

# National Child Passenger Safety Certification

## Safe Kids Worldwide Major Accomplishments: 2007

Over the past year, there have been significant and exciting changes to the National Child Passenger Safety Certification Program. The coming year promises even more enhancements and improvements with the revised curriculum and re-certification process now firmly in place. Scores of instructors took time after teaching the revised course to make suggested changes to the course and a new instructor CD with those changes is in process. Safe Kids Worldwide would like to thank the Certification Program Sponsor State Farm, the State CPS Training Contacts, and dedicated certified instructors who offer the courses at the local level. Through these partnerships, child occupant protection issues remain at the forefront of American families.

### **Program Milestones**

#### *Certification Course Revision*

Safe Kids Worldwide, as the certifying Body and member of the National Child Passenger Safety Board (NCPBS), was pleased to be a part of the major revision of NHTSA's curriculum. The revised manual is easier to read, encourages researching answers and returns the focus to technician educator over product installer. The mantra Learn, Practice, Explain drives the efforts of all parties: parent, student and technician, throughout the course.

The revision process was driven with an eye towards quality as a curriculum specialist company, Westover Consulting, played an integral role as reviewer, editor and testing expert.

The assessments, both written and hands-on, were updated. The original "end of the course" 100 question multiple choice test was replaced with three open-book quizzes. They are peppered throughout the course, beginning on day 1. This enables instructor teams to immediately identify students who have difficulty with the material. The key to passing the course has shifted from rote memorization to reliance on the student manual for answers. An overarching goal was to encourage technicians to become familiar enough with their manuals so they will use them in the field.

Updates to the student and instructor manuals were made in late 2007 and will be used in early 2008.

#### *Certification Renewal Course*

The Certification Renewal Course was put on hiatus on December 31, 2006. With the updated curriculum being used as of June 2007, NHTSA will update the curriculum and Safe Kids will refine the assessment and make it available again in 2008.

The Certification Renewal Course was an eight-hour course available to technicians and instructors whose certification has expired; it provided an alternative to retaking the entire certification course. (It was intended for individuals who have maintained their child passenger safety knowledge and their hands-on skills, not to be a shortened version of the certification course.) Upon successful completion, individuals were eligible to take the online recertification exam. People with expired certifications may take this course one time.

### *Spanish-language Curriculum*

The CPS certification course was revised by NHTSA in 2007. Due to the increased readability and open book assessments, it was decided to only offer the course in English. Since it became available in June of 2007, many class participants have had English as a second language and have done well. Anecdotal stories and feedback confirm NHTSA's assessment that this revised course does not need to be available in other languages.

### *Real-time Access to Regional and State Data*

In response to requests and to improve communication, Safe Kids continued to promote real-time 24/7 access to the live data for all NHTSA regional and state CPS coordinators. The feature allows them to search and edit contact information for their constituents and search course information certification worldwide.

### *Re-certification Requirement Update*

Introduced in the September CPS Express, the online re-certification exam will be replaced with a requirement for six hours of continuing education (CEUs) in 2007.

The move towards CEUs enabled technicians to stay current in the field at their own pace and enables them to maximize their learning. One other major problem of the online test was that the correct answers could not be provided. Therefore, technicians were not able to learn from their incorrect answers.

The CEUs were lauded by leaders in the field as necessary to maintain the quality of their CPS certification. This change to CEUs and away from the online test is a major reason for the drastic improvement (15 percentage points) in recertification.

Another new requirement in 2007 was a community event. All technicians and instructors are now required to participate in at least one community event that is logged into the online system. There are two ways to meet this requirement: Participate in a two-hour check up event with at least one other CPS Technician or provide at least four hours of community education.

### *Dedicated Program Sponsor*



State Farm's sponsorship, since 2005, helped make possible the program enhancements that CPS technicians and instructors across the United States enjoy through the certification Web site. Specific improvements include the ability to search for a course without registering in the system, instructors can include detail on why a seat check is denied, and the ability to print a wallet card at any time.

