

**NATIONAL  
CHILD  
PASSENGER  
SAFETY  
CERTIFICATION**

A Program of  
Safe Kids Worldwide

**SAFE  
KIDS**  
WORLDWIDE™

**Certification**  
CHILD PASSENGER SAFETY



**2017 Certification  
Program  
Accomplishments**

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## Why are we techs?

I became a CPST because I want to help parents keep their children safe! I was saddened by all the new stories of children getting hurt because they were not buckled properly or in the wrong [car seat].

~Arianne M.

I was working in marketing at a hospital and worked closely with the OB department and their lactation consultant/childbirth educator when I was asked if I was interested in taking the class. I said yes not knowing just how passionate about child passenger safety I would become.

~Megan L.

I became a CPST because in 2013 my first born outgrew her infant seat, and I remember being absolutely overwhelmed by all the choices for convertible seats...I began diving into the rabbit hole that is car seat safety, and it quickly grew into a passion. I loved encouraging family and friends to make sure their kiddos were as safe as possible in the car. It took two years to finally get into a certification course that fit into my schedule that was relatively close to home, and I became a tech in April 2017. It was perhaps the best thing to come out of 2017!!

~Christy R.

I had learned that I was in the 90% of caregivers that were making errors with their child restraints. I was horrified, and wanted my charges' car seats to be "professionally installed" each and every time. From there it grew into a passion, and later a career - who knew?!

~Carrie R.

In June of 1997 a new position had just been created at my agency (and me the lucky person to get the job) - Coordinator of Occupant Safety Programs - with a goal of promoting seat belt and car seat use. I was making cold calls to other local and state agencies to introduce myself when I was told about a new class being developed to learn all about car seats and how to teach parents to use them correctly. I was able to get into a class in 1998...and got my instructor's certification in 1999. As the saying goes - the rest is history!

~ Beth W.

As a parent of 2 kids with special needs, I researched and kept all 3 of my kids extended RF until they outgrew Weight limits in their [car seats]... Our youngest insisted on riding in his 5-point FF because HE felt most secure & comfortable (he is autistic and likes the tight deep pressure of the straps), until he outgrew the height at 10.

Working as an RN on [Labor & Delivery], it made sense to get certified, so I could assist parents to properly secure their...newborns. Starting car seat education before they make their first trip. I became certified 2009!

~Stefanie M.

[In] 1999. Read an article in readers digest about a trooper who was certified. I'd never heard of such a thing, even with 4 kids. As a medic, I wondered how many injuries may have been over looked because of lack of education. I got certified 4 months later, first class in Mississippi! It completely changed my life. I now work as [a public educator] for fire department teaching all aspects of trauma prevention!

~Lisa G.

When I was pregnant with my first child, my husband and I argued over how to install the infant car seat. We had so many questions and felt we were both well-educated—it shouldn't be this hard!

...I decided to become a tech myself and help parents keep their kids safe and have positive seat check experiences!

~Katherine R.

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. They are 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 160,000 people have successfully completed the CPS Certification Course, including 41,000 currently certified CPS technicians (CPSTs). Many CPSTs are trained health and safety professionals who use this knowledge in their jobs. Others are parents and volunteers who use this in their personal lives. 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 1,700 certified instructors, there were 882 Certification and Renewal Testing courses held in all 50 states, the District of Columbia, Guam, Northern Mariana Islands, Puerto Rico, China, Israel, and Italy. With these 882 courses, Safe Kids Worldwide certified 10,156 people as CPS Technicians who are now at work helping their communities alongside more seasoned technicians.

With national recertification at 58.4 percent, there was a 2.2 percent increase in the recertification rate from 2016. 11,800 technicians recertified in 2017.

The CPS certification program offers more than just certification courses. In 2017, more than two thousand technicians attended one of twelve local updates supported by State Farm, our sponsor since 2005. Safe Kids offers a series of online training modules where technicians can earn CEUs, a requirement for recertification. The online modules and system were completely redesigned and updated with new content, more images, videos and interactivity. The newly revamped site, [training.safekids.org](http://training.safekids.org) will launch in January 2018.

A special thank you to 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 number of webinars were provided to technicians as a way to earn CEUs that could be applied towards their recertification. Experts and local leaders shared latest practices and technology free of charge. (See Safe Kids Live Webinars on p. 34 for details)

**IN-PERSON TECHNICAL UPDATES:** For each fiscal year, two CPS technical updates were held in each of State Farm's six field market areas. Thus, a total of 12 updates were completed in calendar year 2017. 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, 2017**

Date	Market Area	City, State	# Attendees
March 17, 2017	Western	Sacramento, CA	60
March 22, 2017	Western	Tacoma, WA	60
April 3, 2017	South Central	Topeka, KS	120
April 10-11, 2017	North Central	Bloomington, IL	288
April 25-27, 2017	West Central	Black Hawk, CO	40
May 22-23, 2017	Eastern	Concord, NC	293
June 22-23, 2017	North Central	Indianapolis, IN	167
July 10-12, 2017	South Central	Richardson, TX	300
Aug. 23-24, 2017	West Central	Appleton, WI	133
Sept. 17-19, 2017	Eastern	South Portland, ME	130
Oct. 3, 2017	Southeastern	Columbia, SC	180
Nov. 7-8, 2017	South Central	Springfield, MI	250
		<b>2017 Attendees</b>	<b>2021</b>

**Figure 1: Map of State Farm Tech Updates, 2017**





## 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.



Indianapolis, IN June 22-23, 2017



Bloomington, IL April 10, 2017



Concord, NC May 22-23, 2017



South Portland, ME Sept. 17-19, 2017



Richardson, TX July 10-12, 2017



Appleton, WI August 22-24, 2017

## 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.

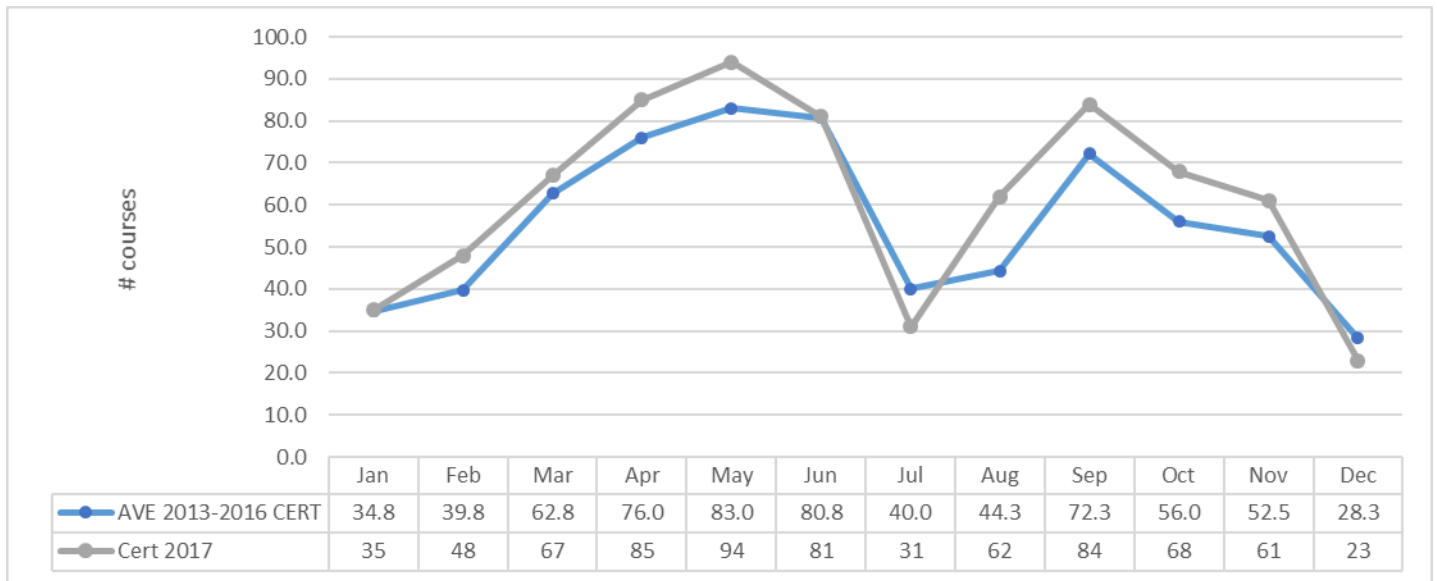
In 2017, there were 739 certification courses (up from 691 in 2016) held in all 50 states, the District of Columbia, China, Guam, Israel, Northern Mariana Islands, Puerto Rico and Italy. The average number of courses per month was 61.6, an increase from 57.6 in 2016.

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

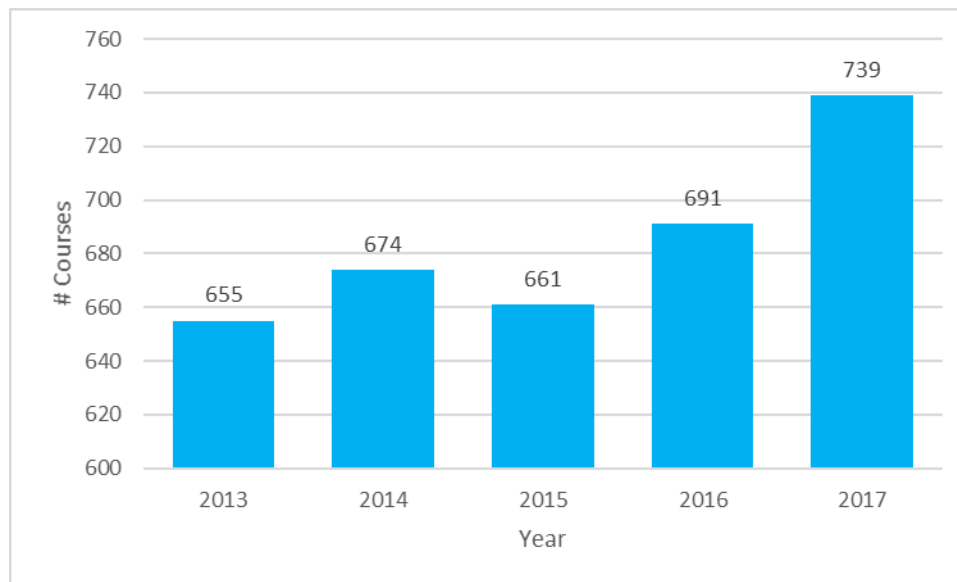
**Table 2: Certification Course Locations, 2017**

Course Location	# Courses
United States	730
China	2
Guam	2
Israel	1
Italy	1
Northern Mariana Islands	2
Puerto Rico	1
<b>TOTAL</b>	<b>739</b>

**Figure 2: Certification Courses by Month, 2013-2016 and 2017**  
**2017 N = 739**



**Figure 3: Total Number of Certification Courses, 2013-2017**



## 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 clarify its purpose. Teaching strategies include lecture, skills testing and a written exam.

In 2017, there were 143 Renewal Testing Courses (down from 146 in 2016) held in 40 states, Guam and Puerto Rico, as displayed in Table 3 below.

