

Kids in the Car – With Grandparents and Others Who Care

**A safety presentation designed to save lives,
avoid injuries, inform, and increase the correct and safe seating of American
children by their grandparents and other caregivers who drive them.**

The National Association of Women Highway Safety Leaders, 2003

Kids in the Car – with Grandparents and Others Who Care

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Presentation Script

This project is dedicated

...to the inspiring and courageous volunteers and professionals who care enough to conquer barriers in order to keep families safe

...to their safety partners in the community and the nation who carry their own stories of dedication and caring

...to the groundbreaking volunteers whose perseverance and pioneering spirit provided the foundation and coaching to launch this project

Together their commitment and inspiration works to bring excellence to volunteer programs that reach high in their goal to save life and limb.

Seed funding to create this program was provided by the Agnes Beaton Memorial Fund, with support from AAA of Northern California, Nevada and Utah (the American Automobile Association) for distribution to NAWHSL representatives.

Kids in the Car...

Introduction

The Mission of the National Association of Women Highway Safety Leaders (NAWHSL) is

to disseminate information and conduct educational programs to promote safe behavior among high risk populations and to assure vigorous, effective public policy and programs to reduce highway crashes and crash severity.

Our efforts include reaching target audiences with information that promotes the safety of this nation's children.

A key group to reach is the secondary tier of caring individuals who drive our children occasionally, their grandparents, neighbors, friends and other caregivers. In today's world, children are often in the care of individuals other than their parents, especially grandparents, who may assist in their upbringing. These people are sometimes missed with the targeted information regarding safety, and may fail to see themselves as essential to the safety of children in their care because they are secondary caregivers. They may not receive, and perhaps have not sought specific and technical training or guidance regarding child occupant protection.

Grateful parents are sometimes reluctant to expect high-quality safe seating, and may neglect to request or to provide that information to adults who help by caring for their children. We must turn around the misconception that children are safe if safely seated "most of the time", and strive for 100% safe seating.

Feedback from safety experts, enforcement officers and volunteers throughout the USA tells us that all safety seat check points confirm that it is usual for over 90% of child seats to be incorrectly installed and/or restraints not properly implemented. The child passenger safety scene (CPS) has changed enormously in the past five years. This is due in part to the huge changes that additional technology and engineering have made, and due to the increased miles children are driven.

NAWHSL believes that every child deserves informed and educated caregivers, and that every child has the right

- to be protected from injury**
- to be held harmless from abuse or neglect**
- to be safe and secure**
- to be taught necessary safety skills**
- to reach his/her maximum life potential**

The materials in this program are meant to be used as tools that introduce safety concepts and should be combined with resources and information that allow each participant to gain competence in seating children safely, according to the law or surpassing the law in their state. Laws differ among the states, and are not necessarily designed to be based on optimal standards of safety.

The critical safety goals of this program are

- **to motivate grandparents and other secondary caregivers to seek and to use the highest standard of safe care *all* of the time**
- **to promote knowledge of traffic safety and safe occupant protection**
- **to increase the use of occupant protection devices by participants and children in their care (an unbelted driver is a hazard to passengers)**
- **to increase participant knowledge of who to contact and where to go in order to receive a child safety seat check**
- **to increase participant knowledge of both dangers of inadequate protection and the laws in the state**
- **to increase participant knowledge of the child, the automobile, and the restraints and equipment needed to make the safest choices**

Additional appropriate goals are

- **to enroll the participant as a supporter of the local NAWHSL chapter**
- **to recruit helpers to serve as volunteers to distribute materials or to help with safety activities such as checkpoints or other events**
- **to inform participants of state initiatives designed to provide safer conditions on the roadways**
- **to inform participants of partner organizations which provide resources to educate individuals and support issues**

A Word to the Presenter

Kids in the Car – with Grandparents and Others Who Care is an educational presentation designed to encourage individuals to seek the information needed to safely transport the children in their care. The program endeavors to provide the motivation for them to overcome the gaps in their knowledge of safe seating and the confusion about how to safely secure children in their automobiles. Old attitudes that safe seating is a modern “frill”, serve as roadblocks to progress and need to be dispelled. The reality is that an increased number of automobiles carry today’s children to many locations, and the explosion in miles being driven has created greater exposure of our children to the dangers of the roadway.

Participation in this program will create individuals who understand that

- They are crucial to keeping children alive and safe from injury even if they are only occasional caregivers and transport children on an infrequent basis.
- The technical know-how to safely install child seats, boosters and necessary accessories is complicated due to differences in auto design, weight and size of the child, and a variety of seating choices.
- It only takes one moment’s gap in safety procedures to kill or maim a vulnerable child.
- There is help available through certified specialists who can assist in making correct choices for safe seating.
- Responsible caregivers (grandparents, neighbors, friends) act fast to improve the safety environment in order to protect children.
- Their help is needed in order to share this information with others in their circle of influence, and could make a critical difference in the safety of children.

Families who have lost children to death or experienced the losses caused by serious injury, when a child seat or restraint was the wrong size or incorrectly installed, tell us that we must reach out to everyone who will listen. In an instant, their precious children were ejected or thrown against auto interiors that changed life forever.

It is essential that participants recognize the need to seek personal guidance regarding their own situation. They must realize that the information they receive from experiencing *Kids in the Car* is a starting point to bringing safe seating to the children in their lives. Every presentation must include information regarding access to the persons and materials needed so speedy steps toward compliance with laws and high standards of safe seating result. Partnership with the local experts to create this access might come in the form of a referral or actual participation by a local individual certified to assist in outreach.

