



U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

ENFORCING CHILD PASSENGER SAFETY LAWS



EIGHT COMMUNITY STRATEGIES

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INTRODUCTION

During 1987-88, the National Highway Traffic Safety Administration (NHTSA) awarded minigrants of \$5000 each to demonstrate different techniques to enforce child passenger safety laws. NHTSA made this commitment because of the impressive record of child safety seats in saving lives and preventing fatalities. When correctly used, these devices can reduce fatalities by 71 percent among children less than 5 years of age. In 1987, about 200 young lives were saved by safety seats, and about 28,000 injuries were avoided. However, an additional 300 children would be alive today if all youngsters in this age group had been placed in safety seats during 1987, and another 25,000 injuries could have been prevented.

Public acceptance of the child passenger safety laws in all 50 states and the District of Columbia has been good, with the national safety seat rate near 80 percent. However, the correct use rate lags behind. There is also concern that the use of safety seats may decline with the passage of time without strong enforcement of the child passenger safety laws. Experience with safety belt legislation in both the United States and foreign countries indicates that enforcement, when combined with public education, is a critical factor in keeping the use rates up. While most of child passenger safety laws call for primary enforcement, many police officers are reluctant to issue citations for this traffic violation.

NHTSA has long believed that police departments would enforce child passenger safety laws more comprehensively if they realized: 1) how effective correctly used safety seats are in saving lives; and 2) how influential police can be in getting the public to comply with child passenger safety laws. NHTSA felt that the lessons learned from the minigrant programs described in this publication would be of special use to local police agencies in increasing their enforcement of child passenger safety laws.

The sites were selected for conditions and populations that are represented throughout the country. All grant recipients were law enforcement agencies. The objectives of the program were to:

- Increase the use of safety seats or safety belts for young children;
- Reduce the number of child safety seats that are being used incorrectly;
- Promote continued use of safety seats until age five.

Each program had the following components.

1. Officer training to demonstrate: a) the need for safety seats, b) their correct use and installation, c) how to identify misuse, and d) the need for the police to use safety belts as an example to the public;
2. A public information campaign;
3. Enforcement strategies in relation to child passenger safety laws;
4. Methods to integrate occupant protection enforcement with existing selective enforcement projects such as speed and DUI countermeasures;
5. An evaluation by a NHTSA contractor.

While all of the programs contained these five components, you will see that each police department took its own approach, according to local needs and values. Seven programs are described, and after each a local contact is given. Additional information may also be obtained from the, Office of Enforcement and Emergency Services, Police Traffic Services Division, NHTSA, NTS-41, 400 Seventh Street, S.W., Washington, D.C. 20590, telephone (202) 366-4292.

FAMILY DOCTOR
and
ASSOCIATES

Hometown

West Virginia

RX Child Safety Seat
Dispense: one approved
safety seat for your
child under 40 lbs.

Sig: Use everytime you
travel in your vehicle.
See manufacturer's instruc-
tions for proper installation
and use.

**DO NOT SUBSTITUTE WITH UNSAFE
INFANT CARRIERS OR TRAVEL BEDS!**

Sample of child passenger safety information sent to
physicians and pediatricians by the Charleston Police
Department.

CHARLESTON, WEST VIRGINIA

OFFICER TRAINING AND PARENT EDUCATION AS THE KEYS TO CHILD PASSENGER SAFETY COMPLIANCE

Description of City

Charleston's population of 70,000 expands to 300,000 each day as suburban residents travel on three interstate arteries to the city for work, shopping, and recreation. Employment is 94 percent, and the average annual income is \$30,000. The government is the primary source of employment, with white collar workers comprising 70 percent of the employed and blue collar workers 20 percent. Ten percent of the population is retired. As the state's capital, Charleston's influence goes far beyond its metropolitan area.

The child passenger safety law covers children under nine years of age and calls for primary enforcement. There is no safety belt law.

Major Child Passenger Safety Problems

Use of safety belts and child safety seats was relatively low. The problem is compounded by the child passenger safety law, which exempts a driver from a citation for unprotected passengers if the number of passengers exceeds the number of safety belts in the vehicle. However, all existing safety belts must be in use for children under nine, but no belt may be shared. Also, many people believe only children under five years of age must wear safety belts as called for in the original law, which was amended July 1986 to include children up to nine years of age. Additionally, no organized child passenger safety enforcement effort had been undertaken.

Administration of Program

The child passenger safety program was administered by the Training Division of the Charleston Police Department. The program included residents of the entire Kanawha Valley area.

Impact of the Child Passenger Safety Enforcement/ Education Program

- All West Virginia chiefs of police and sheriffs received information about the child passenger safety program from the Charleston Police Department, which offered further assistance to interested enforcement agencies.
- The Kanawha-Charleston Health Department became involved in a county wide child passenger safety program as a result of working with the police department.

Charleston's Child Passenger Safety Program

Training

Charleston's strategy for training called for general education of the police force and in-depth information for key officers. This approach was facilitated by the fact that the Training Division of the police department administered the child passenger safety program. Thus, 54 percent of the total police force, including the entire mobile traffic patrol unit of 12 officers and all of the uniform patrol division consisting of 66 officers, participated in child safety seat training.

General training was received by 78 officers during rollcall. This 25 minute session consisted of an introduction to the child passenger safety law, analysis of problems, descriptions of various models of safety seats, and how to identify and correct improper use. Videotapes were included. All officers were requested to report the use/nonuse of child safety seats in accidents to the public information officer for dissemination to the press. After the general training, officers representing each of the Patrol Division shifts and the Traffic Division were sent to an "Occupant Protection Usage and Enforcement" workshop hosted by the West Virginia Governor's Highway Safety Office. Child protection systems and issues were presented in-depth. The officers in attendance trained their fellow officers upon return, using roll call and extended training systems.

Additionally, an officer was sent to the Transportation Safety Institute in Oklahoma City to learn proper child passenger safety enforcement training techniques, which were then applied in Charleston. Moreover, the officer in charge of Charleston's child passenger safety program attended Lifesavers 6 in Boston and gained further insights on how to increase safety seat use.

Enforcement

Special feature:

Involvement of the judiciary

The enforcement strategy was general and targeted. Officers were directed to incorporate child passenger safety enforcement into routine procedures, i.e. patrolling for speed, DWI. Officers also were assigned to areas where most child passenger safety violations occur — malls, shopping centers, day-care programs, and schools.

In issuing citations to violators, the police also included literature regarding the need for child passenger safety. Of particular note is the card (depicted on the opposite page) which expressed the concern of the Charleston Police Department for saving young lives.

The entire enforcement directive was underscored by the long standing policy of requiring officers to wear safety belts while operating a departmental vehicle.

Central to the effectiveness of the enforcement effort was the involvement of the judiciary. When the Charleston Police Department explained its objectives on child passenger safety, the municipal court judge agreed to set a \$50.00 fine for related violations. In keeping with the educational thrust of the child passenger safety initiative, violators are given the choice of attending a one hour class on the necessity of child safety seats in lieu of paying a fine. Instruction on the proper use and installation of the equipment is included.

Public Information

Special features:

Letter from police chief to prospective parents.

Mayoral proclamation and involvement.

Information to all police chiefs and sheriffs.

Law Enforcement Officers

care
about



your
kids.

That's why we like to see them riding in cars with safety belts and car safety seats.

Car accidents kill and injure more children than any disease. Any sudden, unexpected stop can hurl an unrestrained youngster into the dash or through the windshield.

Children depend on us to keep them safe.

Do your part...help them buckle up in car safety seats.

Once you get your children in the habit of being buckled up, they will ride more quietly and be less distracting. Most important, they will be safer.

For more information on choosing a safe seat or properly installing a car seat, contact the Charleston Police Department at (304) 348-6471.

Car Safety Seats. It's the Law.

West Virginia's Child Passenger Safety Act:

"Every driver transporting a child under the age of nine years in a passenger automobile, van, or pickup truck other than one operated for hire, shall...provide for the protection of such child in a child passenger safety device system meeting applicable federal motor vehicle safety standards: Provided, that if such child is between the ages of three and eight, both inclusive, a vehicle seat belt shall be sufficient to meet the requirements of this section." Section 17C-15-46 West Virginia Code

The Charleston Police Department distributed cards illustrated above to parents throughout the community. (This card was adapted from a similar piece distributed by the State of Kansas.)

Central to the public information component was the targeting of parents with young children or those expecting a baby. Safety seats were depicted as "the perfect babysitter." Police Chief Edward N. Garnett, Jr. provided a congratulatory letter to prospective parents participating in child birth classes, telling them about the child passenger safety law and the benefits of using a safety seat as described in materials contained within a packet for newborns presented on the opposite page. (Chief Garnett's letter is on the following page.)

Mayor Charles R. Gardner called a press conference to announce the city's donation of 14 child safety seats to the child passenger safety project. These seats are for low income families and went to loaner programs at: West Virginia Health Rite; Women's Health Center; and the Kanawha Charleston Health Department. The Charleston Police Department retained three safety seats for the Juvenile Bureau and the Patrol Division for training and transportation purposes. In addition, the police department compiled and distributed a list of all loaner programs in the community.

The mayor also issued a proclamation urging Charleston's citizens to observe National Child

Passenger Safety Week. His press conference was covered by three local television stations and two radio stations.

The media continued to play a major role in the child passenger safety program. All major activities undertaken by the police department were covered by television, radio, and the newspapers. One of the most innovative events was the safety seat check held in the parking lot of McDonald's restaurant. Designed to demonstrate the proper use of safety seats, the activity was targeted at residents who already owned child safety seats equipment.

The police department also worked with a local television station to develop a 15 minute video tape on child passenger safety which aired on its network. The tape covered the law, the correct use of equipment, and the types of safety seats available.

A campaign PSA was created to emphasize child safety seats as the "perfect babysitter." Developed by Corporal C. A. Sadler, the director of the child passenger safety program, and the public information officer of the West Virginia State Police, the phrase became the theme of the program and was carried widely in the media.



CITY OF
CHARLESTON, WEST VIRGINIA
POLICE DEPARTMENT



CHARLES R. GARDNER
MAYOR

(304) 348-8174

P. O. BOX 2749
CHARLESTON, WEST VIRGINIA 25330

EDWARD N. GARNETT, JR.
CHIEF OF POLICE

(304) 348-6460

CONGRATULATIONS on the new arrival which you are expecting in the near future. Your participation in this class is indicative of your commitment to providing the best possible care and treatment, as well as for the safety, of this new arrival.

Here at the Charleston Police Department we share in this concern for the safety of newborns and young children. Yearly throughout the United States hundreds of young lives could be saved and thousands of injuries prevented or reduced in severity if parents would simply take one important precaution.

That precaution is the use of car safety seats and safety belts. Because we do care, the enclosed information has been provided to aid you in the proper selection and usage of child passenger safety devices.

It is our desire that this information will serve to clear up any confusion that you might have concerning the law in this area. Please recognize, however, that because we do care, that our interest in removing this confusion goes beyond mere enforcement of the law.

Our interest in this matter centers, as we know your interest does, directly on the safety and protection of the new arrival to your family.

Should you have any questions concerning the material provided or if you desire more information on this subject, please do not hesitate to contact either Corporal Chuck Sadler, 348-6471, or Corporal Susan Fink, 348-6424.

Again, congratulations and thank you for your interest in seeing that this precious cargo is safely transported in your vehicle.

Sincerely,

Edward N. Garnett, Jr.
Chief of Police

ENG/cmw

BECAUSE WE CARE - CHILD SAFETY SEATS
THE PERFECT BABYSITTER

Charleston Police Chief Edward N. Garnett, Jr., sent the above letter to expectant parents urging them to use car safety seats to protect their children and expressing the department's concern for the welfare of the city's young people.

In addition to articles in the Charleston Daily Mail and the Charleston Gazette about deaths and injuries suffered by unprotected children, advertisements also were run in local papers. These conveyed the importance of complying with the child passenger safety law and ways to identify and correct misuse of child safety seats.

In order to reach families, the police department sent local physicians and pediatricians samples of materials used in the child passenger safety program. One in particular related to the practice of medicine:

Child passenger safety information booths were set up at key events also to reach parents:

- Rehabilitation Center Health Fair;
- Kanawha Mall's safety program;
- Sunrise Museum Parenting Conference;
- Special days at the Women and Children's Hospital —
 - Expectant Parents' Day
 - Kids' Day
 - Womens' Day.

A permanent display is to be established in the Labor Hall area of Women and Children's Hospital.

Displays were also set up at the City Hall and the Charleston Town Center for the general public.

