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NATIONAL  
CHILD  
PASSENGER  
SAFETY  
CERTIFICATION

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A Program of  
Safe Kids Worldwide

SAFE  
KIDS  
WORLDWIDE™

Certification  
CHILD PASSENGER SAFETY

2018 Certification  
Program  
Accomplishments



Having survived a crash in 2012 by wearing my seatbelt, I realized the sheer force inside a vehicle at the point of impact. There is no chance I would have survived being t-boned at 70 mph without my seatbelt. From that day forward, I realized that part of my greatest recovery was to help ensure others are protected inside a vehicle, especially our most precious cargo, the children.

~ C. Owens

I'm a CPST because I'm saving the world, one child at a time.  
~ J. Brothers

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## 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, the 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.



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.

## 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 169,000 people have successfully completed the CPS Certification Course, including more than 42,000 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 children are safe.

The CPS certification program had another exceptional year in 2018. The more than 1,800 certified instructors held 763 Certification and 158 Renewal Testing courses in all 50 states, the District of Columbia, Guam, Puerto Rico, Northern Mariana Islands, US Virgin Islands, China, Israel, Malaysia, Singapore and the United Arab Emirates.

With these 921 courses in 2018 (up from 882 in 2017), Safe Kids Worldwide certified 10,166 new technicians and 185 new instructors. These technicians and instructors are now out in their communities, honing their skills and working alongside more seasoned technicians.

The national recertification rate was 55.7 percent, the lowest since 2012's 54.9 percent. Of the 19,844 eligible technicians, 11,061 techs chose to recertify. A survey of technicians whose certification expired in 2018 revealed 35 percent changed jobs or never planned on recertifying. Perhaps other reasons include changes in funding and local support.

The CPS certification program offers more than just certification courses. In 2018, 1,832 technicians attended one of 12 local updates supported by State Farm, our sponsor since 2005. In addition, for technicians who can't attend an in-person update, Safe Kids offers online training modules where they can earn CEUs, a requirement for recertification. The newly revamped site, [training.safekids.org](http://training.safekids.org), launched in January 2018. More than 9,000 CEUs were earned from the online training modules. Safe Kids also offered 10 live webinars for techs to earn CEUs in 2018 with more than 3,700 techs attending.

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.

There is no better feeling than watching a family drive away safer than when they arrived!

~ T. Palyo

I am a Health Educator and have a passion for primary prevention so becoming a CPST just seemed like the most natural thing and I absolutely love it. I love being able to help parents keep their little ones safe and realize car seats don't have to be this super complicated thing that can't be used right.

~A. Oberman

## 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. Based on calendar year, a total of 11 updates were completed in calendar year 2018. 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, 2018**

Date	Market Area	City, State	# Attendees
Mar 14-15, 2018	West Central	Albuquerque, NM	140
Mar 19-21, 2018	Eastern	Long Branch, NJ	700
May 1-2, 2018	Eastern	Columbus, OH	140
May 7, 2018	Western	Portland, OR	140
May 9, 2018	Western	Los Angeles, CA	45
May 23-24, 2018	North Central	Mt. Pleasant, MI	145
June 6, 2018	Southeastern	Murfreesboro, TN	42
Oct. 5, 2018	West Central	Flagstaff, AZ	110
Oct. 22-24, 2018	West Central	Mankato, MN	130
Nov. 7, 2018	Southeastern	Hollywood, FL	130
Dec. 17, 2018	Southeastern	Forsyth, GA	110
		<b>2018 Attendees</b>	<b>1,832</b>

What I find most fulfilling is empowering caregivers with the information to protect their children from the number one cause of death.

~E. Brill

Figure 1: Map of State Farm Tech Updates, 2018



Because car seat safety is so important and implementing safe practices is something everyone can do to ensure that our most vulnerable population is as protected as possible.

~N. Spensley

## Tech Updates: Learning and Networking

Technicians can attend meetings to learn about the latest in child passenger safety. These technical updates celebrated the work in the field by trained CPS technicians and provided networking opportunities for best practice conversations.



Columbus, OH May 1-2, 2018



Mt. Pleasant, MI May 23-24, 2018



Flagstaff, AZ October 5, 2018



Mankato, MN October 23-24, 2018



Hollywood, FL November 7, 2018



Forsyth, GA December 17, 2018



## 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 2018, there were 763 certification courses, an increase from 739 in 2017. They were held in all 50 states, the District of Columbia, Guam, Puerto Rico, Northern Mariana Islands, US Virgin Islands, China, Israel, Malaysia, Singapore and the United Arab Emirates. Eight courses were held outside of the U.S. and our territories. The average number of courses per month was 63.6, an increase from 61.6 in 2017.

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, 2018**

Course Location	#
<b>US</b>	<b>748</b>
<b>Territories and DC</b>	
GU	1
MP	1
PR	2
VI	1
DC	2
<b>Subtotal</b>	<b>7</b>
<b>Non-US</b>	<b>#</b>
UNITED ARAB EMIRATES	2
CHINA	1
SINGAPORE	1
MALAYSIA	2
ISRAEL	1
CHINA	1
<b>Subtotal</b>	<b>8</b>
<b>TOTAL</b>	<b>763</b>

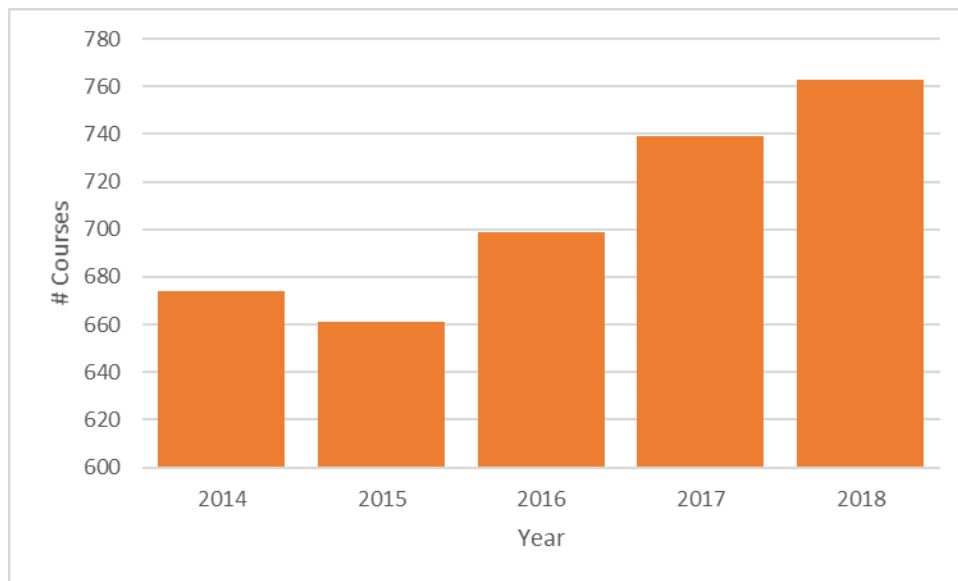
I became a technician because my parents did everything in their power to keep me safe even though safety features were lacking back then. We were in multiple major collisions when I was a child and if my parents hadn't been so proactive I wouldn't be here today.

~ J. Ewing

**Figure 2: Certification Courses by Month, 2014-2017 and 2018**  
**2018 N = 763**



**Figure 3: Total Number of Certification Courses, 2014-2018**



## 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.

In 2018, there were 158 Renewal Testing Courses (an increase from 143 in 2017) held in 39 states and Guam, as displayed in Table 3 below.

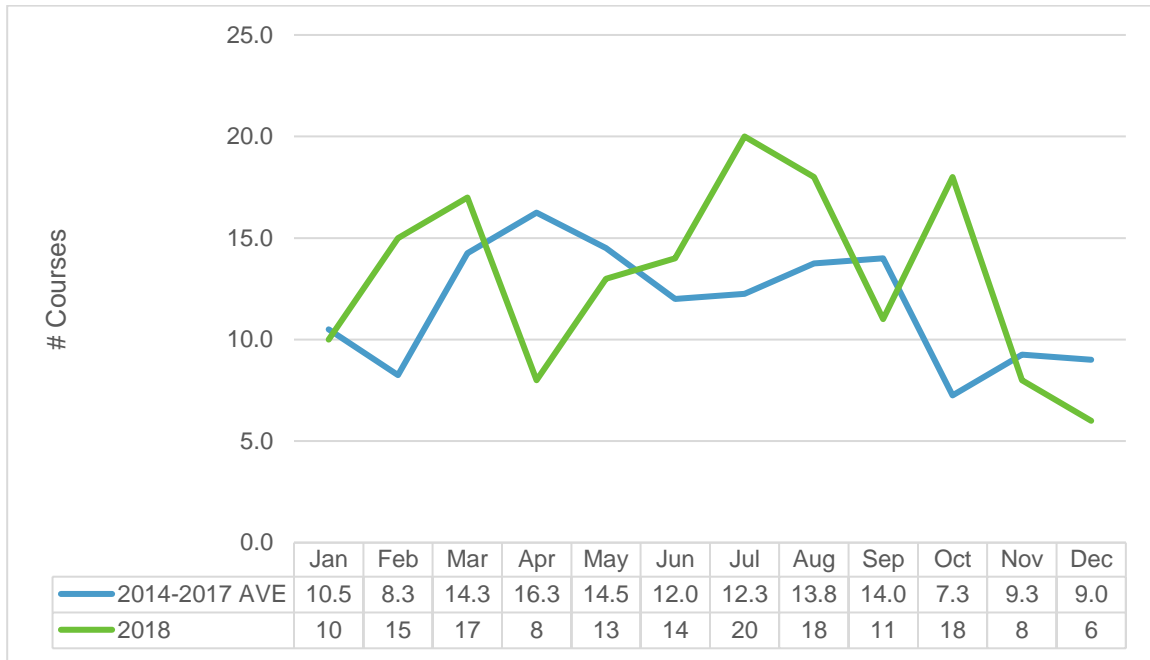
The average number of courses per month was 13.2, an increase from 11.9 in 2017. Figure 4 below depicts the number of Renewal Testing courses by month and Figure 5 below depicts the number of Renewal Testing courses by state within the United States for 2018. Table 4 shows both types of CPS Courses by State, Territory, or Country in 2018.

