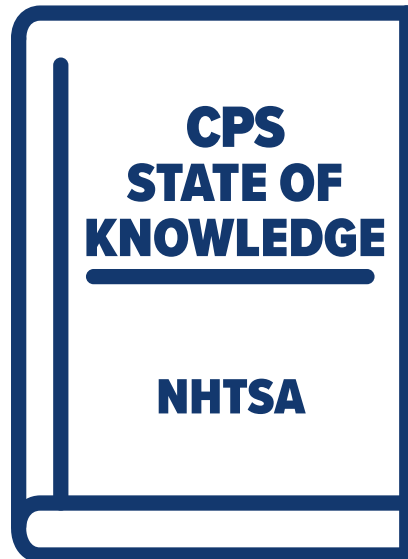




Top Insights from NHTSA's *CPS State of Knowledge*



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.

1. Knowledge Alone \neq Correct Use

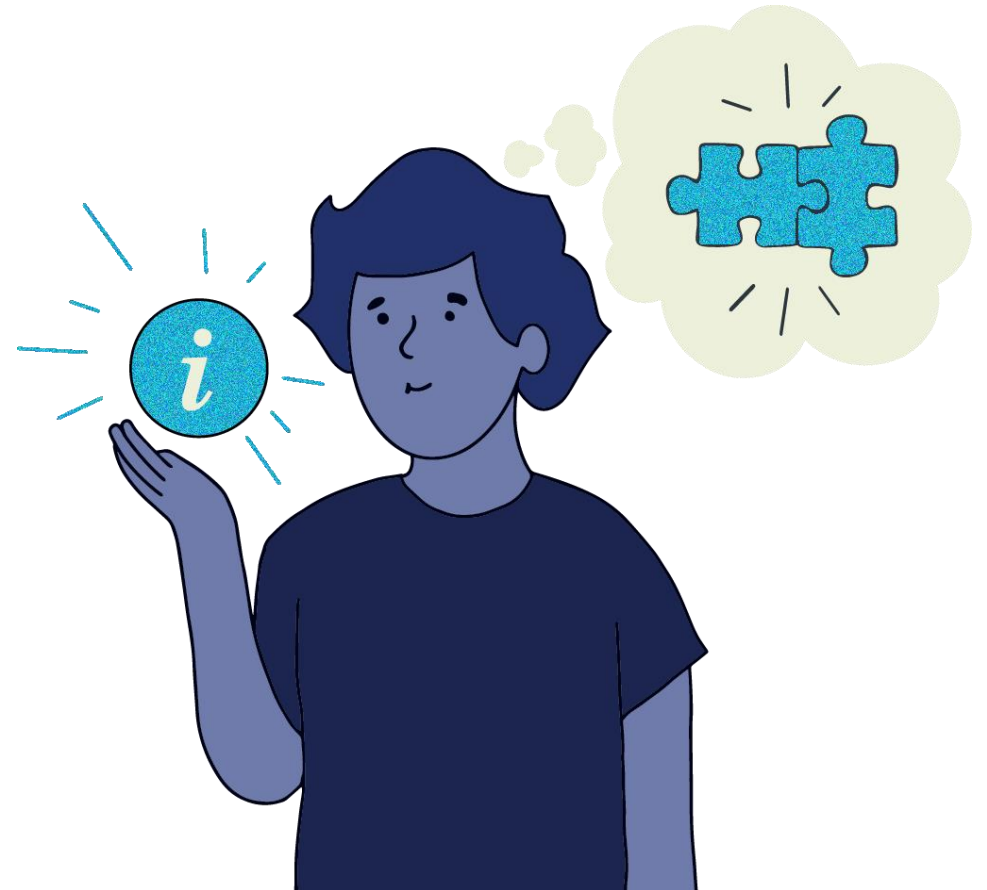


Increasing knowledge

Is the information new?

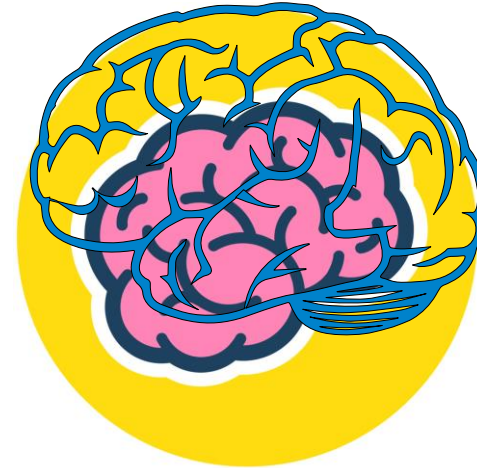
Does it add necessary understanding?

