

NATIONAL
CHILD
PASSENGER
SAFETY
CERTIFICATION

A Program of
Safe Kids Worldwide

SAFE
KIDS
WORLDWIDE™

Certification
CHILD PASSENGER SAFETY

2016 Certification
Program
Accomplishments



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Table of Contents	
Program Partners	5
Executive Summary	6
Program Sponsor and Activities	7
Full Certification Courses	11
Certification Renewal Testing Courses	13
Courses by State	15
Bilingual Technician Program	16
International Program	17
Course Testing	20
Total Certifications	21
New Certifications	24
Recertification	29
Recertification by Year	30
Recertification by State	31
Recertification CEUs	32
Safe Kids Live Webinars	34
Safe Kids Online Training	35
CEU Audits	37
Basic Awareness Course	39
Website	41
Facebook	43
CPST Month	46
CPS Express!	48
Customer Service: Calls and Emails	49

Why are we techs?

I am a tech because three years ago I was hit head on and rear-ended by two more cars; we were all going around 50 mph. In the vehicle that hit us head on there were 4 people two adults and two children. The driver and his daughter who was just shy of 3 were killed in impact. The two drivers behind me were injured but lived, one of which happened to be a paramedic on his way to work. In my vehicle, there were three of us. I was driving, my seven-year-old was in a no back booster, and my 15-month old rear facing in a convertible seat. My son had a broken arm, whiplash, and bruises like I have never seen before. My 15-month old had whiplash, four scratches, and four bruises. I had a broken leg, messed up my shoulder, had whiplash, and lots of bruises. My kids were correctly restrained and I want to use my story to make a difference. I want laws changed, and parents educated on car seats and what they can and do to keep children safe.

~ Jennifer K.

I'm a tech because I read an article in 1999 in readers digest about a police officer who was a tech. I'm a paramedic and I thought of past crashes I'd responded to over the years and possible injuries that could have been overlooked because of the belief that if they are in a seat they are ok. Once certified in June of 99, I started teaching what to look for at crashes to fire departments and speaking at EMS conferences in the southeast. Becoming a tech was and still is a passion.

~ Lisa G.

I'm a tech because I had a friend who was a tech who inspired me to not only learn to restrain my own children safely, but also to help others. I'm an instructor because I feel like I can reach a greater number of caregivers by training more technicians who can access their communities.

~ Britney L.

I am a tech because I want to educate people to not make the mistakes I made. I turned all three of my kids to forward facing at one year. I had bulky coats under the harness. I placed the infant carrier on top of the shopping cart. I had poor chest clip placement that was often a belly clip. And we graduated to the next seat more often than we should have, with the exception of my third child. I did all of these things because no one bothered to educate me or tell me there were safer options.

~ Jennifer K.

I am a tech because as an EMT, I got tired of seeing kids get hurt, and wanted to do something to prevent their injuries in the first place rather than just treating them after.

~ Melissa J.

I am a tech because if I can prevent one kid from coming in to my ER due to a preventable injury it's worth it.

~ Katy P.

I'm a stay at home mom passionate about sharing safety with others.

~ Melissa D.

Samples of reasons posted on  [/CPScert.](#)

Program Partners



Safe Kids Worldwide

Safe Kids Worldwide is the current certifying body for the National Child Passenger Safety Certification Training Program. It is responsible for administering all aspects of certification and maintaining a directory of nationally certified CPS technicians and instructors. Safe Kids is a global network of organizations whose mission is to prevent unintentional childhood injury, a leading killer of children 19 and under. Safe Kids works with an extensive network of more than 400 coalitions in the United States and partners with organizations in 30 countries around the world to reduce injuries from motor vehicles, sports, drowning, falls, burns, poisonings and more.



National Highway Traffic Safety Administration

The National Highway Traffic Safety Administration's mission is to save lives, prevent injuries and reduce traffic-related health care and other economic costs. The agency develops, promotes and implements effective educational, engineering and enforcement programs to end preventable tragedies and reduce economic costs associated with vehicle use and highway travel.

Part of NHTSA's mission is to help states and local communities promote the use of safety belts and child safety seats. To this end, with the assistance of many child passenger safety experts and advocates, NHTSA developed the original National Standardized Child Passenger Safety Training Curriculum in the mid-1990s and continues to update its content with the latest technical information. NHTSA is also a founding member of the National Child Passenger Safety Board.



National Child Passenger Safety Board

The National Child Passenger Safety Board strives to improve the quality and integrity of child passenger safety information and materials. It provides recommendations and guidance to NHTSA and Safe Kids regarding curriculum and test development, and serves as a panel of experts and advocates for the program. The CPSB was established to provide program direction and technical guidance to states, communities and organizations to maintain a credible, standardized child passenger training and certification program. Among its members are representatives from child restraint manufacturers, vehicle manufacturers, law enforcement, the medical field, the public health field, the insurance industry and many other CPS advocates.

Executive Summary

The National Child Passenger Safety Certification Training Program (CPS certification program) certifies people as child passenger safety technicians and instructors. Since the CPS certification program began in 1997, more than 142,000 people have successfully completed the CPS Certification Course, including 39,000 currently certified CPS technicians (CPSTs). Many CPSTs are trained health and safety professionals, others are parents and some are volunteers. They all have one thing in common: they care deeply about kids and want to make sure they're safe.

The CPS certification program had another wonderful year. With more than 1,500 certified instructors, there were 691 Certification courses held in all 50 states, the District of Columbia, China, Guam, Israel, Northern Mariana Islands, Puerto Rico and Qatar. The average number of courses per month was 57.6. Many former technicians became certified again through Renewal Testing Courses. There were 146 Renewal Testing Courses held in 39 states, Guam, Puerto Rico and Qatar. With these 837 courses, Safe Kids Worldwide certified 9,800 people as CPS Technicians who are now at work helping their communities alongside the more seasoned technicians. At 56.2 percent, there was a drop in the recertification rate in 2016, down from a record high of 58.8 percent last year. Over 10,000 technicians recertified in 2016.

Safe Kids Worldwide also launched a pilot curriculum and certification for use outside the United States. This CPS program will continue to be developed and rolled out in 2017.

The CPS certification program offers more than just certification courses. In 2016, we continued to offer quality educational updates to our technicians online and in person, supported National CPST Month and provided a number of communication venues like Facebook, newsletters and resources such as the Basic Awareness Course.

Our work is made possible by the support of our dedicated partners: The National Highway Traffic Safety Administration, the National Child Passenger Safety Board and State Farm. Thanks to their continued and steadfast commitment to keeping kids safe on our nation's roadways, the National Child Passenger Safety Certification Training Program continues to make a difference in the lives of children and families in the United States and around the world.

Program Sponsor: State Farm®

Since 2005, State Farm's sponsorship has helped make possible the program enhancements that CPS technicians and instructors across the United States enjoy through the certification website. Through online support and technical updates (reunions and webinars), State Farm and Safe Kids provide opportunities to increase the number of nationally certified CPS technicians and instructors.

ONLINE SUPPORT: State Farm's sponsorship helps cover monthly expenses for website maintenance and support.

WEBINARS: A variety of webinars were provided as a way for technicians to earn CEUs, which are required for recertification. Experts and local leaders shared latest practices and technology free of charge. (See Safe Kids Live Webinars, p. 34)

IN-PERSON TECHNICAL UPDATES: For each fiscal year, two CPS technical updates were held in each of State Farm's six field market areas. Based on calendar year, 13 updates were completed in 2016. The details, including location and participation information, are displayed in Table 1 and Figure 1 below. Grants were provided to ensure a certified instructor was present to provide a technical update and answer technical questions. A Safe Kids CPS Certification staff member provided information on recertification, certification, instructor candidacy and other policy and procedure questions.

Table 1: State Farm In-Person Technical Updates

Date	Market Area	City, State	# Attendees
March 9-10, 2016	West Central	Albuquerque, New Mexico	248
March 21, 2016	North Central	East Lansing, Michigan	110
April 7, 2016	Western	Los Angeles, California	47
April 9, 2016	Western	Pocatello, Idaho	15
April 18, 2016	West Central	Des Moines, Iowa	220
April 19-20, 2016	South Central	Tulsa, Oklahoma	205
May 10-11, 2016	Eastern	Lake Placid, New York	645
May 27, 2016	South Central	Rustin, Louisiana	46
September 7, 2016	Southeastern	Murfreesboro, Tennessee	120
September 9-11, 2016	Eastern	Burlington, Vermont	160
October 28, 2016	South Central	Ft. Worth, Texas	75
November 3, 2016	Southeastern	Boca Raton, Florida	143
November 16-17, 2016	West Central	Duluth, Minnesota	130
		2016 Attendees	2164

Figure 1: Map of State Farm Tech Updates, 2016



Tech Updates: Learning and Networking

Technical updates celebrated the work in the field by trained CPS technicians and provided networking opportunities for best practice conversations.



Tulsa, Oklahoma April 19-20, 2016



Des Moines, Iowa April 18, 2016



Albuquerque, New Mexico March 9-10, 2016



Boca Raton, Florida November 3, 2016

Duluth, Minnesota November 17-18, 2016



Why are the State Farm Tech Updates important? (comments from evaluations)

I learned so much and enjoyed conversation with other technicians.

~ Orange, CA

I really enjoyed the update experience, lots of great information to keep me current.

~ Fort Worth, TX

Thank you so much! Great to get all 6 CEUs completed in one day. Can't wait to share the information with fellow technicians.

~ Nashville, TN

Best update I have ever been to, great to have outside speakers.

~ Ruston, LA

Course Statistics

Full Certification Courses

The intense child passenger safety certification course combines classroom lecture and activities, hands-on work with car seats and in vehicles, and a community safety seat checkup event. The event is the final assessment component where students demonstrate proper use and installation of child restraints and safety belts, then teach these skills to parents. Successful completion of this course certifies the individual as a CPS technician for two years.

In 2016, there were 691 Certification courses (up from 661 in 2015) held in all 50 states, the District of Columbia, China, Guam, Israel, Northern Mariana Islands, Puerto Rico and Qatar. The average number of courses per month was 57.6, an increase from 55.1 in 2015. There has been an 8 percent increase in the number of certification courses taught per year since 2012.

Table 2 and Figures 2 and 3 below provide a more in-depth picture of the courses conducted this year.

Table 2: Certification Course Locations, 2016

Course Location	# Courses
United States	683
DC	1
Guam	1
Puerto Rico	1
Northern Mariana Islands	1
Israel	1
Qatar	2
China	1
	691

Figure 2: Certification Courses by Month, 2012-2015 and 2016
2016 N = 691

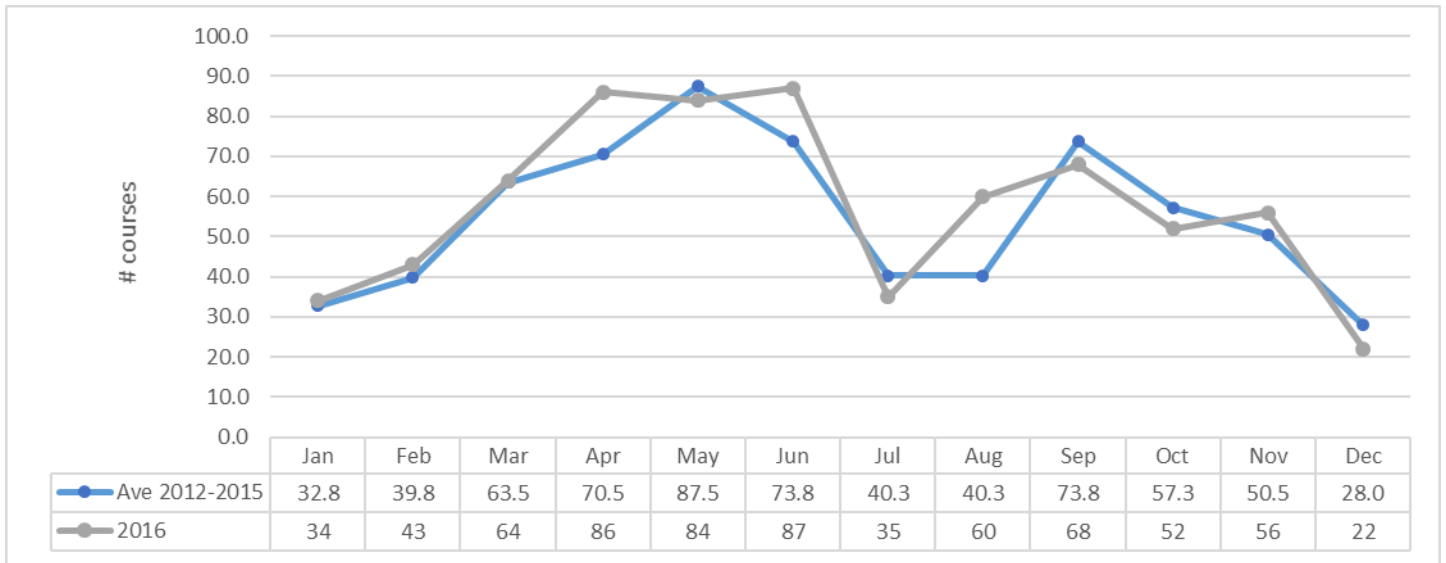
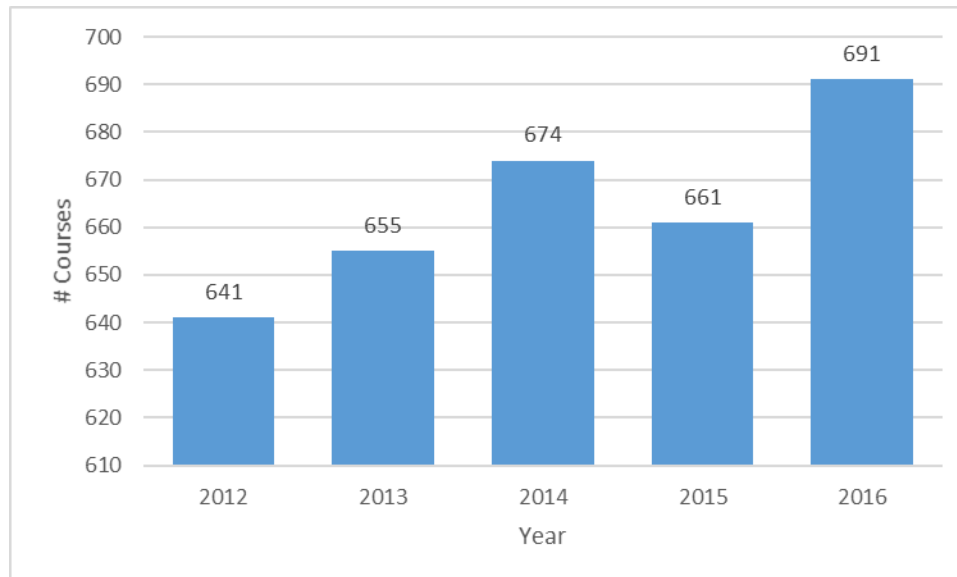


Figure 3: Total Number of Certification Courses, 2012-2016



Renewal Testing Courses

Technicians whose certifications have expired are eligible to take the eight-hour Renewal Testing Course. This course is meant for expired CPS technicians who have maintained their child passenger safety knowledge and their hands-on skills. Because this is not an update or refresher class, the title of the course was changed to Renewal Testing Course in late 2013 to help make it clearer. Teaching strategies include lecture, skills testing and a written exam.

