

2012 Certification Program Accomplishments



**National CPS
Certification**

Why are we techs?

"I am a CPS Tech because every day I can make a difference in helping save the life of a child and the other occupants in the vehicle... I went to the CPST class kicking and screaming because it was a 5 day course. I am so glad I persevered."

-J. Baker

"It was a recent forced job requirement...that turned into one of the best things that I've ever done! It is now my passion and love every minute of this responsibility I am taking and providing to the community!!! Possibilities are endless!!!!"

- C. Jenewein

"I am a CPST because I am a Public Health Nurse. While I am TEACHING families to keep their kids safe, I am ASSESSING other psychosocial needs and REFERRING to other services. Promote, Prevent, Protect. This is Public Health! And because I am a mom of 4 kids who feels that all kids deserve a chance to be safe."

- C. Cherry

"When the car is driving away with a child safely and correctly secured makes me feel that there is hope for preventing injuries, one child at a time."

- S. Chambers

"Nothing has been more rewarding than making a difference!"

-D. Bland

"If I save just one life, I've done my job while here on earth! Children can't protect themselves. We have to take care of their future."

- A. Pinkerton

"To save a life. Once you receive a call from a client crying, from the crash scene, thanking you for helping her make her children safe because they were just hit head on by a semi and the children walked away, you will understand why I do what I do."

- H. Harper-Berard

Samples of reasons posted on www.facebook.com/CPScert

Safe Kids thanks the Certification Program Sponsor State Farm, NHTSA, State and Regional CPS Training Contacts, and the dedicated instructors who offer the courses in their communities.

Due to their dedication and support, child passenger safety continues to remain at the forefront in the minds of American families.

Thank You!

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Program Partners



Safe Kids Worldwide

Safe Kids Worldwide (SKW) 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 accidental childhood injury, a leading killer of children 14 and under. 385 coalitions in 23 countries bring together health and safety experts, educators, corporations, foundations, governments and volunteers to educate and protect families.



National Highway Traffic Safety Administration

The National Highway Traffic Safety Administration's (NHTSA'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 (CPSB) 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 as a whole. The CPSB was established to provide program direction and technical guidance to states, communities and organizations as a means 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.

"It became my passion after losing my 4month old son in a car crash. I educate parents to help prevent another family the tragedy we had to live through."

-J. Malcolm

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 (webinars and in-person reunions), State Farm and Safe Kids provide opportunities to increase the number of nationally certified CPS technicians and instructors.

ONLINE SUPPORT: State Farm's support helps cover monthly expenses for website maintenance and support. This support enabled a renovation of our website, launched in October 2011, to be more user-friendly and better organized.

WEBINARS: A number of webinars were provided to technicians as a way to earn CEUs that could be applied towards their recertification. Experts from across the country shared latest technology and product updates free of charge. (See Safe Kids Live Webinars, p. 19)

REUNION/TECHNICALUPDATES: For each fiscal year, CPS reunions were held in each of State Farm's 12 zones. These reunions celebrated the work in the field by trained CPS technicians and provided networking opportunities for best practice discussions. Grants were provided to ensure a certified instructor was present to provide a technical update and answer technical questions. A Safe Kids CPS staff member provided information on recertification, certification, instructor candidacy and other policy and procedure questions.

2012 Reunion dates	SF Zone	City, State	# attendees
February 14	FL	St. Petersburg, FL	72
March 3	Great Western	Laramie, WY	30
April 27	Central	Little Rock, AR	50
May 15	TX	San Antonio, TX	48
May 21	Great Lakes	Ypsilanti, MI	65
June 7	Pacific NW	Boise, ID	28
June 9	CA	San Diego, CA	30
June 20	Mid-Atlantic	Lynchburg, VA	65
June 29	Mid-America	Murfreesboro, TN	70
August 9	Pacific NW	Kaizer, OR	75
August 28	Heartland	Dells, WI	140
September 12	Northeast	Falmouth, ME	64
October 10	Northeast	Mechanicsburg, PA	78
November 2	TX	Arlington, TX	75
November 8	FL	Davie, FL	96
November 13	Great Lakes	Springfield, IL	400
		Total Attendees	1386



Kaiser, OR – August 9



Dells, WI – August 28



Mechanicsburg, PA – October 10



Davie, FL – November 8



Springfield, IL – November 13

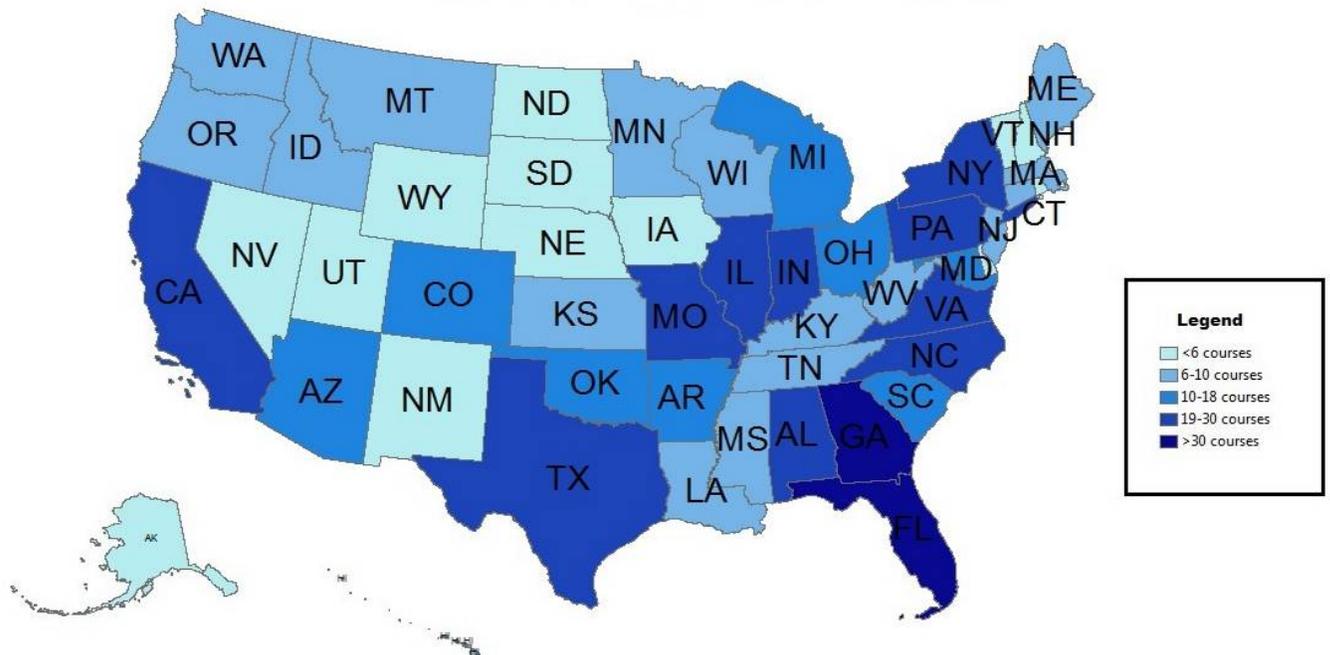
Course Statistics

Full Certification Courses

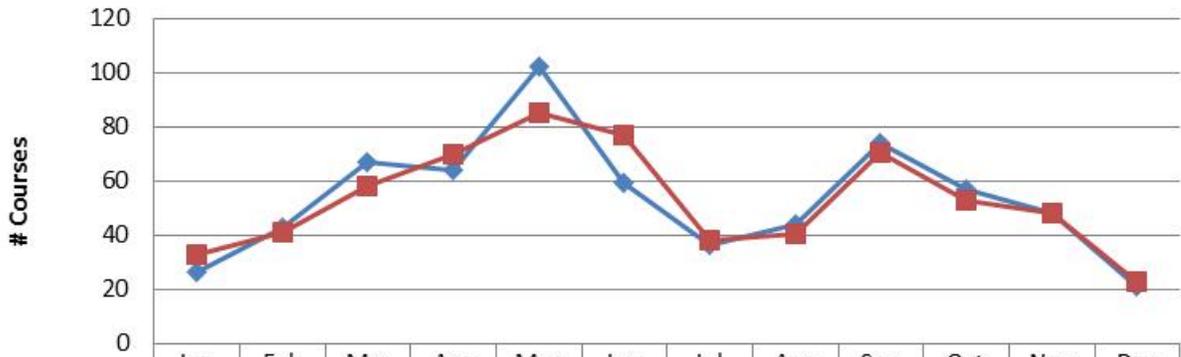
The national standardized child passenger safety technician certification course is usually four days long and combines classroom instruction, hands-on work with car seats and vehicles, and a community safety seat checkup event, where students demonstrate proper use and installation of child restraints and safety belts and then teach these skills to parents. Successful completion of this course certifies the individual as a CPS technician for two years.

In 2012, 638 (640 in 2011) full certification courses were offered. Courses were held in forty-nine states (none in Delaware), and in the District of Columbia, Canada, Italy, Israel and Qatar. This averages to 53.4 courses per month.