Kids in the Car – With Grandparents and Others Who Care General Information

- **Questions from Grandparents and Others**
- **How to Present this Program**
- **Survey questions**
- **Materials You Should Add to Reflect Your State's Laws and Resources**

Kids in the Car...

Kids in the Car – With Grandparents and Others Who Care Questions from Grandparents and Others

- **Why must I have a different seat for my 6 y.o. granddaughter now? I was given one by my friend after her grandchild moved away.**
- **We never had special seats for our kids, and never had a problem. Aren't they just trying to create more rules and another way to sell equipment?**
- **Why do they make it so hard to provide the right seats? I don't get it.**
- **Is it really necessary to have booster seats? I drive a car pool, and we all have seats for the kids in our own cars, but I would not even know where to begin to get seats for all of the kids. They range from kindergarten to age 14.**
- **The seat belt rubs my grandson's neck, so sometimes I let him push the belt behind his shoulder. You mean he isn't safe as long as he's wearing the lap belt?**
- **I get confused about the airbags. When my van is full, I have to put one of the older kids in the front seat. Isn't that safe?**
- **I've never heard of a retractor, or a latch or even a lock clip. Why are they important? Which kind of seat has them?**
- **My daughter and I got the same seat, but her's fits in her car a different way. How do we find out which one is installed the right way?**
- **Can't one of the guys over at our police station check it for me? Aren't all of those people trained to do it?**
- **My wife and I have been using the seat our son brings the baby in, but we strap it in the seatbelt so it's easy to take out. It sounds like that may be dangerous. Am I right?**

Kids in the Car – With Grandparents and Others Who Care How to Present the Program

- 1. Set goals for yourself**
- 2. Review the materials**
- 3. Make a list of organizations**
- 4. Call or consult websites to find contact persons**
- 5. Send out introductory letter**
- 6. Make a presentation calendar**
- 7. Set dates**
- 8. Send out planning form**
- 9. Choose handouts to order**
- 10. Create introductory material**
- 11. Organize your materials**
- 12. Practice your presentation**
- 13. Contact cps tech and invite him/her**
- 14. Complete presentations**
- 15. Pat yourself on the back**
- 16. Invite participants to become volunteers**
- 17. Tell the story in your NAWHSL annual report**

Kids in the Car – With Grandparents and Others Who Care Survey Questions

We asked the following questions of people at several meetings. They identified themselves as individuals who sometimes drive children other than their own.

Does the law in our state require children to be in child seats when they visit their grandparents? Yes No
(20 % of those asked said yes)

**Where do you get most information about child safe seating?
TV child's parents from friends newspaper**
(10 % of those asked said child's parents, 80% said TV)

**If you drive friends or neighbors children, do you place them in seat belts, borrow child seats from their parents' car or "make do" since it is only an occasional visit?
Circle your answer**
(80% place them in seat belts, 20 % said they make do)

**Is your car equipped with retractors, latch plates or a lock clip?
Yes No**
(100% said no. Most added that they don't know what they are)

If you are not sure how to install a child seat or booster, where would you go for help? Doctor Fire station Police
(20% said doctor, 80% said police would know how to install)

When child seat safety inspections are conducted at shopping malls in most communities inspectors find many seats are incorrectly installed
Over 10% of the time
Over 50% of the time
Over 80% of the time
(30% said over 10%, 50% said over 50%, 20% said over 80%)

If a 50 lb child is in a car crash at 40 mph, his seat restraint must be strong enough to hold back the force of his weight, which becomes 200 pounds 2000 pounds
(100% of those asked said 200 pounds)

Kids in the Car – With Grandparents and Others Who Care Materials You Should Add that Reflect Your State’s Law

Every NAWHSL presenter should know the elements of child passenger safety law in their state and attempt to create a simple, but clear picture of the issues particular to the locale. You may wish to use brochures published in your state, and/or create a simple handout that tells points of the law, state initiatives, and any legislation that an occupant protection or safe seating coalition is designing. Remember that laws are not necessarily optimal for safety. We must relate provisions of state law, and information about the optimal safe seating choices for children. In most states cps legislation is continuing to evolve toward optimal safety.

- 1. Your state legislature can provide you with a synopsis of the current child passenger safety law.**
- 2. The office of highway safety can provide you or refer you to a brochure you can order in quantity that describes your state’s cps law simply.**
- 3. Contact your office of highway safety and ask for the annual initiatives that have been chosen to reflect safety needs in your state. In many states, this information is posted on a website. For instance, you may have to go to the state website, then to highway safety, then to child passenger safety for more details. Your governor or the director of your safety programs may have the initiatives noted in a statement such as the annual state of the state bulletin.**
- 4. Some safety organizations rate the quality of legislation in all states, and post it on their websites. For instance, the Insurance Institute for Highway Safety provides an updated rating of child passenger safety in each state. This would be a notable addition to share with your audience.**
- 5. Many states publish brochures available through other departments that reflect state law, and compare it to optimal practice. Some state’s departments of health or education have this information on their website or make materials available through their public information office.**
- 6. Create a critical tool for your audience by adding a list of child passenger safety seat inspection sites in or near their community. You can do this by going to the National Highway Traffic Safety Administration website www.nhtsa.dot.gov/people/injury/childps/cpsfitting/findfitting and print out the list of child safety seat inspection stations in your area.**

Kids in the Car – With Grandparents and Others Who Care Arranging a Presentation

- **Groups to Approach**
- **Arranging a Presentation Timeline**
- **How to Prepare – Advertising Your Presentation**
- **Toastmasters International's Top Ten**
- **What to Take Along**

Kids in the Car...