**Table 3: Renewal Testing Course Locations, 2018**

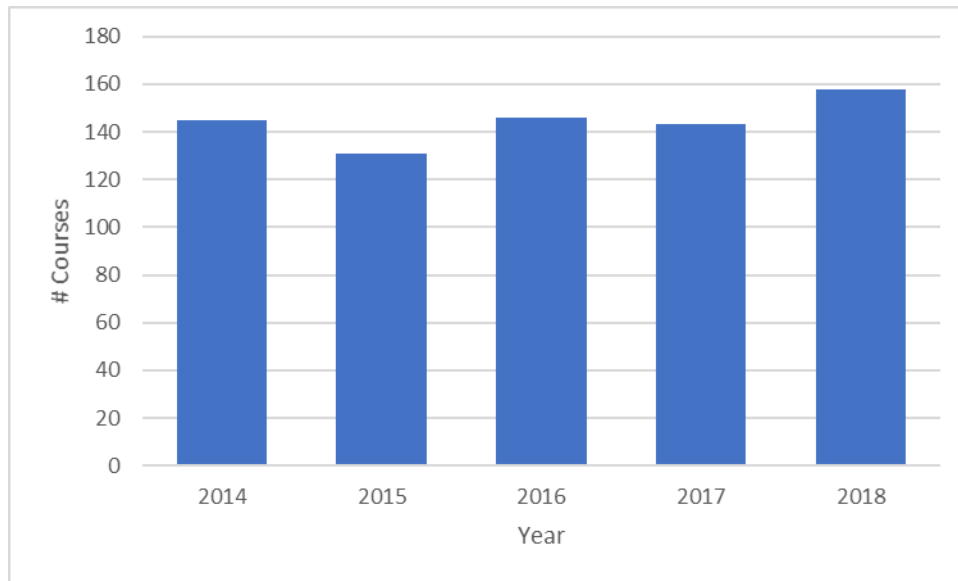
Course Location	# Courses
United States	157
Guam	1
<b>TOTAL</b>	<b>158</b>

Becoming a CPST (and instructor) empowered me to keep my own children safe. It also led me down a new and fulfilling career path in injury prevention!  
~ B Lombard

**Figure 4: Renewal Testing Courses by Month, 2014-2017 and 2018**  
**N = 158**



**Figure 5: Renewal Testing Courses, 2014-2018**



**Table 4: CPS Courses by State, Territory, or Country, 2018**  
**Certification = 763 Renewal Testing = 158**

State	Cert Courses	Renewal Courses	State Total	State	Cert Courses	Renewal Courses	State Total	Country/ Territory	Cert Courses	Renewal Courses	State Total
AK	6	0	6	MT	8	1	9	DC	2	0	2
AL	6	0	6	NC	26	5	31	GU	1	1	2
AR	9	1	10	ND	4	1	5	MP	1	0	1
AZ	19	3	22	NE	5	1	6	PR	2	0	2
CA	51	8	59	NH	1	1	2	USVI	1	0	1
CO	20	9	29	NJ	19	0	19				
CT	9	1	10	NM	9	1	10	China	2	0	2
DE	2	0	2	NV	11	0	11	Israel	1	0	1
FL	45	2	47	NY	27	6	33	Malaysia	2	0	2
GA	47	11	58	OH	17	4	21	Singapore	1	0	1
HI	7	3	10	OK	14	1	15	UAE	2	0	2
IA	5	0	5	OR	8	1	9				
ID	12	1	13	PA	24	26	50				
IL	34	9	43	RI	3	2	5				
IN	34	2	36	SC	27	3	30				
KS	12	2	14	SD	1	0	1				
KY	17	1	18	TN	15	8	23				
LA	6	0	6	TX	41	4	45				
MA	11	9	20	UT	3	0	3				
MD	9	2	11	VA	22	5	27				
ME	4	1	5	VT	4	1	5				
MI	16	3	19	WA	12	0	12				
MN	12	4	16	WI	10	0	10				
MO	22	2	24	WV	3	1	4				
MS	16	5	21	WY	3	6	9				

## 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 2018, only six courses were designated Spanish manual courses, down from seven in 2017. Of the six courses, two were held in Puerto Rico. Feedback from instructors revealed that although the English student manuals were preferred, students did much better with quizzes provided in both Spanish and English.

Due to the low usage of non-English Technician Guides, there are no plans to provide them when the materials are update in 2019.



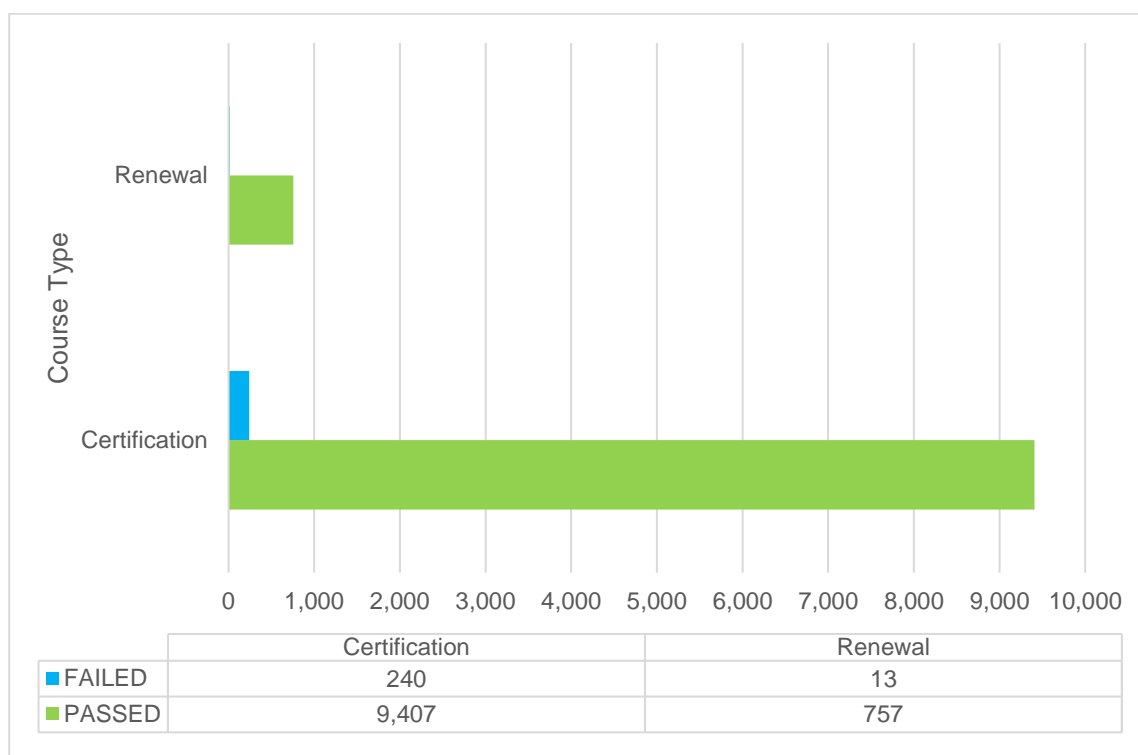
## Course Testing

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 2018, 10,417 people (up from 10,369 in 2017) took either a Certification or Renewal Testing course. Certification details are provided in Figure 6 and Table 5.

**Figure 6: Course Final Grades by Type, 2018**  
**Certification = 9,647, Renewal = 770**



**Table 5: Course Final Grades by Type, 2018**

CERTIFICATION	#	%	RENEWAL	#	%
Passed	9,407	97.5%	Passed	757	98.3%
Failed	240	2.5%	Failed	13	1.7%
<b>Total</b>	<b>9,647</b>	100.0%	<b>Total</b>	<b>770</b>	100.0%

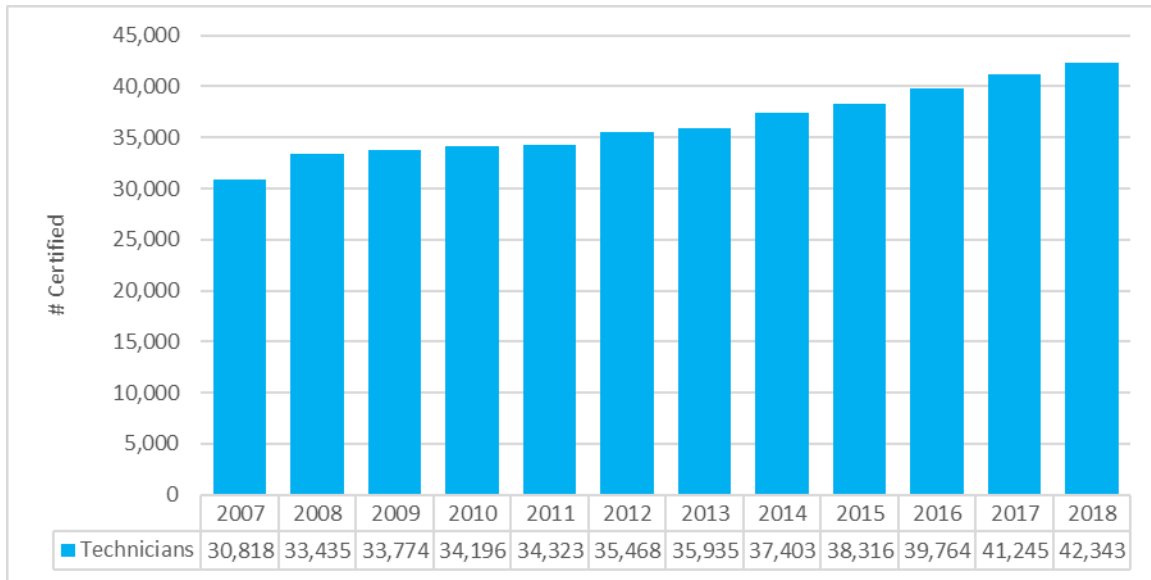
## Certifications

As depicted in Figure 7 below, the number of technicians in the certification program stayed relatively constant in 2018, with an increase of 1,098 technicians, for a total of 42,343.

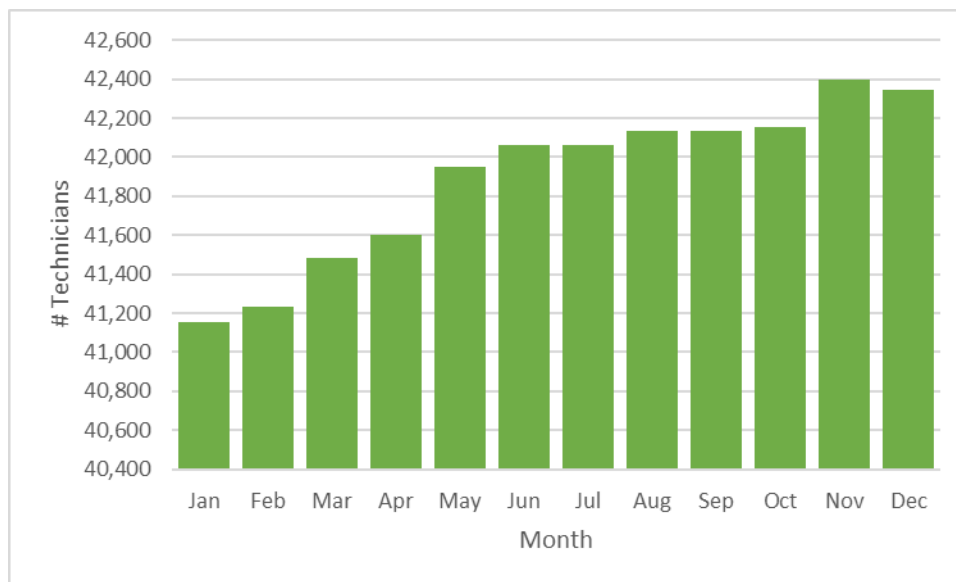
The majority of technicians identify themselves as working in public safety (56 percent work in law enforcement or fire rescue/EMS), followed by those working in hospitals/medical (17 percent) (Figure 9).

Technician details are provided in Figures 8 and 9 and Tables 6 and 7 below.

