INTEREFORE ON CHID PASSENGER PROTECTION

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PO Box 266
Bothell, Wa. 98011

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FINAL REPORT

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### Abstract

Report on the planning and execution of the National Conference on Child Passenger Protection, December 10-11, 1979, sponsored by the National Highway Traffic Safety Administration. The preparation of the agenda, participation of the advisory committee, development of the invitation list, and selection of the site are recounted. An evaluation of the Conference is given, and a description of the contribution of the Public Meeting on Child Transportation Safety to the Conference's success. Appendices provide specific examples of letters, mailing lists, program content and evaluation questionnaires used in the body of the report.
# Metric Conversion Factors

## Approximate Conversions to Metric Measures

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1. It is 2.54 exactly. For other exact conversions and more detailed tables, see NBS Misc. Publ. 296, Units of Weights and Measures, Price I-2.25, SD Catalog No. C13, U.206.
CONTENTS

DESCRIPTION ........................................ 1
EVALUATION ........................................ 8
APPENDIX

A. Agenda Development
   1. Advisory Committee: Members, Purpose, Agenda of Meeting
   2. Agenda Outline from Advisory Committee Meeting
   3. Sample Letter to Workshop Speakers
   4. Letter to Advisory Committee Requesting Comments
   5. Preliminary Agenda, Final Conference Program

B. Invitations, Mailing Lists
   1. Sample Letters to Organizations, Address Lists
   2. Notices of Meeting: Preliminary Card and Final Form
   3. List of Exhibitors
   4. Exhibit Invitations, Address Lists

C. Evaluation
   1. Letter Requesting Comment, Commentators
   2. Sample Questionnaire

D. Conference Content
   1. Summaries of Speakers' Remarks, General Session
   2. Pledges by Administrator Claybrook
   3. NHTSA Awards Presented December 11, 1979

iii
DESCRIPTION AND METHODS

The National Conference on Child Passenger Protection was held for the purpose of 1) coordinating the efforts of diverse groups and persons working in the child restraint area; 2) providing a highly visible child advocacy program during the International Year of the Child; 3) stimulating the promotion of child passenger safety to legislative bodies, public agencies and the private sector; and 4) to exchange recent research findings and identify areas needing further development.

The conference was the result of a cooperative effort by a number of people working together from different organizations and with different degrees of involvement. Action for Child Transportation Safety (ACTS) was awarded a purchase order by the National Highway Traffic Safety Administration (NHTSA) to provide certain services involved in the planning of the meeting. ACTS provided lists of potential invitees, worked on the agenda, and provided payment for travel and expenses for the Advisory Committee (attending a planning meeting) and certain speakers at the conference.

The desirability of having the benefit of consultation from a planning committee from the start was recognized by both NHTSA and ACTS. We selected thirteen people who represented major safety organizations, manufacturers, public health and pediatric professions, and researchers (listed in Appendix A-1). We made an effort to avoid duplicating the advisory group assembled by the Highway Safety Research Center of the University of North Carolina for the NHTSA-sponsored workshops held earlier in 1979. Although some overlap was inevitable, newcomers did provide some fresh points of view.

A meeting of the Advisory Committee was held in March 1979 at NHTSA. Its purpose was to provide suggestions on logistics and the content of the conference. Travel and per diem expenses for committee members were paid
through ACTS. Major points agreed upon included:

Place: The meeting should be located in or near Washington, D.C. to attract as much national press attention as possible, and to encourage attendance of representatives from government agencies and the many private organizations located there.

Time: We should avoid September, October, early November, due to the large number of other health and safety conferences scheduled for that period; little enthusiasm was shown for visiting Washington in the summer; 2 1/2 days was an acceptable length for the meeting. A Wednesday-Friday meeting was suggested, to enable physicians to attend on the most flexible day of their work week, Wednesday.

Structure: All wished to make the workshop schedule flexible enough to allow people to cross over from their specialized fields to other workshops of interest to them; planned a comprehensive general session for day 1, to bring everyone up-to-date and make certain that those participants who only attend the first day would get the broad picture of the issue.

Content: Identified many specific topics within the broad areas of Social Research, Biomechanical Research, Educational Programs, Public Policy, and Media Treatment of Safety. (Appendix A-2)

Scope: Agreed that the meeting should encompass all aspects of child passenger safety, from infant and child restraint systems to school bus safety, and youth group transportation, education of older children, and methods of transporting the physically handicapped child.

Participants: The conference should bring together the widest possible range of interested people from diverse fields like health and safety, manufacturing and retailing, community action, child development, communications, and insurance.

Endorsements: They should be sought from the major organizations already
active in the field of child transportation safety, to increase the stature of the conference in the eyes of professionals and newcomers.

AGENDA

The conference agenda originally called for a General Session on Monday, concurrent workshops on Tuesday, and regional meetings, a panel of manufacturers and a final General Session on Wednesday morning. When the Public Meeting on Child Transportation Safety, piggy-backed onto the end of the conference (Wednesday afternoon) proved so popular (approximately 70 speakers) that it was expanded to a full day on Wednesday, changes were required. The manufacturer's panel was squeezed into day 1, while the regional meetings were added to the end of the second day. The closing general session was eliminated, with NHTSA deciding to distribute full proceedings to all attendees to take the place of the summarizing function of the final meeting.

For the General Session, the aim was to present the latest information on the most important aspects of child passenger protection, while giving the major figures in the field a chance to present their views. Finding a place for each within the structure and time constraints of one day required a juggling act, which was ultimately resolved fairly successfully. Balance was sought among public and political figures, founders of the auto safety movement, organizations and states with exemplary programs, and officials of Federal Agencies. Technical discussions of injuries to children in accidents and factors influencing the use of restraints provided some specifics of recent research and field experience, while the panel of industry representatives gave all child restraint manufacturers an opportunity to be recognized and to answer some of the questions which have arisen in the use of their products.

As an aid in planning and conducting the workshops, we enlisted five
members of the planning committee (E. Christy Hughes, National Safety Council; John Melvin, Highway Safety Research Institute, University of Michigan; Forrest Council, Highway Safety Research Center, University of North Carolina; Alan Williams, Insurance Institute for Highway Safety; David Shinn, Michigan Department of State) to serve as moderators for the five subject areas. In the course of their own work over the next few months, these people spent many hours developing interesting panels for discussing various aspects of their subjects in consultation with ACTS and NHTSA. (Remuneration for their time was offered under the contract, but only one moderator required it.) They looked for especially knowledgeable speakers within the various disciplines which together make up the Child Transportation Safety movement and others from related fields who would bring fresh points of view to the discussion. (Sample letter Appendix A-3)

A letter with suggested topics, addressed to all planning committee members (Appendix A-4) requesting suggestions for speakers, brought a disappointingly low response. The topics and panels took some time to be completely worked out. There was an ongoing process of review by NHTSA and ACTS. (Various versions of the Agenda and Final Program, Appendix A-5)

Some speakers, especially those outside of the field, required partial or full payment of expenses to enable them to attend. Those reimbursed were mainly professionals from fields other than child safety, who had no way of obtaining coverage through their jobs. None received honoraria.

THE DEVELOPMENT OF BROAD PARTICIPATION

The Conference was endorsed by eight major organizations, (Action for Child Transportation Safety; American Academy of Pediatrics; Highway Safety Research Center, University of North Carolina; National Association of Women Highway Safety Leaders; National Safety Council; Physicians for Automotive
Safety; Transportation Center, University of Tennessee; U.S. Jaycettes), and was designated an official event of the International Year of the Child (IYC). The invitation list was compiled from many sources: ACTS (members and other contacts), Physicians for Automotive Safety (list of medical facilities which are involved in child restraint education), University of Tennessee Transportation Center (nominees to previous Child Passenger Safety meetings and other contacts), University of North Carolina Highway Safety Research Center (nominees to and attendees at NHTSA regional workshops). Lists of national organizations involved in some aspect of child development, health, welfare or safety were compiled and letters were sent to these organizations to introduce the concept of child passenger safety and the goals of the conference and to invite their participation. Responses received were varied, from enthusiastic to unconcerned. [Some of these organizations provided lists of key people.] (See Appendix B-1 for sample letters and lists of organizations.)

All on the final mailing list received first a notice of the dates and place of the meeting. Some confusion resulted from failure to state "Details will follow" on the initial notice. A detailed announcement with the agenda and registration information followed (Appendix B-2). In addition, announcements were placed in newsletters of ACTS and PAS a full six months before the conference, to alert members to the event, and in the newsletter of the IYC.

In order to encourage grass-roots level participation, a registration fee was not originally planned. During planning, it was found that the costs of activities (two luncheons, coffee breaks, and two receptions) had to be passed on to the attendees. The registration fee of $40 was the minimum possible in the circumstances. Participation of grass-roots individuals was, however, greatly facilitated by the funding for travel and expenses available through the public participation function of the public meeting.
EXHIBITS

The Exhibit Section of manufacturers of child restraint systems including two innovative designs from abroad, corporations with educational products, automobiles designed with special safety features (a Research Safety Vehicle, NHTSA airbag car, Chevette with three-point automatic belt system), and non-profit and state safety organizations. (List, Appendix B-3) Invitations were sent approximately two months before the conference, (Appendix B-4) detailing the fees for different classifications of exhibitors: $100 for profit-making companies and $20 for non-profit organizations for the Sunday night exhibit (at the hotel) and $100 for Monday night (at the Congressional reception). The major costs of exhibit sections, which were paid by the profit-making group, were for the space and for a drayage firm to set up tables and booths. The very low fee for non-profit organizations covered the cost of table and chairs only, and was set low to encourage the participation of volunteer groups which operate on very low budgets.

The exhibit periods were originally planned for Monday at the Congressional Reception, and Tuesday evening at the Sheraton Washington. The decision was made not to have the section open during formal meeting periods because it would distract attendees from the crowded schedule of speakers and workshops and would require attendance of exhibitors at their displays throughout the open periods (eliminating their participation in major portions of the meeting).

One change was required in the plan, which affected the exhibits significantly. Due to the expansion of the Public Meeting to Wednesday morning, which had the effect of ending the Conference Tuesday night, the original Tuesday night exhibit session was moved forward to Sunday evening, during a reception when many participants would be arriving and registering. Since
this was the more comprehensive of the two exhibit periods, the conference participants who did not arrive until late Sunday night or early Monday missed seeing the non-profit groups and automobiles completely.

Location and Accommodations:

The meeting was first scheduled at the Sheraton Convention Center in Reston, Virginia, for the first week of December. This location was chosen because of easy access to both airports, reasonable price (exhibit room available free), and efficient layout. Later the location was changed to a hotel in the District in order to encourage the attendance of Federal agency staff members, legislative staffs and news media personnel. Accommodation was very difficult to find within the city. The Sheraton Washington was available for December 10-12, so the meeting was scheduled there, although the hotel was being renovated, accommodations were less convenient, and space was more expensive.
EVALUATION

The following comments are based on the experience of the writer and the reflections of 14 people who attended the conference and provided feedback to ACTS through a questionnaire. This was sent one month after the meeting to all members of the Advisory Committee and to ten other conference participants chosen for their varying backgrounds and interest areas. (For samples of responses, see Appendix C)

General Session:

The session generally went well and fulfilled the basic intent of the Advisory Committee. The focus was, however, entirely on the protection of young children in automobiles. School bus safety, safety provisions for the handicapped, and belt use by older children were not addressed in the first day's program. These subjects were brought out during workshop sessions and at the Public Meeting.

The problems which surfaced during the day were primarily a result of the tight schedule. The end-of-the-day deadline was required to schedule transportation for all participants to the Capitol Hill reception. Although some slack time had been built into the day's schedule, speakers' over-runs and long breaks caused some speakers and the manufacturers' panel to be cut short. In the case of the latter, time for follow-up questions would have been particularly valuable, allowing specific problems to be probed thoroughly.

The luncheon keynote speaker, Jim Guy Tucker, Chairman of the White House Conference on Families, was unexpectedly delayed, so the Executive Director of the Conference took his place. This caused no problems.