In 2016, there were 146 Renewal Testing Courses (up from 131 in 2015) held in 39 states, Guam, Puerto Rico and Qatar as displayed in Table 3 below.

The average number of courses per month was 12.2, an increase from 10.9 in 2015. Figure 5 below depicts the number of renewal testing courses by state within the United States for 2016.

Table 3: Renewal Testing Course Locations, 2016

Course Location	# Courses
United States	143
Guam	1
Puerto Rico	1
Qatar	1
	146



Figure 4: Renewal Testing Courses by Month, 2012-2015 and 2016
N = 148

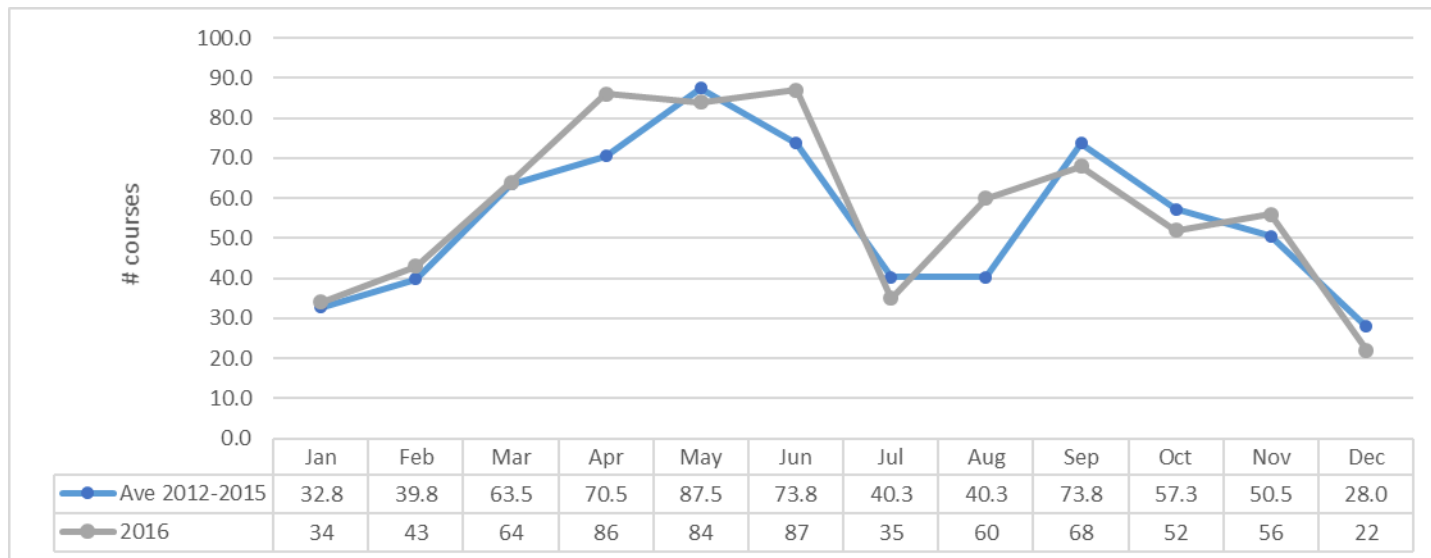


Figure 5: Renewal Testing Courses, 2012-2016

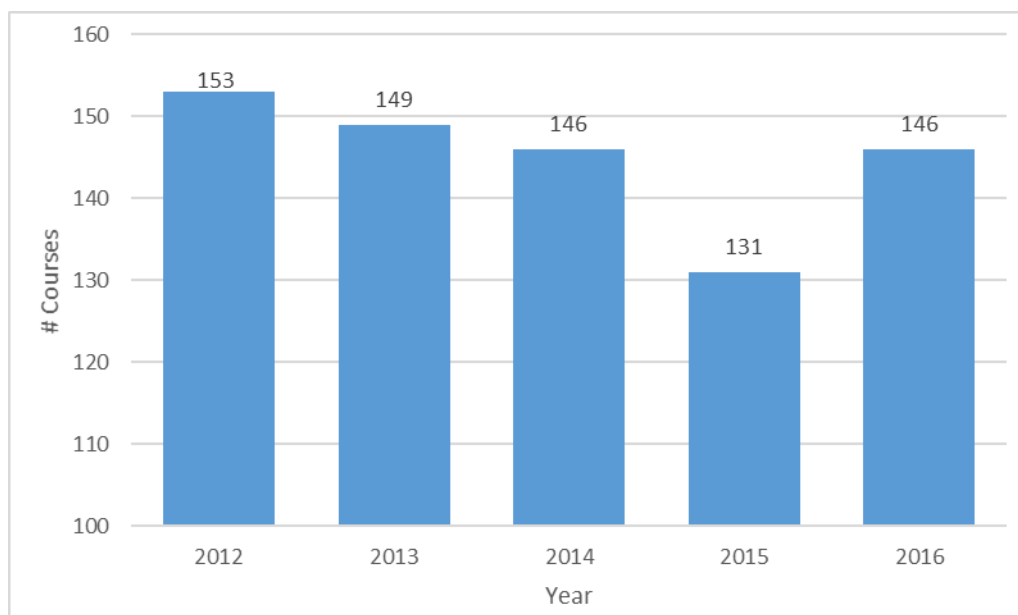


Table 4: CPS Courses by State, Territory, or Country, 2016
Certification = 691 Renewal Testing = 146

State	Cert Courses	Renewal Courses	State Total		State	Cert Courses	Renewal Courses	State Total	Country/ Territory	Cert Courses	Renewal Courses	State Total
AK	6	1	7		MT	5	2	7	DC	1	0	1
AL	15	0	15		NC	27	8	35	GU	1	1	2
AR	8	2	10		ND	4	0	4	MP	1	0	1
AZ	18	3	21		NE	5	0	5	PR	1	1	2
CA	42	8	50		NH	3	1	4				
CO	19	8	27		NJ	13	1	14				
CT	8	0	8		NM	8	2	10	China	1	0	1
DE	1	0	1		NV	6	3	9	Israel	1	0	1
FL	41	4	45		NY	23	3	26	Qatar	2	1	3
GA	34	5	39		OH	16	5	21				
HI	6	0	6		OK	18	0	18				
IA	4	0	4		OR	10	1	11				
ID	6	1	7		PA	22	16	38				
IL	23	8	31		RI	2	1	3				
IN	28	3	31		SC	32	6	38				
KS	12	2	14		SD	1	0	1				
KY	15	3	18		TN	21	11	32				
LA	5	0	5		TX	37	3	40				
MA	9	6	15		UT	4	1	5				
MD	11	1	12		VA	24	4	28				
ME	4	1	5		VT	3	1	4				
MI	13	4	17		WA	11	0	11				
MN	11	1	12		WI	11	1	12				
MO	17	6	23		WV	5	1	6				
MS	14	2	16		WY	2	3	5				

Bilingual Technician Program

Safe Kids Worldwide, with the support of NHTSA, launched a pilot program in November 2014 to support native Spanish-speaking (reading) technician candidates taking Certification and Renewal Testing Courses. Instructors who agree to the program requirements can request Spanish-language technician guides and are provided with Spanish-language quizzes. These courses follow all policies and procedures and are taught in English. Even with promotion to instructors, there were only 10 registered Spanish-material courses offered in 2015 and two in 2016.

Safe Kids Qatar, led by the Hamad Medical Corporation, provides Arabic materials for courses in Qatar and the United Arab Emirates.

Safe Kids China provided Mandarin materials, which the students found helpful.

Feedback from instructors revealed that although the English student manuals were preferred, students did much better with quizzes provided in both their native language and English.



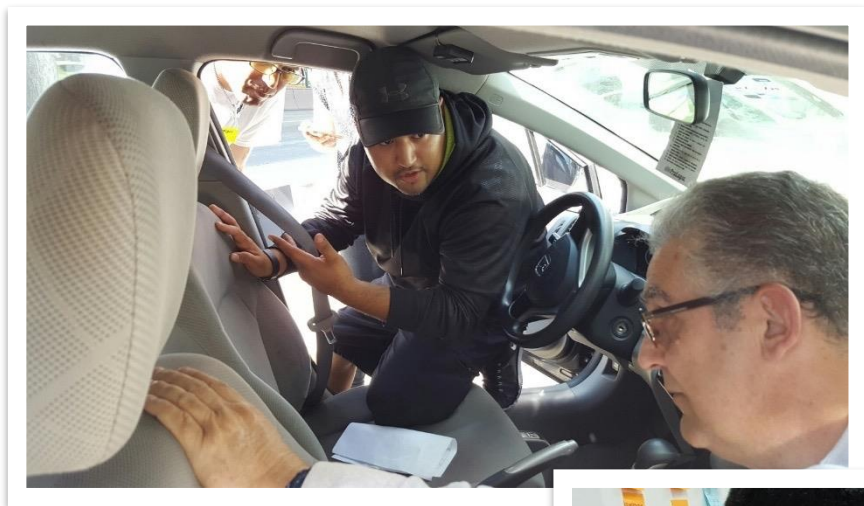
International Safe Kids Worldwide Certification Program

In 2016, NHTSA informed Safe Kids Worldwide that it was no longer able to provide the NHTSA-branded materials for use outside the United States. The U.S. certification course must be taught in English, although the Technician Guide is available in several languages (see Bilingual Technician Program on the previous page).

In response to multiple requests from outside the U.S. for the course to be taught in languages other than English, Safe Kids Worldwide approached NHTSA and was given permission to complete already scheduled courses outside the United States. This would be acceptable up until such time that a CPS certification course owned by SKW could be developed, tested and released for use in English and other languages.

In mid-summer 2016, Safe Kids began rewriting the curriculum for technician certification to remove the U.S.-centric information and make the course more representative of an international field. Much of the information is the same but there are differences in regulations, laws, products and customs. The rewrite was done in English and Spanish with two pilot courses held in December.

One pilot course was held in Mexico City, Mexico and taught in Spanish. Students came from many countries in Latin America. Upon completion, there were five new SKW instructors (based in the U.S.) and seven new SKW technicians.



The second course was taught in English and was held in Doha, Qatar. There are three new instructors and 17 new SKW technicians in Qatar.

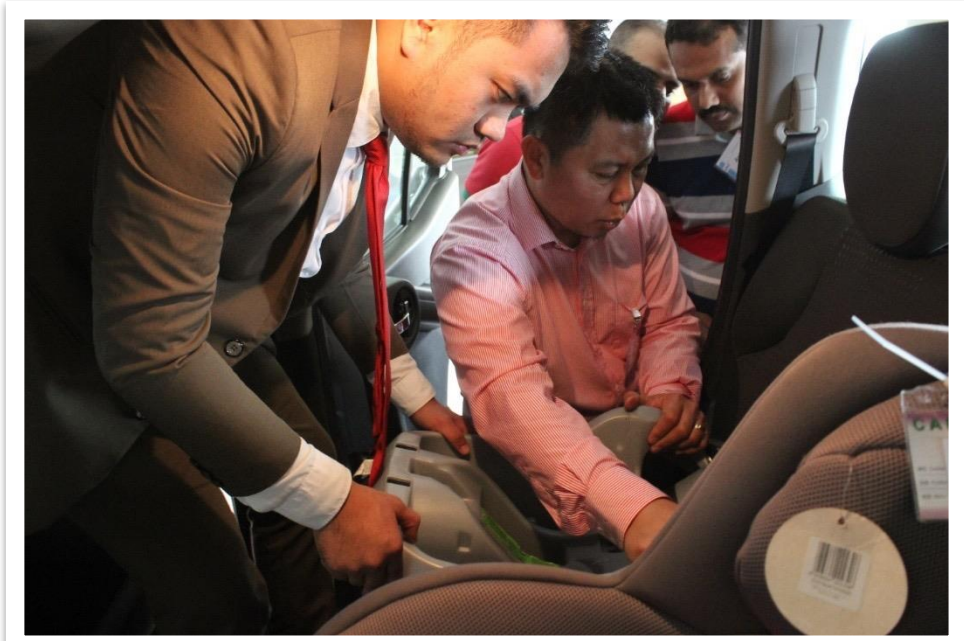


Table 5 shows the number of international CPS Technicians by country.

