, Kansas, Missouri, Nebraska)*

NHTSA

P.O. Box 412515  
Kansas City, MO 64141  
(816) 926-7887

**Region VIII:**

*(Colorado, Montana, North Dakota, South  
Dakota, Utah, Wyoming)*

NHTSA

555 Zang Street, 4th Floor  
Denver, CO 80228  
(303) 969-6917

**Region IX:**

*(American Samoa, Arizona, California,  
Guam, Hawaii, Nevada)*

NHTSA

211 Main Street  
Suite 1000  
San Francisco, CA 94105  
(415) 744-3089

**Region X:**

*(Alaska, Idaho, Oregon, Washington)*

NHTSA

3140 Jackson Federal Building  
915 Second Avenue  
Seattle, WA 98174  
(206) 442-5934

In this section, you will find logos and materials for use in your activities. All items may be reproduced without prior permission.

The following items are included:

- CPSA Logo Sheets (2)
- Safety Seat Checklist
- Buckle Up Pledge Cards
- Buckle Up Helper Award
- Vince and Larry Coloring Sheet for Children





# **Buckle Up for Love!**

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**Child Passenger  
Safety Awareness Week  
February 10-16, 1991**





**Buckle Up  
for Love!**



**Buckle Up  
for Love!**



**Buckle Up  
for Love!**



**Buckle Up  
for Love!**



**Buckle Up  
for Love!**



**Buckle Up  
for Love!**



**Buckle Up  
for Love!**



**Buckle Up  
for Love!**



**Buckle Up  
for Love!**





**SAFETY SEAT CHECKLIST**

**INFANT SEAT  
OR CONVERTIBLE SEAT  
USED FOR AN INFANT**

**BRAND/MODEL OF SAFETY SEAT**

- \_\_\_ Seat facing the rear
- \_\_\_ Seat labeled to indicate it meets Federal standards
- \_\_\_ Child within manufacturer's recommended weight range (usually up to 17-20 lbs.)
- \_\_\_ Seat in semi-reclined position
- \_\_\_ Seat secured tightly with safety belt
- \_\_\_ Seat belt routed correctly
- \_\_\_ Locking clip used if seat belt has a sliding latchplate
- \_\_\_ Child secured snugly with harness/shield
- \_\_\_ Harness in lower slots of convertible seat
- \_\_\_ If blanket used, harness secured FIRST and blanket placed on top
- \_\_\_ Harness retainer used if required by manufacturer's instructor.
- \_\_\_ Harness free of marks or tears, not twisted

**SAFETY SEAT CHECKLIST**

**TODDLER SEAT  
OR CONVERTIBLE SEAT  
USED FOR A TODDLER**

**BRAND/MODEL OF SAFETY SEAT**

- \_\_\_ Seat labeled to indicate it meets Federal standards
- \_\_\_ Child within manufacturer's recommended weight range for forward installation (approx. 20-40 lbs)
- \_\_\_ Seat facing forward
- \_\_\_ Seat in upright position
- \_\_\_ Seat secured tightly with safety belt
- \_\_\_ Seat belt routed correctly
- \_\_\_ Locking clip used if seat belt has a sliding latchplate
- \_\_\_ Child secured snugly with harness/shield
- \_\_\_ Harness in appropriate slots of convertible seat (just over top of shoulders)
- \_\_\_ Harness retainer used if provided
- \_\_\_ Harness free of marks or tears, not twisted
- \_\_\_ Crotch straps low enough to keep hip straps on child's upper thighs
- \_\_\_ Tether in place if required by manufacturer's instructions

**SAFETY SEAT CHECKLIST**

**BOOSTER SEAT**

**BRAND/MODEL OF SAFETY SEAT**

- \_\_\_ Designed for use in car (not household booster)
- \_\_\_ Seat labeled to indicate it meets Federal standards
- \_\_\_ Child too large to fit into a convertible car seat
- \_\_\_ Seat secured tightly with safety belt
- \_\_\_ Seat belt routed correctly
- \_\_\_ Locking clip used if seat belt has sliding latchplate
- \_\_\_ If shield type, shield fastened close to child's body, seat belt routed correctly
- \_\_\_ or
- \_\_\_ If booster without shield, use either booster harness with tether or lap belt plus shoulder belt





