



Introduction

Although highly preventable, motor vehicle crashes are a leading cause of death for children ages 1 to 13. Proper use of car seats, booster seats, and seat belts has the potential to reduce these deaths, as well as many more injuries. The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) is sponsoring Child Passenger Safety Week, September 18-24, 2016, culminating with National Seat Check Saturday on September 24th. Certified Child Passenger Safety Technicians will be on hand in towns across the United States to teach parents and caregivers how to identify the right car seat for a child's age and size, and how to correctly install and use car seats. This packet contains a sample e-newsletter, blog post, social media posts, Public Service Announcements (PSAs), and an infographic to help you spread the word about the importance of child passenger safety.

How can you help us get the word out about car seat safety?

- **Do you have an e-newsletter? A blog?** Share information about our new PSAs and website with your subscribers. You can include one of our new PSAs or our infographic (see below).
- **Do you have social media accounts?** Use any of the posts from our social media library, below, to help spread the word to your followers.
 - **Twitter (@NHTSAgov):** Use the hashtag #therightseat, and retweet any of the Twitter examples from the library we've provided, below. You can also retweet from the @NHTSAgov account.
 - **Facebook (NHTSA):** Promote safercar.gov/therightseat to help parents and caregivers access useful car seat safety tips and information. Feel free to use any of the posts from the library below. You can also link to PSAs and promotional content.
 - **Instagram (nhtsagov):** Instagram or forward any of the Instagram images below, using the hashtag #therightseat. Feel free to share the Instagram images on Facebook and Twitter to help spread the word.

Links to PSAs

TV, radio, print, outdoor, and digital PSAs can be found online at:

- NHTSA's trafficsafetymarketing.gov
- Ad Council's psacentral.org (for broadcast-ready material)

Sample E-Mail

Every 33 seconds, one child under 13 is involved in a crash. That's a terrifying statistic, and one that demands our immediate attention. To help combat this serious issue, we must work together to spread the word about child passenger safety and the life-saving importance of correct car seat selection, installation, and use. Is your child's car seat correctly installed? Don't *think* you know—*know* you know.

On average in 2014, nearly two children under 13 years old were killed and 308 were injured every day as passengers in car crashes. These crashes are a leading cause of death for children in the United States. To help put an end to these senseless deaths and injuries, the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) is sponsoring Child Passenger Safety Week, September 18-24, 2016, culminating with Seat Check Saturday on September 24th. Certified Child Passenger Safety Technicians will be on hand in towns across the United States to teach parents and caregivers how to identify the right car seat for a child's age and size, and how to correctly install and use the car seats.

The campaign objectives are twofold:

- First, educate parents and caregivers about NHTSA's car seat recommendations for children of all ages (infants, toddlers, young children, and tweens).
- Second, convince parents to seek more information about NHTSA's car seat resources and recommendations. But the objectives don't have to stop there. Safercar.gov/therightseat has many printable resources you can post in your local coffee shops, grocery stores, recreation centers, and more. There are tip sheets for caregivers and babysitters, or for you to keep! Check out this list of great child passenger safety resources:
 - Safercar.gov/therightseat: NHTSA website containing car seat safety tips, information, and guides to help you correctly install and use your car seat.
 - Safercar.gov/cpsApp/cps/index.htm: Part of Safercar.gov, this site provides location information for car seat inspections.
 - Safercar.gov/parents/CarSeats/TRS-carseats/toolkit.htm: Also part of Safercar.gov, this site provides a child passenger safety campaign toolkit containing printable fact sheets, tip sheets, and more.

To supplement material used during Child Passenger Safety Week, NHTSA and the Ad Council have launched new PSAs. Created *pro bono* by advertising agencies Campbell Ewald (for general market material) and Casanova Pendrill (for Hispanic market material), the new TV, radio, print, outdoor, and digital PSAs target parents and caregivers of kids up to age 12, asking them to make sure their children are in the right car seats. By utilizing the tagline, "Don't *Think* You Know. *Know* You Know," the general market PSAs focus on parents' overconfidence, reminding them that it might be too late to check their child's seat when they're on the road. The Hispanic-targeted PSAs urge parents to protect their child's future at every stage of life, by making sure they secure them in the right car seat for their age, height, and weight. You can view the content at the following sites:

- English: multivu.com/players/English/7774451-ad-council-find-the-right-seat/
- Spanish: multivu.com/players/Spanish/7774452-ad-council-find-the-right-seat/

For more information, visit safercar.gov/therightseat.

Sample Blog Post

Child Passenger Safety Week, Sept. 18-24: Is your child in the right seat? Is it installed correctly? Don't *think* you know—*know* you know.