As a public service, the Charleston Police Department contacted all law enforcement agencies in West Virginia about the advantages of conducting a child passenger safety program. All chiefs of police and sheriffs received a memo describing the effort, as well as a packet of materials.

Coordination With Other Agencies and Groups

City of Charleston - The city donated 14 safety seats to three community health groups and a child passenger safety exhibit was set up in the city hall.

West Virginia Highway Safety Office - This state agency provided funds and materials for child passenger safety.

Kanawha Charleston Police Department - The police department assisted the Planned Approach to Community Health (P.A.T.C.H.) group obtain a grant to promote child passenger safety and to establish permanent coordination for the effort. The Health Department also participated in the safety seat loaner program.

Municipal Court - The judge agreed to offering education sessions on child passenger safety in lieu of fines.

Women and Children's Hospital - Information on child safety seats was provided at special events held by the Hospital, which also is to have a permanent display at its facility. The 15 minute video tape on child passenger safety (developed by the television station) regularly airs on the hospital's in-house education system.

Rehabilitation Center - The Center's Health Fair included a display booth on child passenger safety.

West Virginia Health Rite - This group participated in the safety seat loaner program.

Women's Health Center - The Center took part in the safety seat loaner program.

Media - Television, radio, and newspapers covered the child passenger safety program extensively.

McDonald's - This restaurant distributed materials and allowed a safety seat check to be held in the parking lot by a local radio station.

Kanawha Mall - A display booth on safety seats was included in the Mall's safety program.

Sunrise Museum - The Museum's Parenting Conference included information on child passenger safety in related workshops.

Charleston Town Center - The Center provided space for an exhibit on child safety seats.

South West Virginia Auto Club (AAA) - The AAA donated information and materials to the child passenger safety program.

West Virginia Safety Belt Coalition - The Coalition assisted the police department throughout the program with information and materials.

West Virginia State Police - This agency helped develop the "perfect babysitter" PSA.



Cpl. Sadler and Vince and Larry call it a day at the safety seat check. Amy Sadler "checks out."

Funding

Two-thirds of the \$5,000 grant from NHTSA was spent on overtime personnel, with the remainder divided evenly between training costs (including videos) and commodities such as the warning cards for the police to distribute, the packet of materials for prospective parents, etc.

The Charleston Police Department provided \$7,050 of in-kind services: \$5,000 for administrative supervision, clerical assistance, overtime for court appearances and related benefits; \$1,400 for travel; and the remaining \$650 for audio visual teaching aids, office space, and equipment.

Supplemental funds were obtained from: State of West Virginia — \$1,000; City of Charleston — \$1,000; and private groups — \$1,000 with the latter also donating materials and services.

In addition, the Charleston Police Department assisted the Planned Approach to Community Health obtain a \$12,500 grant from the state to conduct a child passenger safety program in Kanawha County.

Future Plans

The Charleston Police Department is committed to increasing child passenger safety throughout the state and continues to share its materials and expertise with interested enforcement agencies.

For further information contact Cpl. C.A. Sadler, Training Officer, Charleston Police Department, P.O. Box 2749, Charleston, West Virginia 25330, telephone (304) 348-6471.



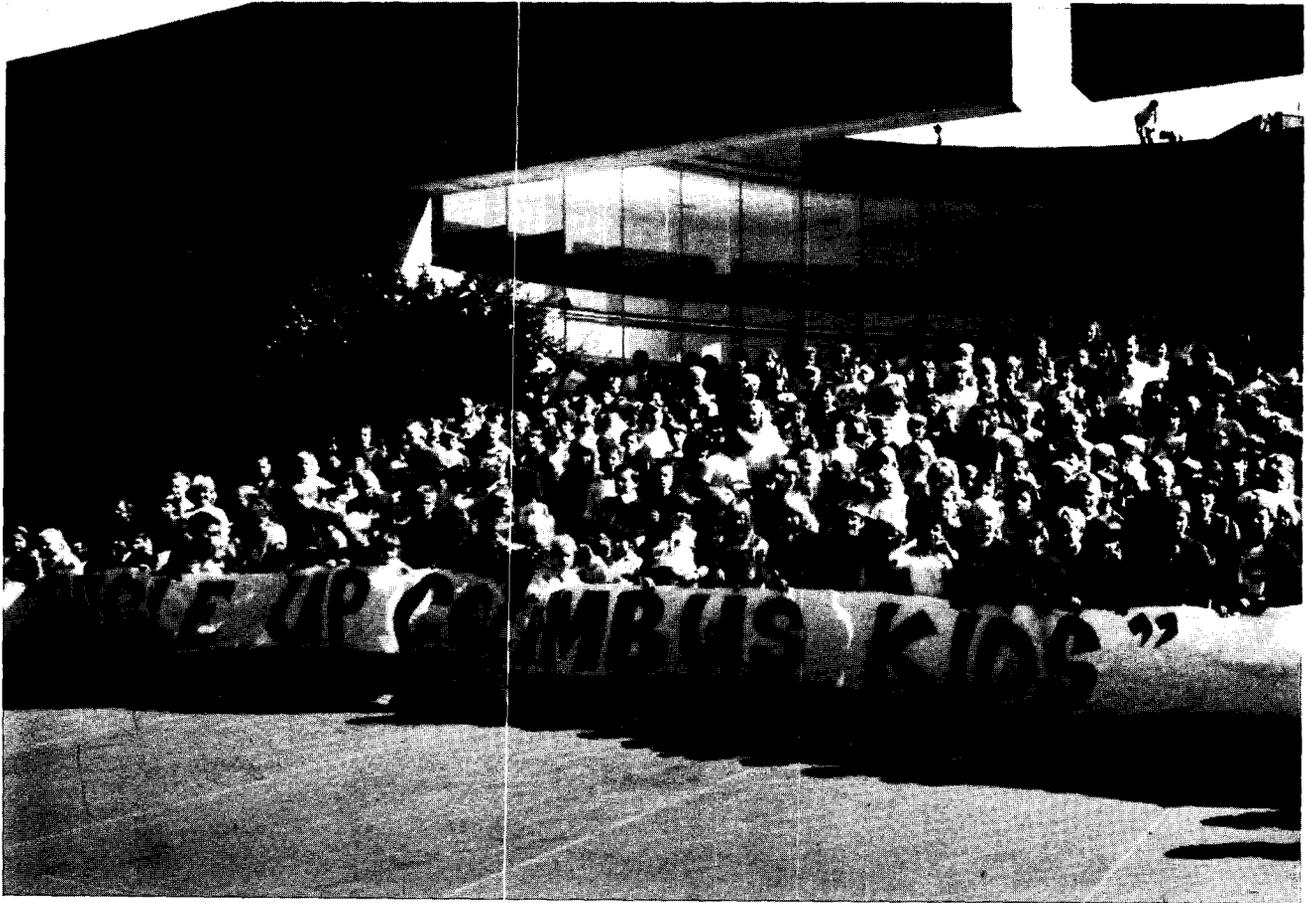
**THE PERFECT
BABY SITTER**

SPECIAL DELIVERY:

**INFORMATION FROM THE CHARLESTON
POLICE DEPARTMENT ABOUT SAFE-
GUARDING YOUR NEW ARRIVAL IN
CHILD SAFETY SEATS,**

BECAUSE WE CARE!

The Charleston Police Department distributed child safety seat information to new parents. The "Perfect Babysitter" slogan was prominent throughout the public education effort.



Students from Lincoln Elementary and St. Peter's Lutheran Elementary Schools yell, "Buckle Up Columbus" from the steps of city hall. They were part of a cast of hundreds for the police department's video on child passenger safety.

COLUMBUS, INDIANA

POLICE OBTAIN CHILD PASSENGER SAFETY THROUGH A COMMUNITY-BASED VIDEO

Description of City

Columbus is a semi-rural community of 35,000 residents which combines farming interests with those of Fortune 500 corporations such as Cummins Engine and Arvin Industries. The average family income is \$22,500, and 40 percent of the work force is comprised of women.

This is a family oriented community, with 31 percent of the total population under 18 years of age. The quality of childhood is very important: in Columbus there are non-school related playgrounds; a number of annual child-oriented activities at the Civic Center (Tooth Festival, Festival of the Young Child Magicians, Storytellers, Marionettes, etc.)

The Columbus Automotive Safety Task Force has worked for a number of years to encourage child safety seat use including displays at community events, a reception for the Governor, surveys and other activities. The city police have been trained in child safety seat use and have received high visibility through their enforcement efforts, since all citations are published in the local paper.

The child passenger safety law covers children under five years of age and calls for primary enforcement. The front seat safety belt law requires secondary enforcement.

Major Child Passenger Safety Problems

While the efforts to increase the use of safety seats had been successful, the police felt much more could be done. In particular, they wanted to coordinate the promotion of the safety belt and child passenger safety laws. They also wanted to publicize the safety seat loaner program. Additionally, it was felt that the police needed an update on their training in order to familiarize themselves with new child passenger safety equipment.

Administration of Program

The Columbus City Police Department administered the child passenger safety program.

Impact of the Child Passenger Safety Enforcement/ Education Program

- The use of child safety seats increased.
- Citations for non-use of safety seats and safety belts increased.
- 30,000 persons saw the child passenger safety video produced by the police department.
- The Columbus Police Department received a state award for the production of the video and related activities.

Columbus' Child Passenger Safety Program

Training

Officers were given refresher courses on child safety seats to familiarize themselves with new designs and proper use. The child passenger safety and safety belt laws were reviewed and new enforcement techniques discussed.

Enforcement

Traffic enforcement is handled by all officers; there is no separate unit. However, the Columbus City Police Department received an enforcement grant, from the state to use in conjunction with the federal grant. The state grant allowed for selective enforcement of the child safety seat law, similar to grants commonly used for selective DUI enforcement. The grant paid overtime for officers to watch specifically for child safety seat violations, without compromising any of the officers' other duties. This innovative program was extremely successful, and has been used by other agencies.

Public Education

Special feature:

Focusing all efforts on a single activity.

The police department decided to focus on one activity to educate and motivate the public — the production of a video using local residents to get the message across.

While all age groups were represented in the video — from infants to senior citizens — the target groups were children and young adults. However, the 17 minute video could be presented to most general audiences, and was written so that the first six minutes could be used for pre-school and kindergarten groups.

The logistics were quite involved and included:

- preparing eight pre-schoolers to do an impromptu scene;
- coping with a "sleeping" baby in a safety seat who would not stay put;
- reassuring adults who had stage fright in front of the camera; and
- filling the front steps of city hall with school children to shout "Buckle up Columbus."

The video was the creation of Lt. Fred Armstrong and Carol Dingley, the Consumer Education Director for Cosco, Inc., a child safety seat manufacturer. They worked with the Columbus East High School Television studio chief to produce it. After three and a half months of intensive labor, the video debuted in December 1987 at the city council meeting. There was also a Saturday night showing at the local mall.

The video aired on local cablevision, showing several times a day for a month; it will continue to be shown periodically. The police and Mrs. Dingley included the video in all their presentations to children. It circulated through the school system and eventually was distributed to Girl Scout and Boy Scout troops, which distributed a police department brochure about the video throughout the community. In all, 30,000 persons were exposed to the video.

Safety Seat Loaner Program

Two safety seat loaner programs were in place prior to the video, and the local hospital provides safety seats for all newborns. Thus, the video reinforced the community's intent for all babies and young children to be properly protected in vehicles.

Evaluation

Citations for non-use of safety seats and safety belts increased. Independent surveys have shown a gradual increase in safety seat use since the inception of the video project.

The process of making the video was an important element in its success. Since Columbus is a small community, a significant percentage of the total population was involved directly or indirectly in the production. It was a tremendous undertaking. In one scene alone, two entire schools were used. The video literally became a community project.

The Columbus Police Department feels that this type of effort is well suited to a smaller community where large numbers of people know one another.

Coordination With Other Agencies and Groups

Cosco, Inc. - This juvenile products and houseware manufacturer, which is active nationally in child passenger safety, worked with the police department to develop the video.

Columbus East High School - The television studio chief of the high school filmed the video.

Television Center of Bartholomew Consolidated School Corporation - The Center prepared the final version of the video.

City Government - The city hall was used for one of the main scenes of the video, and the city council provided the premier.

Insurance Institute for Highway Safety - The Institute provided the crash testing footage used in the film.

Shopping Mall - The local mall hosted a Saturday night showing of the video for children.

Schools - The Columbus schools participated extensively in the production of the video and have distributed it throughout the system.

Boy Scouts and Girl Scouts - These troops distributed the police department's brochure about the video throughout the community.

