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
    - Safer Car: http://safercar.gov
    - Parents Central: http://www.safercar.gov/cpsApp/cps/index.htm

Enjoy spreading the message of child passenger safety!