Children are our future, and it's up to us to keep them safe. Every 33 seconds, one child under 13 is involved in a crash. To help make sure our children live long lives, the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) is sponsoring Child Passenger Safety Week September 18-24, 2016, culminating with Seat Check Saturday on September 24th. Certified Child Passenger Safety Technicians will be on hand in towns across America to teach parents and caregivers how to identify the right car seat for a child's age and size, and how to correctly install and use their car seats.

Motor vehicle crashes are a leading cause of death for children in the United States. On average in 2014, nearly two children under 13 were killed and 308 were injured every day while riding in cars, SUVs, pickups, and vans. To help combat this serious issue, we must work together to spread the word about child passenger safety and the life-saving importance of correct car seat selection, installation, and use. Visit safercar.gov/therightseat to access car seat safety tips, information, and instructional videos. There are plenty of tip sheets and infographics to download and post in local businesses or other locations frequented by parents. You can also use the sample social media messages below to get your readers involved in Child Passenger Safety Week.

Twitter:

- Sept. 18-24 is National Child Passenger Safety Week! Know #therightseat for your child's size and age: safercar.gov/therightseat.
- Seat Check Saturday is September 24! Let a Safety Technician help make sure your child is in #therightseat.
- Is your child in #therightseat for his/her size and age? Know for sure. Visit safercar.gov/therightseat.
- Every 33 seconds, one child under 13 is involved in a crash. Make sure your child is in #therightseat, before it's too late.
- Babysitter? Caretaker? Make sure the children you watch are in #therightseat: www.safercar.gov/therightseat

Facebook:

- Seat Check Saturday is September 24th! Let a Certified Child Passenger Safety Technician near you help make sure your child is in #therightseat.
- National Child Passenger Safety Week is September 18-24! Help spread the word about the life-saving benefits of car seats, booster seats, and seat belts. Learn more at safercar.gov/therightseat.
- Think you know it all? Know for sure! Ensure your child is in #therightseat for his/her size and age. Find out more at safercar.gov/therightseat.
- Motor vehicle crashes are a leading cause of death for children 1 to 12 years old. Make sure your kids are safe. Learn car seat safety tips at safercar.gov/therightseat.
- From 2010 to 2014, 398 children were killed in crashes while riding in the front seats. Always keep kids under 13 buckled in the back seats. #therightseat

Do you know for sure that your child's car seat is correctly installed? Don't *think* you know—*know* you know.

Get more facts at safercar.gov/parents/CarSeats/Car-Seat-Safety.htm.

Sample Twitter Posts

- Is your child in #therightseat for his/her size and age? Know for sure. Visit safer.gov/therightseat.
- Every 33 seconds, one child under 13 is involved in a crash. Make sure your child is in #therightseat, before it's too late.
- Is your child in #therightseat? Don't think you know—know you know. Safercar.gov/therightseat
- Are your kids in #therightseat? Find out NOW. Visit a Seat Check Saturday event in your town on Sept. 24.
- Babysitter? Caretaker? Make sure the children you care for are in #therightseat: safercar.gov/therightseat.
- In 2014, 24% of kids 4-7 were moved to seat belts too soon. Nearly 1 in 10 kids weren't buckled at all. #therightseat
- From 2010-2014, 398 children were killed in crashes while riding in front seats. Keep all kids under 13 buckled in the back. #therightseat
- Seat Check Saturday is September 24! Let a Safety Technician help make sure your child is in #therightseat.
- Sept. 18-24 is National Child Passenger Safety Week! Know #therightseat for your child's size and age: safercar.gov/therightseat.
- Motor vehicle crashes are a leading cause of death for kids 1 to 13 years old. Is your child safe? Find out: safercar.gov/therightseat.
- In 2014, 34% of kids under 13 killed in car crashes were not in car seats, booster seats, or seat belts. #therightseat
- Did you know? Using a car seat reduces the chance of fatal injury for infants by 71%.
- Buckling your child isn't a choice—it's the law. Be sure your kid is in #therightseat. ghsa.org/html/stateinfo/laws/childsafety_laws.html.
- #DidYouKnow: According to NHTSA, 59% of car seats are not installed correctly. Don't chance it. Make sure your child is in #therightseat.
- Children are our future. Keep them safe and in #therightseat. Learn car seat safety at safercar.gov/therightseat.
- Unsure how to install your child's car seat? Check out the videos at safercar.gov/therightseat and read the instructions.