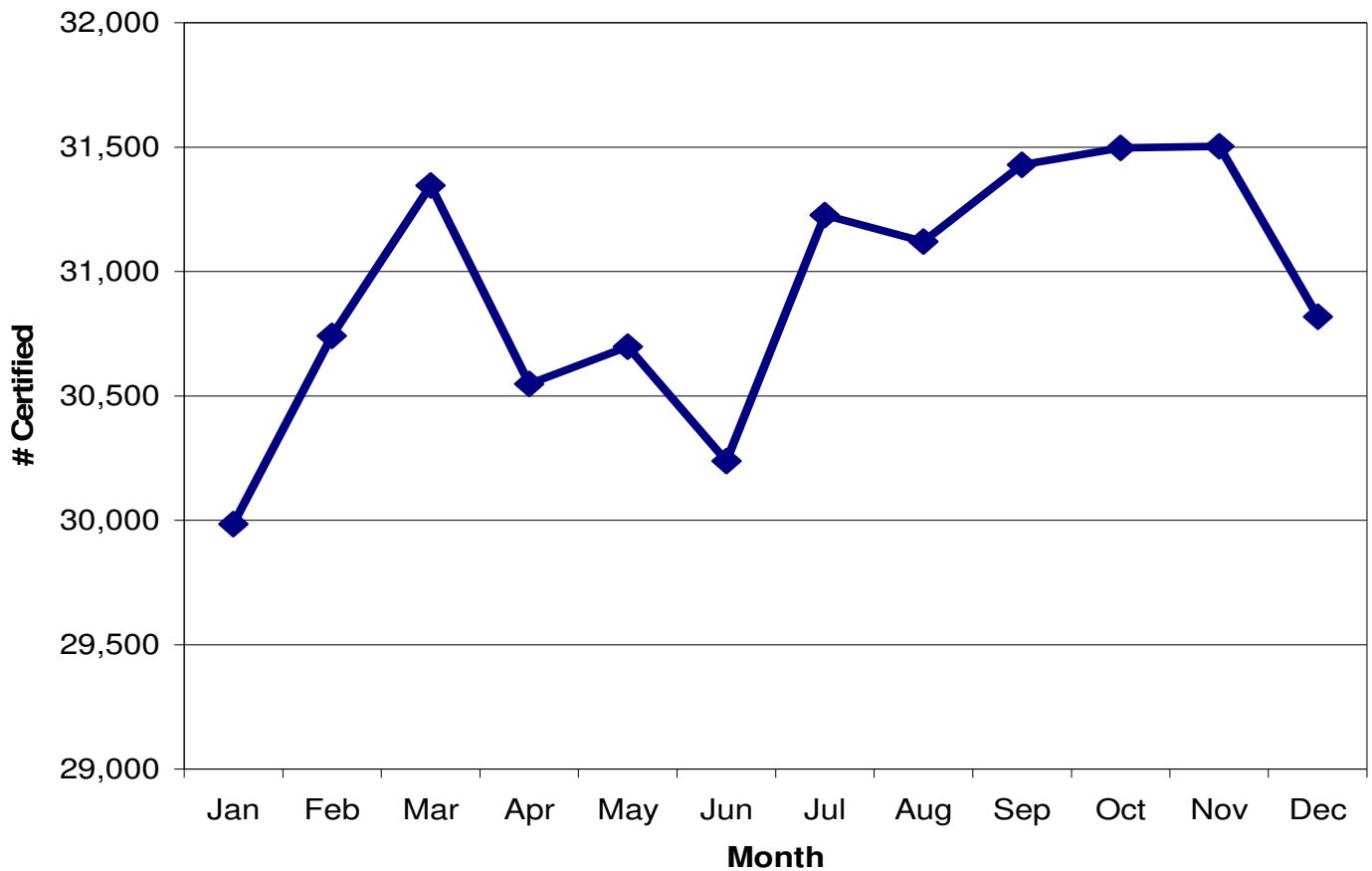
## Program Statistics

All certification and course data included in this report are accurate as of January 1, 2008 unless otherwise indicated.

### *Total Certifications*

The certification program continued to grow in 2007 with a steady increase in the number of certified individuals, including a two (1334 to 1359) percent increase in the number of instructors.

### Certified Individuals - 2007



## Number of Certified Individuals by Type – 2007

Date	Instructors	Instructor Candidates	Technicians	Total
January	1,334	34	28,617	29,985
February	1,387	44	29,311	30,741
March	1,406	49	29,891	31,346
April	1,372	59	29,118	30,549
May	1,383	57	29,257	30,697
June	1,371	55	28,812	30,238
July	1,373	49	29,805	31,227
August	1,364	51	29,705	31,120
September	1,351	60	30,018	31,429
October	1,352	60	30,085	31,497
November	1,363	47	30,094	31,504
December	1,347	47	29,424	30,818

Monthly numbers were generated during the first week of the month. The label indicates the date the data was generated.

