



Alliance
**Empowerment
Program**

Welcome to
**ALLIANCE
EMPOWERMENT
PROGRAM**

Risk Factor Crash Course

Child restraints

2016



Alliance
**Empowerment
Program**

Welcome to
**ALLIANCE
EMPOWERMENT
PROGRAM**

1. **Helmet use**
2. **Drunk driving**
3. **Speeding**
4. **Seatbelts**
5. **Child Restraints**
6. **Drowsy/Fatigue Driving**

Find all on www.roadsafetyngos.org/empowerment-program



Evaluation and questions

**go to
[www. roadsafetyngos.org/empowerment-program/](http://www.roadsafetyngos.org/empowerment-program/)**

2016



CHILD PASSENGER SAFETY: One World

Global
Alliance
of NGOs
2016
Webinar

Presenter: Lorrie Walker



Objectives: Child focused road safety



- Define “child” in your country
- Collect data to know how and why children are at risk in your country
- Build or join a road safety team
- Have a clear strategy before acting
 - Laws, Regulation, Enforcement, Education, Data, Communication
- Think “GOOD, BETTER, BEST” when planning
- **Take the first step**

Safe Kids Model



RESEARCH

**Collect and
Analyze Data**

**6-8 reports
annually**

PROGRAMS

**Deliver
consistent
messaging
through our
global network**

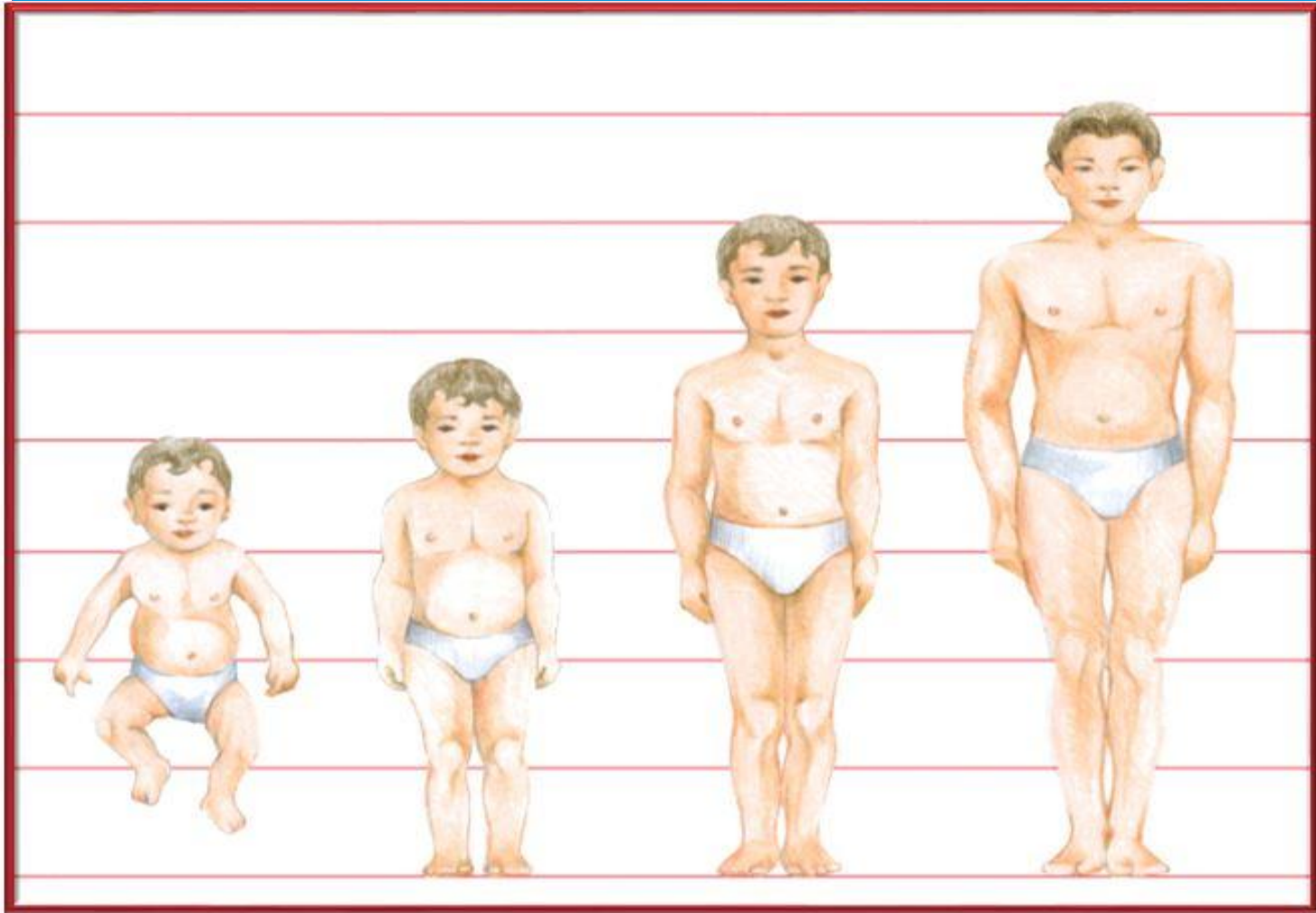
AWARENESS

**Reach
parents,
caregivers,
educators
and kids**

ADVOCACY

**Advocate for
new and
improved
laws**

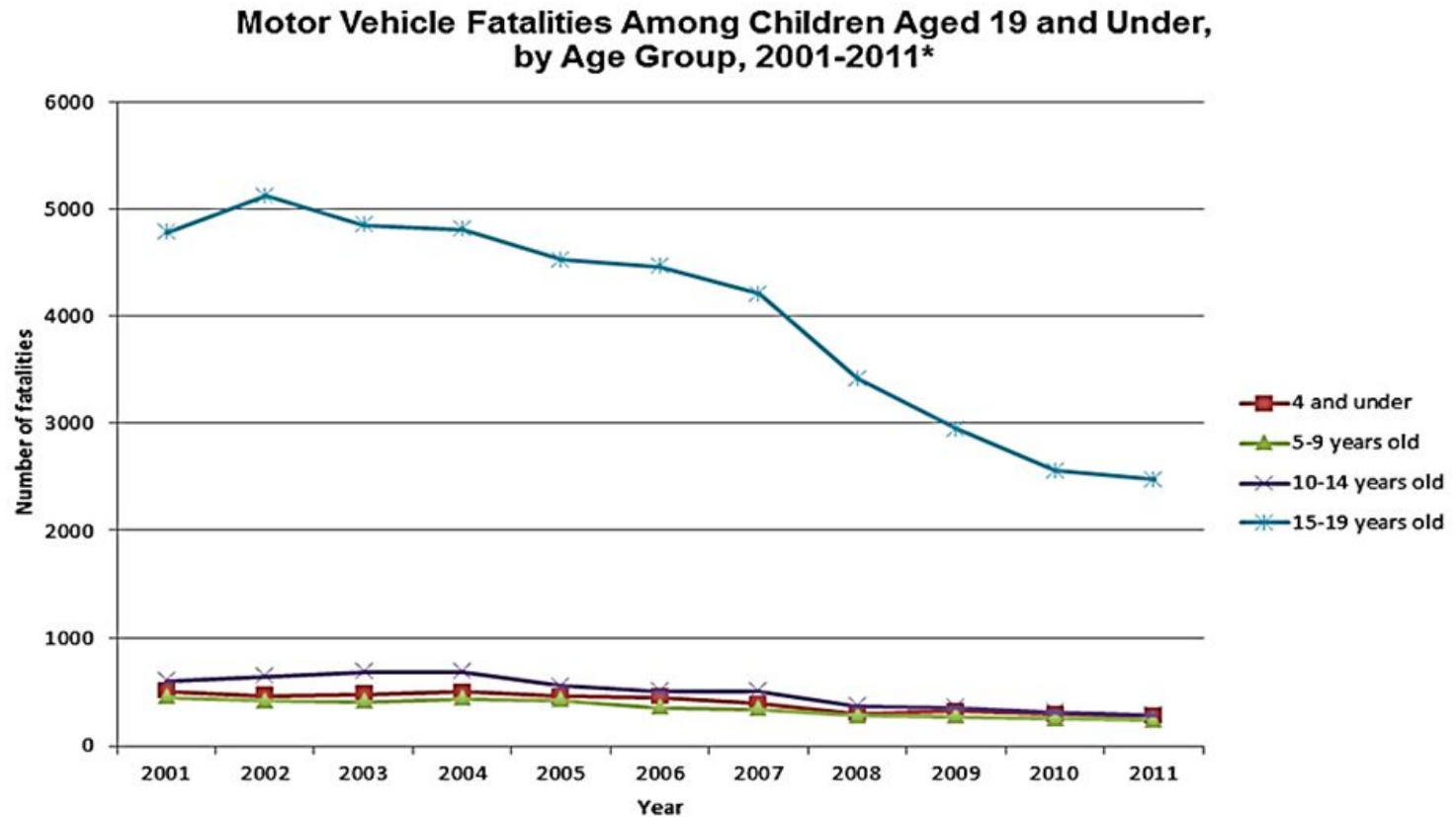
Who Is A Child In Your Country?



