WHAT'S WORKING TO ADVANCE CHILD PASSENGER SAFETY IN LOCAL COMMUNITIES IN MONTANA

Tracie Kiesel, Coordinator - Tri-County Buckle Up Montana

Lewis & Clark, Jefferson, & Broadwater Counties

Parent/Caregiver Presentations
- St. Pete's Prepared Parenting Classes & Grandparent's Class

Public Educational Events for Adults & Families
- Memorial Park, Target, Murdoch's, Health Fairs

Educational Events for Children
- Capitol Rotunda & Student Classroom Activities

Child Safety Seat Check Up Events
- Held at Car Dealerships, Health Departments, Stores, Fire Stations

Fitting Stations
- One on One Appts, Safety Seat Distribution Programs-Low Income and High Risk Families

Social Media, Traditional Media, Newsletters
- Facebook

Resources
- CHOP-A Crash Course in Child Passenger Safety, I'm Safe Books, Bookmarks, Stickers, Large Banners, Videos
- NHTSA, Traffic Safety Marketing
- MDT-Buckle Up Bug Coloring Books, Pamphlets, Posters

What can Local Health Departments Do
- Locate Local Resources and Understand How they Operate and How you can work with them
- Identify Staff who have positions to help Families & Implement a CPS Program
- Identify Staff who you can commit to becoming a Nationally Certified CPS Technician

Parent/Caregiver Presentations

Prepared Parenting Class

St.Pete's Hospital

Held Once/Quarter

New & Expecting Parents

Series of Educational topic including:

Infant CPR, Car Seat Safety, Breastfeeding, Childbirth, Postpartum Recovery

Ask Parents to bring their own Safety Seat – Hands on During Class

Primarily cover Infant Only Seats

Grandparents Class

St.Pete's Hospital

Held Once

Grandparents are very involved in the direct care and transporting of children

Cover Infant Only, Convertible, Forward Facing, and Booster Seats

Public Educational Events

Montana National Guard
Family Readiness Day
Fort Harrison, Helena

Family Health & Safety Fair, Boulder

911 Center, Helena
Open House

Educational Events for Children

Traffic Safety Day - Capitol Rotunda, Helena
Hosted 2 Classes of 1st Grade Students
Governor Bullock Reads "I'm Safe in the Vehicle"

Traffic Safety Day
Capitol Rotunda, Helena
Hosted 2 Classes of 1st Grade Students

Annual Safety Fair
Whitehall

Child Safety Seat Check Up Events

Murdoch’s, Helena

Target, Helena

Hooper Park, Lincoln

Costco, Helena

Ready Made & Fill In Event Fliers
NHTSA
Traffic Safety Marketing

Fitting Stations & Child Safety Seat Distribution Programs

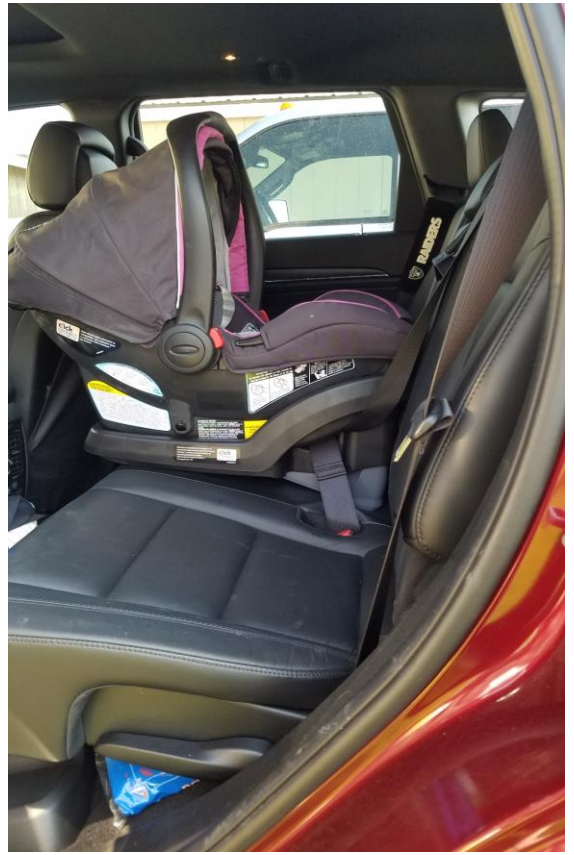
Individual One-on-One Appointments

In your Office, Lobby, or all outside with family at vehicle

May be answering questions on phone

Goal is to have the Children present.