Volunteers - Hundreds of Columbus citizens participated in or lent their support to the production of the video.

Columbus Automobile Safety Coalition - The Coalition presented the video at Lifesavers 6 in Boston, thus exposing it to a national audience.

McDonald's Restaurant - McDonald's provided food coupons to be used in lieu of payment for all the volunteers.

Funding

The video production cost was approximately \$3,100, due to the cooperation of the high school television studio. This allowed \$1900 of the grant to be returned to the federal government. Communities without access to this type of facility would probably need the entire amount. The city police contributed approximately \$1200 in officer time. The state grant provided \$2100 for selective enforcement.

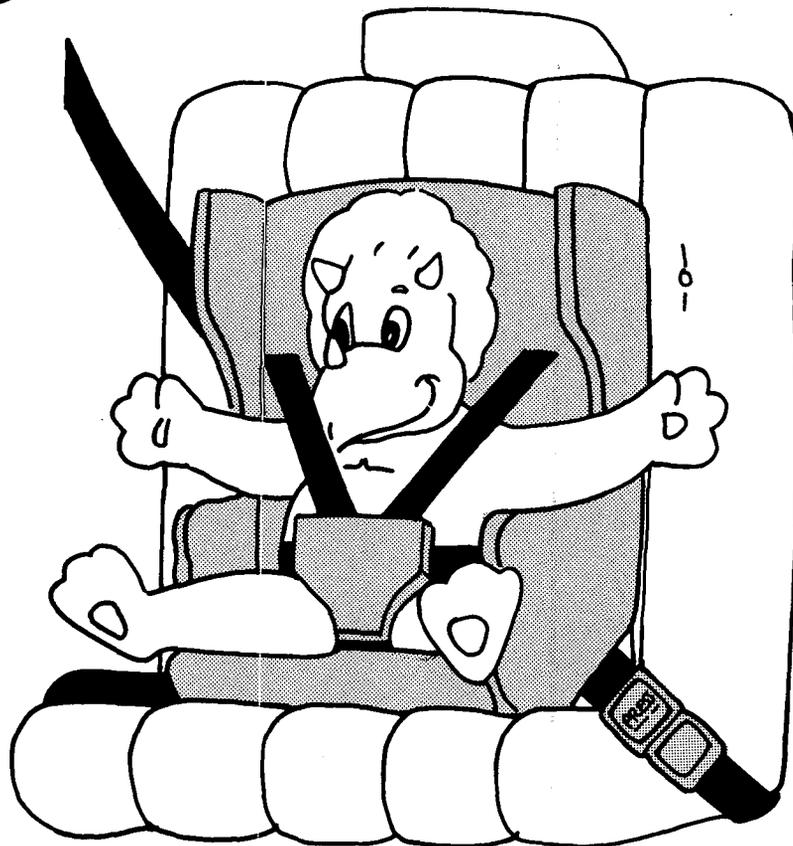
Future

The police department is continuing its efforts to enforce the child passenger safety law and to educate the community, which includes giving the media information regarding the use and non-use of safety belts and safety seats in car crashes. The police feel this information is important in considering the need to amend the current state safety belt law to make non-use a primary offense.

For further information contact Lt. Fred Armstrong, Columbus Police Department, 123 Washington St., Columbus, IN 47201, telephone (812) 376-2600.



THE DES MOINES
POLICE DEPARTMENT
PRESENTS . . .



SEATBELTS
"N"
DINOSAURS

"Ti" the dinosaur is depicted in a child safety seat on the cover of the Des Moines Police Department child safety coloring book *Seatbelts "N" Dinosaurs*.

DES MOINES, IOWA

LEADING THE STATE ON CHILD PASSENGER SAFETY ENFORCEMENT WITH AN ASSIST FROM DINOSAURS

Description of City

Des Moines is an economically stable city with an employment rate of 95 percent and an annual median household income of over \$26,000. Its population is homogeneous with only 10 percent of the 192,000 residents belonging to racial or ethnic minorities. The city is an urban center and the focal point for the heavy traffic of the surrounding metropolitan area through which two major interstates pass. These two thoroughfares are connected by another interstate which runs through the heart of the city, carrying 75,000 to 100,000 vehicles daily.

The child passenger safety law covers children under seven years of age and calls for primary enforcement. The safety belt law requires secondary enforcement.

Major Child Passenger Safety Problems

Due to the heavy traffic in the area, the city averaged 6,000 car crashes a year and had 15 fatalities in 1986. While there was some compliance with the occupant protection law, the police felt that injuries and deaths could be reduced by increased enforcement of the safety seat and safety belt laws.

Administration of Program

The Crime Prevention Unit of the Des Moines Police Department administered the child passenger safety program. This effort enhanced the department's existing Serious Traffic Offender Program (S.T.O.P.), which focused on DWI and accident reduction.

Impact of the Child Passenger Safety Enforcement/Education Program

- The Des Moines Police Department leads the state in enforcement of safety seat and safety belt laws, with 4,623 citations written during the child passenger safety program.
- There was 100 percent compliance with the child protection law during one spot check conducted by the police.
- The Des Moines Police Department has 100 percent compliance with the state safety belt law and department belt use policy.
- Child passenger safety enforcement is ongoing and permanent.
- The dinosaur child passenger safety coloring book was so popular with children that 10,000 additional copies had to be printed, bringing the total distribution to 15,000.
- All child safety seats in the loaner program for low-income families are in use.
- A massive child protection campaign in February 1989 followed the child passenger safety program and was the result of an intergovernmental and public/private effort led by the police department.

Des Moines' Child Passenger Safety Program

Training

Sixty-six percent (216 officers) of the police force, including all of the Traffic Division, was given in-depth training on child passenger safety enforcement. The two hour sessions covered child occupant protection and safety belt legislation and related enforcement techniques, as well as the proper use and installation of safety seats.

A more general presentation on child protection was given later to every officer at rollcall. Training

also was given to new officers recruited during the child passenger safety program. The requirement that police personnel wear safety belts while operating departmental vehicles was emphasized at all training sessions.

Enforcement

Special feature:

Integrated enforcement.

The department concentrated on integrated child passenger safety enforcement rather than blitzes or the targeting of areas. This approach was facilitated by the existing emphasis on DWI and accident reduction through the Serious Traffic Offender Program (S.T.O.P.) of the Des Moines Police Department. Verbal education was given to all drivers in violation of the safety seat and safety belt laws.

Public Information

Special features:

Concentrating public information efforts and materials on one group — younger children.

Dinosaur coloring book which promoted child passenger safety to 15,000 children.

"Ti the Triceratops" puppet for school presentations and PSAs.

Unlike the integrated enforcement which was not targeted to any one location or group, the public information efforts focused upon young children. The centerpiece of this approach was *Seatbelts "N" Dinosaurs*, a coloring book developed by the Des Moines Police Department and a local wildlife artist. Initially, 5,000 copies of the book were printed for distribution by the Uniform Patrol and Crime Prevention Divisions at school presentations. The book was in such demand that another 10,000 were printed and paid for by the Independent Insurance Agents of Des Moines. This book included a letter from Chief William H. Moulder urging children to wear their safety belts so they would not disappear like the dinosaurs. The dinosaur theme also was carried on decals and other advertising items. This included the puppet, "Ti the Triceratops," based on the narrative character in the coloring book. The Crime Prevention Division developed "Ti" for school presentations at elementary schools.



CHIEF OF POLICE
25 EAST FIRST STREET
DES MOINES, IOWA 50309
(515) 283-4800

ALL-AMERICA CITY 1949, 1976, 1981

Hi!

Do you know why there are no real dinosaurs around anymore? Some people think the reason dinosaurs are gone is because they didn't wear seatbelts. I don't know if that is true, but I do know that if you are in a car wreck, you can get hurt very bad if you don't have on your seatbelt.

Please make sure you wear your seatbelt whenever you ride in a car. Also, please ask your mother and father to wear their seatbelts in the car too. You could even ask your brother or sister to put their seatbelt on when they are in the car.

I hope you have fun as you color the pages in this book created especially for you. We made it to help keep you safe. Police officers like kids, and we don't want them to get hurt. We want you to stay around and not disappear like the dinosaurs did.

Stay Safe!

William H. Moulder
Chief of Police

ak

This letter from Des Moines Police Chief William H. Moulder was included in each of the 15,000 *Seatbelts "N" Dinosaurs* coloring books distributed to children throughout the city.

"Ti" was used in the PSA prepared at no cost by the director of public affairs at WOI-TV, a local station, and the police department. The PSA was distributed to four local stations and run during the hours when children were most likely to be watching television.

PSA Script

TI:

As scary as this scene appears (dinosaurs fighting), it's more dangerous for you to ride in a car without a child seat or seatbelt.

Officer: (inside)

Because we care about you, the Des Moines Police Department, in cooperation with Iowa Lutheran Hospital, are lending toddler seats to those who need them.

TI:

Kids, you can get a copy of *Seatbelts "N" Dinosaurs* coloring book from any Des Moines police officer. It features me, "Ti the Triceratops," and tells you how important it is to be buckled up.

Officer or TI:

Kids, wear your seatbelts.

Officer:

Parents if you need a toddler size childseat, call Lutheran Hospital Volunteer Services. Remember, it's the law, and we care about you.

Television and radio stations also ran PSAs to inform parents about the safety seat loaner program. *The Des Moines Register* carried articles about the need to protect children against car crashes and reminded them that enforcement of the child passenger safety law was underway.

The police department also had an occupant protection booth at a three day local car show sponsored by Busch Beer and the Hanna Car Wash.

Safety Seat Loan Program

The police felt a loaner program was essential to their child passenger safety effort and purchased 50 car seats under the NHTSA grant. These were donated to the Iowa Lutheran Medical Center for use by low-income families. Shortly after initiation of this component, all seats were on loan.

Coordination With Other Agencies and Groups

Media - The media cooperated extensively with the police department in publicizing the child passenger safety program. Of particular note is the Director of Public Affairs at WOI-TV who assisted in the development of the children's dinosaur PSA at no cost.

Independent Insurance Agents of Iowa - This group paid for the second printing of 10,000 copies of *Seatbelts "N" Dinosaurs*.

Iowa Lutheran Medical Center - The Center administers the safety seat loaner program for the police department.

Iowa Governor's Traffic Safety Bureau - The police department worked with the Bureau on the subsequent 1989 Valentine's Day Campaign "Click with Love."

Iowa Traffic Safety Now - This coalition provided materials and information about occupant protection and worked with the police department on the Valentine's Day Campaign.

Schools - The local schools were supportive of the police department's presentations to their students on child passenger safety.

Hanna Car Wash/Busch Beer - These companies co-sponsored the local car show in which the police department had an occupant protection booth.