“Child” Ages in CPS State Laws

- Car Seats/Booster Seats –includes DC and PR
 - Age 4: 2
 - Age 5: 10
 - Age 6: 6
 - Age 7: 31
 - Age 8: 4
- 15 states - Back Seat Mentioned if seat is available
- Fines- \$25-\$500; points on driver’s license
- Teen Driver - # states (DC)
 - Age 14: 9
 - Age 15: 32
 - Age 16: 10

The Chart Tells the Story



*Data from NHTSA, NCSA Data Resource Website. Fatality Analysis Reporting System Encyclopedia. Available at <http://www-fars.nhtsa.dot.gov/QueryTool/QuerySection/SelectYear.aspx>. Accessed January 4, 2013. Person Type codes used were 1: Driver of a MV In-Transport, 2: Passenger of a MV In-Transport, 9: Unknown Occupant Type in a MV In-Transport

RESTRAINTS: A Proven Remedy


- Restraint Essentials

- Age
- Weight
- Height
- Developmentally correct



Correctly used
child safety seats
can reduce the
risk of death
by as much as
71 percent.

Increasing Restraint Use in USA

- 
- Scientific approach
 - Study pre-crash, crash and post-crash factors
 - Collaboration
 - Who has an interest in protecting children and families on roadways?
 - Cooperation
 - Government, NGOs, Public and Private Sector
 - Funding
 - Government, Industry, Philanthropic, Private
 - Education
 - Awareness, Certification, Media, Social Media

Increasing Child Restraint Use

- NON-USE HISTORY
 - 1976: 90%
 - 2008: 13%
 - 2015: 6%

In 2013, 38% (1 in 3) of kids less than 12 years old who died in crashes were unrestrained



Use Published Data to Plan Programs

- Doing well with infants under 1.
- Big drop off in Hispanic and African American for kids 1-3.
- Greater decline for all kids 4-12.
- Kids 12 and older are getting ready to drive.

Child Restraint Use, by Age Group and Race/Ethnicity, 2013

Race/Ethnicity	Age Group (Years)			
	<1	1-3	4-7	8-12
Hispanic	96%	91%	85%	87%
African-American Non-Hispanic	96%	85%	78%	69%
White Non-Hispanic	100%	99%	96%	95%
Asian Non-Hispanic	NA	95%	93%	86%
Other Non-Hispanic	NA	95%	91%	88%

Source: Pickrell, T. M., & Choi, E-H. (2014, June). *The 2013 national survey of the use of booster seats*. (Report No. DOT HS 812 037). Washington, DC: National Highway Traffic Safety Administration.

NA: Data not sufficient to produce a reliable estimate.

Data Drives Progress and Planning



- The 1,149 child traffic fatalities were a **2-percent decrease** from 1,173 in 2012.
- On average, 3 children were killed and an estimated 470 children were injured every day in the United States in traffic crashes.
- Motor vehicle traffic crashes were the leading cause of death for children age 4 and the second leading cause of death for children age 3 and every age 5 to 14.
- Of the 32,719 traffic fatalities in the United States, 1,149 (4%) were children.
- The estimated 172,000 children injured in traffic crashes had a **2 percent increase** from 169,000 in 2012.