Will also work with Expecting parents



Also work with

Special Needs

Low Birth Weight

Safety Seats on School Buses

Free Child Safety Seat Distribution Programs to Families with an Income Barrier & High Risk Families

Need a funding source or partners for seats

Social Media
Local Media
Newsletters
Billboards

spring car seat
CLEANING TIPS
diono

REAR FACING CAR SEATS

REAR FACING CAR SEATS ARE SAFER FOR YOUNG CHILDREN WHOSE BODIES ARE STILL DEVELOPING.

WHY REAR FACING?

REAR FACE UNTIL AT LEAST 2 YEARS

BEST PRACTICE TO REAR FACE UNTIL 4 YEARS

REAR FACING CAR SEATS REDUCE SERIOUS INJURIES BY 92%

CHILDREN UNDER 2 ARE 75% LESS LIKELY TO DIE IN A CRASH IF REAR FACING

REAR FACING & SPINAL CORD INJURY

1. BABIES' HEADS ARE DISPROPORTIONALLY BIGGER THAN THEIR BODIES
2. BABIES' NECK MUSCLES ARE MUCH WEAKER THAN ADULTS.
3. BABIES' SPINES ARE MADE OF SOFT CARTILAGE.
4. THE OLDER A CHILD GETS, THE MORE TIME THEIR SPINE HAS TO OSSIFY (TURN TO BONE)
5. BABIES' SPINES CAN STRETCH UP TO 5CM, WHEREAS THE SPINAL CORD CAN ONLY STRETCH TO 5MM BEFORE IT CAN SNAP

Precious CARGO

FORWARD FACING

PUTS THE MOST STRESS ON THE NECK, AS THE HEAD IS THROWN AROUND VIOLENTLY

REAR FACING

PROVIDES BETTER SUPPORT FOR BABIES' NECKS, KEEPS THE SPINE ALIGNED AND LIMITS DAMAGING MOVEMENT.

Child Car Seat
Safety Guide
1
Rear - Facing
0 - 2 years
2
Forward - Facing
2 - 7 years
3
Booster
4 - 12 years
4
Seat Belt
8 years - above
All children under 13 years old must be buckled and seated at the back seat.
Never place a rear-facing car seat in front of an active airbag.
Don't subtitute a booster seat with a cushion; they can slide off, displace the child & cause strangulation.

CHILD SAFETY DURING FLIGHTS
80% of crashes happen in the first 3 minutes of takeoff and the last 8 minutes before landing.*
COMMERCIAL AIRLINERS TRAVEL AT APPROXIMATELY:
• 250 MPH at takeoff/landing
• 500 MPH in flight
500 MPH
STEADY FLIGHT
Holding a baby on your lap seems safe when the plane ride is smooth.
SUDDEN STOP
If a plane going 250 MPH comes to an abrupt stop, a 20 lb child weighs approximately 2,500 lbs.
SAFE SOLUTION
Like riding in a car, children are well protected while rear-facing in their car seats on an airplane.
DIONO
Safety in Style
*Sherwood, Ben. The survivors club: the secrets and science that could save your life. New York: Grand Central Pub., 2009. Print.
Keep Your Little One Safe When You Fly
Child Safety
FAA

