

COMMUNITY EDUCATION OUTREACH TIPS

Getting started in your community

Consider all the ways you can incorporate child passenger messages into some of your existing activities. Your time is a precious resource, but a little effort can go a long way.

The Teaspoon Approach

- Internal/community newsletters
 - Offer a safety fact or tip regularly. You can schedule several a year, leading up to Child Passenger Safety Week in September.
 - Example: Expecting a new baby in your family? Be sure to select the right car seat, read the instructions, and install it properly in your vehicle. Plan early! Need help? Check out installation [video clips](#) or go to the car seat manufacturer's website.
 - Reach out to groups that you already work with, visit or know someone who works there
 - Example: Provide a poster or handout for a Pediatrician's office waiting room or school bulletin board.
 - Social media: Look up Facebook and Twitter feeds for your organization. Post safety tips or share posts from injury prevention sources such as from NHTSA (@NHTSA), the National Child Passenger Safety Board (@cpsboard) and CPS Certification (@CPSCert).

The Tablespoon Approach

- Presentation: Schedule a short presentation before one of these community groups. Ask for 15 minutes to speak about child seat basics: selection, direction, location, installation, harnessing or discuss a topic such as when to move in and out of booster seats.
 - Example: Brown bag lunch with your pediatrician's office, head start, DCF staff
 - Example: Grandparents Raising Grandchildren Support Groups: Basics of car seats
 - Be sure you leave time for questions.
 - Provide a tip sheet or handout to attendees.
- Demonstration: Show common mistakes caregivers make with a car seat with a doll or stuffed animal: school boards, PTA/PTO, city council, church group, neighborhood or parents meeting. Include a handout such as [How to Select the Right Car Seat](#) and a local inspection list.

The Full Cup Approach

- Do several of the suggested projects above.
- Add hands-on activities to your presentations such as buckling in a doll.
- Example: Children's library: set up a display and provide handouts
- Example: Parenting classes: Discuss child passenger safety concerns
 - Stick with the basics: selection, direction, location, installation, harnessing

- Example: School nurse: demonstration about the importance of booster seats and what can be done to improve the drop off or pick up line.
- Example: Law Enforcement: Roll call demonstration of incorrect and correct use; review state law

Available materials

Now that you have identified the group/audience, know how much time you have and your talking points, determine the materials to share or props to use that may enhance your presentation.

Ready-made materials

- Safe Kids Basic Awareness Course: [Basic Awareness Course](#)
 - Presentation with graphics/videos embedded
 - Includes overview, presentation, trainer notes, evaluation, pretest, posttest and certificate template
 - Currently in English, Spanish or Mandarin
- NHTSA Operation Kids-The Next Generation Basic Awareness Course: [Operation Kids Next Generation](#)
 - Directed toward law enforcement, healthcare providers, childcare providers & fire/rescue
 - Includes instructor/participant manuals, presentation, sample agenda, sign-in sheet, evaluation and more
- Safe Native American Passengers: www.ihs.gov/injuryprevention
 - 1-day culturally appropriate intro to CPS
 - Intended for those who work with families and children in tribal communities
 - Must coordinate with your Area Injury Prevention Specialist

Creating your own course or presentation

- Utilize the National Child Passenger Safety Training Program
 - Provides well organized materials and reliable resources
 - Best to utilize the most current curriculum: <http://cpsboard.org>
- Visit reputable websites for video clips and downloadable handouts, (this list is not inclusive)
 - Safe Kids Worldwide: <http://safekids.org>
 - University of Michigan Traffic Research Institute: <http://cpsbestpractice.org>
 - National Highway Traffic Safety Administration: www.nhtsa.org
 - Safer Car: <http://safercar.gov>
 - Parents Central: <http://www.safercar.gov/cpsApp/cps/index.htm>
- American Academy of Pediatrics: <http://healthychildren.org>

Enjoy spreading the message of child passenger safety!