

NATIONAL
CHILD
PASSENGER
SAFETY
CERTIFICATION

A Program of
Safe Kids Worldwide

SAFE
KIDS
WORLDWIDE™

Certification
CHILD PASSENGER SAFETY

2019 Certification
Program
Accomplishments



Submitted by K. Cook



Submitted by H. Harrison



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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 mission of the National Child Passenger Safety Board is to save lives and prevent injuries by promoting child passenger safety through education, mentorship, engagement and innovation. The NCPS 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.

State Farm 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.

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 179,000 people have successfully completed the CPS Certification Course, including more than 43,000 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 more than 1,800 certified instructors held 772 Certification and 158 Renewal Testing courses in all 50 states, the District of Columbia, Puerto Rico, Northern Mariana Islands, Canada, China, Israel, Malaysia and Singapore. Nine courses were held outside of the U.S. and our territories.

With these 930 courses, Safe Kids Worldwide certified 10,600 new technicians and 167 new instructors. These technicians and instructors are now out in their communities, honing their skills and working alongside more seasoned technicians.

In 2019, 21,798 technicians were eligible to recertify. Of those, 12,104 technicians recertified, resulting in a national recertification rate of 55.5 percent, the lowest since 2012's 54.9 percent. A survey of technicians whose certification expired in 2019 revealed 43 percent changed jobs, had health/family issues or never planned on recertifying.

The CPS certification program offers more than just certification courses. In 2019, just over 1,300 technicians attended one of 10 local updates supported by State Farm, our sponsor since 2005. Additionally, 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, at training.safekids.org. More than 12,700 CEUs were earned online, far surpassing the 9,000 CEUs that were earned online in 2018. Safe Kids also offered 10 live webinars in 2019 for techs to earn CEUs and more than 3,600 techs attended.

Safe Kids closed out 2019 with two major changes to the program in December: Customer service moved in house and we launched fully revamped online portals.

Due to our long-time customer service provider, printer and fulfillment partner ProExam closing their New York office, Safe Kids took over call and email responsibilities as of December 2, 2019. In addition to hiring 2 full-time staff, we began work to launch a new phone call management system. The system will launch in the first quarter of 2020. Until then, the staff will use the regular office phone system and voicemail. Innovative Concepts, another long-time Safe Kids partner, is our new partner to ship technician guides to courses.

After 15 years of a working but ancient system, the Certification and Course management systems were upgraded for improved user experience, security and stability. The new system launched December 2, allowing current technicians and instructors more streamlined access to their CPST information. Potential CPS Technicians saw improved [FIND A TECH](#) and [FIND A COURSE](#) searches.

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.

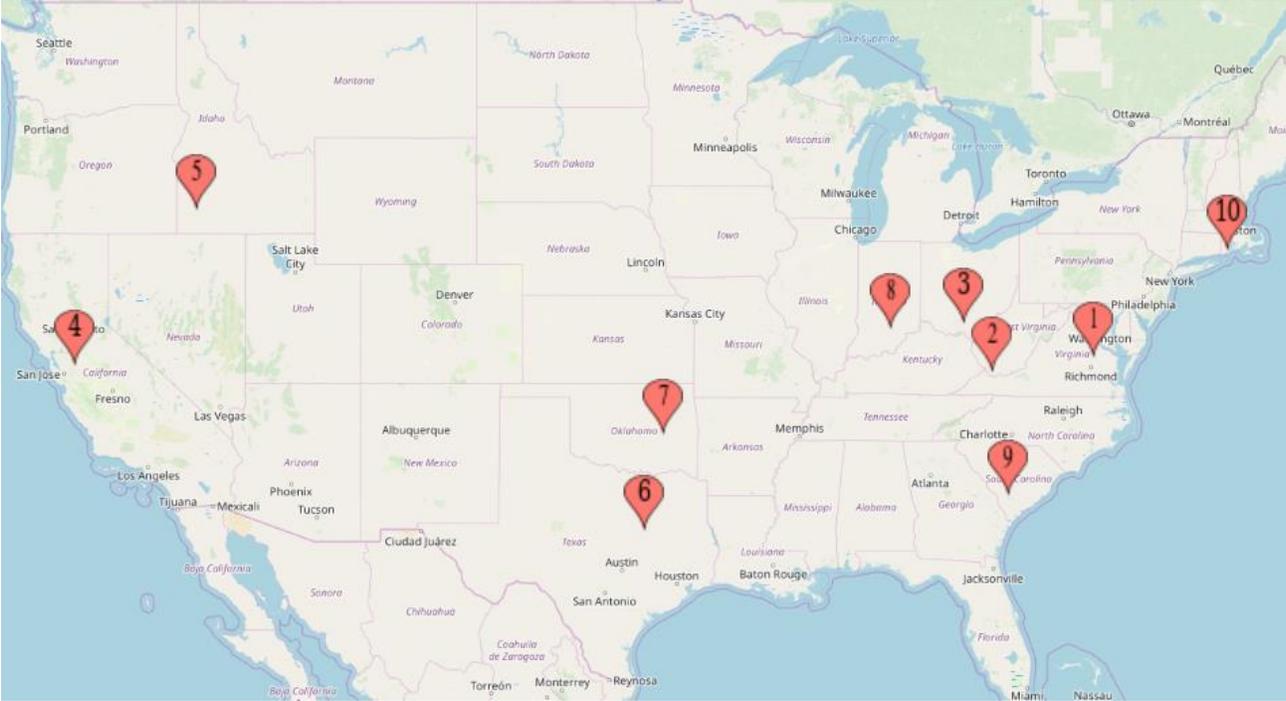
IN-PERSON TECHNICAL UPDATES: For each fiscal year, two CPS technical updates were held in each of State Farm’s six field market areas. Based on calendar year, a total of 10 updates were completed in calendar year 2019. The details, including location and participation information, are displayed in Table 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, 2019