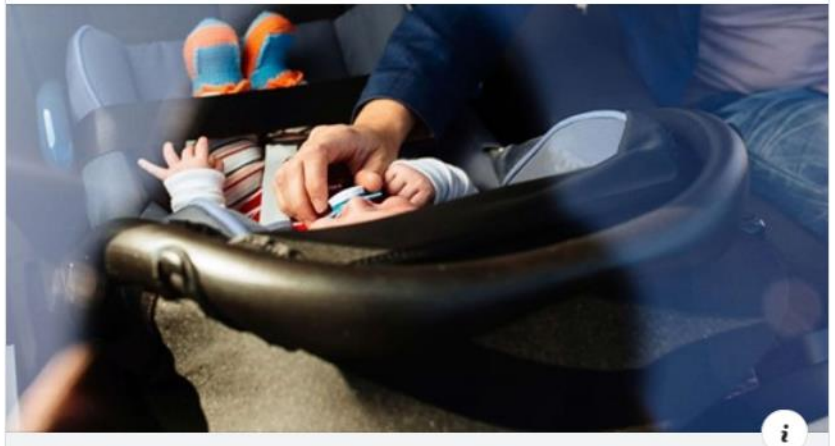
WHEN IT COMES TO YOUR CHILD, don't rely on the 'Luck of the Irish'...
Visit a car seat check near you:
www.nhtsa.gov/equipment/car-seats-and-booster-seats#installation-help-inspection
Make an Appointment to get your Car Seat Checked for Proper Use and Installation in the Helena area:
Child Care Connections 587-7786, AAA MountainWest 447-8156,
Kelly 443-4377, Ashley 206-234-2642, Montana Highway Patrol 444-1965,
Tri-County Buckle Up Montana Program 324-1072,
Helena Police Department 442-3233

Large or Small Format Ready Made Items

Tri-County Buckle Up Montana Facebook Page

Tri-County Buckle Up Montana
September 26, 2018 ·

Keeping kids rear-facing in the car longer is safer than forward-facing. The head, neck, and spine is better protected.



ABCNEWS.GO.COM

Kids should stay in rear-facing car seats as long as possible, new guidelines say

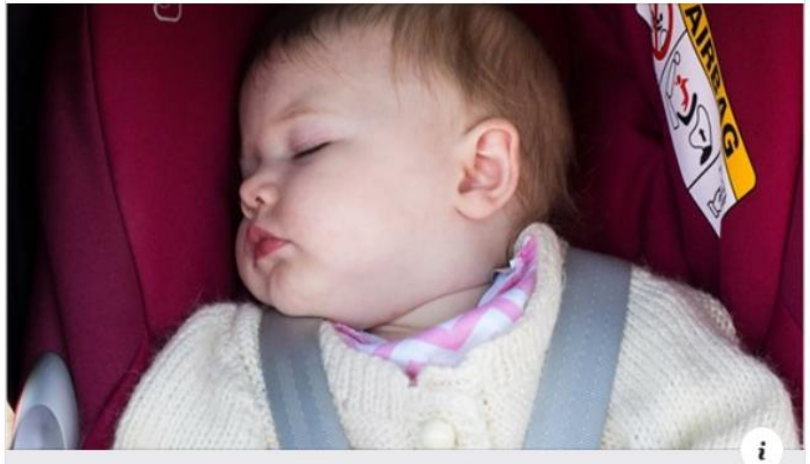
326	19	Boost Post
People Reached	Engagements	

Jessi Malcolm, Greater Gallatin Safety Coalition and Janet Kenny — 2 Shares

Like · Comment · Share

Tri-County Buckle Up Montana
February 19 ·

It's True. Heavy, bulky winter jackets need to be removed before Buckling your child in their carseat. Plane the jacket over the top of your child after securing them in the harness.