2012 Full Certification Courses by State
N=634

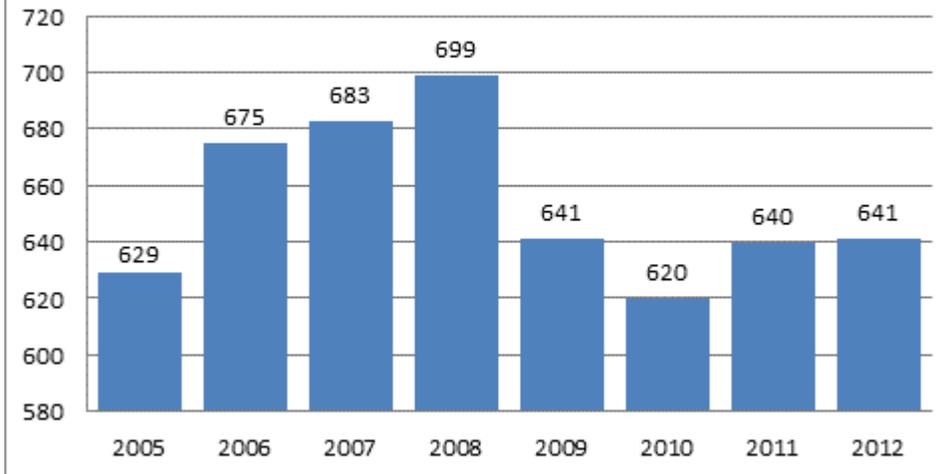


Certification Courses by Month

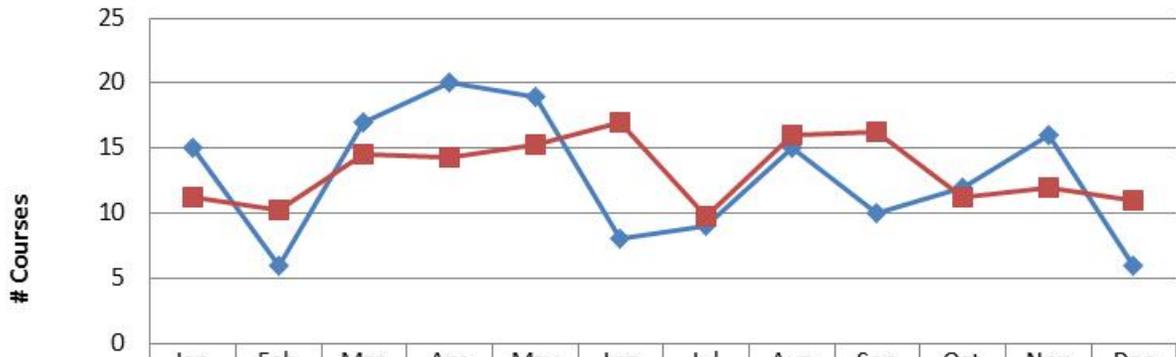


2012	26	43	67	64	102	59	36	44	74	57	48	21
AVE:2009-2012	32.5	41.0	58.0	69.5	85.3	76.8	38.3	40.5	70.5	52.5	47.8	23.0

Certification Courses: 2005-2012

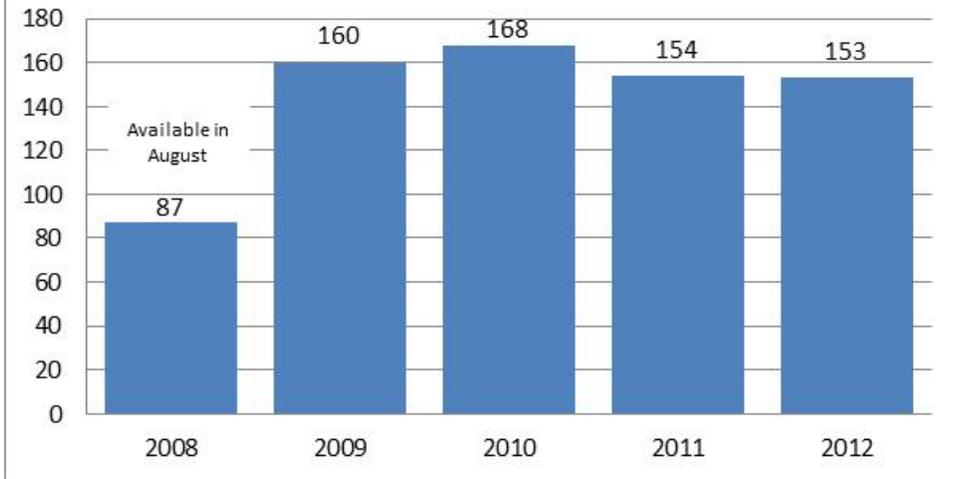


Renewal Courses by Month



2012	15	6	17	20	19	8	9	15	10	12	16	6
AVE:2009-2012	11.3	10.3	14.5	14.3	15.3	17.0	9.8	16.0	16.3	11.3	12.0	11.0

Renewal Courses: 2008-2012



2012 CPS Courses by State or Territory

N= 786

State	Cert Courses	Renewal Courses	State	Cert Courses	Renewal Courses
Out of Country	4	1	MS	10	2
AK	4	1	MT	7	0
AL	21	0	NC	21	5
AR	13	3	ND	4	1
AZ	16	5	NE	4	0
CA	30	13	NH	3	0
CO	15	7	NJ	8	1
CT	7	1	NM	5	2
DC	2	0	NV	5	1
FL	36	6	NY	23	5
GA	47	5	OH	14	2
Guam	0	1	OK	18	0
HI	7	1	OR	8	4
IA	5	0	PA	23	10
ID	6	2	RI	2	2
IL	28	11	SC	18	6
IN	26	2	SD	3	0
KS	10	4	TN	10	7
KY	10	4	TX	27	4
LA	6	0	UT	4	2
MA	6	2	VA	24	4
MD	13	1	VT	1	0
ME	7	2	WA	10	3
MI	16	4	WI	9	2
MN	8	2	WV	6	1
MO	24	4	WY	4	2

“To help other parents like someone helped me.”

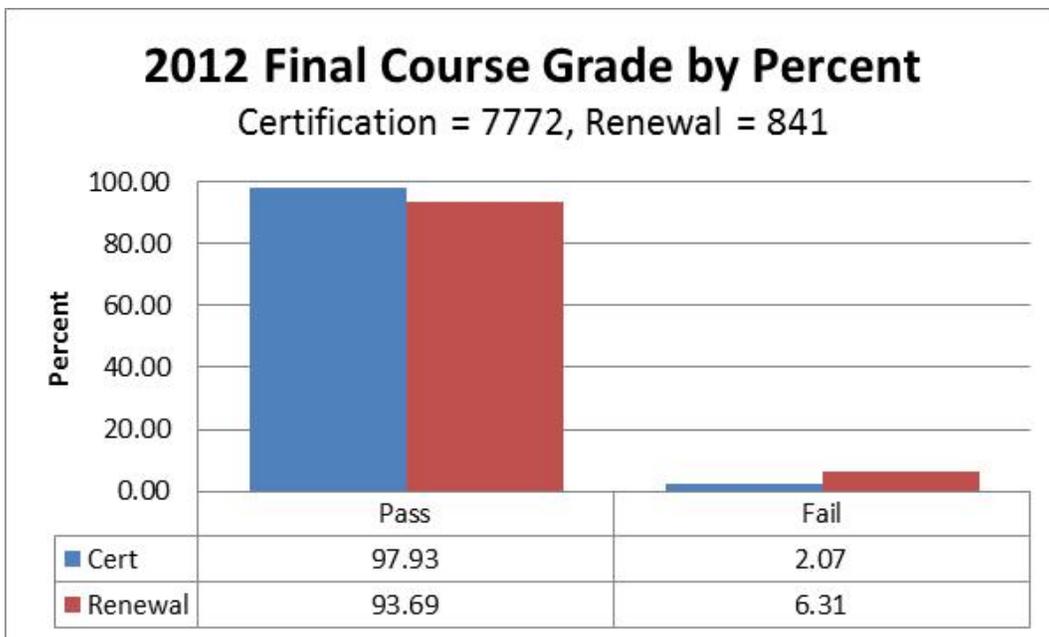
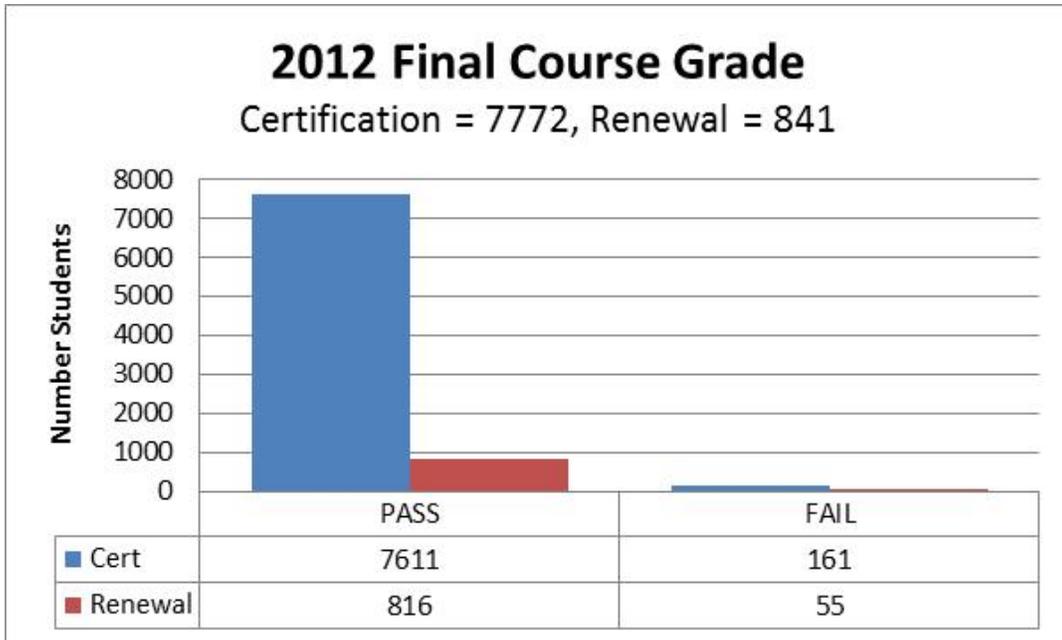
-W. Henry