Table 5: SKW Technicians and Instructors by Country

Instructors	8
Qatar	3
United States	5
Technicians	24
Argentina	5
Bolivia	1
Colombia	2
Costa Rica	1
Ecuador	3
Guatemala	1
Panama	1
Paraguay	1
Peru	1
Qatar	7
Uruguay	1
Total	32

In 2017, the materials will be field-reviewed and updated. Once finalized, the new international curriculum will be available to be translated into other approved languages, policies and systems will be put into place, and the new certification will launch. The international certification policies and procedures will mirror the successful U.S. program.



Course Testing

To successfully complete the Certification course, students must pass three hands-on skills assessments, cumulatively pass a series of three open-book quizzes with a minimum score of 84 percent and successfully participate in a checkup event.

To successfully complete the certification Renewal Testing course, students must pass a hands-on skills assessment and a written assessment with a minimum score of 84 percent.

In 2016, 9,999 people (up from 9,352 in 2015; an increase of 7 percent) took either a Certification or Renewal Testing course. Details in Figure 6 and Table 6

Figure 6: Course Final Grades by Type, 2016
Certification N = 9,233, Renewal N = 766

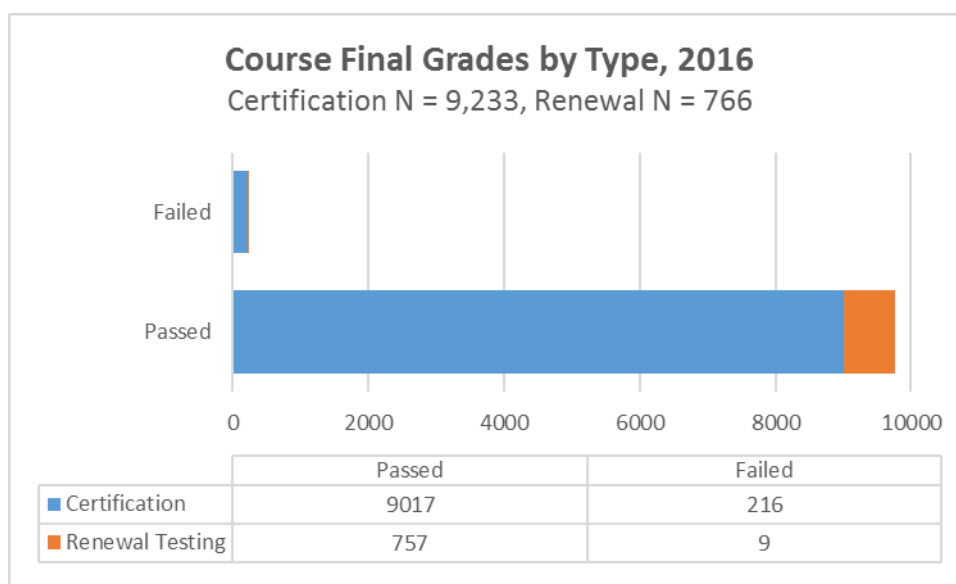


Table 6: Course Final Grades by Type, 2016

RENEWAL	#	%	CERT	#	%
Passed	757	98.8%	Passed	9017	97.7%
Failed	9	1.2%	Failed	216	2.3%
Total	766	100.0%	Total	9233	100.0%

Certifications

As depicted in Figure 9 below, the number of technicians in the certification program stayed relatively constant in 2016, with an increase of 1,448 techs, for a total of 39,764. This is an increase from 913 technicians more at the end of 2015 from the start of 2015. The majority of technicians identify themselves as working in public safety (52 percent work in law enforcement or rescue/EMS), followed by those working in hospitals and clinics (16 percent).

Technician details in Figures 7 and 8 and Tables 7 and 8 below.

Figure 7: Technicians by Month, 2016

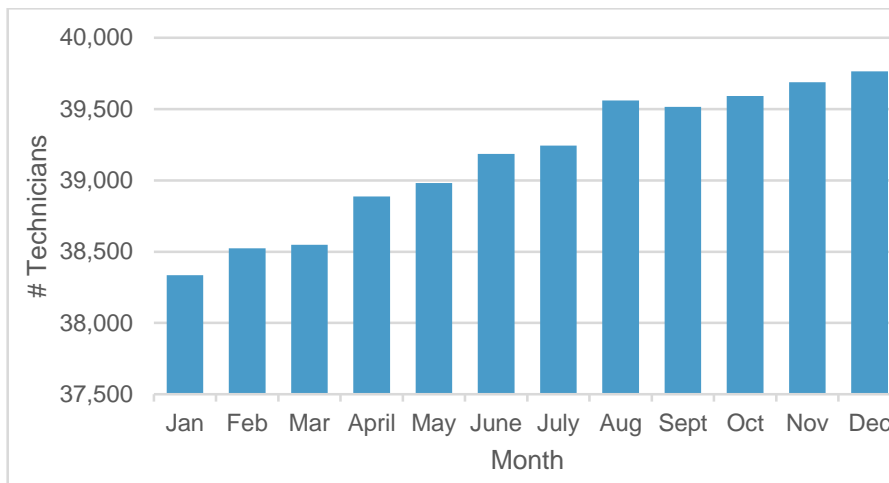


Figure 8: Organization Type
N = 37,738

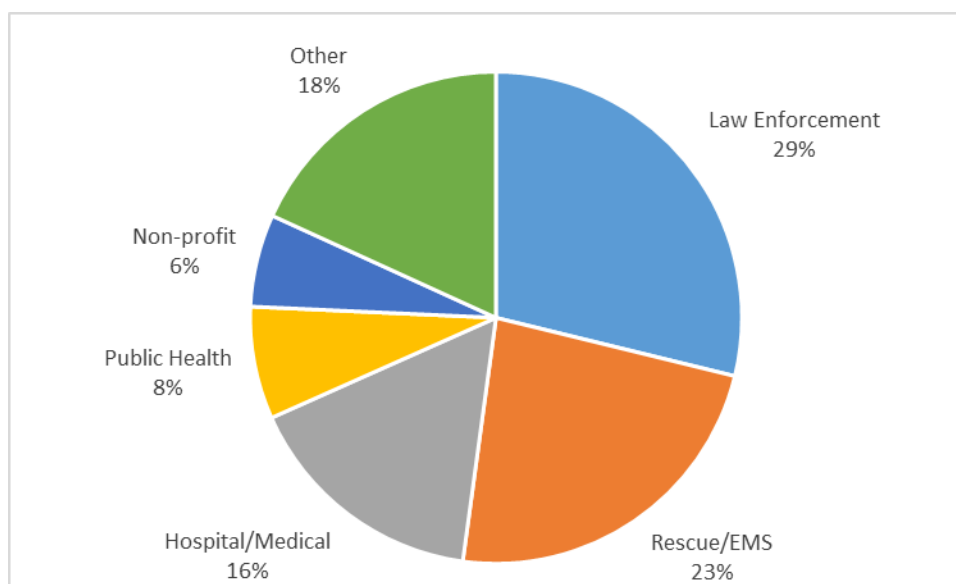


Table 7: Number of Certified Individuals by Type, 2016

Month	Instructors	Instructor Candidates	Technicians	Total
January	1,669	39	36627	38,335
February	1,676	47	36800	38,523
March	1,678	49	36822	38,549
April	1,687	50	37151	38,888
May	1,695	52	37235	38,982
June	1,724	37	37424	39,185
July	1,724	50	37471	39,245
August	1,729	46	37786	39,561
September	1,734	52	37730	39,516
October	1,741	48	37803	39,592
November	1,751	41	37896	39,688
December	1,755	43	37966	39,764

Figure 9: Certified Individuals by Year

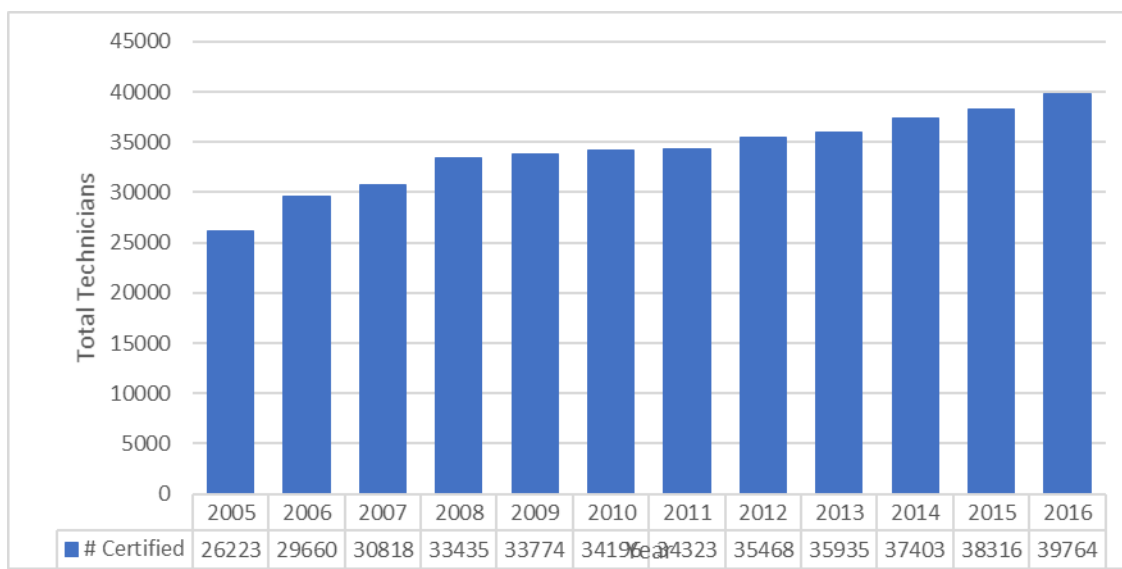


Table 8: Total Number Currently Certified at the End of 2016 by State/Territory
N = 39,764

State/ Territory	2016 total		State/ Territory	2016 total		State/ Territory	2016 total
Outside the US	202		IN	1030		NY	1866
AF-Americas	2		KS	663		OH	1084
AF-Europe	19		KY	511		OK	758
AK	221		LA	511		OR	477
AL	410		MA	844		PA	1552
AF-Pacific	1		MD	480		PR	138
AR	546		ME	231		RI	175
AZ	1018		MI	1089		SC	1066
CA	2361		MN	705		SD	171
CO	1211		MO	1069		TN	1068
CT	415		N Mariana Islands	58		TX	1876
DC	81		MS	376		UT	327
DE	83		MT	232		VA	1278
FL	1443		NC	2833		VI	14
GA	2474		ND	229		VT	157
Guam	54		NE	388		WA	423
HI	292		NH	176		WI	739
IA	387		NJ	1052		WV	270
ID	241		NM	443		WY	196
IL	1552		NV	196			

* AF = Armed Forces

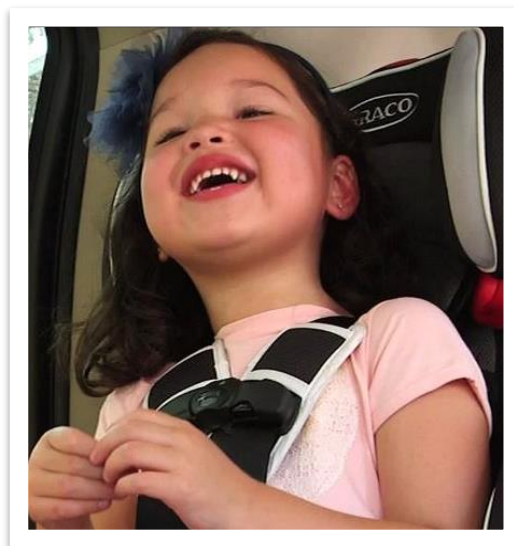
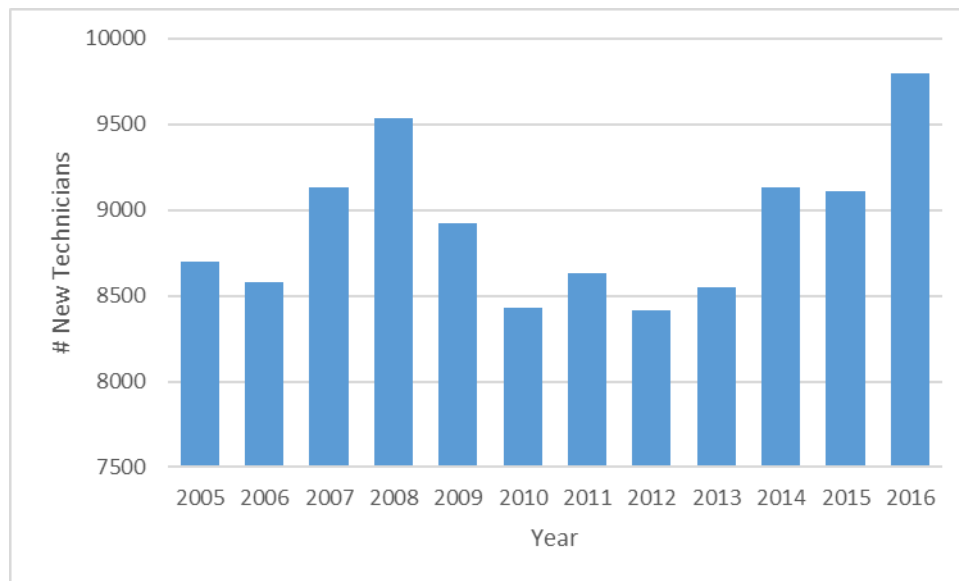


New Certifications

As displayed in Figure 10 below, there were 9,800 new technicians certified in 2016. This is a significant increase by 7 percent in the number of new technicians from 2015(9,111) and 2014 (9,132).

