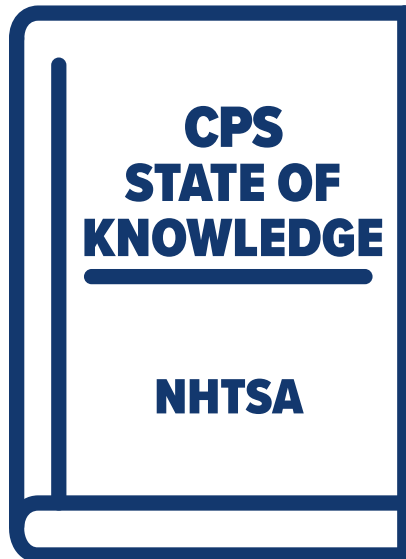




Engaging Communities with Lower Child Restraint Use

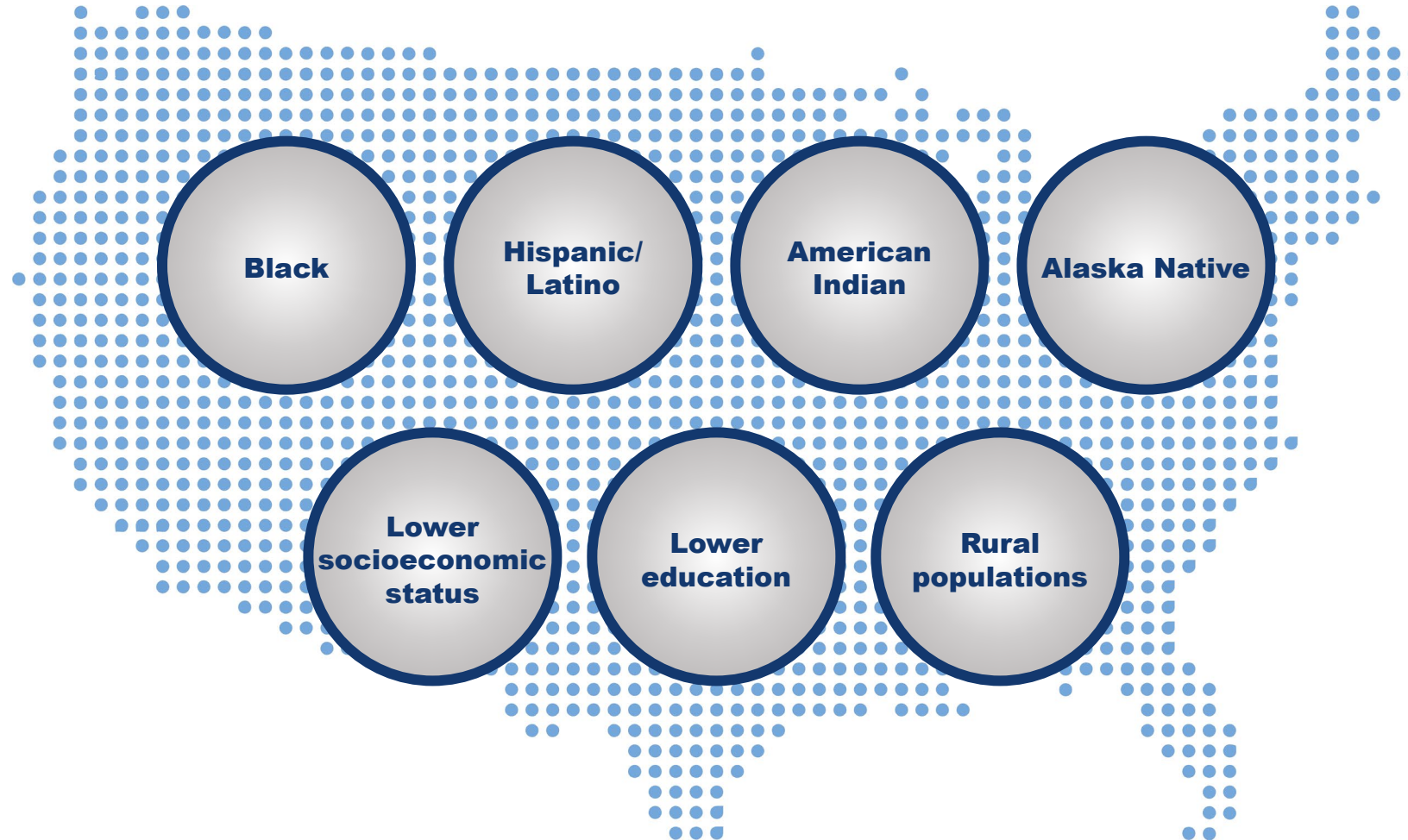


Comprehensive literature review of CPS research in the U.S.

Focused on children under 13 in passenger vehicles.

Summarizes research on education, outreach, and more.

Communities with lower child restraint use



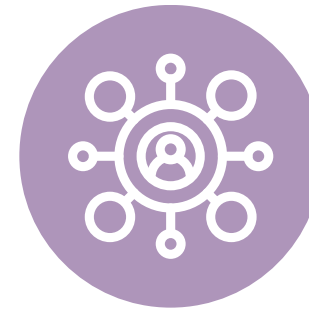
Recognized challenges



**Knowledge & access
to information**



**Financial
limitations**



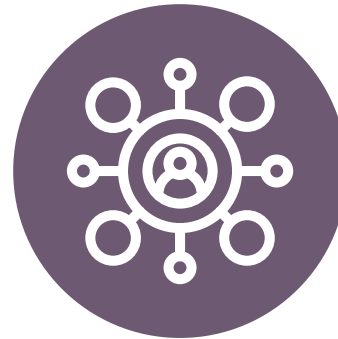
**Cultural
considerations**



Knowledge & access to information



Financial limitations



Cultural considerations

Summary of promising strategies



**Community-based
engagement**



**Tailored content &
approaches**



**Trusted
messengers**



**Sustained
engagement**

Community-Based Engagement





Co-creation



Buy in



Sustainability



TRUST > EXPERTISE

Research shows that **trust can be a more effective approach than expertise.**

A community-led approach can help you:



Deepen your understanding of a community's challenges



Identify local voices of a community



Gain new insights & ideas for engagement



Form new sustainable partnerships for action

Characteristics of a community-led approach



Relationship-building



**Community members
are equal partners**



**Knowledge is placed in
the community network**

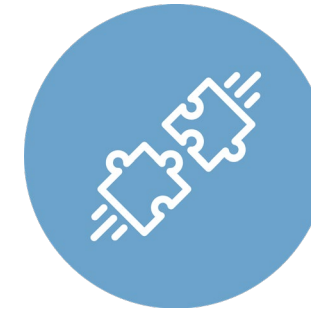
Characteristics of a community-led approach