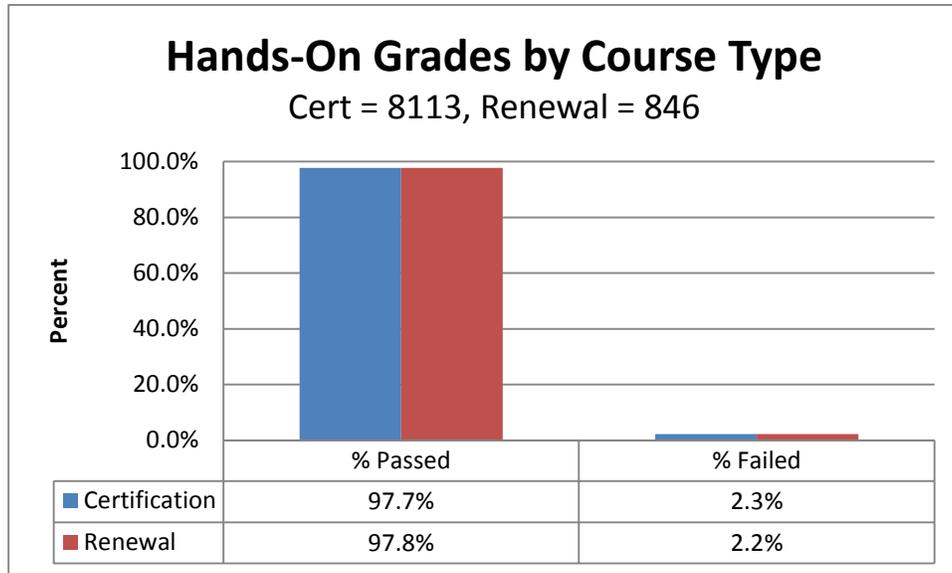
Testing

To successfully complete the Certification course, students must pass three hands-on skills tests, cumulatively pass (84 percent) a series of three open-book quizzes, and actively participate in a checkup event.

To successfully complete the Certification Renewal course, students must pass a hands-on skills test and pass (84 percent) a series of three open-book quizzes.

In 2012, 8,643 people took the either a Certification or Certification Renewal course.





Course Audits

The Quality Assurance Specialist (QAS) also arrived unannounced at three certification courses in Georgia, Pennsylvania, and Missouri. She helps instructors by verifying their course information, making sure the course roster is correct, and assisting in the appropriate calculation of teaching hours. She observes the course in its entirety and discusses any issues with the instructor team at the end of each day. She also ensures that Lead Instructors are following the policies and procedures so that the quality of each course is comparable from state to state. Expanding on the lessons learned in previous years, in 2013 the QAS will shift her focus from in-person course audits to at least two state/regional updates targeting Instructor Development and Course Management.

To reach more lead instructors, the Quality Assurance Specialist completed a series of desk audits. Desk audits are a quality assurance measure to ensure proper finalization of courses. In 2012, eight courses were desk audited. The courses were held in Florida, Texas, Illinois, West Virginia, Oklahoma, and Indiana. If selected for a desk audit, the Lead Instructor is notified via e-mail. Their agenda is requested so that instructor hours can be calculated and verified. The review also includes an overview of general course policies. Instructors are given an opportunity to ask questions about calculation of hours, policies, and anything else related to the course. If there is a discrepancy in the reported hours, the Lead Instructor is consulted before the hours are changed in the course finalization.

The goal for 2013 is to increase the amount of instructor outreach, utilizing the information gathered during the past course and desk audits. This will be done through a series of webinars and in-person presentations to groups of CPSTIs.

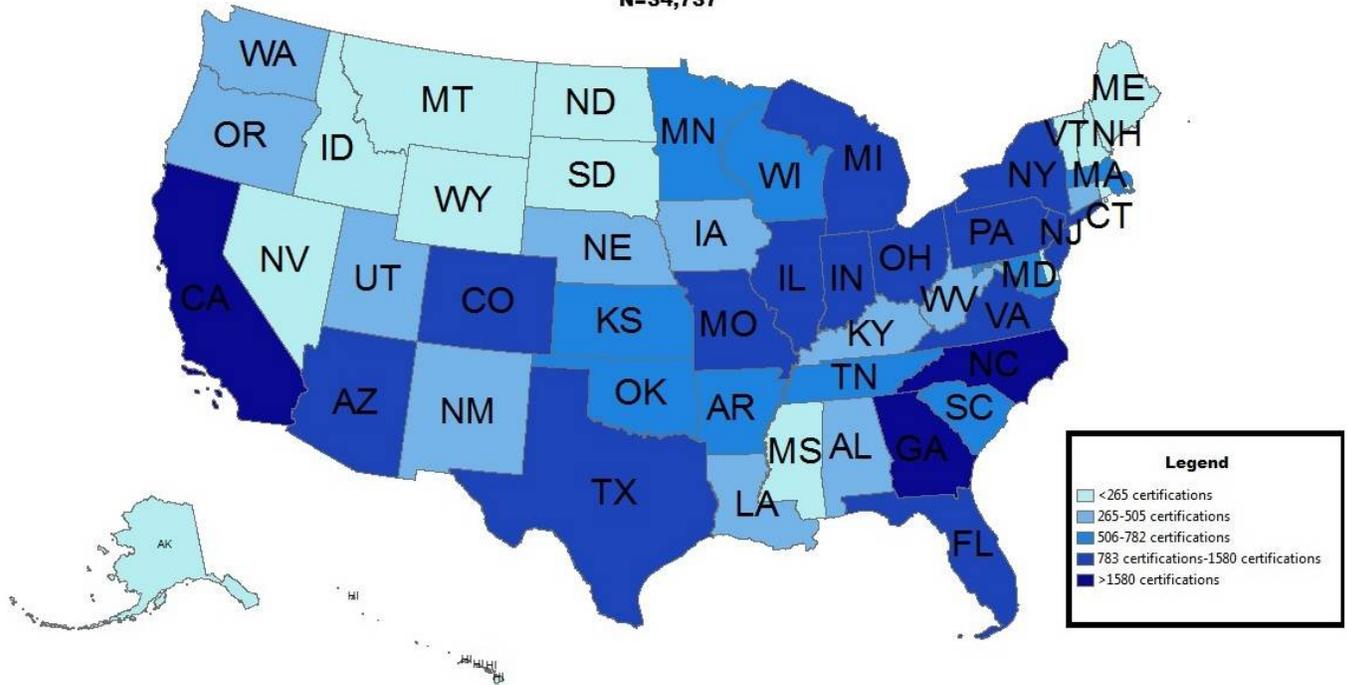
“I love children. We have an evolving society that is filling up with distractions and such. I wanted a way to know more, to be able to professionally learn more to help others keep their most precious cargo safe.”