Safe Kids certified more new instructors in 2016 (174) than in 2015 (144).

Figure 10: New Technicians by Year



The number of new technicians varies by season and total technicians vary by Region, as detailed in the Figures 11 and 12 and Tables 9 and 10.

Figure 11: Total New Technicians by Month, 2016
N = 9,800

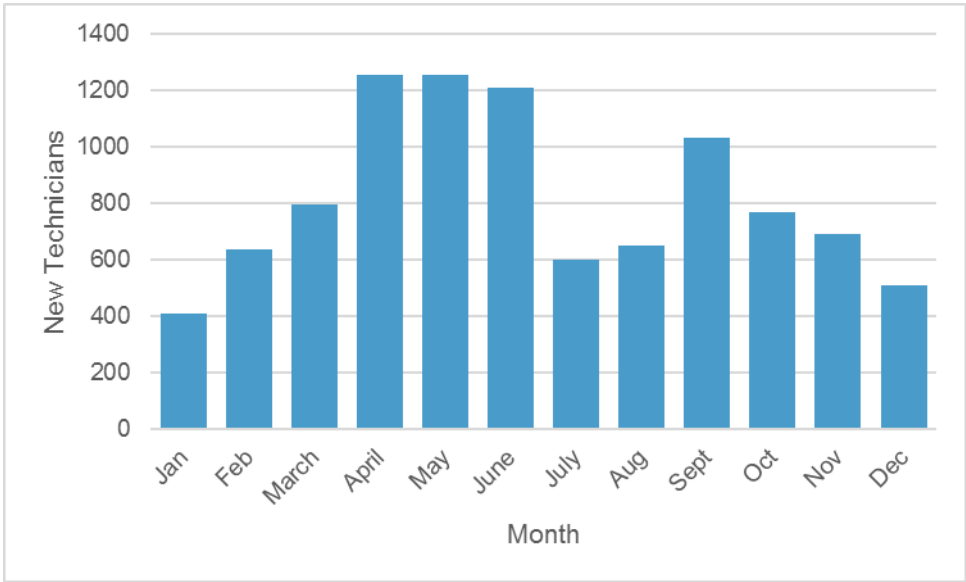


Table 9: Number of New Technicians by NHTSA Region and State, 2016
N = 9,800

Region/ State	# New Techs	Region/ State	# New Techs	Region/ State	# New Techs
Region 0	45	Region 4	1727	Region 8	560
Non-US	42	AL	81	CO	304
APO	3	FL	388	ND	51
Region 1	452	GA	450	NV	74
CT	79	SC	439	SD	12
MA	200	TN	369	UT	80
ME	61	Region 5	1359	WY	39
NH	39	IL	316	Region 9	1041
RI	34	IN	296	AS	
VT	39	MI	266	AZ	308
Region 2	989	MN	122	CA	622
NJ	229	OH	210	GU	27
NY	360	WI	149	HI	70
PA	374	Region 6	1144	MP	14
PR	26	LA	128	Region 10	427
VI	0	MS	119	AK	73
Region 3	1314	NM	119	ID	72
DC	29	OK	259	MT	60
DE	14	TX	519	OR	121
KY	185	Region 7	742	WA	101
MD	103	AR	126		
NC	619	IA	59	Total = 9,800	
VA	293	KS	181		
WV	71	MO	282		
		NE	94		

Figure 12: New Technicians by NHTSA Region, 2016
N = 9,800

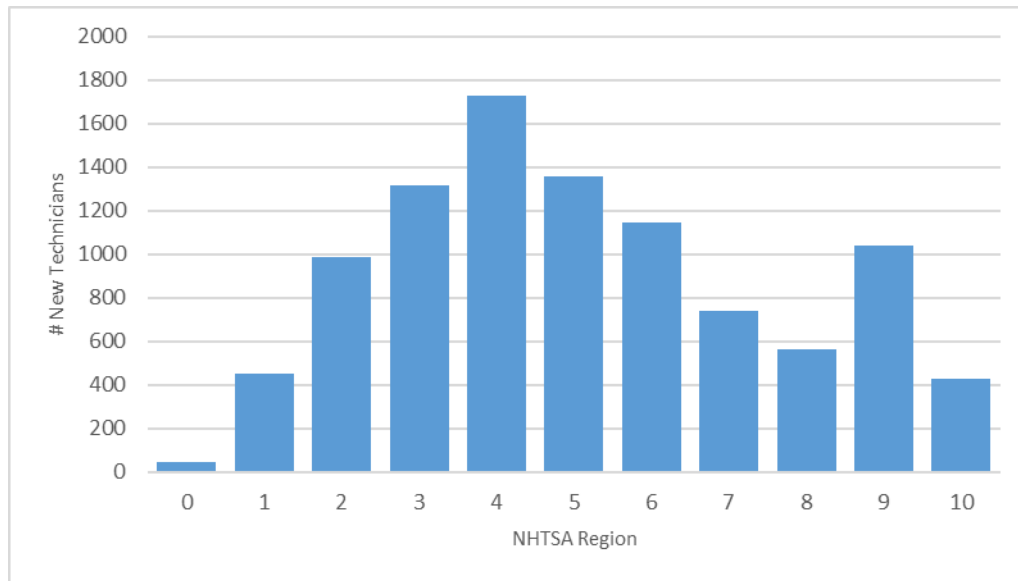


Table 10: Number Certified/Recertified by State/Territory, 2016
New Techs: 9,800 Recertified: 10,266

State/ Territory	New Certs	Recerts	2016 total	State/ Territory	New Certs	Recerts	2016 total	State/ Territory	New Certs	Recerts	2016 total
Outside the US	41	23	64	IN	296	228	524	NY	360	547	907
AF- Americas	1	1	2	KS	181	139	320	OH	210	292	502
AB – Canada	0	8	8	KY	185	94	279	OK	259	198	457
AF- Europe	1	0	1	LA	128	152	280	ON	1	0	1
AK	73	56	129	MA	200	214	414	OR	121	126	247
AL	81	85	166	MD	103	124	227	PA	374	456	830
AF-Pacific	1	0	1	ME	61	84	145	PR	26	14	40
AR	126	118	244	MI	266	266	532	RI	34	57	91
AZ	308	219	527	MN	122	216	338	SC	439	223	662
CA	622	575	1197	MO	282	293	575	SD	12	49	61
CO	304	335	639	MP	14	14	28	TN	369	206	575
CT	79	123	202	MS	119	70	189	TX	519	431	950
DC	29	20	49	MT	60	80	140	UT	80	84	164
DE	14	18	32	NC	619	855	1474	VA	293	408	701
FL	388	307	695	ND	51	63	114	VI	0	14	14
GA	450	669	1119	NE	94	99	193	VT	39	50	89
Guam	27	7	34	NH	39	62	101	WA	101	96	197
HI	70	65	135	NJ	229	281	510	WI	149	197	346
IA	59	117	176	NM	119	97	216	WV	71	64	135
ID	72	71	143	NV	74	45	119	WY	39	55	94
IL	316	406	722								

* AF = Armed Forces

Recertification

There are four basic requirements for technician recertification.

1. **Five seat checks** must be approved by a certified instructor (you may use the technician proxy option). A technician can do the checks at any time during the certification cycle as long as they are entered online and a certified instructor approves before recertification date.
2. **Community education** (choose one):
 - Participation in at least one two-hour checkup event with at least one other CPS technician using any standardized checklist to provide documentation, if needed.
 - Provide at least four hours of community education. Examples include making presentations to parents, educators, kids, organizations (such as PTAs or law enforcement) or other stakeholders who are not technicians.
 - Attend a one hour (minimum) educational session(s), live or online. Examples include how to better reach community members or underserved communities, improve communication skills or instructor development and learning about other cultures and their beliefs in your community.
3. A minimum of six hours of CPS technical **continuing education units** earned and reported during a current two-year certification cycle.
 - You cannot carry over CEUs from one period to the next, even if you have accumulated more CEUs than are required.
 - You can record CEUs at any time during your certification cycle, but they must fit into one of the **five approved categories and meet content requirements**.
4. **Register and pay** the recertification fee before certification expiration date.

Outstanding Recertification Rates

When Safe Kids Worldwide took over responsibilities as the certifying body of the National CPS Certification program in 2004, recertification was at 35 percent. Safe Kids, the state and regional CPS training contacts and certified instructors worked hard to improve the numbers. While Safe Kids made significant progress over the years, there was a drop last year from a record high 58.8 percent in 2015 to 56.2 percent in 2016, as seen in Figure 13 and Table 11.

We are surveying technicians whose certifications expired in 2016 to help identify areas for improvement.

Figure 13: Recertification by Year, 2006-2016

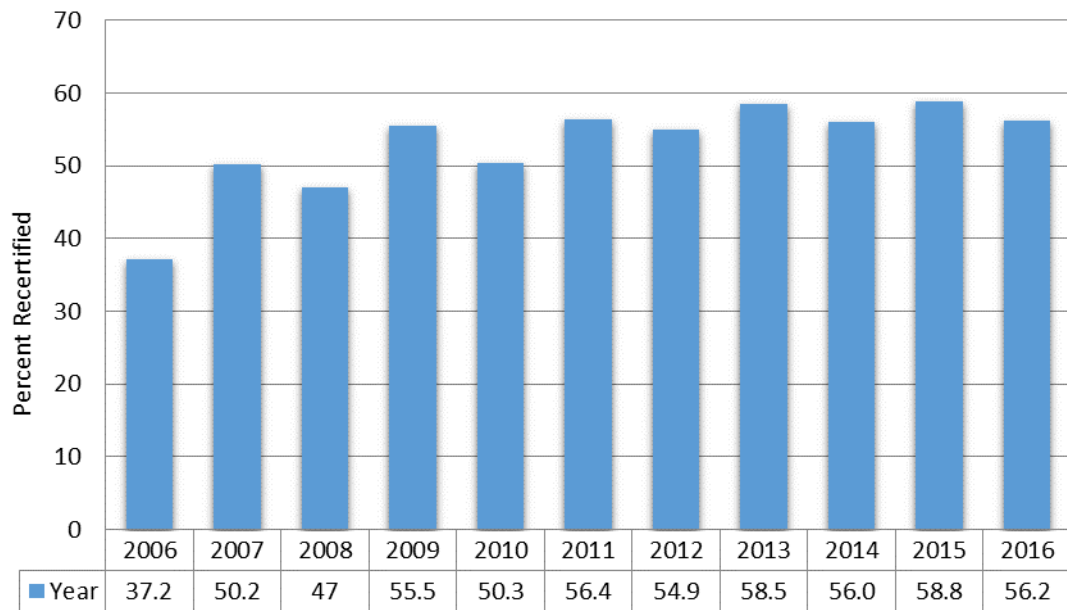


Table 11: Recertification by State, Territory, 2016
Eligible for Recertification: 18,261 Recertified: 10,266

State	Eligible	Certified	%	State	Eligible	Certified	%
Non-US/Territory	61	23	37.7%	MP	23	14	60.9%
AB-Canada	1	1	100.0%	MS	140	70	50.0%
AF-Europe	22	8	36.4%	MT	128	80	62.5%
AK	98	56	57.1%	NC	1326	855	64.5%
AL	187	84	44.9%	ND	104	63	60.6%
AF-Pacific	1	0	0.0%	NE	170	99	58.2%
AR	254	118	46.5%	NH	83	62	74.7%
AZ	512	219	42.8%	NJ	463	281	60.7%
CA	1132	575	50.8%	NM	187	97	51.9%
CO	591	335	56.7%	NV	83	45	54.2%
CT	208	123	59.1%	NY	831	547	65.8%
DC	42	20	47.6%	OH	459	292	63.6%
DE	39	18	46.2%	OK	343	198	57.7%
FL	677	307	45.3%	OR	235	126	53.6%
GA	1130	669	59.2%	PA	695	456	65.6%
GU	18	7	38.9%	PR	32	14	43.8%
HI	153	65	42.5%	RI	105	57	54.3%
IA	165	117	70.9%	SC	446	223	50.0%
ID	124	71	57.3%	SD	76	49	64.5%
IL	741	406	54.8%	TN	454	206	45.4%
IN	419	227	54.2%	TX	749	431	57.5%
KS	267	139	52.1%	UT	143	84	58.7%
KY	197	94	47.7%	VA	684	408	59.6%
LA	243	152	62.6%	VI	23	14	60.9%
MA	354	213	60.2%	VT	80	50	62.5%
MD	284	124	43.7%	WA	203	96	47.3%
ME	139	84	60.4%	WI	365	197	54.0%
MI	483	266	55.1%	WV	110	64	58.2%
MN	326	216	66.3%	WY	102	55	53.9%
MO	551	293	53.2%				

* AF = Armed Forces States/Territories with >=56.2 (national % recertification) are bolded.

Technician Proxies

To accommodate rural areas and communities with no available instructor, Safe Kids Worldwide established the Technician Proxy option in October 2011. Technician Proxies are technicians Safe Kids has approved to review seat checks for recertification. At the end of 2016, there were 332 Technician Proxies (up from 249 at the end of 2015) in 41 states and in Germany (Armed Forces -Europe).

Recertification: CEUs

Each recertifying technician is required to enter at least six CPS Continuing Education Units (CEUs) from a number of available categories during their two-year certification cycle.