(See Appendix D-1 for a summary of the General Session.)
Workshops:

Participants were generally enthusiastic about the content of these sessions. Problems in structure and scheduling did detract somewhat from their impact. There was generally little time for audience participation following presentations, although in planning we desired an open-discussion format. In some cases presentations were too long, in others there were too many panelists for the one-hour time periods (although all panelists had valuable information to contribute). Breaks between sessions were distracting as they took longer than planned and some sessions ran over their time periods. People did shift from one workshop to another as planned. Fewer, longer sessions would work better, as would a longer conference. It should be kept in mind that the conference was cut short by the elongation of the Public Meeting.

Breaks between sessions were time-consuming partly because so many people wanted to shift from one area of interest to another, moving from one room to another, and also because people used this time for informal exchanges of information. The latter could be facilitated by providing both more time for discussion during workshop sessions and other opportunities for impromptu interchange of ideas during the conference. Although people appreciated their ability to pick and choose sessions among all the topic areas, the concurrent nature of the workshops was very frustrating for participants. Many suggested running sessions more than once, indicating that they would be willing to stay longer to take advantage of more sessions.

Many workshops were of such general interest that they could have been general session topics. This could eliminate some of the frustration of those unable to attend all they wanted to. Workshops could be limited to small groups interested in very specific problems.
The use of moderators to plan the specific topic areas for sessions they were expected to lead produced some very good panels. The moderators worked hard, often stepping outside of their immediate fields to find fresh outlooks. The only problems appeared to be in communication with NHTSA and ACTS. There was some confusion over deadlines, and what guidelines should be followed when offering financial assistance to speakers. All was worked out satisfactorily, but could have been handled with less difficulty.

Exhibit Periods:

Most people would have liked to have the Exhibits open for longer periods. During the first evening session, many people arrived too late to attend and therefore missed any chance to see the exhibits not shown on Capitol Hill. The duration was too brief for registration and a full examination of all exhibits. Safety for older children was not demonstrated except by one non-profit group.

The Capitol Hill Reception was the social high-point of the meeting. A great many of the non-profit exhibitors were, however, not represented there and many people were dismayed that so few congressmen attended. Direct invitations from Congressman Eckhardt's office did not draw them, possibly because Child Passenger Safety was not linked directly to any pending legislation, except NHTSA appropriations. The usefulness and enjoyability of such a session should be weighed in relation to the disadvantages (cost, time for transportation, limited types of exhibits).

General Comments:

People were generally very appreciative of the conference and NHTSA's role in developing child passenger safety as a national issue. The comments
that follow are ones that will help in the planning of any future conferences, whether regional or national.

Attendance was well over 300, although about 250 had been anticipated. Most people stayed for both days and many for the Public Meeting as well.

The Sheraton Washington Hotel did not provide adequate support to solve logistics problems due to contraction. Adequate signs to guide people to exhibit and meeting halls were not available. There were not enough hotel staff members to deal with problems, such as non-functioning electrical outlets, which arose in setting up the exhibits. The staff available did their best, however.

The registration procedure was complicated and very time-consuming. The number of forms, files and people needed could have been streamlined in advance.

The meeting rooms were very stuffy. This could have been partially remedied by a ban on smoking in the rooms, which would have been in keeping with the public health aspect of the conference. There were adequate breaks to accommodate most smokers. An attempt to split each meeting room into separate sections to segregate smokers was proved unworkable.

One high point of the meeting was the second day luncheon, at which NHTSA Administrator, Joan Claybrook, addressed the group, pledging the agency would undertake certain activities to support child safety (Appendix D-2). At this meeting, awards were presented by NHTSA to certain organizations and individuals who had made significant contributions to child passenger protection (Appendix D-3).

Many people felt that the time for informal exchanges of information was too limited. All periods except breakfast and evenings were scheduled for specific events.

More time should have been allocated for regional meetings, which could have been much more productive had they not been held late Tuesday afternoon after the last set of workshop sessions.
Time should have been set aside for a final session to unify the group and bring out a consensus on issues raised. The published proceedings do not fully replace the function of such a meeting.

The Public Meeting on Child Transportation Safety:

The public meeting should be examined because it had both very positive and somewhat negative effects on the conference itself.

Its purpose was to explore ways for NHTSA to improve child safety, other than through upgrading the quality of child restraint systems. It alerted the agency to the commonsense concerns of citizens and their views on motor vehicles sold today, and the actions or inaction of NHTSA itself. It also provided a forum for information exchange among the speakers. Topics included were: societal costs of accidents; hazardous vehicle design features; design and equipment changes; the roles of medical and educational communities in improving child safety; school bus safety; child pedestrian and cyclist protection.

The Public Meeting's popularity necessitated the contraction of the conference into a very tightly scheduled two days, which caused problems described elsewhere in this report. A better plan might have been to run the meeting over to Thursday.

The conference was greatly enhanced by the attendance of people whose travel to the public meeting (and coincidentally to the conference as well) was paid through Public Participation Funding by NHTSA.

The Public Meeting provided an excellent opportunity for many individuals to speak about their own programs and concerns, for which there had not been time during the conference itself. This information exchange benefited the audience as well as the panel of NHTSA staff in attendance, and should be built into any future conference in some form.
CHILD PASSENGER PROTECTION PRIORITIES FOR NHTSA THE COMING YEAR (based on questionnaire)

Follow up on Claybrook's pledges to the conference.
Stress the health and educational aspects of the issues with HEW and major organizations.
Provide a clearing house for information on State grant 402 funding.
Look for ways to influence people through economic incentives, i.e., tax credits and deductions; evaluation of the economic costs of non-use of restraints for institutions as well as individuals.
Support the development of a communication network of concerned groups and individuals to support legislation and other public policy developments in the states.
Educate the "providers" of health and safety information in the community.
Continue the outreach begun for the conference toward diverse groups involved in child health, rights, safety, education.
Support consumer education and promotion of proper use.
Devise a method for obtaining a high volume of feedback from child restraint users about the problems they face with specific devices or car models.
Teach school children to use safety belts through the use of belts on school buses.
Set guidelines for day-care and nursery school transportation.
Devise solutions to problems of safeguarding children in trucks and vans.
SHOULD ANOTHER CONFERENCE BE HELD BY "NHTSA"? (based on questionnaire)

All evaluators agreed that another meeting would be very valuable in 1980, and they had varying suggestions as to its form and content:

Regional meetings would permit greater attendance.

Allow more time for information sharing (such as occurred at the Public Meeting) and informal contacts.

Include all modes of transporting children, i.e., more information on school, youth group, and camp transportation, pedestrian and bicycle safety.

Emphasis on specific action for change (i.e., legislation, reaching low income families, successful programs, new regulations), and less emphasis on formal, official presentations such as some during the General Session.

Include more people not already involved in child passenger safety, such as "human services" professionals, "providers" of health and safety information, i.e., child care agencies, health systems agencies, police and traffic authorities, reporters, health and driver educators. (Organizations representing these interests had been invited.)

Find a way to provide travel assistance to grass-roots participants again.

Prefer meeting run by National Child Passenger Safety Association backed by ACTS, PAS, NSC, AAP and other private organizations (one opinion only).

Hold specialized meetings for special interest groups (one opinion only).
APPENDIX A-1

MEMBERS OF CONFERENCE ADVISORY COMMITTEE

C. Ernest Cooney
Dept. of Public Instruction
126 Langdon St.
Madison, WA 53711

Forrest Council
Highway Safety Research Center
U. of North Carolina, CTP 197-A
Chapel Hill, NC 27514

Cecilia DiCicco
Mass. Dept. of Public Health
600 Washington St.
Boston, MA 02111

Vivian Giles
PO Box 31
Danville, VA 24541

E. Christy Hughes
Transportation Center
U. of Tennessee
Knoxville, TN 37916

Charles Hurley
National Safety Council
1735 DeSales St. NW
Washington, DC 20036

Quentin McDonald
Bobby Mac Co.
95 Morris Lane
Scarsdale, NY 10583

Mary Meland, MD
1326 W. 47th St.
Minneapolis, MN 55409

John Melvin
Highway Safety Inst.
2901 Baxter Rd.
Ann Arbor, MI 48109

Deborah D. Richards
ACTS Chairman
2559 NE 83 St.
Seattle, WA 98115

Annemarie Shelness
Physicians for Automotive Safety, Exec. Dir.
5 Eve Lane
Rye, NY 10580

David Shinn
Michigan Dept. of State
Secondary Complex
Lansing, MI 48918

Allan Williams
Insurance Institute for Highway Safety
Watergate 600
Washington, DC 20037
March 20, 1979

I am glad that you will be able to attend the advisory committee meeting for the up-coming Child Passenger Protection Conference. The broad purposes of the conference are:

1. To coordinate the efforts of diverse groups and persons working in the area of child passenger safety;
2. To provide a highly visible child advocacy program during the International Year of the Child;
3. To stimulate the promotion of child passenger safety to legislative bodies, public agencies, and the private sector; and
4. To exchange recent research findings and identify areas needing further development.

The conference will bring together people who are involved in child passenger safety, or are interested in becoming involved, either as professionals, officials, or volunteers. The agenda will include, but not be limited to, sessions on legislative, research, and public information issues.

The major task of our advisory committee meeting will be the development of a preliminary agenda. We will also consider speakers, handout material, the conference dates and its location. Because of her experience running last year's Tennessee conference, Christy Hughes will be chairing the meeting. To help us all make the best use of our time, please bring with you:

1. Thoughts on agenda topics you would like to see included, either general or specific, including new areas of research, problems faced by professionals in designing programs or grass-roots people in the field, and novel solutions to old problems, along with names of interesting speakers or panelists;
2. Dates and places of other related groups' meetings or conventions planned for August, September or October;
3. Names of organizations which should be invited to send representatives to the conference.

Enclosed are the meeting agenda and logistics details.

Sincerely,

Deborah D. Richards
2559 NE 83 St.
Seattle, WA 98115
206-522-4766
Tentative Agenda

Thurs. 1:00 - 2:00 Welcome by Dr. Heathington
Definition of Conference Goals
2:00 - 3:45 Consideration of Agenda Topics (Small Groups)
3:45 - 4:30 Summary of Agenda Topics

Fri. 9:00 - 10:00 Development of Preliminary Agenda
10:00 - 11:30 Identification of Resources (Small Groups)

   Speakers
   Attendees
   Exhibitors
   Materials

11:30 - 1:00 Lunch at Channel Inn
1:00 - 2:00 Logistics of Conference
2:00 - 2:30 Summary, Adjournment
APPENDIX A-2

Factors Influencing Use of Restraints for Children

With discussion of PIOUS 213 would be featured.

The participation to review the response of governments to this

basically, this session would provide an opportunity for all

Government Action in Child Passenger Protection

addressed.

and the lack of adequate information collection would be

The session would highlight the dynamics of car crashes, the

The Accident Experience

Vehicles and societal needs in relationship to the costs.

would also include discussion of the issue of pedestrian-free

impacts as well as the economic consequences. This session

cost is defined broadly to include the societal psychological

State of the Art

March 30, 1979

PLANNING MEETING

NATIONAL CHILD PASSENGER PROTECTION CONFERENCE
Positions
Advocacy groups to support improved public policy
B. Entire group focus on identifying constituency

(treatment in the courts)

3. Adjudication (includes review of related issues

2. Legislation (local, state, federal)

1. Regulation (local, state, federal, private)

A. Work groups

I. Public policy task force

Resources

participation, assessment of the systems in their own areas.

This session would emphasize how to analyze the political and

Protective (CPP) activities

Coordinating the development of comprehensive Child Passenger
II. INFORMATION EXCHANGE TASK FORCE

A. Work Groups

1. Sample Programs

B. What is the scope of preventive and educational programs and the role of relevant persons (match people and programs both)

C. Recommendations

b. How to support educational programs?

a. How is it done now?