Kids in the Car – With Grandparents and Others Who Care Groups to Approach

Our target group is grandparents, relatives, friends, neighbors, car pool drivers, mentors, helpers at school or church, anyone other than parents or their every day caregivers, who might drive the children. Any of those, and others you may think of might be “sometime” care givers.

They can be found at churches, community centers, schools, or through other community organizations.

Demographics show us that grandparents might be as young as later thirties, or elderly. The emergence of grandparents as parents or surrogate parents has developed the need to reach out with information they might have missed, or learned years ago, before driving children on today’s dramatically different roadways. These, often younger, grandparents are usually working and active in their communities. So they may be reached through professional and service organizations, and all of those listed above.

The following is a list suggesting both specific and general categories of organizations that you might target with presentations in your state.

- **Rotary**
- **Kiwanis**
- **Lions Club**
- **Church, synagogue, or other religious groups**
- **Fraternal organizations**
- **Lodges**
- **Hospital Guilds**
- **Senior organizations**
- **Professional organizations**
- **Athletic/Sports organizations**
- **School groups**
- **Boosters**
- **Alumni organizations**
- **Arts organizations**
- **Metropolitan Housing organizations**
- **Neighborhood groups**
- **Youth (driving adolescents) Groups**
- **Armed Forces organizations**
- **Charitable organizations**
- **Cultural organizations**
- **Business organizations**
- **Chamber of Commerce**
- **Arts organizations**
- **Neighborhood Associations**
- **Mission Groups**

Kids in the Car – With Grandparents and Others Who Care Arranging a Presentation Timeline

A timeline is a crucial tool for the success of any endeavor. Setting goals, then creating a timeline to complete the tasks needed to reach them is necessary for successful programming.

Think of it as a map for reaching your goal. Done in small steps, any goal is achievable.

Your task map may look like this.

Goal: Present *Kids in the Car – With Grandparents and Others...* to six organizations with audiences of at least 15-20 people during the period September 1-June 15.

September-October

- **Read *Kids in the Car* manual and learn basics of presentation.**
- **Create a list of 12 organizations to contact.**
- **Gather contact information and speak to a representative from each organization to learn when and how they schedule speakers.**
- **Schedule a presentation to your family and friends to practice use of the *Kids in the Car* presentation kit.**
- **Contact the Department of Public Safety (or other official traffic safety education office) in your state to obtain the child passenger safety materials they prefer and order for your use.**

November-December

- **Go back to list of organizational contacts and send the letter introducing *Kids in the Car* (find in manual appendix) to all of the organizations on your list, offering to speak. (Nov. to June)**
- **Schedule a presentation for a group you belong to, or feel comfortable presenting to. (Use planning sheet in manual)**
- **Create a calendar of dates from those who respond. (One per month, or schedule in a cluster if it is easier.)**
- **Recontact all to fill your goal of reaching at least six groups.**

January-June

- **Continue to contact, present, etc. Fill out evaluations for each and send to Cindy McKay.**
- **Reorder materials to keep stock of brochures you prefer to use.**
- **Contact state Governor's Rep for highway safety and send letter introducing Kids in the Car and report your successes.**
- **Offer to exhibit at regional meetings of safety partners to introduce your program to others.**
- **Include statistics and successes in NAWHSL Annual Report.**

Kids in the Car - With Grandparents and Others Who Care How to Prepare – Advertising Your Presentation

Place notices in your newsletter and local newspapers, both weekly and dailies. Regional newspapers often give special attention to events coming up in the area, and may list you news item as a short article and also in the listing of upcoming dates.

You should send email notices of your own, and encourage the organization you have arranged to with to place items in both newspapers, newsletters and with media outlets such as television and radio stations. They also have bulletin boards for coming events.

Create a short article using the following format. Short articles are more likely to be printed, or read on the air.

NEWS RELEASE

Contact: Your name
Phone/Fax number
Email address

Date _____

For Immediate Release

(Your Name), our state's representative to the National Association of Women Highway Safety Leaders, will present *Kids in the Car – With Grandparents and Others Who Care* at the (date) meeting of the Northside Rotary (replace with the organization's name) at (place) on (day) at 12:00 noon.

Because of the alarming rate of death and injury among children from roadway crashes, NAWHSL is undertaking this program to reach the public with crucial information about the proper seating of children in automobiles.

The goal of this program is to properly seat children every time!
Contact (organizational representative) at (phone number) if you would like to attend.

Kids in the Car – With Grandparents and Others Who Care Toastmasters International’s Top Ten

The following tips are based on the Toastmasters International Top Ten Tips to help you communicate your message effectively.