Source: NHTSA Traffic Safety Facts, 2013 data

Why Car Seats Work



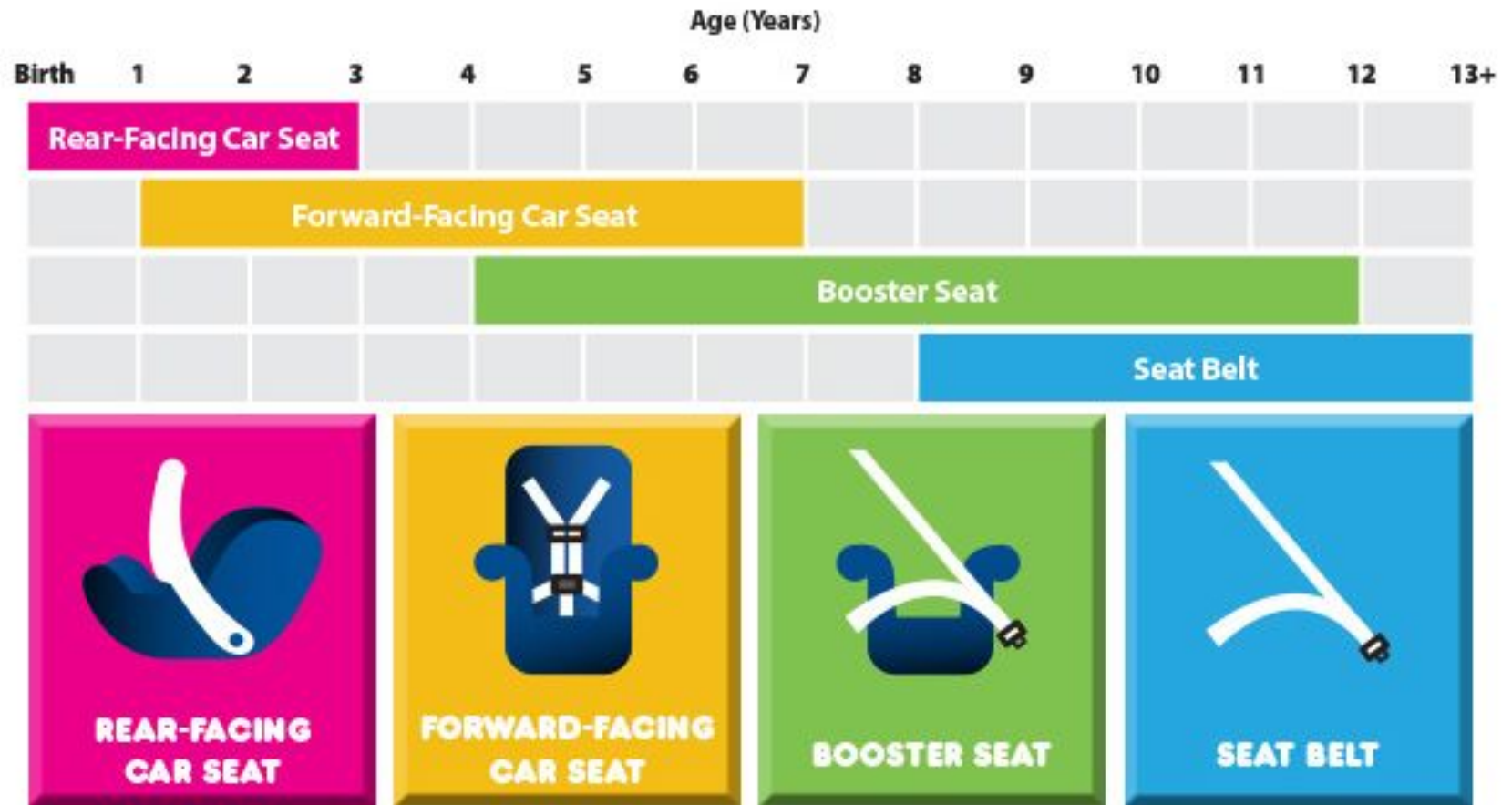
Car seats keep the child in the car.

They protect the head, spine and neck.

They spread crash forces over a large part of the body.