3. Merchandising and Retailing

C. What needs to be developed?

b. Criteria for accuracy/quality?

a. What exists?

2. Materials

b. Types of programs

a. Special target groups

RESOURCES
Recommendations for media portrayal.

B. Multiple groups focus on development of standards.

A. Group Topics

I. Social-psychology research on the impacts of media portrayal of fighting behaviors.

2. Reporting accuracy.
L. Work Groups

I. Research

A. Needs of Special Groups

B. Program Impacts

C. Performance Standards

P. Product Development

E. Evaluation

P. Accident Investigations

D. Butler Group focus on the assessment of

R. Resources

I. Option of Recommendations.
November 5, 1979

Edward R. Christopherson
University of Kansas Medical Center
39th Street at Rainbow Boulevard
Kansas City, KS 66103

Dear Dr. Christopherson:

I am writing you as a member of the Advisory Committee for the upcoming National Conference on Child Passenger Protection. As one of the conference workshop coordinators, I would like to invite you to participate as a primary contributor in the workshop on education and distribution programs. As you are aware, this national conference represents what we hope will be a very significant meeting in the movement to better protect the health of our children. Approximately 3000 people will be invited from across the nation, and we are expecting a good number of these to attend. Many of these people are involved in existing or planned programs in the area of child passenger safety and thus a great deal of lively interchange is expected.

This invitation to you stems from the fact that I am attempting to coordinate the workshop session related to the areas of education and distribution programs. This session, to be held the second day of the Conference, will involve a small number (5-10) of selected primary contributors who will be expected to prepare informal papers. In addition, a number of other resource people will be specifically invited to attend to assure that discussion is generated. Since we will be concentrating on educational techniques used by pediatricians and other health care practitioners, I don't think we will have any problem generating discussion. As you and I discussed, there are problems with current practices in pediatrician education. I feel that it would be of great interest and benefit to the many people involved in these education programs if you would review your past and ongoing efforts in the physician education area, particularly the information that you're gathering concerning behavior of the child passenger in the car. In addition, any other work you've done would be most helpful, particularly work related to any kind of guidelines for the pediatrician in implementing a child passenger safety program in his practice.
Other speakers that I have invited so far include Dr. Albert Chang, M.D., Associate Professor of Public Health from the University of California, Berkeley; Dr. David Sleet, who is new to the field of child passenger safety, but is a health education specialist from San Diego State who has some ideas about how to convert other health education ideas to the child safety area; Doug Woolf of Wyoming who will give us some information on education programs in public schools; and I'm trying to get Bob Walker from General Motors to discuss the misuse problems as related to a manufacturer of child restraint devices. In terms of getting the safety seat to the consumer, hopefully we will have a representative from the National Auto Dealers Association and an independent dealer committeeman along with a number of people who are in existing loaner and distribution programs.

As I indicated to you over the phone, I'm asking that you limit your presentation to approximately 15-20 minutes such that we can assure that there is adequate time for discussion of points you raise. In order to help finance the expenses you will incur in attending this meeting, I have worked through the Advisory Committee, and we can offer you the following. NHTSA will be able to cover your airfare (coach class) plus a maximum of $50/day per diem for hotel, meals, and other incidental expenses. I hope this will be sufficient to meet your needs and insure that you can attend the conference.

I sincerely hope that you will be able to participate in the workshop. As I said earlier, I think the conference can make a significant contribution to the state of the art of child passenger protection, and I feel that your contribution to the workshop session and to the remainder of the conference will be one of the keys to success. If you feel that further explanation needs to be sent or a letter needs to be written by the Conference chairperson or anyone else, please let me know. I very much want you to attend, and I hope that your department will view the child safety issue as we do, as a very important part of the public health of our nation.

Sincerely,

[Signature]

Forrest M. Council
Deputy Director

FMC:ds

Enclosure

cc Elaine Weinstein
Debbie Richards
To: Conference Advisory Committee

From: Debbie Richards

First, please make a special note of the new Conference date and place: December 10-12 at the Sheraton Park in Washington. This will make the meeting more accessible to the Washington people whom we especially want to attract. I hope that you can all make whatever schedule changes may be necessary to attend.

The agenda is taking shape, with a set of free-choice workshops on the second day. This will allow people to step outside of their specialties and contribute to or learn about some of the other aspects of child passenger protection.

Workshop topics have not been completely set yet. Enclosed is a preliminary list, to which I would like to have your opinions and additions. Please look it over and jot down any other exciting, specific topics that you would like to discuss. Names of speakers or panelists would be helpful. We plan to ask workshop speakers and panelists to submit brief outlines of their ideas, to be reproduced and made available to people who cannot attend a particular session.

Please send back your comments and suggestions by August 27, to my address above. Thanks, and have a safe summer.
<table>
<thead>
<tr>
<th>Possible Workshop Topics - Suggestions for Speakers</th>
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<tbody>
<tr>
<td><strong>Public Policy:</strong></td>
</tr>
<tr>
<td>Legislation - Getting Laws Passed</td>
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<td>Legislation - Enforcement</td>
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<tr>
<td>Legislation - Adjudication</td>
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<tr>
<td>School Bus Safety - State/Local Policies</td>
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<tr>
<td>Youth Organizations - Policies &amp; Education</td>
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<tr>
<td>Day Care - Regulation, Implementation</td>
</tr>
<tr>
<td>Transporting Physically Handicapped Child</td>
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<tr>
<td><strong>Education:</strong></td>
</tr>
<tr>
<td>Training for The Educators (Med. Curricula, Public Health Personnel, Child Care Profess.)</td>
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<tr>
<td>Involvement of Private Sector</td>
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<tr>
<td>Funding for Programs</td>
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<tr>
<td>Starting Community Programs</td>
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<tr>
<td>Retailers' Role in Education</td>
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<tr>
<td>Proper Use of Child Restraints: Prevention &amp; Intervention in an Education Program</td>
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<tr>
<td>Developing Accurate and Persuasive Materials</td>
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<tr>
<td>Education Programs for Special Groups, i.e. low-income, Spanish speaking, children, grandparents</td>
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<tr>
<td><strong>Speakers? More suggestions needed:</strong></td>
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<tr>
<td>State Legislators</td>
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<tr>
<td>Tennessee Experience Police Chief</td>
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<tr>
<td>Children's Defense Fund</td>
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<tr>
<td>Art Yeager/Carol Fast School Board Member, State Ed. Dept.</td>
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<tr>
<td>Scouts (boy/Girl), ACTS</td>
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<tr>
<td>HEW - Susan Aronson Mass. Day Care person</td>
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<tr>
<td>Ernie Cooney, Organization for Handicapped, State Ed. Dept.</td>
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<td>Reps. of professional organizations,</td>
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<td>League General, Employee programs</td>
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<tr>
<td>HEW, GHSP, Council on Foundations</td>
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<tr>
<td>Ernie Cooney, Mira Mesa Women's Club</td>
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<tr>
<td>Rep. of large store, Small retailer (ACTS members)</td>
</tr>
<tr>
<td>Charlann Bachmeier, Jana Hletko, Jean Jewett</td>
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<tr>
<td>Annemarie Shelness Advertising expert</td>
</tr>
</tbody>
</table>

A-4.2
Workshop Topics and Possible Speakers, Cont.

Media:
Advertising for Safety
Anti-Safety Bias on TV and in Film
Newspapers' Role in Restraint Use Publicity

Advertising Organization
ACT, Network Children's Programming Director
Editor (Colorado newspaper) Lawyer

Research:
Problems in Evaluating Education Programs.
Product Testing - details of FMVSS 213
New Ideas in Child Restraint Accident Investigation

Christy On Tenn. Experience
Melvin, Consumers Union, Manufacturers
Manufacturers
Melvin, Arnold Siegel
Preliminary Agenda

NATIONAL CONFERENCE ON CHILD PASSENGER PROTECTION

Sheraton-Park Hotel
Washington, D.C.

Monday, December 10, 1979

8:00 - 9:00  Registration
9:00 - 9:30  Welcome/Introduction
9:30 - 12:00 General Session

Topics:

- The Accident Experience
- Individual and Societal Costs Involved in Child Passenger Protection
- Factors Influencing the Use of Restraints

12:00 - 1:30  Luncheon: Keynote Address
              The Future of Passenger Protection

1:30 - 4:30  General Session

Topics:

- Government Action In Child Passenger Protection (State and Federal)
- Existing Educational Programs
- Coordinating the Development of a Comprehensive Child Passenger Protection Program

5:30 - 7:30  Reception
Opening of Exhibits
Tuesday, December 11, 1979

9:00 - 12:00  Workshop Sessions

**Topic Areas:**
- Public Policy
- Education and Distribution Programs
- Communication
- Research
- Evaluation

12:00 - 1:00  Lunch

1:30 - 3:45  Concurrent Workshop Sessions

**Topics:**
- Public Policy
- Education and Distribution Programs
- Communication
- Research
- Evaluation

4:00 - 5:00  Regional Meetings

5:00 - 8:00  Exhibits

7:00 - 8:00  Organizing a Child Passenger Safety Association (informal discussion)

Wednesday, December 12, 1979

9:00 - 10:30  Manufacturers/Consumers Exchange

10:45 - 11:45  General Session

**Topic:**
- Workshop Summary Reports
NATIONAL CONFERENCE ON CHILD PASSENGER PROTECTION

December 10-12, 1979

Sheraton Washington Hotel
Washington, D. C.

Sunday, December 9, 1979

7:00-9:00 p.m. Registration

Monday, December 10, 1979

8:00-9:00 a.m. Registration

9:00-9:10 a.m. Welcome
Charles F. Livingston
Association Administrator for Traffic
Safety Programs
National Highway Traffic Safety
Administration

9:10-9:30 a.m. Opening Remarks
Joan Claybrook
National Highway Traffic Safety
Administrator

9:30-10:00 a.m. Individual and Societal Costs of Accidents
Involving Children
Congressman Robert Eckhart
Chairman, Oversight and Investigations
Subcommittee
House Interstate and Foreign Commerce
Committee

10:00-10:30 a.m. The Public's Responsibility in Protecting
Children
Dr. William Haddon, President
Insurance Institute for Highway Safety

10:30-10:45 a.m. Break
10:45-11:15 a.m.  Inquiries to Children As Motor Vehicle Occupants
   Susan Baker
   Johns Hopkins University

11:15-12:00 a.m.  Factors Influencing the Use of Restraints
   B.J. Campbell, University of North Carolina, moderator
   Christy Hughes, National Safety Council
   Edward Christopherson, University of Kansas
   Debbie Richards, Action for Child Transportation Safety
   Jean Simmons, Juvenile Product Manufacturers Association

12:00-1:30 p.m.  Luncheon
   The Future of Passenger Protection
   Joan Claybrook
   National Highway Traffic Safety Administrator

1:30-2:15 p.m.  Questions for the Industry
   (The Child Restraint Manufacturers will answer questions submitted by the audience.)

2:15-2:30 p.m.  The Tennessee Child Passenger Protection Law: Two Years Later
   Mike Ellis
   Governor's Highway Safety Representative
   State of Tennessee

2:30-2:45 p.m.  Break

2:45-3:15 p.m.  An Alternative from the Insurance Industry
   Robert Vanderbeek, President
   League General Insurance Company

3:15-3:45 p.m.  Restraint Use as Preventive Medicine
   J. Michael McGinnis, M.D.
   Deputy Assistant Secretary for Health

5:00-7:00 p.m.  Reception on Capitol Hill
Tuesday, December 11, 1979

Concurrent Workshops

9:00-10:00 a.m.

WORKSHOP 1

Program Administration: Child Passenger Protection -- Your Legal Responsibilities
(Civil and criminal liability issues will be discussed as they pertain to parents protecting their children and institutions, such as hospitals, providing or not providing information on child restraint use to parents)

WORKSHOP 2

Education and Distribution: Child Restraint Education Programs -- How Effective are They?
(A discussion of program content and effectiveness in private physician, clinic, and hospital education programs will take place)

WORKSHOP 3

Communications: What Television Teaches Children About Car Crashes and Passenger Safety
(The present portrayal of passenger safety in network programming will be discussed as it influences attitudes and behaviors)

WORKSHOP 4

(The impact of the new NHTSA standard will be discussed in terms of its impact on the consumer, manufacturers, researchers, and regulators)

10:00-10:15 a.m.