Communities have control & make decisions

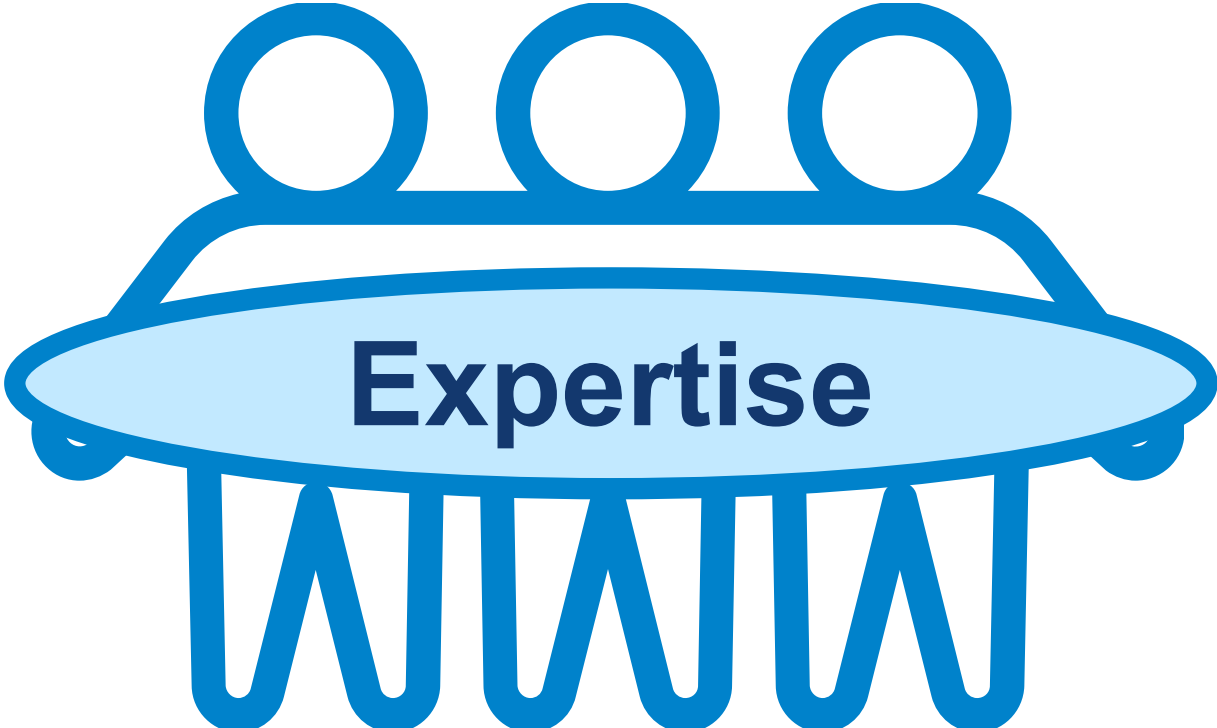


Communities are empowered via a phased approach



Visible activities led by community members

Ride Safe Program



Key features of a community-led campaign



**Information
reflects
community
culture**



**Overcomes
language
barriers**



**Information
is in the
correct
dialect**



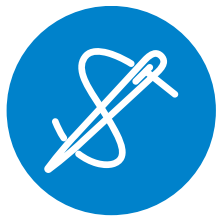
**Customized
events &
materials
valued by
their
community**



**Knowledge
continues to
exist in the
community**

Tailored Content & Approaches





Tailored content & approaches



Generic

vs.