Date	Market Area	City, State	# Attendees
Jan 18, 2019	Eastern	Fairfax, VA	65
Feb. 5, 2019	Eastern	Dunbar, WVA	45
Feb. 27, 2019	North Central	Columbus, OH	180
March 7, 2019	Western	Sacramento, CA	108
March 9, 2019	Western	Boise, ID	54
April 15 2019	South Central	Dallas, TX	100
April 17, 2019	South Central	Tulsa, OK	200
June 4, 2019	North Central	Indianapolis, IN	154
Oct 1, 2019	Southeastern	Columbia, SC	245
Oct 18, 2019	Eastern	Marlborough, MA	165
		2019 Attendees	1,316

“I became a CPST because I felt the military was an underserved community in this respect. When I had my first baby, I didn't know CPSTs existed. I wanted to make that a thing of the past for other military spouses.”
 ~S. Powers

Figure 1: Map of State Farm Tech Updates, 2019



Tech Updates: Learning and Networking

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



Manassas, VA January 18, 2019



Dunbar, WVA February 5, 2019



Middleburg Heights, OH February 27, 2019



Sacramento CA March 7, 2019



Columbia, SC October 1, 2019



Marlborough, MA October 18, 2019

Course Statistics

Full Certification Courses

The intense child passenger safety certification course combines classroom lectures and activities, hands-on work with car seats and in vehicles, and a community safety seat checkup event. The checkup event is the final assessment component where students demonstrate proper use and installation of child restraints and safety belts, and then teach those skills to parents. Successful completion of this course certifies the individual as a CPS technician for two years.

In 2019, there were 772 certification courses, an increase from 763 in 2018. They were held in all 50 states, the District of Columbia, Puerto Rico, Northern Mariana Islands, Canada, China, Israel, Malaysia, and Singapore. Nine courses were held outside of the U.S. and our territories. The average number of courses per month was 64.3, an increase from 61.6 in 2018.

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, 2019
N = 772

Course Location	#
US	756
Territories and DC	
Armed Forces: Europe	1
DC	1
MP	1
PR	3
Subtotal	6
Non-US	#
Canada	1
China	1
Israel	1
Malaysia	4
Singapore	3
Subtotal	10

Figure 2: Certification Courses by Month
Average 2015-2018 = 59.5/month
2019 N = 772