- P. Riddlebaugh

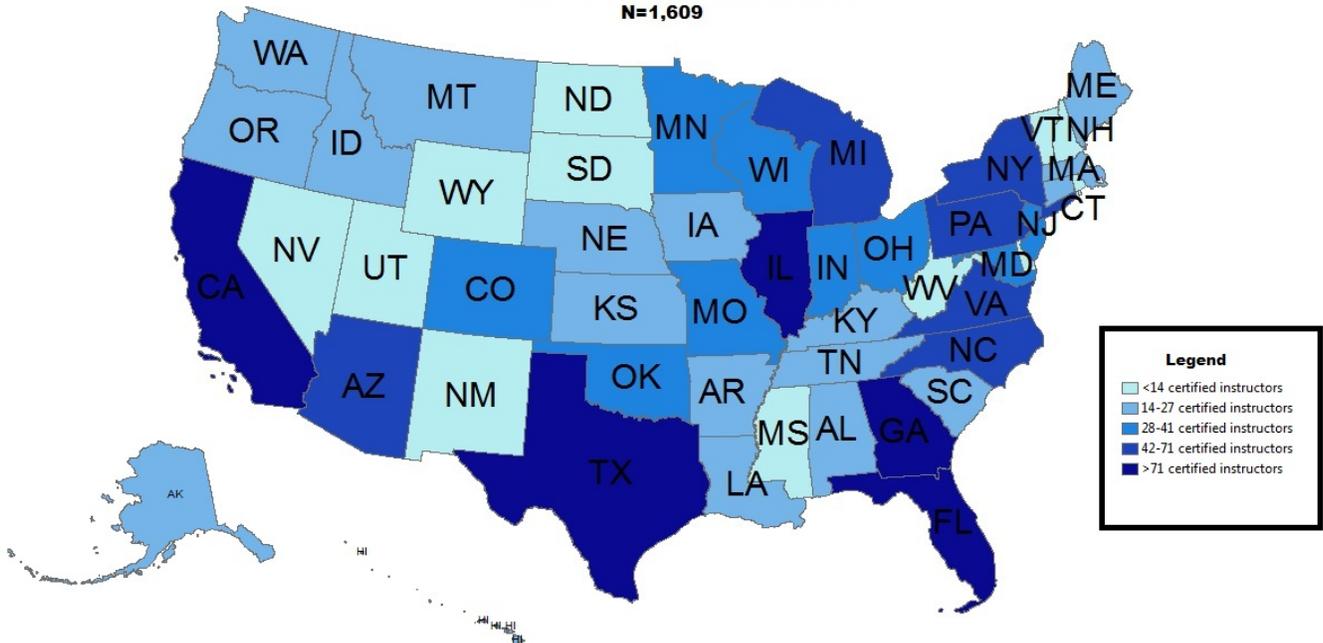
Certifications

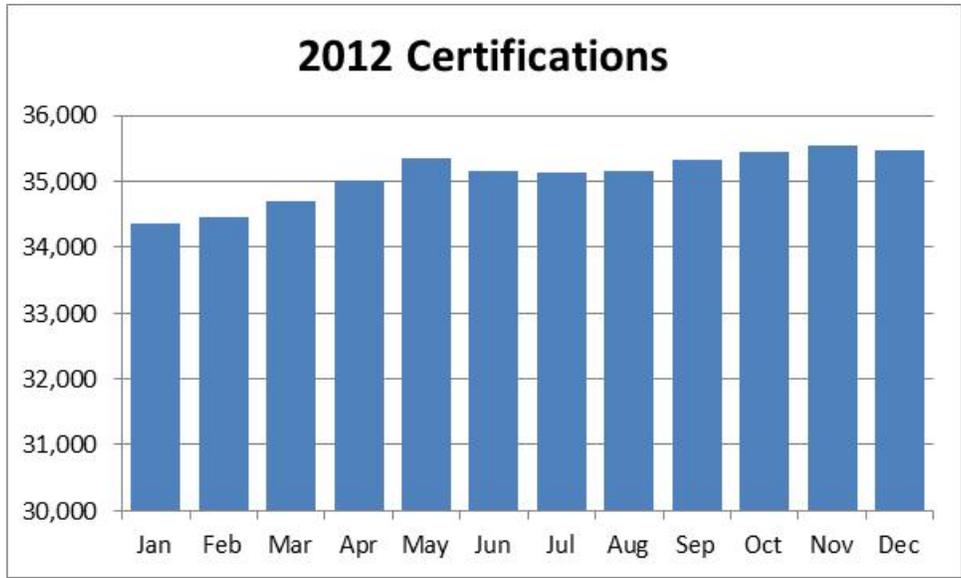
The certification program stayed relatively constant in 2012, with a modest increase of 1145 techs to 35,468 from this time last year.

2012 Total Certifications by State
N=34,737



2012 Certified Instructors by State
N=1,609





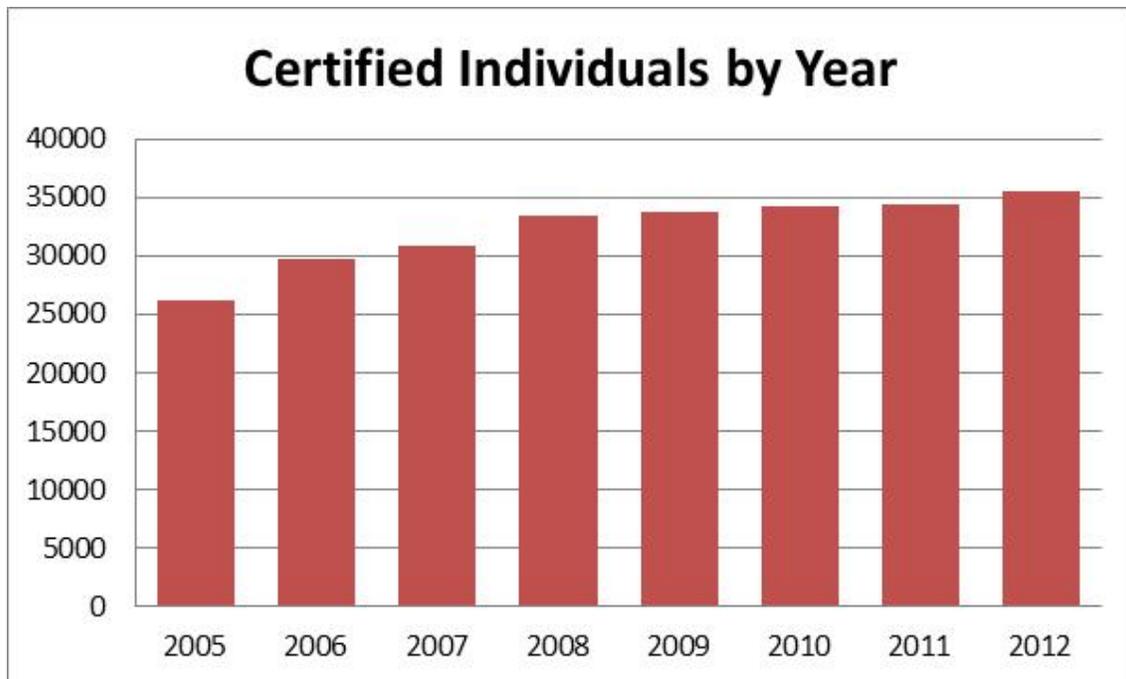
"I saw the difference my friends and (future) mentors were making in our small community and wanted to help make a difference for our children."

- E. Wallace

Number of Certified Individuals by Type – 2012

Month	Instructors	Instructor Candidates	Technicians	Total
January 2012	1,547	37	32,764	34,348
February	1,557	50	32,843	34,450
March	1,568	45	33,089	34,702
April	1,577	51	33,389	35,017
May	1,594	40	33,707	35,341
June	1,599	39	33,523	35,161
July	1,607	38	33,497	35,142
August	1,613	38	33,500	35,151
September	1,619	38	33,676	35,333
October	1,621	34	33,796	35,451
November	1,623	34	33,879	35,536
December	1,621	41	33,806	35,468

Monthly numbers were generated during the first week of the month.

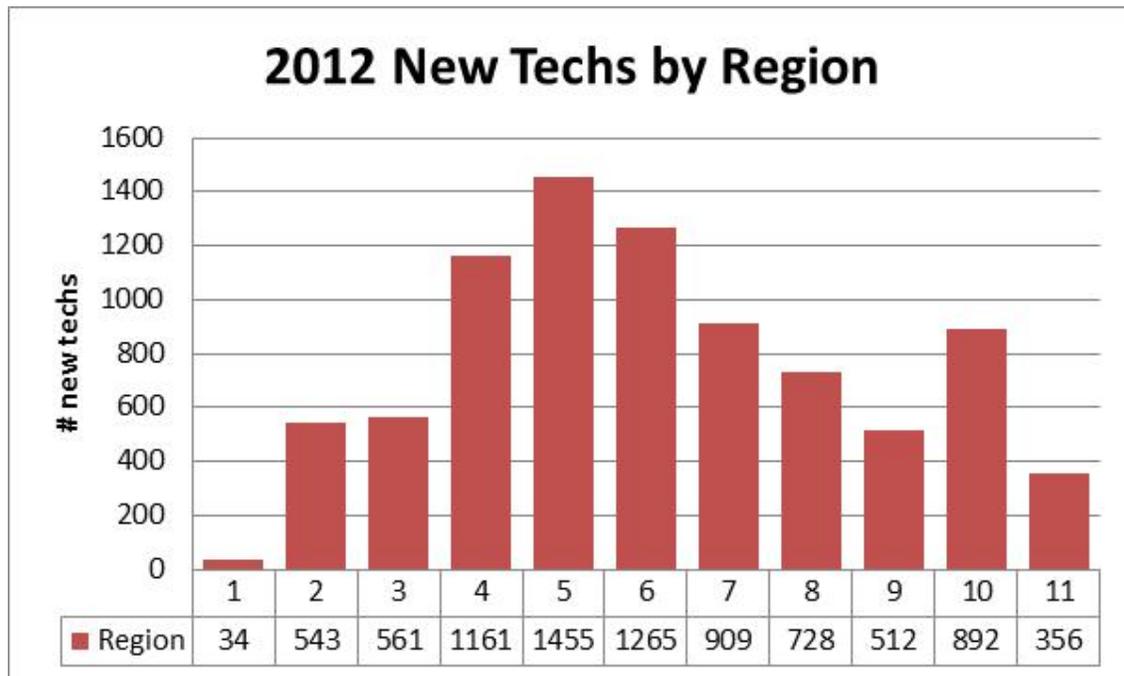
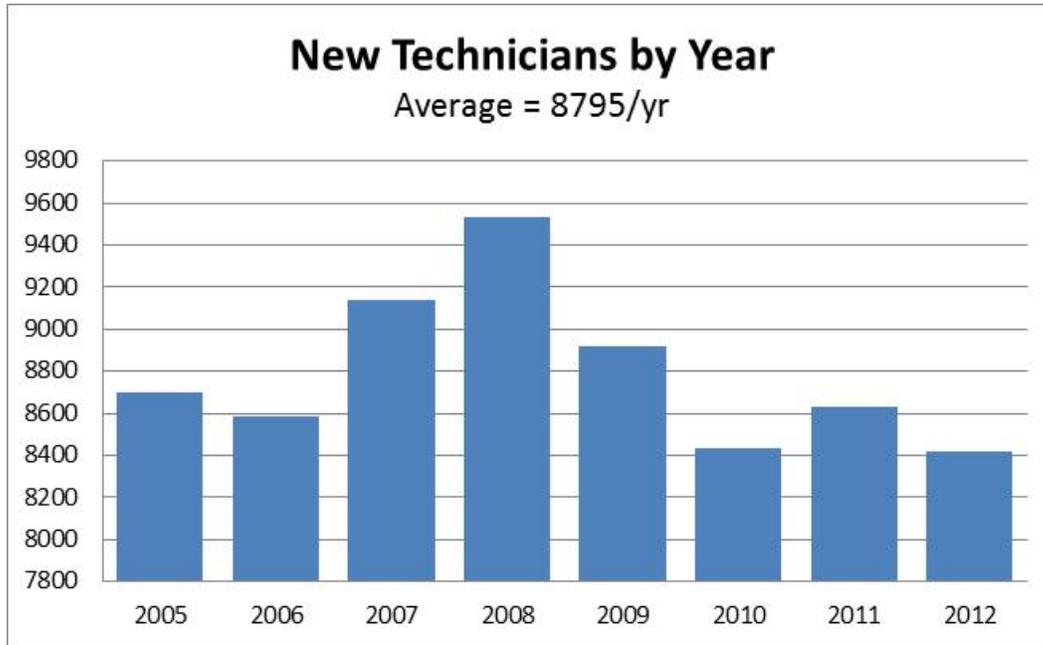


NOTE: Data as of December of that year.