# BUCKLE-UP PLEDGE

I pledge, for the next two weeks, to buckle up, to protect children by placing them in safety belts or child safety seats, and to encourage my fellow passengers to get into the buckle-up habit.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_  
(street) (city) (state) (zip)

Telephone No. \_\_\_\_\_

---



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I pledge, for the next two weeks, to buckle up, to protect children by placing them in safety belts or child safety seats, and to encourage my fellow passengers to get into the buckle-up habit.

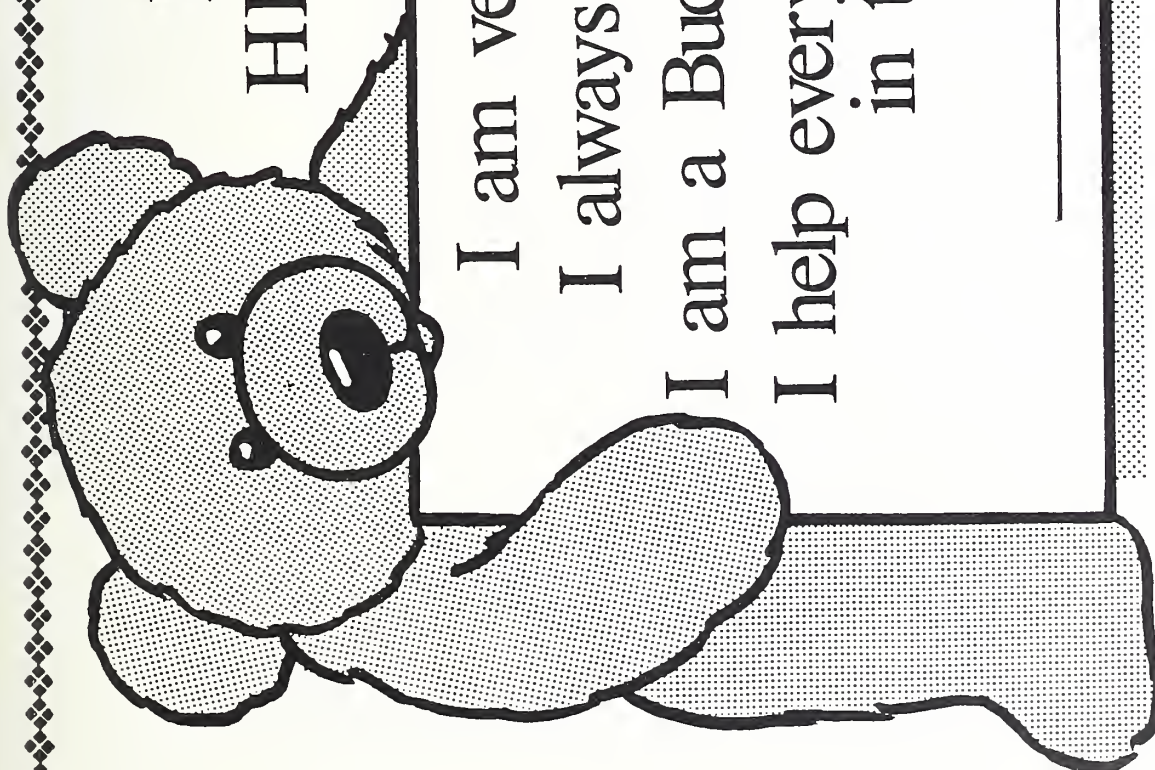
Signature \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_  
(street) (city) (state) (zip)

Telephone No. \_\_\_\_\_



# BUCKLE UP HELPER AWARD



I am very special.

I always buckle up.

I am a Buckle Up Helper.