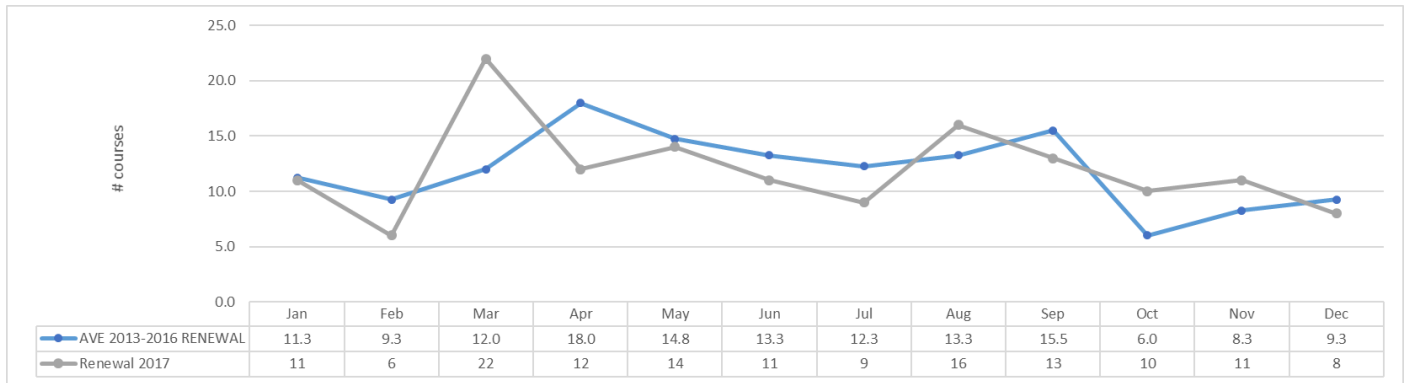
The average number of courses per month was 11.9, a decrease from 12.2 in 2016. Figure 4 below depicts the number of Renewal Testing courses by month and Figure 5 below depicts the number of Renewal Testing courses by state within the United States for 2017. Table 4 shows both types of CPS Courses by State, Territory, or Country in 2017

**Table 3: Renewal Testing Course Locations, 2017**

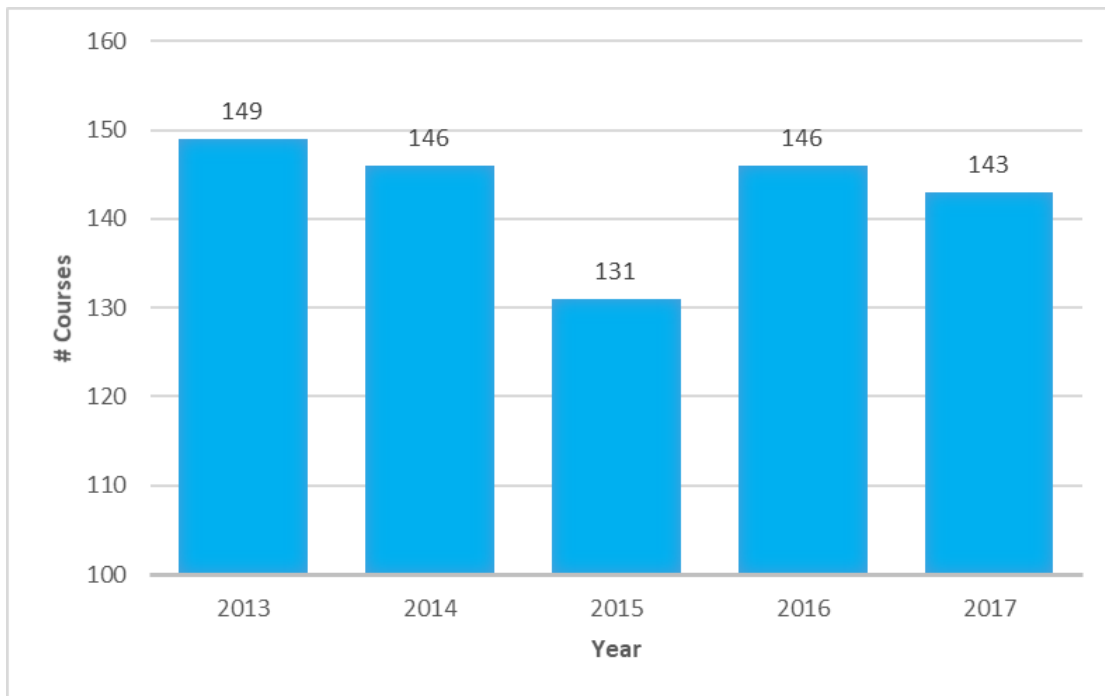
Course Location	# Courses
United States	139
Guam	1
Israel	1
Puerto Rico	1
Qatar	1
<b>TOTAL</b>	<b>143</b>



**Figure 4: Renewal Testing Courses by Month, 2013-2016 and 2017**  
**N = 143**



**Figure 5: Renewal Testing Courses, 2013-2017**





**Table 4: CPS Courses by State, Territory, or Country, 2017**  
**Certification = 739    Renewal Testing = 143**

State	Cert Courses	Renewal Courses	State Total	State	Cert Courses	Renewal Courses	State Total	Country/ Territory	Cert Courses	Renewal Courses	State Total
AK	7	0	7	MT	6	0	6	DC	4	0	4
AL	15	0	15	NC	29	3	32	GU	2	1	3
AR	8	3	11	ND	4	0	4	MP	2	0	2
AZ	20	3	23	NE	7	0	7	PR	1	1	2
CA	52	7	59	NH	2	1	3				
CO	17	5	22	NJ	14	0	14				
CT	9	1	10	NM	8	1	9	Israel	1	1	2
DE	4	1	5	NV	10	1	11	Qatar	0	1	1
FL	53	6	59	NY	26	6	32	China	2	0	2
GA	35	9	44	OH	17	3	20	Italy	1	0	1
HI	4	2	6	OK	13	1	14				
IA	4	0	4	OR	11	2	13				
ID	6	3	9	PA	28	15	43				
IL	31	7	38	RI	2	1	3				
IN	29	0	29	SC	25	9	34				
KS	7	3	10	SD	1	1	2				
KY	14	3	17	TN	18	10	28				
LA	7	0	7	TX	37	2	39				
MA	9	9	18	UT	3	1	4				
MD	16	1	17	VA	24	2	26				
ME	3	1	4	VT	4	0	4				
MI	11	2	13	WA	10	1	11				
MN	12	1	13	WI	8	1	9				
MO	22	4	26	WV	6	2	8				
MS	15	3	18	WY	3	2	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.

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

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

In 2017, only 54 Spanish technical manuals were requested for a total of 7 courses. Feedback from instructors revealed that although the English student manuals were preferred, students did much better with quizzes provided in both Spanish 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 2016. The international certification policies and procedures mirror the successful U.S. program.

In 2017, the materials were field-reviewed and updated. Two more international courses were offered in 2017, also in Mexico City and Doha. By the end of the year, there were a total of 45 SKW certified international technicians and 13 instructors.

The management of the international CPS certification program is currently being handled in Excel with a goal of eventually developing online certification and course management that mirrors the successful US program. Until that time, the U.S. course remains an option abroad, including courses in the Middle East and China, where a US-certified network is growing.



Table 5 shows the number of international CPS Technicians by country in late 2016 and 2017.

**Table 5: SKW Technicians and Instructors by Country**

<b>Instructors</b>	<b>13</b>
Mexico	2
Qatar	6
USA	5
<b>Technicians</b>	<b>45</b>
Argentina	6
Bolivia	1
Colombia	2
Costa Rica	1
Ecuador	3
Guatemala	1
Mexico	6
Panama	1
Paraguay	2
Peru	1
Qatar	19
Uruguay	2
<b>TOTAL</b>	<b>58</b>

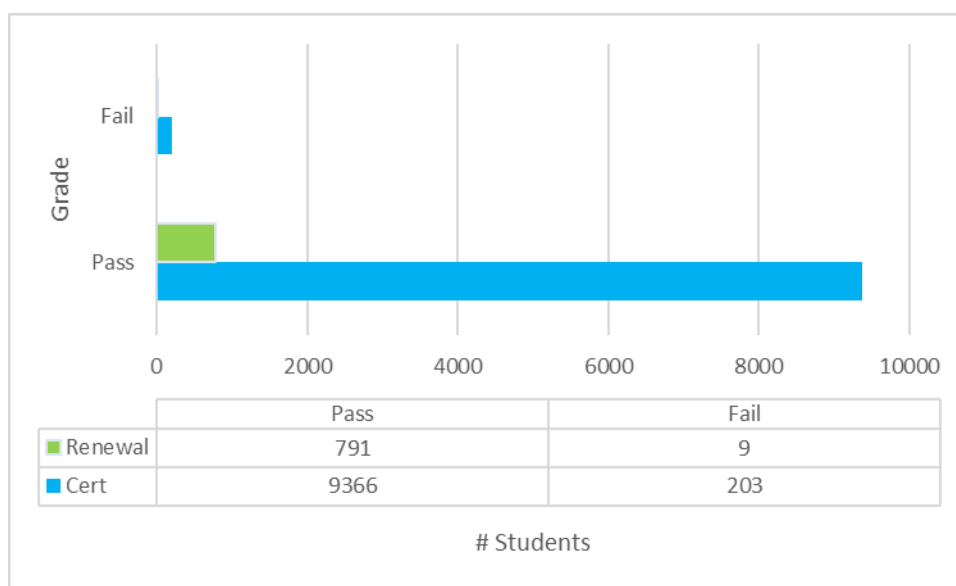
## Course Testing

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 2017, 10,369 people (up from 9,999 in 2015; an increase of 3.7 percent) took either a Certification or Renewal Testing course. Certification details are provided in Figure 6 and Table 6.

**Figure 6: Course Final Grades by Type, 2017**  
Certification N = 9,569, Renewal N = 800



**Table 6: Course Final Grades by Type, 2017**

RENEWAL	#	%	CERT	#	%
Passed	791	98.9%	Passed	9366	97.9%
Failed	9	1.1%	Failed	203	2.1%
Total	766	100.0%	Total	9233	100.0%



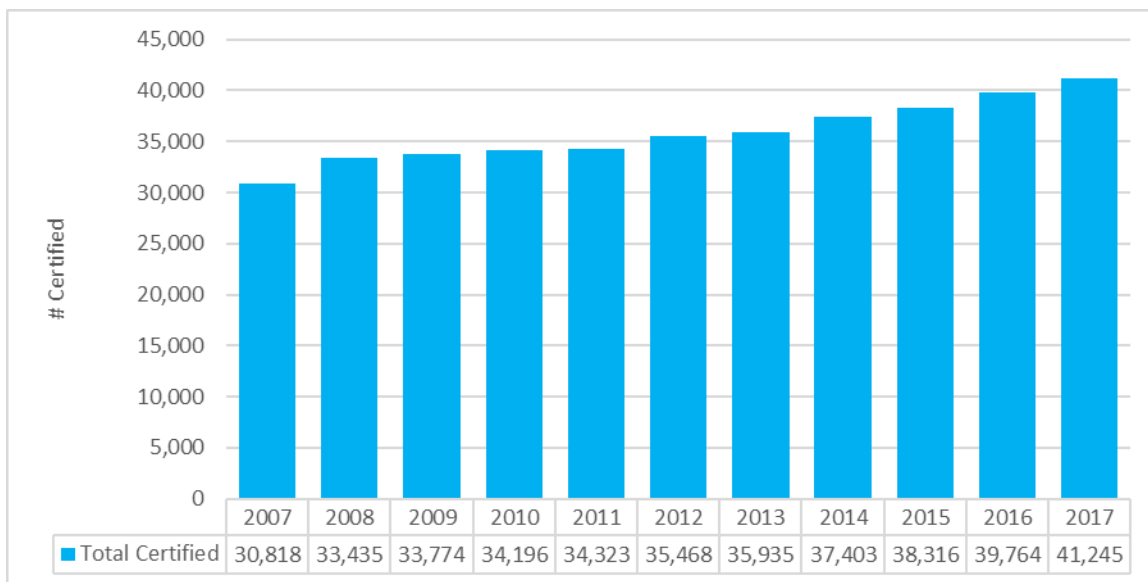
## Certifications

As depicted in Figure 7 below, the number of technicians in the certification program stayed relatively constant in 2017, with an increase of 1,481 techs, for a total of 41,245. This is an increase of 3.7 percent.

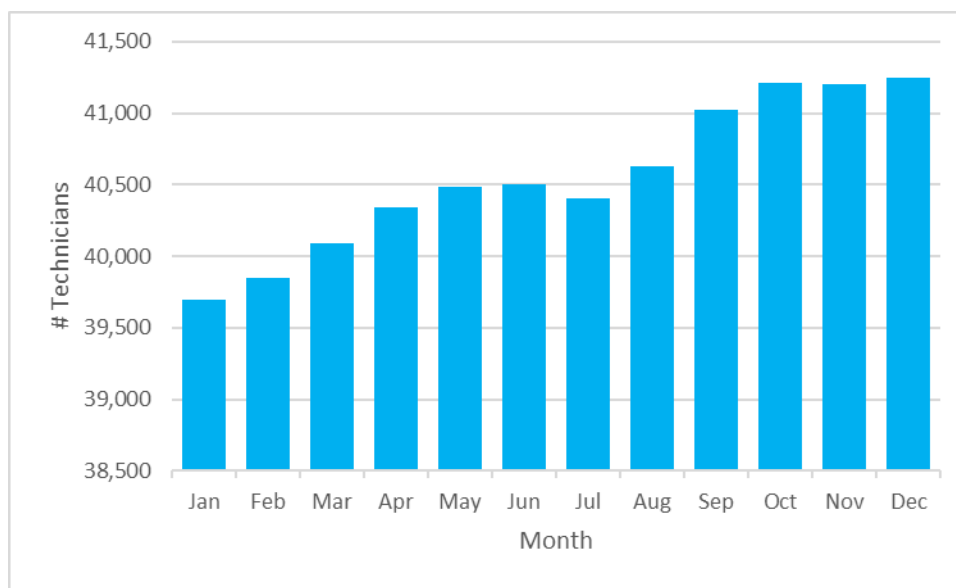
The majority of technicians identify themselves as working in public safety (52 percent work in law enforcement or rescue/EMS), followed by those working in hospitals and clinics (16.2 percent) (Figure 9).