New Certifications

In 2012, there were 8,616 new certifications, down just 16 from 8,632 in 2011, up 183 from 8,433 in 2010, and down from 8,921 in 2009 and 9,534 in 2008.

In 2012, 139 Technicians became Instructors.



Number of New Techs by NHTSA Region and State 2012, N = 8,416

Region/ State	# new techs	Region/ State	# new techs	Region/ State	# new techs
Region 0	34	Region 4	1455	Region 8	512
XX	21	AL	119	CO	240
APO	13	FL	341	ND	37
Region 1	543	GA	585	NV	58
CT	76	SC	191	SD	44
MA	120	TN	219	UT	90
ME	78	Region 5	1265	WY	43
NH	40	IL	377	Region 9	892
NJ	183	IN	277	AS	0
RI	37	MI	224	AZ	255
VT	9	MN	102	CA	543
Region 2	561	OH	175	GU	5
NY	308	WI	110	HI	76
PA	253	Region 6	909	MP	13
PR	0	LA	131	Region 10	356
VI	0	MS	59	AK	42
Region 3	1161	NM	115	ID	58
DC	19	OK	223	MT	54
DE	3	TX	381	OR	116
KY	139	Region 7	728	WA	86
MD	124	AR	169	Total = 8416	
NC	506	IA	75		
VA	288	KS	129		
WV	82	MO	294		
		NE	61		



“To help educate people who haven't been told how to keep their kids safe while traveling, and to help them not make the same mistakes I made.”

- Jennifer Stokesbary

Number Certified/Recertified in 2012 by State/Territory

N = 17,000

New Techs: 8,616

Recertifications: 8,584

State/Territory	New Certs	Recerts	2012 total	State/Territory	New Certs	Recerts	2012 total
Unk/missing	21	5	26	MP-Canada	13	3	16
AE	11	5	16	MS	59	55	114
AK	42	51	93	MT	54	52	106
AL	119	72	191	NC	506	672	1178
AF-Pacific	2	0	2	ND	37	65	102
AR	169	152	321	NE	61	94	155
AZ	255	196	451	NH	40	49	89
CA	543	517	1060	NJ	183	286	469
CO	240	250	490	NM	115	89	204
CT	76	87	163	NV	58	37	95
DC	19	19	38	NY	308	389	697
DE	3	20	23	OH	175	257	432
FL	341	241	582	OK	223	162	385
GA	585	445	1030	OR	116	134	250
Guam	5	3	8	PA	253	359	612
HI	76	44	120	Puerto Rico	0	5	5
IA	75	109	184	RI	37	35	72
ID	58	43	101	SC	191	119	310
IL	377	465	842	SD	44	70	114
IN	277	258	535	TN	219	183	402
KS	129	150	279	TX	381	390	771
KY	139	105	244	UT	90	82	172
LA	131	121	252	VA	288	261	549
MA	120	183	303	VI - US	0	9	9
MD	124	111	235	VT	9	34	43
ME	78	41	119	WA	86	110	196
MI	224	254	478	WI	110	161	271
MN	102	176	278	WV	82	44	126
MO	294	205	499	WY	43	50	93

* AF = Armed Forces

Recertification

There are three basic requirements for technician recertification, with one major improvement in 2011. As of October, a new technician Proxy option was made available. This new feature allows technicians to apply to be able to provide seat check reviews and sign offs for recertification. They must adhere to the rigorous standards in place for seat check reviews in terms of seat check feedback on communication and technical skill.

1. **Five seat checks** approved by a certified instructor (you may use the technician proxy option). You can do the checks at any time during your certification cycle as long as they are entered online and a certified instructor approves them before your 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.
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 your certification expiration date.

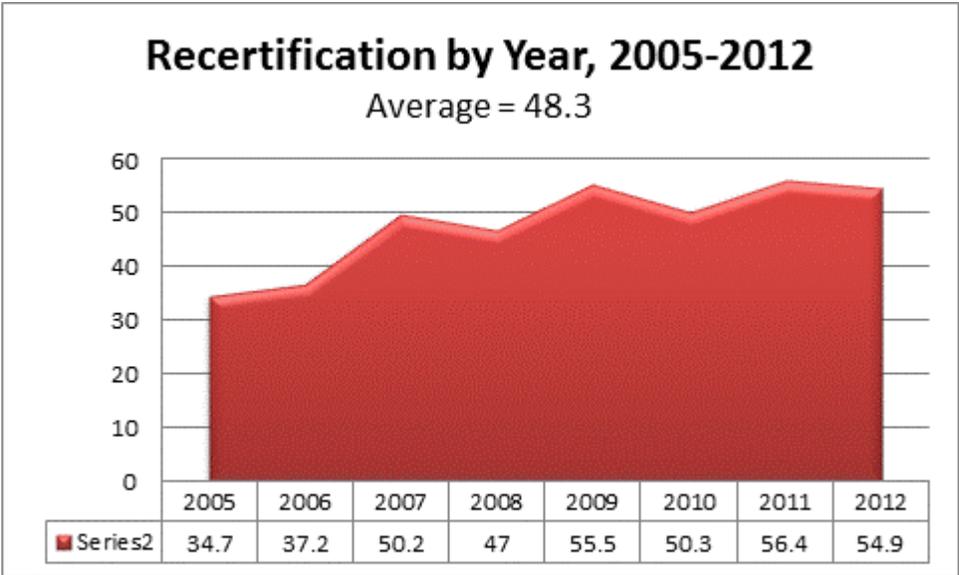
Fees:

- Instructor Candidate and Technician recertification: \$50
- Instructor recertification: \$60
- Instructors with 70 or more teaching hours: \$40

Outstanding Recertification Rates

When Safe Kids Worldwide took over responsibilities as the Certifying Body of the National CPS Certification program, recertification was at 35%. Safe Kids, the State and Regional CPS Training Contacts, and certified instructors worked hard to improve the numbers. 2011 ended with a phenomenal recertification rate of 56.4%. This is an amazing 6 points more than in 2010. **More than one out of every 2 technicians chose to recertify.**

This success is likely due to improved communication, reminders and extra attention by the State and Regional CPS Training Contacts. Anecdotally, it appears the selection of those who become certified in the first place has also played an important role in the higher recertification numbers. More and more, those attending certification courses are there because they want to be there.



“My oldest child passed away, but not from a car crash. I want to protect other families from what I have been through.”

- Susan Spray Angell

Recertification: 2012 Calendar Year

- Recertifications between 1/2012 – 12/2012
 - Eligible for recertification: 15690
 - Recertified: 8610
 - **Percentage Recertified: 54.9**

State	Eligible	Certified	%	State	Eligible	Certified	%
Non-US/unk	6	5	83.3	MP (Canada)	5	3	60.0
AF-America	1	0	0.0	MS	114	55	48.2
AF-Europe	22	5	22.7	MT	91	52	57.1
AK	108	51	47.2	NC	1034	674	65.2
AL	175	72	41.1	ND	96	65	67.7
AF-Pacific	2	0	0.0	NE	164	95	57.9
AR	266	157	59.0	NH	88	49	55.7
AS	1	0	0.0	NJ	457	293	64.1
AZ	478	196	41.0	NM	161	89	55.3
CA	1061	518	48.8	NV	102	37	36.3
CO	433	250	57.7	NY	631	390	61.8
CT	142	87	61.3	OH	443	257	58.0
DC	24	19	79.2	OK	313	162	51.8
DE	43	20	46.5	ON (Canada)	1	0	0.0
FL	552	241	43.7	OR	258	135	52.3
GA	830	446	53.7	PA	564	361	64.0
Guam	31	3	9.7	PR	17	5	29.4
HI	87	44	50.6	QC	1	0	0.0
IA	172	109	63.4	RI	89	35	39.3
ID	73	43	58.9	SC	258	122	47.3
IL	777	466	60.0	SD	116	70	60.3
IN	454	258	56.8	TN	481	183	38.0
KS	258	150	58.1	TX	714	390	54.6
KY	190	105	55.3	UT	157	81	51.6
LA	198	121	61.1	VA	509	261	51.3
MA	323	184	57.0	VI	11	9	81.8
MD	207	111	53.6	VT	49	34	69.4
ME	61	41	67.2	WA	220	110	50.0
MI	436	254	58.3	WI	286	161	56.3
MN	258	177	68.6	WV	107	44	41.1
MO	408	205	50.2	WY	76	50	65.8

* AF = Armed Forces

States/Territories with >54.9 (national %) recertification are bolded.

Recertification: CEUs

Each recertifying technician is required to enter at least 6 CPS CEUs from a number of available categories during their two-year certification cycle.

1. In-person Session/Workshop (maximum 6 CEUs)
2. Teleconferences (maximum 5 CEUs)
3. Online/Web sessions (maximum 5 CEUs)
4. Newsletters/Manuals/Journals (maximum 3 CEUs)

Technicians may mix and match categories to meet the six required hours of continuing education. In 2011, an amazing number of CEUs were entered in online profiles.

CEU type	# hours entered	Percent
In-person Session/Workshop	32,031.00	52.82%
Teleconferences	428.00	0.71%
Online/Web sessions	22,452.00	37.03%
Newsletters/Manuals/Journals	5,726.50	9.44%
TOTAL	60,638	100%

Safe Kids Live Webinars

With the support of State Farm[®], Safe Kids offered six webinars, free of charge, as a way for technicians to earn CEUs from expert presenters. An additional three webinars* provided instructors with course management tips and tools.