- 1. Know the room.**
Be familiar with the place in which you will speak. Arrive early, walk around, practice using the microphone and set up/test visual aids.
- 2. Know the audience.**
Greet some of the audience as they arrive. It’s easier to speak to a group of friends than a group of strangers.
- 3. Know your material.**
Practice using the presentation kit with your family/friends.
- 4. Relax.**
Ease your tension with exercises like stretching and deep breathing.
- 5. Visualize yourself giving the speech.**
Imagine yourself speaking, your voice loud, yourself as confident and successful in communicating your message.
- 6. Realize that people want you to succeed.**
Audiences want you to be interesting, and are willing to be attentive to you and your message.
- 7. Don’t apologize.**
If you mention being nervous, or having problems with your speech, you detract from the importance and simplicity of your message.
- 8. Concentrate on the message.**
Don’t get distracted by your own anxieties. Your nervousness will dissipate as you get into the material to present.
- 9. Turn you nervousness into positive energy.**
Harness it and turn it into vitality and enthusiasm.
- 10. Gain experience.**
Experience builds confidence, the key to effective speaking.

Kids in the Car – With Grandparents and Others Who What to Take Along

The portfolio that holds the components of your kit is oversized, so that you will be able to carry brochures, handouts you have created, and all of the components of your Kids in the Car... kit.

Take a watch or small clock so you can monitor your presentation time.

You may wish to carry a small tape recorder (always take extra batteries in a plastic bag) in order to tape yourself. It can be a big help to polish the presentation if you hear yourself.

Take handouts in pre-counted bundles or create simple packets so participants will read and share with others. Make sure they know how to reach you for further information, or additional presentations.

Take sign up sheet. Keep a few in your portfolio. Be sure to ask attendees to sign up in order to get more information.

Create copies of the NAWHSL brochure so you can distribute as necessary.

Ask attendees to fill in the questionnaire/evaluation forms, and remind them to add questions they have.

Finally, take a short introduction that can be used prior to your presentation. You may have sent one ahead. But it is a good idea to have another on hand. If no one properly introduces you, take a moment to tell the audience about yourself and your interest in safety.

Always leave your business card and contact information before you leave. You may wish to create a short note thanking the organization for hosting your visit, with contact information they can use later. A letter to follow your visit will still be appreciated.

Other resources in the form of brochures or fact sheets from NHTSA, Safe Kids, your state office, seatbelt coalitions, or other sources such as those listed below are all appropriate. Also use the list provided in the *Kids in the Car...* presentation posters (#19 Resources).

AAA Child Passenger Safety Certified Technician Locator,

Safe Ride News www.saferidenews.com,

SafetyBeltSafe, USA www.carseat.org,

SEATCHECK www.seatcheck.org

Traumalink <http://traumalink.chop.edu>

**Kids in the Car – With Grandparents and Others Who Care
Using the *Kids in the Car...* presentation kit components**

- Visuals – posters, Power point, video clips
- The manual as a resource

Kids in the Car...

Kids in the Car – With Grandparents and Others Who Care Visuals – posters, Power point, and video clips

The presenter has several choices to make in presenting the material in this kit. Several things will help to determine whether to use the posters which are hand held, and can be carried as the presenter moves about, or the Power point presentation.

- 1. If the audience is greater than 25, the Power point slides may be the best choice. Be sure to ask ahead how many participants there may be.**
- 2. Use the posters in small groups where you can either stand or sit, and still be seen and heard.**
- 3. The video clips (just over 3 minutes) are imbedded into the Power point presentation, so there is no need for a separate VHS player/monitor.**
- 4. If you are using the posters, you will need to ask for the VHS player/monitor set up so you can show a few moments of the video clips.**
- 5. The presenter is also the narrator, so be prepared to use your script.**
- 6. Ask for a microphone if the room is large, or the audience more than 25.**
- 7. The videotape contains a short section with sound. You will have to narrate the last moments which show crash tests with dummies. Note the description in your script.**
- 8. Be sure to practice first with the posters, to insure you can manipulate them smoothly and not appear to be distracted.**
- 9. It may take you some time to learn to use the Power point presentation. Be sure to set up at home or office and present as practice.**
- 10. You may be able to request an LCD set up to use the Power point presentation if you do not have the necessary equipment.**
- 11. Plan ahead to contact the person who arranges the room prior to your presentation, so you know it is ready for you. (see planning form)**
- 12. The video clips were chosen by Dr. Sue Ferguson of the Insurance Institute for Highway Safety, and especially created for your use by Pini Kalnite, Director of their Film Production and Media Services.**

Kids in the Car – With Grandparents and Others Who Care The Manual as a Resource – Copyright Release

This manual is intended to assist and support your efforts to make a quality presentation with the materials included in your Kids in the Car kit. It is designed with tools we hope you will simply copy for your use, or print using the CD in your media packet.

You will find forms that we hope will make your project plans go smoothly, including a letter introducing the program, a planning form for presentation set up, a sign in sheet, and even a participant evaluation form. We hope you will use the NAWHSL reporting/evaluation form immediately after each presentation, and send it in promptly.

There is a copy of the NAWHSL brochure printed in your manual which you should duplicate and use for distribution in order to introduce NAWHSL.

Copyright Statement:

The National Association of Women Highway Safety Leaders hereby acknowledges that the materials in this program are available for replication by its representatives in the fifty states and offshore locations. In an effort to widely distribute this information in order to educate the public, we hereby give permission for copying any materials included in the Kids in the Car – With Grandparents and Others Who Care program, and the release of public and private providers of this content for use by representatives of NAWHSL.