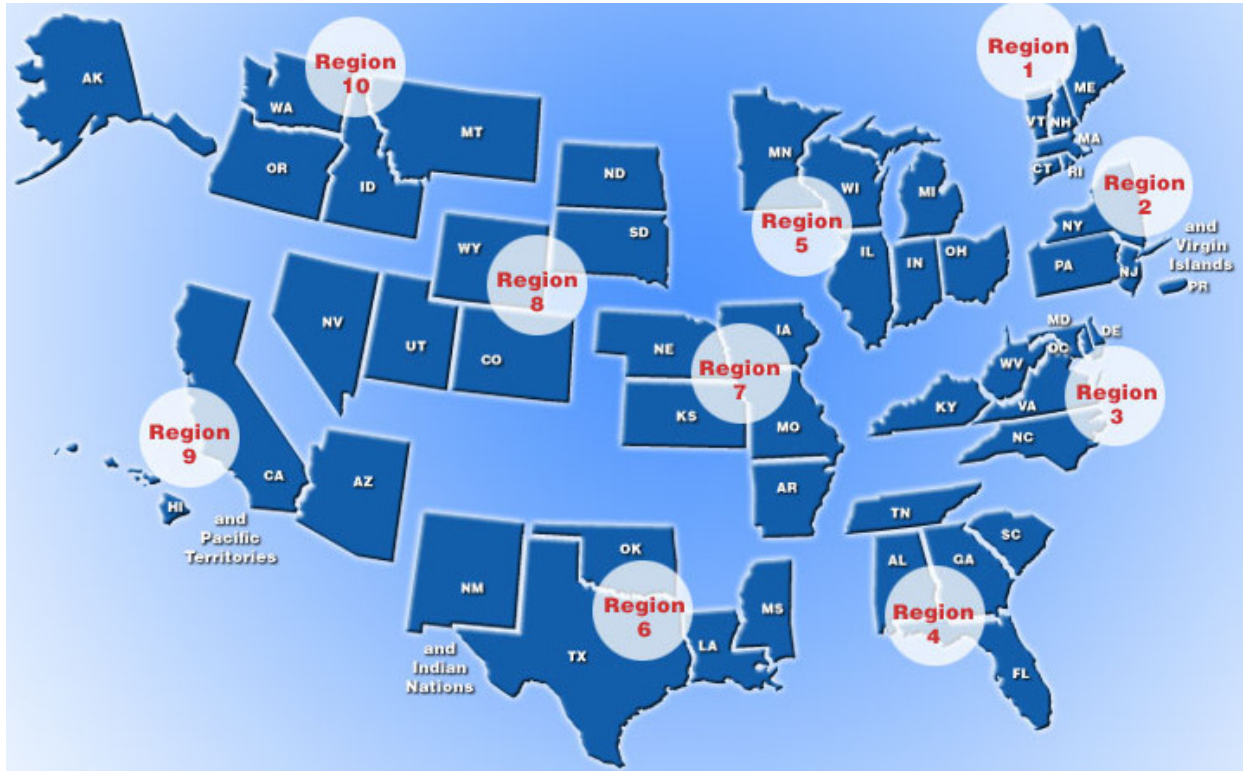


**# Certified in 2007 by State/Territory**  
**N = 30,835**

State/ Territory	New Certs	Recerts	2007 total	State/ Territory	New Certs	Recerts	2007 total
AK	25	104	129	MT	51	105	156
AL	127	267	394	NC	534	1199	1733
AR	108	339	447	ND	43	152	195
AZ	387	630	1017	NE	112	279	391
CA	547	1341	1888	NH	36	119	155
CO	298	614	912	NJ	349	756	1105
CT	118	260	378	NM	101	195	296
DC	32	31	63	NV	52	151	203
DE	14	77	91	NY	366	1045	1411
FL	383	921	1304	OH	190	897	1087
GA	326	798	1124	OK	170	245	415
GU	0	10	10	OR	92	256	348
HI	41	94	135	PA	257	848	1105
IA	88	269	357	PR	22	28	50
ID	52	161	213	RI	24	54	78
IL	485	1318	1803	SC	367	265	632
IN	191	749	940	SD	55	84	139
KS	176	411	587	TN	299	358	657
KY	149	332	481	TX	425	815	1240
LA	112	386	498	UT	62	209	271
MA	95	423	518	VA	319	499	818
MD	155	428	583	VI	0	13	13
ME	46	147	193	VT	22	108	130
MI	242	731	973	WA	121	329	450
MN	146	464	610	WI	190	567	757
MO	331	584	915	WV	46	107	153
MS	57	80	137	WY	27	120	147