Tailored to child's characteristics



Tailored to existing knowledge

Co-creation roles

Expert on CPS



YOU

Know how to engage the community



COMMUNITY MEMBERS

Communications research insights



People want to see themselves

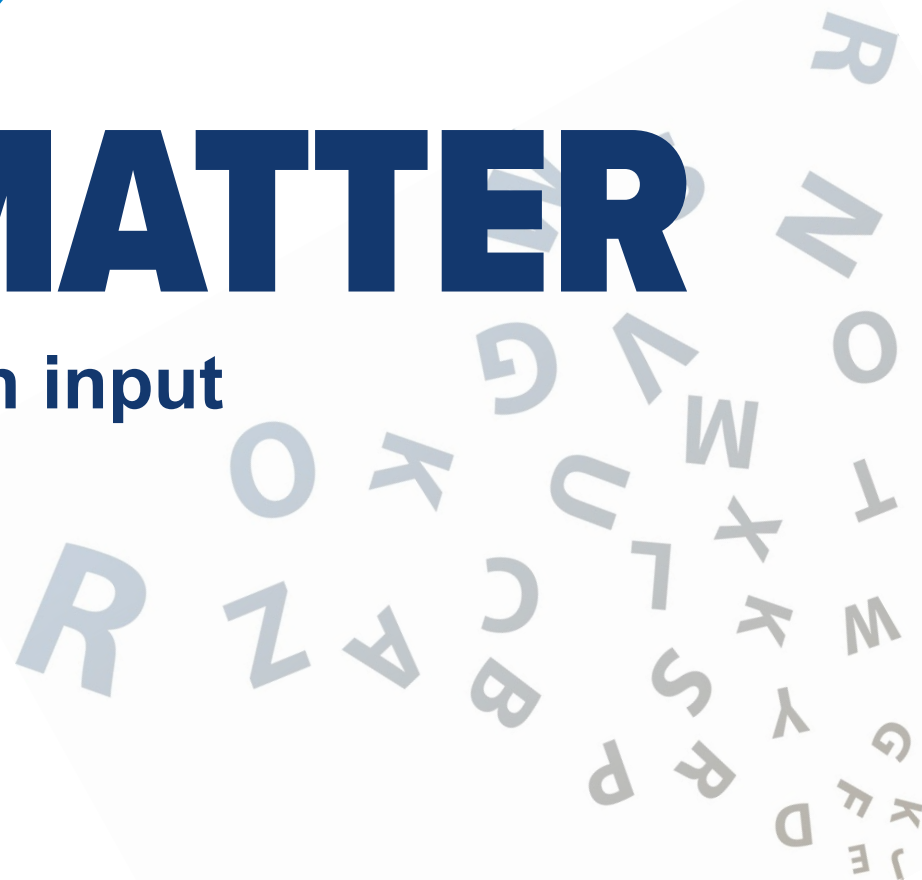


People want messages that are relevant and specific



WORDS MATTER

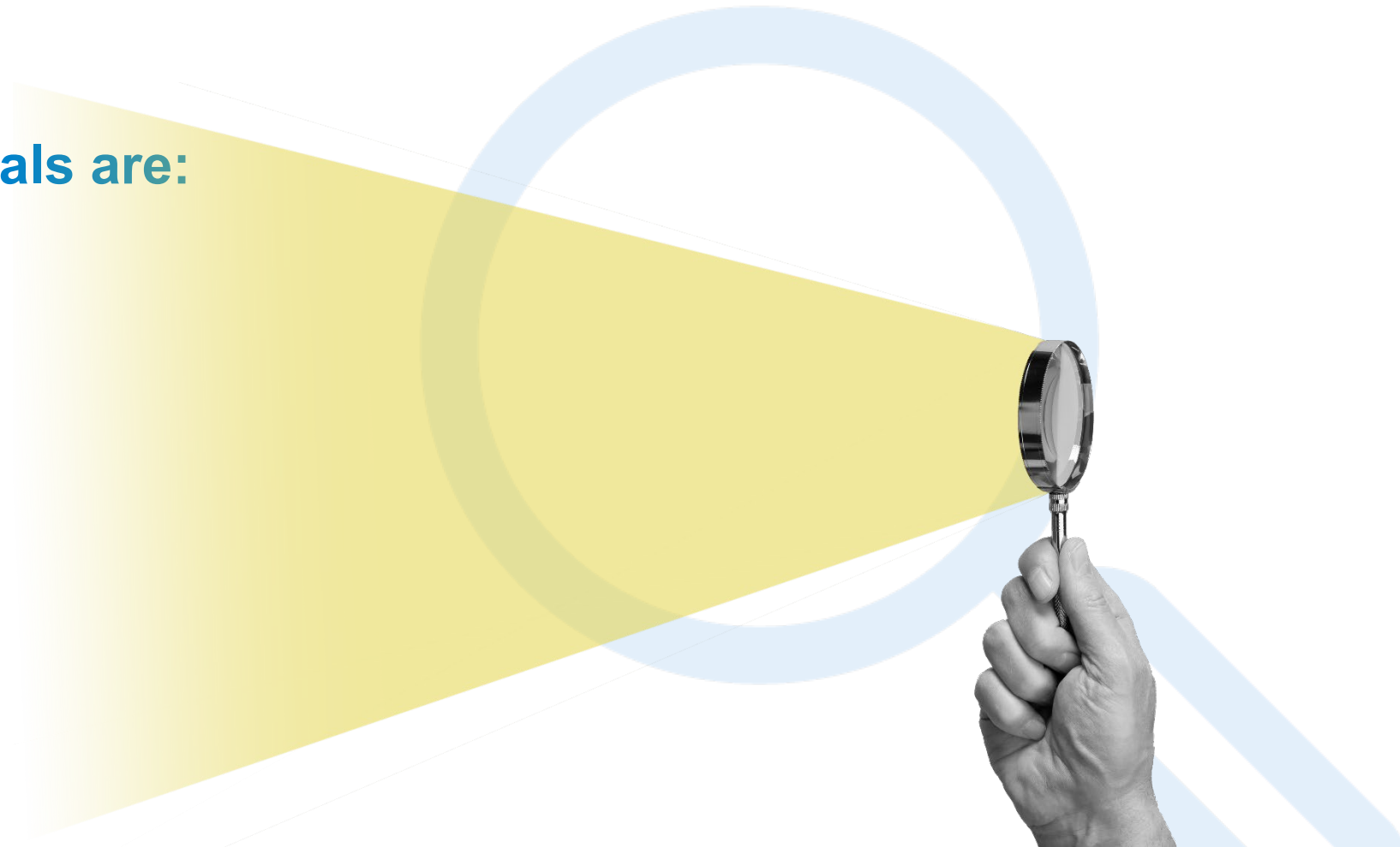
Translate with input



Testing program materials

Confirm that your materials are:

- Breaking through