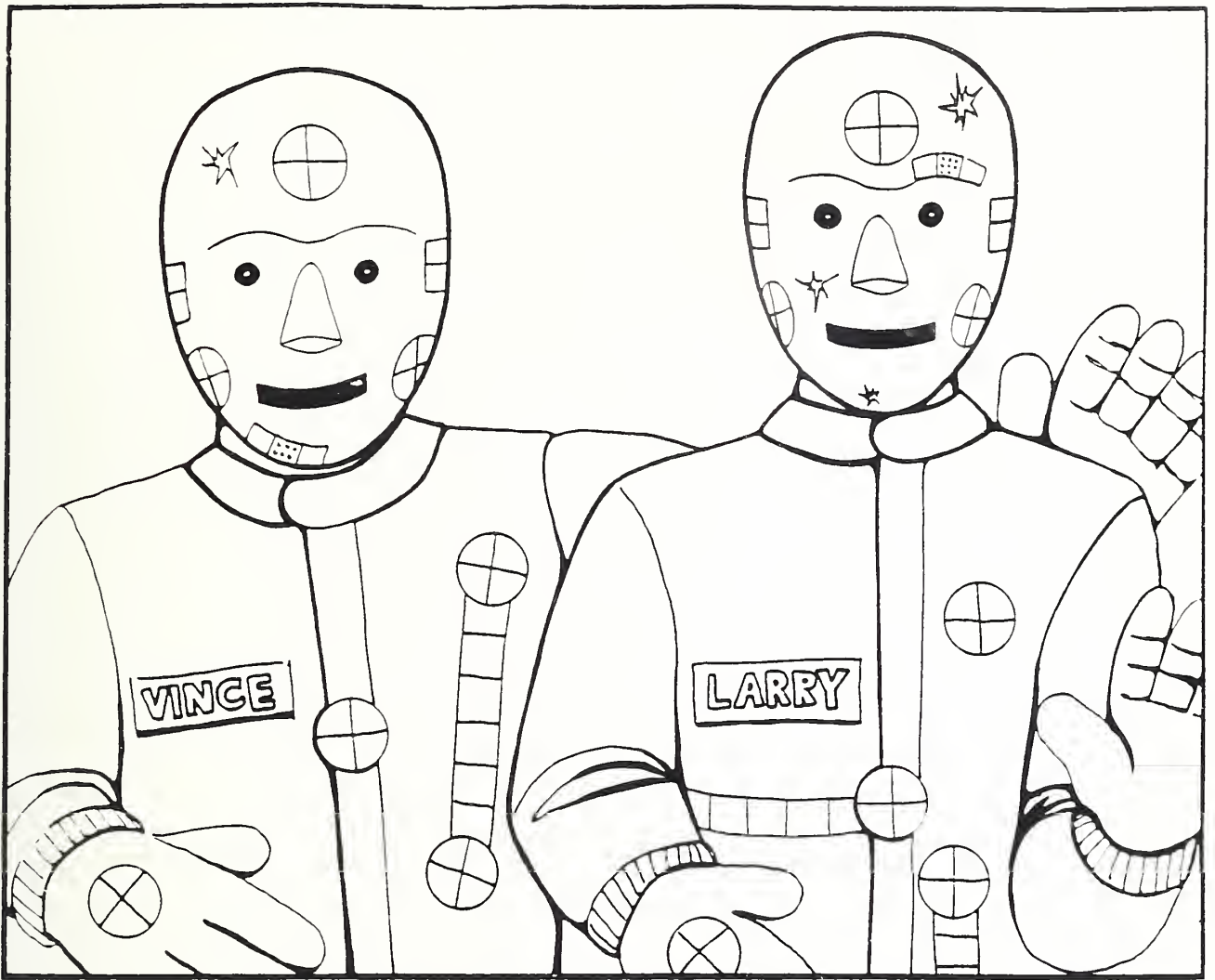
I help everyone ride safely  
in the car.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





**Vince and Larry  
say:  
“Buckle up,  
someone cares.”**

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TL 242 .B1

Buckle up

Form DOT F 17  
FORMERLY FORM D

DOT HS 807 650  
September 1990

