



TECH TALK

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*Remember,
Always
Buckle Up!*

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NATIONAL CHILD PASSENGER SAFETY AWARENESS WEEK - FEBRUARY 13-19, 2005

Mary Ann Robinson, CPS Educator

GTIPI, the Governor's Office of Highway Safety, the National Highway Traffic Safety Administration, SAFE KIDS of Georgia and the Department of Human Resources-Injury Prevention Division and communities across the state of Georgia will be celebrating National Child Passenger Safety Awareness Week from February 13 to 19, 2005. The purpose of the week is to heighten public awareness about child passenger safety.

In this issue of Tech Talk we will focus on activities traffic safety advocates have used, over time, to successfully educate their community in different aspects of child passenger safety. Law enforcement agencies, hospitals, SAFE KIDS groups, health departments, fire departments and other government agencies have been creative in developing ideas that have worked well to convey our life-saving messages.

Also included in this issue is a list of resources for additional information related to child passenger safety issues.

Although use of safety belts and child safety seats have increased, traffic crashes continue to be the leading cause of death for all children ages 1-14. In the United States, four children die every day and another 622 are injured in motor vehicle crashes. (NHTSA 2003).

The National Child Passenger Safety Awareness Week provides an important opportunity to focus attention on child safety seat as the misuse rates continue to be in excess of 90 percent. Even more disturbing is that our biggest problem is that many children are still riding in vehicles completely UNRESTRAINED.

New legislation is helpful in that Georgia now has a new booster seat law. The requirement that children up to six years of age

must be secured in a booster seat went in effect on July 1, 2004. Many parents and caregivers are providing maximum protection for their children with proper use of child safety seats and booster seats. Unfortunately, there are others who remain unaware of the importance of proper use of child restraints and many children are riding in vehicles in an unsafe manner. Lets do everything we can to reach these parents with our lifesaving message.



Belt Positioning Booster

GTIPI LAW ENFORCEMENT GUIDES

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 This year's edition of the Law Enforcement Guide is available through the GTIPI office. This guide has tabs covering various areas including occupant safety enforcement, Georgia's Child Safety Seat Law, Safety Belt Law, Graduated Driver's License Classes, Criminal Code, other Offenses and Uniform Rules of the Road. The Law Enforcement Guide is intended to assist Georgia law enforcement and is not a verbatim statement of the code. To order, visit our website at www.ridesafegeorgia.org or call 1-800-342-9819. Orders are shipped via UPS; therefore we must have a physical address - no P.O. Box.

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New this Year!!! \$30 rebate for participants who successfully complete the Child Passenger Safety Technician Class - Check www.ridesafegeorgia.org for details.

CHOA in Action

By: Vandie Enloe, M.Ed., CPST-I
Children's Healthcare of Atlanta at Egleston

The Injury Prevention Team at Children's Healthcare of Atlanta celebrated Buckle Up America Week 2004 on both the Egleston and Scottish Rite campuses. The week was filled with awareness activities for patients, caregivers and staff. Buckle Up - We Love You! banners flew at the front entrance at both hospitals to set the tone. Each day a different activity was implemented.

- Informational packets were delivered to 550 inpatients that included brochures, pencils, stickers and key chains.
- Nurses stations were given large barrels of pretzels labeled "Don't let your patients get tied up in knots, make sure they buckle up properly."
- Smartie cards were placed on vehi-

cles in the parking decks. "Be a SMARTIE, Parents That Buckle Have Kids That Buckle. Motor Vehicle Crashes are the #1 Killer of Kids."

- SAFE KIDS activity cards were distributed to all inpatients.
 - *Knock, Knock Who's There? Buck! Buck Who? Buckle Up on Every Ride!*
 - *Buckle Up Every Time*
 - *Riding in the Back Seat Can Save Your Life*
- An open house was held at both hospitals. Center activities and displays included seat demonstrations, *I'm Safe! In the Car* story time, hard bones-soft bodies table, and pictures with Vince and Larry. The Big Green Snake, Buckle Bear and Boostah Moose could be seen everywhere. Children were given an opportunity to sign a

Ride in the Back Pact.