1. In-person Session/Workshop (maximum six CEUs)
2. Teleconferences (maximum five CEUs)
3. Online/Web sessions (maximum six CEUs- new in 2016)
4. Newsletters/Manuals/Journals (maximum three CEUs)

Technicians may mix and match categories to meet the six required hours of continuing education. Tables 12, 13 and 14 below provide additional CEU detail

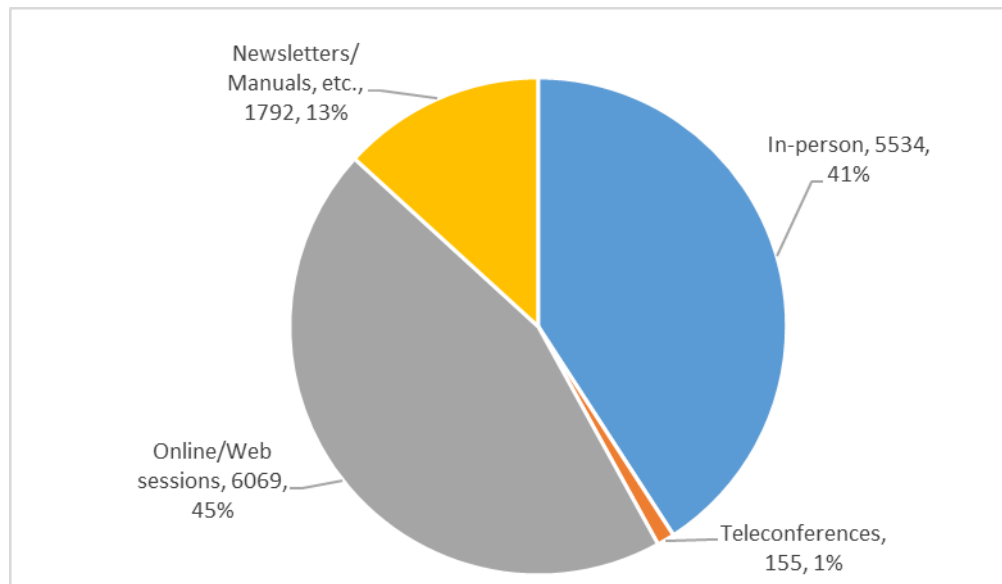
Table 12: CEUs by Type, 2016
N = 13,550

CEU type	Hours entered	Percent
In-person	5534	40.8%
Teleconferences	155	1.1%
Online/Web sessions	6069	44.8%
Newsletters/Manuals/Journals	1792	13.2%
TOTAL	13550	100.0%

Table 13: CEUs by Type, 2015 and 2016

CEU type	2015	2016
In-person Session/Workshop	47.2%	40.8%
Teleconferences	0.4%	1.1%
Online/Web sessions	44.8%	44.8%
Newsletters/ Manuals/Journals	7.5%	13.2%

Figure 14: CEUs by Type, 2016
N = 13,550



Safe Kids Live Webinars

With support from State Farm®, Safe Kids offered nine free webinars for technicians to earn CEUs from expert presenters. An additional four webinars, indicated by asterisks, provided instructors with course management tips and tools as well as community education but were not CEU eligible. Table 14 below displays more detailed information on the dates, topics and attendance at these webinars.

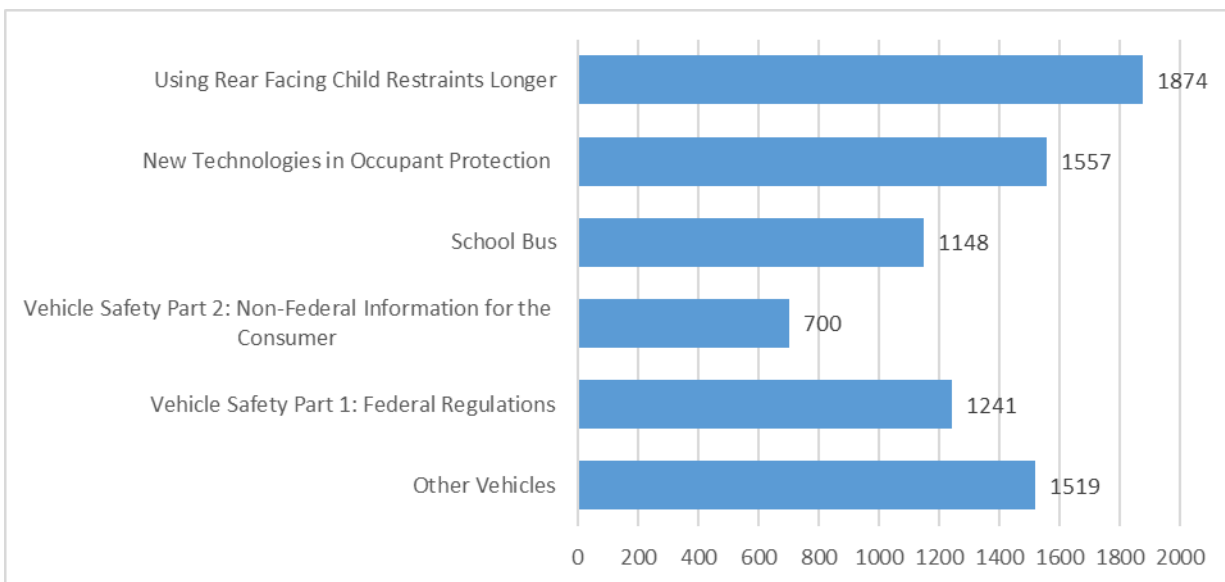
Table 14: Webinar Attendees, 2016
N = 3,404

Date	Webinar Title	# Attendees
*Jan. 12, 2016	CEUs Online: Free and at your fingertips	73
Jan. 21, 2016	Child Seat Manufacturer Fall Update	403
Feb. 18, 2016	Research Results of Common Incompatibilities During Car Seat Installation	436
March 31, 2016	Car Seat Mfg. Update: mifold and the Manufacturer Alliance for Child Passenger Safety (MACPS)	320
April 28, 2016	Car Seat Manufacturer Update: GB North America; Evenflo, GB, and Urbini	320
May 18, 2016	Car Seat Manufacturer. Update: Orbit and Kiddy	259
*June 23, 2016	Beyond Inspections: CPS Technicians Teaching Classes	314
*July 28, 2016	Tech Proxy Town Hall	46
August 4, 2016	Car Seat Manufacturer Update: Nuna	225
August 18, 2016	Car Seat Manufacturer Update: Baby Trend	279
*August 23, 2016	Using Technology Curbside	76
September 29, 2016	Latest Research: Harnesses and Boosters	396
December 14, 2016	Car Seat Manufacturer: Merritt Mfg.	257
	Total	3404


Online Training

In January, Safe Kids partnered with NHTSA to launch the online training portal <http://training.safekids.org>. The site launched with five modules: *Safe Transportation of Children in Other Vehicles*, *Vehicle Safety Part 1: Federal Regulations*, *Vehicle Safety Part 2: Non-Federal Information for the Consumer*, *New Technologies in Occupant Protection* and *Using Rear Facing Child Restraints Longer*. A sixth module, *School Bus Technical Update*, was added in April, 2016. Table 15 provides a breakdown of completed trainings by module.

Table 15: Completed Online Trainings, 2016
N = 8,039



Below is a snapshot of Safe Kids Online Training Site: training.safekids.org




NATIONAL CHILD PASSENGER SAFETY CERTIFICATION
A Required Safe Kids Module

Continuing Education Center

You are not logged in. (Log In)

HOME SHOP CERT CPS CERT SITE



WELCOME TO THE TRAINING PORTAL

These self-paced online courses qualify for CPS CEU credits for maintaining your certification.

Welcome to the portal for Child Passenger Safety continuing education courses for nationally certified CPS Technicians. These self-paced online courses qualify for CPS CEU credits for maintaining your certification. Information on CPS CEUs is available here.

SAFE KIDS
ORGANIZATION

[Learn More](#)

Need gear for your checkup events, classes or to show off your CPS Certification?

Our Cart store has event signs, shirts, training dolls and more that help support our program & show off your CPSI status.

[Learn More](#)

CPS Technicians educate families and community leaders about the safest ways to keep children safe on the road.

Technicians are trained health professionals, parents and volunteers. They have one thing in common: making sure kids are safe. Become a Tech and help save kids lives.

[Learn More](#)

TECHNICAL NOTES

To Use This Site

Please log-in or sign up available by the Safe Kids Log-in in the upper-right corner. Please note, this site does not use the same passwords as the Certification site.

Browsers

To get the most out of your training experience, please use one of the following browsers:

Chrome
Firefox
Internet Explorer 11 or Edge

This site will not work with older versions of Internet Explorer.

AVAILABLE COURSES

SAFE TRANSPORTATION OF CHILDREN IN OTHER VEHICLES

Transportation of Children in Vehicles Other Than Cars – Learn more about transporting children in ambulances, boats, and other vehicles.

[1 CPS CEU](#)

VEHICLE SAFETY PART 1: FEDERAL REGULATIONS

Vehicle Safety Part 1: Federal Regulations – Learn more about air bags and Federal crash testing.

[1 CPS CEU](#)

SCHOOL BUS TECHNICAL UPDATE

School Bus Technical Update – Learn more about school bus types, crashworthiness and child restraints.

[2 CPS CEUs](#)

VEHICLE SAFETY PART 2: NON-FEDERAL INFORMATION FOR THE CONSUMER

Vehicle Safety Part 2: Non-Federal Information for the Consumer – Learn more about NHTSA and other consumer testing and rating systems.

[1 CPS CEU](#)

NEW TECHNOLOGY

New Technologies in Occupant Protection – with an emphasis on vehicle technology.

[1 CPS CEU](#)

USING REAR FACING CHILD RESTRAINTS LONGER

Using Rear Facing Child Restraints Longer – Learn more about the benefits and resources associated with extended rear facing car seat use.

[1 CPS CEU](#)

NAVIGATION

Home

Courses

CONTACT US

Need help? E-mail us!

SHOP CERT

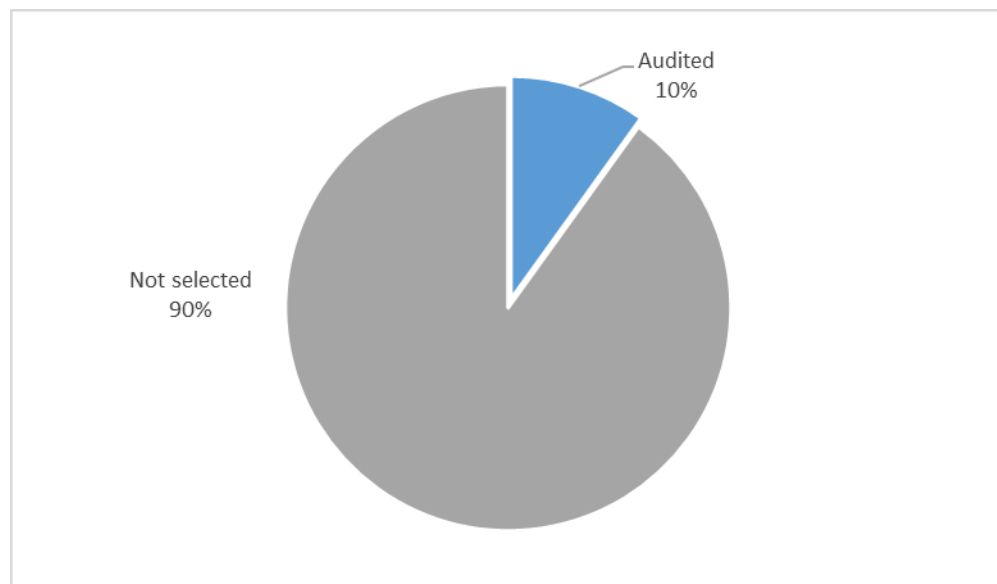
Need gear for your checkup events, classes or to show off your CPS Certification? Shop the CPS cart store.

CEU Audits

With the 2007 CEU requirement, the recertification audit was put in place as a quality assurance process. In March of 2008, NHTSA funded a contract position, a part-time quality assurance specialist, to increase the number of recertification audits and add course audits.

Technicians who have recently recertified are eligible for audit. If randomly selected, they must provide documentation to support their CEUs. As shown in Figure 15 below, in 2016, just under 10 percent of technicians who recertified were audited for CEUs.

Figure 15: Audit Selection, 2016
N = 10,266

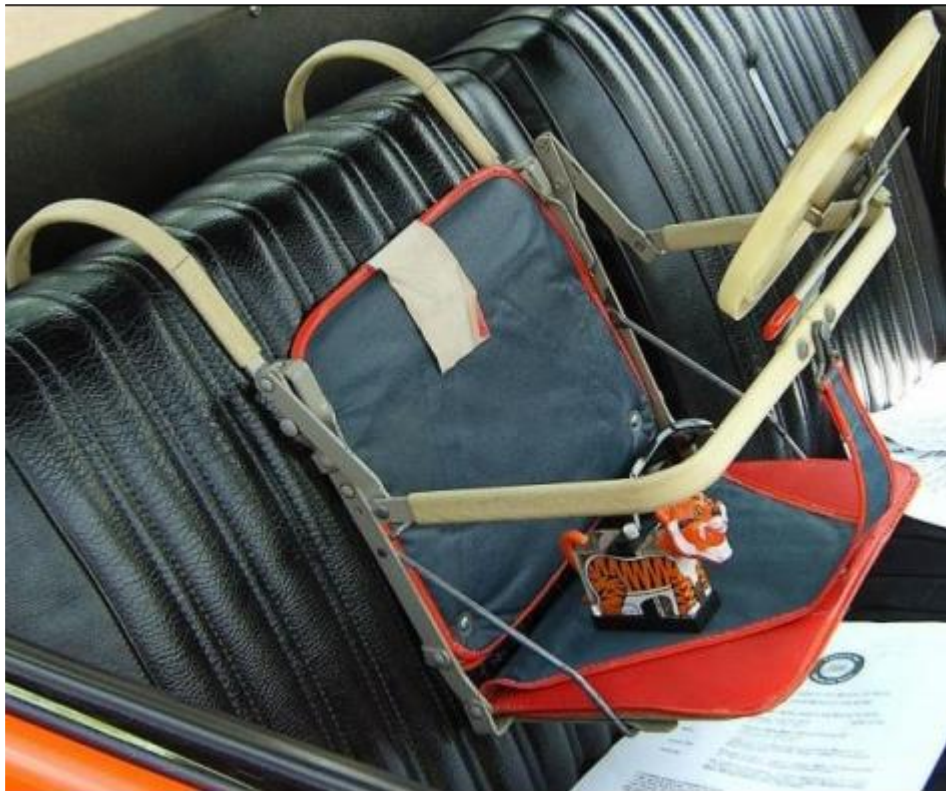


A total of 1,021 technicians (one more than in 2015) from all 50 states, the District of Columbia, the Northern Mariana Islands, Armed Forces Europe, Puerto Rico and Israel were selected to be audited. Figure 16 displays the results of these audits.