Sample Facebook Posts

- Think you know it all? *Know* your child is in #therightseat for his/her size and age. Find out more at safercar.gov/therightseat.
- Your kids might be in #therightseat for their age and size, but wouldn't you like to know for sure? Visit a Seat Check Saturday event in your home town: **[hometown info]**.
- Are your children in the correct car seats for their age and size? Find out before it's too late to do anything about it. Learn more at safercar.gov/therightseat.
- Are you a babysitter or caretaker? Make sure the children you care for and transport are in the correct car seats for their age and size. Visit safercar.gov/therightseat to learn more.
- In 2014, 24 percent of children 4 to 7 were moved to seat belts before they were big enough. Nearly one-tenth of these kids were unbuckled. Make sure your kids are in the right car seat for their age and size: safercar.gov/therightseat.
- Don't forget the #twens! Child passengers 8-14 who died in crashes were unbuckled at a rate of 34-58%. Make sure your tween is in #therightseat: safercar.gov/therightseat.
- Tweens should stay buckled and in the back! From 2010 to 2014, there were 398 children killed in crashes while riding in the front seats. Children under 13 should always ride in the back seats.
- Motor vehicle crashes are a leading cause of death for children 1 to 13 years old. Make sure your kids are safe. Learn car seat safety tips here: safercar.gov/therightseat.
- National Seat Check Saturday is September 24th! Let a Certified Child Passenger Safety Technician near your hometown help make sure your child is in #therightseat.
- National Child Passenger Safety Week is Sept. 18-24! Help spread the word about the lifesaving benefits of car seats, booster seats, and seat belts. Learn more at safercar.gov/therightseat.
- Car seats can seem complicated, but we're here to help. Check out the info on safercar.gov/therightseat for tips and info to keep your kid safe. #therightseat
- Give your child a future—buckle them up every trip, every time. Unsure if your kid is in the right seat for his/her age and size? Visit safercar.gov/therightseat for more info.
- Buckling children isn't a choice—it's the law. All 50 States, the District of Columbia, and all U.S. territories require children to be buckled while riding in cars.
- Did you know? 59% of car seats are installed incorrectly. Do you know for sure that yours isn't? Find out at safercar.gov/therightseat.
- Children are our future. Make sure they live to see it by buckling them up correctly. Know for sure that yours are in #therightseat by visiting safercar.gov/therightseat.
- Car seats can be tough to install, but we're here to help! Visit your local Car Seat Safety Technician on National Seat Check Saturday, Sept. 24th, and check out the helpful videos on safercar.gov/therightseat.

Sample Instagram Posts

- Be informed! Make sure your child is in the appropriate car seat for his or her age and size.
Link: safercar.gov/parents/CarSeats/TRS-carseats/social-media/CSA_2015_13.jpg
- NHTSA recommendation: Keep children rear-facing as long as possible up to the top height or weight allowed by their particular car seats. What's your reason for keeping your family safe?
Link: safercar.gov/parents/CarSeats/TRS-carseats/social-media/CSA_2015_14.jpg
- Many parents don't realize their child is in the wrong seat. Visit safercar.gov and make sure your child is riding in the correct seat. #therightseat
Link: safercar.gov/parents/CarSeats/TRS-carseats/social-media/CSA_2015_16.jpg
- Children spend a lot of time in cars. Is your child safely secured in your vehicle?
Link: safercar.gov/parents/CarSeats/TRS-carseats/social-media/CSA_2015_17.jpg
- When was the last time you checked to see if your child's car seat was #therightseat for their age and size?
Link: safercar.gov/parents/CarSeats/TRS-carseats/social-media/CSA_2015_21.jpg

Infographic

Post a link to the animated infographic video on your social channels (Facebook, Twitter) using the hashtag #TheRightSeat.

- English: <https://www.youtube.com/watch?v=u7HV8TnG6wI&feature=youtu.be>
- Spanish: <https://youtu.be/VndFmT8IPRQ?list=PL2GIXO1j4M73L5K0C9sn9U2wGDo8oHaWj>

Share our infographic on your Facebook, Twitter, or e-newsletter to visually depict to your audience NHTSA’s car seat recommendations.

Car Seat Recommendations: Choosing the Right Seat



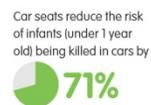
Car crashes are a **leading killer of children** ages 1 to 13.

In crashes from 2010-2014, **3,181 children** (under 13 in cars, SUVs, vans, and pickups) were killed. An estimated **601,000 children** under 13 were injured.



That's more than the population of Tucson, AZ.

In 2014, **602 children** (under 13 in cars, SUVs, vans, and pickups) were killed in crashes.



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