- Activities were announced and awareness information was shared throughout the hospital system via the Careforce Connection, Children's intranet page.

A fun time was had by many and over 4,000 people received information on crash dynamics, child safety seats, booster seats, and safety belts.



CHOA's sign encouraging parents and staff to Buckle-up.

Oldest Child Safety Seat Contest

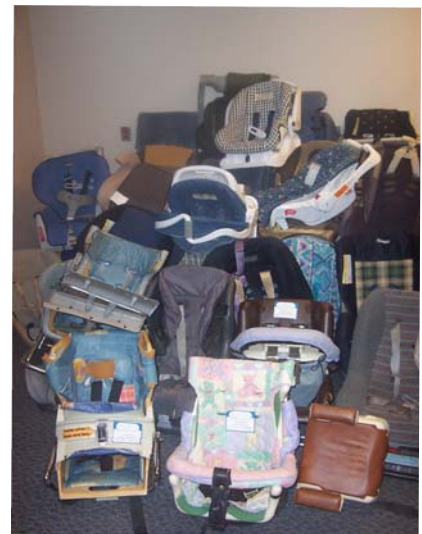
Rene Hopkins, RN,
Coordinator, SAFE KIDS of East Central GA

Milk, cheese, medications and even store coupons all have expiration dates. So what about child safety seats? While Child Passenger Safety technicians know that certain child safety seats, such as those that have been in motor vehicle crashes, have missing or worn parts or are more than 6 years old, need to be removed from use, this message needs to be reinforced to the general public.

SAFE KIDS of East Central Georgia, led by the MCG Children's Medical Center, hosted its first annual Oldest Car Seat in Augusta contest during Child Passenger Safety Week 2004. The contest not only provided a way to inform the public about unsafe child

safety seats but more importantly helped get unsafe child safety seats off the road. Of the many safety seats replaced were three child safety seats whose seat designs were discontinued in the 1970's and one pre-standards booster seat!

Those who dropped off child safety seats were eligible to win prizes such as a replacement child safety seat, a set of four bike helmets and Walmart gift cards. In addition, media coverage of the contest allowed volunteers to focus on staffing a child safety seat check event that was also part of the week's events. The week was a huge success in terms of reinforcing SAFE KIDS' safety messages to the general public.



Old Child Safety Seats collected during NCPsAW.

CPS Resource Websites

www.aap.org
www.boosterseat.gov
www.buckleupamerica.org
www.carseat.org
www.cdc.gov/safe.usa

www.chop.edu/carseat
www.cipsafe.org
www.gohs.state.ga.org
www.health.state.ga.us
www.iihs.org

www.hwysafety.org
www.nhtsa.dot.gov
www.safekids.org
www.saferidenews.org

www.statefarm.org
<http://traumalink.cho.usa>
www.unc.edu/pubinfo/child_recall.htm

Buckle Up! **It's the nicest way to say, I Love You!**

Steve Davis, GTIPI Director

"Buckle Up! It's the nicest way to say, I Love You!" was the theme for the DeKalb Police STAR Team's 1994 National Child Passenger Safety Week Valentine's Day road safety check. The road safety check included a child safety seat checkpoint conducted by SAFE KIDS in conjunction with the roadblock.

At a briefing prior to the road safety check, I advised the officers that they were to repeat the "I love you" slogan to each driver when they approached the car. Uh... I don't think I will share the officer's reaction with you, however, they were pleased when the first car checked was found to be stolen and was operated by a DUI driver who had just passed through a school zone.

The "I Love You" message is very appropriate and reflects the reason we invest so much effort to insure that every child in Georgia is riding in a properly installed child safety seat and that everyone else is wearing their safety belt. While the message may not have resonated with the officers, the media responded well. Not only was local coverage of the road check extensive, CNN covered the event; thus we received, not only local, but national and world-wide exposure as well. It was exciting to field inquiries from Sweden, Germany, Spain and many other countries from around the world.