**Figure 7: Certified Individuals by Year**

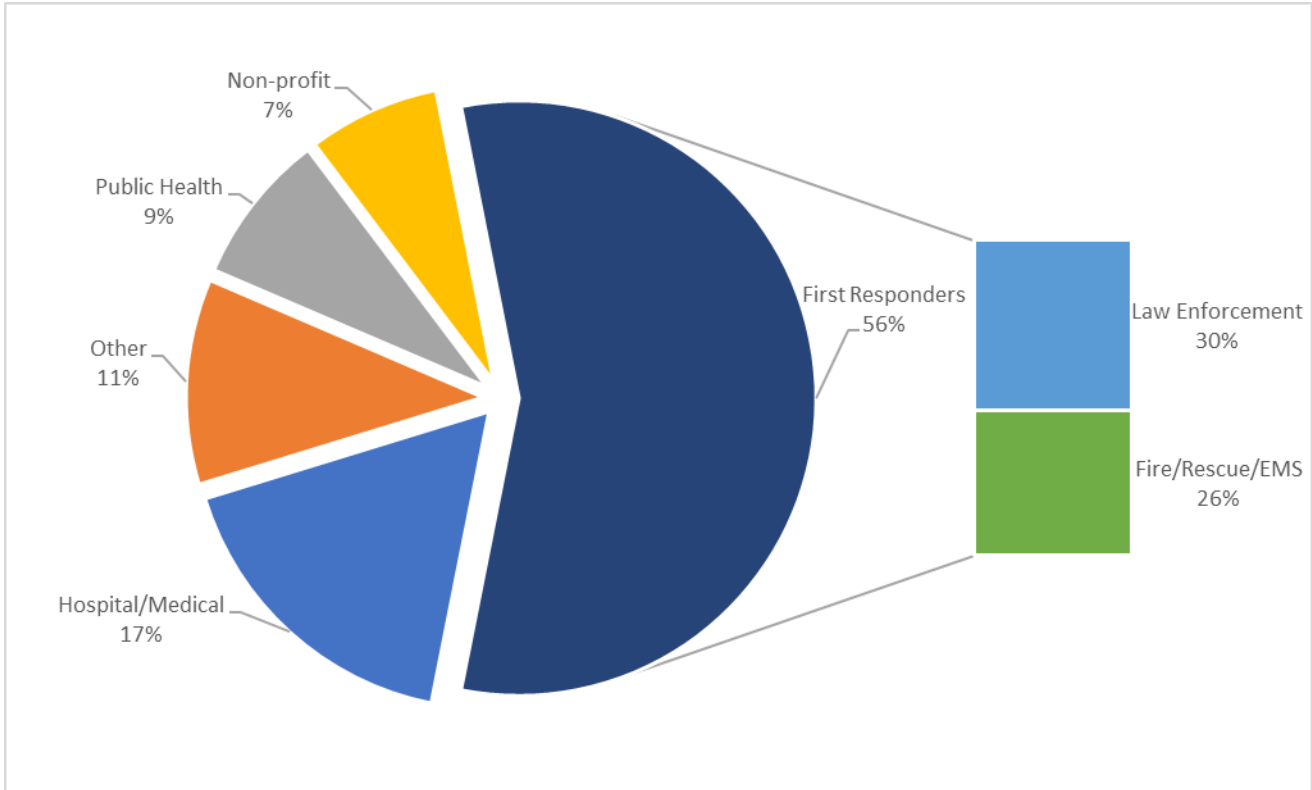


**Figure 8: Technicians by Month, 2018**





**Figure 9: Organization Type**  
**N = 41,237**



**Table 6: Number of Certified Individuals by Type, 2018**

Month	Instructors	Instructor Candidates	Technicians	Total
January	1,752	51	39,350	41,153
February	1,758	58	39,419	41,235
March	1,765	57	39,659	41,481
April	1,773	56	39,770	41,599
May	1,777	44	40,127	41,948
June	1,782	42	40,238	42,062
July	1,780	52	40,232	42,064
August	1,780	55	40,299	42,134
September	1,790	44	40,302	42,136
October	1,803	37	40,315	42,155
November	1,806	39	40,554	42,399
December	1,809	33	40,501	42,343

**Table 7: Total Number Currently Certified at the End of 2018 by State/Territory  
N = 42,343**

State/ Territory	2018 total	State/ Territory	2018 total	State/ Territory	2018 total
Outside the US	254	KS	704	NY	1,927
AF- Europe	20	KY	637	OH	1,087
AK	237	LA	667	OK	748
AL	323	MA	868	OR	493
AP	3	MD	507	PA	1,690
AR	528	ME	235	PR	182
AZ	1,027	MI	1,074	RI	156
CA	2,594	MN	718	SC	1,137
CO	1,251	MO	1,108	SD	137
CT	440	MP	84	SK	1
DC	82	MS	433	TN	1,077
DE	106	MT	275	TX	2,209
FL	1,511	NC	3,126	UT	310
GA	2,489	ND	268	VA	1,230
GU	47	NE	371	VI	8
HI	302	NH	174	VT	181
IA	404	NJ	1,134	WA	485
ID	334	NM	451	WI	702
IL	1,708	NV	309	WV	267
IN	1,290			WY	223

\* AF = Armed Forces

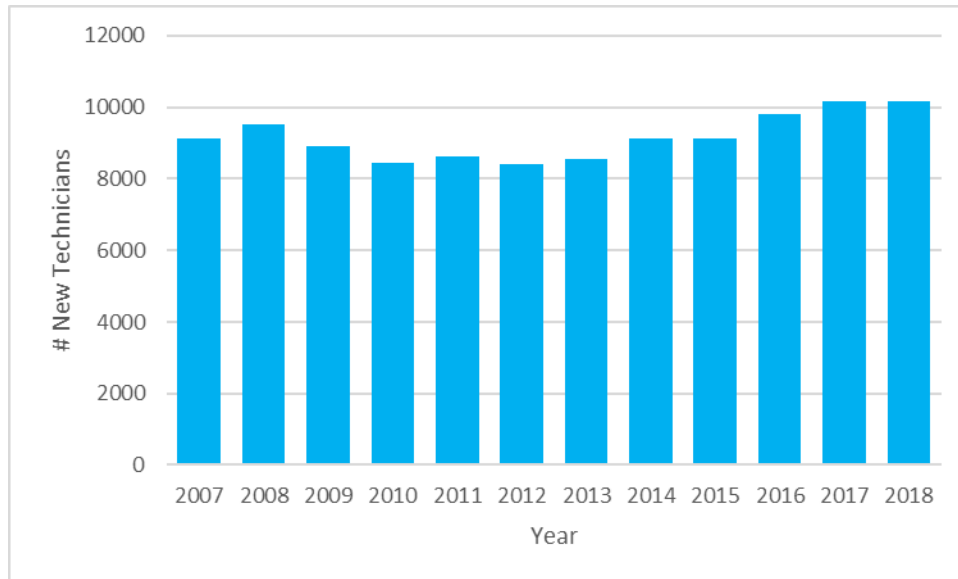
Someone cared enough about me  
and my son to educate me on safer  
choices. I wanted to pass that  
knowledge along.  
~ H. Kustrin

## New Certifications

As displayed in Figure 10 and Tables 8 and 9 below, there were 10,166 new technicians certified in 2018, just 10 more than in 2017.

Safe Kids certified 185 new instructors in 2018, an increase from 150 in 2017.

**Figure 10: New Technicians by Year**



I became a tech 11 years ago, after seeing a story online of a 4 year old who was killed in a crash. His mom didn't know there were more options, and it was then I knew I had to help parents be aware so they could keep their kids safe.

~ K. Abbink

**Table 8: Number of New Technicians by NHTSA Region and State, 2018**  
**N = 10,166**

Region/ State	# New Techs		Region/ State	# New Techs		Region/ State	# New Techs
<b>Region 0</b>	<b>110</b>		<b>Region 4</b>	<b>1,633</b>		<b>Region 8</b>	<b>634</b>
Non-US	108		AL	40		CO	319
APO	2		FL	384		ND	80
<b>Region 1</b>	<b>455</b>		GA	616		NV	100
CT	94		SC	317		SD	8
MA	210		TN	276		UT	63
ME	61		<b>Region 5</b>	<b>1,474</b>		WY	64
NH	20		IL	420		<b>Region 9</b>	<b>1,094</b>
RI	29		IN	322		AZ	280
VT	41		MI	289		CA	676
<b>Region 2</b>	<b>1,068</b>		MN	127		GU	11
NJ	293		OH	198		HI	107
NY	368		WI	118		MP	20
PA	360		<b>Region 6</b>	<b>1,195</b>			
PR	39		LA	160		<b>Region 10</b>	<b>489</b>
USVI	8		MS	126		AK	43
<b>Region 3</b>	<b>1,269</b>		NM	113		ID	122
DC	16		OK	177		MT	79
DE	27		TX	619		OR	113
KY	176		<b>Region 7</b>	<b>745</b>		WA	132
MD	117		AR	110			
NC	614		IA	87			
VA	267		KS	201			
WV	52		MO	283			
			NE	64			
Total = 10,166							

**Table 9: Number Certified/Recertified by State/Territory, 2018**  
**New Techs: 10,166 Recertified: 11,061**

State/	New Certs	Recerts	2018 total	State/	New Certs	Recerts	2018 total	State/	New Certs	Recerts	2018 total
Outside US/Territories	108	27	135	KS	201	180	381	NY	368	602	970
AE	1	4	5	KY	176	163	339	OH	198	309	507
AK	43	68	111	LA	160	181	341	OK	177	246	423
AL	40	81	121	MA	210	241	451	OR	113	134	247
AP	1	0	1	MD	117	120	237	PA	360	500	860
AR	110	116	226	ME	61	80	141	PR	39	31	70
AZ	280	231	511	MI	289	273	562	RI	29	54	83
CA	676	608	1,284	MN	127	220	347	SC	317	286	603
CO	319	353	672	MO	283	294	577	SD	8	40	48
CT	94	113	207	MP	20	13	33	TN	276	245	521
DC	16	14	30	MS	126	87	213	TX	619	531	1,150
DE	27	16	43	MT	79	85	164	UT	63	90	153
FL	384	318	702	NC	614	971	1,585	VA	267	382	649
GA	616	610	1,226	ND	80	72	152	VI	8	0	8
GU	11	3	14	NE	64	106	170	VT	41	50	91
HI	107	53	160	NH	20	69	89	WA	132	115	247
IA	87	112	199	NJ	293	302	595	WI	118	208	326
ID	122	68	190	NM	113	95	208	WV	52	54	106
IL	420	396	816	NV	100	56	156	WY	64	66	130
IN	322	319	641								

\* 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 approved by a certified instructor/technician proxy before the expiration 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 cycle 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 the certification expiration date.

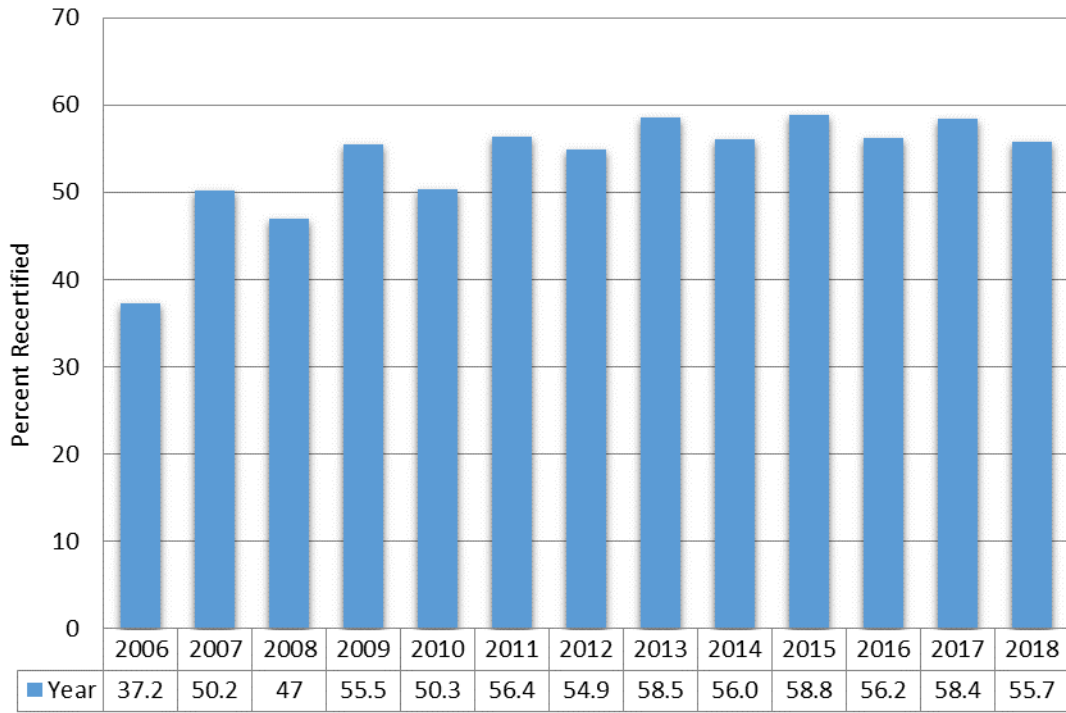
## Recertification Rates

When Safe Kids Worldwide took over responsibilities as the certifying body of the National CPS Certification program in 2004, the recertification rate 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 a decrease in the percent of technicians who recertified for the first time since 2012, as shown in Figure 11. In 2018, 11,061 technicians recertified with a national recertification rate of 55.7 percent, the lowest since 2012's 54.9 percent. A survey of technicians whose certification expired in 2018 revealed 35 percent changed jobs or never planned on recertifying. Perhaps other reasons include changes in funding and local support.