Break

10:15-11:15 a.m.

WORKSHOP 1

Program Administration: Product Liability -- Considerations for Distribution Programs
(The legal protection of distribution programs will be addressed and problems such as insurance coverage, protection by disclaimers and potential law suits will be anticipated)
WORKSHOP 2

**Education Programs: Applying Health Education Techniques to Child Passenger Protection**

(A review of unique health education techniques that could be tailored for use in the promotion of child restraint programs will be presented).

WORKSHOP 3

**Communications: Using the Media More Effectively to Promote Child Passenger Safety**

(Alternatives for improving the portrayal and reporting of safety to the public through mass media will be explored)

WORKSHOP 4

**Research and Evaluation: Innovative Child Restraint Systems for the Future**

(New designs, foreign product compatibility with U.S. requirements, and restraint systems for the handicapped will be covered)

11:15-12:15 p.m.

WORKSHOP 1

**Program Administration: What Avenues in the Health and Human Resources Area Exist to Promote Child Restraint Use?**

(Health care systems, education curricula and other methods of reaching parents and children will be addressed)

WORKSHOP 2

**Education Programs: Educating Parents and Children: Techniques to Stimulate and Promote Proper Use**

(An attempt will be made to identify methods of reaching parents and promoting proper use by both parent and child will be discussed along with identifying techniques to persuade children to stay in the seats)

WORKSHOP 3

**Communications: Selling Passenger Safety to America**

(The application of advertising and marketing techniques to stimulate public awareness and support for child passenger safety will be discussed)

WORKSHOP 3

**Research and Evaluation: The Compatibility of Child Restraint Systems with Different**
Adult Restraint Systems and with Different Types of Vehicles
(Interfacing child restraint systems with automatic restraints and small cars, vans, and pick-ups, etc. will be the focus of this session)

12:15-1:45 p.m. Luncheon

2:00-3:00 p.m.
WORKSHOP 1 Program Administration: Issues to Consider in Determining Public Policy
(Considerations in the area of regulation or legislation of child restraint use will be addressed, such as, enforcement, fines and negligence, public transportation of children, providing protection for children of indigent families, etc.)

WORKSHOP 2 Education Programs: Getting the Child Safety Seat to the Consumer
(Working on a local level with automobile dealers, and retailers to promote the sales and proper use of child restraints will be addressed)

WORKSHOP 3 Communications: Factors Influencing the Use of Restraints
(The perceived costs of restraint use will be addressed with an emphasis on how public information materials can counter misinformation)

WORKSHOP 4 Research and Evaluation: Restraint Use and Seating Position as Factors Influencing Injuries to Children
(The potential to reduce injuries to children will be addressed as a function of seating position and different restraint systems)

3:00-3:15 p.m. Break
<table>
<thead>
<tr>
<th>Workshops</th>
<th>Activities</th>
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<tbody>
<tr>
<td><strong>Workshop 1</strong></td>
<td>Program Administration: Coordinating a Comprehensive Statewide Child Passenger Safety Program (The administrative aspects of coordinating child passenger safety programs around the State, run by service clubs, hospitals, etc.)</td>
</tr>
<tr>
<td><strong>Workshop 2</strong></td>
<td>Education Programs: Distribution Programs -- The Economics of Size (Problems related to the expansion of small distribution programs will be addressed in terms of choosing the correct seat, keeping track of the seats, etc.)</td>
</tr>
<tr>
<td><strong>Workshop 3</strong></td>
<td>Communications: To be determined.</td>
</tr>
<tr>
<td><strong>Workshop 4</strong></td>
<td>Research and Evaluation: How to Determine if Your Program is Effective (Appropriate research designs, methodology and evaluation criteria, will be discussed for measuring the effectiveness of education programs, distribution programs and of usage rates)</td>
</tr>
</tbody>
</table>

**5:00-8:00 p.m.** Reception and Exhibits

**Wednesday, December 12, 1979**

**9:00 a.m.-6:00 p.m.** NHTSA Public Meeting: Child Transportation Safety
NATIONAL CONFERENCE ON CHILD PASSENGER PROTECTION

AGENDA

December 10-12, 1979

Sheraton Park Hotel
Washington, D.C.
NATIONAL CONFERENCE
ON
CHILD PASSENGER PROTECTION
Planning Committee

Deborah Richards
Action for Child Transportation Safety

Quentin McDonald
The Bobby-Mac Company, Inc.

John Melvin
Highway Safety Research Institute
University of Michigan

Annemarie Shelness
Physicians for Automotive Safety

David Shinn
Michigan Department of State

Allan Williams
Insurance Institute for Highway Safety

Vivian Giles
Virginia Association of Women Highway Safety Leaders

Forrest Council
Highway Safety Research Center
University of North Carolina

Cecelia DiCicco
Massachusetts Department of Public Health

Charles Hurley
National Safety Council

Mary Meland
Minneapolis Group Health

C. Ernest Cooney
Wisconsin Department of Public Instruction

Christy Hughes
National Safety Council

* Action for Child Transportation Safety provided technical support to the National Highway Traffic Safety Administration in planning this conference under contract NHTSA-9-6340.

ENDORSEMENTS

The following organizations have endorsed the goals of the National Conference on Child Passenger Protection:

Action for Child Transportation Safety;
American Academy of Pediatrics;
Highway Safety Research Center, University of North Carolina;
National Association of Women Highway Safety Leaders;
National Safety Council;
Physicians for Automotive Safety;
Transportation Center, University of Tennessee;
U S Jaycettes
### Monday, December 10, 1979

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00-9:00 a.m.</td>
<td>Registration and Exhibits in Virginia Suite, Virginia Suite</td>
</tr>
<tr>
<td>9:00-9:10 a.m.</td>
<td>Call to Order / Introductions&lt;br&gt;Charles F. Livingston, M.D.&lt;br&gt;Michael Virginia Highways and Rooms&lt;br&gt;Deborah Richards, Conference Coordinator for Child Transportation Safety</td>
</tr>
<tr>
<td>10:15-10:30 a.m.</td>
<td>Break</td>
</tr>
<tr>
<td>10:30-11:00 a.m.</td>
<td>Deaths and Injuries to Children&lt;br&gt;Susan P. Baker, M.D.&lt;br&gt;Johns Hopkins University&lt;br&gt;School of Public Health</td>
</tr>
<tr>
<td>11:00-11:15 a.m.</td>
<td>The Pediatrician’s Role in Child Transportation Safety&lt;br&gt;Seymour Charles, M.D.&lt;br&gt;President, Physicians for Automotive Safety</td>
</tr>
<tr>
<td>11:15-noon</td>
<td>Factors Influencing the Use of Restraints&lt;br&gt;B.J. Campbell, Ph.D., University of North Carolina. MODERATOR&lt;br&gt;Christy Hughes, Ph.D.&lt;br&gt;National Safety Council&lt;br&gt;Edward Christopherson, Ph.D.&lt;br&gt;University of Kansas Medical Center&lt;br&gt;Deborah Richards, Action for Child Transportation Safety</td>
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### Sunday, December 9, 1979

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00-9:00 a.m.</td>
<td>Registration and Exhibits in Hotel Lobby, Exhibit Hall #1</td>
</tr>
<tr>
<td>9:00-9:10 a.m.</td>
<td>Call to Order / Introductions&lt;br&gt;Jim Guy Tucker, Chairperson, White House Conference on Families</td>
</tr>
<tr>
<td>10:00-11:00 a.m.</td>
<td>General Session&lt;br&gt;The Child Restraint Manufacturer- a Unique Perspective&lt;br&gt;Richard B. Questor, Jr., National Safety Council</td>
</tr>
<tr>
<td>11:00-1:00 p.m.</td>
<td>Lunch&lt;br&gt;Traffic Safety: A Family Affair&lt;br&gt;President, White House Conference on Families</td>
</tr>
<tr>
<td>2:00-3:00 p.m.</td>
<td>General Session&lt;br&gt;The Tennessee Child Passenger Protection Law: Two Years Later&lt;br&gt;Larry M., &quot;Mike&quot; Ellis, Governor’s Highway Safety Representative of Tennessee</td>
</tr>
<tr>
<td>3:30-5:00 p.m.</td>
<td>Reception on Capitol Hill&lt;br&gt;Cannon House Office Building Room 345</td>
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CONCURRENT WORKSHOP SESSIONS
Tuesday, December 11, 1979

Time  | Public Policy | Education | Communication | Research and Evaluation
--- | --- | --- | --- | ---
9:00-10:00 | Child Passenger Protection Your Legal Responsibilities | Child Restraint Education Programs: How Effective are They? | What Television Teaches Children About Car Crashes and Passenger Safety | Federal Standard 213 Governing Child Seating Systems

Break


11:15-12:15 | What Avenues in the Health and Human Resources Area Exist to Promote Child Restraint Use? | Educating Parents and Children: Techniques to Stimulate and Promote Proper Use | Selling Passenger Safety to America | The Compatibility of Child Restraint Systems with Different Adult Restraint systems and with Different Types of Vehicles

12:15-1:45 | Luncheon-Awards Ceremony—Hosted by Joan Claybrook, NHTSA and Deborah Richards. ACTS | Issues to Consider in Determining Public Policy | The Decision to Buckle Up | Restraint Use and Seating Position as Factors Influencing Injuries to Children

Break

2:00-3:00 | Getting the Child Safety Seat to the Consumer | Using Public Information to Counteract Myths | How to Determine if Your Program is Effective | Richmond Room

3:15-4:15 | Coordinating a Comprehensive Statewide Child Passenger Safety Program | Distribution Programs: The Economics of Size | How to Determine if Your Program is Effective | Arlington Room

Location: | Richmond Room | Arlington Room | Alexandria Room | Dover Room
Moderator: | David B. Shinn, Michigan Department of State | Forrest M. Council Highway Safety Research Center University of North Carolina | Christy Hughes, National Safety Council | John W. Melvin, Highway Safety Research Institute, University of Michigan

Tuesday, December 11, 1979
Concurrent Workshops

WORKSHOP 1 | Richmond Room
Public Policy: Child Passenger Protection — Your Legal Responsibilities (Civil and criminal liability issues will be discussed as they pertain to parents protecting their children and institutions, such as hospitals, providing or not providing information on child restraint use to parents)
David Shinn, Michigan Department of State, MODERATOR
Donald Bross, National Center for the Prevention of Child Abuse and Neglect
John Lutzker, Southern Illinois University
Joseph Little, University of Florida
Robert Miller, Jacobs and Miller Law Firm

WORKSHOP 2 | Arlington Room
Education Programs: Child Restraint Education Programs—How Effective Are They? (A discussion of program content and effectiveness in private physician, clinic, and hospital education programs)
Forrest Council, University of North Carolina, MODERATOR
Albert Chang, University of California at Berkeley
Marshall Blondy, M.D., Metropolitan Associates in Pediatrics
WORKSHOP 3  Communications: What Television Teaches Children About Car Crashes and Passenger Safety  (The present portrayal of passenger safety in network programming will be discussed as it influences attitudes and behaviors) Christy Hughes, National Safety Council, MODERATOR  Bradley Greenburg, Michigan State University  Charles Atkins, Michigan State University  Dwight Fee, NHTSA

WORKSHOP 4  Research and Evaluation: Innovative Child Restraint Systems for the Future  (New designs, foreign product compatibility with U.S. requirements, and restraint systems for the handicapped will be covered) John Melvin, University of Michigan MODERATOR  Ernest Cooney, Wisconsin Department of Public Instruction  Barbara Kellerher, Calspan  Lawrence Schneider, University of Michigan  Joy Moon, Consumers Association of Canada  Norman Freiburg, Volvo  Heinrich Von Wimmersperg

WORKSHOP 1  Public Policy: What Avenues in the Health and Human Resources Area Exist to Promote Child Restraint Use?  (Health care systems, education curricula and other methods of reaching parents and children will be addressed) David Shinn, Michigan Department of State MODERATOR  Janine Steveson, Michigan Department of Social Services  Minta Saunders, North Carolina Department of Human Resources  Ernest Cooney, Wisconsin Department of Public Instruction  Robert Vinetz, M.D., American Academy of Pediatrics

WORKSHOP 2  Education Programs: Educating Parents and Children — Techniques to Stimulate and Promote Proper Use  (An attempt will be made to identify methods of reaching parents and promoting proper use by both parents and child will be discussed along with identifying techniques to persuade children to stay in the seats) Forrest Council, University of North Carolina MODERATOR  Edward Christopherson, University of Kansas Medical Center

WORKSHOP 3  Communications: Selling Passenger Safety to America  (The application of advertising and marketing techniques to stimulate public awareness and support for child passenger safety will be discussed) Christy Hughes, National Safety Council MODERATOR  Neil Burns, Spierer-Marketeer  Cheri Calvelo, Michigan Medical Society

WORKSHOP 4  Research and Evaluation: The Compatibility of Child Restraint Systems with Different Adult Restraint Systems and with Different Types of Vehicles  (Interfacing child restraint systems with automatic restraint and small cars, vans, and pick ups, etc. will be the focus of this session) John Melvin, University of Michigan MODERATOR  Tom Terry, GM  Roger Maugh, Ford  Carl Thein, Consumers Reports  Michael Walsh, Caespun  Val Radovich, NHTSA

10:00-10:15 a.m. Break
10:15-11:15 a.m.