Does it add inspiration to act?



**Improper use of
car seats can
result in injury
or death.**

**That won't
happen to
my child.**



2. Self-Efficacy





**Build on what caregivers know
& are already doing correctly**



Good

Uses a child restraint to minimum manufacturer instructions & State law requirements

Better

Uses a child restraint and exceeds the minimums

Best

Uses a child restraint to highest instructions & exceeds State requirements



Offer empathy & help

Try this

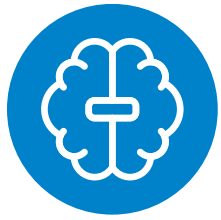
Highlight how you can make caregivers' lives easier.

Offer ways to get better at something parents already do.

Not this

Highlight more things to worry about.

Share stories of “super doers.”



Reduce cognitive load

Try this

Focus on one action vs several to-dos.


Provide brief information relevant to their child's current age & size for car seat use.

Not this

Share information they already know.

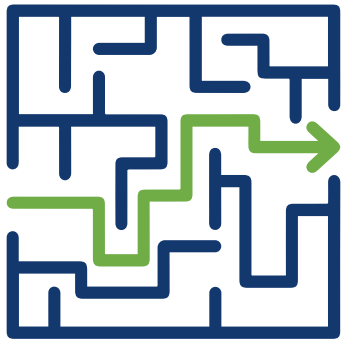
Share information that is not immediately useful.

Can you think of a time you made it easier for caregivers to act?



3. Biases





**TRYING TO MAKE
A DECISION**

.....

BIAS

.....

**DECISION
MADE**



Overconfidence




Overconfidence is a powerful cognitive bias.

I've kept my kids in car seats for years. I've got this.



**Overconfidence can lead to
MISUSE**

Can you think of a time where you saw overconfidence in a caregiver?



4. Tailored Information





Tailor content to individual needs

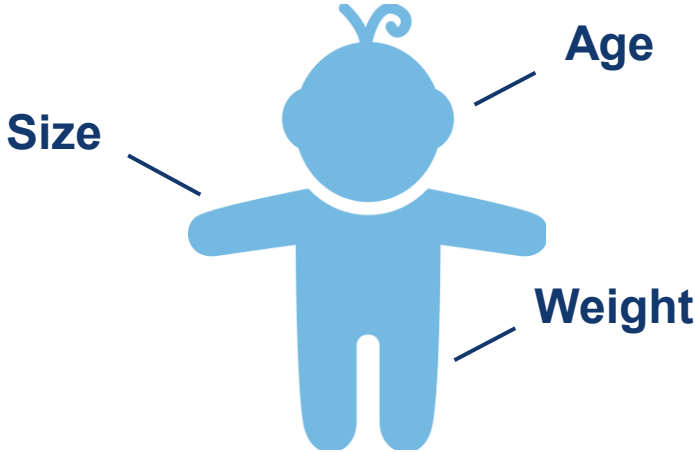


vs.



Tailor content

Current restraint needs



How much caregivers know



5. CPS Technician Program



National
Child Passenger Safety
Technician Certification Training

TECHNICIAN GUIDE



REAR-FACING
CAR SEAT



FORWARD-FACING
CAR SEAT



BOOSTER SEAT



SEAT BELT



2020



CPS Knowledge

Challenge

Locations of inspection stations or check-up events are inconvenient for some caregivers.

A Solution

Conduct inspections in the community you intend to serve.

Collaborate with local partners and community members to make it easier and more welcoming for your audience.

Challenge

A lack of CPSTs in rural areas.

A Solution

Remove the challenge of travel — bring training to rural areas.