NAWHSL Board of Directors, 2003

Kids in the Car – With Grandparents and Others Who Care Appendix

- **Acknowledgements**
- **Letter to Arrange the presentation**
- **Planning form for presentation set up**
- **Sign in sheet**
- **Participant evaluation form**
- **NAWHSL reporting/evaluation form**
- **NAWHSL brochure**

Kids in the Car...

Kids in the Car – With Grandparents and Others Who Care Acknowledgments

It is with gratitude for their support, information and expertise that we thank the following individuals and organizations who helped to create this manual and the *Kids in the Car...* presentation kit. The AAA of Northern California, Nevada and, Utah supported our work with energetic people who know how to create educational packages. The insurance Institute for Highway Safety contributed time, expertise and production of video clips that enhance the effectiveness of the presentation kit and the entire project. We thank the Tennessee Child Passenger Safety Center for sharing their training materials to help us define our goals and for generously allowing us to use images from their project. Without help from Mississippi Safety Services, including Kay Brodbeck's vision for this project; and unfailing support from United Services for Effective Parenting-Ohio (USEP-OHIO) and OAHSL, we could not complete the work on this program that will continue with help from many others in the future.

Cindy McKay

Project Committee Members: Susan Leach, Colorado; Betsy Preston, Tennessee; Anna Thompson, Wyoming; Pat Zainc, Connecticut

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Suzanna Tye, Virgin Islands
Jackie Young, Mississippi**

Kids in the Car – With Grandparents and Others Who Care Letter to Arrange the Presentation

Inside address

Date

Dear:

An innovative nationwide project entitled *Kids in the Car – with Grandparents and Others Who Care*, which tells the important story that many families are putting their children at serious risk, is being sponsored by our state organization. I am trained and prepared to offer this crucial information to groups here in our area. *Kids in the Car* is sponsored by the National Association of Women Highway Safety Leaders (NAWHSL) with support from AAA and several other safety partners who share the mission to reach uninformed drivers. Its purpose is to reach a critical group of “sometime” care givers who transport young children in their automobiles, as many of us do. Your members are involved and interested in many crucial issues and community programs.

You can help save youngsters from death and injury by allowing me to address them with the compelling information they need to know. Often parents are informed, but grandparents, friends and others miss some of the important changes in safely seating kids.

My purpose is to alert people to the changes, and help them get the information they need to fit their situation. The presentation is brief, 20-30 minutes in length, and could be the program at your next business meeting. I am equipped with visuals and handouts, and will only need a microphone and a VCR/monitor. If you are equipped with an LCD setup, I could use a Power Point presentation instead. My goal is to make the presentation informal and brief, but informative. Most people who we talk to have been pretty confused and frustrated about this topic, and are relieved to get the information they need.

Call or email me with some dates, and we can make a plan to place your group on our calendar. I have enclosed a planning form for your convenience to begin the process.

As a volunteer for NAWHSL, it is important that I support our state highway safety initiatives to reach families with information about kids. NAWHSL is a not for profit, 501 {c} {3}, as is our local organization.

Yours truly,

Name

Signature

Phone #, email address, fax#, other contact information

Kids in the Car – With Grandparents and Others Who Care Planning Form for Presentation Set Up

Organization: _____

Contact person: _____

Address: _____

Telephone: _____ **Fax:** _____ **Email:** _____

Estimated attendance: _____ **Describe: M/F, age range:** _____

Presentation location: _____ **Room:** _____

Directions: _____

Date: _____ **Day of week:** _____ **Time to arrive and set up:** _____

Time to begin and end presentation (including questions/answers) _____

Presenter parking location: _____

Drive up to unload/load: _____

Assistance with setting up?: _____

Audiovisual equipment availability/Describe needs: _____

Room arrangement: _____

Who will Introduce? _____ **Phone/Fax/Email** _____
(in order to send presenter and topic introduction material prior to meeting)

Publicity person _____ **Phone/Fax/Email** _____
(who will place information on speaker and topic in newsletter, paper, other meeting announcements?)

Other information you would like to know:

Other information you would like speaker to know:

Please Return to National Association of Women Highway Safety Leaders (NAWHSL)

Representative/Speaker: _____ **Address:** _____

Fax: _____ **Phone:** _____ **Email:** _____

**Kids in the Car – With Grandparents and Others Who Care
Participant Evaluation Form**

What did you like best about this program?

Was there anything that should be changed?

Do you plan to seek more help to safely seat children in your car?

Who will you go to for help?

Would you like other opportunities to hear about traffic safety?

What are the questions you still have that we should answer?

Was there information missing?

Were the handouts helpful?

Would you like to volunteer for safety programs?

Tell us what kind of program you would like to help with.

What else would you like us to know?

Thanks for helping us by answering these questions!

Your name (optional)_____

Kids in the Car – With Grandparents and Others Who Care Reporting/Evaluation Form to Send to NAWHSL

Please send one report/evaluation form for each presentation to Kay Brodbeck in Mississippi. In return, you will receive the latest updates, data reports and new materials. The group you served will be added to the list of participating organizations. Your statistics and feedback will help to document the importance of this project and help us to create others. Keep a copy of this report form to place in the appendix of the manual in order to use for follow-up contacts and reporting information to your state offices and annual report.