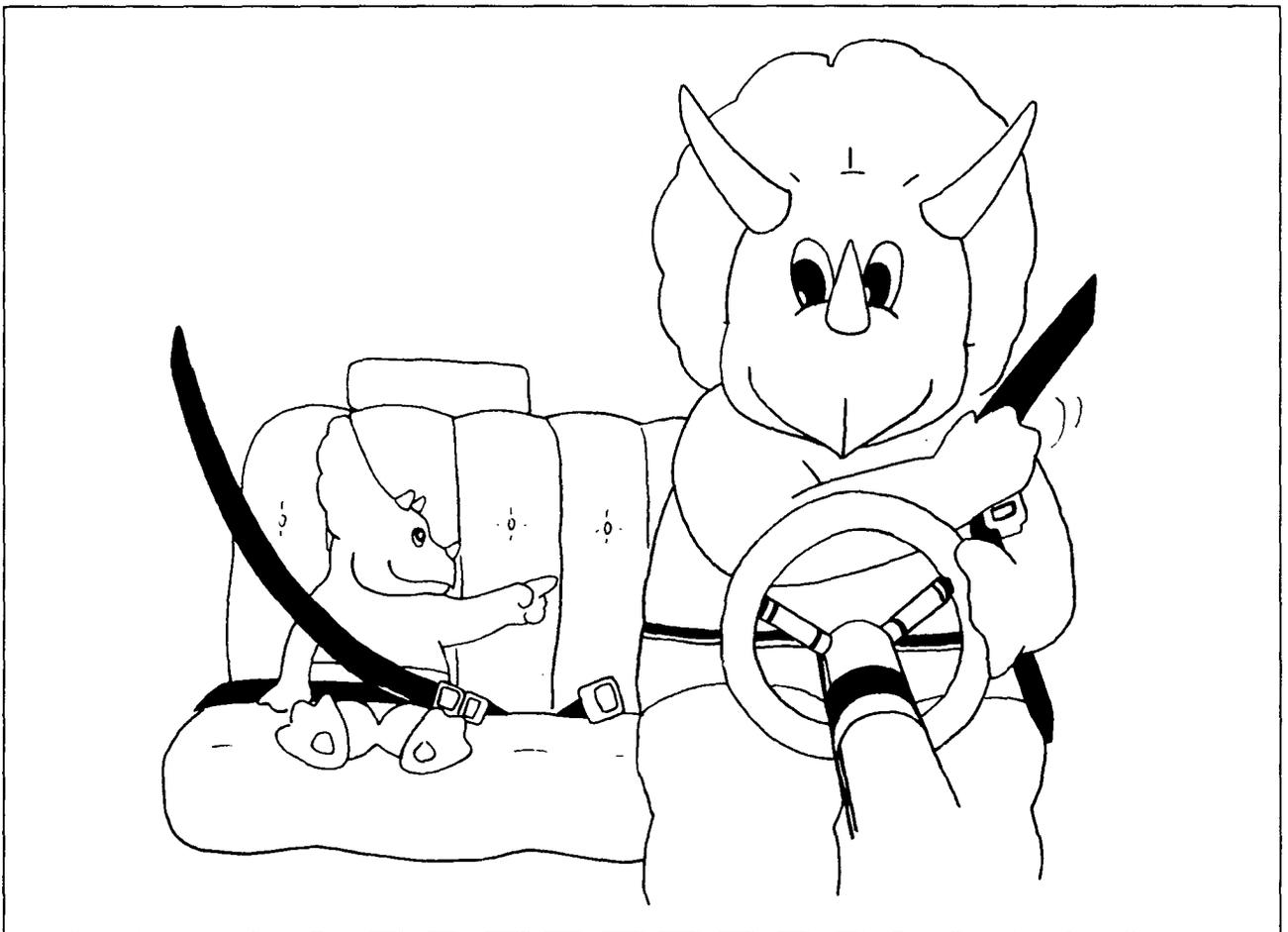
Funding

Half of the \$5000 NHTSA grant was used to develop and print the first edition of the dinosaur coloring book. The fifty safety seats and decals cost \$2300, leaving \$200 spent on miscellaneous items. The local match consisted primarily of media time and space, including the development of the dinosaur PSA for children.

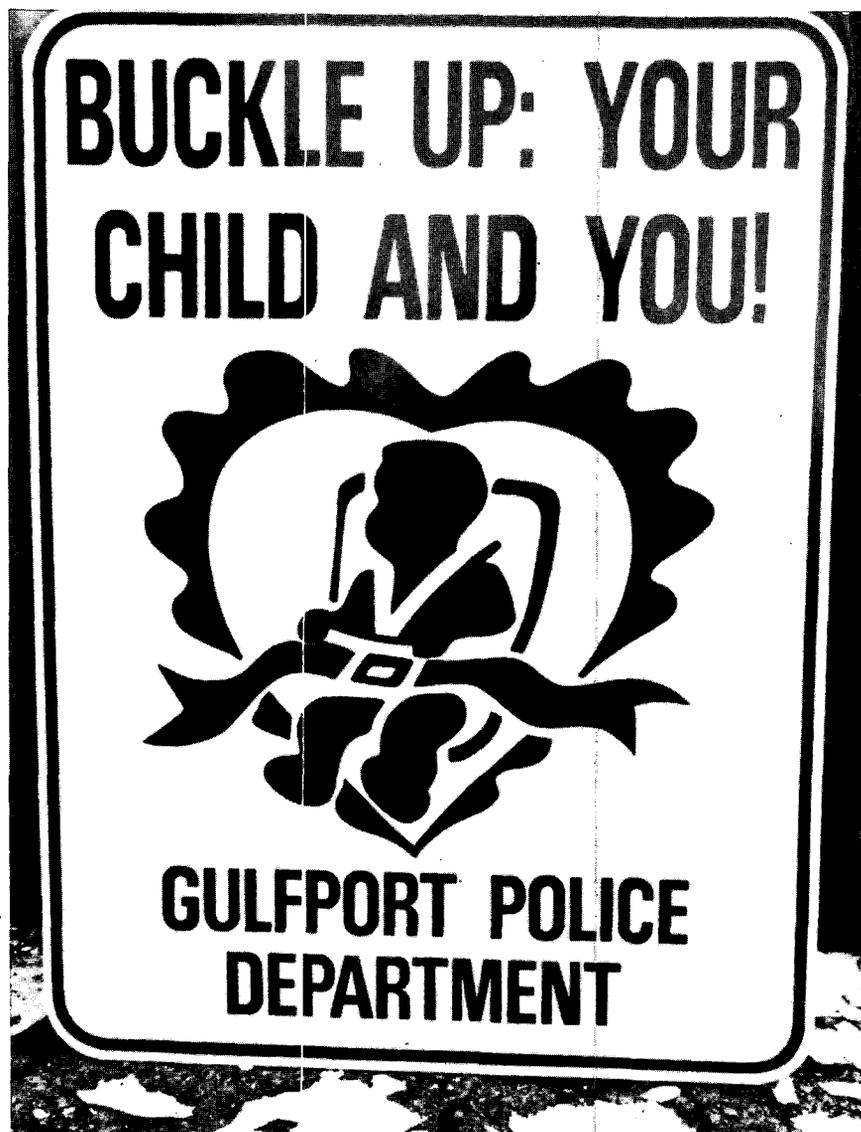
Future Plans

The Des Moines Police Department is committed to maintaining its child passenger safety law enforcement effort. An officer who attended the 40 hour Occupant Protection Usage and Enforcement course has established an eight hour child passenger safety course, which will be given to all new department recruits. The same officer took the lead on working with various city and state agencies to mount the massive public awareness campaign in 1989 that culminated in "Click with Love" on Valentine's Day.

For further information, please contact: John L. Jones, Director of Research and Development, or Senior Officer Rick Host, Des Moines Police Department, East First and Court, Des Moines, Iowa 50309, telephone (515) 283-4884.



A baby dinosaur reminds his mother to buckle up in a scene from *Seat Belts "N" Dinosaurs*, the coloring book developed by the Des Moines Police Department to promote child passenger safety.



The "Buckle Up: Your Child and You!" slogan and the accompanying logo served as the theme of the Gulfport Police Department's public education program.

GULFPORT, FLORIDA

EMPHASIZING CHILD PASSENGER SAFETY ENFORCEMENT THROUGH THE MEDIA

Description of City

With a population of 11,555, Gulfport serves as both a retirement site and a convenient commuter suburb for St. Petersburg. There are many newly married couples with young children, and the retirees who comprise over 60 percent of the population have grandchildren visiting throughout the year. The residents of this 79 year old fishing village have great appreciation for Gulfport's quality of life and have given strong support to the public safety programs of the police department.

The child passenger safety law covers children under six years of age and calls for primary enforcement. The safety belt law requires secondary enforcement.

Major Child Passenger Safety Problems

Enforcement of the child passenger safety and safety belt laws was limited. As a result, the community lacked information about occupant protection, and the police department's funds were insufficient for mounting a significant public education campaign. While the private sector had funded crime prevention efforts in the past, local businesses had not been approached to support traffic safety activities.

Administration of Program

Under the guidance of the Chief of Police, James D. Sewell, a half time graduate student coordinated all activities and maintained records relating to the child passenger safety program.

Impact of the Child Passenger Safety Enforcement/ Education Program

- Tickets for child passenger safety and safety belt violations increased over 200 percent.
- 83 percent correct use of child safety seats was observed at intersections following the campaign, representing almost a 20 percent increase.
- Occupant protection enforcement has been integrated into the traffic patrol's routine duties.
- The image of the police department has been enhanced by its commitment to the child passenger safety program.
- The police department's management information system has been adapted to track and record child passenger safety citations.
- 75 percent of Gulfport's population was informed about child passenger safety through media activities.
- Gulfport's media efforts on child passenger safety reached most of the surrounding communities in Pinellas and Hillsborough (Tampa) Counties.
- 300 public service announcements (PSAs) on child passenger safety were aired.
- Two television stations and cablevision stations have committed time to run these PSAs indefinitely.

Gulfport's Child Passenger Safety Program

Training

Special features:

In-depth training for key personnel.

Individualized reinforcement.

Safety belt use policy.

All patrol officers were required to watch the video "Buckle up America: America Clicks." The Florida child restraint and safety belt laws were discussed and analyzed, and each officer was given copies of the legislation. Three officers with supervisory responsibilities attended a two-day training session on The Investigation of Seat Belt/Child Restraint Injuries. This session gave the officers the in-depth data needed to discuss the pros and cons of occupant protection with the public.

However, the primary method of training was individualized reinforcement. The safety belt coordinator spoke to each officer separately about the importance of child safety seats and safety belts, giving them any backup data they considered necessary. These individual contacts continued throughout the program. It also should be noted that the police department required on-duty officers to use safety belts prior to the enactment of the state statute. Thus, most officers already had received training on occupant protection, and the sessions on child passenger safety were a continuation of this emphasis.

Enforcement

Patrol officers were assigned to enforce child passenger safety laws during the peak morning hours when children were transported to school or day-care. As a result, citations for both safety seat and safety belt violations increased by 200 percent. This enforcement has and will continue to be integrated into the traffic patrol's routine duties.

Public Education

Media

Special features:

Mayor Williams' proclamation.

Chief Sewell's PSA.

Mayor Bert Williams kicked off the child passenger safety program by issuing a proclamation. The public information campaign then was initiated through the airing of two PSAs on the Tampa Bay area television stations, which have a potential viewing audience of 2.5 million people. Chief Sewell's PSA, as presented on the next page, was carried free of charge by eight channels. Time was purchased from one channel to air NHTSA's PSA "The Only Secure Place." Approximately 300 PSAs

Public Safety Announcement

Little children depend on adults for lots of things. One of the most important is their safety. Did you know that the simple act of protecting your children by buckling them in a child safety seat or safety belt can reduce their chances of dying or being seriously injured in a car crash by over 50 percent? It's more than obeying the law, it's an act of love. The Gulfport Police Department asks that you "Buckle Up: Your Child and You!" Chief James D. Sewell.

were televised between February 1 and July 31, 1988 and were closely coordinated with the enforcement efforts. Two channels are continuing to carry these PSAs indefinitely. Companion PSAs aired 126 times on most of the area's 40 radio stations.

Four newspapers serving the area's beach communities printed a total of 11 articles on the child passenger safety campaign. The two largest dailies in the area carried three articles which were the result of interviews with the safety belt coordinator.

Materials

The logo illustrated on the first page of this article was used on most of the materials distributed throughout the campaign, with attribution given to the Gulfport Police Department. The distribution and materials were:

- 1000 stickers and balloons at the police station, city hall, Gulfport Senior Center, McDonald's, and the opening day of Gulfport Little League;
- 5000 water bills with slogan during the 1988 billing cycle;
- brochures, informational cards, street signs coloring books, and official safety belt patrol certificates.

Presentations

Special features:

Integration of child passenger safety into overall traffic safety.

Education of grandparents about child passenger safety.

The availability of speakers on child passenger safety was publicized through the newspapers, and about 40 requests for presentations were received. The police department also directly contacted all local schools and community groups.

Over 800 children were reached through child passenger safety presentations at two pre-schools, one elementary school, and one senior high. The presentations were conducted by the safety belt coordinator, who was accompanied by an officer whenever possible. Often the police department was asked to include bicycle safety and the hazards of drunk driving, thus allowing for a comprehensive approach to traffic safety.

Given the emphasis upon sensitizing grandparents to the need for child safety seats, the police department had a booth on public safety at the Senior Fair which was attended by over 600 adults. Another 1250 adults were reached through various presentations, including a program for Gulfport's congregate dining program. The materials described previously were distributed at these sessions.

Safety Seat Loan Program

Special features:

Outreach to grandparents.

Police station as distribution center.

All Gulfport residents and city employees are eligible to use a safety seat free for up to one month. Each borrower has to sign a loan agreement in the presence of police personnel who advise on the

correct use. In order to accommodate this process, one police dispatcher was trained in the administrative details of the program. Three additional dispatchers were trained on all technical details relating to safety seat use.

Brochures also were published which described the loaner program, the law, and correct use. These were distributed in the police station, city hall, and the Gulfport Senior Center and continue to be disseminated throughout the community.

Computer generated flyers about the program have been placed throughout the community and included one directed at grandparents, as presented on the opposite page.