Those whose audits were incomplete are still within the acceptable time period to get the required documentation to Safe Kids. People who were audited the previous cycle were granted waivers upon request.

Figure 16: Audit Status, 2016
N = 1,020

CEU Audit Status	Total	Percent
Passed	853	83.55%
Failed	1	0.10%
Waived	5	0.49%
COMPLETE	859	84.1%
INCOMPLETE	162	15.87%
TOTAL	1021	100.0%



Outreach

Safe Kids continues to improve its communication with its stakeholders in the CPS community regarding the certification program. The national CPS Certification Training Program reaches out to techs through our website, Facebook and the CPS Express.

Basic CPS Awareness Course

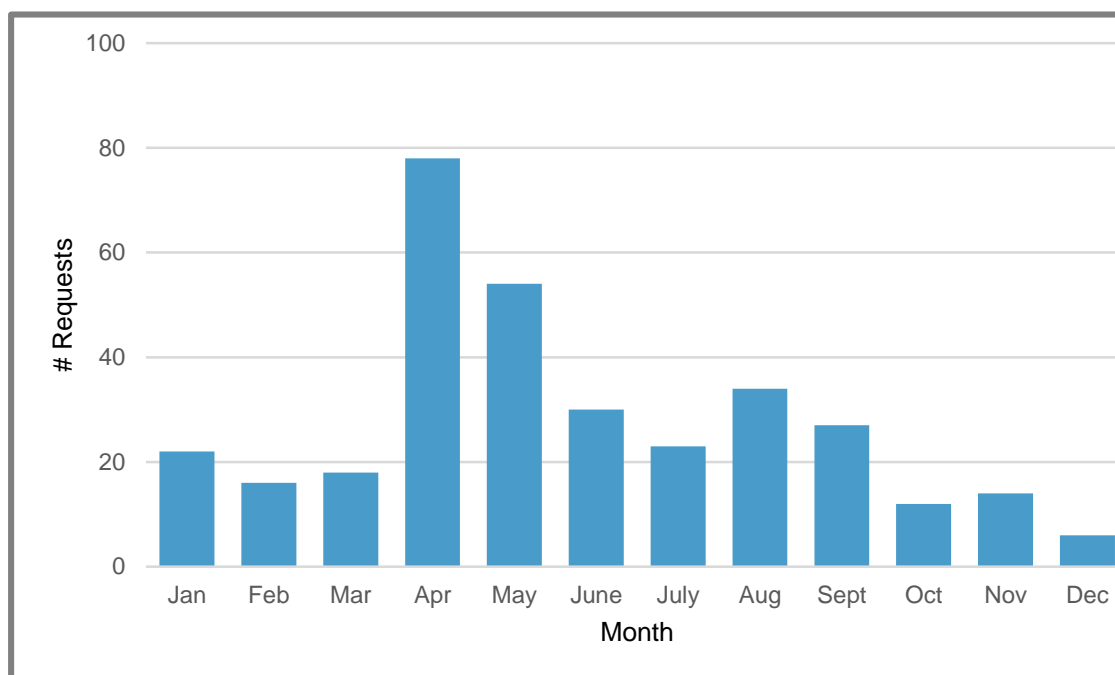
In early 2014, Safe Kids developed a toolkit for educators to use to expand road safety efforts in their community and to build new partners to protect kids. The Basic Car Seat Awareness Course was designed to serve as an introduction to car seats and as a way to start conversations about restraint use in cars where road safety has become more important. Although it was developed for use outside the United States, it is useful for advocates working in communities where English is a second language in the US.

The materials were designed to be used by presenters with varying levels of experience in road safety as way to guide a discussion about child passenger safety. The materials have been translated into simple Chinese (Mandarin) and Spanish. This toolkit includes pre/post-tests, presentation notes, evaluation, and a certificate of participation for attendees by completing the [Basic Awareness Course Application](#). The PowerPoint includes slides and leader notes (which we invite educators to translate), videos, suggested activities and discussion starters.

The materials were promoted in several ways in 2016, including State Farm Technical updates. Everyone who requested the course materials was contacted by email within one month of accessing them to garner feedback and suggestions.

Using the online request form, there were 334 requests for the files in 2016. The overwhelming majority of requests were from people in the United States (331) with one each from Canada, China and India. Interest in the material was highest number of courses in April and May, as seen in Figure 16

Figure 16: Awareness Course Requests by Month, 2016
N= 334



Safe Kids reached out to new users via email. They were encouraged to provide feedback and additional ideas for improving the toolkit.

Safe Kids received consistent feedback that the content is useful. The videos in the slideshow and the materials were helpful and easy to understand. For example, in December, the materials were presented to a group of pregnant refugee women in Buffalo, NY who had never used car seats before. The materials were well received and, as a result of the presentation, the women are better educated on the use of car seats.

Looking ahead, we will consider specific slides for health care workers etc. that may improve usability. We will continue to work with our global network to encourage more exposure and share and promote this course through our website and technical updates.

To increase international requests, respond to questions and solicit feedback, we will continue to promote the toolkit on the Certification Facebook page, at the Lifesavers Conference in March, during May's CPST Month campaign, during National Child Passenger Safety Week, during State Farm sponsored technical updates and at the Safe Kids Safe Roads Summit in December.

Website


Through cert.safekids.org, technicians, instructors, course administrators and designated agency representatives have better access to the certification information that affects them and their programs. Below is a snapshot of the home page.

**NATIONAL
CHILD
PASSENGER
SAFETY
CERTIFICATION**
A Program of
Safe Kids Worldwide

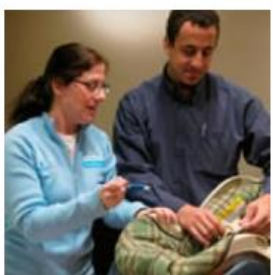
[Who We Are](#) | [Newsletter](#) | [Policies and Procedures Manual](#) | [Contact Us](#) | 1-877-368-8154

[GET A CAR SEAT CHECKED](#) | [FIND A TECH](#) | [FIND A COURSE](#) | [LOG IN](#)


[BECOME A TECH](#) | [I'M A TECH](#) | [COURSE ADMINISTRATION](#) | [ORGANIZATION MANAGEMENT](#) | [RESOURCES - FAQs](#)




I'M A TECH



BECOME A TECH




FIND A TECH




THE ULTIMATE CAR SEAT GUIDE

ABOUT CPS CERTIFICATION

Have you heard about events where folks get one-on-one personalized instruction on how to properly use their child's car seat? Join the team of over 39,000 nationally certified Child Passenger Safety Technicians (CPST) and be that community advocate or resource in your community! As a CPS technician, you will put your knowledge to work through a variety of activities, including community presentations and/or child safety seat checks where parents and caregivers receive education and hands-on assistance with the proper use of child restraint systems and seat belts. A majority of parents still misuse their child restraints and need help to get it right.



BUBBLE WRAP OR A CPS TECH? GO WITH THE TECH!



ABOUT THE PROGRAM

National CPS Certification Training is a program of Safe Kids Worldwide, which is the certifying body and responsible for managing all aspects of the program. We work closely with the National Highway Traffic Safety Administration (responsible for the curriculum), the National Child Passenger Safety Board (provides recommendations and guidance), and State Farm (our sponsor).

TECHS

[Become a Tech](#)

[Recertify](#)

[Find a Course](#)

[Can't Attend a Course?](#)

[Tech FAQs](#)

INSTRUCTORS/MANAGERS

[Course Administration](#)

[Organization Management](#)

[Course Administrator FAQs](#)

[Course Administration Forms](#)

[Purchase Orders & E-Vouchers](#)

FAQS/HELP




[FAQs](#)

[Fees](#)

[Forms](#)

[Policies & Procedures](#)

[Who We Are](#)



2016 CPS Certification Program

p.41

As evident from Figures 17 and 18 below, website traffic decreased slightly in 2016. The total homepage visits were 263,410, down four percent from 274,972 in 2015. Traffic decreases over the holidays, likely because there are fewer courses offered.

Figure 17: Homepage Visits by Year

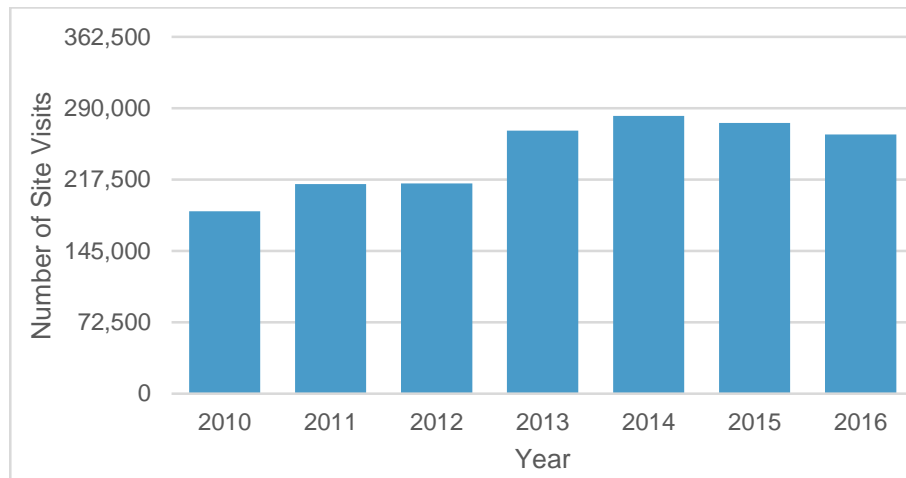
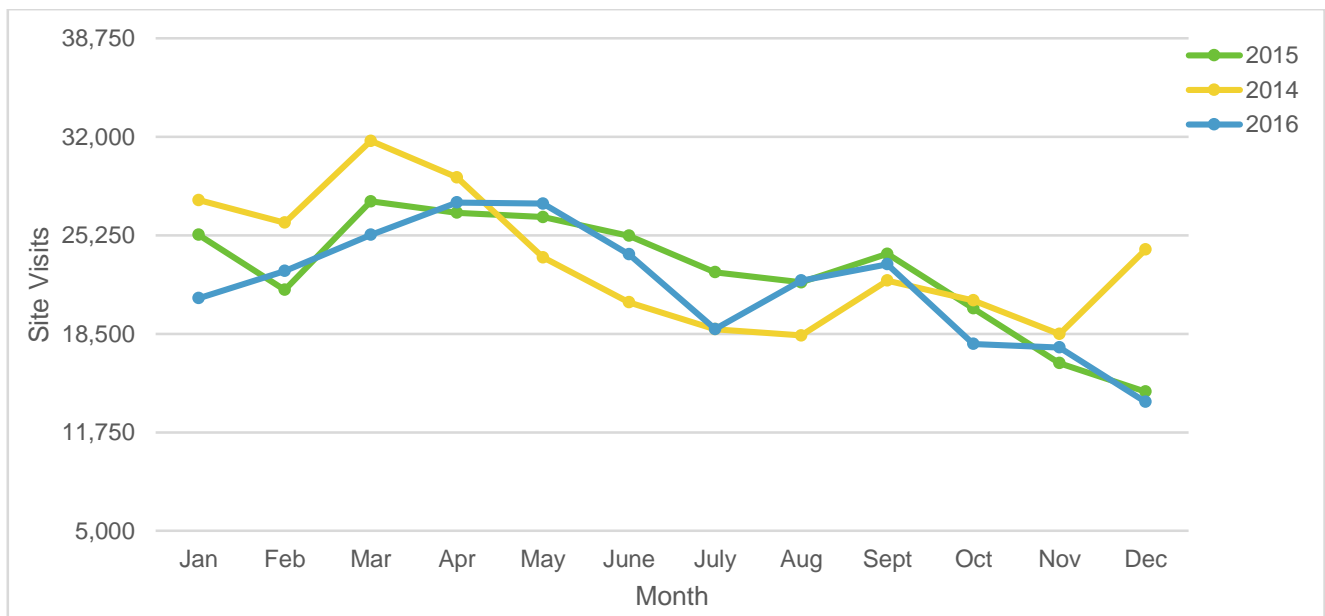