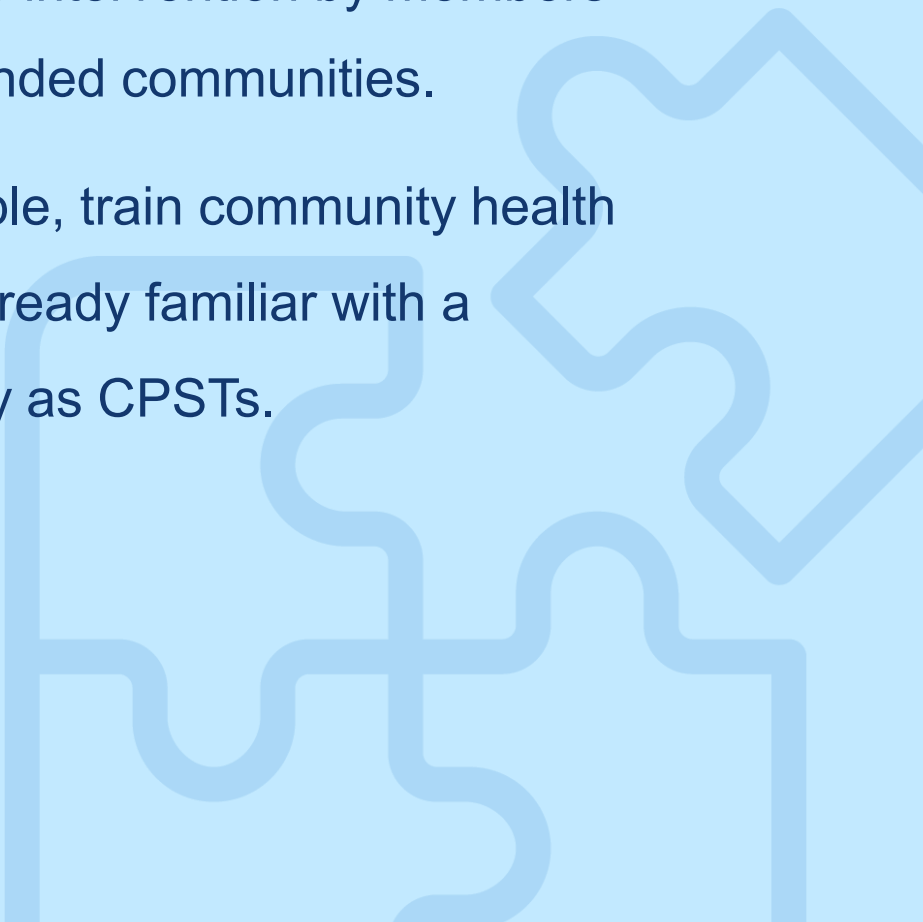
Challenge

A lack of trained CPSTs among members of communities with lower rates of child restraint use.

A Solution

Deliver the intervention by members of the intended communities.

For example, train community health workers already familiar with a community as CPSTs.



Challenge

CPST training is costly and requires significant time.

A Solution

Provide enhanced training of trusted messengers within the social network without relying solely on CPST training.

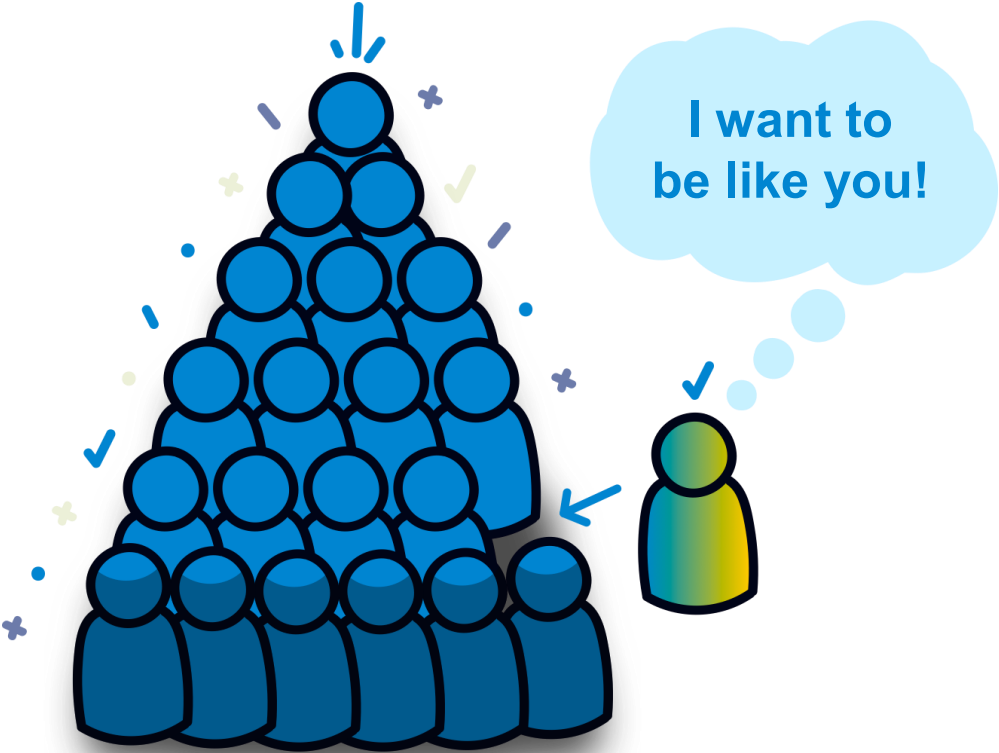
Basic awareness training online



6. Social Norms



Social norms



MANY CAREGIVERS
ARE USING
BOOSTER SEATS

.....