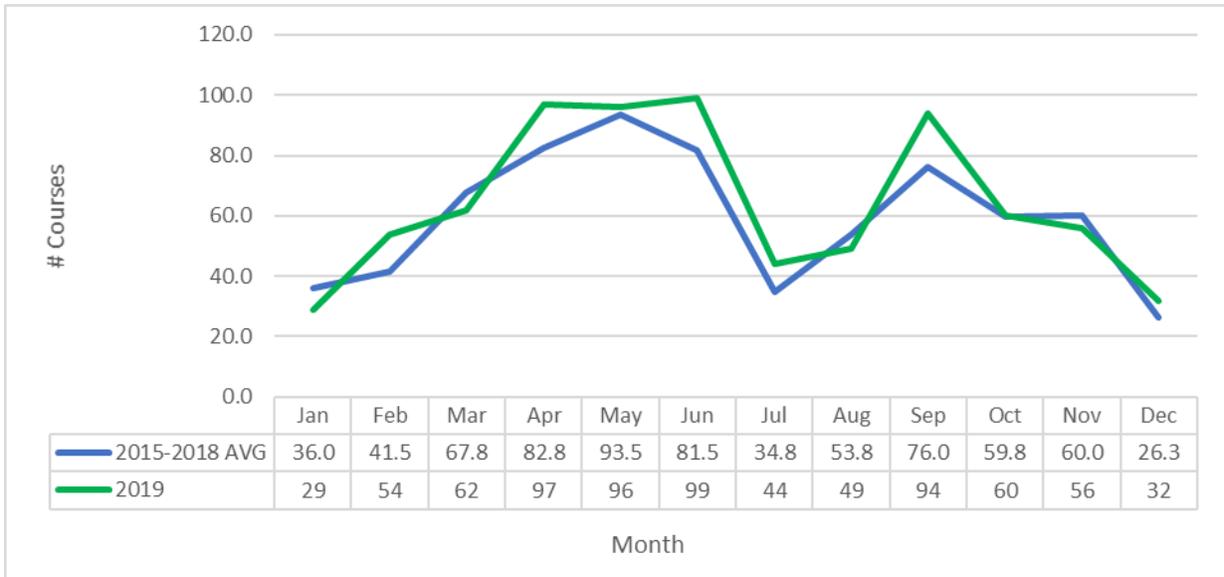
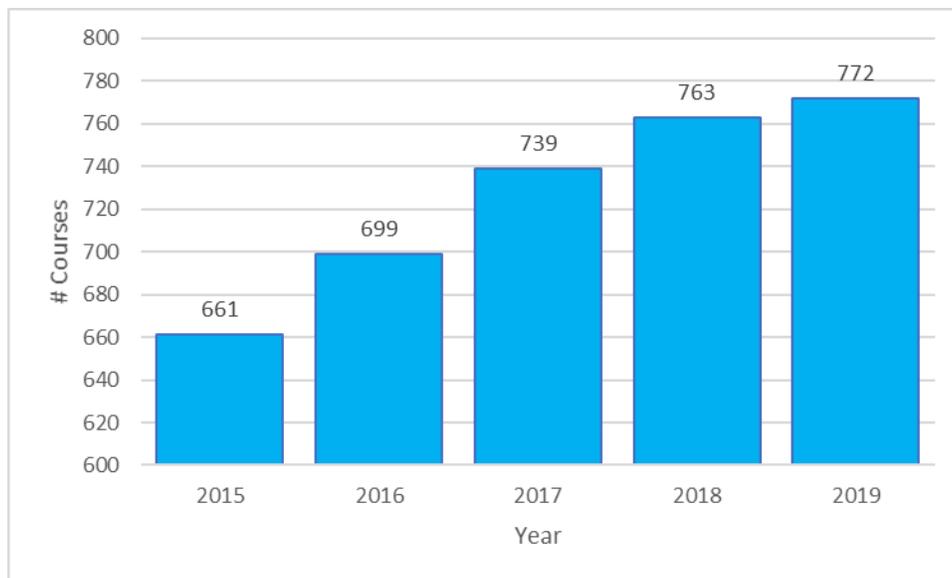


Figure 3: Total Number of Certification Courses, 2015-2019



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 2019, there were 158 Renewal Testing Courses (the same number as in 2018) held in 37 states, 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, 2019

State	# Courses	State	# Courses
AK	3	MO	2
AR	3	MS	2
AZ	1	NC	6
CA	11	NE	1
CO	4	NH	3
CT	1	NM	1
FL	5	NY	8
GA	18	OH	7
HI	1	OR	1
ID	4	PA	17
IL	12	RI	2
IN	4	SC	5
KS	1	TN	7
KY	2	TX	4
MA	9	VA	2
MD	1	WA	1
ME	1	WV	3
MI	1	WY	3
MN	1		