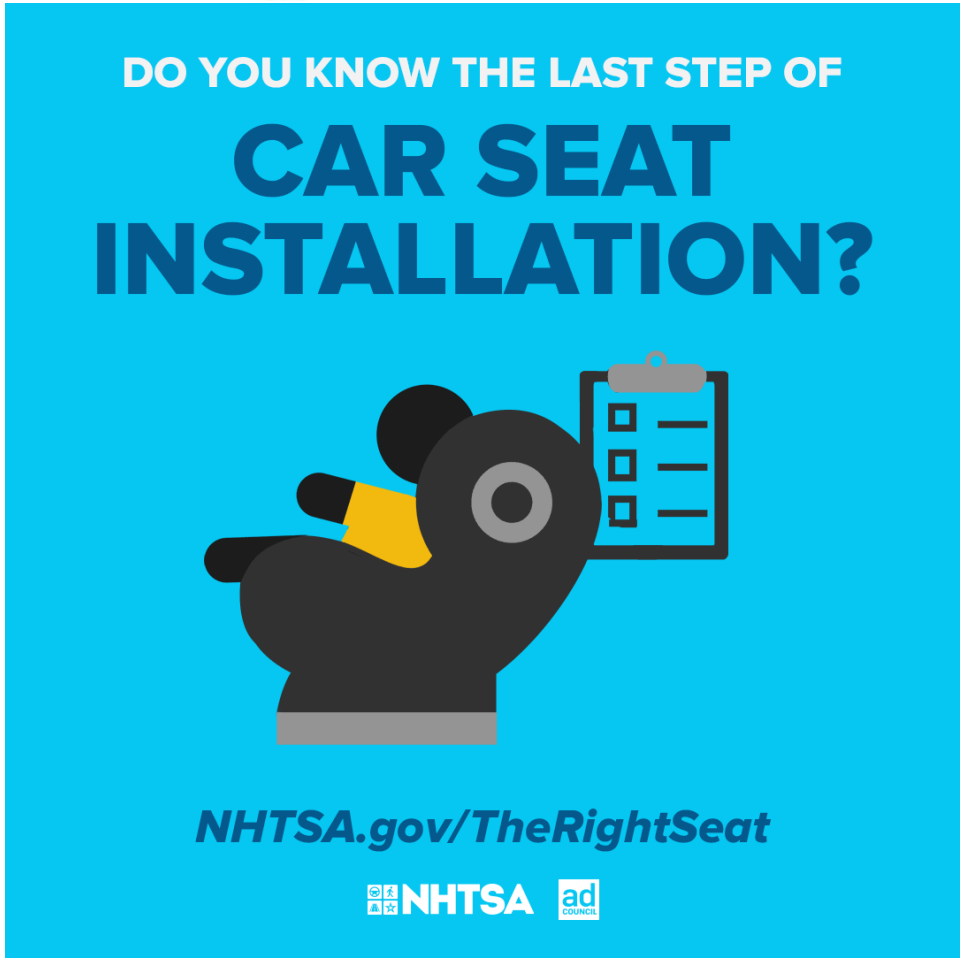


VIDEO.FOXNEWS.COM

Car seat safety: Should you remove your child's winter jacket before buckling up?

43	3	Boost Post
People Reached	Engagements	

Amy Oswald, Camry Collier and Gayle Shirley



Video's to Share on Webpages

Billboard, Helena

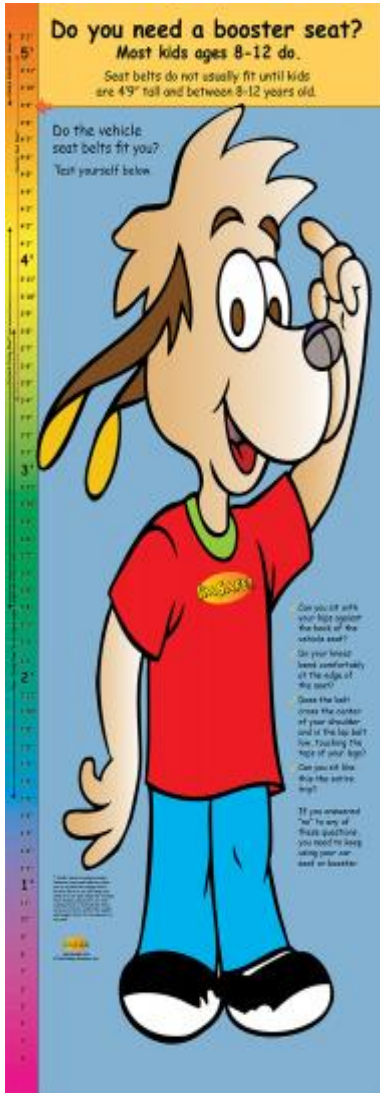
Saved by the Belt Awards Presentation Montana Highway Patrol Headquarters, Helena