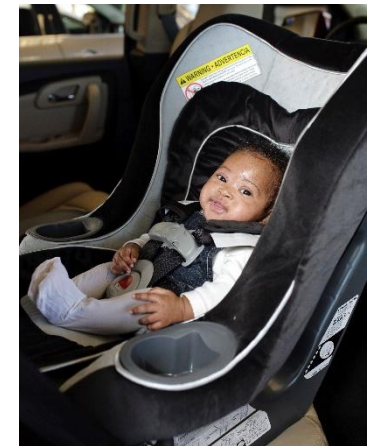
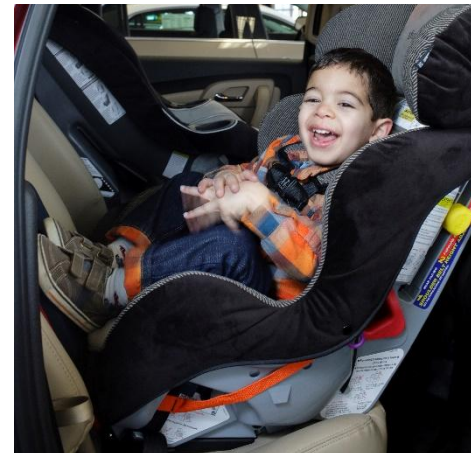
They hold a child at the shoulders and hips - the strongest parts of the body.

4 Restraint Types for Kids



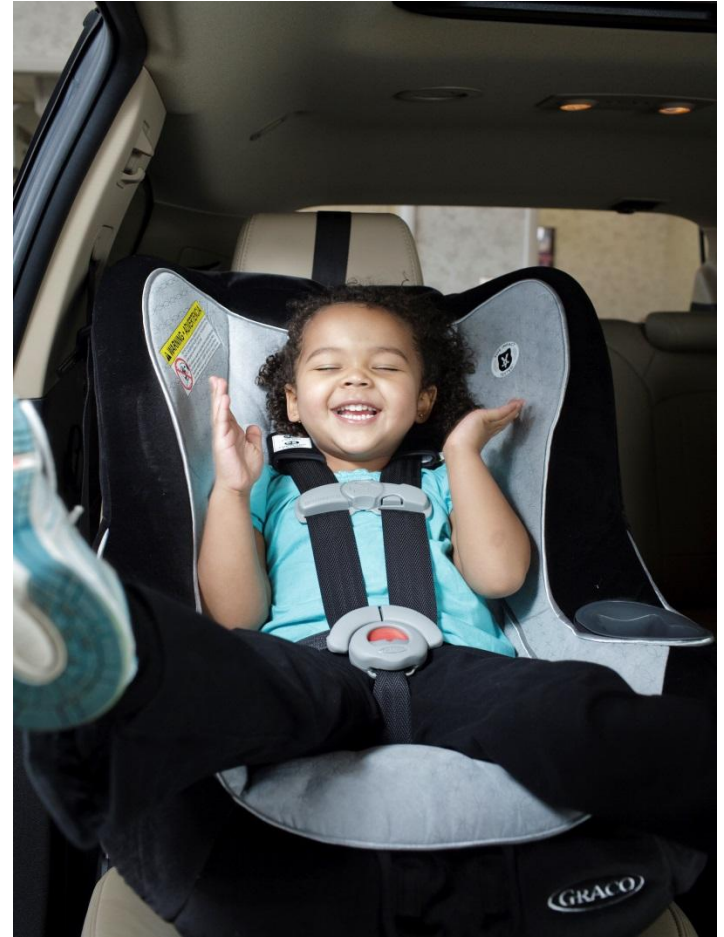
Rear- Facing Car Seats for Kids <2

- Rear-facing Position
 - Extra protection for fragile children
- Protects head, neck, spine
- 2 types:
 - RF only
 - Convertible



Forward-Facing Car Seats Kids 2-6+

- 5 Point harness holds child at hips, shoulders and between legs
- Stay in this seat as long as possible



2 Types Booster Seats 6-12



Use a Booster Seat until the Seat Belt Fits Correctly

Why Seat Belts Work For Big Kids



They spread crash forces over a large part of the body.

They hold the person at the shoulders and hips - the strongest parts of the body.