WORKSHOP 1  Public Policy: Product Liability — Considerations for Distribution Programs  (The legal protection of distribution programs will be addressed and problems such as insurance coverage, protection by disclaimers and potential lawsuits will be anticipated) David Shinn, Michigan Department of State MODERATOR  James Edwards, League General Insurance Co.  Roni Tortorici, Jayettes Buckle Up Babes Representative from American Insurance Association  Steve Oesch, NHTSA

WORKSHOP 2  Education Programs: Applying Health Education Techniques to Child Passenger Protection  (A review of unique health education techniques that could be tailored for use in the promotion of child restraint programs will be presented) Forrest Council, University of North Carolina MODERATOR  David Sleet, National Center for Health Education  Doug Woolf, Wyoming Department of Education

WORKSHOP 3  Communications: Promoting Passenger Safety Through the Media  (Alternatives for improving the portrayal and reporting of safety to the public through mass media will be explored) Christy Hughes, National Safety Council MODERATOR  Molly Pauker, Action for Childrens Television  Mary Beth Burkoff, Chicago Rehabilitation Institute  Linda Kahn, Prime Time Television Representative from Mr. Rogers Neighborhood

11:15-12:15 p.m.
12:15-1:45 p.m. Luncheon

2:00-3:00 p.m.

WORKSHOP 1  Public Policy: Issues to Consider in Determining Public Policy
Richmond Room

(Considerations in the area of regulation or legislation of child restraint use will be addressed, such as, enforcement, fines and negligence, public transportation of children of indigent families, etc.)
David Shinn, Michigan Department of State, MODERATOR
Mary Edelin, South Dakota House of Representatives
Art Yeager, Physicians for Automotive Safety
A. Stephen Dirk, Mayor, Ogden, Utah
Mike Ellis, Tennessee Governor's Highway Safety Representative
Robert Sanders, M.D., American Academy of Pediatrics

WORKSHOP 2  Education Programs: Getting the Child Safety Seat to the Consumer
Arlington Room

(Working on a local level with automobile dealers, and retailers to promote the sales and proper use of child restraints will be addressed)
Forrest Council, University of North Carolina, MODERATOR
Greg Sutfiff, Sutfiff Chevrolet, Harrisburg, Pennsylvania
Ray Cohen, Independent Dealers Committee
Cecelia DiCicco, Massachusetts Department of Public Health

WORKSHOP 3  Communications: The Decision to Buckle Up
Alexandria Room

(A review of the characteristics of parents who do (and those who do not) protect their children with emphasis on the application of this knowledge to the design of effective public information programs)
Christy Hughes, National Safety Council, MODERATOR
John Lutzker, Southern Illinois University
John Philpot, University of Tennessee
Norman Friberg, Volvo
William Wilson, Teknekron Research Corporation

WORKSHOP 4  Research and Evaluation: Restraint Use and Seating Position as Factors Influencing Injuries to Children
Dover Room

(The potential to reduce injuries to children will be addressed as a function of seating position and different restraint systems)
Allan Williams, Insurance Institute for Highway Safety, MODERATOR
Susan Baker, Johns Hopkins University
B. J. Campbell, University of North Carolina
John Malvin, University of Michigan

3:00-3:15 p.m. Break

3:15-4:15 p.m.

WORKSHOP 1  Public Policy: Coordinating a Comprehensive Statewide Child Passenger Safety Program
Richmond Room

(The administrative aspects of coordinating child passenger safety programs around the state, run by service clubs, hospitals, etc. will be discussed)
David Shinn, Michigan Department of State, MODERATOR
Hazel Holly, Traverse Bay, Michigan Child Passenger Safety Association
Phil Deemer, Pennsylvania Department of Transportation
Dianne Sonntag, Tennessee Child Passenger Safety Program
Vivian Giles, Virginia Association of Women Highway Safety Leaders
Carol Iacovone, Massachusetts Safety Council

WORKSHOP 2  Education Programs: Distribution Programs — The Economics of Size
Arlington Room

(Problems related to the expansion of small distribution programs will be addressed in terms of choosing the correct seat, keeping track of the seats, etc.)
Forrest Council, University of North Carolina, MODERATOR
Margaret Lang, Boston Women's Hospital
Carol Fast, Action for Child Transportation Safety
Andrea Jacobson

WORKSHOP 3  Communications: Using Public Information to Counter Myths
Alexandria Room

(The myths related to restraint use will be addressed with an emphasis on how public information materials can counter misinformation)
Christy Hughes, National Safety Council, MODERATOR
Annemarie Shelness, Physicians for Automotive Safety
Julie Candler, Woman's Day
Larry Kramer, The Washington Post
Dwight Fee, NHTSA

WORKSHOP 4  Research and Evaluation: How to Determine If Your Program is Effective
Dover Room

(Appropriate research designs, methodology and evaluation criteria, will be discussed for measuring the effectiveness of education programs, distribution programs and usage rates)
Alan Williams, Insurance Institute for Highway Safety, MODERATOR
Bill Hall, University of North Carolina
Keith Reisinger, University of Pittsburgh
John Philpot, University of Tennessee

4:15-5:00 p.m.

Regional / State Meetings
Region I  Richmond Room
Region II  Richmond Room
Region III  Arlington Room
Region IV  Alexandria Room
Region V
Region VI  Alexandria Room
Region VII
Region VIII  Dover Room
Region IX  Dover Room
Region X

A-5.14
Wednesday, December 12, 1979
NHTSA Public Meeting: Child Transportation Safety

9:00-9:10 a.m. Welcome and Opening Remarks

9:10 a.m.
Meeting Called to Order
THE SPEAKERS WILL MAKE THEIR PRESENTATIONS IN GROUPS ACCORDING TO SUBJECTS MATTER

9:10-10:05 a.m. GROUP I
Child Safety: Hazards and Solutions (An Overview)

10:05-10:45 a.m. GROUP II
Societal Costs of Accidents: Economic, Physical, and Emotional Impacts

10:45-11:30 a.m. GROUP III
Identification of Hazardous Vehicle Design Features

11:30-12:10 a.m. GROUP IV
Improving Child Restraint Use

12:10-1:10 p.m. LUNCH

1:10-1:55 p.m. GROUP V
Design Innovations and Changes to Improve Child Safety

1:55-2:40 p.m. Group VI
Role of the Private Sector in Improving Child Safety:
What is being done;
What is not being done;
What can be done

2:40-3:20 p.m. GROUP VII
Preventive Safety Measures by the Medical Community

GROUP VIII
Role of Education in Improving Child Safety

3:55-4:35 p.m. GROUP IX
Improving Child Safety Through Standardization of Vehicle Equipment

4:35-5:15 p.m. GROUP X
Child Pedestrian/Cyclist Safety

5:15-6:00 p.m. GROUP XI
Restraints for the Handicapped and School Bus Safety
As you may be aware, more children are killed and injured in auto accidents than in any other way. Most of these are passengers, not cyclists or pedestrians. Action for Child Transportation Safety, a national citizens' organization, has focussed during the past seven years on the protection of infants and pre-schoolers in cars. Now, as an increasing number of children who have acquired the habit of riding buckled up in child restraints or safety belts are reaching the age when they participate in youth group activities, we are turning our attention to organizations such as yours.

In 1977, 1360 youngsters aged five to fifteen years died while riding in motor vehicles, more than were killed by any other cause except cancer, which claimed 1849 lives in that age group. Tragically, many studies and accident investigations have shown that most of these were needless deaths which could have been prevented by the use of safety belts.

This is a sobering thought to all who carry children on trips or seek to teach them healthy living habits. In the experience of many members of Action for Child Transportation Safety, youngsters, given the opportunity, can understand the need for and the use of safety belts. With positive adult and peer support they can ride safely in both their families' cars and on youth group outings.
As you can imagine, the possibilities for tragedy are magnified when a large group of people ride together. Do you know about an accident which occurred to a Portland, Oregon, Boys Club van on January 27, 1979? Due to poor weather conditions, a Columbia Boys Club van carrying twelve basketball team members crashed, killed four of the boys outright and sending all the rest to the hospital, three in critical condition with head injuries. None was wearing safety belts at the time.

I would like to enlist your organization's participation in a drive to improve the safety of youth group transportation and to teach children to use safety belts. Beside protecting them when they are under youth group supervision, this habit may even have an effect on them as they begin to drive themselves, when we all know the risk of injury increases tremendously.

Perhaps your organization has already instituted policies of safety belt use or educational campaigns for your members and leaders. You may be encouraging local groups to purchase improved vehicles or to upgrade older models with better seats, padding, and belts. If so, I would be very interested in learning of them. For many groups this will be a new field. Action for Child Transportation Safety can help you with information and educational materials for any programs you choose to undertake.

An organization safety program would be a valuable activity from which your staff, local leaders, and members could all derive a sense of accomplishment. You would be working toward the goal of reducing child passenger casualties, which has the support of many national organizations including the American Academy of Pediatrics, the National Safety Council and the National Highway Traffic Safety Administration (NHTSA). NHTSA will be holding a national conference on child passenger protection in December 1979 to encourage new initiatives and help improve existing child safety programs. I hope many youth organizations will participate in this International Year of the Child event.

Thank you for your attention to this urgent matter. I look forward to hearing from you in the near future.

Sincerely,

Deborah D. Richards
Chairman
As you may be aware, the motor vehicle is the leading killer of children in the United States. Most of its young victims are passengers, not pedestrians or cyclists. In addition, injuries, many of them permanently disabling, affect an estimated 60,000 children under age five every year. Seat belts or child restraints are used to protect less than 10% of the passengers under age ten, although they are widely available and could significantly reduce casualties.

To call attention to this deplorable situation, Action for Child Transportation Safety, a national citizens' organization, is working with the National Highway Traffic Safety Administration to set up a National Conference on Child Passenger Protection. It will be held in Washington, D.C., December 3-5, 1979.

One aspect of safety which will be discussed at the conference is the public attitude toward auto restraint use as it pertains to children. Child safety campaigns fight constantly against ingrained habits and unconscious attitudes which seem to reinforce the neglect of safety procedures for young passengers.