**Figure 4: Renewal Testing Courses by Month,
Average 2015-2018 = 12.0/month
2019 N = 158**

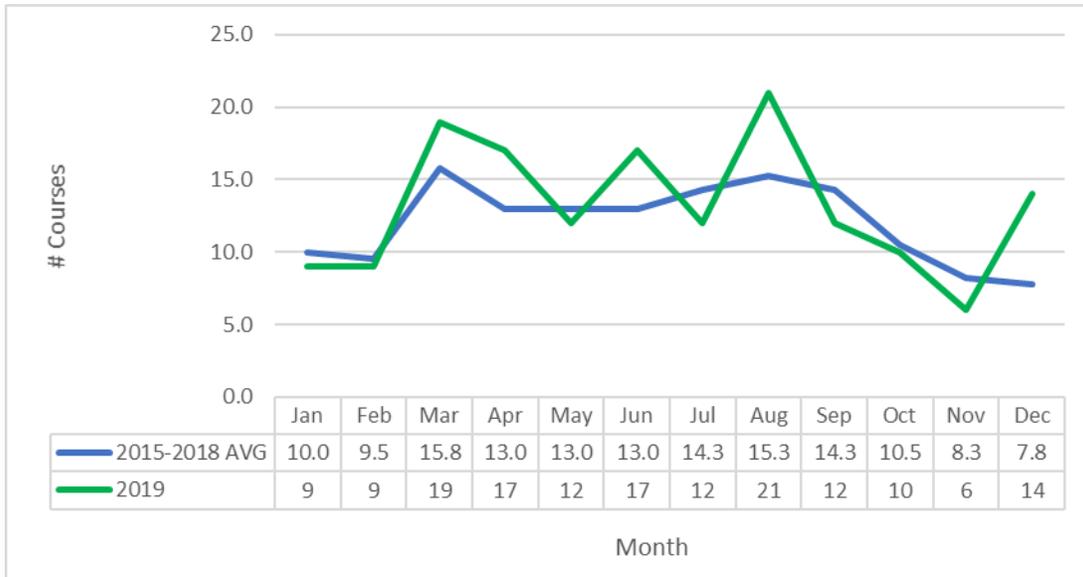


Figure 5: Renewal Testing Courses, 2015-2019

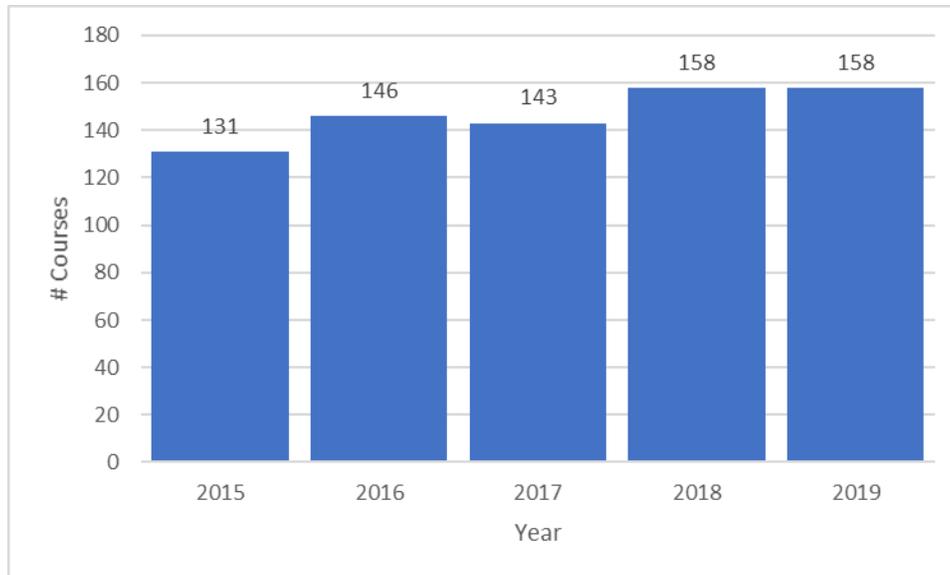


Table 4: CPS Courses by State, Territory, or Country, 2019
Certification = 772 Renewal Testing = 158