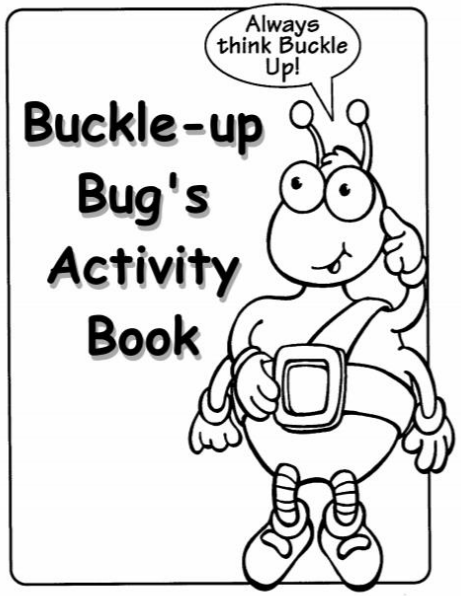
Newsworthy-Invite Reporters

Exposure of Positive Outcome

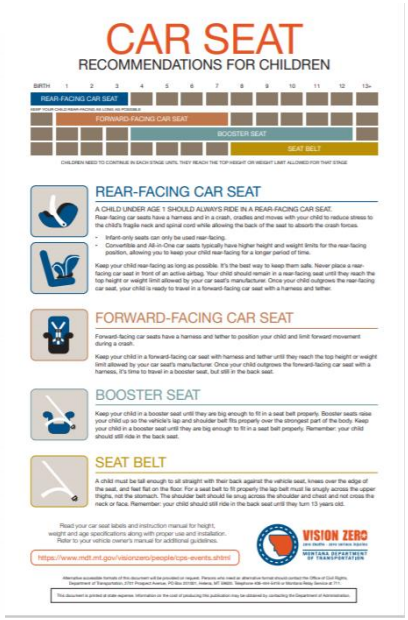
Resources

click to enlarge

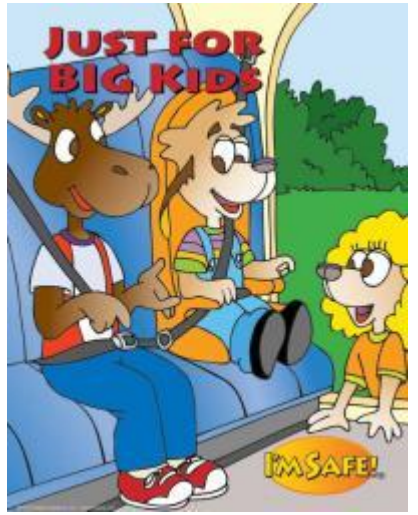

Do you need a booster seat?
Most kids ages 8-12 do.
Seat belts do not usually fit until kids are 4'9" tall and between 8-12 years old.
Do the vehicle seat belts fit you?
Test yourself below.


Always think Buckle Up!
Buckle-up Bug's Activity Book

TRAINING SEAT !!!


CAR SEAT
RECOMMENDATIONS FOR CHILDREN
REAR-FACING CAR SEAT
FORWARD-FACING CAR SEAT
BOOSTER SEAT
SEAT BELT
VISION ZERO

Protect your child.
Child safety seat basics
VISION ZERO
MONTANA DEPARTMENT OF TRANSPORTATION


JUST FOR BIG KIDS
I'M SAFE!

Be Safe! Buckle up in a Booster!

Kohl's Injury Prevention Program
A Crash Course in Child Passenger Safety
Se ofrece el contenido del CD en inglés y español
KOHL'S Cares
The Children's Hospital of Philadelphia

BUCKLE UP!

