

Child Passenger Safety

Campaign Sponsor: National Highway Traffic Safety Administration (NHTSA)
Volunteer Advertising Agency: Mullen Lowe, Casanova Pendrill

BACKGROUND:

For children ages 1 to 13, motor vehicle crashes are a leading cause of death. In 2013, an average of 2 children under 13 were killed and 345 injured every day while riding in cars, SUVs, pickups, and vans.

This campaign seeks to educate and remind parents and caregivers that car seats, booster seats and seat belts save lives and offer the best protection for children in crashes. Parents should ask themselves “Is my child as safe as possible in the car?” and make sure that their children are riding in the right car seat for their age and size as they grow.

CAMPAIGN OBJECTIVES:

To make sure all parents and caregivers are properly securing their children (ages birth through 12) in the best car restraint (rear-facing car seat, forward-facing car seat, booster, seat belt) for their age and size.

- ◆ English Language Call-to-Action:
Visit www.safercar.gov/therightseat
- ◆ Spanish-Language Call-to-Action:
Visit www.safercar.gov/protegidos

CAMPAIGN DESCRIPTION:

The campaign encourages parents to secure their child’s future and challenges parents’ overconfidence that their child is in the right seat by planting a seed of doubt, and urging them to visit the website to learn more. The campaign will launch a new round of work in February 2016 which will include new TV, Radio, Print, OOH, and Digital assets for both the General Market and Hispanic Market.

TARGET AUDIENCE:

- ◆ Parents and caregivers of children birth through 12 years old.



DID YOU KNOW?

- ◆ In 2013, over 1/3 of children (under 13 in a passenger vehicle) killed in car crashes were completely unrestrained – they were not in car seats, booster seats, or seat belts.
- ◆ Every 34 seconds in 2013, a child under 13 was involved in a crash.
- ◆ In 2013, for children under 5, an estimated 263 lives were saved by child restraints.