State	Cert Courses	Renewal Courses	State Total	State	Cert Courses	Renewal Courses	State Total	Country/ Territory	Cert Courses	Renewal Courses	State Total
AE	1	0	1	MS	11	2	13	AF: Europe	1	0	1
AK	5	3	8	MT	5	0	5	DC	1	0	1
AL	8	0	8	NC	34	6	40	MP	1	0	1
AR	9	3	12	ND	6	0	6	PR	3	0	6
AZ	22	1	23	NE	5	1	6				
CA	44	11	55	NH	5	3	8				
CO	19	4	23	NJ	17	0	17	Canada	1	0	1
CT	8	1	9	NM	9	1	10	China	1	0	1
DC	1	0	1	NV	5	0	5	Israel	1	0	1
DE	3	0	3	NY	30	8	38	Malaysia	4	0	4
FL	50	5	55	OH	18	7	25	Singapore	3	0	5
GA	45	18	63	OK	18	0	18				
HI	6	1	7	OR	10	1	11				
IA	5	0	5	PA	28	17	45				
ID	9	4	13	PR	3	0	3				
IL	43	12	55	RI	3	2	5				
IN	35	4	39	SC	27	5	32				
KS	13	1	14	SD	3	0	3				
KY	15	2	17	TN	18	7	25				
LA	6	0	6	TX	29	4	33				
MA	13	9	22	UT	3	0	3				
MD	11	1	12	VA	20	2	22				
ME	3	1	4	VT	3	0	3				
MI	8	1	9	WA	11	1	12				
MN	15	1	16	WI	11	0	11				
MO	25	2	27	WV	5	3	8				
MP	1	0	1	WY	2	3	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 China has provided Mandarin materials, which the students found helpful.

In 2019, nine courses were designated Spanish manual courses, up from six in 2018. Of the seven courses, four (57 percent) were held in Puerto Rico. Due to the low usage of non-English Technician Guides, there were no plans to provide them when the curriculum materials were updated.



I was on staff of a Level 2 nursery. Someone needed to become a CPST in order to comply with AAP recommendations. I volunteered in honor of my father who had done presentations at schools as a AAA employee on using seat belts properly.

~ E. Stinson

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.

In 2019, 11,186 people (up from 10,417 in 2018) 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, 2019
Certification =10,324, Renewal = 862

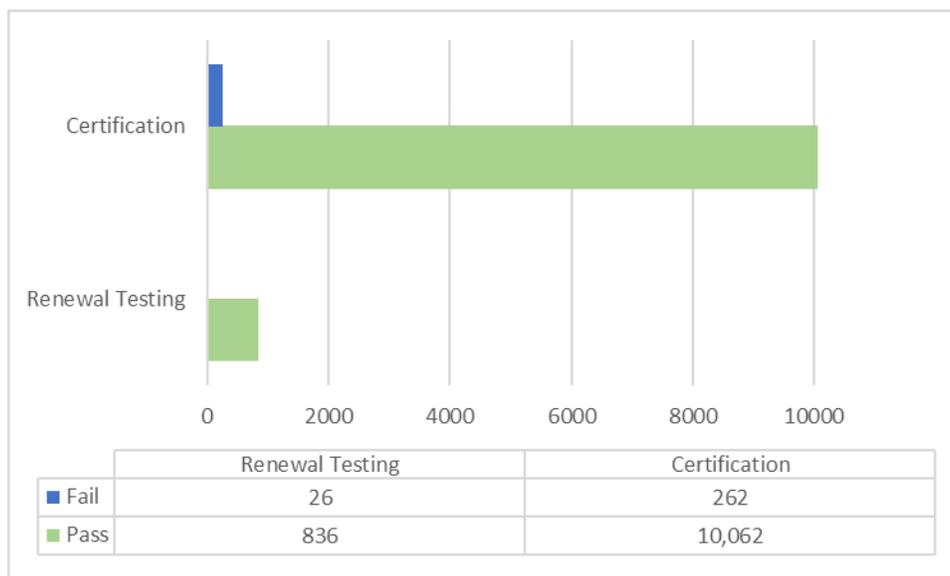


Table 5: Course Final Grades by Type, 2019

CERTIFICATION	#	%	RENEWAL TESTING	#	%
Passed	10,062	97.5%	Passed	836	97.0%
Failed	262	2.5%	Failed	26	3.0%
Total	10,898	100.0%	Total	862	100.0%

Certifications

As depicted in Figures 7 and 8 below, the number of technicians in the certification program stayed relatively constant in 2019, with an overall increase of 775 technicians for a total of 43,143.

The majority of technicians identify themselves as working in public safety (52 percent work in law enforcement or fire rescue/EMS), followed by those working in hospitals/medical (15.7 percent) (Figure 9).