I'M A SAFE KID!
Are you ready to ride on the seat?
Test yourself
You are ready for a booster when . . .

NHTSA-National Highway Traffic Safety Admin. https://www.nhtsa.gov/road-safety/child-safety

Traffic Safety Marketing https://www.trafficsafetymarketing.gov/get-materials/child-safety

MDT-Montana Department of Transportation

Erin Root, Occupant Protection & Child Passenger Safety Program Planner: 406-444-0809, or eroot@mt.gov

I'm Safe: Child Passenger Safety Products https://www.imsafe.com/products/results/car_safety

CHOP-Children's Hospital of Pennsylvania https://www.chop.edu/centers-programs/car-seat-safety-kids

Free Video-A Crash Course in Child Passenger Safety

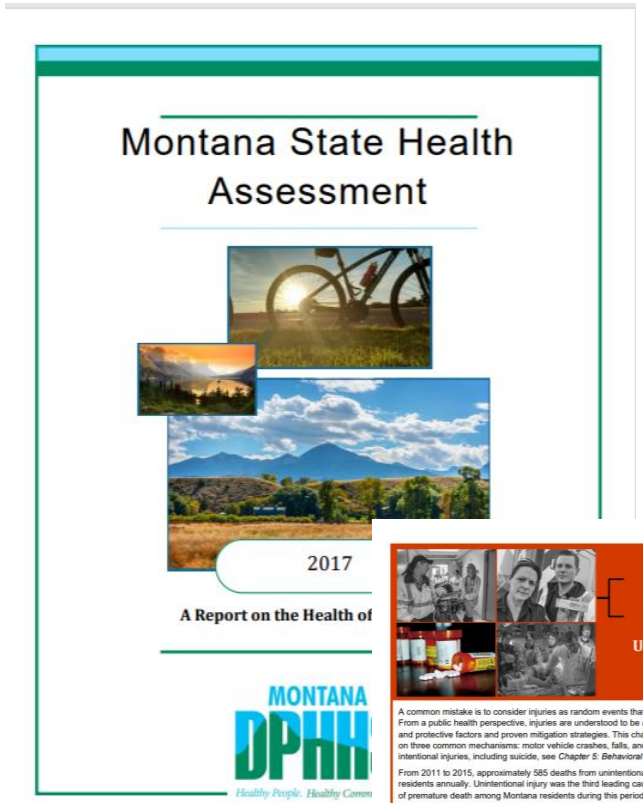
National CPS Certification https://cert.safekids.org/

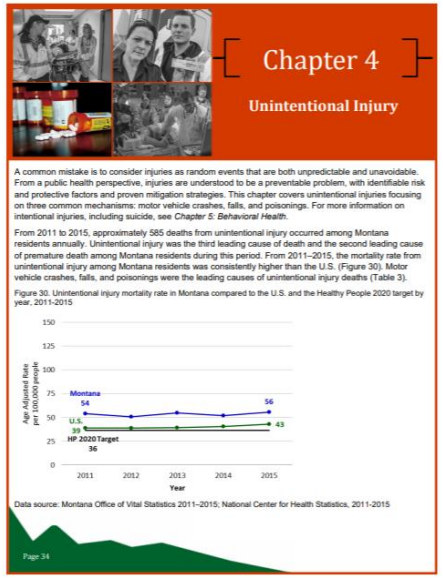
What can Health Departments Do?