Date	Webinar Title	# Attendees
12/13/2012	New Child Restraint Update	286
10/16/2012	Instructor Candidacy and Mentoring*	38
8/28/2012	Teaching in the Vehicle*	85
8/7/2012	Calculating Teaching Hours*	74
8/1/2012	Front Center Airbag from General Motors	254
6/20/2012	CR Manufacturer Update: Portable Child Restraints	334
5/23/2012	CR Manufacturer Update: Evenflo	346
3/15/2012	Helping Children with Special Healthcare Needs- Tips for Techs	315
1/11/2012	CR Manufacturer Update: Diono	434
		2166

Safe Kids Online Webinars

In July of 2008, Safe Kids partnered with NHTSA and launched www.SafeKidsWebinars.org, an online training site where technicians may obtain CEUs for recertification. An additional webinar, *New Technologies in Occupant Protection with an Emphasis on Vehicle Technology*, was added in the summer of 2012.

Over 5700 online trainings were completed by technicians. Safe Kids appreciates their ongoing dedication and donation of time, energy and ideas for CPS Certification.

Safe Kids USA | NHTSA

Road Safety for Kids: Online Training



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Welcome to the Road Safety for Kids Online Training Center. [Safe Kids Worldwide](#) is a global network of organizations whose mission is to prevent accidental childhood injury, a leading killer of children 14 and under.

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ABOUT THE ONLINE TRAINING CENTER	ONLINE COURSES	LATEST NEWS FROM SAFETYLIT
<p>This program is made possible by a partnership between Safe Kids Worldwide and the National Highway Traffic Safety Administration.</p> <p>We hope you take some time to learn more about how to keep children and their families safe on the road. Users are able to visit as often as they like, reviewing materials and refreshing their knowledge.</p> <p>For information on how to become a nationally certified Child Passenger Safety Technician, go to www.safekids.org/certification</p> <div style="text-align: center; border: 1px solid white; padding: 2px; width: fit-content; margin: 0 auto;"> National CPS Certification </div>	<p>The site offers three levels of education, depending on the need of the user:</p> <p>Level 1 — Basic child passenger safety awareness for a new parent, caregiver, automobile or car seat retailer</p> <p>Now Available: In and Around Cars (Not eligible for CPS CEUs)</p> <p>Level 2 — For the currently certified CPST, these modules offer information beyond the national curriculum. Successful completion results in CEUs for CPS Recertification.</p> <p>Now Available: New Technologies in Occupant Protection with an Emphasis on Vehicle Technology</p> <p>Transporting Children with Special Health Care Needs</p>	<p>Brought to you by Safetylit.org</p> <p>A spatial generalized ordered response model to examine highway crash injury severity - Castro M, Paleti R, Bhat CR.</p> <p>An intercept survey on the status of driving after alcohol drinking among motor vehicle drivers in 6 counties of Zhejiang, China - Zhao M, Zhang XW, Song XC, Bao P, Zhou P, Zou Y.</p> <p>Are road traffic crash</p> <p style="text-align: right; font-size: x-small;">more news</p>

Can't get the test to work?

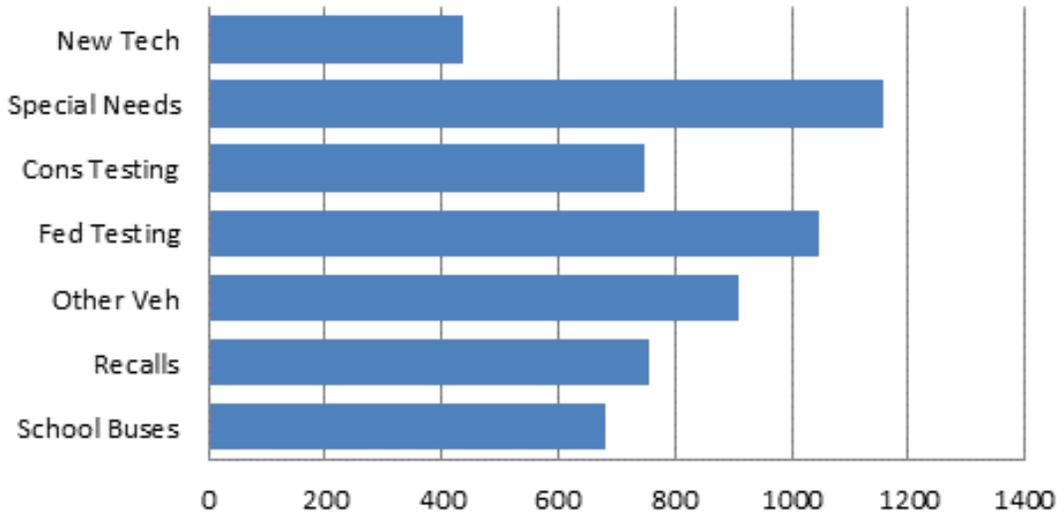
[Click here for system requirements](#)

Already Registered?

[Login here](#)

Completed Webinars, 2012

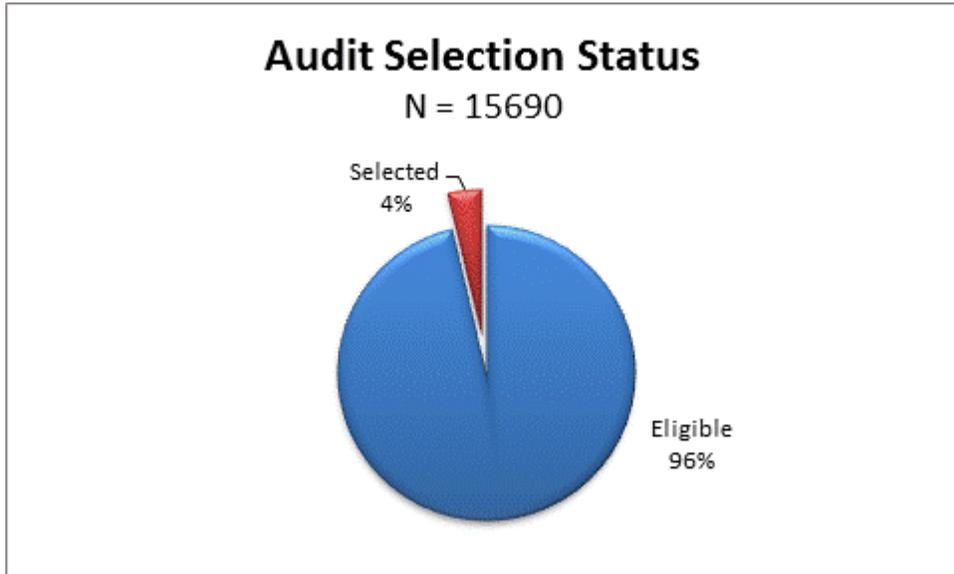
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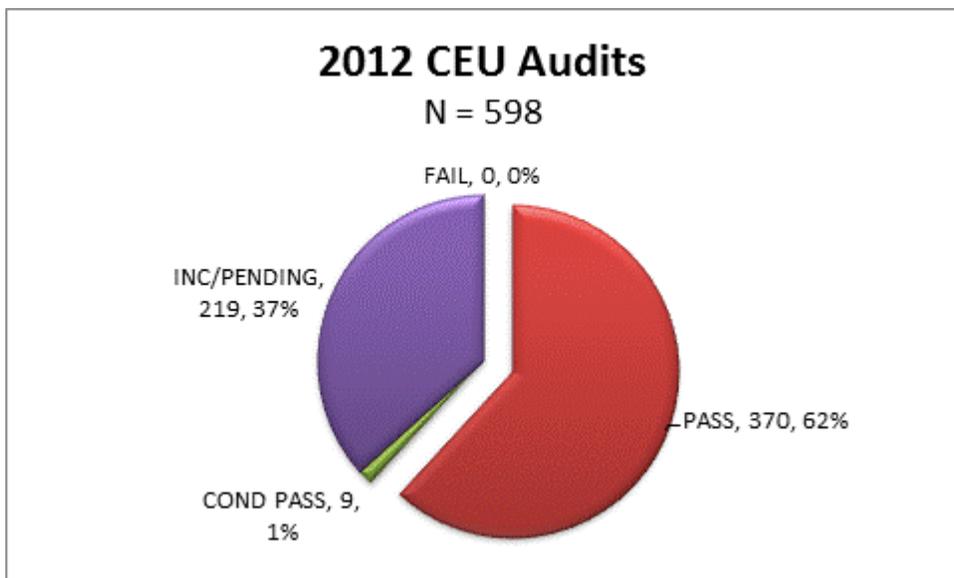
CEU Audits

A quality assurance process put in place with the 2007 CEU requirement was the recertification audit. 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. In 2012, 4 percent of techs who recertified were audited for CEUs.



598 (reduced from 847 in 2011) technicians from 49 states (except ND), the District of Columbia, Puerto Rico, and Canada were selected to be audited in 2012. Those whose audits are considered incomplete are still within the acceptable time period to get the required documentation into Safe Kids.