Coordination With Other Agencies and Groups

Media - Extensive use of the media was made through eight television channels, forty radio stations, and six newspapers for PSAs, articles, and advertisements.

Gulfport City Hall - The city hall served as a center for the distribution of materials.

Gulfport City Water Department - "Buckle Up: Your Child and You" was carried on 5000 billings.

Gulfport Senior Center - Materials were distributed through the center, which also had a public safety booth at its fair.

Schools - Presentations were given at two pre-schools, Gulfport Elementary, Holy Name, and Boca Ciega High School.

Gulfport Little League - Materials on child passenger safety were distributed at the opening day of Little League.

McDonald's - This restaurant included child passenger safety stickers in each of its Happy Meal Packages during the kickoff weekend and continued with counter displays throughout the campaign.

Local Merchants - Over \$12,000 in time, materials, and space were contributed by the private sector to the campaign.

American Automobile Association's Peninsula Club - This club's materials were used extensively throughout the campaign.

Funding

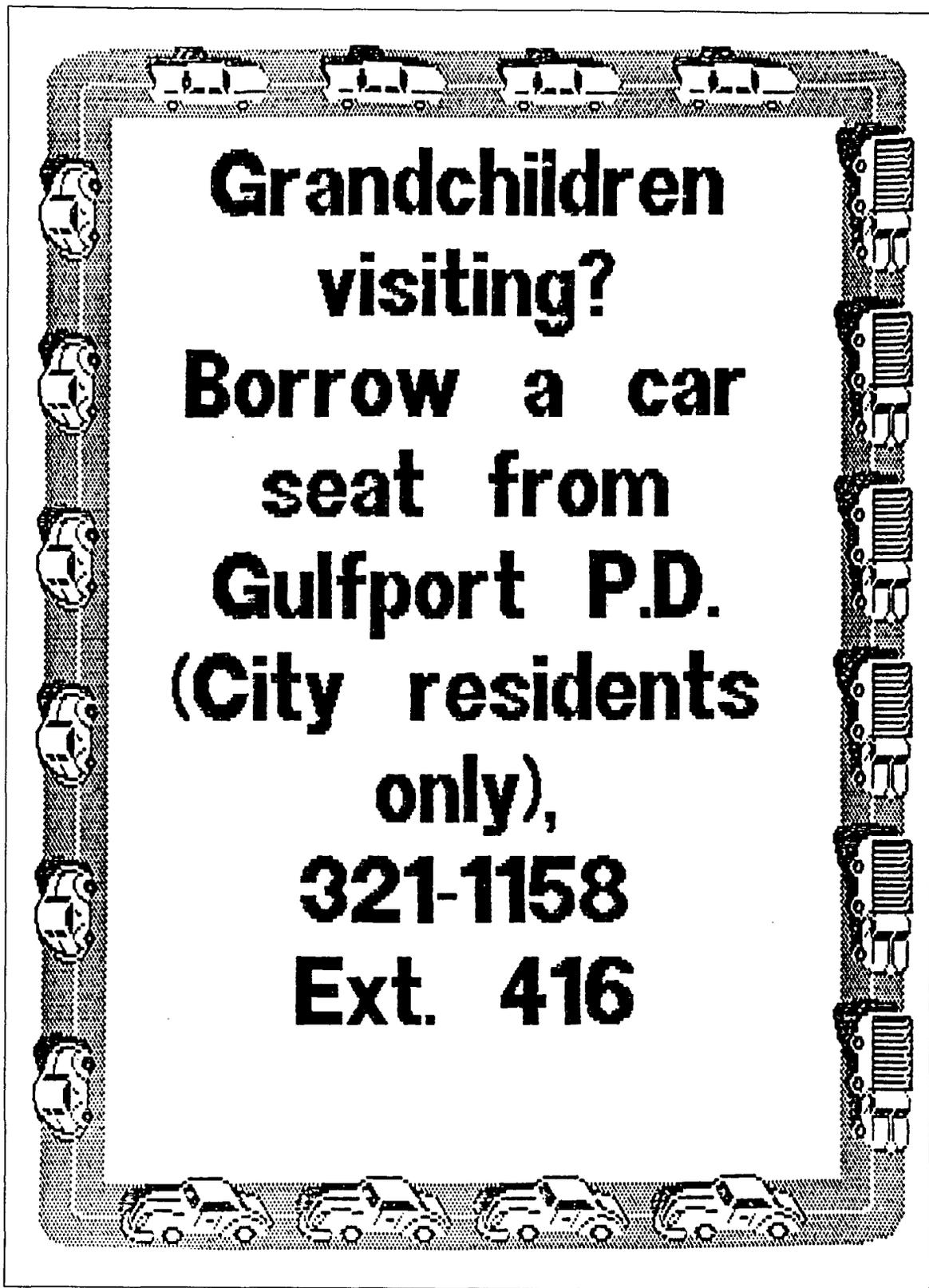
Sixty percent of the \$5000 NHTSA grant was spent on personnel, which included the safety belt coordinator and officers for training and enforcement. Publications and materials consumed \$1000, as did training costs which included support materials. Local merchants contributed more than \$12,000 worth of time, space and materials.

Future Plans

Chief Sewell is pleased with the results of the child passenger safety program and is committed to continued emphasis of occupant protection in Gulfport. Despite the success of the program, the Chief recognizes a reluctance among patrol officers to issue citations for non-use of safety seats and safety belts. It also will take ongoing effort to get parents and grandparents consistently to ensure that their children remain seated and properly protected. The Chief believes that the most effective means to counter these attitudes are:

1. Continuous PSAs on radio and television;
2. More stringent court action on occupant protection violations, which will result in heavier enforcement;
3. Civilian personnel to coordinate occupant protection programs to release personnel for enforcement duties;
4. Distribution of promotional materials, such as coloring books and balloons, to remind children of occupant protection; and
5. Continued newspaper coverage of positive aspects of safety seats and belts.

For additional information contact Chief James D. Sewell, Gulfport Police Department, 2401 53rd Street South, Gulfport, FL 33707, telephone (813) 321-1158.



**Grandchildren
visiting?
Borrow a car
seat from
Gulfport P.D.
(City residents
only),
321-1158
Ext. 416**

Computer-generated flyers, such as this one, are distributed at the Gulfport Senior Center and other gathering places.



Chris Snell hands a Buckle Up bib to a Provo newborn and his mother, Debbie Johnson, at the Utah Valley Regional Medical Center while Officer Scott Finch and Chris Coons look on.

PROVO, UTAH

INTEGRATING CHILD PASSENGER SAFETY ENFORCEMENT WITH COMMUNITY SERVICES

Description of City

Provo is the major city of a medium sized urban area in central Utah. The major industries are related to high tech and education, and the population of over 83,000 residents is evenly divided between blue and white collar workers. Most of the residents are relatively affluent, and the majority belong to the Church of Latter Day Saints.

The child passenger safety law covers children under five years of age and calls for primary enforcement. The safety belt law requires secondary enforcement.

Major Child Passenger Safety Problems

Despite the law abiding nature of Provo's citizens, use of child safety seats and safety belts was limited. The number of large families in Provo has contributed to this pattern of non-use. If there are more children than belts in a car or if the space is inadequate to accommodate enough safety seats, the unprotected children are exempt from Utah's mandatory use laws. Cost also can be a deterrent for low income families in Provo, especially if multiple safety seats are needed.

Administration of Program

The Provo City Police Department administered the year long program, which was an outgrowth of its strong commitment to occupant protection for the previous two and a half years. Prior to the child passenger safety grant, the department assisted with city and county buckle-up campaigns by generating funds for the printing and development of educational materials.

Impact of the Child Passenger Safety Enforcement/Education Program

- Citations were issued for 163 safety seat violations and 847 instances of non-compliance with the safety belt law.
- New officers now routinely receive training on enforcing Utah's safety belt and child passenger protection laws.
- Police officers are now required to use safety belts on or off duty when operating a police vehicle.

Provo's Child Passenger Safety Program

Training

Emphasis was given to the impact of auto crashes upon unprotected children, illustrating the potential consequences through the film "Child Restraints" produced by the Physicians for Auto Safety. Follow-up demonstrations were given to the officers on proper use and installation of safety seats.

The officers were also given explanations about the objectives of the grant, the intent of the legislation and the need for increased enforcement. Copies of the law were given to the officers for their reference, as well as materials for distribution to the public during enforcement activities.

Enforcement

Special feature:

Tracking system to accurately report citations.

Provo targeted its enforcement, focusing upon: a) major arterials; b) schools and shopping malls; and c) areas noted for safety seat violations. Chief Nielsen was personally involved, encouraging patrol officers through the department's newsletter to aggressively enforce the child passenger safety law either by warning or by citation. The public received concurrent notice through the local newspapers that the police would be increasing enforcement of the law.

A new tracking system was designed for reporting citations issued for violations of the safety seat or safety belt laws. This has allowed the police to determine patterns and trends regarding violations and to deploy personnel accordingly.

Media

Special feature:

Involvement of key community leaders in the campaign kickoff.

A press conference was called to kick off the campaign with Mayor Joseph Jenkins, Chief Swen Nielsen, Chamber of Commerce President Steve Densley, and Dr. Keith Hooker, an emergency room physician, all present to give their strong support to the effort. Dr. Hooker said it was rare for someone wearing a safety belt to receive serious injury in a car crash and elaborated upon the outcome of non-use by saying:

"It is especially tragic to see children become human missiles because they weren't wearing a seat belt. It is devastating to parents to see their child go shooting out of the car and not be able to stop them. Our job would be much easier if we had something to work with when people were brought into the emergency room."

The general public and city employees also were in attendance at this event, which resulted in newspaper articles and television coverage. Press coverage continued periodically, informing the public about: 1) the importance of occupant protection; 2) Utah's safety belt and child passenger protection laws; 3) increased enforcement of legislation; and 4) safety seat rental. These news articles coincided with holidays and weeks or months designated for safety belts promotion.

Concurrent with the printed press coverage were interviews on local television and radio talk shows. Additionally, public service announcements were run throughout the campaign and included the debunking of several myths surrounding the use of safety belts. The text of four of the holiday PSAs are included on the opposite page.

HOLIDAY SEASON PUBLIC SERVICE ANNOUNCEMENTS

MAGIC 107.5 and the Provo Police Department bring you this simple fact of life: Safety belts save lives, so PLEASE buckle up this holiday season!

Here's an important safety reminder from MAGIC 107.5 and the Provo Police Department. Safety belts save lives. So, remember to buckle up on every trip this holiday season.

Hello. This is _____. If you're going away this holiday season, please remember to wear your safety belts. They are your best protection on the road. So buckle up! It makes sense this Christmas holiday.

This is _____. Wherever you are driving this holiday season protect yourself from drunk drivers who may be headed your way. Wear your safety belt on every trip. Safety belts can make a live-saving difference for you and your family this holiday season. Please buckle-up!

Public Information

Special features:

McGruff, the Safety Dog, seeking children.

Officer Friendly's promotion of safety belts through cartoon characters.

Involvement of police chief and grandson in activities.

Activities were chosen to reach the target group of young children. McGruff, the Safety Dog (a.k.a. Chief Nielsen) rode in a police rescue snowmobile in the Christmas Parade with his grandson in a safety seat. During the parade, volunteers handed out child passenger safety pamphlets to parents watching the festivities with their children. McGruff also visited grocery stores, seeking out children to give them buckle up messages.

Police officers gave Donald Duck t-shirts and pamphlets to families stopped during Child Passenger Safety Awareness Week. During this period, pediatricians also advocated child passenger safety to their patients and distributed "You're My Valentine" safety belt coloring handouts. The press reminded the public of the availability of rental safety seats, and Utah County Commissioner Gary Anderson asked residents to remember that: "Our children are our greatest resource. We need to buckle up our kids."

Over 6,500 school children were reached through the Officer Friendly program, which promoted safety belts through: the movie "Otto the Auto"; the Safety Bear with a seat belt; and Donald Duck buckle-up posters. Pre-schoolers received the same message through handouts sent home for parents.

Child passenger safety was promoted also through the Scout Expo '88, which was held at the main shopping mall in the area. Pamphlets were passed out, along with Donald Duck posters which encouraged everyone not to be a "sitting duck." The "Vince and Larry/Safety Belt Habit" video was shown several times throughout the day.

Very strong backing was given to the 1988 "Buckle Up America!" campaign over the Memorial Day weekend, with Chief Nielsen personally encouraging residents through the media to "start a habit for life." The media called upon everyone to: "Perform a death defying act-- buckle your safety belt!" The Neighborhood Watch network also was used for dissemination of materials. Additionally, members were encouraged to use safety seats for their children and to secure themselves.