Technician details are provided in Figures 8 and 9 and Tables 7 and 8 below.

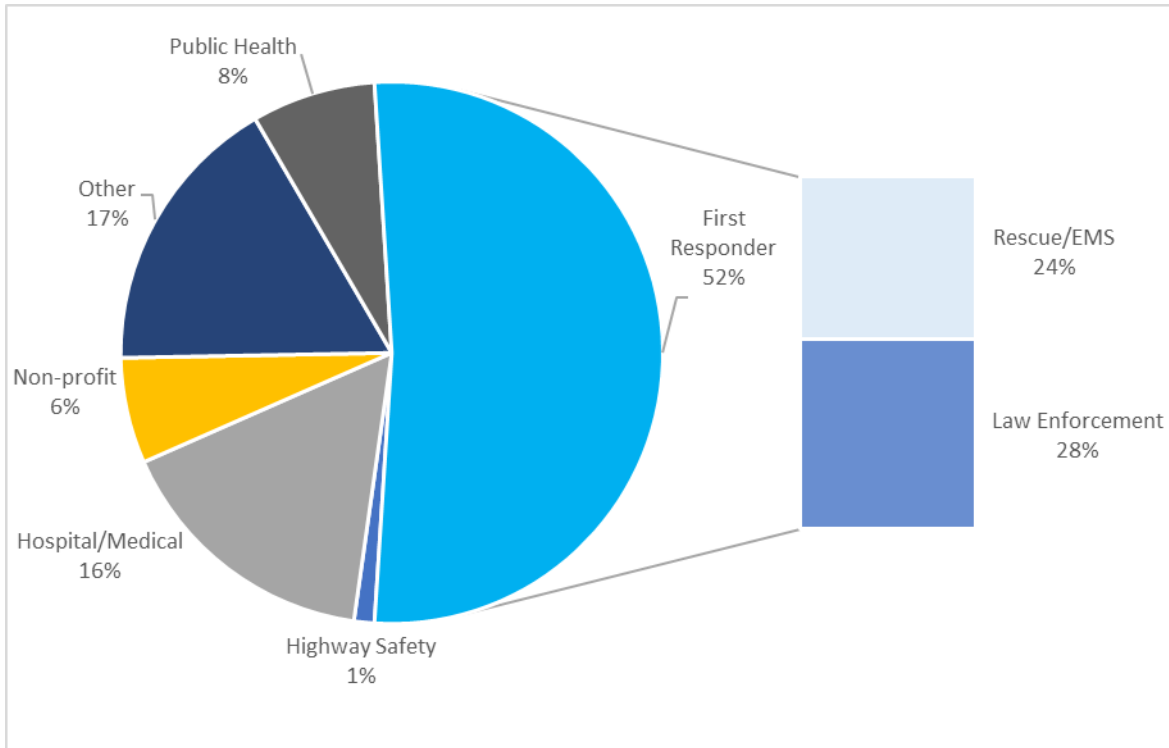
**Figure 7: Certified Individuals by Year**



**Figure 8: Technicians by Month, 2017**



**Figure 9: Organization Type**  
N = 39,791



**Table 7: Number of Certified Individuals by Type, 2017**

Month	Instructors	Instructor Candidates	Technicians	Total
January	1,749	50	37895	39,694
February	1,752	56	38042	39,850
March	1,748	61	38286	40,095
April	1,745	64	38535	40,344
May	1,748	56	38677	40,481
June	1,750	40	38710	40,500
July	1,747	38	38616	40,401
August	1,742	42	38844	40,628
September	1,746	38	39239	41,023
October	1,749	33	39427	41,209
November	1,749	33	39422	41,204
December	1,751	40	39454	41,245

**Table 8: Total Number Currently Certified at the End of 2017 by State/Territory**  
**N = 41,245**

State/ Territory	2017 total		State/ Territory	2017 total		State/ Territory	2017 total
Outside the US	159		IN	1174		NY	1870
AF- Americas	1		KS	646		OH	1081
AF- Europe	23		KY	576		OK	782
AK	256		LA	613		OR	489
AL	369		MA	839		PA	1658
AF- Pacific	3		MD	504		PR	151
AR	544		ME	240		RI	168
AZ	1041		MI	1036		SC	1201
CA	2520		MN	707		SD	147
CO	1227		MO	1114		TN	1131
CT	435		N Mariana Islands	80		TX	2018
DC	98		MS	406		UT	321
DE	92		MT	254		VA	1293
FL	1508		NC	3022		VI	14
GA	2386		ND	241		VT	175
Guam	62		NE	393		WA	435
HI	283		NH	191		WI	724
IA	384		NJ	1046		WV	296
ID	283		NM	463		WY	195
IL	1608		NV	268			

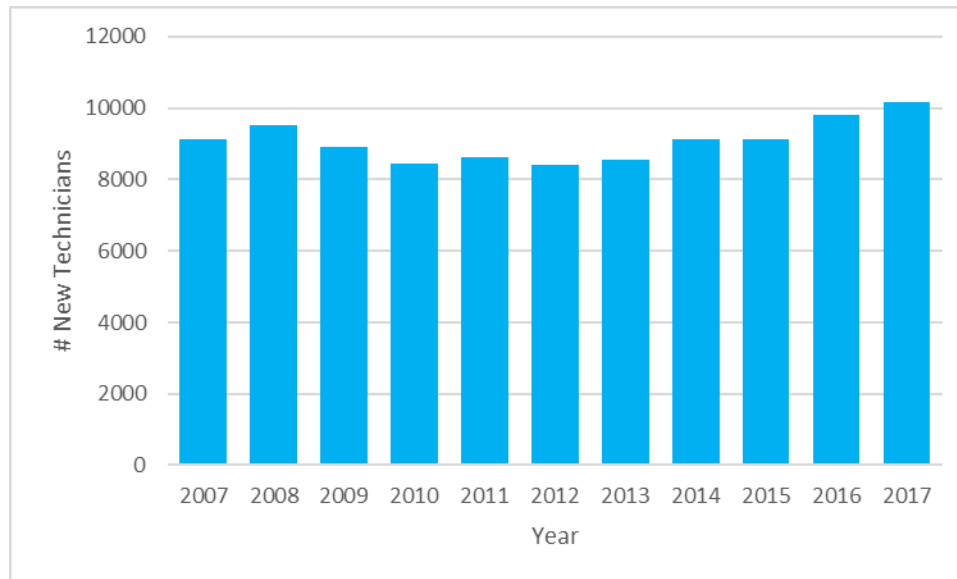
\* AF = Armed Forces

## New Certifications

As displayed in Figure 10 below, there were 10,156 new technicians certified in 2017. This is a noteworthy increase of 3.6 percent from 2016 (9,800).

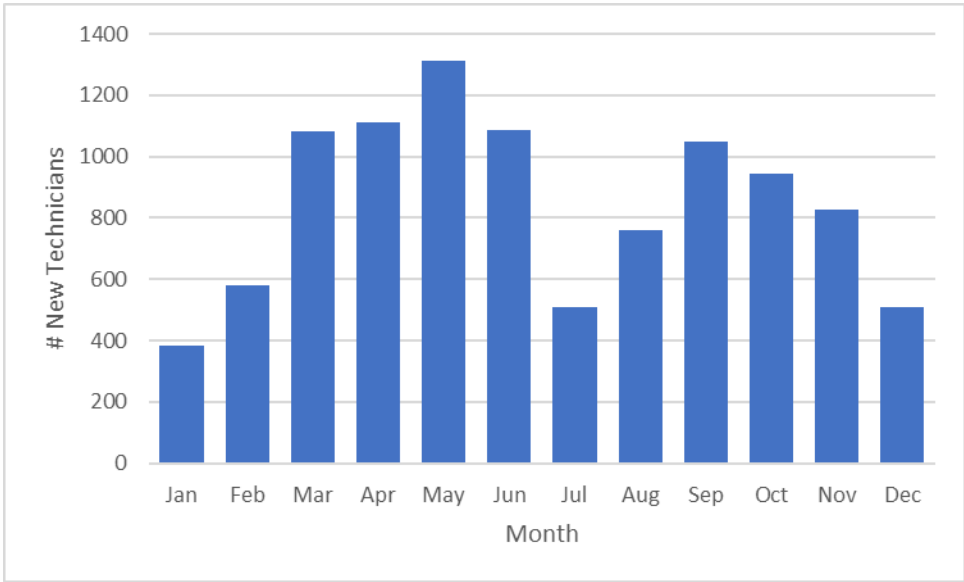
Safe Kids certified 150 new instructors in 2017, a decrease from 174 in 2016, but more than the 144 certified in 2015.

**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, 2017**  
**N = 10,156**

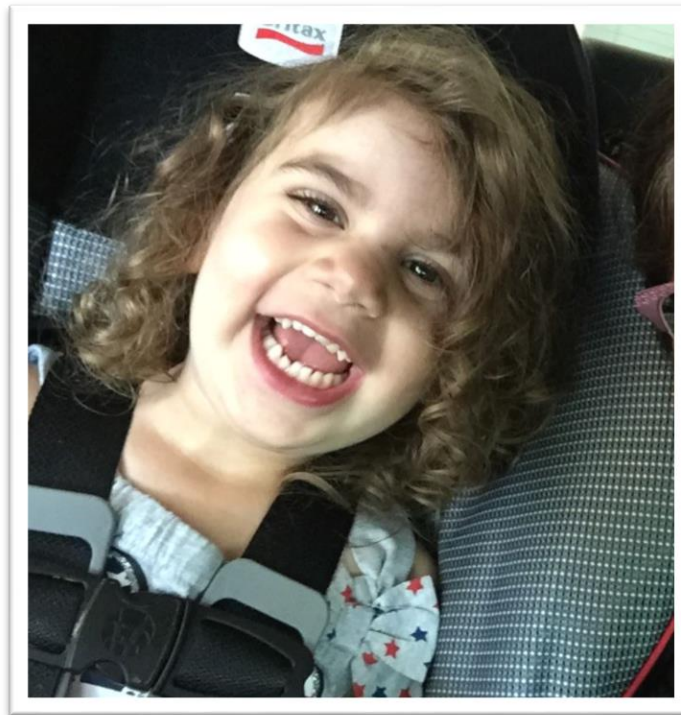
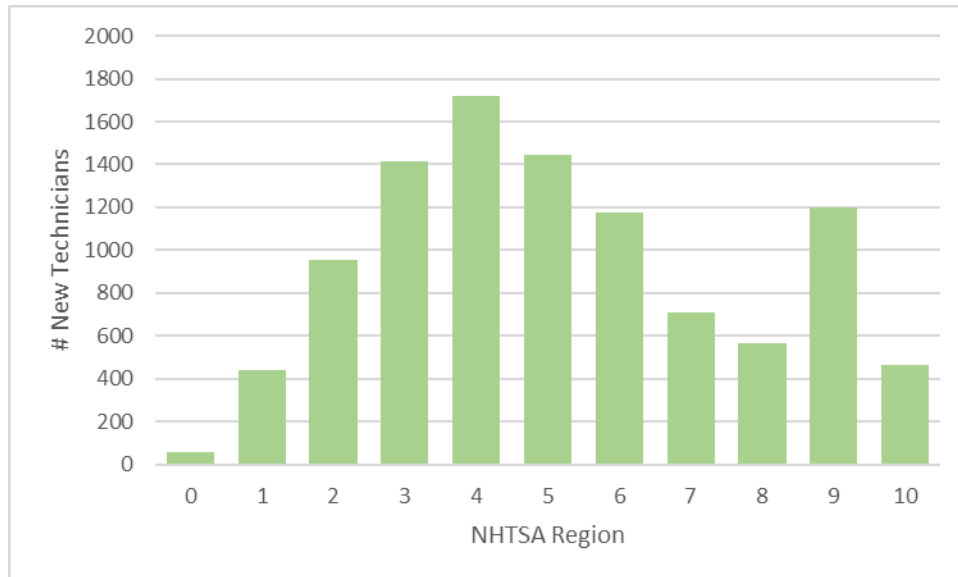