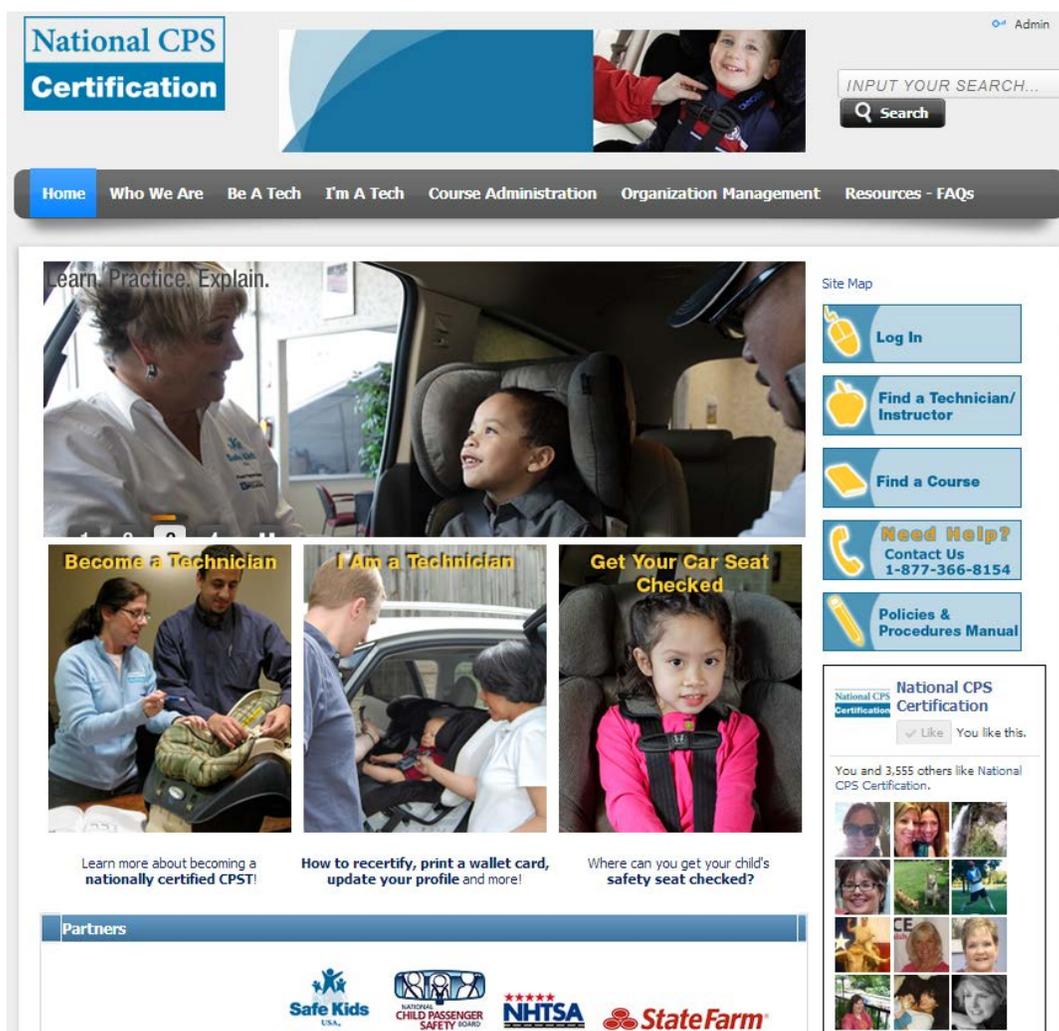


Outreach

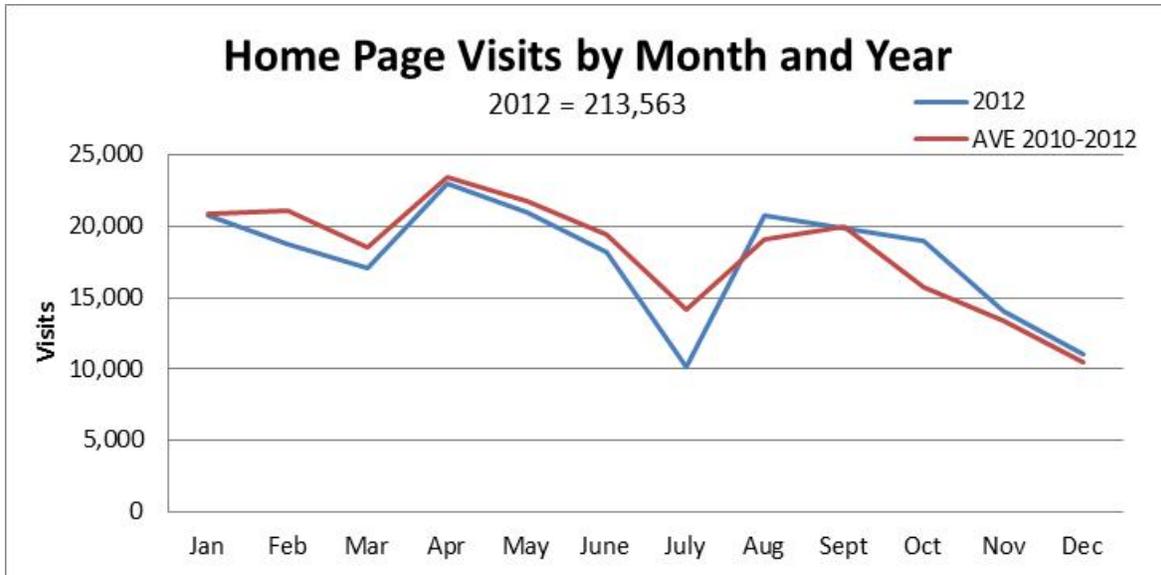
Safe Kids continues to improve its communication with its stakeholders in the CPS community regarding the certification program. The national CPS Certification reaches out to techs through our website, Facebook and the CPS Express.

Website: <http://cert.safekids.org>

Through the website, 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, continually updated, and is available online via the Safe Kids certification website.

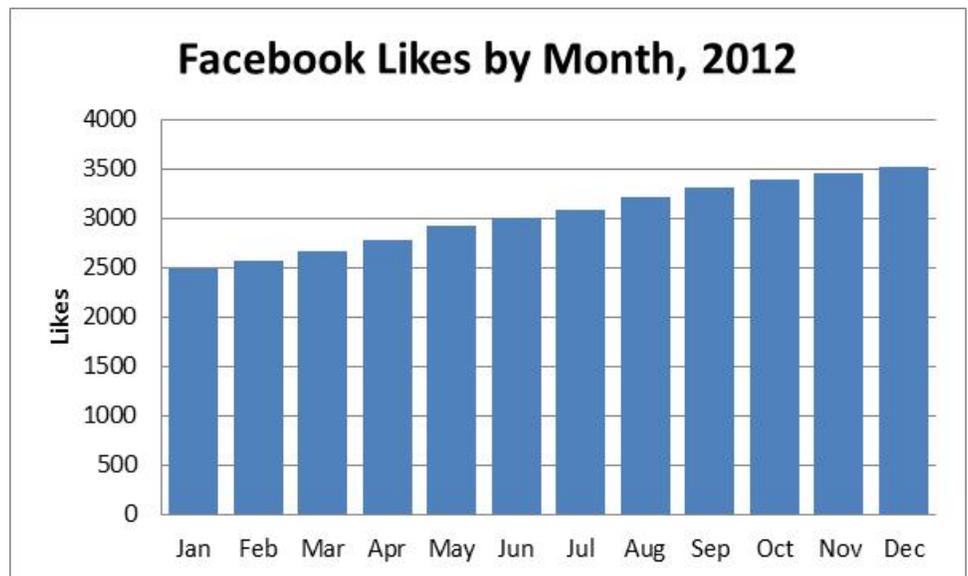


There were 213,563 visits to the website (home page) in 2012. This is just slightly more than the 212,884 visits in 2011.



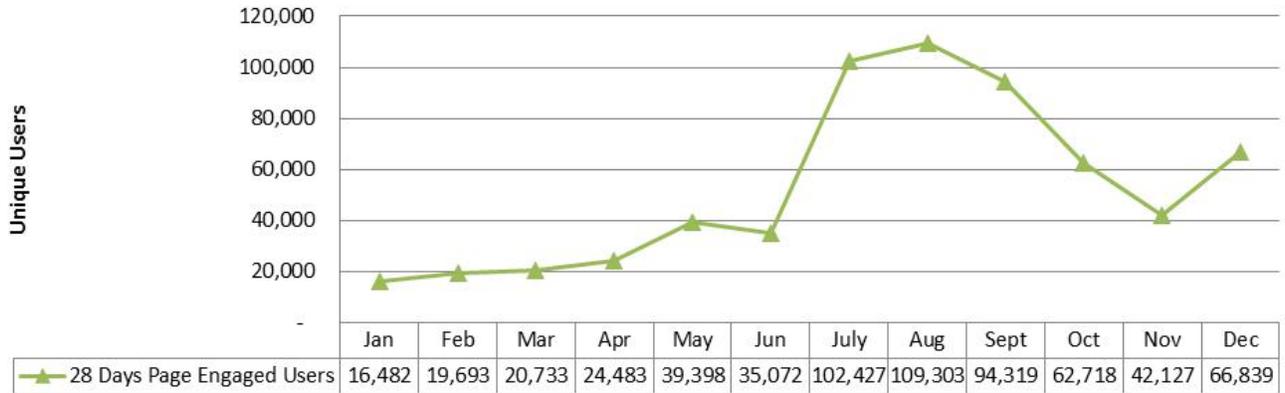
Facebook

The CPS Certification program has an active Facebook page, www.facebook.com/CPSCert. We ended 2012 with 3512 likes, up 1187 from this time last year.