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

Figure 7: New Certified Technicians by Year

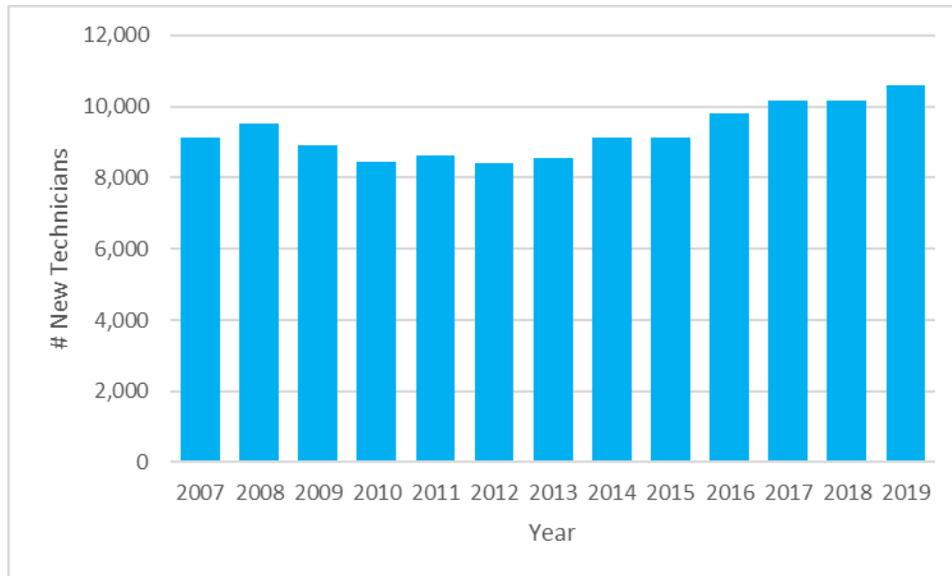


Figure 8: Total Technicians by Month, 2019

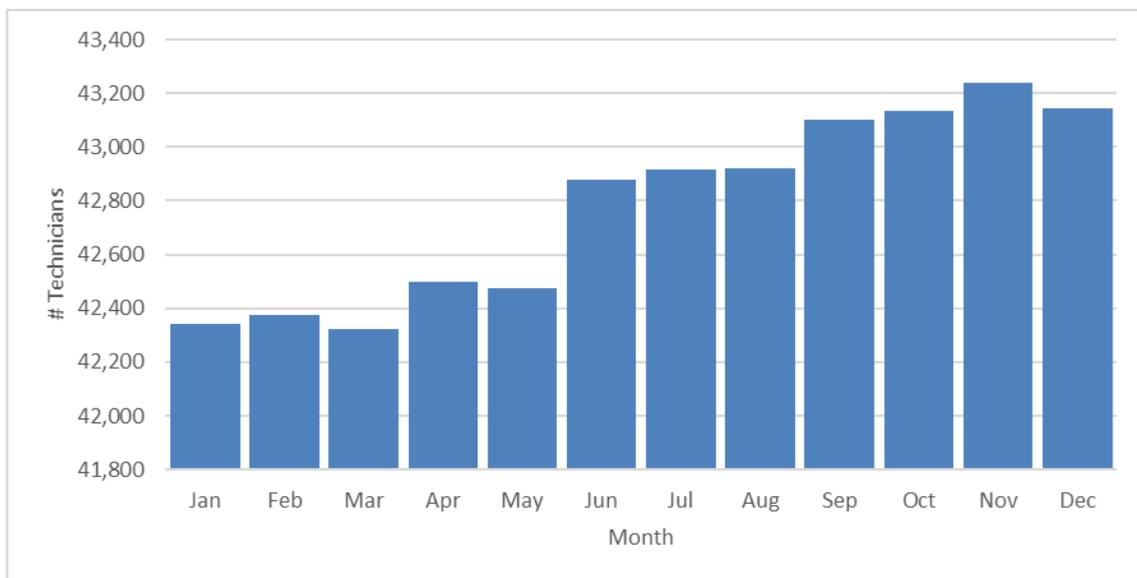


Figure 9: Organization Type
N = 42,281

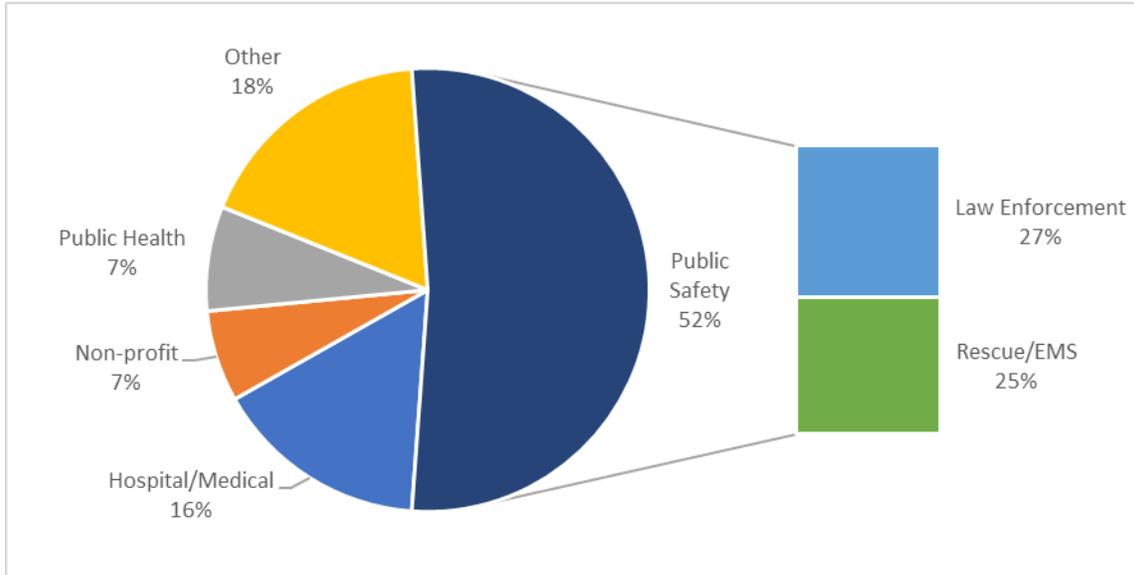


Table 6: Number of Certified Individuals by Type, 2019

Month	Instructors	Instructor Candidates	Technicians	Total
January	1,811	49	40,481	42,341
February	1,817	48	40,511	42,376
March	1,817	52	40,454	42,323
April	1,818	45	40,634	42,497
May	1,809	42	40,625	42,476
June	1,811	37	41,029	42,877
July	1,800	44	41,072	42,916
August	1,805	48	41,067	42,920
September	1,810	40	41,253	43,103
October	1,813	34	41,286	43,133
November	1,808	29	41,400	43,237
December	1,800	25	41,318	43,143

Table 7: Total Number Currently Certified Technicians at the End of 2019 by State/Territory
N = 43,143

State/ Territory	2019 total		State/ Territory	2019 total		State/ Territory	2019 total
Outside the US/Canada	274		KS	742		OH	1,040
AF Europe	19		KY	723		OK	805
AK	235		LA	685		OR	488
AL	310		MA	958		PA	1,818
AF Pacific	2		MD	495		PR	203
AR	494		ME	215		RI	156
AZ	1,067		MI	999		SC	1,192
CA	2,501		MN	743		SD	143
CO	1,254		MO	1,178		TN	1,126
CT	426		MP	75		TX	2,187
DC	61		MS	358		UT	310
DE	101		MT	304		VA	1,225
FL	1,560		NC	3,310		VI	8
GA	2,476		ND	286		VT	185
GU	17		NE	375		WA	493
HI	253		NH	216		WI	729
IA	410		NJ	1,191		WV	253
ID	344		NM	446		WY	214
IL	1,865		NV	236			
IN	1,339		NY	2,011		Canada	14

* AF = Armed Forces

“I became a CPST in 2012 as a tribal injury prevention coordinator as part of the job, but I became an instructor and lead instructor because I fell in love with the field. I continue to work in traffic safety because of this passion.”