**Table 9: Number of New Technicians by NHTSA Region and State, 2017**  
**N = 10,156**

Region/ State	# New Techs		Region/ State	# New Techs		Region/ State	# New Techs
<b>Region 0</b>	<b>58</b>		<b>Region 4</b>	<b>1721</b>		<b>Region 8</b>	<b>568</b>
Non-US	41		AL	102		CO	263
APO	17		FL	450		ND	50
<b>Region 1</b>	<b>441</b>		GA	477		NV	107
CT	82		SC	344		SD	25
MA	190		TN	348		UT	70
ME	49		<b>Region 5</b>	<b>1443</b>		WY	53
NH	45		IL	412		<b>Region 9</b>	<b>1202</b>
RI	32		IN	342		AZ	286
VT	43		MI	185		CA	772
<b>Region 2</b>	<b>954</b>		MN	163		GU	28
NJ	203		OH	212		HI	77
NY	345		WI	129		MP	39
PA	385		<b>Region 6</b>	<b>1178</b>			
PR	21		LA	169		<b>Region 10</b>	<b>465</b>
<b>Region 3</b>	<b>1417</b>		MS	151		AK	76
DC	33		NM	135		ID	93
DE	39		OK	171		MT	56
KY	167		TX	552		OR	136
MD	153		<b>Region 7</b>	<b>709</b>		WA	104
NC	635		AR	153		Total = 10,156	
VA	302		IA	65			
WV	88		KS	123			
			MO	292			
			NE	76			

**Figure 12: New Technicians by NHTSA Region, 2017**  
**N = 10,156**



**Table 10: Number Certified/Recertified by State/Territory, 2017**  
**New Techs: 10,156 Recertified: 11,800**

State/ Territory	New Certs	Recerts	2017 total	State/ Territory	New Certs	Recerts	2017 total	State/ Territory	New Certs	Recerts	2017 total
Outside the US	41	62	103	IN	342	322	664	NY	345	640	985
AF- Americas	0	0	0	KS	123	217	340	OH	212	389	601
AF- Europe	15	1	16	KY	167	146	313	OK	171	159	330
AK	76	53	129	LA	169	163	332	OR	136	114	250
AL	102	102	204	MA	190	274	464	PA	385	481	866
AF-Pacific	2	0	2	MD	153	122	275	PR	21	91	112
AR	153	167	320	ME	49	53	102	RI	32	47	79
AZ	286	265	551	MI	185	340	525	SC	344	225	569
CA	772	621	1393	MN	163	214	377	SD	25	67	92
CO	263	343	606	MO	292	266	558	TN	348	267	615
CT	82	155	237	MP	39	13	52	TX	552	533	1085
DC	33	18	51	MS	151	76	227	UT	70	96	166
DE	39	26	65	MT	56	56	112	VA	302	301	603
FL	450	388	838	NC	635	952	1587	VT	43	52	95
GA	477	833	1310	ND	50	76	126	WA	104	136	240
Guam	28	5	33	NE	76	130	206	WI	129	253	382
HI	77	74	151	NH	45	47	92	WV	88	80	168
IA	65	144	209	NJ	203	344	547	WY	53	47	100
ID	93	56	149	NM	135	126	261				
IL	412	517	929	NV	107	55	162				

\* AF = Armed Forces

## Recertification

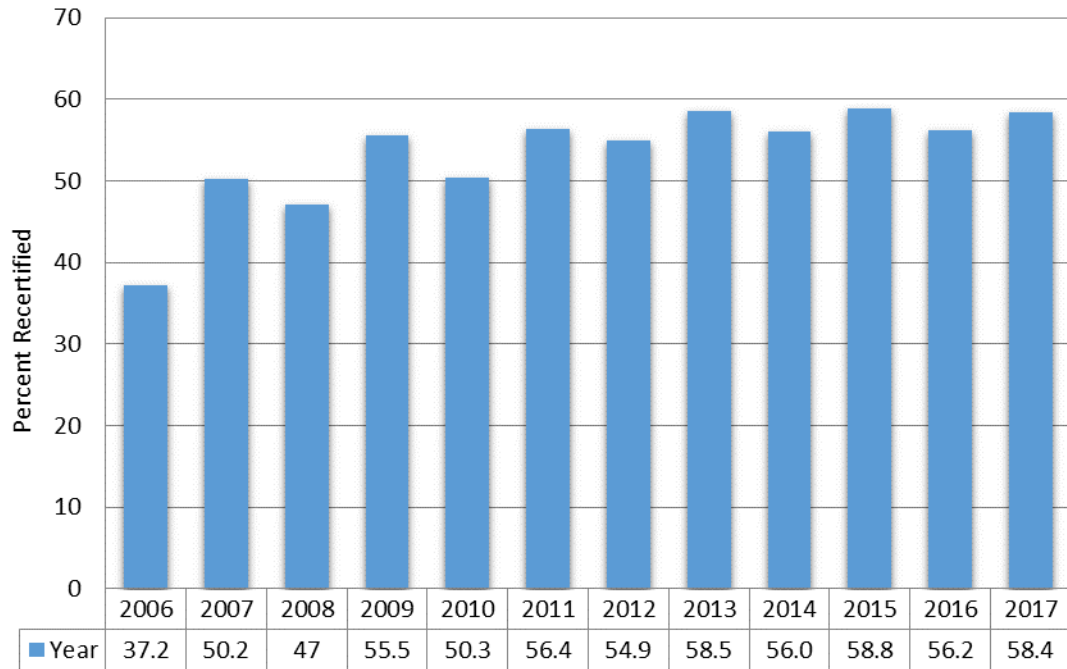
There are four basic requirements for technician recertification.

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.

## 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 considerable progress over the years, there was an increase of 2.2 percent from 2016 to 58.4 percent as seen in Figure 13 and Table 11. This is just under the record high of 58.8 percent observed in 2015.

**Figure 13: Recertification by Year, 2006-2017**





**Table 11: Recertification by State, Territory, 2017**  
Eligible for Recertification: 20,191; Recertified: 11,800

State	Eligible	Recertified	%	State	Eligible	Recertified	%
Non-US/Canada	144	62	43.1%	MO	502	266	53.0%
AF-Americas	1	0	0.0%	MP	30	13	43.3%
AF-Europe	11	1	9.1%	MS	195	76	39.0%
AK	93	53	57.0%	<b>MT</b>	<b>92</b>	<b>56</b>	<b>60.9%</b>
AL	246	102	41.5%	<b>NC</b>	<b>1384</b>	<b>952</b>	<b>68.8%</b>
AR	309	167	54.0%	<b>ND</b>	<b>119</b>	<b>76</b>	<b>63.9%</b>
AZ	513	265	51.7%	<b>NE</b>	<b>201</b>	<b>130</b>	<b>64.7%</b>
BC (Canada)	1	0	0.0%	<b>NH</b>	<b>74</b>	<b>47</b>	<b>63.5%</b>
CA	1203	621	51.6%	<b>NJ</b>	<b>555</b>	<b>344</b>	<b>62.0%</b>
CO	590	343	58.1%	NM	230	126	54.8%
<b>CT</b>	<b>212</b>	<b>155</b>	<b>73.1%</b>	<b>NV</b>	<b>88</b>	<b>55</b>	<b>62.5%</b>
DC	33	18	54.5%	<b>NY</b>	<b>972</b>	<b>640</b>	<b>65.8%</b>
DE	54	26	48.1%	<b>OH</b>	<b>597</b>	<b>389</b>	<b>65.2%</b>
FL	770	388	50.4%	OK	309	159	51.5%
<b>GA</b>	<b>1373</b>	<b>833</b>	<b>60.7%</b>	OR	234	114	48.7%
GU	25	5	20.0%	<b>PA</b>	<b>743</b>	<b>481</b>	<b>64.7%</b>
HI	159	74	46.5%	<b>PR</b>	<b>99</b>	<b>91</b>	<b>91.9%</b>
<b>IA</b>	<b>214</b>	<b>144</b>	<b>67.3%</b>	RI	84	47	56.0%
ID	105	56	53.3%	SC	420	225	53.6%
<b>IL</b>	<b>860</b>	<b>517</b>	<b>60.1%</b>	<b>SD</b>	<b>114</b>	<b>67</b>	<b>58.8%</b>
<b>IN</b>	<b>516</b>	<b>322</b>	<b>62.4%</b>	TN	528	267	50.6%
<b>KS</b>	<b>352</b>	<b>217</b>	<b>61.6%</b>	TX	941	533	56.6%
<b>KY</b>	<b>238</b>	<b>146</b>	<b>61.3%</b>	<b>UT</b>	<b>164</b>	<b>96</b>	<b>58.5%</b>
<b>LA</b>	<b>234</b>	<b>163</b>	<b>69.7%</b>	VA	595	301	50.6%
<b>MA</b>	<b>446</b>	<b>274</b>	<b>61.4%</b>	<b>VT</b>	<b>76</b>	<b>52</b>	<b>68.4%</b>
MD	252	122	48.4%	<b>WA</b>	<b>225</b>	<b>136</b>	<b>60.4%</b>
<b>ME</b>	<b>90</b>	<b>53</b>	<b>58.9%</b>	<b>WI</b>	<b>397</b>	<b>253</b>	<b>63.7%</b>
<b>MI</b>	<b>573</b>	<b>340</b>	<b>59.3%</b>	<b>WV</b>	<b>136</b>	<b>80</b>	<b>58.8%</b>
MN	368	214	58.2%	WY	102	47	46.1%

\* AF = Armed Forces      States/Territories with >=58.4 (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 2017, there were 407 (an increase from 332 in 2016) in 39 states, DC and in Germany (Armed Forces - Europe), including the 111 techs who were approved in 2017. North Carolina has, by far, the most Technician Proxies, as shown in Table 12.

**Table 12: Technician Proxies by State, 2017**  
**N = 407**

State/Territory	#		State/Territory	#
AE	2		ND	13
AK	1		NE	10
AZ	7		NH	1
CA	12		NJ	1
CO	12		NM	1
DC	1		NV	1
FL	2		NY	25
GA	11		OH	10
IA	2		OK	7
ID	1		OR	12
IL	23		PA	4
IN	3		SC	7
KS	2		TN	33
KY	14		TX	14
MA	13		UT	2
MD	4		VA	3
ME	2		VT	9
MI	21		WA	6
MN	19		WI	1
MO	5		WY	6
NC	84			

## Continuing Education Units: CEUs and CEU Audits

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 13, 14 and Figure 14 below provide additional CEU detail

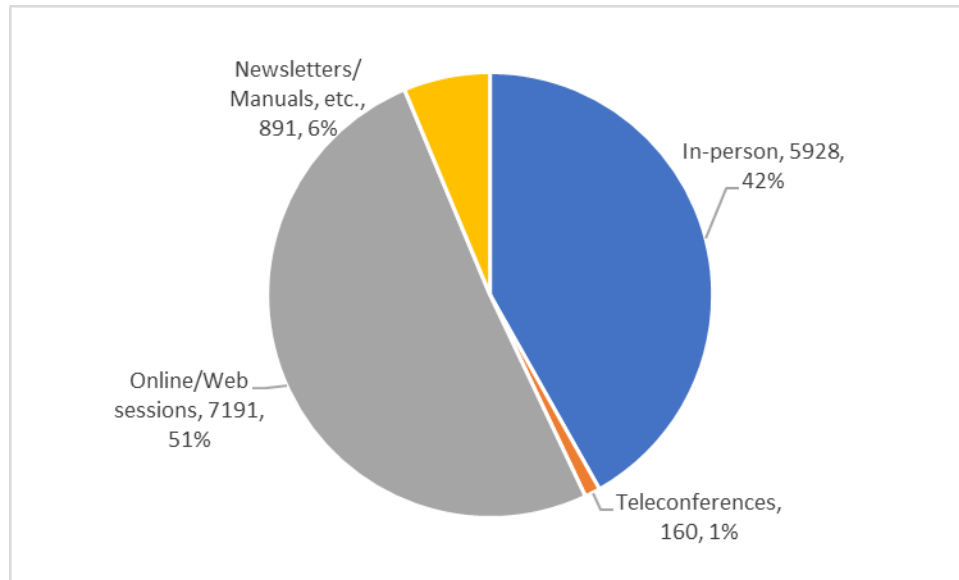
**Table 13: CEUs by Type, 2017**  
**N = 14,170**