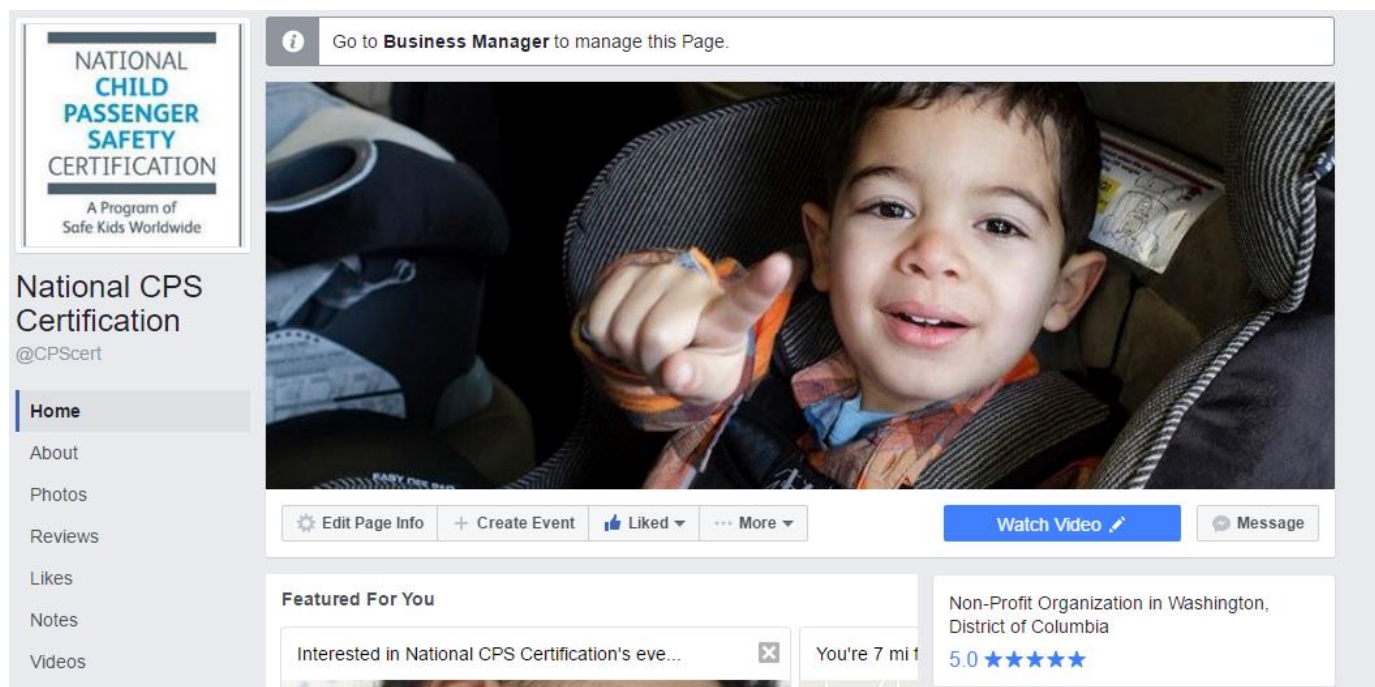
Figure 18: Homepage Visits by Month and Year



Facebook

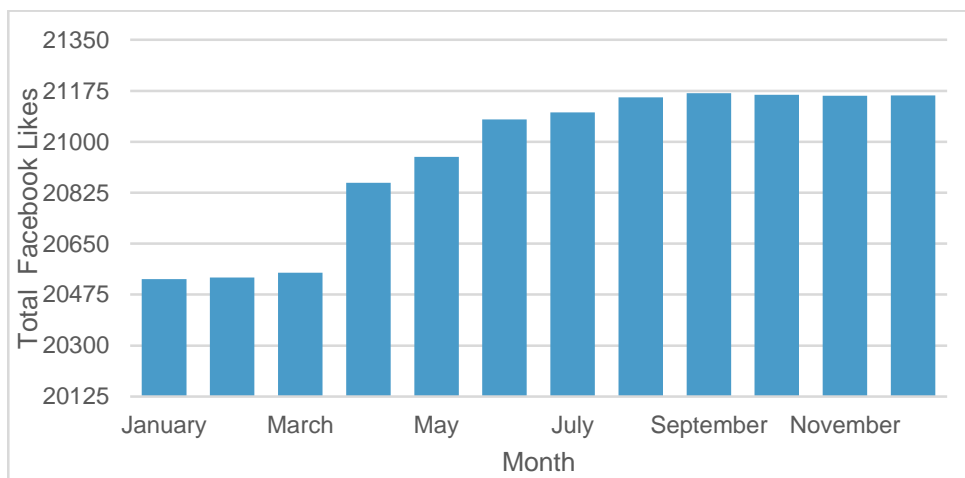
The CPS certification program has an active Facebook page, www.facebook.com/CPSCert. We ended 2016 with 21,159 likes, up three percent from 20,500 this time last year.

Screenshot of Facebook page: Facebook.com/cpscert.



With the paid content for CPST month, Figure 19 shows the increase in likes during April and May.

Figure 19: Total Facebook Likes, End of Month, 2016



The two major Facebook metrics are reach and engagement. Reach is the number of people who saw any content on the page, and shown in Figure 20. This shows how much of the content is actually reaching our fans. It includes comments, likes and shares. Reach is a good indicator of how well we are getting our content into news feeds. Engagement includes all clicks, including comments, likes and shares, and is shown in Figure 21.

In the last quarter of the year, there was a significant decrease in traffic overall. It is being investigated but is likely due to changes in Facebook algorithms that focus on promoted/sponsored posts.

Figure 20: 28-Day Total Reach by Month and Year, 2016

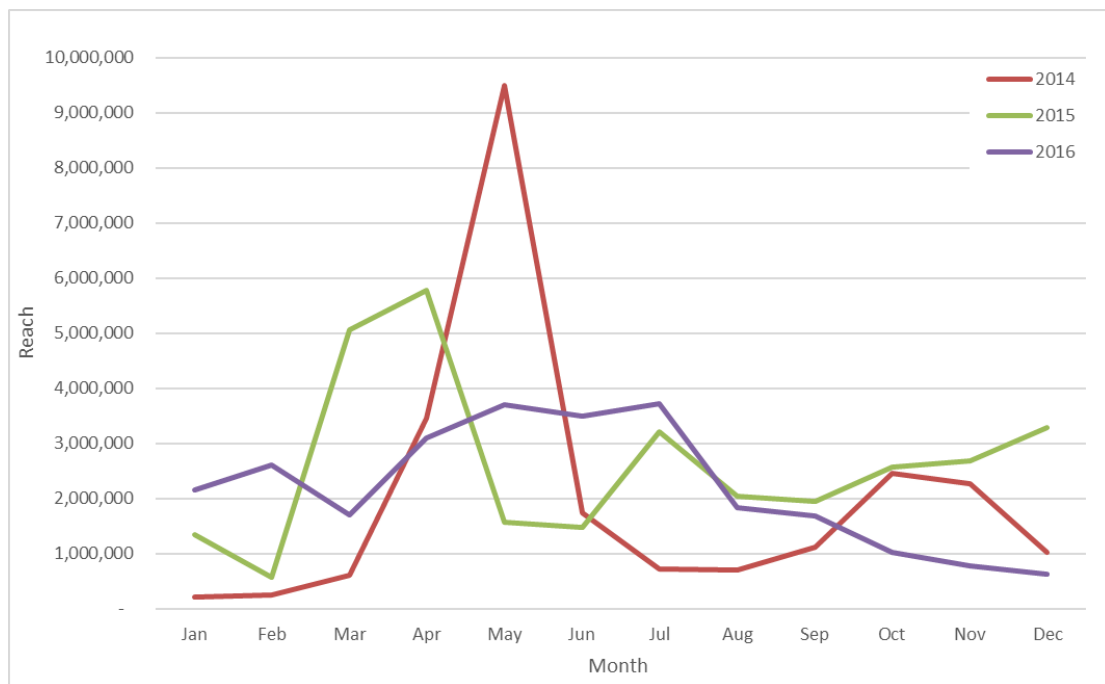
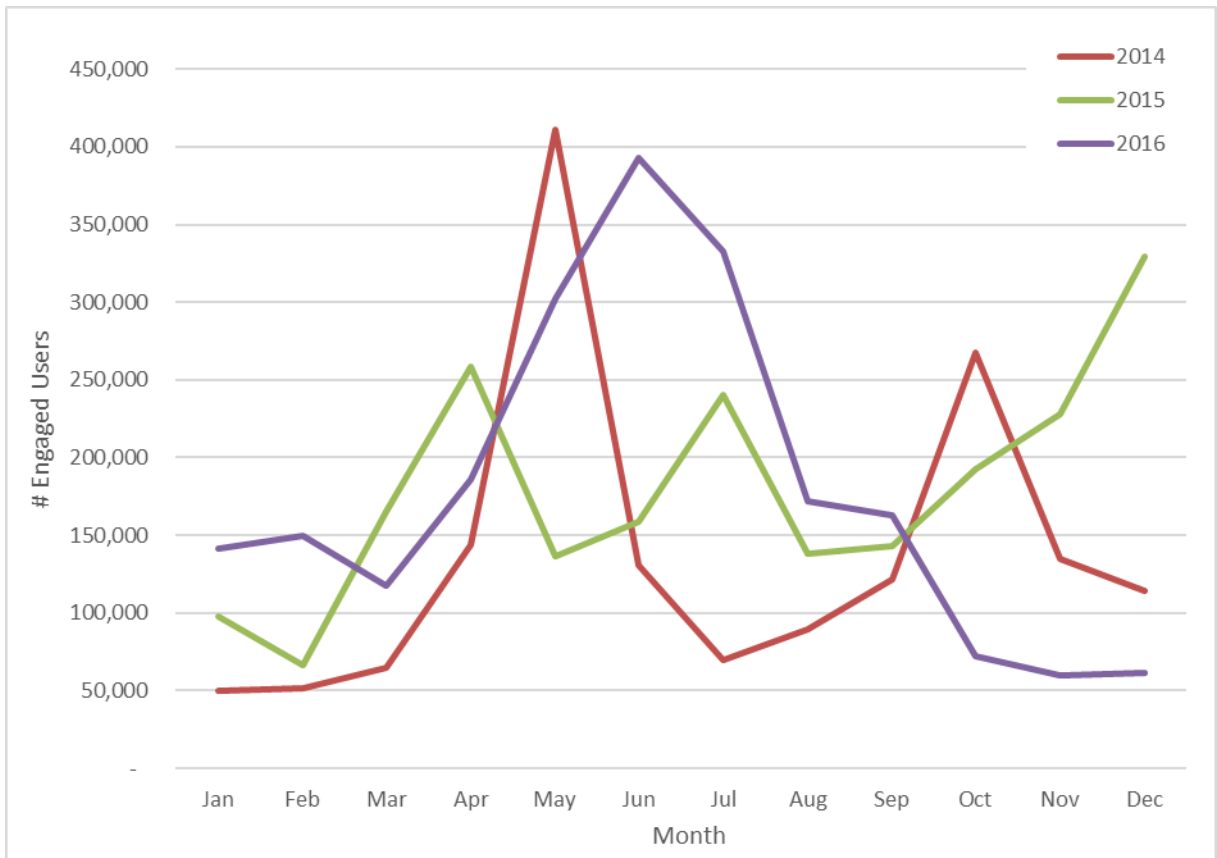


Figure 21: 28-Days Engaged Users by Month and Year



CPST Month: May 2016

2016 marks the third year that Safe Kids Worldwide celebrated CPST Month during May. This serve as a time to honor and thank all of our CPS techs and also increase the number of new technicians certified.

Like last year, the campaign had two strategic pushes. The first involved asking CPS Instructors to teach a course in May. The second was aimed at the general population (with a special focus on healthcare professions) to try to get more people to sign up for the courses. In May, we celebrated CPST month on social media and in June we promoted our successes.

The campaign resulted in 1.2 million impressions from Facebook plus 1.3 million impressions from Twitter, totaling 2.5 million impressions. This surpassed last year's impressions by over 1M.

In total, the Certification program held 84 courses in 41 states and certified 1,252 new techs during May, which was 70 fewer than were certified in May 2015.

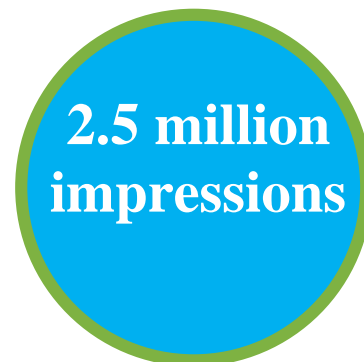
Each year, we have tried to learn from the previous campaign to increase our number of courses and technicians. This year we had three ideas to have better success: timing, coalitions and international partners.

We learned from instructors last year that they plan their courses more in advance than we realized. This year we therefore began our campaign earlier to remind instructors to plan for courses in May, if possible. Our first social media push was in February instead of March, and we began targeting people with an announcement in the CPS Express in December 2015 and January 2016, and an article in the April 2016 Express.

Also new this year, we decided to engage coalitions more than we had in the past. We created a contest for coalitions where they could win a \$200 American Express gift card. For every certification course a coalition held in May, they would receive one entry into the contest. We also created a toolkit to help them promote their courses. This included a new social media guide and press release templates. We promoted the contest through emails to coalitions, Network News and a blog on the Resource Center.