I could teach, I could share and I could encourage. I became a CPST-I because I love this field. I love that I was able to share my passion with other adults and show them just how important this education is.

~ J. Ruehmann

**Figure 11: Recertification by Year, 2006-2018**



**Table 10: Recertification by State, Territory, 2018**  
 Eligible for Recertification: 19,844; Recertified: 11,061

State	Eligible	Recertified	%	State	Eligible	Recertified	%
Non-US/Canada	86	27	31.3%	MS	186	87	46.8%
Armed Forces	10	4	40.0	<b>MT</b>	<b>141</b>	<b>85</b>	<b>60.3%</b>
AK	129	68	52.7%	<b>NC</b>	<b>1462</b>	<b>971</b>	<b>66.4%</b>
AL	165	81	49.1%	<b>ND</b>	<b>112</b>	<b>72</b>	<b>64.3%</b>
AR	239	116	48.5%	<b>NE</b>	<b>190</b>	<b>106</b>	<b>55.8%</b>
AZ	498	231	46.4%	<b>NH</b>	<b>102</b>	<b>69</b>	<b>67.6%</b>
CA	1164	608	52.2%	<b>NJ</b>	<b>507</b>	<b>302</b>	<b>59.6%</b>
CO	637	353	55.4%	NM	213	95	44.6%
<b>CT</b>	<b>197</b>	<b>113</b>	<b>57.4%</b>	NV	113	56	49.6%
DC	45	14	31.1%	<b>NY</b>	<b>904</b>	<b>602</b>	<b>66.6%</b>
DE	29	16	55.2%	<b>OH</b>	<b>492</b>	<b>309</b>	<b>62.8%</b>
FL	692	318	46.0%	OK	453	246	54.3%
GA	1107	610	55.1%	ON	1	0	0.0%
GU	29	3	10.3%	OR	244	134	54.9%
HI	139	53	38.1%	<b>PA</b>	<b>808</b>	<b>500</b>	<b>61.9%</b>
<b>IA</b>	<b>175</b>	<b>112</b>	<b>64.0%</b>	<b>PR</b>	<b>39</b>	<b>31</b>	<b>79.5%</b>
ID	143	68	47.6%	<b>RI</b>	<b>92</b>	<b>54</b>	<b>58.7%</b>
<b>IL</b>	<b>705</b>	<b>396</b>	<b>56.2%</b>	SC	654	286	43.7%
<b>IN</b>	<b>526</b>	<b>319</b>	<b>60.6%</b>	<b>SD</b>	<b>59</b>	<b>40</b>	<b>67.8%</b>
<b>KS</b>	<b>317</b>	<b>180</b>	<b>56.8%</b>	TN	556	245	44.1%
<b>KY</b>	<b>276</b>	<b>163</b>	<b>59.1%</b>	TX	958	531	55.4%
<b>LA</b>	<b>283</b>	<b>181</b>	<b>64.0%</b>	UT	164	90	54.9%
<b>MA</b>	<b>403</b>	<b>241</b>	<b>59.8%</b>	VA	693	382	55.1%
MD	227	120	52.9%	VI	14	0	0.0%
ME	144	80	55.6%	<b>VT</b>	<b>83</b>	<b>50</b>	<b>60.2%</b>
MI	517	273	52.8%	<b>WA</b>	<b>202</b>	<b>115</b>	<b>56.9%</b>
<b>MN</b>	<b>342</b>	<b>220</b>	<b>64.3%</b>	<b>WI</b>	<b>347</b>	<b>208</b>	<b>59.9%</b>
MO	571	294	51.5%	WV	135	54	40.0%
MP	29	13	44.8%	<b>WY</b>	<b>96</b>	<b>66</b>	<b>68.8%</b>

\* States/Territories with >=55.7 (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 2018, there were 503 (an increase from 407 in 2017) in 42 states, DC and in Germany (Armed Forces - Europe), including the 130 techs who were approved in 2018. North Carolina has, by far, the most Technician Proxies, as shown in Table 11.

**Table 11: Technician Proxies by State, 2018**  
**N = 503**

State/Territory	#	State/Territory	#
AE	2	MT	1
AK	1	NC	82
AR	1	ND	13
AZ	6	NE	11
CA	15	NH	6
CO	15	NJ	2
DC	1	NV	6
FL	11	NY	27
GA	13	OH	13
IA	2	OK	10
ID	6	OR	17
IL	34	PA	5
IN	4	SC	11
KS	2	SD	1
KY	13	TN	37
LA	1	TX	18
MA	11	UT	2
MD	4	VA	4
ME	2	VT	13
MI	24	WA	10
MN	29	WI	5
MO	6	WY	6

## Continuing Education Units: CEUs and CEU Audits

Each recertifying technician is required to enter at least six CPS Continuing Education Units (CEUs) from four 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)
4. Newsletters/Manuals/Journals (maximum three CEUs)

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

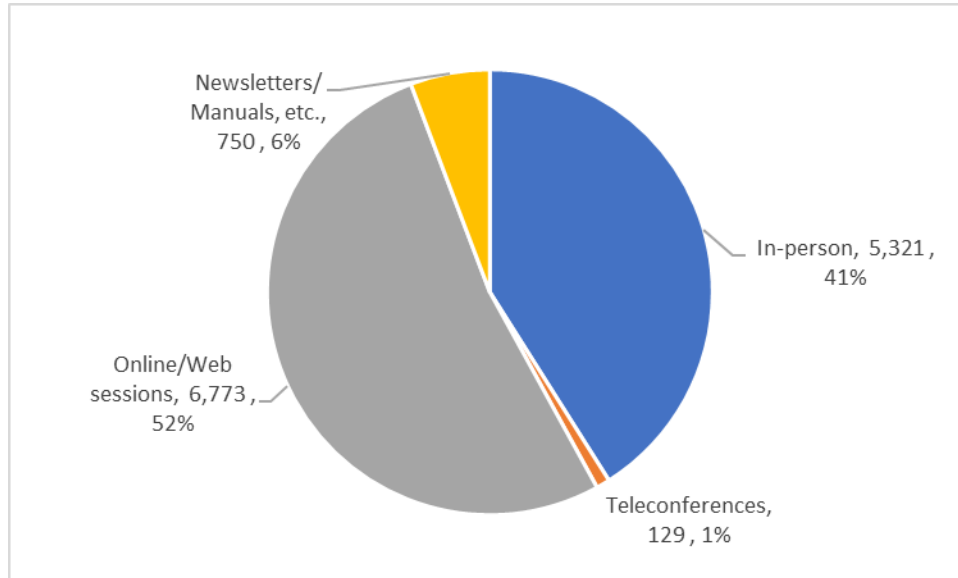
**Table 12: CEUs by Type, 2018**  
N = 12,973

CEU type	Hours entered	Percent
In-person	5,321	41.0%
Teleconferences	129	1.0%
Online/Web sessions	6,773	52.2%
Newsletters/ Manuals, etc.	750	5.8%
<b>Total</b>	<b>12,973</b>	

**Table 13: CEUs by Type, 2017 and 2018**

CEU type	2017	2018	Difference 2017 and 2018
In-person Session/Workshop	41.8%	41.0%	-0.8%
Teleconferences	1.1%	1.0%	-0.1%
Online/Web sessions	50.7%	52.2%	5.9%
Newsletters/ Manuals/Journals	6.3%	5.8%	-6.9%

**Figure 12: CEUs by Type, 2018**  
**N = 12,973**

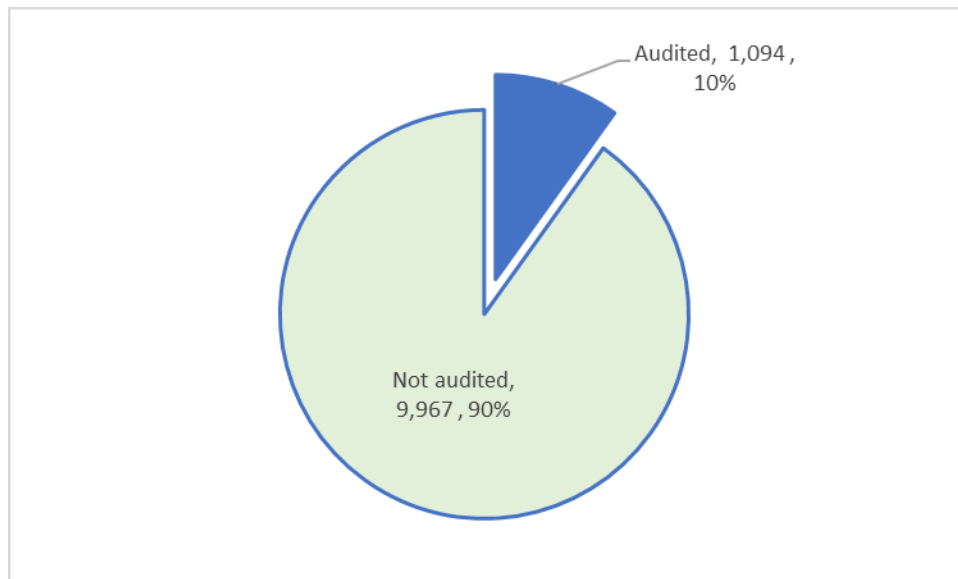


## CEU Audits

With the addition of the 2007 CEU requirement, a 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 to the quality assurance process.

Technicians who have recently recertified are eligible for audit. If randomly selected, they must provide documentation to support their CEUs. As shown in Figure 13 below, in 2018, 10 percent of technicians (1,094 of 11,061) who recertified were audited for CEUs.

**Figure 13: Audit Selection, 2018**  
**N = 1,094**



A total of 1,094 technicians from all 50 states, Armed Forces -Europe, Canada, the District of Columbia, Guam, Israel, Northern Mariana Islands, Mexico, Puerto Rico, and Trinidad and Tobago were selected for audit. Table 14 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 14: Audit Status, 2018**  
**N = 1,094**

CEU Audit Status	Total	Percent
Fail	0	0
Pass	1,043	95.3
Waived	0	0
<b>Complete</b>	<b>1,043</b>	<b>95.3</b>
Incomplete	51	0.7
<b>Total</b>	<b>1,094</b>	<b>100%</b>

## Safe Kids Live Webinars

With support from State Farm®, Safe Kids offered ten free live webinars for technicians to earn CEUs from expert presenters. Six additional webinars that were not CEU eligible (indicated by asterisks) provided instructors with course management tips and tools, as well as community education. Table 15 below displays more detailed information on the dates, topics and attendance at these webinars.

Based on the 16 webinars in 2018, an average of 61 percent of those who registered attended.