The DeKalb Police STAR Team was first to bring "Click It or Ticket" multi-jurisdictional road safety checks to Georgia. The experiment proved successful because of the part-

nerships created between law enforcement, our local SAFE KIDS coalition and the community.



Sgt. Steve Davis - DeKalb STAR Team, circa 1994

Saved By The Belt Club

Melba King, CPS Educator

In this issue of Tech Talk, we will begin spotlighting some of our most recent Saved By The Belt Club members with details of their experiences in crashes where wearing safety belts and using child safety seats reduced injuries and prevented deaths. If you have a personal story you would like to share, send the information to us at gtipi@uga.edu. If you have a picture of the crash that we could include in our newsletter, send that as well.

- Melinda H. of Rocky Face was on an outing with her 12-year-old son. Her car was hit on the passenger side by a vehicle traveling on the wrong side of the road. Both she and her son were restrained and were not injured.
- David W. of Dalton was driving northbound on I-75. He became drowsy and ran into the center guardrail. His child, who was secured in a child safety seat in the back seat, slept through the crash and was not hurt.
- Derrick W. of Powder Springs was traveling with his family on I-85. When they attempted to avoid hitting a piece of tire rubber lying in the road, their car over-turned. Derrick is certain that safety belts saved their lives and the child safety seat saved the life of his 2-year-old son.

Child Safety Seat Distribution Program-DeKalb County

Janet Weisman, Injury Prevention Unit Coordinator and SAFE KIDS of DeKalb Coordinator

SAFE KIDS of DeKalb/DeKalb County Board of Health's Safety Seat Program conducts child safety seat classes for families with limited resources as part of their educational efforts during National Child Passenger Safety Awareness Week. In fact, they conduct these classes throughout the year. SAFE KIDS of DeKalb kicked off their first class in February 2002 at Oakhurst Presbyterian Church in Deca-

tur and, since the inception of these classes, they recently had their 1000th participant to attend a child safety class. Ms. Kimberly Banks received a free child safety seat as their 1000th participant.

To meet the diverse cultural needs of DeKalb County, SAFE KIDS partnered with Refugee Family Services and St. Joseph's Mercy Care Services-Mercy Mobile Care to offer translated classes in Sudanese,

Bosnian, Arabic and Spanish. SAFE KIDS of DeKalb is planning more classes this year focusing on the immigrant and refugee communities.

The DeKalb County Board of Health is the lead agency for SAFE KIDS of DeKalb and has been very supportive of the child safety seat program and traffic safety initiative throughout the County.

CPST T-Shirts
are *HOT, HOT, HOT!*

Place your order soon—
Supplies are limited!
Call 800-342-9819 to place your order.

M-L-XL- \$10.00
XXL-XXXL-\$12.00



Training Opportunity
CHILD PASSENGER SAFETY In Spanish

The 4 Day CPST training class will be offered in Spanish at the GTIPI office September 13-16, 2005.
Contact Marilu Montalvo, Mary Ann Robinson or Melba King for more information
800-342-9819

Available Online Resources:

Georgia Teens Ride with P.R.I.D.E. Schedule
2005 CPST Training Schedule & Application
Resource Materials Order Form
Saved-By-The Belt Club Application
Update your Technician Information
Find/submit Seat Check Events in your area
Download child safety seat registration forms

Learn about GTIPI's Saved by the Belt Club

Remember - We are on the Web!
www.ridesafegeorgia.org



GEORGIA TRAFFIC INJURY PREVENTION INSTITUTE

1070 Culpepper Dr.
Conyers, GA 30094

Funded by a grant from the
Governor's Office of Highway Safety

*CPS Advocates! YOU are making a difference in
your community!*

Help make Child Passenger Safety Week a success.

Please get involved!