CEU type	Hours entered	Percent
In-person	5928	41.8%
Teleconferences	160	1.1%
Online/Web sessions	7191	50.7%
Newsletters/ Manuals, etc.	891	6.3%
<b>Total</b>	<b>14170</b>	

**Table 14: CEUs by Type, 2016 and 2017**

CEU type	2016	2017	Difference
In-person Session/Workshop	40.8%	41.8%	1.0%
Teleconferences	1.1%	1.1%	0.0%
Online/Web sessions	44.8%	50.7%	5.9%
Newsletters/ Manuals/Journals	13.2%	6.3%	-6.9%

**Figure 14: CEUs by Type, 2017**  
**N = 14,170**

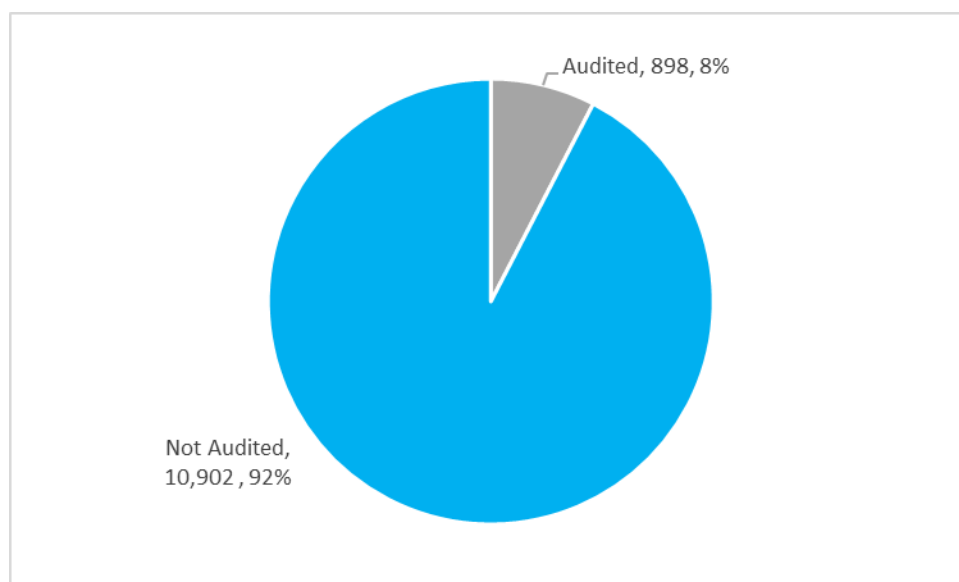


## CEU Audits

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 2017, just 7.6 percent of technicians who recertified were audited for CEUs.

**Figure 15: Audit Selection, 2017**  
**N = 898**



The decrease in the number audited in 2017 was due to the Quality Assurance Specialist's extensive work on updating the online training modules towards the end of the year.

A total of 898 technicians from all 50 states, the District of Columbia, Guam, Puerto Rico, Israel and Qatar were selected to be audited. Table 15 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.

**Table 15: Audit Status, 2017**  
**N = 898**

CEU Audit Status	Total	Percent
Fail	0	0
Pass	747	83.2%
Waived	3	0.3%
<b>Complete</b>	<b>750</b>	<b>83.5%</b>
Incomplete	148	16.5%
<b>Total</b>	<b>898</b>	<b>100%</b>



## Safe Kids Live Webinars

With support from State Farm®, Safe Kids offered ten free webinars for technicians to earn CEUs from expert presenters. Two additional webinars that were not CEU eligible (indicated by asterisks) provided instructors with course management tips and tools, as well as community education. Table 16 below displays more detailed information on the dates, topics and attendance at these webinars.

**Table 16: Webinar Attendees, 2017**  
**N = 2,984**

Date	Webinar Title	# Attendees
January 19, 2017	Car Seat Manufacturer: Goodbaby International- Evenflo, Urbini, Cybex, and GB	339
March 8, 2017	Car Seat Manufacturer Update: Chicco	408
April 6, 2017	Car Seat Manufacturer Update: Dorel	293
May 18, 2017	LATCH 2017 What the Curbside Tech Needs to Know	366
June 15, 2017	Car Seat Manufacturer Update: Graco	356
September 26, 2017	CPST Tools to Introduce CPS to OT/PT Specialists	215
September 28, 2017	CPS in Pickup Trucks	361
*October 12, 2017	CPS and Head Start	199
November 16, 2017	Car Seat Manufacturer Update-Diono	412
*December 7, 2017	Engaging Techs and Parents at Car Seat Check Events	35
Total		2,984

\* These webinars are not CEU eligible but do qualify for Community Education.

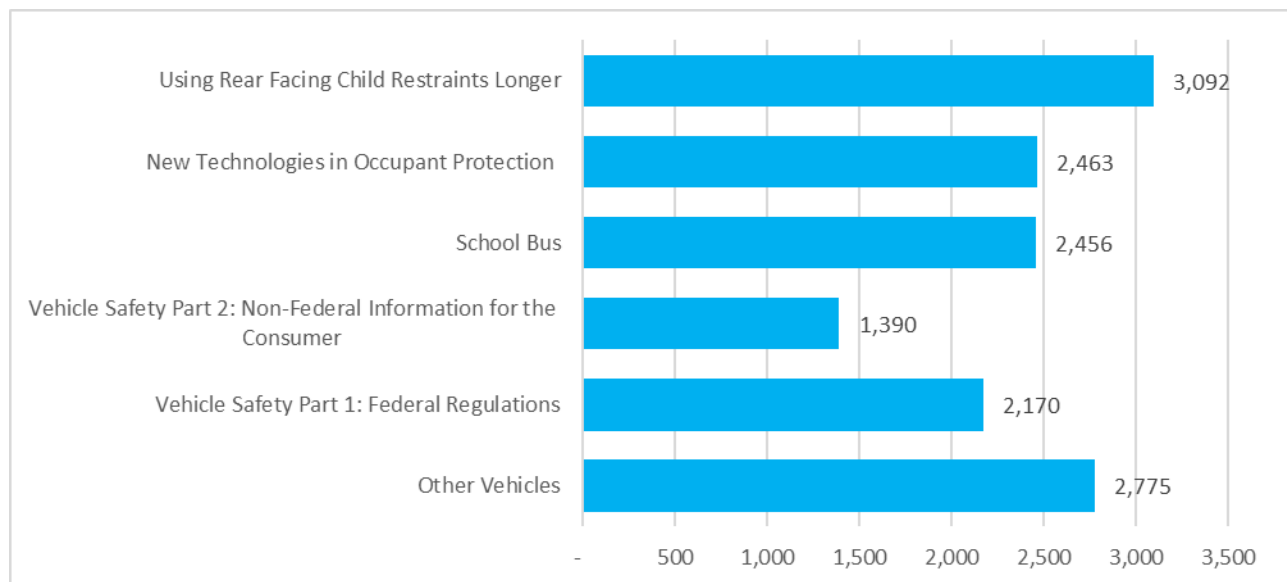


## Safe Kids Online Training


Safe Kids partnered with NHTSA to provide a series of online CEU opportunities at <http://training.safekids.org>. In 2017, a total of 14,346 trainings were completed, a 78 percent increase from the 8,039 completed in 2016.

The online modules were fully updated in 2017 through extensive research and technical expert review from the field. Modules now include not just text, but images, videos and links to resources. The new site, launching in January 2018, will be more user friendly and easier to navigate. As shown in Figure 16, the most popular modules are *Using Rear Facing Child Restraints Longer* and *Other Vehicles*.

**Figure 16: Completed Online Trainings, 2017**  
**N = 14,346**



Below is a screenshot of the 2017 (pre-update) Safe Kids Online Training Site: [training.safekids.org](http://training.safekids.org)




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

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 WORLDWIDE**

[Learn More](#)

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

Our Gift store has event signs, shirts, training dolls and more that help support our program & show off your CPS 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](#)

**TECHNIcian NOTES**

**To Use This Site**

Please log-in or sign up, available by the Safe Kids Logo in the upper-right corner. Please note, this site does not use the same credentials 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, taxis, 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**

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

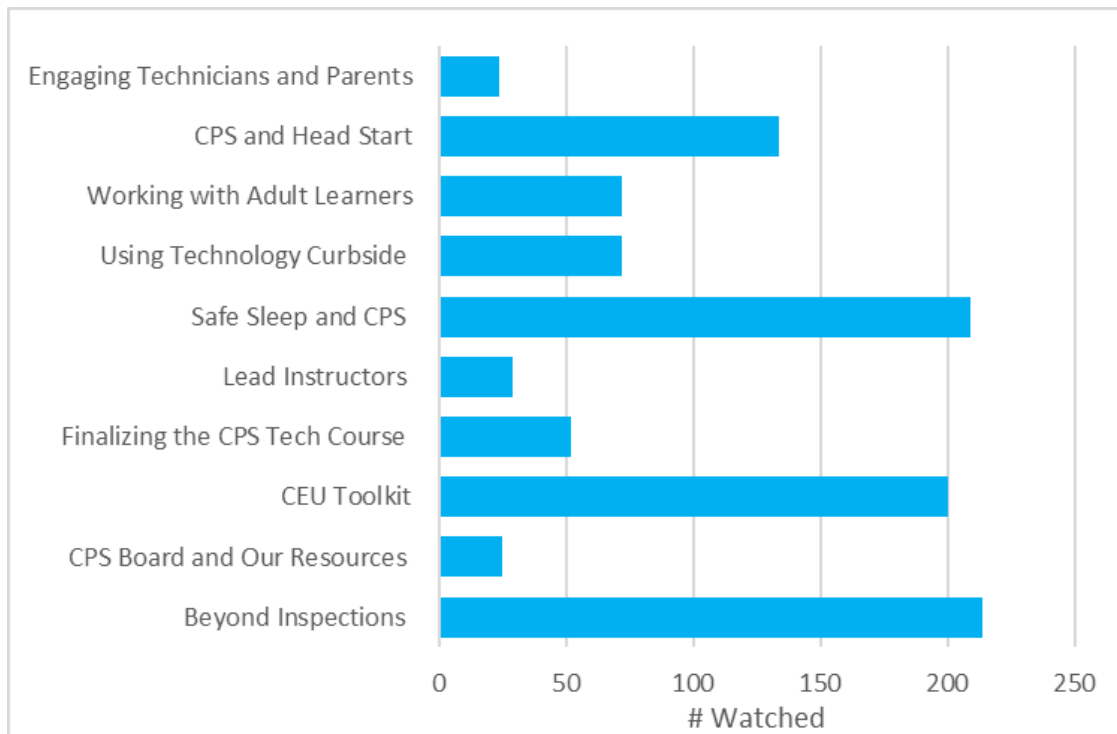
## Community Education Webinars

In response to requests from the field, in early 2016, Safe Kids added a third educational session option to the Community Education requirement. They could attend a one hour (minimum) educational session on how to better reach community members, improve communication skills or instructor development.

Safe Kids and the National CPS Board began offering webinars, live and recorded, as a way to help technicians meet this requirement in 2016 but expanded the offerings considerably in 2017. The webinars were posted on the CPS Board website throughout the year. Beginning in September, we began collecting metrics the number of times the webinars were watched, so that date is available for September through December (Figure 17).

The flagship webinar, *Beyond Inspections*, posted in August 2016 remains the most popular, followed by *Safe Sleep and CPS*. Both are 60 minutes, meeting the requirement. Shorter webinars, such as the 15-minute CEU toolkit and 30-minute Using Technology Curbside, can be combined to meet the minimum 60 minutes. As shown in Figure 17, the webinars were viewed more than 1,000 times.

**Figure 17: Community Education Webinar Views, 2017**  
**N = 1,031**



Based on the success of these webinars, Safe Kids has already planned several more Community Education webinars in 2018. When the updated curriculum is launched in late 2018/early 2019, a series of webinars geared towards instructors will be offered, providing even more online opportunities to meet the Community Education requirement.