## New Certifications

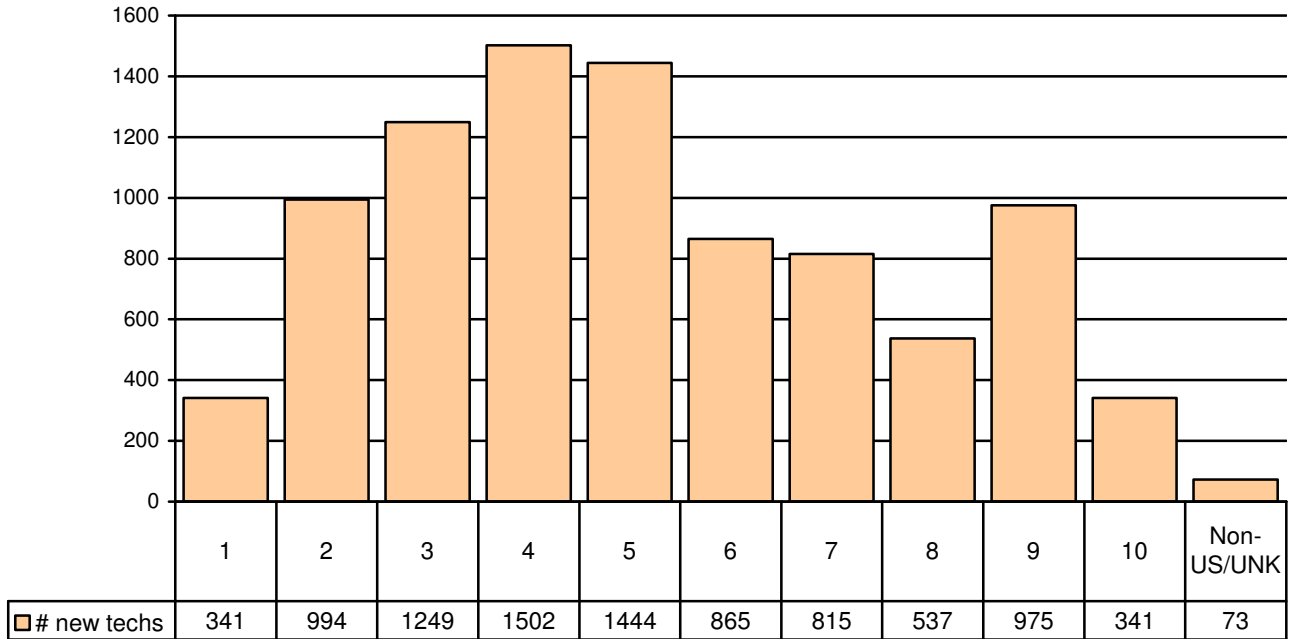
In 2007, there were 9136 new certifications. Of these, five become instructors and two are instructor candidates.



**Number of New Technicians Certified in 2007 by NHTSA Region**  
N = 9,136

Region	# new techs	Region	# new techs
1	341	7	815
2	994	8	537
3	1249	9	975
4	1502	10	341
5	1444	Non-US/UNK	73
6	865		

**Number of New Technicians Certified in 2007 by NHTSA Region**  
**N = 9,136**



***Re-certifications***

Eligible for Recertification in 2007

- Eligible for Recertification: 18237
- Recertified: 9146
- **Percentage Recertified: 50.2%**



State/Territory	Recertified	State/Territory	Recertified
UNKNOWN/ Outside of US	15.1	MS	35.2
AK	50	MT	54.2
AL	42.4	NC	52.3
AR	42.1	ND	73
AZ	37.2	NE	62.3
BC	55.6	NH	52
CA	48.4	NJ	46.2
CO	50.7	NM	47
CT	55.6	NV	40.4
DC	29	NY	57.1
DE	49.2	OH	60.6
FL	45.8	OK	46.7
GA	48.5	OR	52.4
GU	33.3	PA	53.4
HI	32	PR	59.2
IA	59.9	RI	40.5
ID	37.1	SC	41.6
IL	55.8	SD	58.6
IN	48.2	TN	34.6
KS	47.7	TX	49.3
KY	48.8	UT	56.4
LA	56.5	VA	36.1
MA	52.4	VI	28.6
MD	43.5	VT	75.5
ME	46.9	WA	50.9
MI	52.9	WI	58.2
MN	62.8	WV	35.9
MO	52.1	WY	53.1

Eligible for Recert between 7/2007 - 12/2007

- Eligible for Recertification: 9585
- Recertified: 4810
- **Percentage Recertified: 50.2%**