- Actively engaging people
- Moving people to act



Materials testing questions

What are your immediate impressions?

What comes to mind first? What grabs your attention?

This helps you understand breakthrough potential.

1

Materials testing questions

**What is the main point?
What is this trying to
tell you?**

*This helps you
understand if your
intended message is
coming through, and any
unintended messages.*

2

Materials testing questions

**How does this make
you feel? What does it
remind you of?
What does it make
you think?**

*This helps you
understand the more
complete emotional
and rational reaction
to your material.*

3

Materials testing questions

Who do you think this is for? How relevant is it for you personally?

Why/why not?

This helps you understand if your material resonates with them.

4

Materials testing questions

What seems to be missing?

What's unclear?

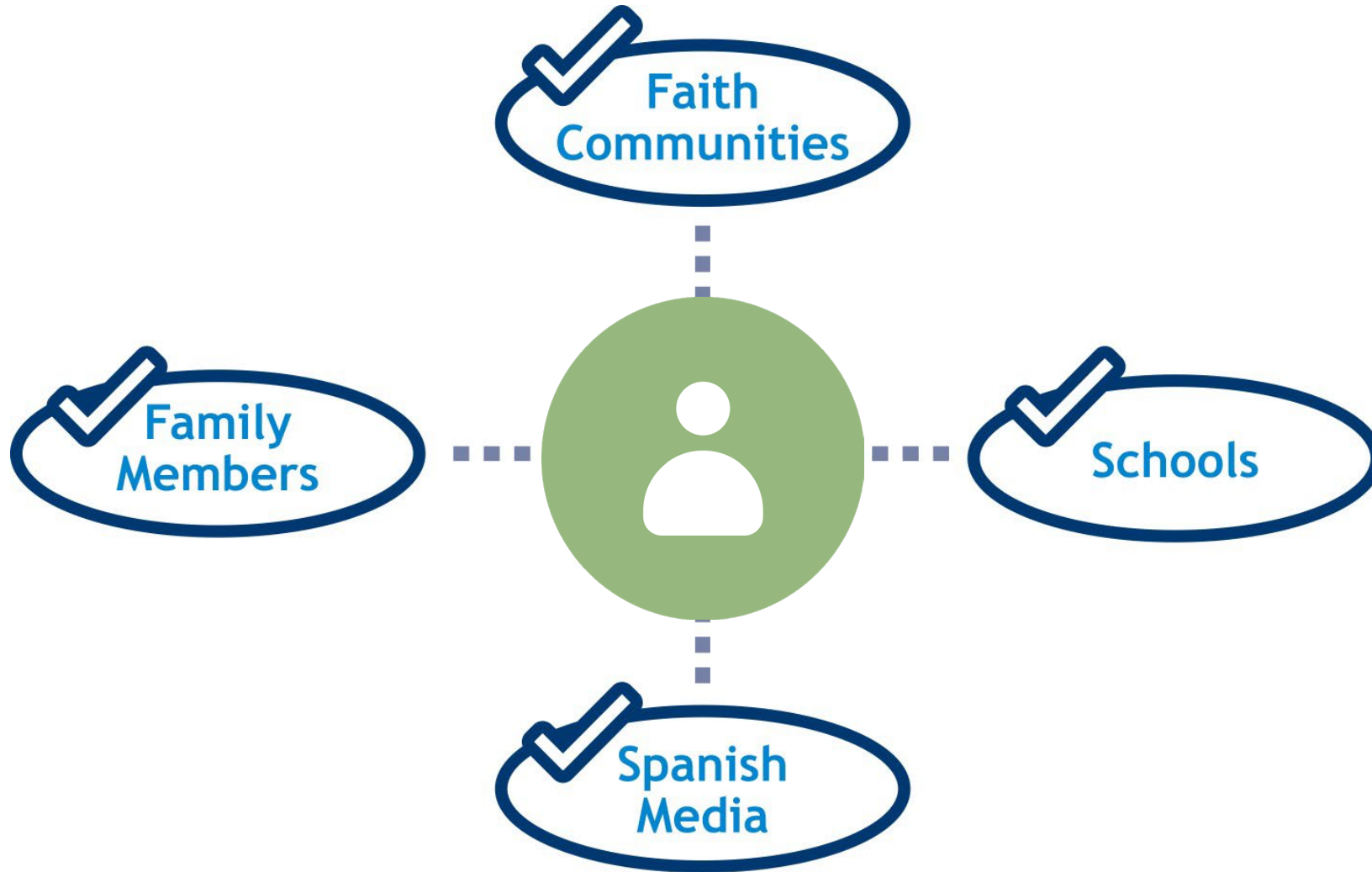
What could be a problem?