## Basic CPS Awareness Course Toolkit

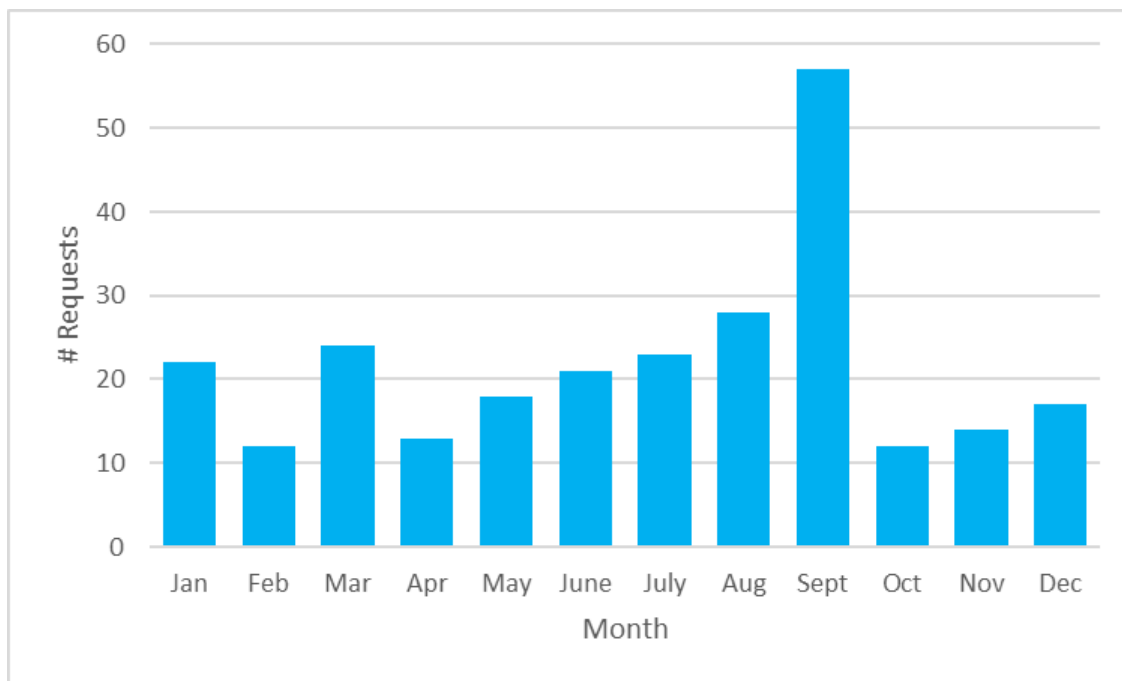
In early 2014, Safe Kids developed a toolkit for educators to use to expand road safety efforts in their community and to build new partners to protect kids. The Basic Car Seat Awareness Course was designed to serve as an introduction to car seats and to start conversations about restraint use in cars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

The materials were designed to be used by presenters with varying levels of experience in road safety as a 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, an evaluation and a certificate of participation for attendees. It is available by completing the [Basic Awareness Course Application](#). The PowerPoint includes slides and facilitator notes (which we invite educators to translate), videos, suggested activities and discussion starters.

The materials were promoted in several ways in 2017, 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.

There were 261 requests for the files using the online request form in 2017. This is a decrease from 334 requests in 2016. There was no large international conference this year which may account for the decrease in requests. As in years past, the overwhelming majority of requests were from people in the United States (253). Non-US requests came from Canada (4), China (1), South Africa (1), the United Arab Emirates (1) and India (1). Interest in the material was highest in August and September, as seen in Figure 18. The increased number of requests in September is likely due to an article in the CPS Express, highlighting how a group of nurses used the materials.

**Figure 18: Awareness Course Requests by Month, 2017**  
**N= 261**



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

Safe Kids received consistent feedback that the Awareness Course content is useful. The videos in the slideshow and the materials were helpful and easy to understand. For example, the videos in the PowerPoint helped one group to better understand the movement of someone involved in a crash. This was an unexpected response and helped the group to see how seat belts and car seats can protect them and their families so they can all travel more safely.


In 2018, we will review all content helpful for health care workers etc. that may improve usability. We will continue to work with our global network to encourage more exposure, while sharing and promoting this course through our website and technical updates.





## Website

Through [cert.safekids.org](http://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 screenshot of the home page.




NATIONAL  
CHILD  
PASSENGER  
SAFETY  
CERTIFICATION

A Program of  
Safe Kids Worldwide

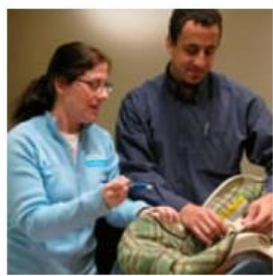
[Who We Are](#) | [Newsletter](#) | [Policies and Procedures Manual](#) | [Contact Us](#) | 1-877-368-8154

[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!**

Bubble Wrap: Having Trouble Installing Your Car ...



**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](#)



Although we had seen a decrease in site visits each year between 2014 and 2016, website traffic increased again in 2017. The total homepage visits were 269,284, up two percent from 263,410 in 2016. Figures 19 and 20 show the trend by year and month.

Figure 19: Homepage Visits by Year

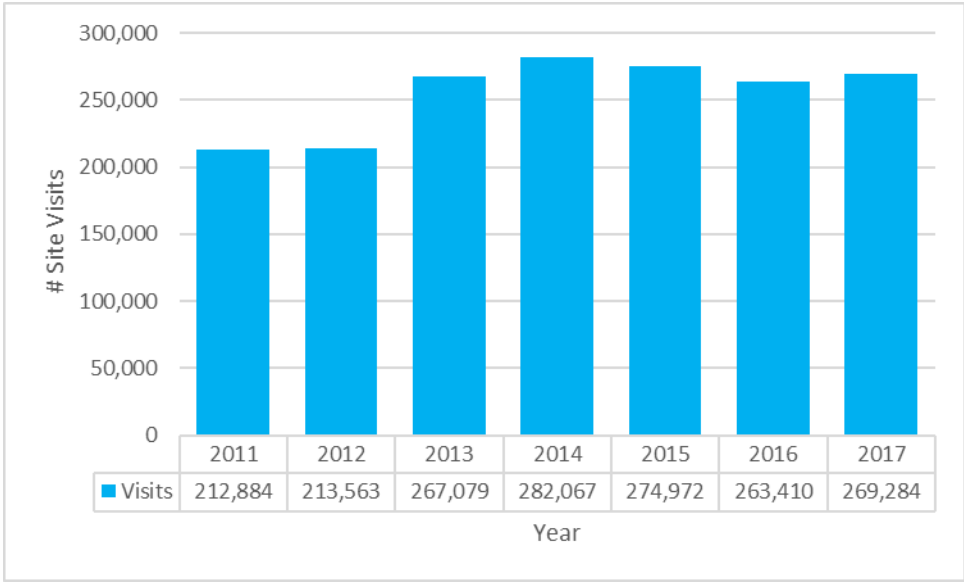
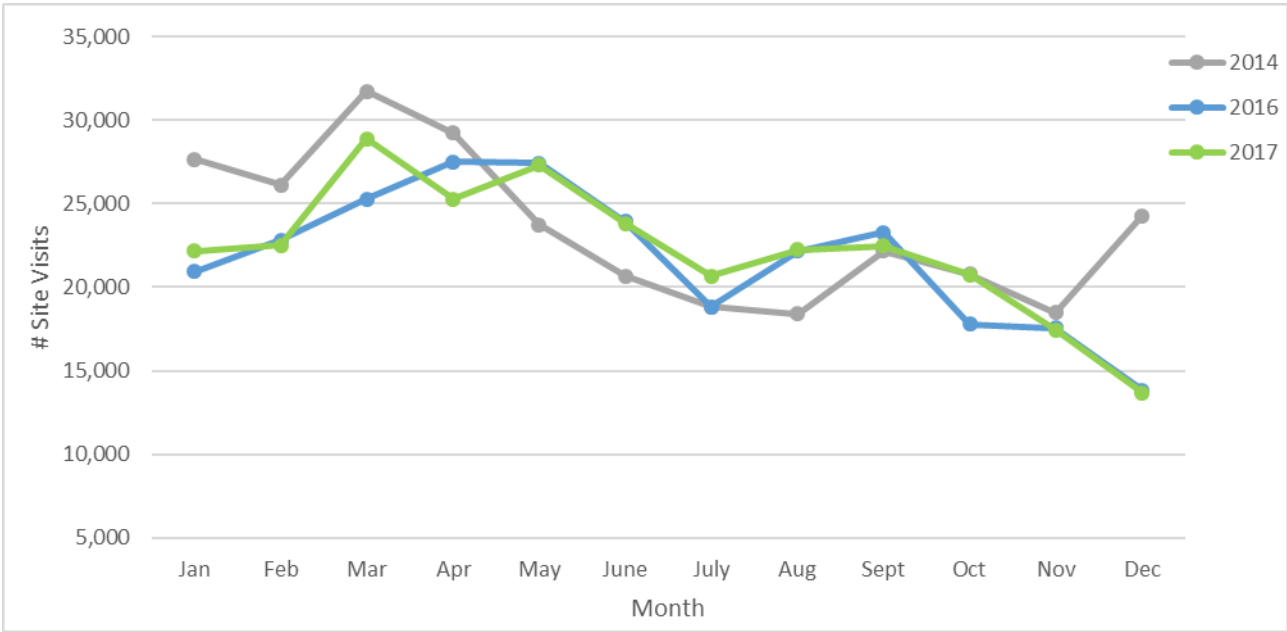


Figure 20: Homepage Visits by Month and Year

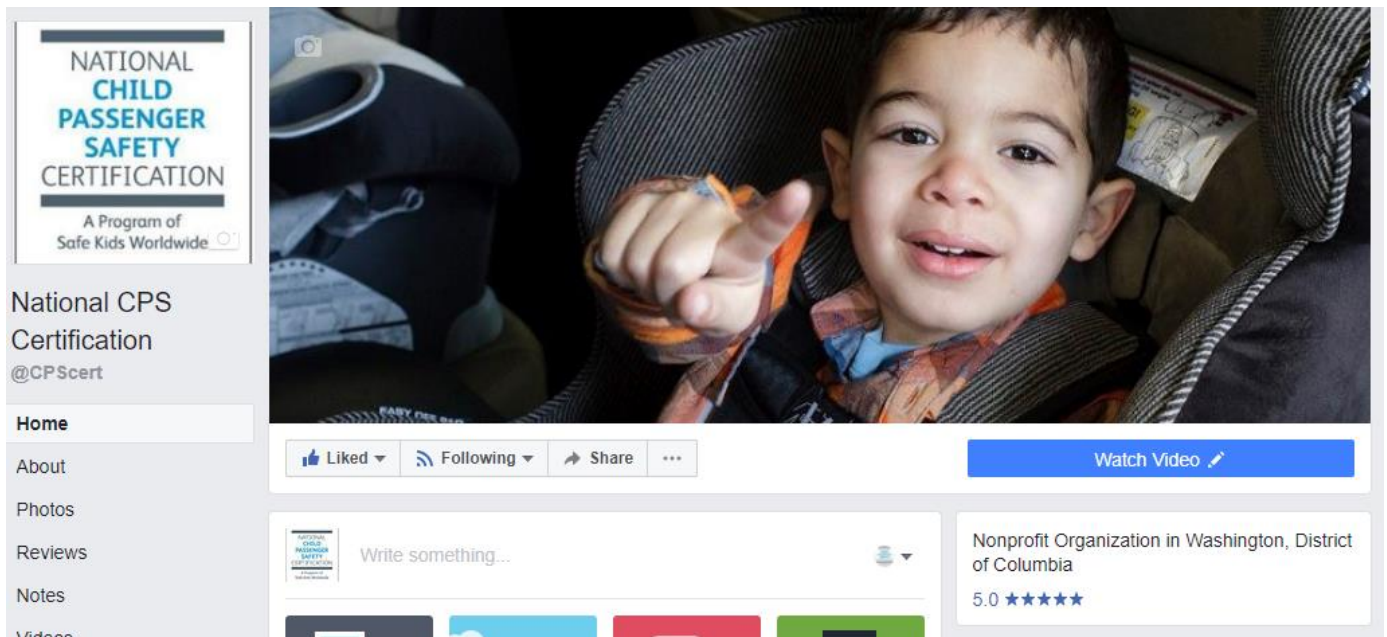


## Facebook



The CPS certification program has an active Facebook page, [www.facebook.com/CPSCert](https://www.facebook.com/CPSCert). We ended 2017 with 21,957 followers, up 3.7 percent from 21,159 this time last year. This is about the same percent increase (3.2 percent) from 2015 to 2016.