**Table 15: Webinar Attendees, 2018**  
**N = 3,736**

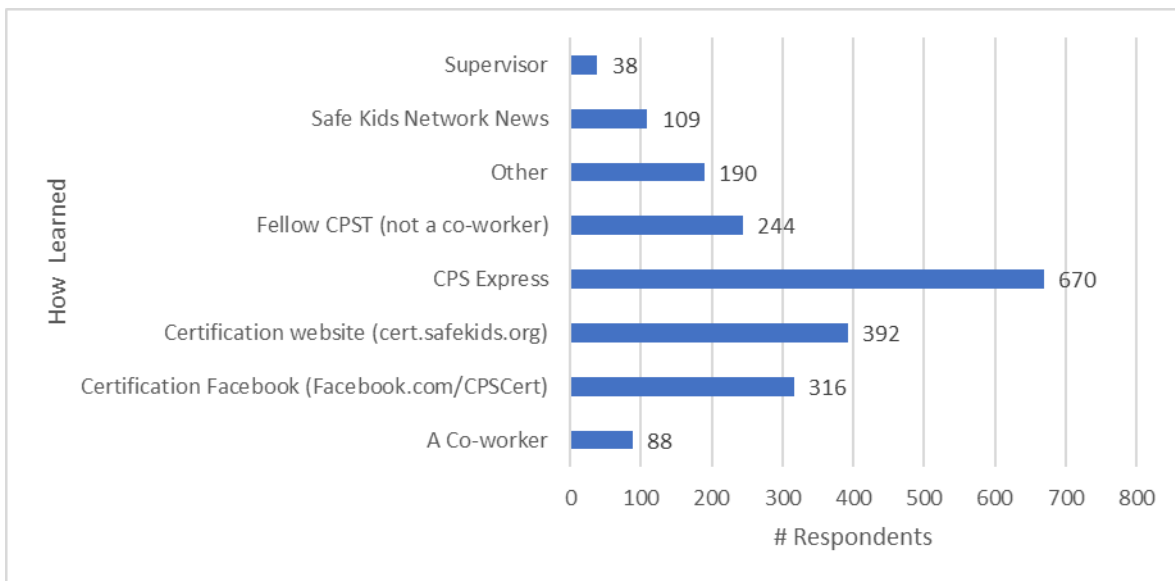
Date	Webinar Title	# Attendees
January 11, 2018	Car Seat Manufacturer Update-Britax	399
*January 25, 2018	Providing Feedback	126
February 8, 2018	Car Seat Manufacturer Update-Goodbaby International	417
February 13, 2018	School Bus Protection and CPS – A CPST Primer	225
*February 27 2018	Lead Instructors: Before and After Class	37
*March 6, 2018	Lead Instructors: During class	50
April 5, 2018	Car Seat Manufacturer Update: Britax and Safe Traffic System	353
May 17, 2018	Car Seat Manufacturer Update: Chicco	359
June 14, 2018	Recreational Vehicles and Child Occupants	346
July 26, 2018	CRS Usability	275
*August 16, 2018	Building Blocks to a Successful CPS Program	27
*September 20, 2018	Thinking about being a Lead Instructor	27
*October 11, 2018	Understanding Bias: A Guide to Working with Caregivers From Other Cultures	242
November 8, 2018	Best Practice: Forward Facing Readiness	310
November 14, 2018	Car Seat Manufacturer Update: Clek	160
December 13, 2018	Side Impact Standard Discussion	383
	<b>Total</b>	<b>3,736</b>

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

## Webinar Promotion

Our webinars are promoted in a variety of ways, such as social media and the certification website, to inform technicians of opportunities to build upon their technical and communication skills. At the end of each webinar we asked attendees how they learned about the webinar. The most popular way in 2018 to have promoted to technicians was through the CPS Express, Certification website and Certification Facebook, as shown in Figure 14.

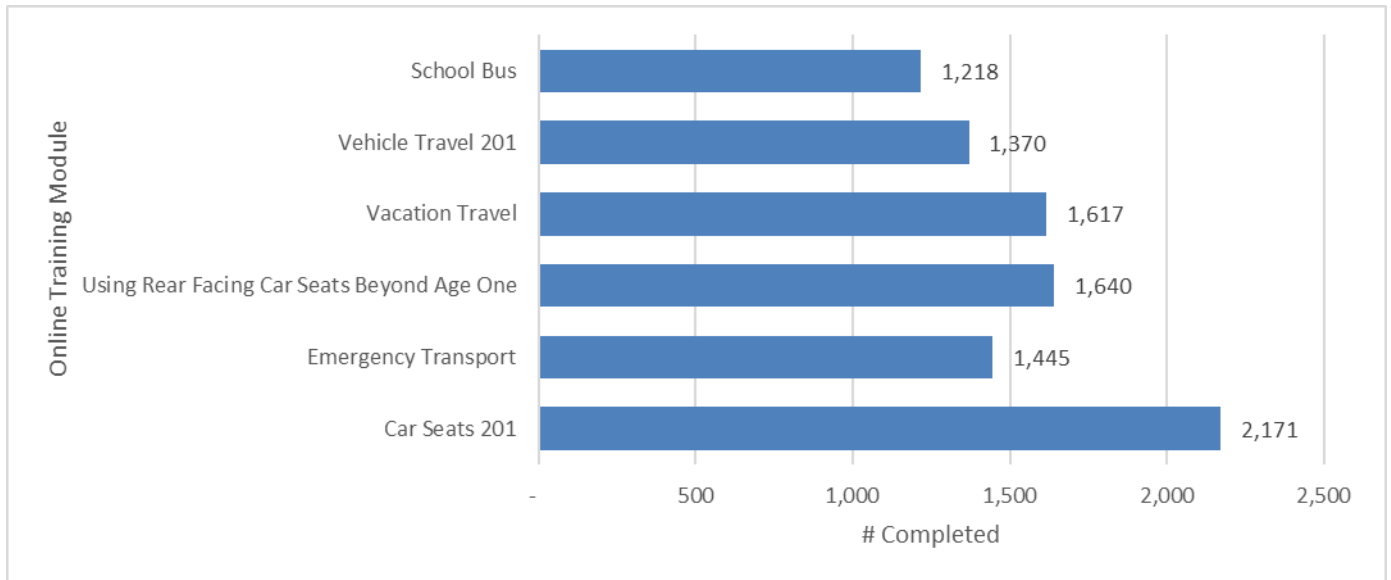
**Figure 14: Learned about Webinar, 2018**  
**N= 2,047**



## Safe Kids Online Training

Safe Kids partnered with NHTSA to provide a series of online CEU opportunities at <http://training.safekids.org>. The online modules were fully updated and launched in January 2018. The refreshed site is more user-friendly and easier to navigate. A total of 9,461 trainings were completed. As shown in Figure 15, the most popular modules are *Car Seats 201*, *Using Rear Facing Car Seats Beyond Age One* and *Vacation Travel*.

**Figure 15: Completed Online Trainings, 2018**  
**N = 9,461**



I am a CPST because 5 years ago I was in the middle of a four car pile-up. As a result of the car accident, a 2.5 year old died. I couldn't understand this senseless tragedy and struggled immensely with what happened. As a result, I got my certification a little over 2 years ago... Each parent I help gives me comfort knowing that child will be safer in the vehicle.

~J. Kanz

Below is a screenshot of the 2018 Safe Kids Online Training Site: <http://training.safekids.org>

**WELCOME**

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 is available [here](#).

**FIND CERTIFICATE**

Have you completed a module and need to reprint your certificate? Go to the course, click on "Certificate" on the side bar, then click on the course certificate, then on "Get my Certificate."

**FEATURED COURSE**

Check out [Car Seats 201](#) where you can learn more about how Car Seats.

**TO USE THIS SITE**

If you are new to this site, please [register](#) for an account. If you already have an account, please [login](#).

[CPS online profile](#)  
[Forgot Your Password](#)

**PRINT CERTIFICATES**

Have you completed a module and need to reprint your certificate? Look no further! You can search for your certificates and download them [here](#).

**NEED HELP LOGGING IN?**

This site is NOT linked to your CPS online profile. This is a separate site. If you already registered here and forgot your username or password, we can help! Email us at [webinars@safekids.org](mailto:webinars@safekids.org).

## Courses

Expand all

Child Passenger Safety	
<a href="#">School Bus Safety</a>	Expand
<a href="#">Car Seats 201</a>	Expand
<a href="#">Emergency Transport</a>	Expand
<a href="#">Using Rear Facing Car Seats Beyond Age One</a>	Expand
<a href="#">Vacation Travel Safety</a>	Expand
<a href="#">Vehicle Safety 201</a>	Expand



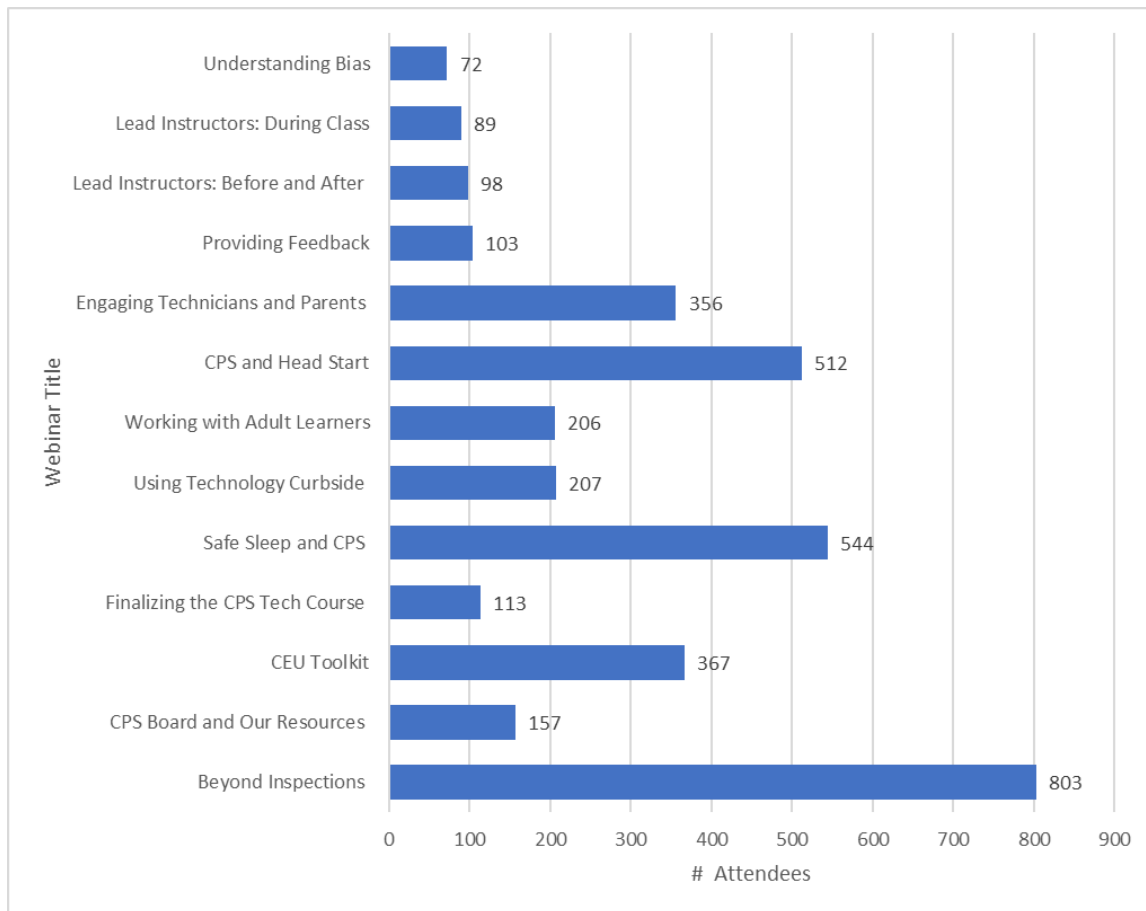
## Community Education Webinars

Safe Kids added a third educational session options 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 2017-2018. The webinars were posted on the CPS Board website throughout the year. Beginning in September, we began collecting the number of times the webinars were watched, so those data are available for September through December.

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 16, the webinars were viewed more than 3,600 times.