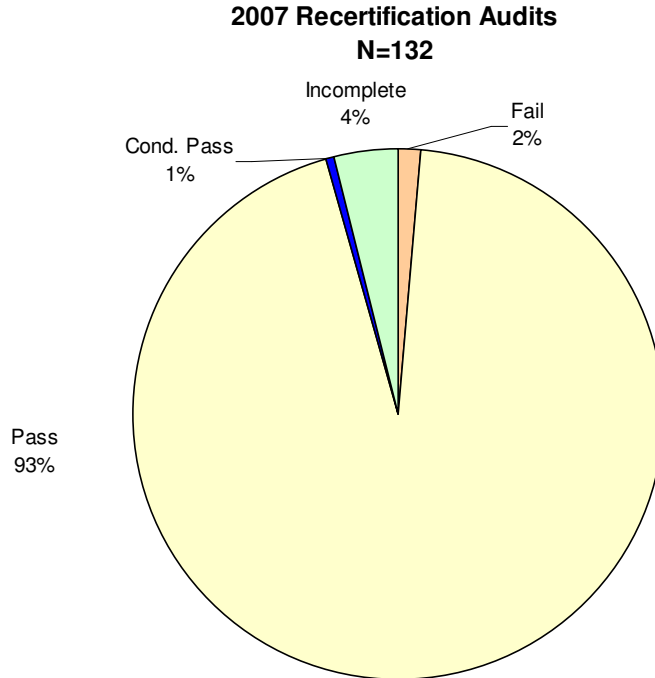
**History:**

Calendar 2005: 32.4%  
 Calendar 2006: 35%  
 Fiscal Year 2007: 43.4%

### **Re-certification Audits**

A new process was put in place to provide a measure of quality assurance with the new CEU requirement: recertification audits. Technicians who had recently recertified were randomly selected to provide proof of CEU content and attendance.

One hundred and thirty-two people from 37 states were selected to be audited in 2008. Those whose audits are considered incomplete, are still within the acceptable time period to get the required documentation into Safe Kids.



In 2008, there will be a substantial increase in the number of audits as a part-time quality assurance specialist is brought on board as a contract position funded through NHTSA.

### **Certification Courses**

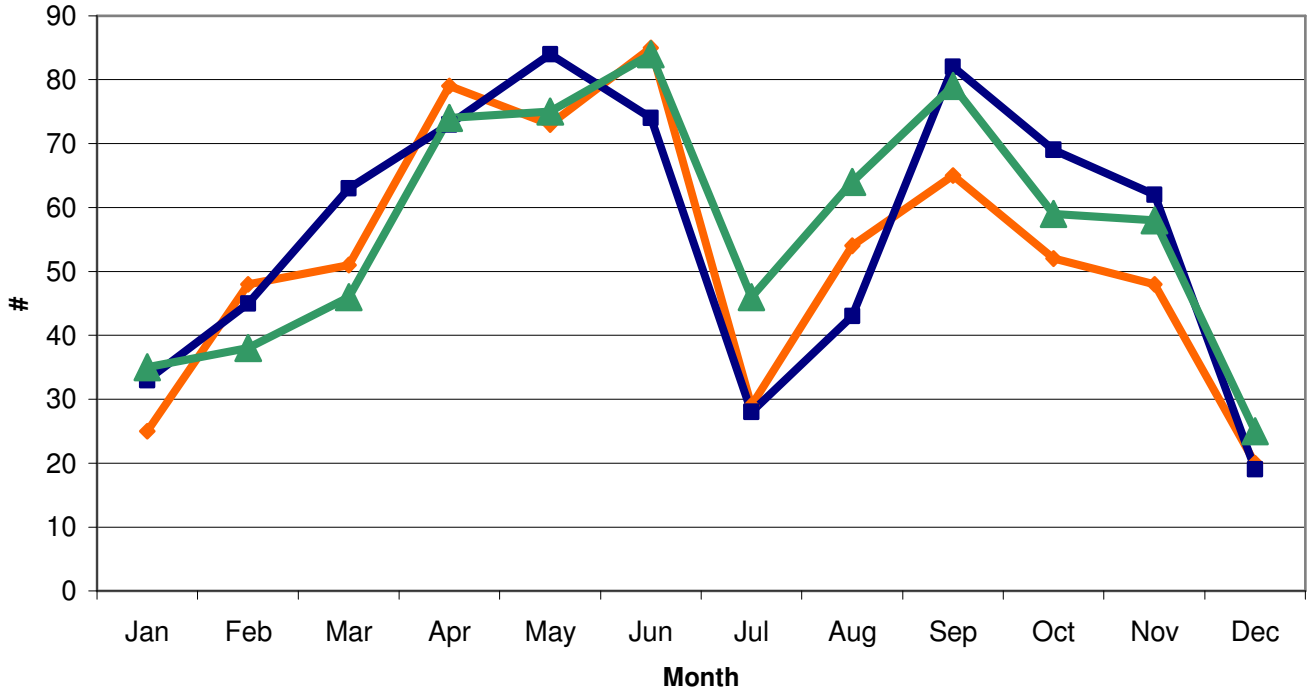
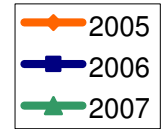
More courses were offered in 2007 than in 2006. 683 certification courses were offered in 50 states, the District of Columbia, Puerto Rico. Six were taught outside of the U.S. or its territories: Germany (four courses), Israel, and Japan