That's not what
I'm seeing in
my community

Norm solutions. Not problems.

NEARLY HALF OF
ALL CAR SEATS
ARE MISUSED



Misuse is
normal

A solution:

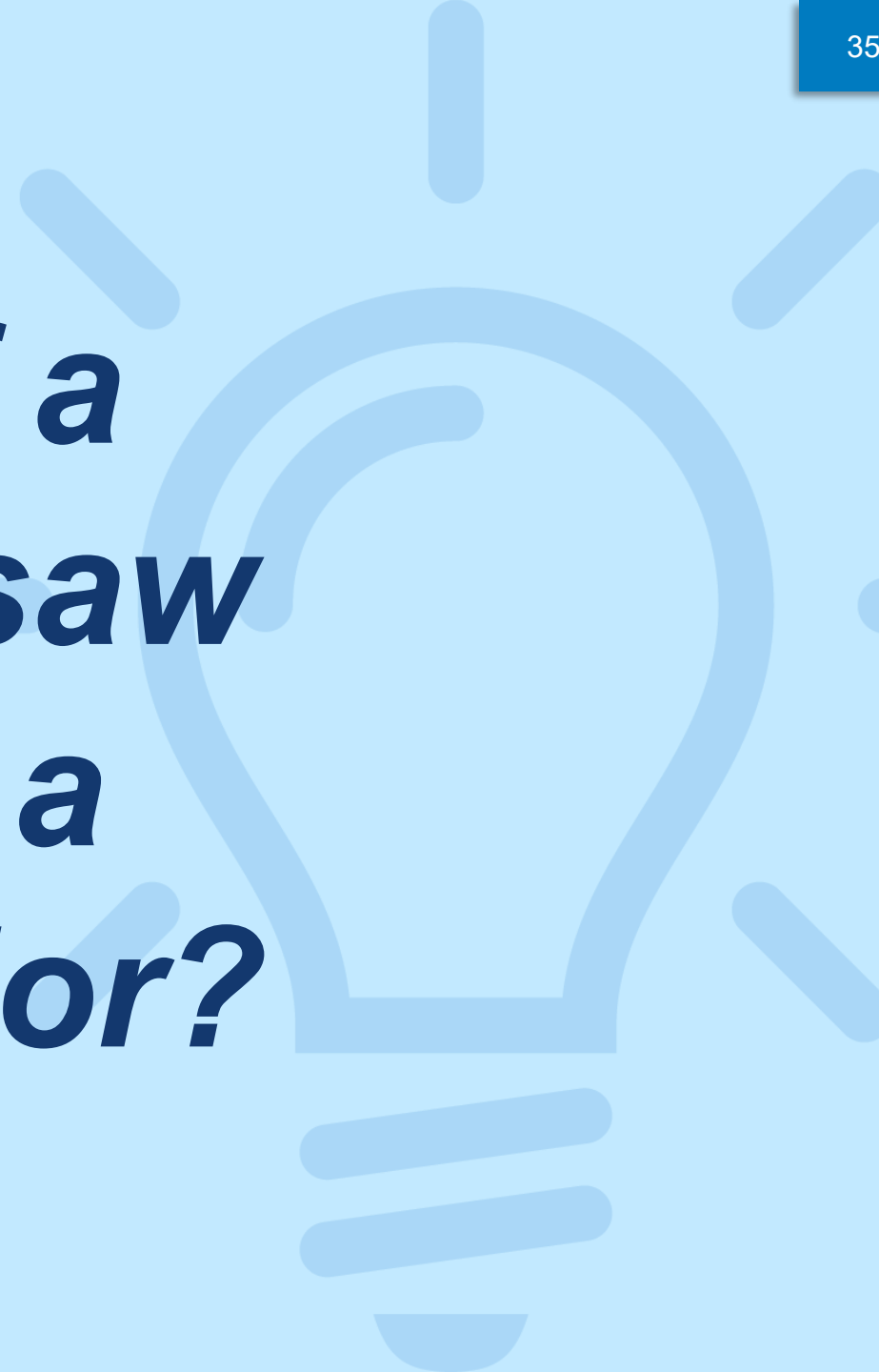
Many first time parents get help
installing their car seat
at XYZ Hospital.

**Click here to find a time
that's convenient for you.**



Norm accurately.

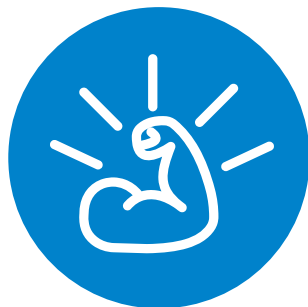
Can you think of a time where you saw norms influence a caregiver behavior?