The advertising industry could, in my opinion, help affect the public's perception of the use of restraints for and by children. Although adults are now generally shown riding with safety belts fastened, we have found many instances of advertising in the print and television media portraying children riding in hazardous ways; crowding into the cargo area of a station wagon, hanging head and arms out the side window, kneeling on the seat, and the new mother carrying her baby home from the hospital in her arms.

June 15, 1979
Child passenger safety, p. 2

Do you believe that advertising can contribute to long-term attitudinal change? Would your organization be interested in helping to assure that advertisers and their advertising staffs and agencies become aware of how child passengers should or should not be portrayed? I would appreciate your ideas on what channels would be most effective in reaching the people who do so much to mold public opinion. I hope that you would be interested in participating in the conference and will send you more information soon.

Sincerely,

Deborah D. Richards
Chairman
Conference Coordinator
As you may be aware, the motor vehicle is the leading killer of children in the United States. Most of its young victims are passengers, not pedestrians or cyclists. In addition, injuries, many of them permanently disabling, affect an estimated 60,000 children under age five every year. Seat belts or child restraints are used to protect less than 10% of the passengers under age ten, although they are widely available and could significantly reduce casualties.

To call attention to this deplorable situation, Action for Child Transportation Safety, a national citizens' organization, is working with the National Highway Traffic Safety Administration to set up a National Conference on Child Passenger Protection. It will be held in Washington, D.C., December 3-5, 1979.

One promising way to increase children's safety which will be discussed in detail at the meeting is legislation requiring parents or other adults to take safety precautions when carrying children in automobiles. This has many aspects, including:

* a child's right to protection from a significant hazard,
* parents' rights to govern their children's lives,
* parental immunity from liability suits,
* the drafting of accurate and reasonable bills,
* the process of convincing legislators to enact legislation,
* the mechanisms for enforcement, and
* the effectiveness of this approach.
Child passenger safety, p. 2

Although safety-belt-use laws in other countries have generally exempted small children, one state in the U.S., Tennessee, has enacted a law requiring parents to protect their young children by placing them in child restraints in their cars. An unfortunate last-minute political compromise included an amendment which permits children to ride on another person's lap, an extremely hazardous position. A number of other states are considering similar laws, without the "lap amendment," this year. The enclosed information will give you additional background on this issue.

Has your organization been involved in this or similar aspects of child protection? If so, I would be very interested in learning about your activities. Any information you could contribute on the aspects of child protection outlined above would be very helpful. If you have not been involved, would you be interested in joining the safety and health groups already pursuing the goal of reducing child passenger deaths and injuries? Your support and expertise would be welcome.

I hope to hear from you soon. You will receive more details on the conference, in which I encourage you to participate, in the near future.

Sincerely,

Deborah D. Richards
Chairman
Conference Coordinator
As you may be aware, more young American children are killed and injured in motor vehicle accidents than in any other way. Safety belts or child restraints are used by fewer than 10% of child passengers, although they are widely available and could significantly reduce casualties.

During the International Year of the Child, I think it is important to call attention to these children's needless deaths and injuries and to mobilize the tremendous public and private resources of this country to reduce them. To do so, Action for Child Transportation Safety is working with the National Highway Traffic Safety Administration to organize a National Conference on Child Passenger Protection, which will be held on December 3-5, 1979 in Washington, D.C. Many diverse organizations are planning to participate. I hope yours will be among them.

In 1977, 920 child passengers under age five were killed and approximately 60,000 received disabling injuries. Among five to fourteen year olds, the 1360 deaths of auto passengers in 1977, were surpassed only by those of cancer victims. This toll has only recently begun to be widely recognized as having a significant impact on the well-being of children, their families, and society. Deaths and injuries in auto accidents not only affect individual youngsters and their relatives, but also cost the public tremendous amounts for emergency medical care and life-long conditions like epilepsy and paraplegia.

The national conference will examine the state of the art of child passenger protection and new research findings, and will focus on the many ways in which individuals, community organizations, professional groups, private industry, and the media can help lessen the accident toll to children. Some of these are:
Motivating families to use appropriate auto restraints through effective education programs.

Improving consumer information on the hazards of carrying children unprotected in motor vehicles and the relative merits of safety devices on the market.

Enacting legislation at the state level to safeguard child passengers.

Instituting restraint use policies for day care center, pre-school, and youth group transportation.

Influencing the public perception of child restraint use through the advertising, information, and entertainment media.

Upgrading special safety devices used in the transportation of handicapped children.

In preparation for the conference, I would be most interested in receiving information on any relevant activities or research in which your organization may be engaged. Also, if you would like more detailed information on conference registration or child passenger safety, please contact me.

Sincerely,

Deborah D. Richards
Chairman
Conference Coordinator
MAILING LISTS OBTAINED FROM THE FOLLOWING ORGANIZATIONS

National Assn. of State Directors of Child Development
State Hospital Auxiliary Leaders
American Academy of Pediatrics, Accident Prevention Committee (National)
" " " " State Chairmen, Accident Prevention Comm.
National Safety Council Affiliates
National Organizations Advisory Council for International Year of the Child
Governors' Highway Safety Representatives and Coordinators
DHEW Regional International Year of the Child Representatives
National Safety Town Center, State and District Directors
International Childbirth Education Assn., Board of Directors
American Society for Psychoprophylaxis in Obstetrics, Board of Directors
<table>
<thead>
<tr>
<th>Auto Club</th>
<th>Address</th>
<th>City, State, Zip</th>
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<tbody>
<tr>
<td>AAA</td>
<td>8111 Gatehouse Rd.</td>
<td>Falls Church, VA 22042</td>
</tr>
<tr>
<td>ALA Auto and Travel Club</td>
<td>888 Worcester St.</td>
<td>Wellesley, MA 02181</td>
</tr>
<tr>
<td>Allstate Motor Club</td>
<td>Allstate Plaza Northbrook, IL 60062</td>
<td></td>
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<tr>
<td>Amoco Motor Club</td>
<td>200 E. Randolph Dr.</td>
<td>Chicago, IL 60601</td>
</tr>
<tr>
<td>Arco Travel Club</td>
<td>Box 30307-TA</td>
<td>Los Angeles, CA 90030</td>
</tr>
<tr>
<td>Chevron Travel Club, Box P</td>
<td>Concord, CA 94524</td>
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<tr>
<td>Exxon Travel Club</td>
<td>4550 Dacona St.</td>
<td>Houston, TX 77092</td>
</tr>
<tr>
<td>Gulf Auto Club</td>
<td>Box 4189</td>
<td>South Bend, IN 46634</td>
</tr>
<tr>
<td>Montgomery Ward Auto Club</td>
<td>Box 60100</td>
<td>Chicago, IL 60660</td>
</tr>
<tr>
<td>National Automobile Assn.</td>
<td>1730 NE Expressway</td>
<td>Atlanta, GA 30329</td>
</tr>
<tr>
<td>National Automobile Club</td>
<td>One Market Plaza</td>
<td>San Francisco, CA 94105</td>
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<th>Other Club</th>
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<tbody>
<tr>
<td>National Travel Club</td>
<td>Travel Bldg.</td>
<td>Floral Park, NY 11001</td>
</tr>
<tr>
<td>Shell Motors Club</td>
<td>8500 N. Michigan Rd.</td>
<td>Indianapolis, IN 46268</td>
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<tr>
<td>Sun Travel Club</td>
<td>6001 N. Clark St.</td>
<td>Chicago, IL 60660</td>
</tr>
<tr>
<td>United States Auto Club Motoring Div.</td>
<td>1720 Ruskin St.</td>
<td>South Bend, IN 46624</td>
</tr>
</tbody>
</table>
Am. Assoc. for Automotive Med.
c/o Health & Safety Assn.
P O Box 222
Morton Grove, IL 60053

Assn. of Physician Assistant
Programs
2341 Jeff. Davis Hvy., Suite 700
Arlington, VA 22202

Amer. Medical Women's Assn.
1740 Broadway
New York, NY 10019

Am. Assn. of Physicians' Assistants
488 Madison Ave.
New York, NY 10022

Nat'l New Professional Health
18 E. Fifth Ave.
New York, NY 10010

Am. Academy of Physicians' Assistants
2341 Jefferson Davis Hvy.,
Suite 700
Arlington, VA 22202

Assn. of the Advancement of
Health Education
1201 16th St. NW
Washington, DC 20036

National Perinatal Assn.
200 E. Chestnut St.
Louisville, KY 40222

Amer. Public Health Assn.
1015 15th St. NW
Washington, DC 20036

Nurses Assn. of the Am. College
of OB & Gynecologists
1 E. Wacker Dr., Suite 2700
Chicago, IL 60601

Am. Assn. of Public Health
Physicians
1703 Ridgemont
Austin, TX 78723

Frontier Nursing Service
Hyden, KY 41749

Assn. of Teachers of Prev. Med.
U. of CO Med. Cntr., No. C-245
4200 E. Ninth Ave.
Denver, CO 80220

Am. Nurses' Assn.
2420 Pershing Rd.
Kansas City, MO 64108

Am. College of Prev. Medicine
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Bryn Mawr, PA 19010

Am. College of Nurse-Midwives
1200 Vermont Ave. NW, Suite 1210
Washington, D.C. 20005

Am. Academy of Med. Preventives
11311 Camarillo St., Suite 207
North Hollywood, CA 91602

535 N. Dearborn St.
Chicago, IL 60611

Am. Academy of Pediatrics
1801 Hinman Ave.
Evanston, IL 60204

1720 Mass. Ave NW
Washington, DC 20006
Society for Pediatric Research
Dept. of Pediatrics
Stanford Univ. School of Medicine
Stanford, CA 94305
John Johnson, MD, Sec-Treas.

National Health Council
1740 Broadway
New York, NY 10019
Edward Van Ness, Exec. V.P.

Society for Public Health Educ.
593 Sutler St.
San Francisco, CA 94102
James Lovegren, Exec. Dir.

Dr. Terry Slaughter, Pres.
American Assn. of Oral and
Maxillofacial Surgery
211 E. Chicago Ave.
Chicago, IL 60611

Mr. Jack McAllister, Ex. Dir.
Epilepsy Foundation of America
1828 L St. NW, Suite 406
Washington, DC 20036

United Cerebral Palsy Assn.
66 E. 34th St.
New York, NY 10016

American Pediatric Society
500 S. Kingshighway
St. Louis, MO 63110
David Goldring, MD, Sec-Treas.

New Jersey Health Research &
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760 Alexander Rd.
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Judy Boyd

Ms. Ruth Davidow, Dir.
Health Media Education
1207 De Haro St.
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Pittsburgh, PA 15213

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White Plains, NY 10605

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1625 I St. NW, Suite 403
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1201 16th St. NW  
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Dorothy Dean, Exec. Dir.

EASTER SEAL RESEARCH FOUNDATION OF THE NATL. EASTER SEAL SOC. FOR CR. CHILDREN  
2023 W. OGDEN AVE.  
CHICAGO, IL 60612  
Dr. Wm. Gellman, Dir.

MOTHERS OF CHILDREN WITH DOWN'S SYNDROME  
c/o N. VIRGINIA ASSN. FOR RETARDED CITIZENS  
105 E. ANNARDALE RD. SU 203  
FALLS CHURCH, VA 22046  
ASSN. FOR CHILDREN WITH RETARDED MENTAL DEVELOPMENT  
902 BROADWAY  
NEW YORK, NY 10010  
Ida Rappaport, Exec. Dir.

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ARLINGTON, VA 22202  
Robt. M. Gettings, Ex. Dir.

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Gerald W. O'Regan, Ex.Dir.

Dr. Gerald Solomons, Acting Hdo.  
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Iowa City, IA 52242

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Children's Rehab. Inst.  
University of Nebraska Medical Center  
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James K. Williams
Transportation Safety Coord.
Transportation Research Board
National Academy of Sciences
2101 Constitution Ave.
Washington, DC 20418

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Jean Ann Sawyer, Pres.

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1040 WOODCOCK RD.
ORLANDO, FL 32803
Charles T. Harper, Jr.,
Exec. Dir.