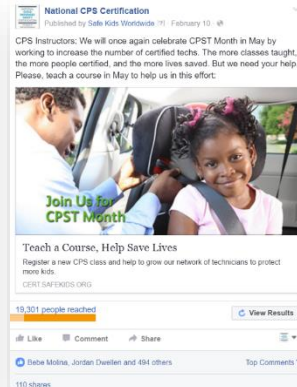
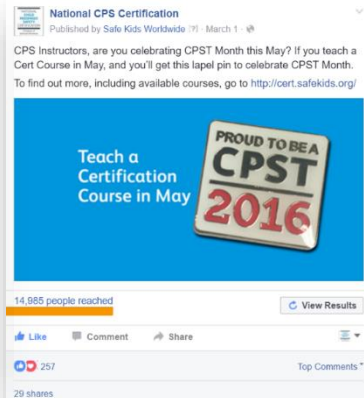
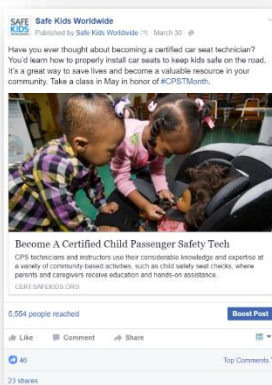
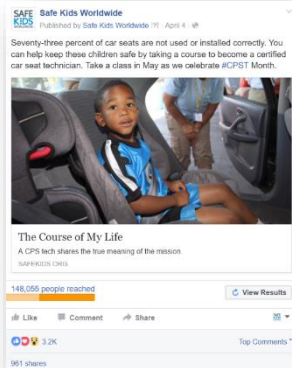
In total, we received 20 eligible submissions, and our winner was Nicole Vesely from Safe Kids Madison.

We were challenged this year to involve our international network members. While we know it is much harder and less likely for international members to host certification courses, we provided materials so that member countries could either host an event or promote child passenger safety in general. Sheel Pandya, our Director of Global Network, sent an email to our member partners with a note explaining CPST Month, a social media guide and a press release template. We had one enthusiastic response from Russia, with whom we helped determine the best way to participate: we provided information on how to host an awareness course.



We posted at various times on Facebook, and to different audiences, to engage people in the different strategic pushes throughout this campaign. In March, we targeted the CPS Cert page to reach Instructors to teach a class in May. Throughout April we posted to the wider SKW audience to get more people to sign up for classes. These posts were also shared on the Cert Facebook page.

In total, our Facebook outreach resulted in 1,234,244 impressions, 13,426 likes and 3,912 shares.



CPS Express!

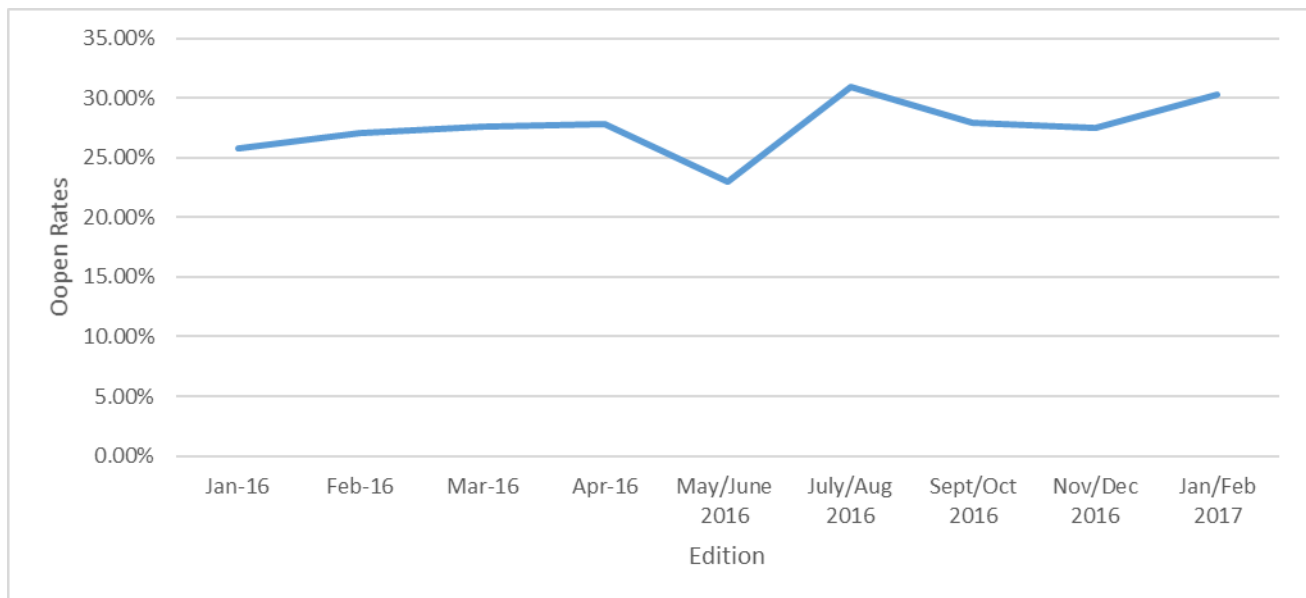
Eight editions of the CPS Express! e-newsletter were sent out in 2016. This newsletter is e-mailed to all currently certified technicians and was created to keep people aware of developments and news in the field. In the summer, we changed to a bimonthly distribution.

An online CPS Express! archive is maintained and allows technicians to look up past editions.

The average open rate is 27.55 percent. According to [Experian's benchmark report](#), across all industries, the average open rate for the second quarter of 2016 was **25%**. The CPS Express open rate is slightly higher than the average open rate.

As seen in Figure 22, the open rate improved slightly when we moved to a bimonthly publication.

Figure 22: CPS Express Open Rates by Edition, 2016



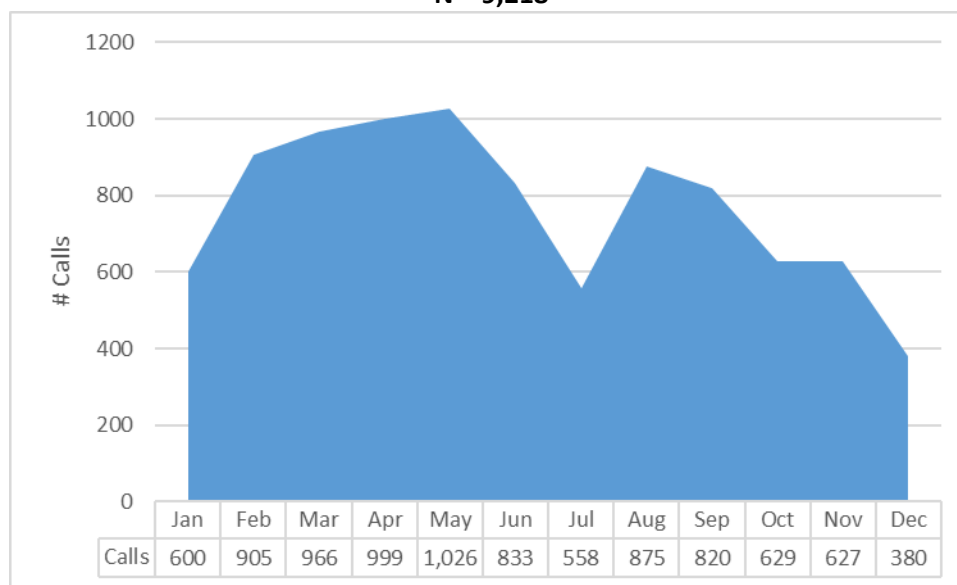
Customer Service

ProExam (formerly Professional Examination Services) is the contracted provider of certification customer service. Customer service assistance requests remained relatively constant in 2016, likely because there were no major policy or qualification changes.

Customer service received 9,218 calls in 2016, 433 more than in 2015. However, due to a server crash, December 2015 call data was missing. With 380 calls in December 2016, it is estimated that the annual number of calls is relatively unchanged. An average of 35.5 calls were made each day to the toll free customer service line. Application specialists often received calls directly. This data is being captured in 2017.

Figures 23, 24, 25 and 26 show detail about calls and emails to the Customer Service Center.

Figure 23: Customer Service Calls by Month, 2016
N = 9,218



Customer Service email volume increased by 500 from 2015 to 2016. Customer service handled 2,300 e-mail messages (up from 1,800). This is an average of 8.8 (up from 6.9 in 2015) email messages per workday.

Figure 24: Customer Service Calls by Year

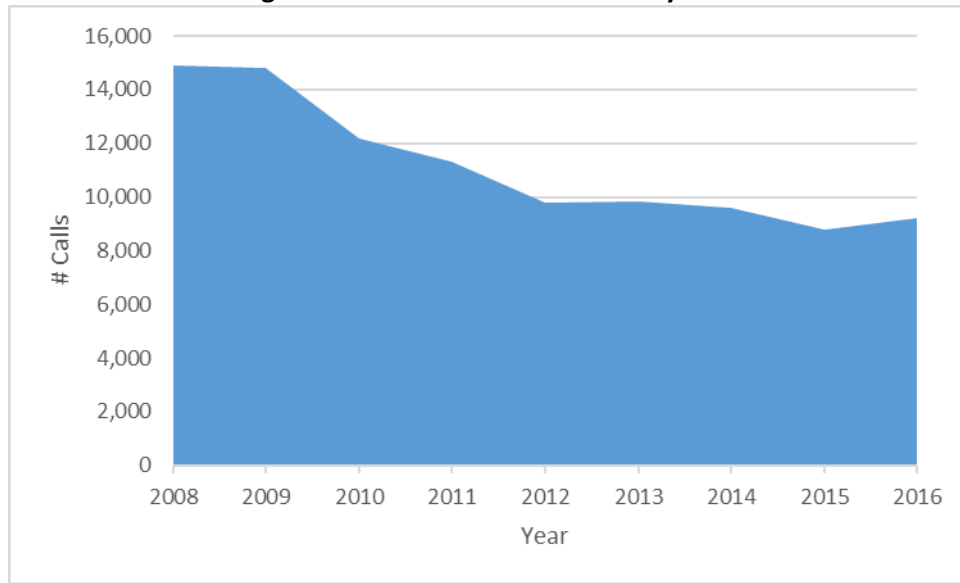


Figure 25: Customer Service Emails by Month, 2016
N = 2,300

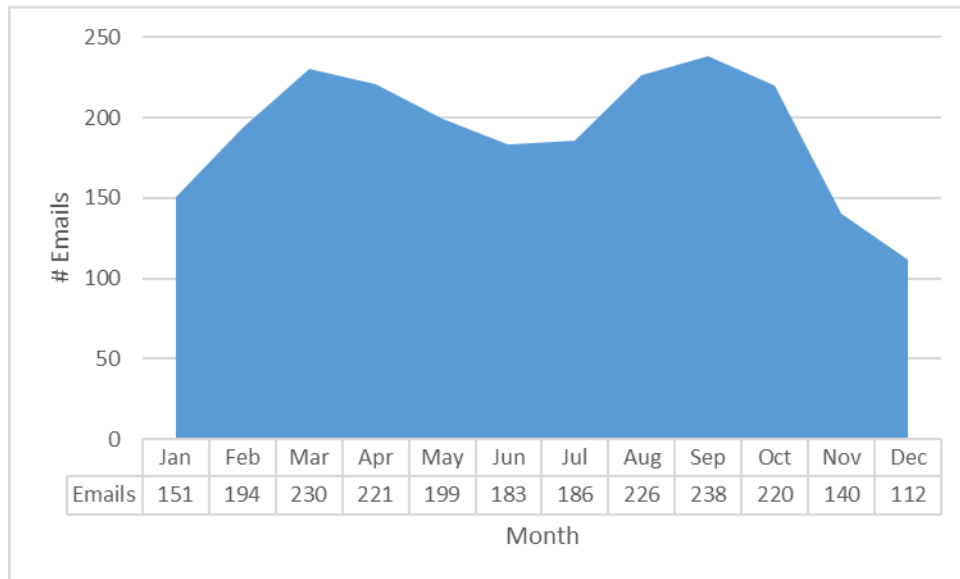
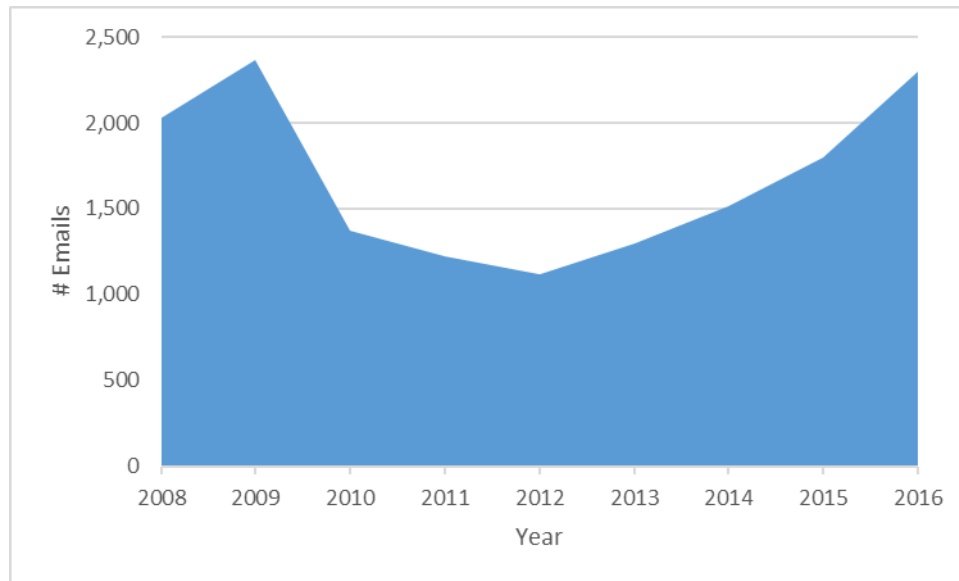


Figure 26: Customer Service Emails by Year



Continuing Improvement

Safe Kids appreciates the input and guidance from the CPS community, including technicians, the National CPS Board, NHTSA representatives and state and regional CPS training contacts. We welcome ideas and suggestions on how to improve the certification program and services.

Thank you for your continued participation and constructive input!