Adult Seat Belts



- Don't fit kids in every vehicle
- Test:
 - knees bend at seat edge
 - lap belt is on hips
 - shoulder belt is over chest and on shoulder
- Fail Test: Use a booster seat




Reduce Misuse of Child Restraints

- 
- Selection
 - Direction
 - Location
 - Harness Fit
 - Installation in Vehicle

Strategy: Identify Stakeholders & Partners



Strategy: Build Your Professional Skills

- 
- Educate yourself- study road crashes as a leading mechanism of injury and death to children
 - Take the CPS short course
 - Use the CPS short course to find “champions” in every neighborhood
 - Become a certified technician and then instructor
 - Mentor champions at every opportunity
 - Add partners along the way
 - Stay current! The field changes every day!

Strategy: Enforceable Laws, Policies, Regulations

- Laws
 - Enforceable
 - Educate Public and Enforcers
 - Gather stats: # citations/# kids law requirements
- Policies
 - Until laws are in place make a policy
 - Employers, schools, communities
- Regulations
 - Car seats, booster seats, vehicles

Strategy: Increase Awareness

- Safe Kids Awareness Course (short)
 - Can be taught by anyone interested in the topic
 - Mostly photos and videos; simple language
 - Identifies those who want more intensive training
- May be your first foot into the door of a neighborhood where prevention is never considered
- May lead to more community partners
- Leads most appropriate champions to more training and certification

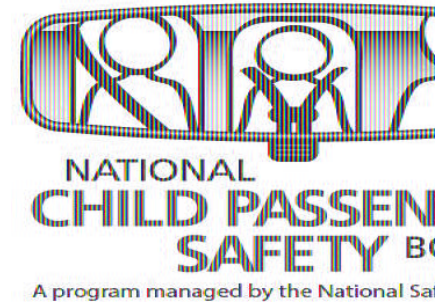
Strategy: Work With Partners



Curriculum



Certifying Body
(Administrator)



Guidance

Motor vehicle injury death rate in the US dropped nearly 25 percent in the past 10 years.

Strategy: Increase Technical Skills

- CPS Certification Course
 - Standardized, transportable
 - Based on science and data
 - Re-certify every 2 years (uses continuing education)
- Expect 3 years from no program (no technicians) to offering your own Safe Kids courses (minimum of 2 instructors, about 4 days per course)
 - Make your own technicians and instructors
- Course brings and builds your new team as they work together in class and inside vehicles to pass the course
 - law enforcement, healthcare, public safety, private sector

Certification: USA and Beyond

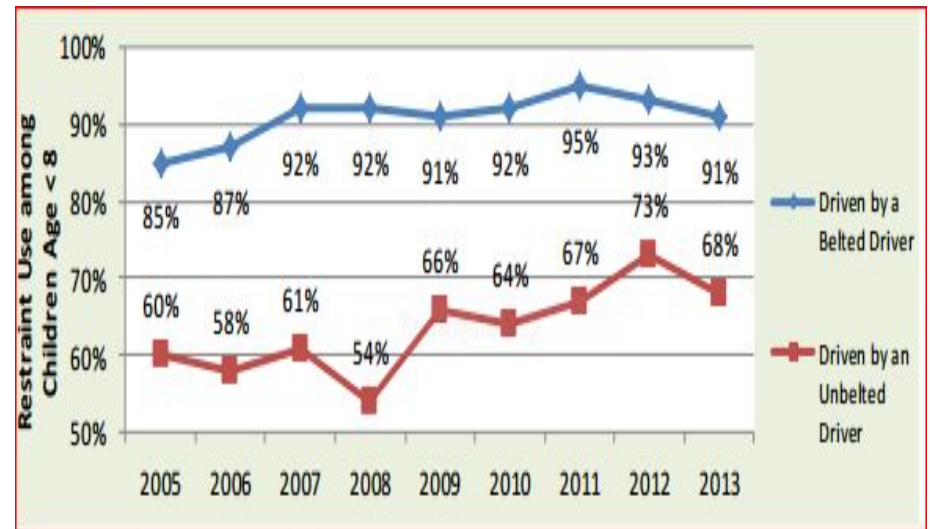
- Technicians in Germany, UAE, Qatar, China, Canada, Mexico, Uruguay, Brazil, Japan
- Taught in English but tests and manual available in English, Spanish, Chinese, Arabic
- 39,000 certified individuals
 - 1,600 instructors
 - Must recertify every 2 years (for quality assurance)



Strategy: Make Restraints A Family Affair

- 91% of time when drivers are buckled, kids are buckled
- 68% of time when drivers are unbuckled, kids are unbuckled

(NOPUS, NHTSA, 2013)






Don't Forget Teens in Cars

- Protect teens who grow up fast and have access to cars at an early age
 - Ride with teen drivers
 - Inexperienced drivers
- Build safe teen passengers as people often focus on teen drivers

What Do You See?