AMERICAN DRIVER & TRAFFIC
SAFETY EDUCATION ASSN.
1201 16th St. NW
WASHINGTON, DC 20036
Wm. D. Cushman, Ex. Dir.

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THE PREVENTION OF TRAFFIC
ACCIDENTS
P.O. Box 604
BAKERSFIELD, CA 93302

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444 N. Michigan Ave.
Chicago, IL 60611

American Seat Belt Council
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Washington, DC 20006
Kristine Heine

Juvenile Products Manuf. Assn.
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Mooresville, NJ 08057
William MacMillan, Exec. Dir.

J. B. Creal, Pres.
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Bertha King, Sec.
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Div. of Vocational Technical Ed.
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Washington, DC 20202

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Prevention of Traffic Accidents
P.O. Box 604
Bakersfield, CA 93302

Dealers Safety Mobility Council
1776 Massachusetts Ave. NW
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Harry Williams

Susan Weed, Ex. Dir.
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875 N. Michigan Ave.
Chicago, IL 60611

Dorothy Chad, Pres.
Natl. Safety Town Center
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Cleveland, OH 44139
American Health Foundation
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New York, NY 10017

Dr. W. B. Ligett, Pres.
Franklin Inst. Research Labs.
Benjamin Franklin Parkway
at 20th St.
Philadelphia, PA 19103

Dr. Robert Hess, Dir.
Highway Safety Research Inst.
University of Michigan
Huron Parkway & Baxter Rd.
Ann Arbor, MI 48105

John McKelvey, Pres.
Midwest Research Institute
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Kansas City, MO 64110

Dr. James E. Aaron, Coord.
Safety Center
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Carbondale, IL 62901

Dr. Herald A. Sherman, Dir.
Safety & Systems Management
Research Center
University of Southern Calif.
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APPENDIX B-2

Preliminary announcement

Conducted by:
U.S. Department of Transportation
National Highway Traffic Safety Administration

SHERATON PARK HOTEL
WASHINGTON, D.C.
APPENDIX B-2
NATIONAL CONFERENCE ON CHILD PASSENGER PROTECTION
December 10-12, 1979
Sheraton-Hotel Washington, D.C.

Sunday, December 9, 1979
7:00-9:00 p.m. Registration
7:00-9:00 p.m. Reception and Exhibits

Monday, December 10, 1979
8:00-9:00 a.m. Registration
9:00-9:10 a.m. Welcome
Charles F. Livingston
Associate Administrator for Traffic Safety Programs
National Highway Traffic Safety Administration

9:10-9:30 a.m. Opening Remarks
Joan Claybrook, Administrator
National Highway Traffic Safety Administration

9:30-10:00 a.m. Individual and Societal Costs of Accidents Involving Children
Congressman Robert Eckhardt
Chairman, Subcommittee on Oversight and Investigations
Committee on Interstate and Foreign Commerce

10:00-10:30 a.m. The Public's Responsibility in Protecting Children
Dr. William J. Haddon, Jr., M.D., President
Insurance Institute for Highway Safety

10:30-10:45 a.m. Break

10:45-11:15 a.m. Deaths and Injuries to Children as Motor Vehicle Occupants
Susan P. Baker, MPH Johns Hopkins University School of Public Health

11:15-Noon Factors Influencing the Use of Restraints
B.J. Campbell, University of North Carolina, Moderator
Chris Hughes, National Safety Council
Edward Christopherson, University of Kansas
Debbie Richards, Action for Child Transportation Safety

12:00-1:30 p.m. Luncheon
The Future of Passenger Protection
Joan Claybrook, Administrator
National Highway Traffic Safety Administration

1:30-2:15 p.m. Questions for the Industry
(The child restraint manufacturers will answer questions submitted by the audience.)

2:15-2:30 p.m. The Tennessee Child Passenger Protection Law
Two Years Later
Larry M. "Mike" Ellis
Governer's Highway Safety Representative
State of Tennessee

2:30-2:45 p.m. Break

2:45-3:15 p.m. An Insurance Company's Perspective and Unique Approach
Robert Vanderbeck, President
League General Insurance Company

3:15-3:45 p.m. Accident Prevention as a Public Health Measure
J. Michael McGinnis, M.D.
Deputy Assistant Secretary for Health
(Disease Prevention and Health Promotion.)

5:00-7:00 p.m. Reception on Capitol Hill

Tuesday, December 11, 1979
9:00-10:00 a.m. Public Policy: Child Passenger Protection—Your Workshop I
Legal Responsibilities
(Civil and criminal liability issues will be discussed as they pertain to parents protecting their children and institutions, such as hospitals, providing or not providing information on child restraint use to parents.)

Workshop II Education Programs: Child Restraint Education Programs—How Effective are They?
(A discussion of program content and effectiveness of private physician, clinic, and hospital education programs)

Workshop III Communications: What Television Teaches Children About Car Crashes and Passenger Safety
(The present portrayal of passenger safety in network programming will be discussed as it influences attitudes and behaviors)

(The impact of the new NHTSA standard will be discussed in terms of its impact on the consumer, manufacturers, researchers, and regulators.)

10:00-10:15 a.m. Break

10:15-11:15 a.m. Public Policy: Product Liability—Considerations for Distribution Programs
(The legal protection of distribution programs will be addressed and problems such as insurance coverage, protection by claimants and potential law suits will be anticipated.)

Workshop II Education Programs: Applying Health Education Techniques to Child Passenger Protection

Workshop III (A review of unique health education techniques that could be tailored for use in the promotion of child restraint programs will be presented)
Communications: Promoting Child Passenger Safety Through the Media
(Alternatives for improving the portrayal and reporting of safety to the public through television, radio, news media, brochures, etc. will be explored)

Workshop IV Research and Evaluation: Innovative Child Restraint Systems for the Future
(New designs, foreign product compatibility with U.S. requirements, and restraint systems for the handicapped will be covered)

11:15-12:15 p.m. Workshop I
12:15-1:45 p.m. Luncheon

1:45-2:15 p.m. Workshop II

2:00-3:00 p.m. Workshop I

3:00-3:15 p.m. Break

3:15-4:15 p.m. Workshop I

4:15-4:30 p.m. Public Policy: Issues to Consider in Determining Public Policy
(Considerations in the area of regulation or legislation of child restraint use will be addressed, such as enforcement, fines and negligence, public transportation of children, providing protection for children of indigent families, etc.)

Education Programs: Getting the Child Safety Seat to the Consumer
(Working on a local level with automobile dealers, and retailers to promote the sales and proper use of child restraints will be addressed)

Communications: The Decision to Buckle Up
(A review of the characteristics of parents who do [and do not] protect their children, with emphasis on the application of this knowledge to the design of effective public information programs)

3:30-4:30 p.m. Workshop II

4:30-5:15 p.m. Workshop IV

5:30-6:30 p.m. Workshop I

6:00-7:00 p.m. Workshop II

Workshop III Research and Evaluation: Restraint Use and Seating Position as Factors Influencing Injuries to Children
(The potential to reduce injuries to children will be addressed as a function of seating position and different restraint systems)

Workshop IV (A review of unique health education techniques that could be tailored for use in the promotion of child restraint programs will be presented)
Communications: Promoting Child Passenger Safety Through the Media
(Alternatives for improving the portrayal and reporting of safety to the public through television, radio, news media, brochures, etc. will be explored)

Workshop IV Research and Evaluation: Innovative Child Restraint Systems for the Future
(New designs, foreign product compatibility with U.S. requirements, and restraint systems for the handicapped will be covered)

Workshop I Public Policy: What Avenues in the Health and Human Resources Area Exist to Promote Child Restraint Use?
(Health care systems, education curricula and other methods of reaching parents and children will be addressed)

Workshop II Education Programs: Educating Parents and Children—Techniques to Stimulate and Promote Proper Use
(An attempt will be made to identify methods of reaching parents and promoting proper use by both parent and child will be discussed along with identifying techniques to persuade children to use restraints)

Workshop III Communications: Selling Passenger Safety to America
(The application of advertising and marketing techniques to stimulate public awareness and support for child passenger safety will be discussed)

Workshop IV Research and Evaluation: The Compatibility of Child Restraint Systems with Different Adult Restraint Systems and with Different Types of Vehicles
(Interfacing child restraint systems with automatic restraints and small cars, vans, and pick-ups, etc. will be the focus of this session)

1:45-2:15 p.m. Luncheon

2:15-3:00 p.m. Workshop I

3:00-3:15 p.m. Workshop IV

3:15-4:15 p.m. Workshop I

4:15-4:30 p.m. Workshop IV

4:30-5:15 p.m. Workshop II

5:30-6:30 p.m. Workshop I

6:00-7:00 p.m. Workshop II

Wednesday, December 12, 1979
9:00 a.m. NHTSA Public Meeting: Child Transportation Safety
NATIONAL CONFERENCE ON CHILD PASSENGER PROTECTION

PRE-REGISTRATION  December 10 - 12, 1979
Sheraton-Park Hotel
Washington, D.C.

NAME

ORGANIZATION

STREET ADDRESS

CITY/STATE ZIP CODE

☐ Enclosed is my $40 registration fee (check made payable to the National Highway Traffic Safety Administration)
☐ I will pay my registration fee at the Conference

SHERATON PARK HOTEL AND MOTOR INN, WASHINGTON, D.C.
U.S. DEPARTMENT OF TRANSPORTATION
NATIONAL CONFERENCE ON CHILD PASSENGER PROTECTION
DECEMBER 10 - 12, 1979
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Name(s) of other occupants

DATE ARRIVING

DATE DEPARTING

CHECK OUT TIME 1 P.M.
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VA. Association of Women Highwa Safety Leaders, Inc.
P. O. Box 31
Danville, Virginia 24541
(804) 792-0605
Deborah Richards  
Action for Child Transportation Safety, Inc.  
P. O. Box 266  
Bothell, Washington 98011  
(206) 522-4766

Dianne Sontag  
Tennessee Child Passenger Safety Program  
University of Tennessee  
Knoxville, Tennessee 37916  
(615) 974-5255

John Shaffer  
Minnesota Safety Council, Inc.  
145 Hamm Building  
St. Paul, Minnesota  55102  
(612) 291-9150

Heinrich Von Wimmersperg  
Development Engineer Consultant  
15721 Rosemont Road  
Detroit, Michigan  48223  
(313) 837-2392

Christy Hughes  
National Safety Council - Childsafe Program  
444 No. Michigan Avenue  
Chicago, Illinois  60611

B-3.2
COMMERCIAL ORGANIZATIONS INVITED TO EXHIBIT

Bobby Mac Co.
PO Box 209
Scarsdale, NY 10583

Century Products
Roger Faulb, Nat. Sales Mgr.
1366 Commerce Dr.
Stow, OH 44224

Chrysler Corp.
Chris Kennedy, Manager
Auto Safety Relations
PO Box 1919
Detroit, MI 48231

Cosco Home Products
Jim Foss, Marketing Services
2525 State St.
Columbus, IN 47201

Film Loops - Gray Jones
PO Box 2233
Princeton, NJ 08540

Ford Parts Division, Clifton Kelley
3000 Schaefer Rd.
PO Box 1902
Dearborn, MI 48121

International Manufacturing Co.
2500 Washington St.
Roxbury, MA 02119
   Summer Swig

Questor Juvenile Products Co;
Jerry Koziatek, Dir. Technical Services
771 N. Freedom St.
Ravenna, OH 44266

Strolee of California
Richard Hyde, V.P. Operations
19067 S. Reyes Ave.
Compton, CA 90221

Takata Kojyo Co, Ltd.
c/o Masaoka-Ishikawa and Assoc.
T. Albert Yamada
900 17th St. NW, Suite 520
Washington, DC 20006

Unilando Inc.
dba Bunny Bear
Nursery Lane
Everett, MA 02149
   Bill Costanza

Donlee Plastics
2450 Wilson Ave.
Weston, ONT. Canada M9M 2E9
TO: MANUFACTURERS OF CRASHWORTHY CHILDREN'S CAR RESTRAINTS

FROM: DEBORAH RICHARDS
CONFERENCE OFFICE/ACTS
P.O. Box 266
Bothell, WA 98011

DATE: September 7, 1979

Child Passenger Protection will be the subject of an upcoming conference sponsored by the National Highway Traffic Safety Administration. Action for Child Transportation Safety is working with the Federal Agency to organize the meeting, which will be held December 10-12 at the Sheraton Park Hotel in Washington, D.C. Please note the change of dates from those previously announced.