Brigham Young University was targeted for an intensive safety belt promotional, and the BYU Crime Prevention Officer led a campaign to encourage the students, their families, and the faculty to buckle-up. Reminder signs were placed throughout the campus, and literature was passed out at the student orientation in September and at activities throughout the year.

The city also put safety belt reminder signs at the exits of public parking lots, parks, and in other highly traveled areas.

Buckle up bibs were given to all newborns delivered at the Utah Valley Regional Medical Center, which also started a safety belt campaign with their employees. This effort included reminder signs at all parking lot exits.

Other tokens such as Donald Duck t-shirts and posters, pencils, balloons, etc. were presented throughout the campaign.

Evaluation

Observational surveys were conducted before and after the campaign, using the manual developed by the Utah Department of Health.

Coordination With Other Agencies and Groups

City of Provo - The city donated time and services to the child passenger safety program.

Provo School District PTA - The PTA gave full support to the promotion of safety belts in the schools.

Neighborhood Watch - This network was used to disseminate child passenger safety materials.

Varsity Scout Troop 186 - The troop asked that safety seats and safety belts be promoted at its Scout Expo '88.

Utah County Chamber of Commerce - The Chamber supported the program through donated time and services.

Utah County Health and Education Department - This agency assisted this police department in obtaining the grant from the National Highway Traffic Safety Administration and participated in promotional activities.

Utah Regional Medical Center - The Center purchased and distributed buckle up bibs to newborns.

Brigham Young University - The university promoted safety belt use extensively throughout the year.

Utah Safety Belt Coalition - Graphic materials from the Coalition were used extensively.

Utah Department of Health - The Department's guidelines for conducting observational surveys were used in evaluating the child restraints program.

Funding

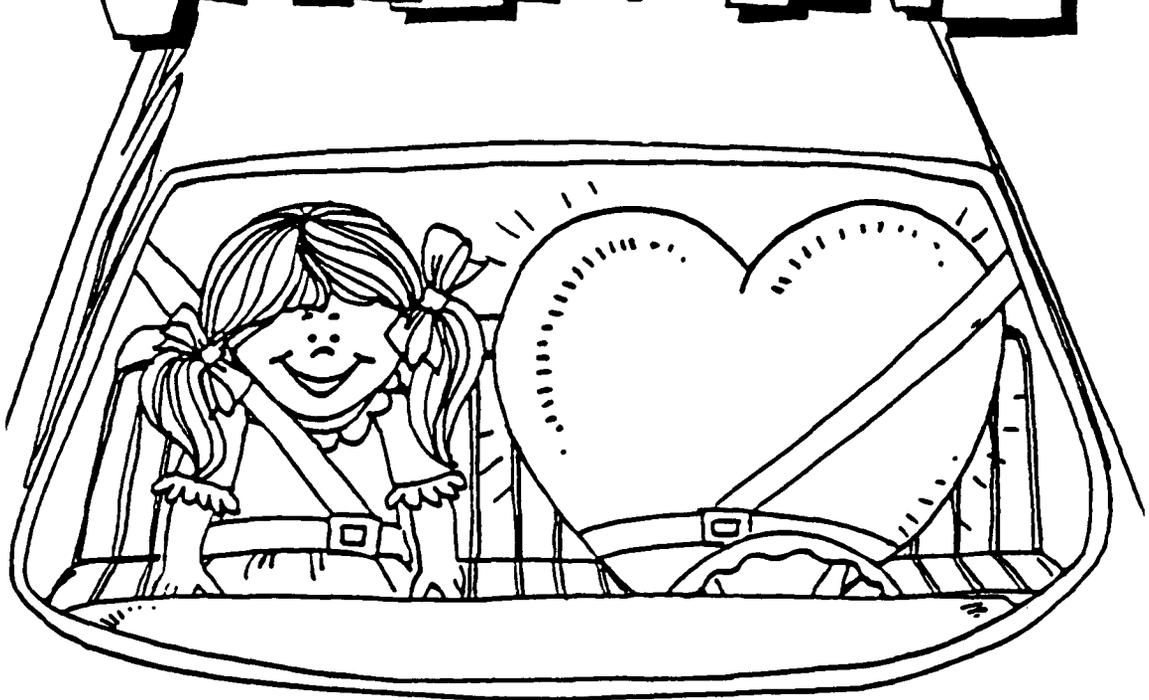
Half of the \$5000 grant from NHTSA was used for infant t-shirts with a logo. Incentives (balloons, pencils, etc.) cost \$1200, printing \$1000, and \$230 was used for parking lot signs. An additional \$1000 was added to the budget through the local share, which included donated officer time for education and enforcement activities and volunteer support. The Utah Regional Medical Center made a cash contribution of \$550 toward buckle up bibs for newborns.

Future Plans

Chief Nielsen will continue to integrate the enforcement of the child safety seat law with the department's other traffic activities. He believes the most effective way to promote child passenger safety is to inform the public of the law, stringently enforce the law at all times, and reward those community residents who continue to obey the law. Police officers will receive periodic reviews of the law, and all new officers will be trained in child passenger protection enforcement.

For further information contact Chief Swen C. Nielsen, Provo City Police Department, P.O. Box 1849, Provo, Utah 84603, (801) 375-1831.

You're My VALENTINE



Please Buckle Up.

Utah Safety Belt Coalition

Pediatricians handed out these Valentines during Child Passenger Safety Awareness Week for their young patients to color.



C.C., The Safety Clown (a.k.a. Sgt. C.C. Taylor) and friend cavort while promoting safety belts and bicycle safety at the Pierre Bossier Mall.

SHREVEPORT, LOUISIANA

POLICE RECRUIT YOUNGSTERS TO HELP EDUCATE THE COMMUNITY ON CHILD PASSENGER SAFETY

Description of City

With a population of over 216,000, Shreveport is Louisiana's third largest city. The economy, which was dependent upon oil, has diversified and is steadily improving. General Motors and American Telephone and Telegraph have installations in Shreveport, and there are plans for a port. Located in northwestern Louisiana, the city serves as a hub for nearby military bases and is home to several educational institutions. Consequently, many young couples with small children reside in the area.

The child passenger safety law covers children under five years of age and calls for primary enforcement. The safety belt law requires secondary enforcement. Both pieces of legislation need constant enforcement effort. Much of the population favors minimal governmental regulation in all areas, and this includes traffic safety.

Major Child Passenger Safety Problems

Despite the police department's best efforts at traditional enforcement over a two year period, slightly more than half of Shreveport's citizens were obeying the child passenger safety law and only two fifths adhered to the safety belt law. Even with an active loaner program, it was clear that more extensive public education was needed in conjunction with special enforcement efforts. Police officers also needed training on the installation and use of safety seats and how to integrate child passenger safety into other enforcement efforts.

Administration of Program

The Selective Traffic Enforcement Section of the Shreveport Police Department administered the program. Police Chief Charles Gruber strongly supported departmental and community efforts to insure the use of child safety seats.

Impact of the Child Passenger Safety Enforcement/ Education Program

- Safety belt use among children increased by 14 percent following the campaign.
- No children 0 to 5 years of age died in auto crashes in 1988 or 1987, the overlapping years of the campaign, as compared to four deaths in 1986.
- The adult deaths due to auto crashes dropped by 50 percent in 1988, as compared to the rates of 1987 and 1986.
- 693 child passenger safety citations were issued, and 1813 tickets were written for non-use of safety belts during the year long program, approximately double the numbers for the previous year.
- Police supervisors routinely monitor the number of citations written for non-use of safety seats and safety belts, and monthly reports are sent to the Chief Administrative Officer for the City of Shreveport.
- The television promotion of child passenger safety campaign reached a viewing audience of several million in the Shreveport area.

Shreveport's Child Passenger Safety Program

Training

Three classes on enforcement of Louisiana's child passenger safety and safety belt laws were held for police officers at the Shreveport Training Academy. Plans are underway to include the same training at the Shreveport Police Academy. These eight hour courses which were held for 11 percent of the police force included information on: child safety seat use and installation, enforcement, crash dynamics, and legislation. The majority of the remaining officers were trained at an in-service roll call during which a 12 minute film was shown. Officers were reminded of departmental policy requiring on duty use of safety belts.

Enforcement

The 164 additional hours of enforcement for child passenger safety, made possible by the NHTSA grant, were maximized by close coordination with the public education and incentive campaigns. Enforcement was conducted during peak traffic hours, primarily around schools and shopping malls.

Public Education

Special features:

"Sergeant Safety," the regular traffic safety television and radio show.

C.C., The Safety Clown, getting children to promote safety belts.

Bumper stickers and 10,000 "Sergeant Safety" brochures on child passenger safety were distributed throughout the campaign and carried the program's theme:

"If You're Not Buckled Up, What's Holding You Back?"

Children played a major role in the campaign to promote safety belts by asking the driver of their vehicle, "DO YOU LOVE ME?" When given a startled affirmative response, the children continued with, "THEN, PLEASE BUCKLE YOUR SEAT BELT!" This idea was borrowed from Columbus, Indiana and was promoted extensively by C.C., the Safety Clown when he gave talks and demonstrations on the use of safety seats and safety belts at schools, malls, associations, and on television. (C.C., The Safety Clown, is Sgt. C.C. Taylor, a policeman by vocation and a clown by avocation.)

Public service announcements were carried by four commercial television stations, on city cablevision, five radio stations, and three newspapers. "Sergeant Safety" promoted child passenger safety on his regular television and radio shows, as well as at school appearances. His crime alert on child passenger safety appears on the following page.

**CRIME ALERT
CHILD PASSENGER SAFETY
SEPTEMBER 20, 1988**

Today's crime alert focuses on the child passenger safety law. The facts and what you can do to protect your children. Automobile accidents are the leading cause of serious injuries and death to children. Nearly all children killed in automobile accidents were not belted in. When car safety seats and seat belts are used, injuries are reduced 70 percent. Fatalities are reduced 90 percent. The law requires all children under five years of age to be secured in federally approved child safety seats when riding in passenger cars, trucks or vans. Children three to five years of age can be secured in lap belts in the rear seat. All drivers are responsible for securing small children (under 5 years of age) they transport in their vehicle. Let's buckle up! For more information call Sgt. Safety at 226-6050.

Public Incentive Program

Several local businesses donated prizes to be given away to persons using safety belts. Officers recorded the license numbers of safety seat or safety belt users, who were notified later to pick up their prizes at the police station. Officers similarly rewarded persons with good attitudes about safety belts even if they were stopped for other traffic violations. The prizes included t-shirts, free meals, and record albums.

A bakery chain sponsored a slogan contest within the school areas of each of their twelve stores. The winning classes received free cookies and punch as a reward.

Coordination With Other Agencies and Groups

Louisiana Highway Safety Commission - The Commission strongly supported Shreveport's program through a \$32,000 grant to provide child safety seats and public information materials.

Local Media - Commercial television and cable - vision, along with local radio stations and the

printed press, promoted child passenger safety. The regular "Sergeant Safety Show," sponsored by Shreveport cablevision, gave emphasis to the use of safety seats and safety belts for children.

Louisiana Child Passenger Safety

Association - The Association worked with the police department on developing the child safety seat loaner program for Shreveport and provided funds for the equipment. It also assisted in distributing child passenger safety materials at events such as the Louisiana State Fair.

Louisiana State University - The LSU Medical Center participated in the safety seat loaner program.

Riverside Community Hospital - This hospital also distributed rental safety seats.

Highland Child Development Center - The Center also served as a distribution point for the safety seat loaner program.

Gannett Foundation - This foundation provided funds for the safety seat loaner program.

United Way - This organization also provided funding for the safety seat loaner program.

Funding

Almost half of the \$5000 minigrant supported enforcement efforts. Training cost \$735, and \$1800 was used for information materials. City and state participation in the grant was as follows:

City

- Child passenger safety enforcement during regular patrol: \$12,400
- Safety education — Sgt. Safety's time: \$4,600
- Training officer's time: \$500
- Administration, preparation of PSAs, and follow-up activities: \$1,000
- Total City contribution: \$18,500.

State

- Grant for provision of safety seats: \$32,000
- Total State contribution: \$32,000.

Future Plans

Training on the enforcement of Louisiana's safety seat and safety belt legislation will be included in the curriculum for the next cadet class at the Shreveport Police Academy. The police department also is applying for another grant to promote child passenger safety.