**Figure 16: Community Education Webinar Views, 2018**  
**N = 3,627**



Based on the success of these webinars, Safe Kids has already planned several more Community Education webinars in 2019. When the updated curriculum is launched in 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

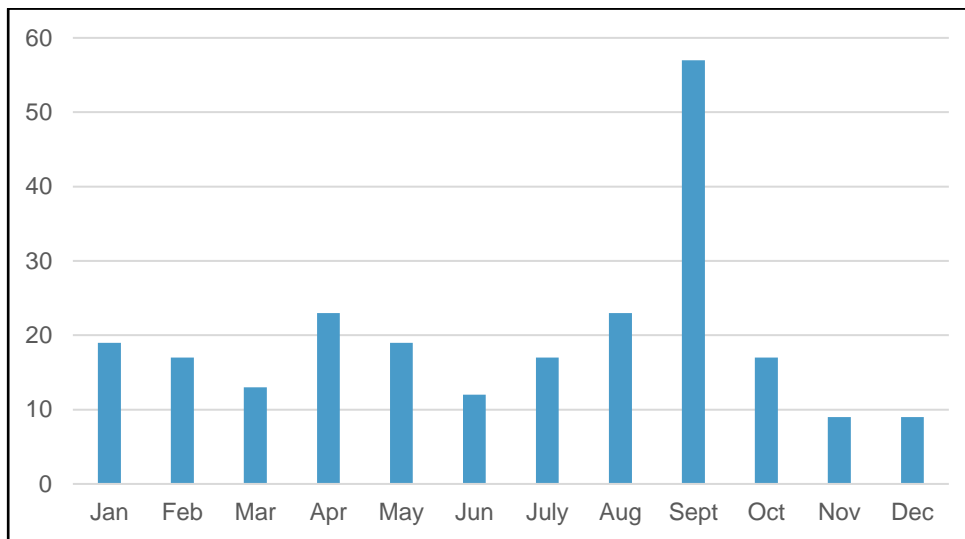
In early 2014, Safe Kids developed a toolkit for educators to use to expand road safety efforts in their communities and build new partners to protect kids. The Basic Car Seat Awareness Course was designed to serve as an introduction to car seats and to start conversations about restraint use in cars 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 2018, including at State Farm Technical updates and on the Certification Facebook page. Everyone who requested the course materials was contacted by email within one month of accessing them to garner feedback and suggestions.

There were 235 requests for the files using the online request form in 2018, a decrease from 334 requests in 2017. As in years past, the overwhelming majority of requests were from people in the United States (229). Non-US requests came from Canada (2), China (1), Malaysia (1), Uruguay (1) and India (1). Interest in the material was highest in April and September, as seen in Figure 17. The increased number of requests in September is likely due to Child Passenger Safety Month and encouraging technicians to reach underserved populations.

**Figure 17: Awareness Course Requests by Month, 2018**  
N= 235



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. The course was overwhelmingly used for educating childcare and health care workers.

In 2018, we reviewed all content to make sure it was current . 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.

I ... a car seat technician so I could teach parents all about car seat safety. After 5

community and help increase the amount of technicians we have in our area to make getting a car seat installed correctly easier! It is very rewarding to know we are keeping these little ones safe as can be!

~T. Cooper

I became a tech and later an instructor to help educate more parents on proper use. Becoming an instructor made me feel like I was making an exponential difference.

~ R. Stabler

## 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.

The screenshot shows the homepage of the National Child Passenger Safety Certification website. At the top, there is a navigation bar with links for 'Who We Are', 'Newsletter', 'Policies and Procedures Manual', 'Contact Us', and a phone number '1-877-368-8154'. A search bar is located on the right. Below the navigation bar, there are several menu items: 'GET A CAR SEAT CHECKED', 'FIND A TECH', 'FIND A COURSE', and 'LOG IN'. The main content area features four large images with captions: 'I'M A TECH', 'BECOME A TECH', 'FIND A TECH', and 'THE ULTIMATE CAR SEAT GUIDE'. Below these images, there are two sections: 'ABOUT CPS CERTIFICATION' and 'BUBBLE WRAP OR A CPS TECH? GO WITH THE TECH!'. The 'ABOUT CPS CERTIFICATION' section includes a paragraph of text and an image of a baby in a car seat. The 'BUBBLE WRAP OR A CPS TECH? GO WITH THE TECH!' section features a video player with the title 'Bubble Wrap: Having Trouble Installing Your Car ...'. At the bottom of the page, there is a footer with four columns of links: 'ABOUT THE PROGRAM', 'TECHS', 'INSTRUCTORS/MANAGERS', and 'FAQS/HELP'. The footer also includes logos for NHTSA, SAFE KIDS WORLDWIDE, and State Farm.

**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**

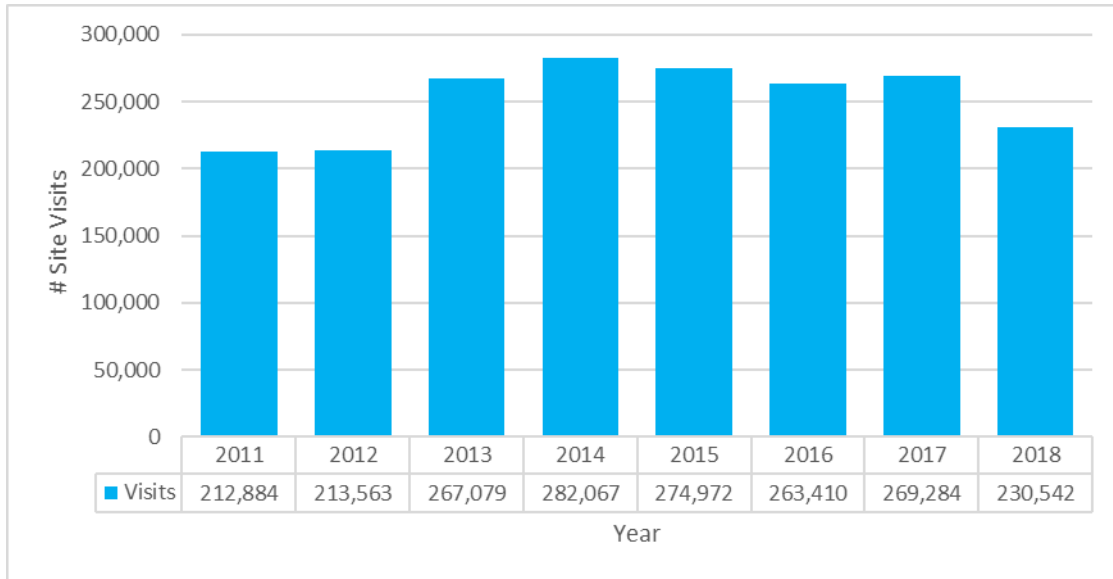
- FAQs
- Fees
- Forms
- Policies & Procedures
- Who We Are

**NHTSA**  
**SAFE KIDS WORLDWIDE**  
**State Farm**

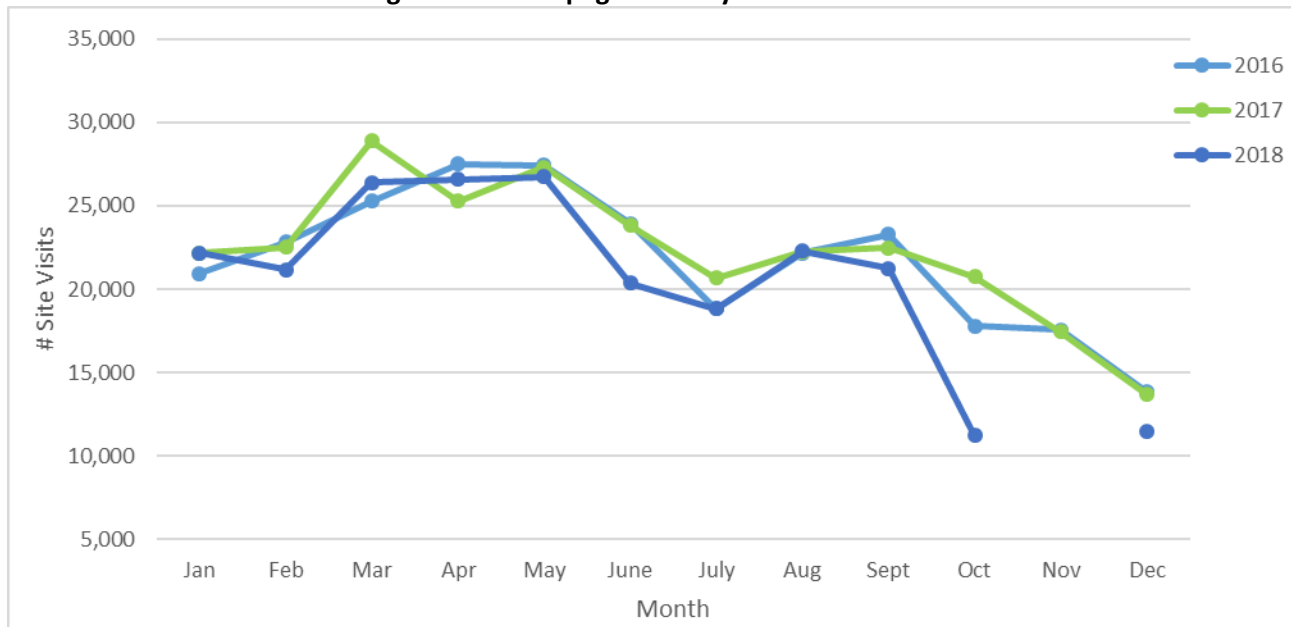
Website traffic decreased in 2018. The total homepage visits were 230,524, down 1.9 percent from 269,284 in 2017. Figures 18 and 19 show the trend by year and month.

Due to web site programming changes, site visit information for November is not available.

**Figure 18: Homepage Visits by Year**

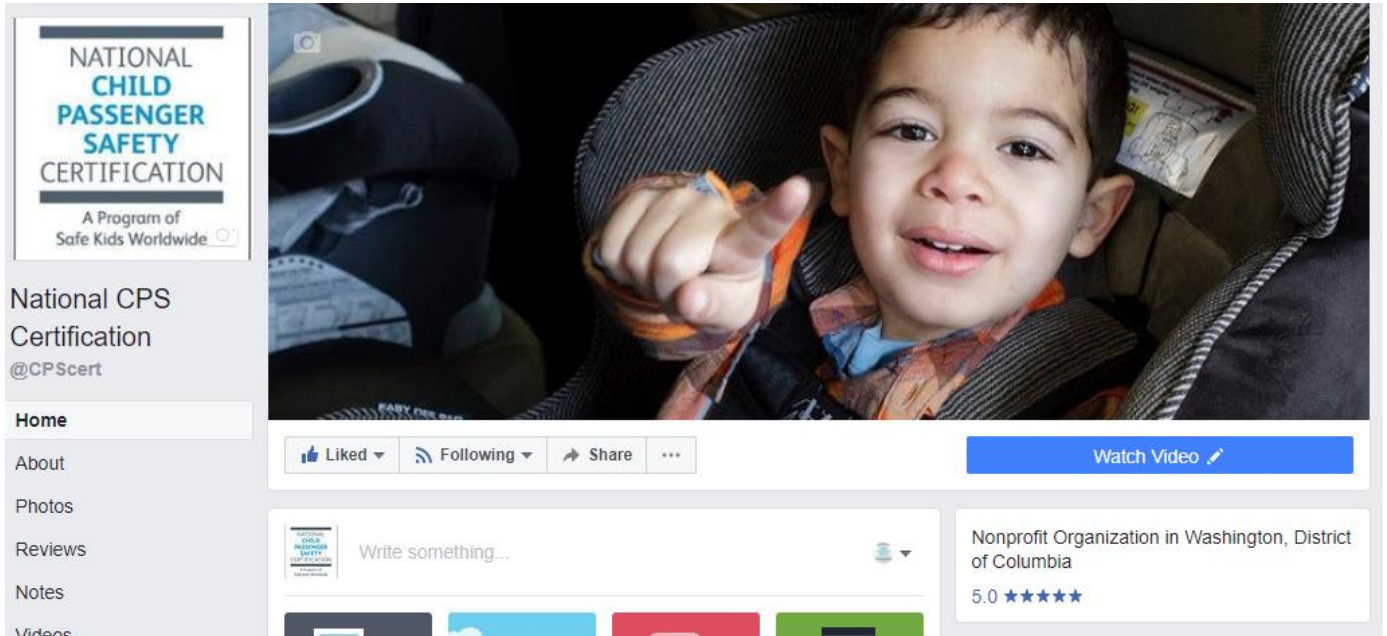


**Figure 19: Homepage Visits by Month and Year**



## Facebook

The CPS certification program has an active Facebook page, [www.facebook.com/CPSCert](http://www.facebook.com/CPSCert). We ended 2018 with 22,448 likes, up from 21,957 this time last year.