### **Certification Renewal Courses**

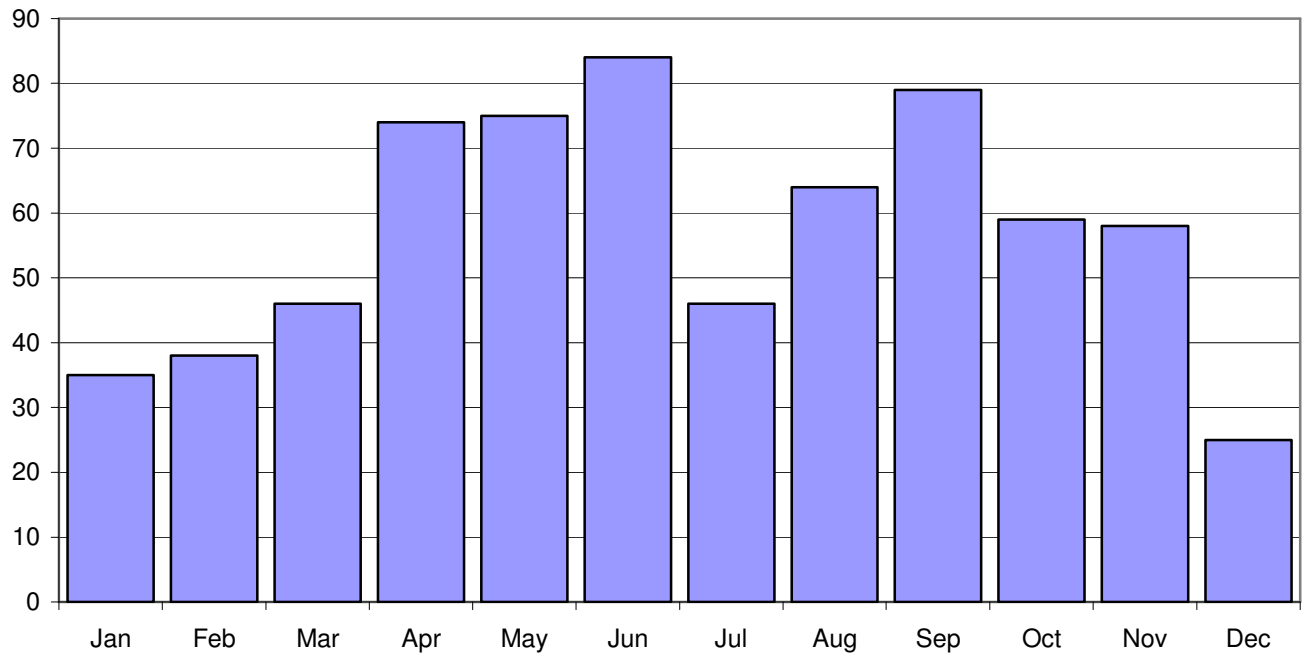
The Certification Renewal Course (CRC) was not available in 2007 due to the revision of the certification curriculum. It is being updated by NHTSA and will be offered again in 2008. The revised CRC will also have a different assessment component as the online test is no longer available.

### Certification Courses 2005-2007

2005 = 629, 2006 = 675, 2007 = 683



### Courses by Month - 2007



## CPS Courses by State (including DC, PR) - 2007

N= 677

State	# Cert	State	# Cert
AK	6	MT	6
AL	18	NC	26
AR	7	ND	3
AZ	32	NE	8
CA	37	NH	2
CO	19	NJ	21
CT	9	NM	7
DC	3	NV	5
DE	1	NY	28
FL	36	OH	17
GA	21	OK	11
HI	3	OR	10
IA	5	PA	18
ID	7	PR	1
IL	35	RI	1
IN	16	SC	23
KS	11	SD	5
KY	18	TN	24
LA	7	TX	31
MA	5	UT	4
MD	13	VA	26
ME	5	VT	1
MI	17	WA	9
MN	14	WI	14
MO	20	WV	4
MS	4	WY	3