Presenter _____ Date _____

Organization Reached _____ # Present _____

Describe the Outcomes of the presentation: _____

Check which materials you used: Poster set _____ Manual _____
LCD/Power Point presentation _____ Crash/Videotape _____
Other _____

What do you wish you could have added if you had available time or resources? _____

Which other sources (materials or websites, etc) did you use for the presentation? Describe or name _____
NHTSA Resources _____
State Materials _____
AAA _____
Safe Kids _____
American Academy of Pediatrics _____
Other Sources _____

Which tools or sources were most helpful? _____

What do you wish we could add to the program? _____

Did you use the introductory letter? _____ the planning/set up tool _____

How did the group find out about your availability? Word of mouth _____

You contacted them first _____ Referral from state safety office _____

Did you enroll any supporters in your chapter? _____ Recruit helpers for the state coalition or to help with volunteer efforts _____

Inform participants of highway safety office and safety partners _____

Tell us your favorite memory/experience in providing this presentation _____

**Kids in the Car – With Grandparents and Others Who Care
NAWHSL brochure**

NAWHSL Programs

- ◆ Production and/or dissemination of priority traffic safety publications
- ◆ Assistance to enforcement officials and other organizations working to reduce traffic collisions
- ◆ Assistance in designing/preparation of programs intended for family use promoting traffic safety and defensive driving
- ◆ Cooperation with all traffic safety agencies and organizations to more effectively reach all populations
- ◆ Support of federal and state highway transportation and traffic safety legislation

Looking to the Future A Stronger and Safer America through Prevention

NAWHSL's Mission Statement:

Disseminate systematic information and educational programs to promote safe behavior among high risk groups and to assure vigorous, effective public policy programs to reduce highway crashes and crash severity.

We Need your Help!

The National Association of Women Highway Safety Leaders, Inc., operates with very low administrative overhead and relies entirely on individuals, philanthropic foundations, and corporations for its support.

All monies are used to finance our many programs and projects undertaken by the Association throughout the nation.

In order to continue to reach out at the local/community levels to continue our effectiveness, we need YOUR help. Contributions are tax-deductible under IRS Code 501(c)(3).



THE NATIONAL ASSOCIATION OF WOMEN HIGHWAY SAFETY LEADERS, INC.

P.O. Box 1379
Clinton, MS 39060
Phone: 601-924-7815
Fax: 601-924-7747

THE NATIONAL ASSOCIATION OF WOMEN HIGHWAY SAFETY LEADERS, INC.



Kay Brodbeck
National President

P.O. Box 1379
Clinton, MS 39060
601-924-7815

What is NAWHSL?

NAWHSL is a non-profit tax-exempt organization of leaders working nationwide to prevent and reduce deaths and injuries on our nation's roadways.

NAWHSL was founded in 1967, after the National Conference of Women Community Leaders for Highway Safety, which was sponsored by the National Association of Counties in Washington D.C. It is the first and only organization of women leaders whose goals are devoted exclusively to traffic crash prevention.



NAWHSL Affiliates

NAWHSL is organized in the 50 states, the District of Columbia, Guam, Puerto Rico and the Virgin Islands. State and local affiliates provide safety education to corporations, businesses, government agencies, schools, universities, service and community groups and individuals who seek information and assistance in planning safety education programs.

The NAWHSL Story

NAWHSL Accomplishments

Some of NAWHSL's many accomplishments include major roles in passage of child safety seat and safety belt laws, Visual Link of Prevention Program emphasizing the need for improved signs, signals and markings, programs for older drivers, improved pedestrian safety and others.



NAWHSL Goals

Greater understanding and public support for national, state and local traffic safety initiatives

Enlightened public and private policies regarding state traffic laws, safety belt and child safety seat use, drunk and drugged driving, driver's education, emergency medical services, roadway environment and pedestrian safety

Improved public support for traffic safety measures that can and will reduce deaths and injuries on our streets and highways

Prevention and reduction of traffic crashes through programs reaching high risk groups, including children and the elderly

NAWHSL Objectives

To support national transportation safety policies and programs, conducive to a safe, efficient, economical and convenient transportation system

To initiate and encourage, through education, effective state and local highway traffic safety programs

To establish and conduct specific priority programs and pilot projects in response to current national needs

To encourage uniformity in highway traffic safety programs within the 50 states, the District of Columbia, Guam, Puerto Rico and the Virgin Islands

To develop public advocacy positions for highway traffic safety in each region, state and community

**Kids in the Car – With Grandparents and Others Who Care
Presentation Narrative Script**

Kids in the Car - With Grandparents and Others Who Care

National Association of Women Highway Safety Leaders

Suggested Script for PowerPoint Presentation, August 2003

To introduce - How many of you have children or grandchildren? How many of you occasionally care for a friend's child, drive a car pool or help out by caring for the children in your family? Did you know that motor vehicle crashes are the leading cause of unintentional injury and death in children? Every day in the US we lose 6 children (15 and under) in motor vehicle crashes. That's 6 sons or daughters that won't sit at the dinner table tonight . . . 6 kids that won't get bedtime hugs and kisses, and many more whose bodies are seriously impaired by injuries that affect their bodies, sometimes their brains. Kids who lose the ability to live life to its fullest.

Title Slide 1 Kids in the Car....sponsored by,,,

That's why the National Association of Women Highway Safety Leaders partnered with AAA, and other safety advocates and experts from organizations like NHTSA (the National Highway Traffic Safety Administration, IIHS (the Insurance Institute of Highway Safety), and Child Passenger Safety Experts and Advocates, bring you the crucial information you need to know about keeping kids safe in your car.