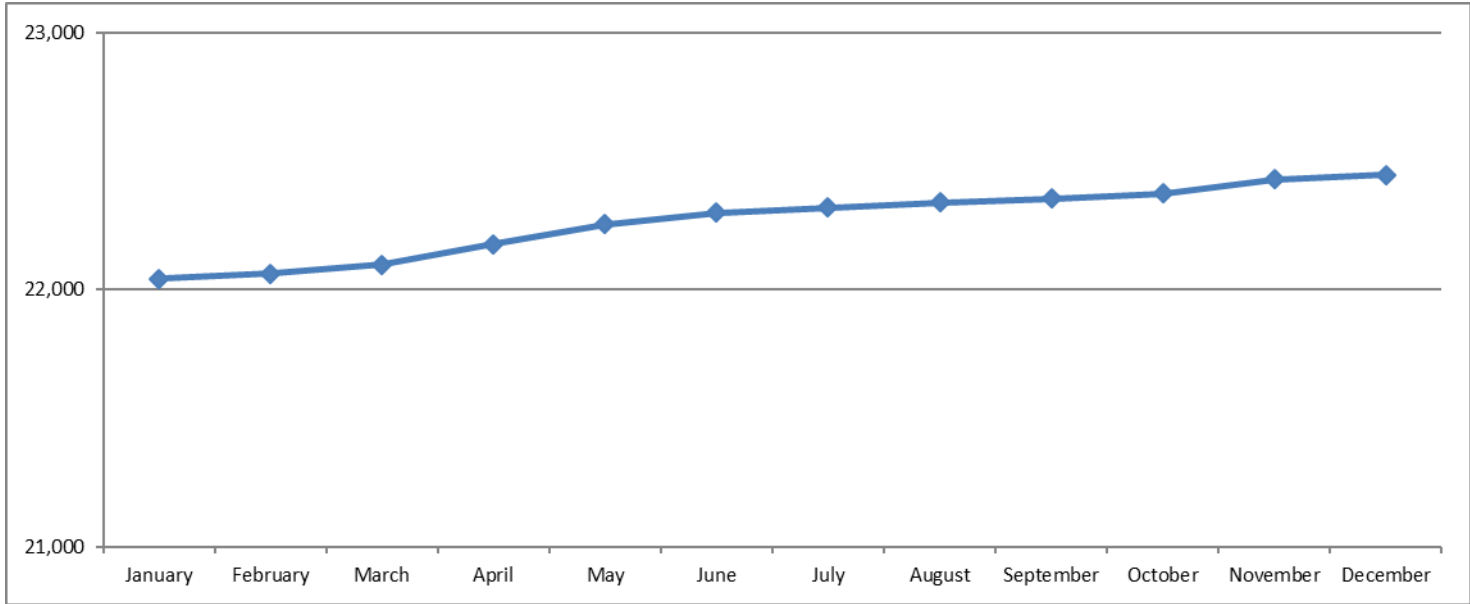


The page has a 5-star rating.



As seen in Figure 20, the end of the year saw an increase of 491 likes.

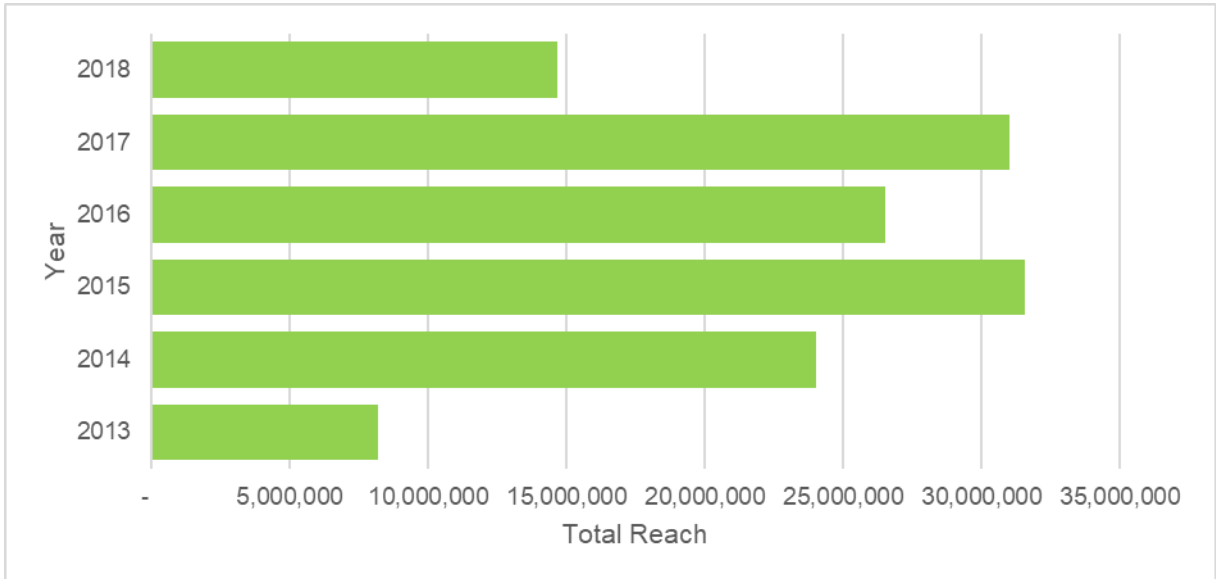
**Figure 20: Total Facebook Likes, End of Month, 2018**



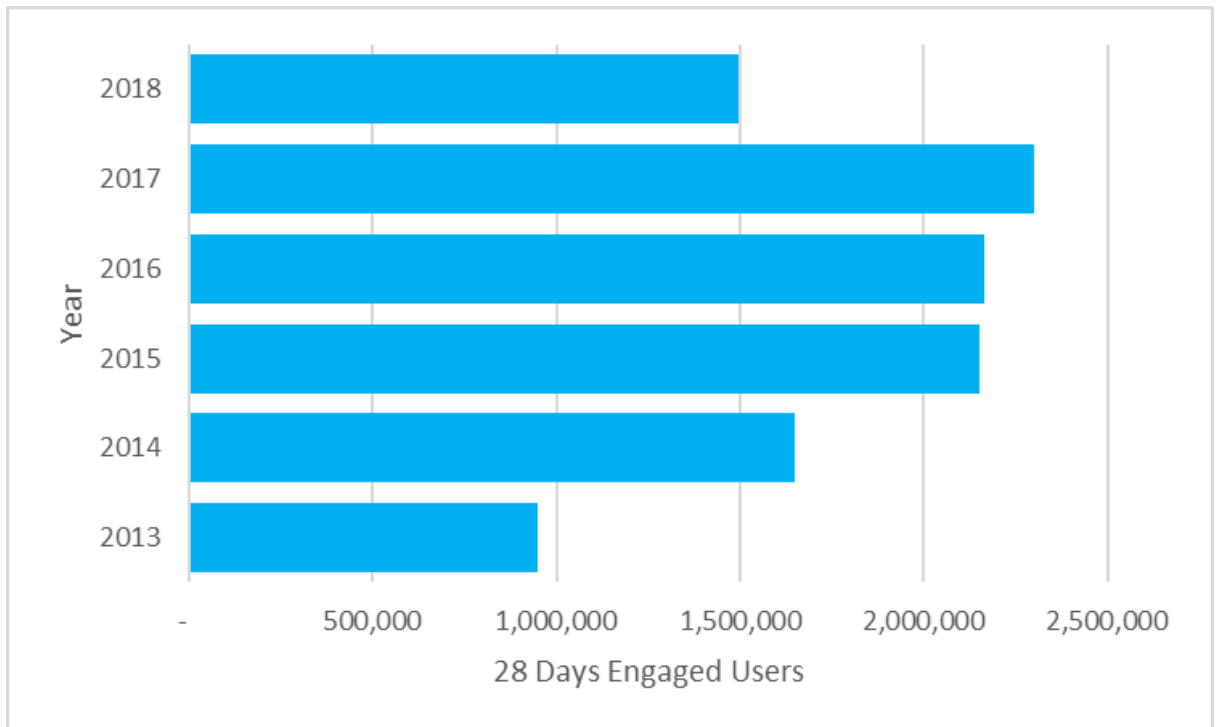
The two major Facebook metrics are reach and engagement. Reach is the number of people who saw any content on the page, which is shown in Figure 21. This shows how much of the content is actually reaching our fans. It includes comments, likes and shares. Reach is a good indicator of how well we are getting our content into news feeds. Engagement includes all clicks, including comments, likes and shares, and is shown in Figure 22.



**Figure 21: 28-Day Total Reach by Year, 2018**



**Figure 22: 28-Days Engaged Users by Year, 2018**



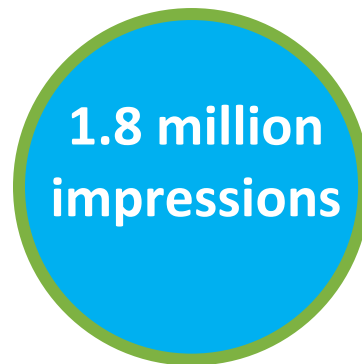


## CPST Month: May 2018

2018 was the fifth 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 2018, 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. In total, the Certification program held 110 courses in 45 states and Singapore. We certified 1,444 new techs during May.



**Table 16: CPST Month Results by Year**

	2015	2016	2017	2018
Number of Courses Held	87	84	94	110
Number of States Participating	44 and PR	41	42	45 and Singapore
Number of New Techs Certified	1,322	1,252	1,313	1,444

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.

Each year instructors have told us that the more notice they have, the more likely they are able to plan courses in May. Now that we've done this consistently for many years, instructors know to be planning events for May. In 2018, we launched our campaign in January and it lasted for five months.

Also new in 2018, was a blog by Safe Kids Communications Manager, Julie Kenneally. The blog details Julie's experience becoming a CPST and encourages others to take a class during May for CPST Month. The blog was used in social media to help explain what the course entails.

In total, our Facebook outreach resulted in 535,611 impressions and 83,687 safety actions. Of particular note was the engagement rate with these posts, which at 8.89 percent was higher than our average campaign engagement. That speaks to the value of these posts to the audience targeted.

Twitter efforts resulted in 1,283,189 impressions and 40,639 safety actions, more than the 948,406 impressions in 2017.

**SAFE Kids Worldwide**  
Published by Runjit Chandra [?] · April 23 · 🌐

Parents, have you ever felt this way? You can learn the ins and outs of car seats by taking a certification course.  
Learn more: <http://cert.safekids.org/become-tech>  
#CPSTMonth



Click for more

**Bubble Wrap** Learn More


👤 80,141 people reached Boost Unavailable

👍❤️👍 140 28 Comments 61 Shares 691K Views

**SAFE Kids Worldwide**  
Published by Runjit Chandra [?] · April 2 · 🌐

Are you looking for a way to make a difference in your community? Something you can do is become a certified car seat technician? You'd learn how to properly install car seats to keep kids safe on the road. And that means you can help your friends, neighbors, and other people in your area install their car seat because some people need a little help to get it right.

Take a class in May in honor of #CPSTMonth. Together, we can all keep kids safe on the road.