Screenshot of Facebook page: Facebook.com/cpscert.

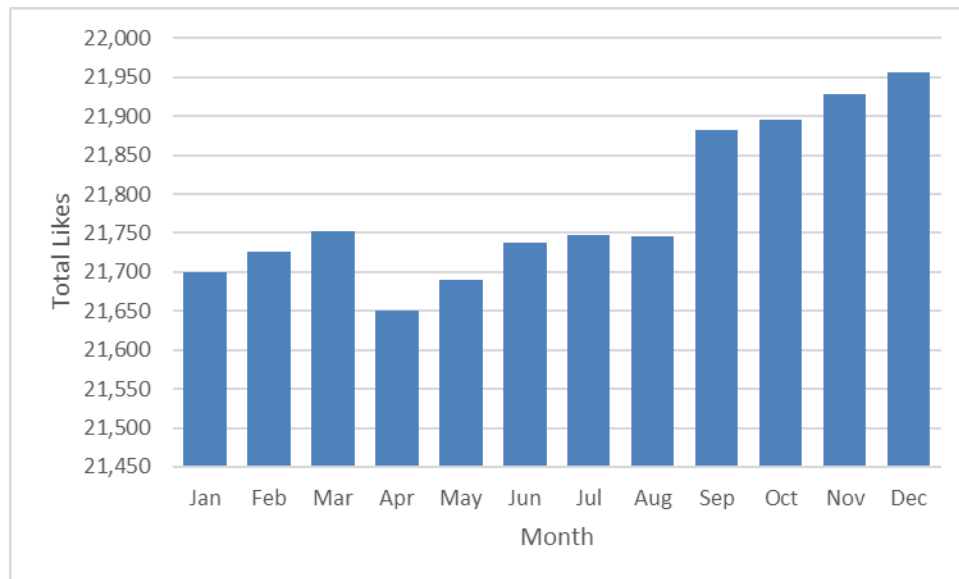


The page has a 5-star rating.



As seen in Figure 21, although there were ups and downs throughout the year, the end of the year saw an increase of 258 likes.

**Figure 21: Total Facebook Likes, End of Month, 2017**

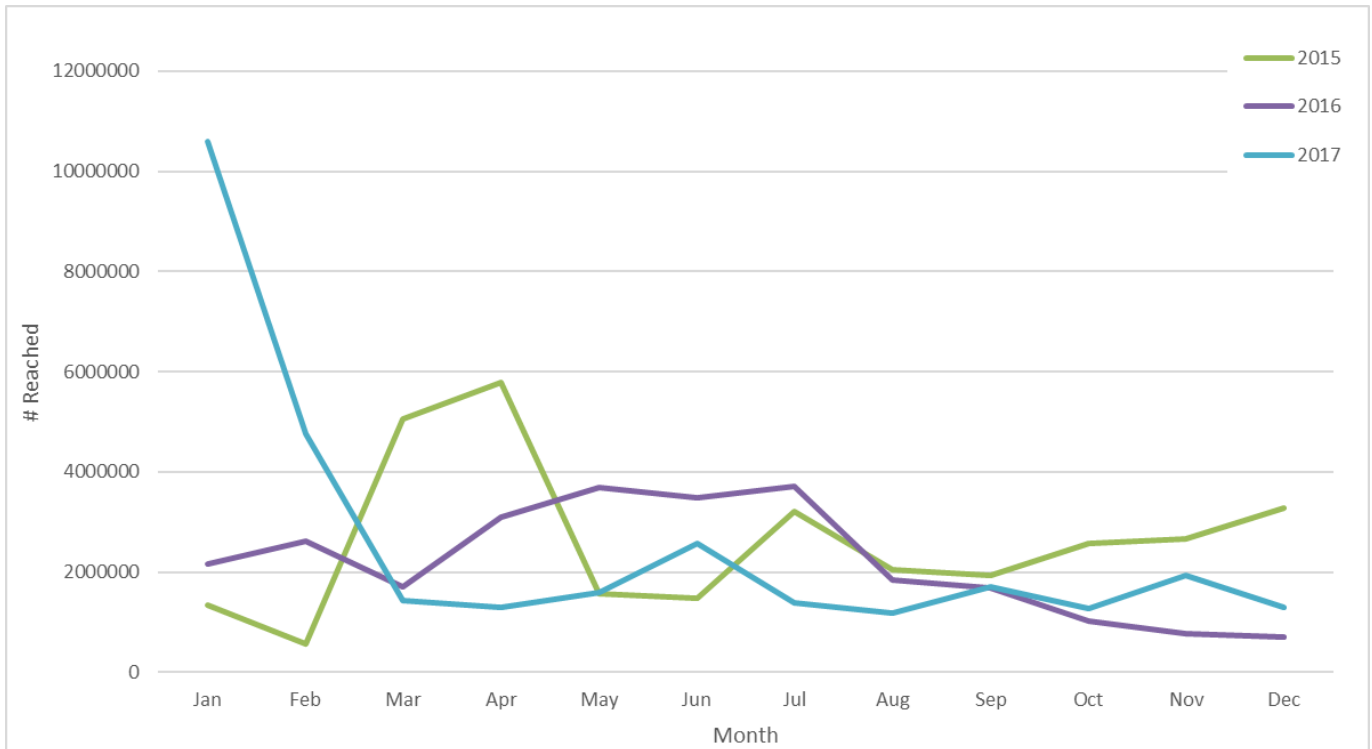


The two major Facebook metrics are reach and engagement. Reach is the number of people who saw any content on the page, which is shown in Figure 22. This shows how much of the content is actually reaching our fans. It includes comments, likes and shares. Reach is a good indicator of how well we are getting our content into news feeds. Engagement includes all clicks, including comments, likes and shares, and is shown in Figure 23.

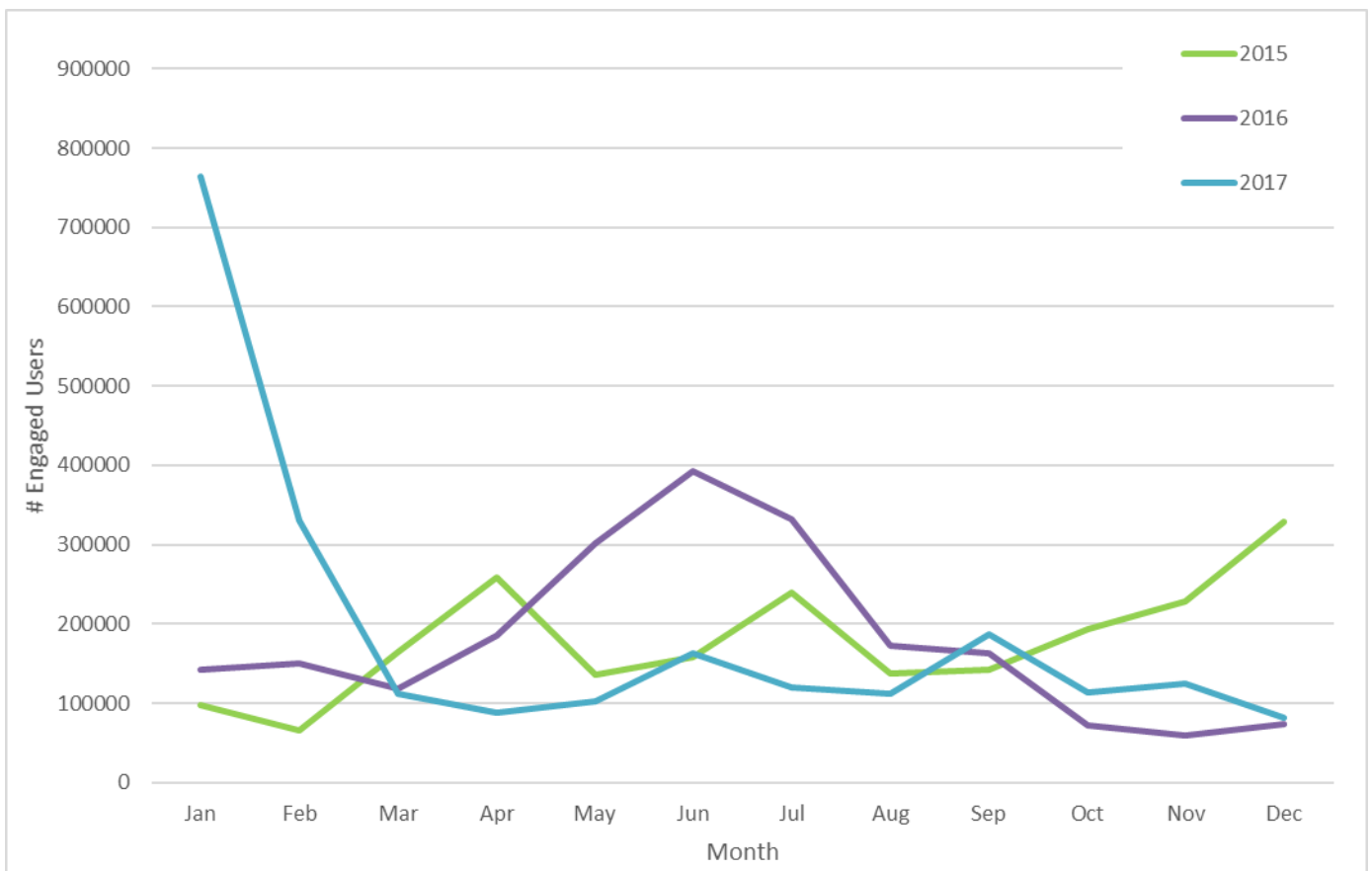
January numbers were unusually high for both 28-day Reach and 28-day Engagement, but no cause could be determined.



**Figure 22: 28-Day Total Reach by Month and Year, 2017**



**Figure 23: 28-Days Engaged Users by Month and Year**

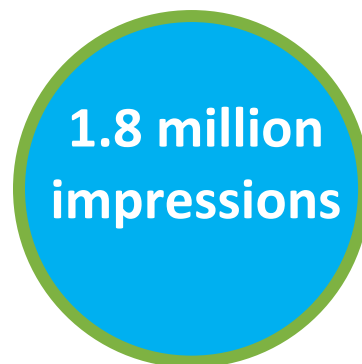


## CPST Month: May 2017

2017 was the fourth year that Safe Kids Worldwide celebrated CPST Month during May. Not only does this serve as a time to honor and thank all our CPS techs, but we also aim to increase the number of new technicians certified during the month.

As in previous years, the campaign had two strategic pushes. The first push was outreach to CPS Instructors asking them to teach a course in May. The second push was aimed at the general public - with an emphasis placed on reaching first responders, nurses, and parents - to try to get more people to sign up for the courses.

For CPST Month 2017, we saw an increase in the number of courses held and states participating, and we exceeded our goal of getting 1,300 new technicians certified. The 94 courses were held in 42 states. Table 17 shows a three-year comparison of our results.



**Table 17: CPST Month Results by Year**

	2017	2016	2015
Number of Courses Held	94	84	87
Number of States Participating	42	41	44 and PR
Number of New Techs Certified	1,313	1,252	1,322

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

We learned from instructors last year that they plan their courses more in advance than we realized. Based upon what we heard from the field in 2016, we began our campaign to remind instructors to plan for courses in May earlier. Our first social media push was in February instead of March, and we began targeting technicians and instructors with announcements or articles in each edition of the CPS Express starting with the November/December 2016 edition and continuing through May/June 2017.

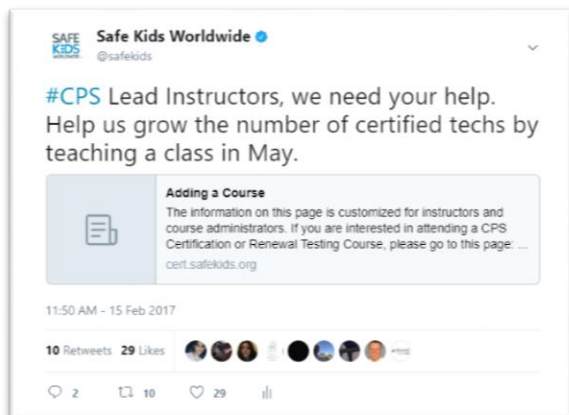
One of the components we piloted in 2016 to engage coalitions that we brought back in 2017 was a CPS Month contest. For every certification course a coalition held in May they were entered to win a \$200 gift card. A toolkit to help them promote their courses was made available. The toolkit included 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. We received 21 submissions and our winner was Shannon DePatto from Waynesboro, PA.