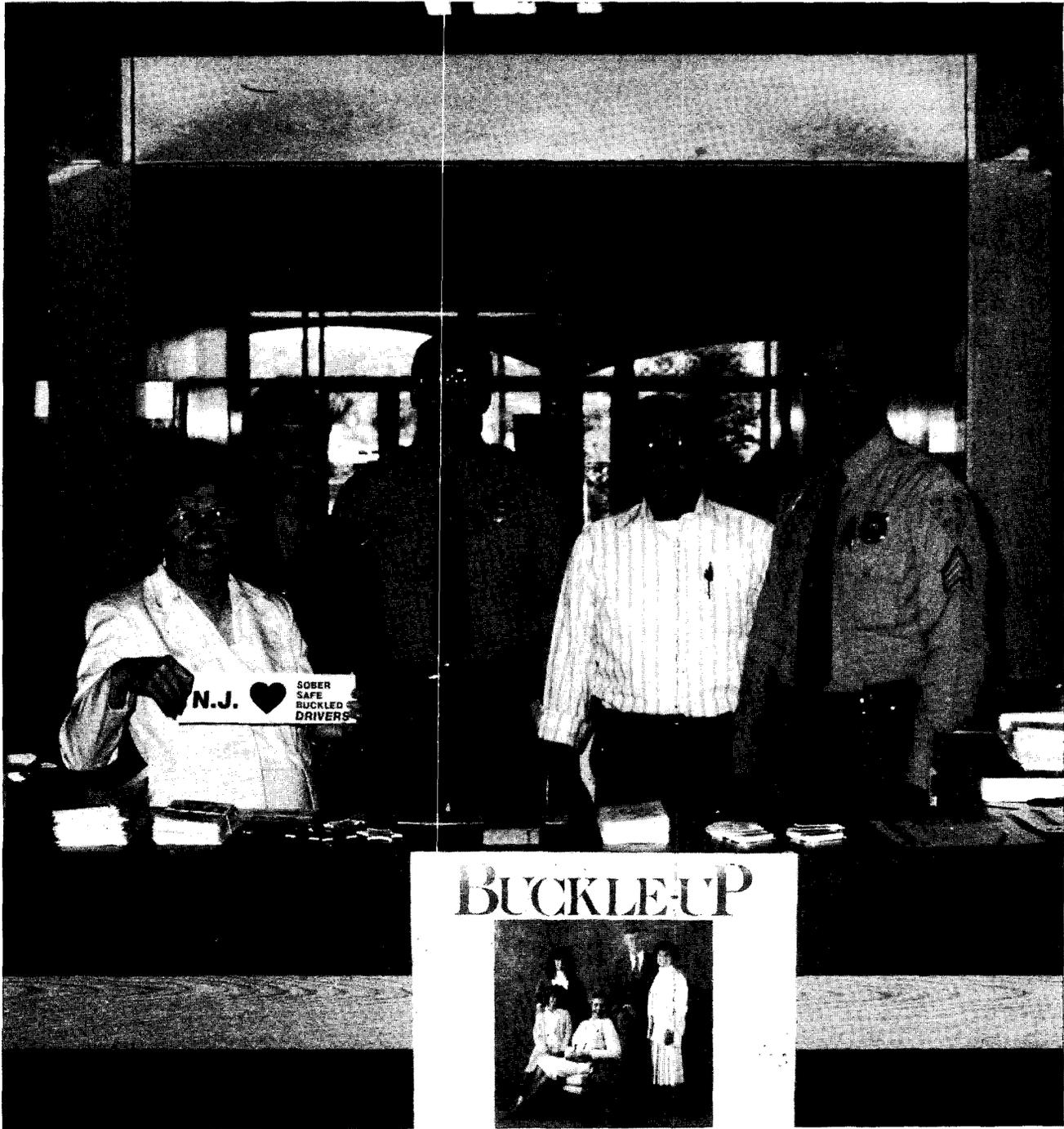
For further information contact Sgt. C.C. Taylor, Crime Prevention Office, Shreveport Police Department, P.O. Drawer P., Shreveport, LA 71161, telephone: (318) 266-6050.

If you're not buckled up,



WHAT'S HOLDING YOU BACK?

This slogan was carried throughout the community on signs and bumper stickers and originated with "Sergeant Safety" (a.k.a. Lieutenant J.W. Grubbs).



The Mayor's Commission on Traffic Safety strongly supported the child passenger safety effort as part of its emphasis on occupant protection. Promoting National Buckle Up Week are: (from left) Marie Doyle, Deanna Sasdelli, Sgt. Angelo Vastano, George Patterson, and Sgt. Michael F. Barruzza.

VINELAND, NEW JERSEY

EFFECTIVELY COMBINING WARNINGS AND SUMMONSES TO EDUCATE PUBLIC ON CHILD SAFETY SEATS AND SAFETY BELTS

Description of City

Vineland is a city of widely scattered industrial sites and residential areas. Because of its size, it will soon become a bedroom community to New Jersey's nearby casinos and northern industrial complexes. The population is mixed white, black, and Puerto Rican — with 61 percent in blue collar occupations, 37 percent holding white collar jobs, and two percent working in agriculture.

The automobile is the main source of transportation for Vineland's 56,000 residents. In addition to using cars to get to work, retail centers, churches and recreation, large numbers of families transport their children to private schools and day-care centers by automobile.

The child passenger safety law covers children under five years of age and calls for primary enforcement. The safety belt law requires secondary enforcement.

Major Child Passenger Safety Problems

There was major non-compliance with the safety seat and safety belt laws in the community, based on ignorance or disregard. Misuse of safety seats was very common. Also, drivers often strapped their under five children in safety belts next to them when confronted by law enforcement.

Administration of Program

The Records Section of the Vineland Police Department administered the child passenger safety program.

Impact of the Child Passenger Safety Enforcement/Education Program

- The Police Department reports that belt use increased from 25 to 40 percent.
- During the two month enforcement blitz, 97 summonses were written for child safety seat, safety belt and related violations, and 150 warning citations were issued.
- The police department and community health nurses merged resources to meet the child passenger safety needs of low income families.
- 1000 students and adults were educated regarding occupant protection at the annual Open House of the Vineland Police Department.
- 7500 students were taught about traffic safety, which included occupant protection, with 650 given special instructions and invited to enter poster and essay contests.

Vineland's Child Passenger Safety Program

Training

Eighty officers, including those without direct responsibility for enforcing traffic laws, received two hours of training on occupant protection.

New Jersey's child passenger safety and safety belt laws were covered, as was the correct use of safety seats. Circumstances under which warning citations would be given were discussed and compared to conditions which would dictate that summonses be written. Officers were reminded of the department's requirement that all on-duty officers wear safety belts.

Enforcement

A ten week enforcement blitz started in October 1987. Overtime officers patrolled four hours each day solely for child safety seat violations, which resulted in summonses. Warning citations for safety belt violations were an integral part of the enforcement effort. These had to be printed specially since the Vineland Police Department does not customarily issue them. The warning citations



School safety patrols ride on float they helped the Vineland Police Department construct.

were given to persons not wearing safety belts if this was their only traffic violation. If there were other violations, the motorist was given a summons for non-compliance with the secondary safety belt law.

When each car was stopped the driver received literature pertaining to safety belt and child restraint laws. Each driver was also told about the infant and toddler seat loaner program, which had been instituted in July 1988.

Cars stopped	230
Warning citations	150
Summons:	
Child restraints	63
Safety belts	19
Other	15
Total summonses	97
Total summonses and citations	247

Just as important as these results, was the feeling of the police officers that the public had been positively sensitized by the enforcement effort which has continued on a regular basis.

Public Information

Special features:

Poster contest for fourth graders.

Essay contest for eighth graders.

Focusing defensive driving on occupant protection.

Downtown banner.

The Vineland Police Department believes it is especially important to educate children regarding traffic safety, so as to form life long habits. Sgt. Michael Barruzza is the Safety Education Officer and goes into approximately 20 schools each year reaching 7500 students. Safety in vehicles was emphasized in his visits to seven elementary schools, four intermediate schools and four private schools.

Sgt. Barruzza focused upon occupant protection with 350 fourth graders when he invited them to enter a poster contest. One hundred forty-five



Sgt. Angelo Vastano, Sgt. Mike Barruzza, and Nancy Ivey, Police Health Nurse, gather around Alan Hanstein to demonstrate a safety seat from the loaner program sponsored by the Vineland Police Department and conducted by the Vineland Health Nurses.

children submitted their designs on safety belts and child safety seats. They had all been shown the film "Do you Buckle Up?" He asked 200 eighth graders to enter an essay contest after showing them the film "Ride of Your Life." One hundred eighty students presented their thoughts on "Seat Belt Safety: Pros and Cons."

Not content to engage only the children, Sgt. Barruzza involved the school policymakers as well, when he showed the Board of Education "The Ride of Your Life." Sgt. Barruzza also gave three defensive driving classes in which a major portion of time was devoted to occupant protection.

The school safety patrols were enlisted to help off duty police officers build a float for the Christmas Parade. Sponsored by the Fraternal Order of Police Cumberland Lodge #8, the float's theme was "Belt Someone for Christmas, Buckle Up." The crime prevention dog McGruff also appeared on the float along with safety patrol members and police officers. Approximately 15,000 persons saw the float.

A banner 10 feet by 20 feet was displayed in downtown Vineland proclaiming, "Care Enough to Buckle Up!" The logo for the effort is illustrated above.

Public information was reinforced by Captain Forcinito's radio messages promoting safety belts and child restraints. Additionally, 1000 adults and children were given safety belt and safety seat materials and demonstrations, which were dramatized by "The Convincer" supplied by the New Jersey State Safety Council.

Safety Seat Loaner Program

The police department asked the Vineland Health Nurses to administer the safety seat loaner program

since this group serves low income families. This decision was facilitated by the fact that the nurses share a building with the police department.

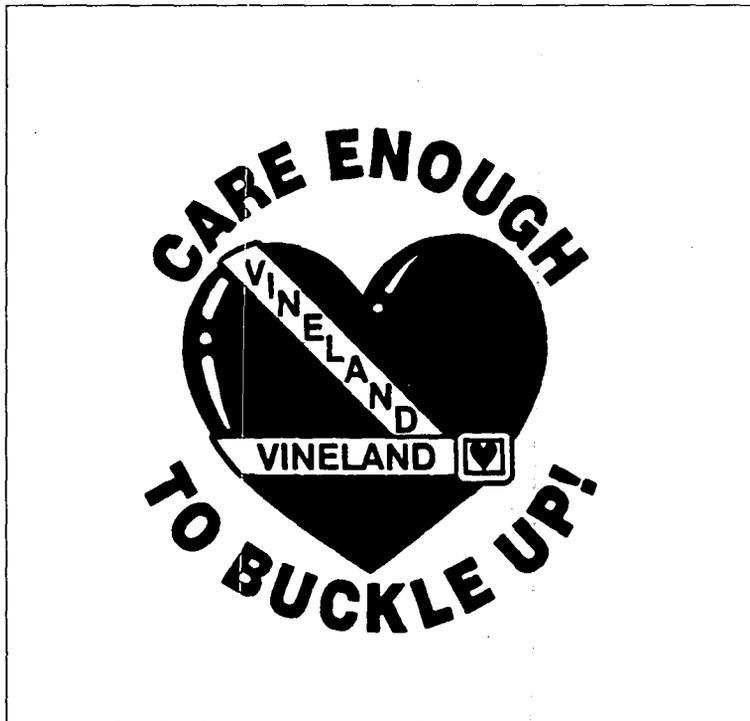
Fifty infant seats and 35 toddler seats were purchased with NHTSA funds. The New Jersey Division of Highway Traffic Safety trained staff from the Vineland Health Nurses, as well as two police officers, on use and maintenance of this equipment. This office also provided matching funds for 10 more toddler seats. Century Products donated a \$5,000,000 liability policy at no cost with stipulations regarding the use of the seats.

The program is targeted at families which cannot

readily afford child safety seats. The seats are loaned on a 90 day basis for a \$15.00 or 25.00 fee, part of which is to be refunded when the seat is returned. If the borrower wants to keep the seat longer, it must be brought in for inspection and a new loaner agreement must be signed.

A trained member of the staff must install the device instructing the borrower on the process. People

must bring in their own cars to use or the liability insurance is null and void.



Coordination With Other Agencies

Vineland Health Nurses - This group administers the safety seat loaner program for the police.

New Jersey Division of Highway Traffic Safety - The department provided: matching funds for 10 toddler seats; training to the nurses and police on the use and maintenance of safety seats; and



Vineland police officers receiving their two hours of training on child passenger safety at the department's weekly training session.

films and materials.