This helps you understand not only any unintentional problems, but how you might solve for them.

5

Trusted Messengers





How to Identify Trusted Messengers?



Trusted community members

Clergy

Food Bank Workers

Cultural Centers

Health Care
Providers

Clinics

Community Health
Aides

Community Health
Workers

Sustained Engagement



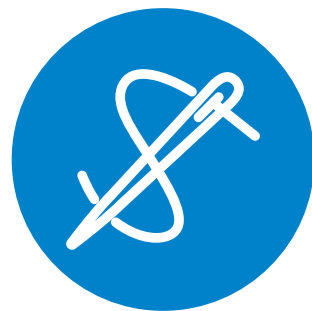
Find a champion



Summary of successful strategies



**Community-based
engagement**



**Tailored content &
approaches**



**Trusted
Messengers**



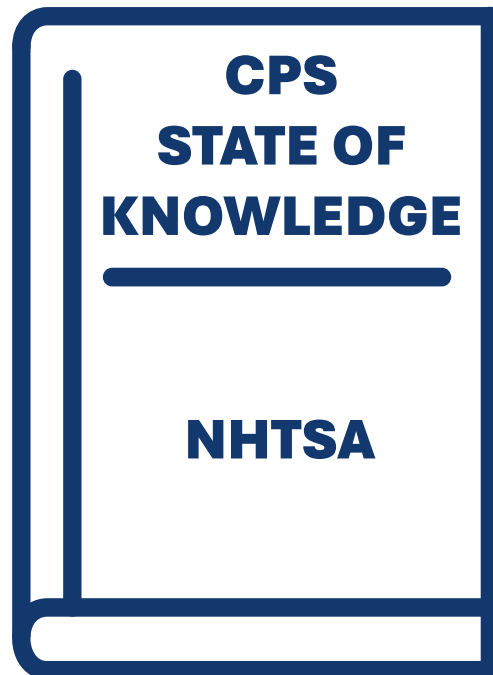
**Sustained
Engagement**

SPECIFIC & CLEAR



State laws are effective.

Other resources



Other resources