CERT.SAFEKIDS.ORG  
**Take a CPS Course in May.**  
A Program of Safe Kids Worldwide

**25,623** People Reached **392** Engagements **759** Clicks Boost Unavailable

👍❤️👍 Line Storgaard-Conley and 148 others 11 Comments 103 Shares

👍 Like 💬 Comment ➦ Share 🌐

**Performance for Your Post**

**25,623** People Reached

**392** Likes, Comments & Shares 🌐

<b>253</b> Likes	<b>153</b> On Post	<b>100</b> On Shares
<b>32</b> Comments	<b>12</b> On Post	<b>20</b> On Shares
<b>107</b> Shares	<b>103</b> On Post	<b>4</b> On Shares

**759** Post Clicks

<b>0</b> Photo Views	<b>335</b> Link Clicks	<b>424</b> Other Clicks 🌐
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**NEGATIVE FEEDBACK**

<b>13</b> Hide Post	<b>5</b> Hide All Posts
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**National CPS Certification**  
Published by Runjit Chandra [?] · April 11 · 🌐

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**20,828** People Reached **472** Engagements **800** Clicks Boost Unavailable

👍❤️👍 You, Kristin Iden and 211 others 29 Comments 81 Shares

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**20,828** People Reached

**472** Likes, Comments & Shares 🌐

<b>293</b> Likes	<b>219</b> On Post	<b>74</b> On Shares
<b>97</b> Comments	<b>65</b> On Post	<b>32</b> On Shares
<b>82</b> Shares	<b>81</b> On Post	<b>1</b> On Shares

**800** Post Clicks

<b>1</b> Photo Views	<b>601</b> Link Clicks	<b>198</b> Other Clicks 🌐
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## CPS Express!



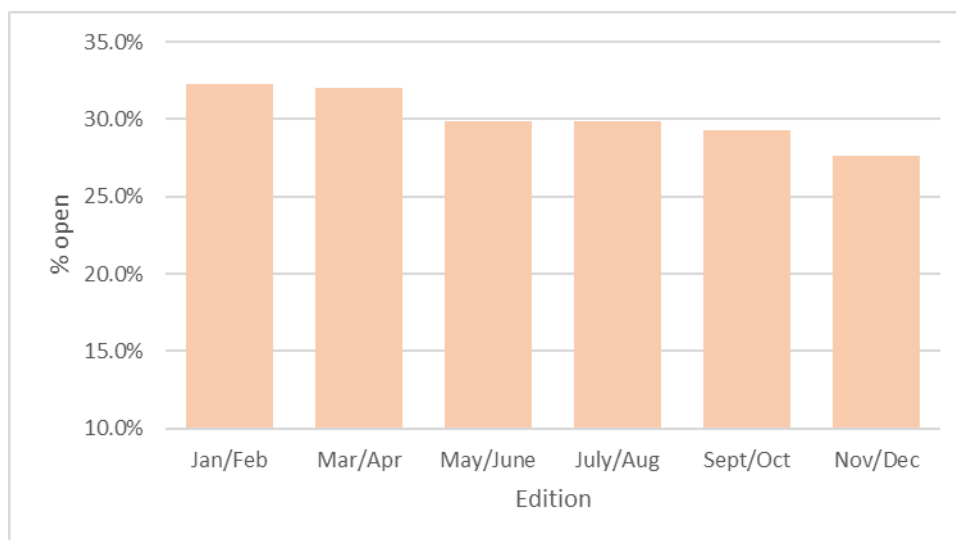
Six editions of the [CPS Express!](#) e-newsletter were sent out in 2018. This newsletter is e-mailed to all currently certified technicians with the aim of keeping technicians aware of developments and news in the field.

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 25.0 percent. The *CPS Express!* open rate is slightly higher than that. In 2018, opens decreased to 30.2 percent from 30.9 percent in 2017.

As seen in Figure 23, open rates per edition ranged from 29.7 percent to 34.2 percent.

**Figure 23: CPS Express Open Rates by Edition, 2018**



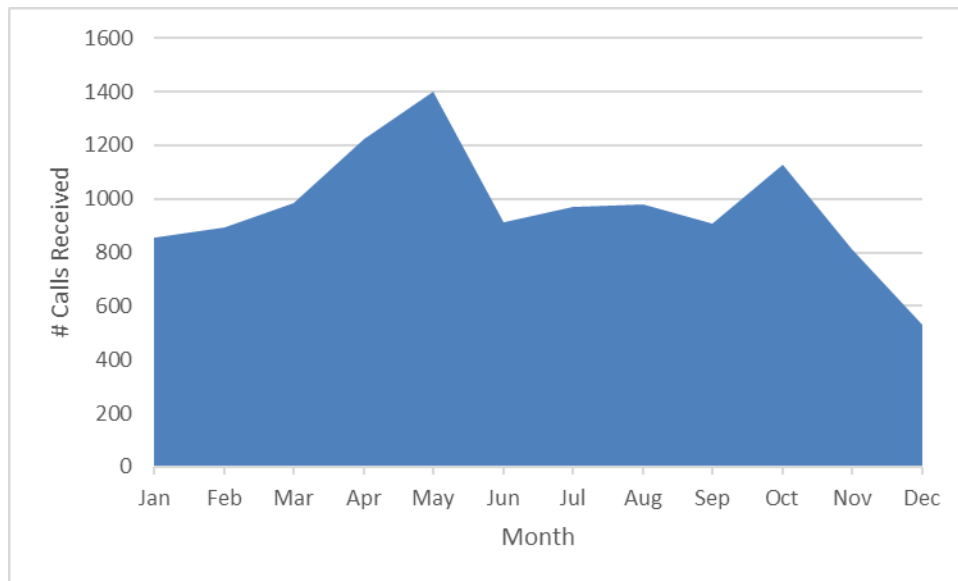
## Customer Service

ProExam (formerly Professional Examination Services) is the contracted provider of certification customer service. Customer service assistance requests remained relatively constant in 2018, likely because there were no major policy or qualification changes.

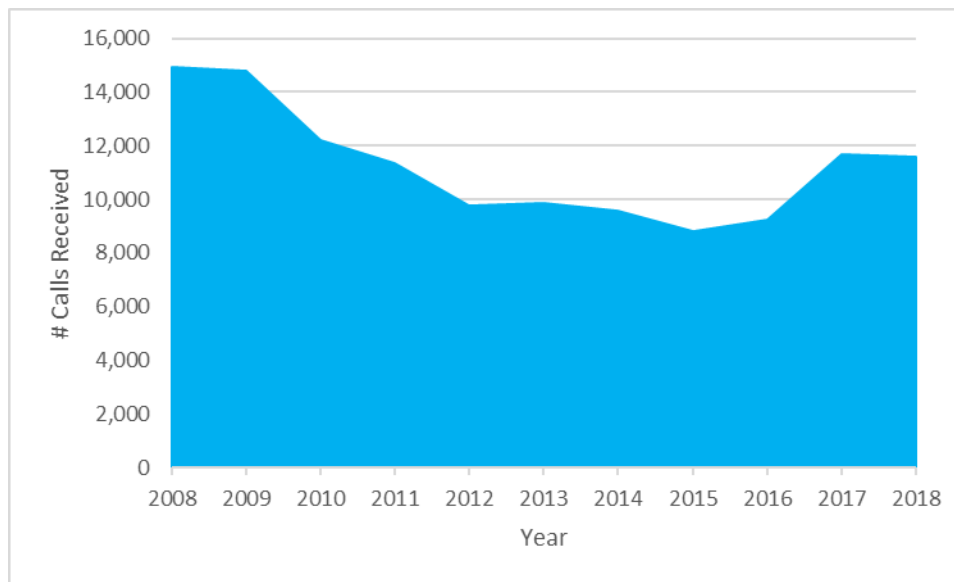
Customer service received 11,602 calls, about the same as in 2017 (11,678 calls), averaging 44.6 call each day.

Figures 24-27 show details about calls and emails to the Customer Service Center.

**Figure 24: Customer Service Calls by Month, 2018**  
N = 11,602

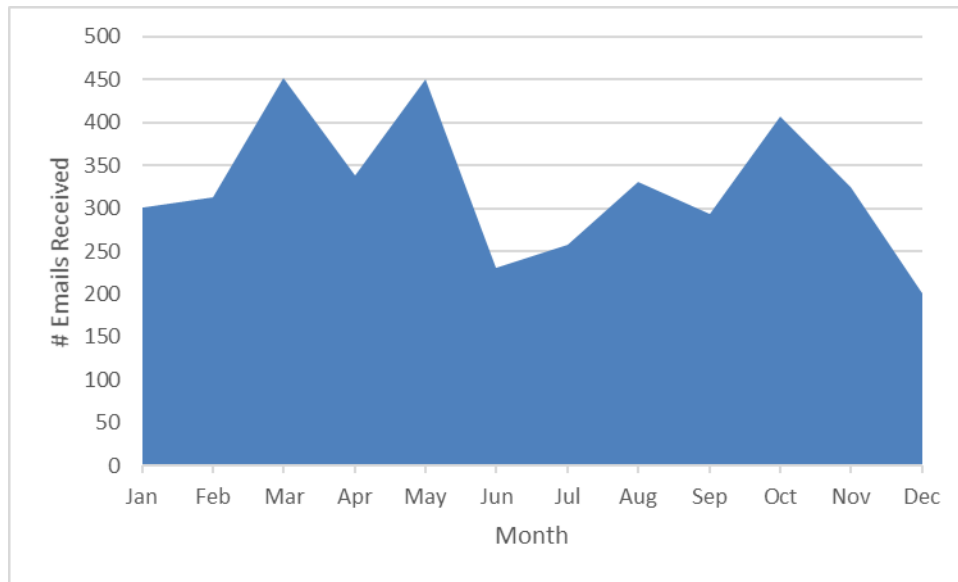


**Figure 25: Customer Service Calls by Year**

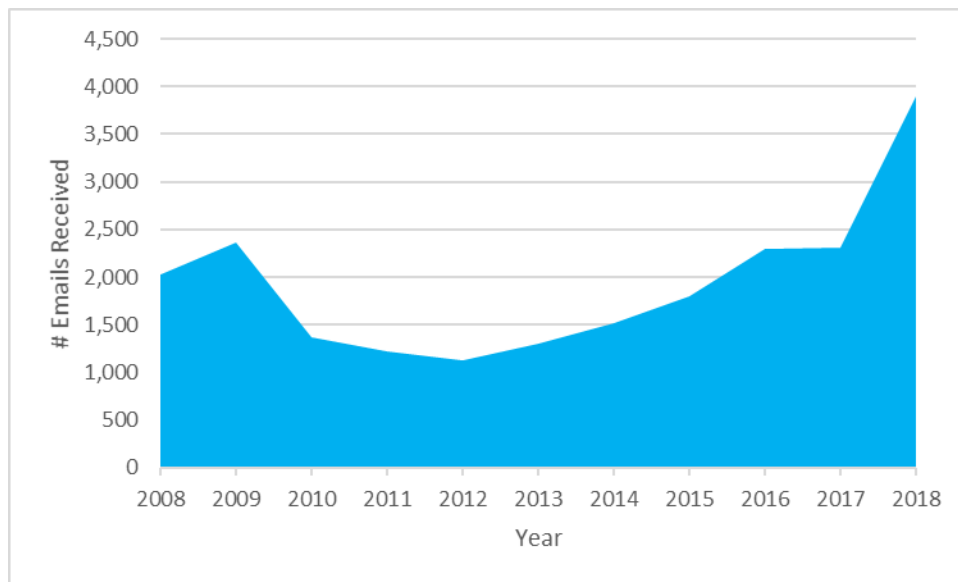


Customer Service email volume increased significantly in 2018 to 3,900 emails. This is an average of 15 email messages per workday, up from 8.9 in 2017.

**Figure 26: Customer Service Emails by Month, 2018**  
N = 3,900



**Figure 27: 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.