7. Community-Based Campaigns



Critical components of community-based campaigns



**Strong
theoretical basis**



**Research-based
messaging**



**Focused public
health messages**



**Multiple
strategies**



**Coalition-
building**

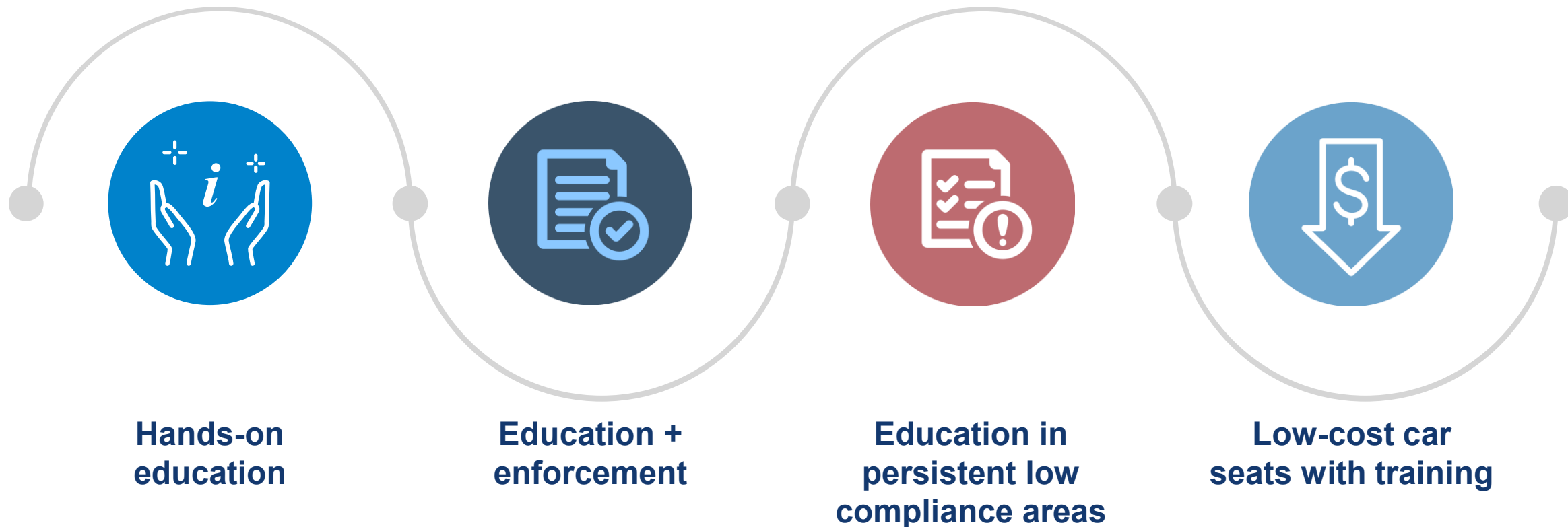


**Evaluation of campaign
effectiveness**

8. Multi-Modal Training



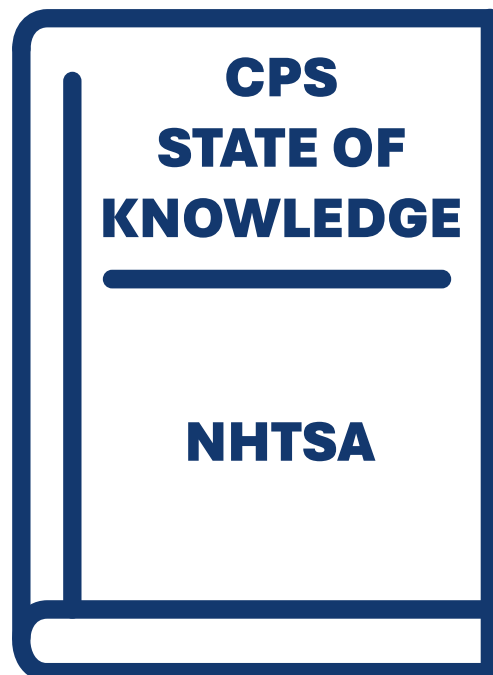
Multi-modal training is more effective than passive education



Summary

- 1. Knowledge Alone ≠ Correct Use**
- 2. Self-Efficacy**
- 3. Biases**
- 4. Tailored Information**
- 5. CPS Technician Program**
- 6. Social Norms**
- 7. Community-Based Campaigns**
- 8. Multi-Modal Training**

Other resources



Other resources