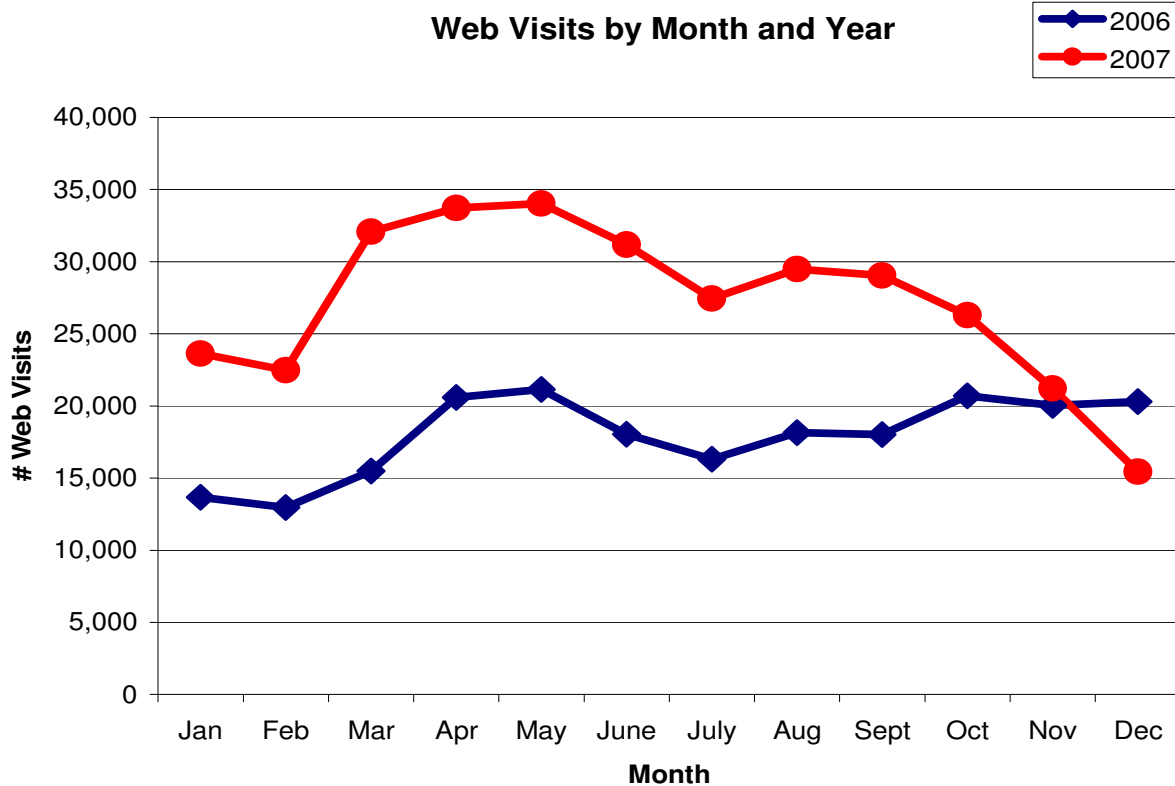
Six additional courses were taught outside of the U.S. or its territories: Germany (four courses), Israel, and Japan.

## Communications

Safe Kids continues to improve its communication with its stakeholders in the CPS community regarding the certification program.

The two primary forms of communication for the program are the Web site, [www.safekids.org/certification](http://www.safekids.org/certification), and customer service (phone and e-mail).

There were almost 326,000 visits to the Web site in 2007.



Technicians, instructors, course administrators and designated agency representatives have better access to the certification information that affects them and their programs. Policies and Procedures documentation has been centralized and continually improved, and is available via the Safe Kids certification Web site.

16,392 phone calls and 2,521 e-mail messages were received by customer service during 2007 — an average of 84 calls and e-mail messages per workday.

**CPS Express!**: Fourteen editions of the *CPS Express!* e-mail newsletter were sent out in 2007. This newsletter was created to keep people aware of developments and sent to all individuals with a valid e-mail address in the certification system. Three were special editions sharing time-sensitive updates to technicians in the field.

**Tech Update:** One edition of the *Tech Update* newsletter were produced by NHTSA and distributed by the CPS Board to certified individuals. The Tech Update was sent via e-mail and on the CPS Board and CPS certification Web sites. Paper copies were made available by request to Deborah Trombley at [CPSBoardSecretariat@nsc.org](mailto:CPSBoardSecretariat@nsc.org).

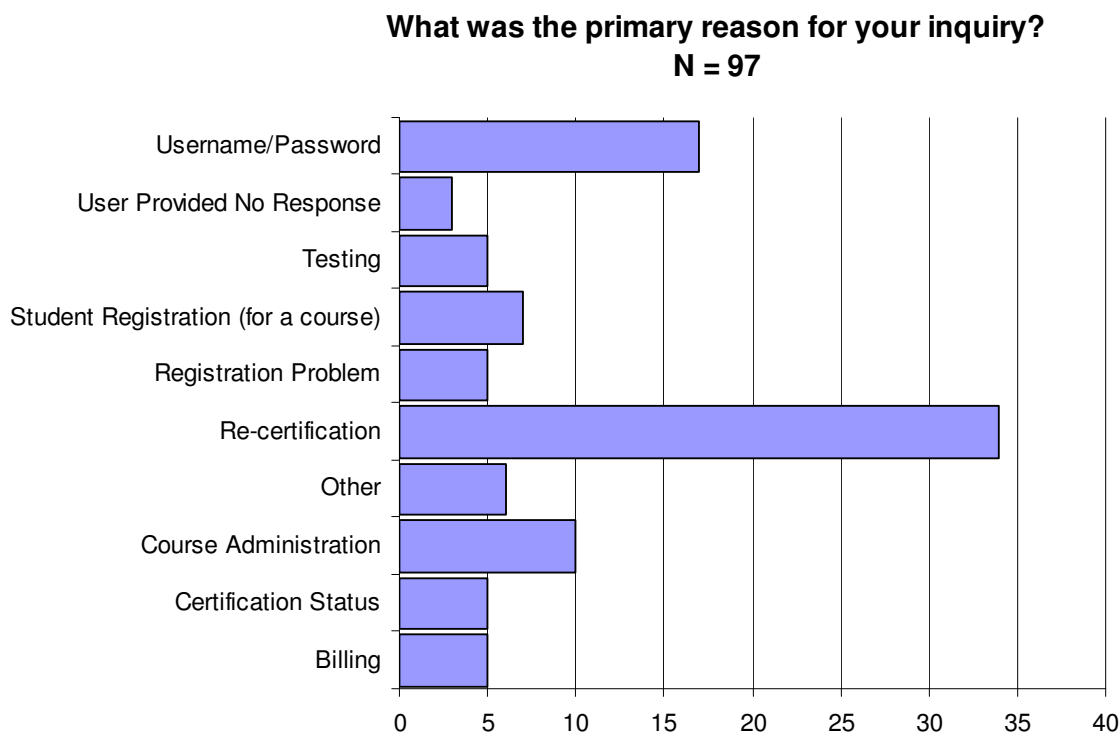
Technicians are able to acquire 1 CEU for reading 2 Tech Updates and passing the quizzes.