Fraternal Order of Police Cumberland Lodge - The Order sponsored the safety belt/safety seat float in the Christmas Parade.

School Safety Patrols - The patrols helped the police construct the safety belt/safety seat float for the Christmas Parade.

New Jersey State Safety Council - The Council lent "The Convincer" to the police department to use in its annual Open House.

Century Products - Century donated a \$5,000,000 liability insurance policy to the safety seat loaner program.

Funding

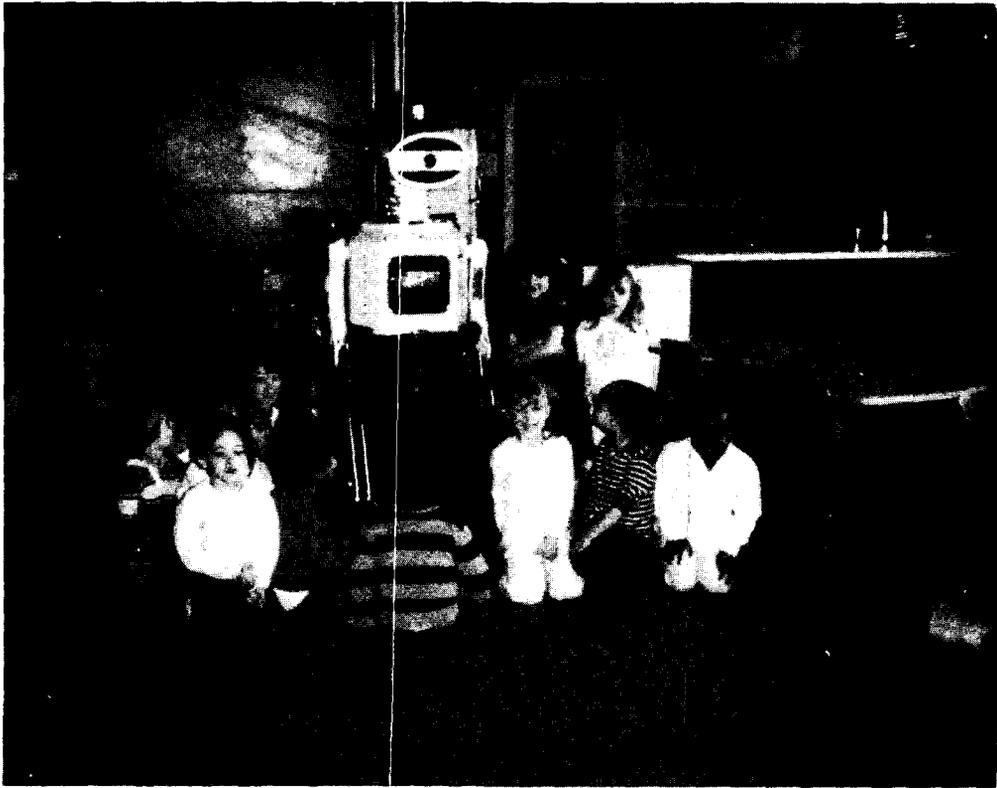
The \$5,000 NHTSA minigrant was divided almost evenly between the enforcement blitz which cost \$2,600 and the \$2,400 used for the safety seat loaner program. The police department donated \$5,900 of in-kind services and materials, with approximately

two thirds of this amount devoted to personnel costs of training, clerical support and public information activities. The remainder of the in-kind contribution covered equipment and distribution of materials.

Future Plans

The child passenger safety enforcement program enabled the police department to undertake a cooperative effort with the Vineland Health Nurses. As a result of merging their resources, the use of child safety seats and safety belts can be promoted on an ongoing basis in Vineland through education, enforcement, and the loaner program.

For further information please contact: Sgt. Angelo Vastano, Vineland Police Department, 111 N. 6th St., Vineland, N.J. 08360, telephone (609) 794-4205.



Officer Willie, a favorite with school children, promotes child passenger safety at a Willimantic elementary school.

WILLIMANTIC, CONNECTICUT MAKING CHILD PASSENGER ENFORCEMENT A REGIONAL EFFORT

Description of City

Willimantic comprises the center-city core of Windham, a rural township of over 22,000 in population. Previously, textile mills — now closed — formed Willimantic's economic base. The city is engaged in economic development to provide new employment for its racially and ethnically mixed population. Since Willimantic is surrounded by its rural township, it represented a small, isolated urban area in which to assess promotion of child passenger safety, particularly to populations which are sometimes difficult to reach.

The child passenger safety law covers children under four years of age. The safety belt law calls for primary enforcement.

Major Child Passenger Safety Problems

Windham's usage rate for infant safety seats was good — 93.4 percent, but the toddler usage rate lagged behind at 66.9 percent. Sub-teens and teenagers had a safety belt usage rate of 54.2 percent. However, it was clear from studies that these rates, which prior to mandatory legislation and Windham's education efforts had been quite low, could be maintained only through continued enforcement. Otherwise residents perceived that use of occupant protection was voluntary.

A 60 percent misuse of child safety seats was another problem in Windham, with Hispanic and low-income neighborhoods in greatest need of information about proper use. However, the Willimantic Police Department had limited funds to launch a public information campaign which, among other activities, would increase opportunities to use their safety robot throughout the community. This was important because "Officer Willy" had been purchased by the police department with \$22,000 in contributions from local businesses.

While occupant protection training was mandatory for all new officers of the Willimantic police force, many of the senior supervising officers had never received such instruction. They needed this information so that enforcement of the child passenger safety law could be properly prioritized.

Record keeping on local accidents, use rates, and enforcement was insufficient. The Willimantic Police Department was in the process of developing a computerized system, which needed expansion to assure proper and efficient documentation.

In addition, Willimantic was noted for its high rate of auto crash injuries and fatalities for a city its size.

Administration of Program

The Willimantic Police Department administered the child passenger safety initiative. The Director of the Eastern Connecticut Highway Safety Program was engaged to plan and conduct the proposed activities, which included the promotion of safety belts. This linkage with a regional community traffic safety program led to many other area police departments focusing upon child passenger safety, as discussed below.

Impact of the Child Passenger Safety Enforcement/Education Program

- Serious injuries from car crashes have been reduced by 60 percent.
- 512 citations for unprotected children were written during the year of the child passenger safety project as compared to the previous year.
- Training sessions for police officers on occupant protection are now available in all of the area police departments.
- The good use rates for safety seats and belts have been consistently maintained with the backup of enforcement.
- Nine other area police departments received funding to initiate occupant protection programs due to the success of Willimantic's child passenger safety campaign.

Willimantic's Child Passenger Safety Program

Training

Training was given to all police personnel. The department's requirement for all on-duty officers to use safety belts was related to the need for the police to have optimum control over their vehicles and their environment at all times. Common myths surrounding safety belts were discussed with emphasis upon the role police officers can play in dispelling misinformation due to their high credibility in the community. Connecticut's child passenger safety and safety belt laws were analyzed. Last, but not least, enforcement was presented as the key backup.

Enforcement

Special features:

Tickets for non-use of occupant protection equipment.

Verbal warnings for misuse of child safety seats.

Patrol cars equipped with safety seats.

Major drug arrest resulting from safety belt citation.

Ordinarily, an offense resulted in a citation being issued. Only under extenuating circumstances were written warnings to be given to persons not using safety belts or whose children were unprotected. Verbal warnings were given to persons who were misusing safety seats. So as to comply with the law and to set an example, patrol cars were equipped with safety seats in case they needed to transport young children.

Facilitated by overtime personnel, a variety of enforcement efforts were undertaken, such as:

- Checkpoints;
- Patrolling of high volume traffic areas;
- Random stopping of cars.

Over the Labor Day Weekend speed patrols were stepped up. Speeders not wearing safety belts had to pay an additional fine totaling \$17.

Ongoing fines for having an unprotected child were considerably higher, ranging from \$35 to \$90. However, if a violator appeared in court with a federally approved safety seat, the fine was usually waived.

The Willimantic Police Department made a major arrest due to enforcing the safety belt law. As an officer was writing a citation for two motorists she had stopped for not wearing safety belts, she noticed suspicious material in the car. The Connecticut law allows a search under such conditions. Seventy-two bags of heroin were discovered, and the two violators were found to be fugitives from New York.

Public Education

Special feature:

Stick-on "Wheebles-Buckle Bears" promoting safety belts.

The public education campaign was based on a pre-program observational survey which was conducted by the Connecticut Department of Transportation. In particular, heavy emphasis was given to occupant protection during the holiday season, which included activities for National Drunk and Drugged Driving Awareness Week. Radio announcements, news interviews, and public service announcements called for use of safety belts. The campaign slogan used throughout all these activities was:

"Don't risk a ticket — Click it!"

Other public awareness events included a "Seat Belt Safety Day" sponsored by a local high school. A Senior Citizen Expo promoted safety seats and belts through the Police Department's sponsorship of an information booth. "Officer Willy," the safety robot, toured the elementary schools extensively to promote safety belt usage.

The stick-on "Wheebles-Buckle Bears," which promoted safety belts, were distributed extensively through the local schools and became a trademark of the campaign.

Record Keeping

The clerical staff expanded its duties to provide the child passenger safety project with local accident

records. Monthly tallies were kept of infractions and verbal and written warnings.

Monthly records were kept also on police education activities, e.g. who was trained, how often "Officer Willy" was used, etc. All of this data was computerized.

Coordination With Other Agencies and Groups

Eastern Connecticut Highway Safety

Program - This agency administered the child passenger safety program for the Willimantic Police Department.

Area Police Departments - Through the efforts of the Willimantic Police Department and the Eastern Connecticut Highway Safety Program, the nine surrounding police departments developed child passenger safety training programs and received Section 402 grants from the Connecticut DOT for related activities.

Town of Windham - Windham, in conjunction with the Eastern Connecticut Highway Safety Program, initiated a safety seat loan program, which augmented the child passenger safety program of the Willimantic Police Department.

Northeast Connecticut Health Coalition - An in-service training program on child passenger safety for health care providers was conducted through this coalition.

Connecticut Department of Transportation

- This agency supported the observation surveys related to Willimantic's child passenger safety program.

IN-KIND SERVICES DONATED BY LOCAL ORGANIZATIONS

Donated time (meetings, training sessions)	\$2,500.00
Training facility and equipment	500.00
Enforcement (special duty & administrative overhead)	1,500.00
Computer	800.00
Observational survey	1,000.00
"Robot" overhead (mileage, trailer)	1,000.00
Public information materials	1,000.00
Coordinated programming	2,500.00
Public service announcements	1,000.00
Hospital/corporate trainings	1,000.00
Local exhibits	1,000.00
Local Merchant contributions	500.00
Secretarial services	500.00
Indirect overhead	500.00

Funding

Sixty percent of the \$5000 minigrant was spent on overtime enforcement personnel. Training activities cost \$1500, and \$500 was used for incentive tokens.

An additional \$15,300 was contributed through local funds on in-kind services as listed above.

Future Plans

As a result of its success in promoting child passenger safety the Willimantic Police Department is expanding its collaboration with the surrounding police departments and the State of Connecticut to increase child passenger safety in the area.

For additional information contact Captain Richard Coollick, Willimantic Police Department, 42-43 Meadow Street, Willimantic, CT 06226, (203) 456-1482.

CONCLUSIONS

The migrant programs clearly demonstrate the effectiveness of child passenger safety law enforcement, leaving some important conclusions to be drawn from the evaluation data. It appears that in order to maximize enforcement efforts, certain activities should be part of the overall strategy. These are:

1. **Media coverage** of enforcement and public information activities by the local press and radio and television stations;
2. **Training of law enforcement officers** in the benefits of child passenger protection and methods of effective law enforcement;
3. **Information activities targeted to certain audiences**, such as school children being invited to enter essay contests or grandparents being told of loaner programs;
4. **Information activities coinciding with community events**, such as parades or with national events such as Child Passenger Safety Awareness Week;
5. **A safety seat loaner program**, which is considered essential in assisting low income families to comply with child passenger safety laws;
6. **Public Service Announcements**, which are delivered by locally known persons; and
7. **Special promotional items with a logo** such as bumper stickers, brochures, balloons and coloring books.

In particular, the enforcement efforts of the police departments increased the correct use of safety seats in the demonstration sites. The use of safety belts by older children also increased. There were secondary benefits as well. Community relations were enhanced as the public realized how concerned the police were about the health and safety of their children. The child passenger safety enforcement efforts strengthened the relationship of the police departments with the media, the schools, health care providers, community organizations, and other governmental agencies.