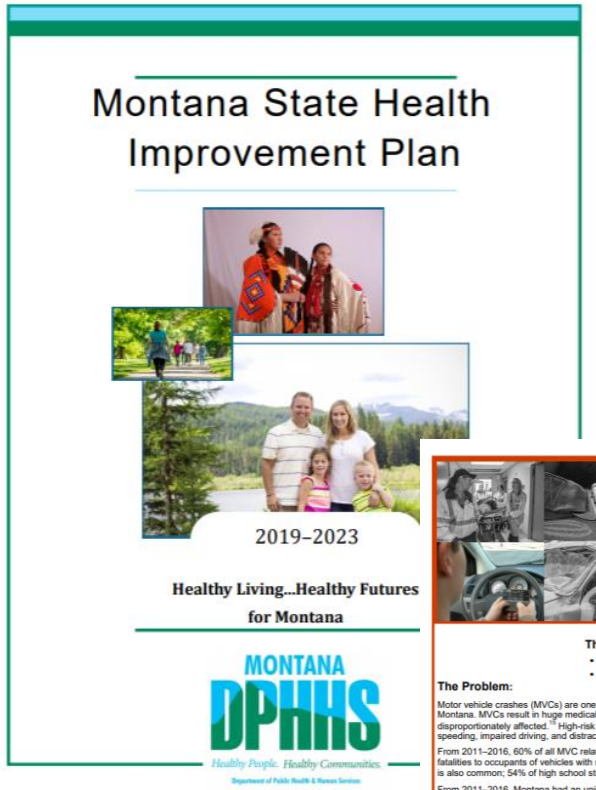
- Identify Staff who can get Certified as a Child Passenger Safety Technicians (4 Day/32 Hour Course)
- Develop a Safety Seat Distribution Program & Process
- Educate during Contacts with Families
- Utilize WIC visits/Immunizations to discuss Safe Transportation
- Early Childhood Development Programs
- Well Baby Checks or Home Visiting Nurses
- Injury Prevention Staff
- Display the CHOP Video in waiting rooms

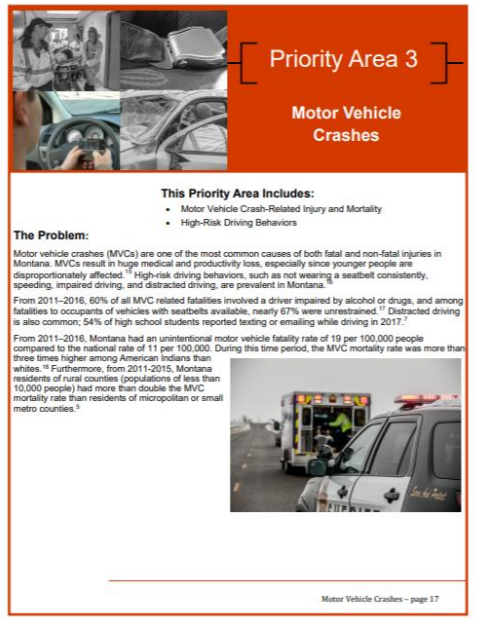
A Healthier Montana

From a Public Health Perspective, injuries are understood to be a preventable problem, with identifiable risk and protective factors and proven mitigation strategies.









What does this program look like during our current state of COVID

Remote Education or In Person

- It is safe to perform one-on-one Child Safety Seat Checks
- Follow all your current safety protocols
- Let your families know what to expect ahead of time, such as that face masks will be required
- There are tools available for remote Child Safety Seat Checks-Digital Checklist forms

Virtual Classes

- There are platforms to conduct Virtual Classes, such as Zoom
- There are Helpful Tools for CPS Technicians to show Videos and/or PowerPoints available for various needs and audiences
- Some questions can be answered and information can be provided over the phone

Sound like an uphill battle or too much to take on?

Contact Erin Root at MDT for a list of Certified CPS Technicians and Instructors in your area, reach out to them for ideas, how you can partner, support, or start a program

Implement Child Passenger Safety into your County Health Improvement Plans as part of Unintentional Injury Prevention-Motor Vehicle Crashes: Seat Belts and Child Safety Seats

Identify and get Staff Trained and Certified to Educate on Child Passenger Safety, Support their time, supplies, and Materials

THANK YOU FOR YOUR TIME.
I HOPE I'VE INSPIRED MANY OF YOU TO LOOK INTO INCLUDING CHILD PASSENGER SAFETY AS PART OF YOUR COUNTY HEALTH PROMOTION PROGRAMS

Tracie Kiesel, Coordinator

Tri-County Buckle Up Montana

Lewis & Clark, Jefferson, & Broadwater Counties

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