### **Customer Service Survey**

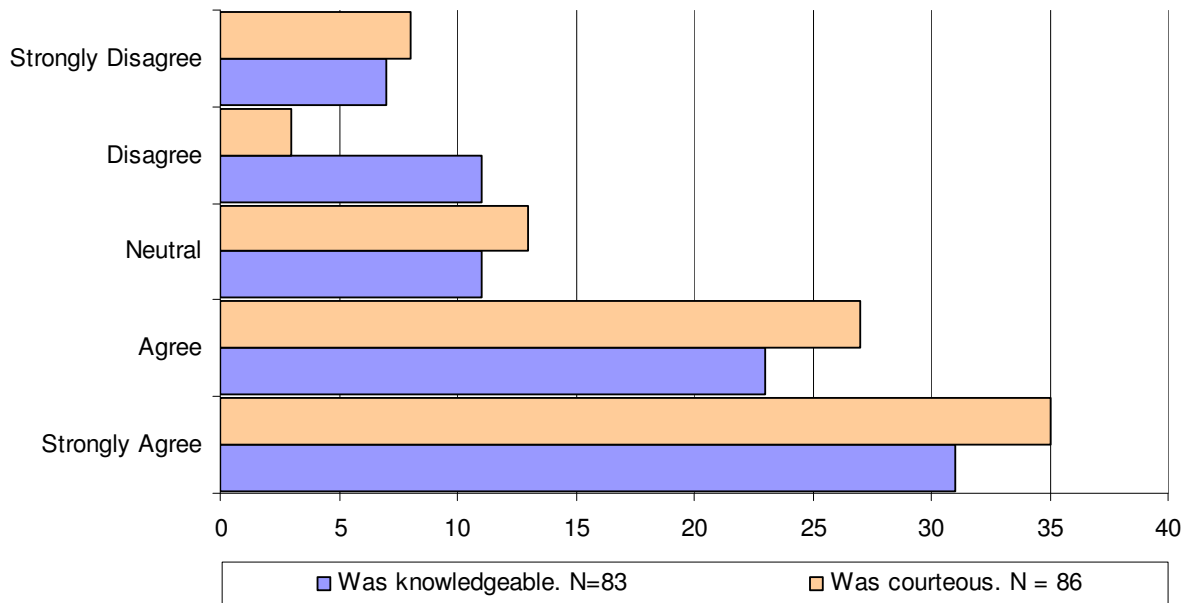
In an effort to better measure the quality of our customer service, Safe Kids publishes an online customer service survey. The submissions are reviewed monthly with the contract customer service provider, Professional Examination Services (PES), following up on any surveys with a response indicating that the issue remains unresolved.

As people often only complete surveys when they have a complaint, PES has increased promotion to all emails and many call in customers.

We plan to use the results to help us find ways to improve customer service. The survey is available on the Certification Web site under "Contact Us."



## The Customer Service Representative



The survey results indicate additional work is necessary to enhance the customer service experience. In addition to a system training in December, work will continue in 2008.

### Continuing Improvement

Customers, National CPS Board members, NHTSA representatives, state stakeholders and other individuals are in regular communication with us about further planned and potential system developments.

Safe Kids uses this shared information to continually enhance system functionality, communication, policies and procedures. In addition, we are active participants in related curriculum development, exam development, field issue resolution, and information dissemination efforts.

***Thank you for your continued participation and constructive input!***