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 794,807 impressions, down from 1,234,244 impressions in 2016. There were 4,677 Likes, 667 Comments and 1,357 Shares.



Twitter had 948,406 Impressions, lower than 2016's 1,336,471. LinkedIn and Instagram had limited impressions, so will be discontinued next year, allowing more focus on Twitter and Facebook.







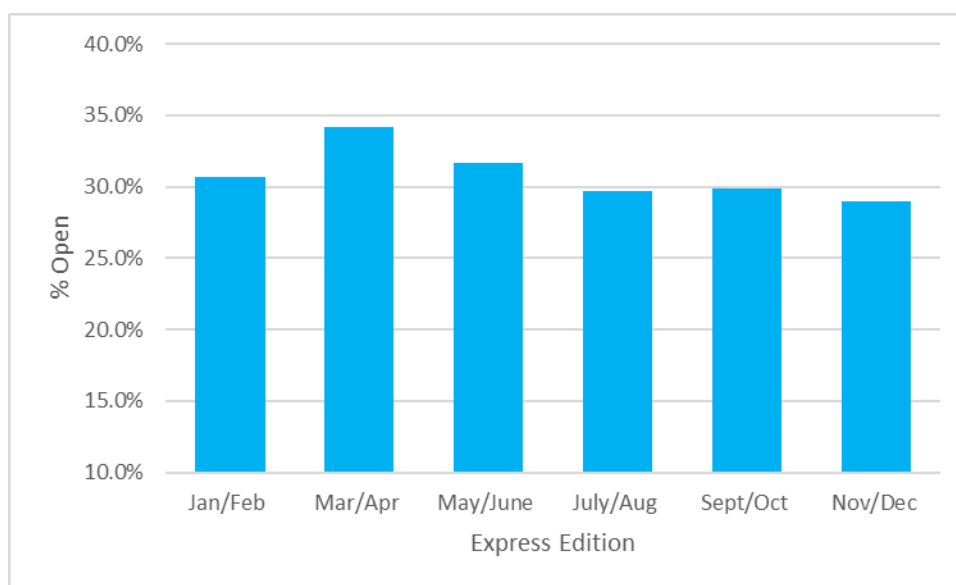
Six editions of the [\*CPS Express!\*](#) e-newsletter were sent out in 2017. This newsletter is e-mailed to all currently certified technicians with the aim of keeping technicians aware of developments and news in the field.

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

According to [Smart Insights](#), the average non-profit open rate for e-newsletters is 24.98 percent. The *CPS Express!* open rate is slightly higher than that. In 2017 it increased to 30.9 percent from 27.6 percent in 2016.

As seen in Figure 24, open rates per edition ranged from 29.7 percent to 34.2 percent.

**Figure 24: CPS Express Open Rates by Edition, 2017**



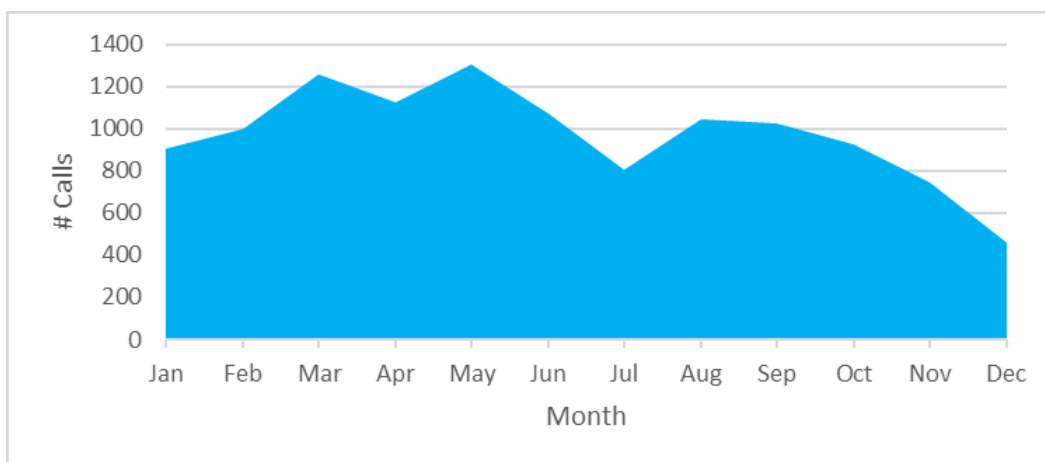
## Customer Service

ProExam (formerly Professional Examination Services) is the contracted provider of certification customer service. Customer service assistance requests remained relatively constant in 2017, likely because there were no major policy or qualification changes.

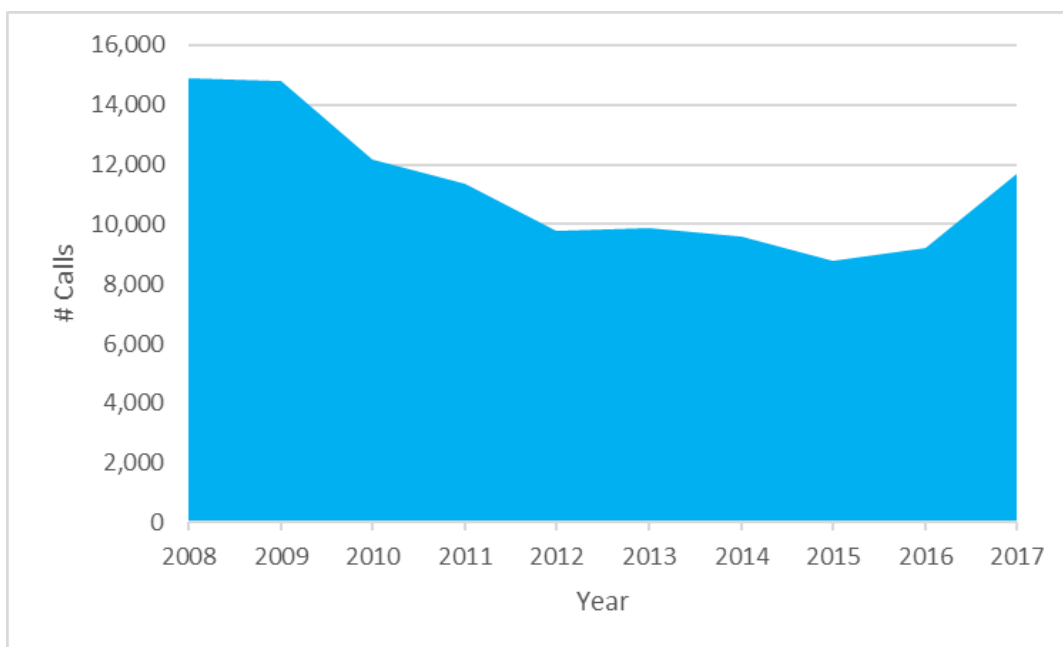
Customer service received 11,678 calls in 2017, an increase of 27 percent from 2016. ProExam also began tracking calls made directly to senior customer service representatives in 2017. Myra Butler and Wardell Bonner responded to 790 direct calls.

Figures 25, 26, 27 and 28 show detail about calls and emails to the Customer Service Center.

**Figure 25: Customer Service Calls by Month**  
**N = 11,678**

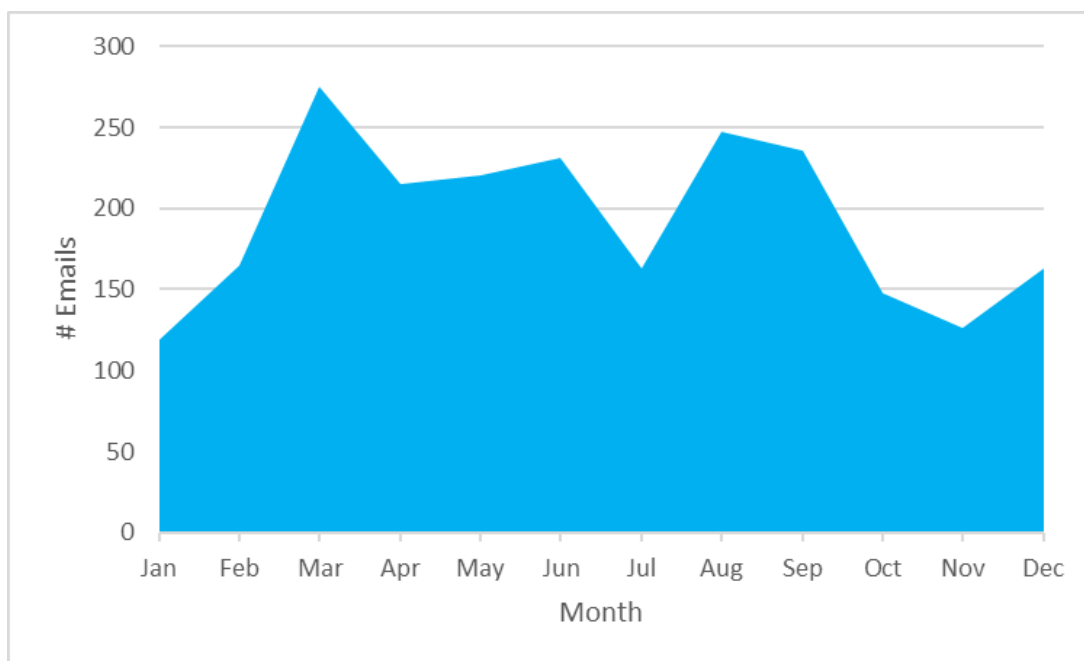


**Figure 26: Customer Service Calls by Year**

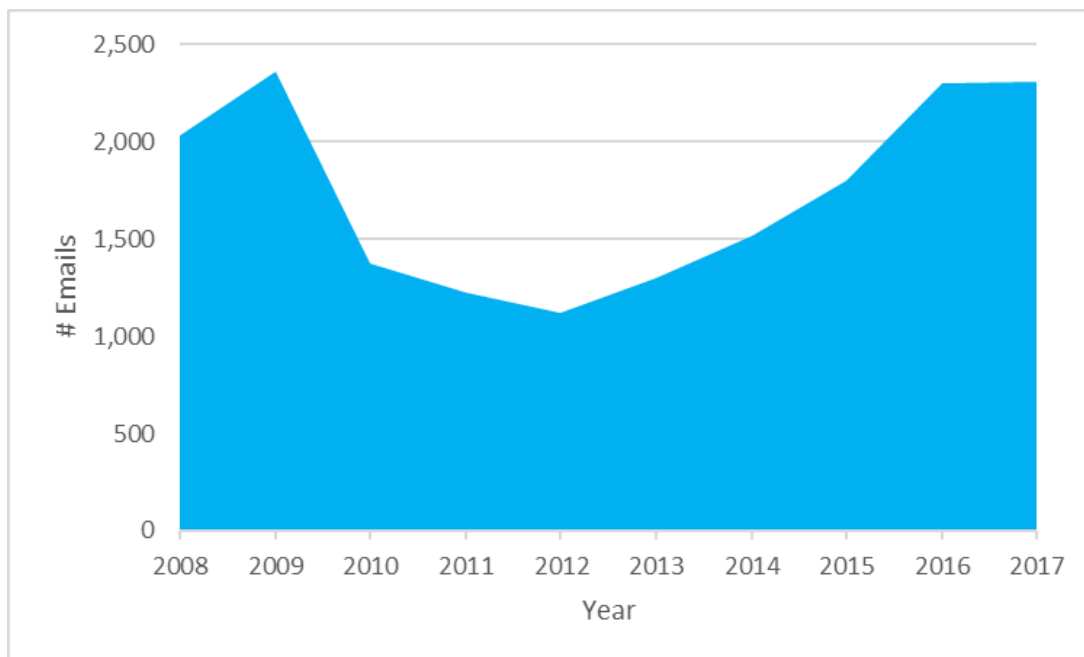


Customer Service email volume increased by just eight emails from 2016 to 2017. Customer service handled 2,308 e-mail messages (up from 2,300). This is an average of 8.9 email messages per workday, up from 8.8 in 2016).

**Figure 27: Customer Service Emails by Month, 2017**  
**N = 2,308**



**Figure 28: 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.