Slide 2 We must act because... (Read text from poster/slide text.)

We must ACT, because:

6 children are killed each day - That's over 2000 children each year

Over 750 are injured each day - That's almost 300,000 children with injuries

Some so severe that they never walk or talk or fully function again

The annual cost of these vehicle deaths and injuries exceeds \$36 billion

Slide 3 Newton's Law

Read text from poster/slide, then say, "To better understand the reason why so many children are killed and injured, we first need to talk about Newton's First Law of Motion. It will help us understand what happens during a crash.

Newton's First Law of Motion states that an object in motion tends to stay in motion unless it is acted upon by an outside force. During a crash this may be a tree, the steering wheel, dash board, or another passenger."

Slide 4 3 types of collisions

Actually there are three types of collisions whenever you have a crash:

- **The first is the vehicle collision. That's when the vehicle strikes another object such as a tree or another vehicle.**
- **The second phase of the crash is the human collision. That's when the occupant strikes the vehicle's belt system or if unrestrained, strikes the interior of the vehicle, windshield, or pavement.**

- The third phase of the crash is the internal collision. That's when the brain crashes into the skull and the heart and liver crash into the rib cage. Even a low speed collision can cause severe and even fatal injuries.

Slide 5 Crash Forces

According to Newton's law, if we multiply the weight of the child x (times) the speed =(equals) the restraint needed! So a 50 pound child at 40 mph means we need a restraint that will hold 2000 lbs! That's 1 ton!

******Video clips inserted here on Powerpoint presentation******

Could be viewed here, or later from videotape if using posters.

Insert video clips from the Insurance Institute here

The first couple of minutes include a description of grandmothers and secondary caregivers with young children in tow. This clip from a video called "Children in Crashes" tells the story of unprotected children riding in cars. There is audio of first part. It plays automatically on videotape. You must have audio cables for sound if using the Powerpoint presentation.

To narrate-Say:

The Insurance Institute of Highway Safety has provided these video clips that help to tell the story. You see unprotected children riding unprotected. Note those three collisions – the vehicle, then the child against the interior of car, then imagine what goes on in the bodies of these children.

You see the child on her grandmother's lap. No restraint. One car shown was the site where a 1 week old baby died after being unrestrained.

These are all real world examples of unrestrained and improperly restrained children.

The crash tests with dummies are as follows: a Dodge Caravan at 34 mph, unrestrained 3 y.o. kneeling on front passenger seat and unrestrained 6 y.o. sitting in middle of 2nd row of seats.

Crash test of Lincoln Town car, 34 mph, front into barrier, rear-facing infant restraint in front of passenger airbag.

Slide 6 5 Ways Restraints Prevent Injury

Seat belts are important because they prevent injuries in five ways.

- First, restraints prevent ejection from the vehicle. You are four times more likely to be killed if you are thrown from the vehicle. Odds are, if you're thrown, you're going to crash into the same thing that the car crashed into or the car will run over you.
- Second, restraints contact the strongest part of the body, the collar bone, sternum, and lower hip/upper thigh. This lets the strong bones absorb the crash forces rather than soft tissue and internal organs.
- Third, restraints spread the crash forces over a wide area of the body rather than concentrating all the force in one area.
- Fourth, restraints help the body to "ride down" the crash. Rather than being suddenly slammed into the dash board, the lap/shoulder belt or child restraint system allows the occupant to slow down during the crash. This allows the restraint system to absorb more of the crash forces rather than the occupant.
- Fifth, restraints protect the head (the brain) and spinal cord from injury.

Slide 7 Child Safety Seat Effectiveness

Child safety seats are effective in reducing death and injuries in children. They are 71% effective in reducing fatalities in infants. That means that of 100 babies who died in crashes while not in a safety seat, 71 could have lived if they had been in a safety seat.

54% effectiveness in reducing death in toddlers means that of 100 toddlers who died in crashes while not in a safety seat, 54 could have lived if they had been in a safety seat.

Safety Seat use reduces the need for hospitalization by 69%!

Slide 8 Child Protection Seat Issues Read slide text then add -

We know that child restraints are effective at reducing injuries and death. So why are so many children still being killed and injured every day? There are a number of “issues” that keep those injury statistics high:

Of those killed or injured, 56% were not in a seat. No Seat = 56%

Misuse or incorrect installation is another huge problem.

National average = 80% misuse

Local statistics = 80-100% are being misused, depending on the area.

Our representative at AAA in No. California reports that often misuse is 100% in an area before there is an effective child seat program; that drops to 80% or less after the program has a chance to get people educated!

All of us are needed to help with getting the word out!

56% of our children continue to ride unrestrained! Unfortunately, even the children who are restrained may well be at risk due to misuse or improper installation of the restraint device.

Nationwide, car seat check up events report at least an 80% misuse rate. Local statistics show that between 80 and 100% of the car seats are being used incorrectly! There are also problems caused by incompatibility between the vehicle and the child safety seat installed in it, compounded by confusion about the equipment suggested for children of differing heights and weights.

Slide 9 Questions from everyone!

Everyone wants to know -

How can I be sure my child is safe?

What size should I buy?

How do I make sure it fits?

Which brand is best?

Rear facing? Front Facing?

Forward facing?

A booster?

Where can I get more information?