Consider A Good, Better, Best Model

- 
- **GOOD**: All kids in a back seat
 - **BETTER**: All kids in a back seat using a restraint (car seat, booster, seat belt)
 - **BEST***: All kids in a back seat using the correct restraint, correctly

*** *NOT QUITE THERE YET!***

Strategy: GOOD, BETTER, BEST



- Simple, clear process
- Expect slow growth
- Acknowledge love of family
- Gently give away only information that helps people

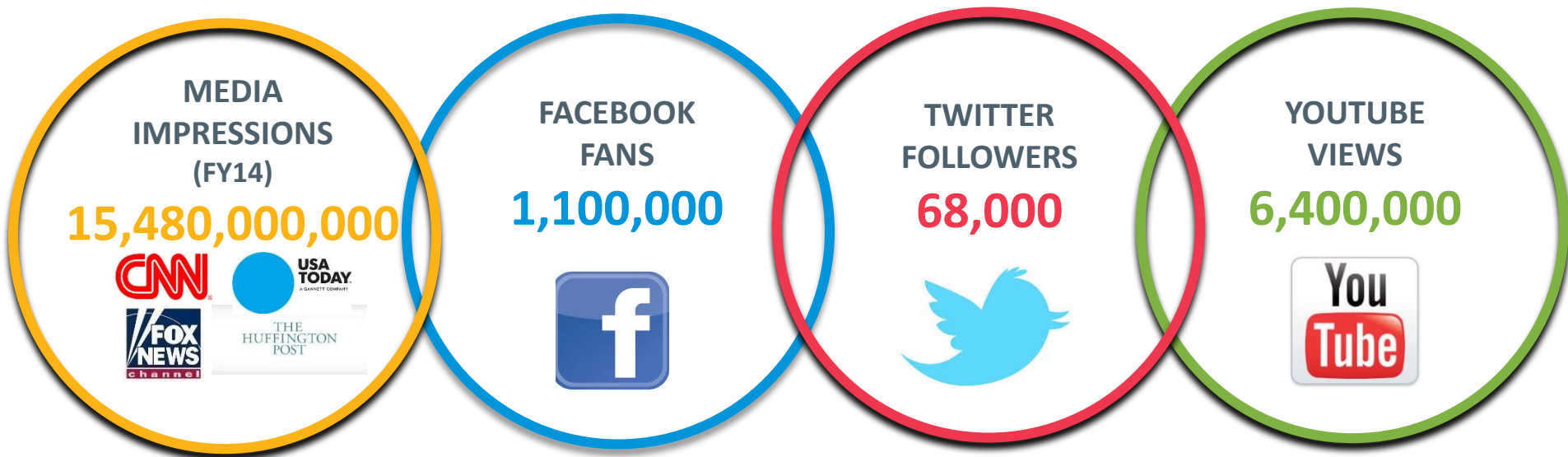
Your Team: Certified Technicians



- Educators and Team Builders Know:
 - Selection
 - Direction
 - Location in vehicle
 - Correct Harness Fix
 - Correct Installation in Vehicle
- Help families and caregivers
- Safe Kids checks 80,000 - 100,000 seats per year



Strategy: Use All Tools Like Social Media



Key Messages

- Find people, build a team or join those already working on the issue
- Build a **useful data** collection method to measure a baseline, growth and future needs
- Assure that **laws, policies and regulations** make it easier and better for people to learn about road safety and children
- **Equip yourself** to lead an effort
- Start NOW where you are to build a **GOOD, BETTER, BEST** model to keep families safe

THANK YOU!



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www.safekids.org

Receive Car Seat Short Course (Basic Awareness):
Contact Kim: Kherrmann@safekids.org





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Thank you

For more information visit [www. roadsafetyngos.org/empowerment-program](http://www.roadsafetyngos.org/empowerment-program)