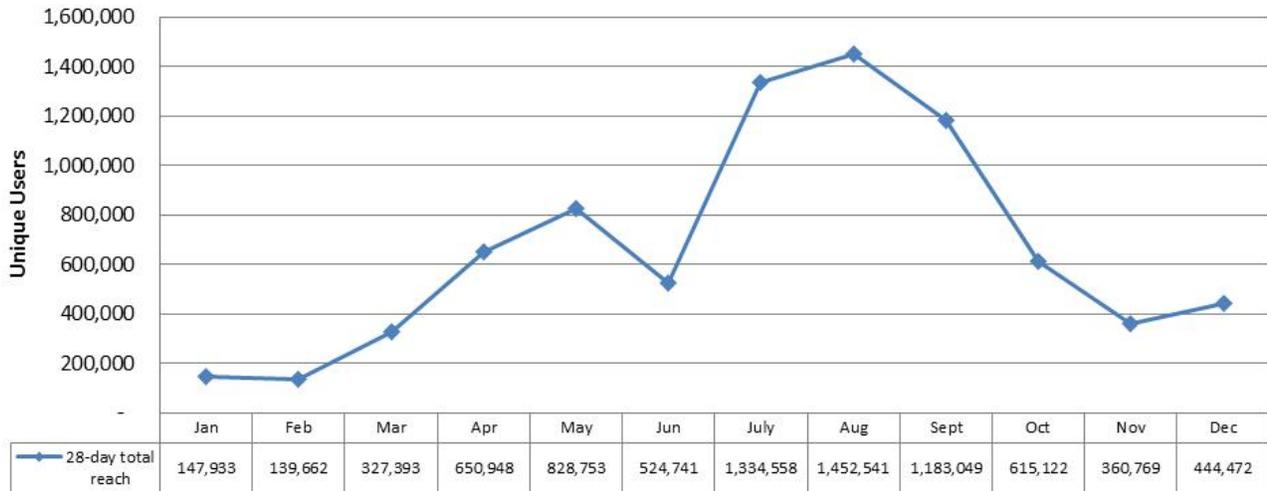
28 Days Page Engaged Users by Month, 2012

The number of people who engaged with your Page.
Engagement includes any click or story created.



28-Day Reach By Month, 2012

The number of people who have seen any content associated with your Page.



CPS Express!

Twelve editions of the *CPS Express!* E-newsletter were sent out in 2012. This newsletter is emailed out to all currently certified technicians on the first of every month and was created to keep people aware of developments and news in the field.

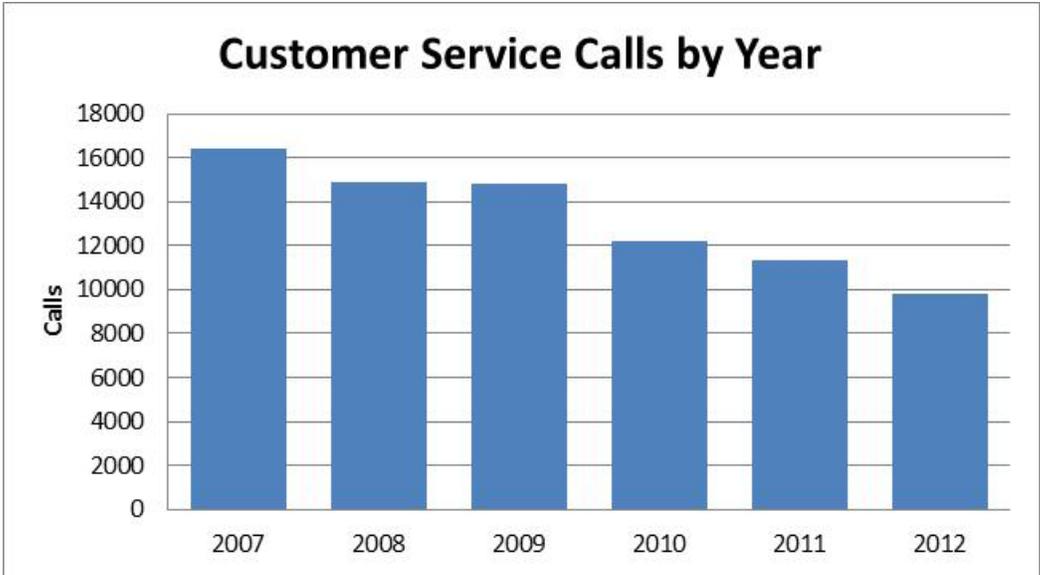
An online *CPS Express!* archive is maintained, allowing technicians to look up any past edition.

 	
December 1, 2012	An e-newsletter for CPS Technicians
In This Edition <u>Announcements and Notices</u> <ul style="list-style-type: none">• New NHTSA Reports• Best Practice Recommendations for Safe Transportation of Children in Emergency Ground Ambulances• P & P Manual Update <u>Program Reminders</u> <ul style="list-style-type: none">• Recert Reminders• Customer Service Survey• Auditor <i>Alcove: Compliment Sandwiches: Helping suggestions go down</i>	Announcements and Notices <hr/> New NHTSA Reports Seat Belt Use at Record High <p>According to NHTSA's annual National Occupant Protection Use Survey, seat belt use has steadily increased since 1994, with the record high of 86 percent in 2012 representing a two percent increase over the previous year.</p> <p>Among the most dramatic increases in seat belt use were in the southern region of the country, rising to 85 percent in 2012 — up from 80 percent in 2011. Seat belt use continues to be higher in states that have primary belt laws, which permit law enforcement officers to issue citations to motorists solely for not using a seat belt rather than requiring additional traffic violations.</p> <p style="text-align: center;">>> Read More <<</p>

Customer Service

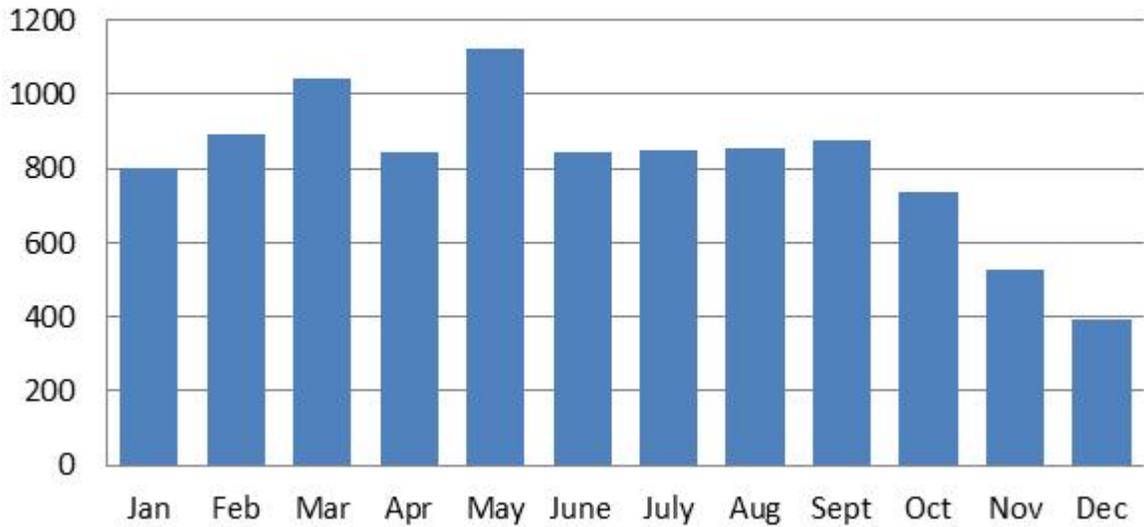
Professional Examination Services (PES) is the contracted provider of Certification customer service. Customer service assistance requests were down in 2009, likely because there were no major policy or qualification changes.

Customer Service received 977 phone calls (down 1560 calls from 2011) and 1,120 e-mail messages (down 102 emails from 2011) during 2012 — an average of 37.6 calls and just over 4 e-mail messages per workday.

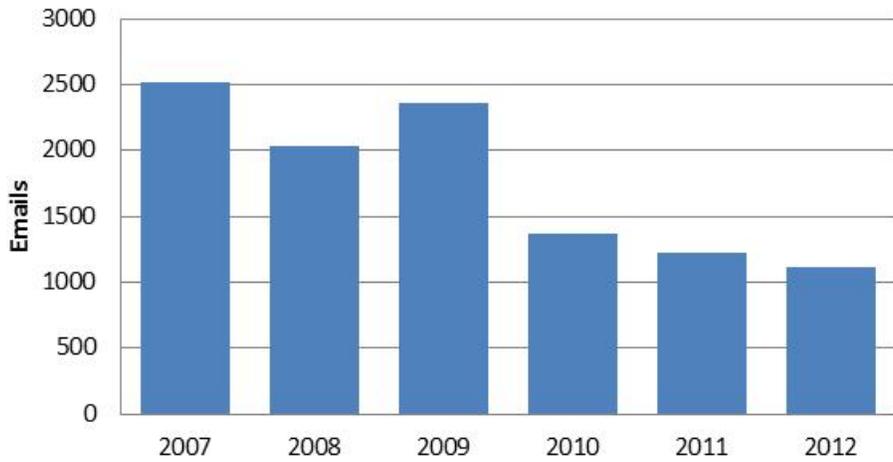


2012 Customer Service Emails

N = 1120



Customer Service Emails by Year



Customer Service Survey

Safe Kids, in cooperation with Professional Examination Services (PES), provides an online customer service survey.

The survey submissions are reviewed monthly with the contract customer service provider, Professional Examination Services (PES), which follows up on any surveys with a response indicating that the issue remains unresolved.

With only 48 responses in all of 2012, participation remains extremely low so we supplemented the surveys with a number of Technician Secret Shoppers recruited from our Facebook page.

Five technicians acted as “Tech Secret Shoppers” and shared their experiences with us. After each completed survey was received, results were immediately shared with Customer Service. Details on the surveys are available upon request.

Continuing Improvement

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

We use 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!