(Slide 9 continued)

People wonder about size, brand which will be safest, whether to place forward facing, when to go to a booster, and finally where to get information to answer all of these questions.

Questions and comments from grandparents and friends who drive children include these and more. We want to help you find the answers!

Slide 10 Which Seat is Best for My Child?

This poster shows the infant seat, then the progression to a convertible child seat, then the booster, and finally the the lap and shoulder seat belt. The size and weight of the child, their stage of development, the vehicle and the seat itself all need to match.

(slide 10 continued)

Think about how many makes and models of vehicles there are on the road these days and the number of child safety seats available on the market. Not every car seat will fit in every vehicle. So which child safety seat is best? It's the seat that fits the child, fits the vehicle, fits the wallet, and will be used correctly every time.

Slide 11 Know your seat belt style Read slide text.

There are even more issues that complicate matters. To get a proper fit between child restraint devices and vehicles, we also have to consider such things as latch plates and retractors.

What does your car have? Do you have locking latch plates, light weight locking latch plates, sliding latch plates or sewn-on latch plates? What type of retractors does your car have? Do you have automatic locking retractors, emergency locking retractors, or switchable retractors?

I won't take the time now to explain the differences in the various latch plates and retractors. Frankly, most of us find it hard to remember after training. But I can tell you that they are important because *one or the other must lock* in order to properly secure the child safety seat. If *neither* locks, you will need to have a locking clip and learn how to use it correctly!

It is no wonder parents have questions and get confused about how to install their child seats properly!

Slide 12 NHTSA Recommendations

The National Highway Traffic Safety Administration, NHTSA has very specific recommendations for your child's safety.

This proper child safety seat use chart includes the important basics. For instance it tell you that only when an infant reaches 20-22 lbs, should he or she be placed in a convertible, forward facing seat. (Some youngsters may reach that weight before 1 year. But if they're over one and don't weigh at least 22 lbs, I would not make the transition.)

Slide 13 The American Academy of Pediatrics also has recommendations.

Let's look at what the AAP recommends for our children. Children should remain rear-facing until they are at least one year old AND weigh at least 20 pounds. Children over one year of age who weigh between 20 and 40 pounds should ride in a forward-facing child restraint with a full harness until 40 pounds. Children should ride in booster seats until they are 4'9" tall.

Slide 14 How Can You Help?

Obviously, there are problems when it comes to protecting our children in motor vehicles. There are several ways that you can become part of the solution. You can work with certified child passenger safety technicians during car seat check up events. These events help educate parents in how to properly and safely secure their children in vehicles.

Be sure to take your own children and others for a safety check up.

Invite other families to participate, and help get out the word.

Your group could help to sponsor a seat check up inspection right here in the community. Your efforts to advocate for higher quality enforcement and education could make a huge difference in our area. The community needs you and groups like yours to help support stronger laws, enforcement and education

(Use the following paragraph only in appropriate groups who may wish to be trained.)

You can also receive training to become a certified child passenger safety technician yourself. For example, most *Child Passenger Safety Centers* offer several training sessions. There's a four hour overview of child passenger safety, a more in-depth eight hour program, and the full thirty-two hour child passenger safety technician certification course. By becoming a certified technician, you would be able to educate the community and provide people with current information. You will be able to help parents and elected officials make educated decisions regarding child passenger safety.

Slide 15 Here are Statistics from two car seat checkup Events in Tennessee.

There were 89 corrections on only 32 seats! Only 2 of the 32 were correctly installed. Notice that there was 100% misuse or children under 4 years and 49 pounds.

Of the 82 seats checked in the second event, only 1 was correctly installed!

Slide 16 Where Do I Go For Help?

Go to People – Find the experts like certified technicians, and child safety seat Inspection Stations

Look for the Programs who can help with resources based on solid research like NHTSA, a publicly funded program – and NAWHSL and other privately funded programs.

Look for the Resources that are available from places like our state office of highway safety.

Slide 17 Inspection Station Referral

Guides us to People who can help.

At the NHTSA Website, you can search for technicians and fitting stations in your area. To access the information you just click on our state, and a listing of technicians in our area will come up. You can print these out and contact them. This poster shows how detailed the listings are.

Slide 18 You can access public and private programs

like those shown here, and many more.

Publicly funded programs like NHTSA, and nationwide privately funded programs serve our community and state. AAA, several of the large auto makers like Volvo and those pictured here, and informational programs that educate like NAWHSL are all willing to lend a hand.

Check local auto dealers to see if they participate, and encourage them to get involved here.

Slide 19 You can find good Resources

We have listed several websites, and there are many more. These are some of the best, and contain loads of information to help you.

(assuming you included handouts, this resource list is one you should include)

Slide 20 For good Child Passenger Safety Remember

We must set a good example and buckle up ourselves.

Don't start the car until everybody's buckled. As One granddad said, "I want to hear those buckles clickin!"

ALL kids under 13 belong in the back seat.

Carefully choose the seat that fits your child and get the correct seat for each and every child who travels in your car!

Slide 21 They're Counting on You!

Many grandparents and friends or relatives have told us that they always belt up their children. But when extras are in the car, who they don't often drive, they let it slide.

Remember, if you drive the soccer car pool, or take neighborhood children to a community event, They're counting on You!!

Slide 22 It Could Happen in an instant!

Most importantly, we must remember. (Repeat and make it dramatic!) It could happen in an instant! (Snap your fingers!)

And it's up to You!