Leaders of public and private child health and safety programs, researchers, government officials and manufacturers are being invited to attend. To help all become familiar with currently available child restraints and educational publications, an exhibit section is planned. I would like to invite you to be an exhibitor. The hotel has ample display space, and the conference program will provide time for exhibit viewing and screening of audio-visual materials.

Your participation will help make this conference truly comprehensive. As well as displaying your products or publications, you will have the opportunity of contributing your own point of view to the discussions, which will cover all types of child passenger safety activities - educational, regulatory, and legislative.

The fee for commercial displays will be approximately $150.00. Please indicate to me your intention to exhibit by October 1, 1979 so that details on display arrangements can be sent to you.
EDUCATIONAL ORGANIZATIONS INVITED TO EXHIBIT

Action for Child Transportation Safety  
PO Box 266  
Bothell, WA  98011

Physicians for Automotive Safety  
PO Box 208  
Rye, NY  10580

Jayscettes  
Roni Tortorici, Nat'l Safety Chmn.  
1527 N. Pontiac Dr.  
Janesville, WI  53545

National Safety Council  
444 N. Michigan Ave.  
Chicago, IL  60611  
Attn: Diane Imhulse

Nat'l Assn. of Women Highway Safety Leaders  
Agnes Beaton, Exec. Dir.  
7206 Robinwood Dr.  
Upper Marlboro, MD  20870

Michigan Occupant Protection Program  
Office Of Highway Safety Planning  
7150 Harris  
Lansing, MI  48913

Highway Safety Research Center  
CTP 197A  
University of North Carolina  
Chapel Hill, NC  27514

Child Passenger Safety Program  
Transportation Center  
University of Tennessee  
Knoxville, TN  37916

New Jersey Hospital Assn.  
Charlene Hess, RN  
760 Alexander Rd., CN 1

Idaho Dept. of Health & Welfare  
Dr. Zsolt H. Koppanyi, Chief  
Bureau of Child Health  
Boise, ID  83720

Multnomah County Health Dept.  
Susan Mann  
2505 S.E. 11th  
Portland, OR  97202

Safety Town  
Dorothy Chad  
PO Box 39312  
Cleveland, OH  44139

Heinrich Von Wimmersperg  
15721 Rosemont Rd.  
Detroit, MI  48223
Action for Child Transportation Safety

TO: ORGANIZATIONS ENGAGED IN CHILD PASSENGER SAFETY PROGRAMS

FROM: DEBORAH RICHARDS
CONFERENCE OFFICE/ACTS
P.O. Box 266
Bothell, WA 98011

DATE: September 7, 1979

Child Passenger Protection will be the subject of an upcoming conference sponsored by the National Highway Traffic Safety Administration. Action for Child Transportation Safety is working with the Federal Agency to organize the meeting, which will be held December 10-12 at the Sheraton Park Hotel in Washington, D.C. Please note the change of dates from those previously announced.

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Your participation will help make this conference truly comprehensive. As well as displaying your products or publications, you will have the opportunity of contributing your own point of view to the discussion, which will cover all types of child passenger safety activities - educational, regulatory, and legislative.

There will be no fee for non-profit or governmental organizations' displays. Please indicate to me your intention to exhibit, and the types of materials you will show, by Nov. 9, 1979. Details on display arrangements will be sent later.
APPENDIX C-1

INDIVIDUALS ASKED TO SUBMIT COMMENTS ON CONFERENCE

All members of the Advisory Committee

Andrea C. Jacobsen
Pennsylvania Interagency Task Force on Child Highway Safety
1924 N. Second St.
Harrisburg, PA 17102

Mary Gutierrez
Albuquerque Childbirth Ed. Assn.
12204 Emperor NE
Albuquerque, NM 87123

Kohn Kiernan
NY State Senate Committee on Transportation
811 Legislative Office Bldg.
Albany, NY 12247

Tom Parker
Arkansas Highway Safety Program
705 South Pulaski
Little Rock, Ark. 72201

Pat Spalding
Medical Arts
5043 Onaknoll Ave.
Los Angeles, CA 90043

Bonnie Shearer, PA-C
U. of Nebraska Medical Center
42nd & Dewey Ave.
Omaha, NE 68105

Carol Fast
ACTS School Bus Safety Chm.
11 Orlando Ave.
Ardsley, NY 10502

Shiela DeFrancesco
Mira Mesa Women's Club
11107 Crater Dr.
San Diego, CA 92126

Ellen Ryan
NY State Governor's Traffic Safety Committee
Empire State Plaza, Core 2, Fl. 5
Albany, NY 12228

Jerry Koziatek
Dir. Technical Services
Questor Juvenile Products Co.
Ravenna, OH 44266

Sally Barnett, Coordinator
Mass. ACTS
34 Westminster
Newton Centre, MA 02159

Robert Saunders, MD
Rutherford Cty. Health Dept.
PO Box 576
Murfreesboro, TN 37130
Now that we've all caught our breaths after the conference and holidays, I want to make sure that you realize how much I appreciated your help on the conference planning committee. Thank you. I hope that the final product came close to your expectations.

Elaine and I would appreciate getting some frank and constructive feedback from you, so please take a few minutes to comment on the enclosed questionnaire and return it by Jan 20th.

Happy New Year,

Debbie Richards
WE NEED YOUR COMMENTS ON THE CONFERENCE ON CHILD PASSENGER PROTECTION - Please return by Jan. 30. (Use back if you need more space.)

1. Did you find the first day's program carried out the goal of bringing the audience up-to-date on the topic? Yes
   Anything omitted?________________________
   Anything not necessary?_____________________

2. Were the workshops you attended helpful to you? Yes
   Why or why not? Many fascinating ideas were raised, but not enough time for questions.
   Comments on structure (length and number of sessions, etc.)
   The sessions were too large and too short in time - no real opportunity to exchange information.
   Comments on specific sessions or topic areas e.g., loaner programs - No time to discuss solutions to practical problems raised; e.g., Products Liability - no time for full discussion of implications of public Liability policy that were challenged.

3. Did you find the exhibits informative? Yes
   Why or why not? Not all types of products are locally available here - it was worthwhile to learn they exist.

4. Other comments The legitimacy of the preventive health message of the conference would have been enhanced by a ban on smoking in conference sessions.

5. Please pass on any comments you picked up from other participants about the conference in general or particular. All were very enthusiastic - Wished that many human service colleagues could have attended.

6. Should NHTSA sponsor another conference in 1980? Yes
   Similar or different from the last, in what ways not mentioned above? Directed if possible to persons not presently involved in child restraint promotion and also dealings with pedestrian/bicycle safety issues.

7. Based on your experience at the conference, what is the most important issue in child passenger safety that NHTSA should follow up on right now? Great need for public education - there is a huge gap between knowledge of general public and segment that is informed.

Thank you, Debbie Richards

Please return to me at:
2559 NE 83 St., Seattle, 98115
In order to properly evaluate the effect of the National Conference on Child Passenger Protection held last December, I would appreciate your candid thoughts, based on the questions on the attached sheet. This letter is going to only a few attendees in a variety of disciplines, so your comments will be very meaningful.

I very much appreciate your participation in the conference, and your interest in safety.

Sincerely,

Deborah D. Richards
Chairman
APPENDIX D-1

Summaries of General Session Speakers' Remarks

* Congressman Bob Eckhardt of Texas spoke in favor of state laws for child protection. He stated his committee, which oversees the NHTSA, recognizes the intangible value of children which defies cost-benefit analysis.

* William Haddon, M.D., President of the Insurance Institute for Highway Safety, pointed out the continuing designed-in safety defects of many cars. For instance, many dashboards are built with the smallest area of padding required by the NHTSA. A number present protruding knobs in spots where unrestrained children are likely to impact them.

* Seymour Charles, M.D., President of Physicians for Automotive Safety (PAS), provided a historical perspective. He spotlighted the role the medical community took in recognizing the child passenger safety problem long before government became involved, and the need for continuing leadership by physicians.

* Susan Baker, M.P.H., Associate Professor at Johns Hopkins School of Public Health, described the types of injuries suffered by child passengers. Her own recent research shows an exceptionally high death rate for infants.

* A panel detailed factors influencing restraint use. Edward Christopherson, Ph.D., summarized his work demonstrating children's behavior is improved by the use of restraints. Deborah Richards, Chairman of ACTS, outlined the real-world problems parents face in buying and using restraints properly. Christy Hughes, Ph.D., National Safety Council, specified psycho-social factors which influence parents to follow or disregard advice about child passenger safety.

* John Carr, Executive Director of the White House Conference on Families, expressed his belief that safety is a family matter. He asked for support from the audience to ensure that the impact of auto accidents on the family is included in the agenda of the three Conference meetings to be held early this summer.

* A panel of representatives of major child restraint manufacturers fielded audience questions. Various members answered positively to questions about marketing possibilities of car beds and harnesses. General Motors' Robert Walker said his company has had little success getting car rental firms to supply child restraints. He also reported that all 1980 GM cars have pre-drilled holes for tether anchorages. Questor's Jerry Kosiatek indicated his awareness of the need to double-thread many harness buckles. A new Questor seat will not require it. There was general agreement that seats should be replaced if they have been used during a crash.

* Mike Ellis, Governor's Highway Safety Representative from Tennessee, the only state to enact a child restraint law, related that restraints have been provided for all foster children in the state. Although there has not yet been a documented decline in child fatalities, there have been many examples of crashes in which children were saved from serious injury or death. 300 traffic tickets were written in the first two months of a new enforcement program.

* Robert E. Vanderbeek, President of the League General Insurance Company, explained his belief that insurance companies' interests coincide with the public's in the case of child restraint use. He outlined his program in which free Century Trav-L-Guards are distributed to all policy holders who have babies and small children while insured.

* J. Michael McGinnis, M.D., Deputy Assistant Secretary for Health (Disease Prevention and Health Promotion) assured participants that a reduction of childhood accidents is one goal of the Surgeon General's campaign emphasizing healthy families.
APPENDIX D

Pledges by Administrator Joan Claybrook:

*To publish proceedings of the conference for all participants.

*To negotiate with the Department of Health and Human Services (DHHS—previously DHEW) for improved cooperation in hospital and day care safety programs.

*To plan a second series of bi-state workshops to continue the exchange of ideas.

*To publish and distribute resource materials for public use.

*To consider establishment of a task force to advise the agency on new activities.

*To work with the insurance industry, the American Academy of Pediatrics, auto dealers, and child restraint manufacturers to encourage their assistance with safety programs.

*To continue communication with citizens and community groups, state and local agencies.

*To consider holding another national conference in 1980.
APPENDIX D-3

NHTSA Awards presented December 11, 1979:

Awards for Public Service--NHTSA's highest award--were granted to:
* Physicians for Automotive Safety
* Action for Child Transportation Safety
* Michigan Motor Vehicle Occupant Protection Program
* Insurance Institute for Highway Safety
* League General Insurance Company

Certificates of Appreciation went to:
* C. Ernest Cooney, Wisconsin Department of Public Instruction
* Highway Safety Research Center, University of North Carolina
* Sutliff Chevrolet, Harrisburg, Pennsylvania

A Special Award was presented to Honorable Warren G. Magnuson, Senator, State of Washington, at his office by Ms. Claybrook and Deborah Richards of ACTS for his long-time support of child safety, consumer, and auto safety measures as past Chairman of the Senate Commerce Committee.