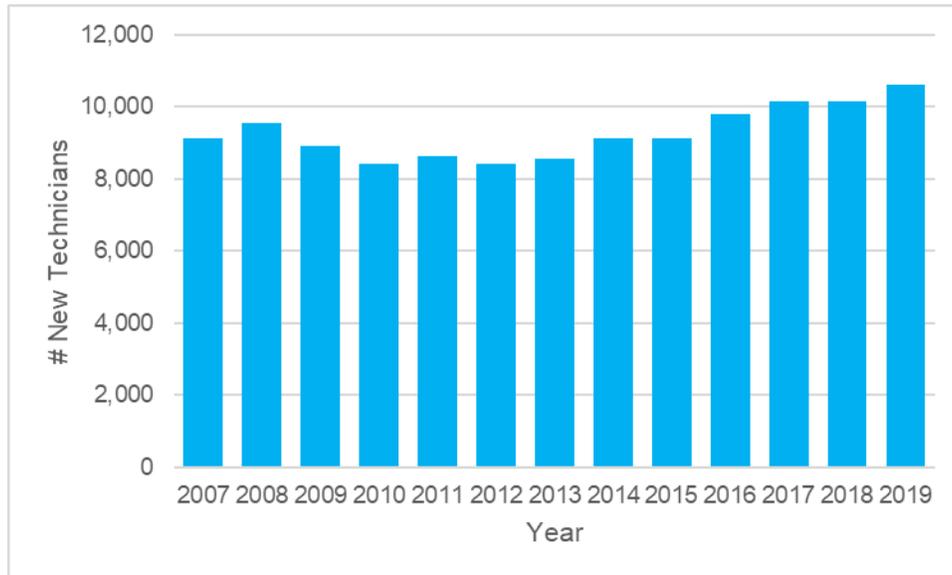
~ C. Herring

New Certifications

As displayed in Figure 10 and Tables 8 and 9 below, there were 10,605 new technicians certified in 2019, 439 more than in 2018.

Safe Kids certified 167 new instructors in 2019, down from 185 in 2018.

Figure 10: New Technicians by Year



“It was part of my job, the office I headed was responsible for traffic safety initiatives in the State. Who knew that 20+ years would go by and I feel the same passion and determination to help keep kids safe.”

~S. Cannon

Table 8: Number of New Technicians by NHTSA Region and State, 2019
N = 10,600

Region/ State	# New Techs	Region/ State	# New Techs	Region/ State	# New Techs
Region 0	114	Region 4	1,848	Region 8	514
Non-US	103	AL	85	CO	279
APO	11	FL	456	ND	58
Region 1	555	GA	616	NV	42
CT	81	SC	320	SD	30
MA	291	TN	371	UT	65
ME	31	Region 5	1,555	WY	40
NH	69	IL	556	Region 9	1,027
RI	43	IN	319	AZ	310
VT	40	MI	152	CA	649
Region 2	1,207	MN	166	GU	1
NJ	278	OH	197	HI	52
NY	449	WI	165	MP	15
PA	441	Region 6	1,043	Region 10	472
PR	39	LA	136	AK	57
USVI		MS	83	ID	99
Region 3	1,461	NM	137	MT	67
DC	13	OK	206	OR	141
DE	31	TX	481	WA	108
KY	217	Region 7	804		
MD	151	AR	145		
NC	734	IA	81		
VA	246	KS	175		
WV	69	MO	331		
		NE	72		

Table 9: Number Certified/Recertified by State/Territory, 2019
New Techs: 10,600 Recertified: 12,104

State/	New Certs	Recerts	2019 Total	State/	New Certs	Recerts	2019 Total
Outside US/Territories	91	46	137	MP	15	28	43
AF Europe	11	2	13	MS	83	74	157
AK	57	73	130	MT	67	75	142
AL	85	107	192	NC	734	1030	1,764
AF Pacific	0	1	1	ND	58	83	141
AR	145	141	286	NE	72	135	207
AZ	310	275	585	NH	69	59	128
CA	649	657	1,306	NJ	278	323	601
CO	279	325	604	NM	137	112	249
CT	81	143	224	NV	42	42	84
DC	13	20	33	NY	449	625	1,074
DE	31	27	58	OH	197	352	549
FL	456	413	869	OK	206	180	386
GA	616	677	1,293	OR	12	102	114
GU	1	1	2	PA	141	570	711
HI	52	50	102	PR	441	98	539
IA	81	133	214	RI	39	43	82
ID	99	65	164	SC	43	291	334
IL	556	541	1,097	SD	320	65	385
IN	319	391	710	TN	30	0	30
KS	175	198	373	TX	371	282	653
KY	217	171	388	UT	481	584	1,065
LA	136	213	349	VA	65	91	156
MA	291	263	554	VI	246	346	592
MD	151	120	271	VT	40	61	101
ME	31	51	82	WA	108	142	250
MI	152	298	450	WI	165	239	404
MN	166	236	402	WV	69	84	153
MO	331	292	623	WY	40	58	98

* AF = Armed Forces

Recertification

There are four basic requirements for technician recertification.

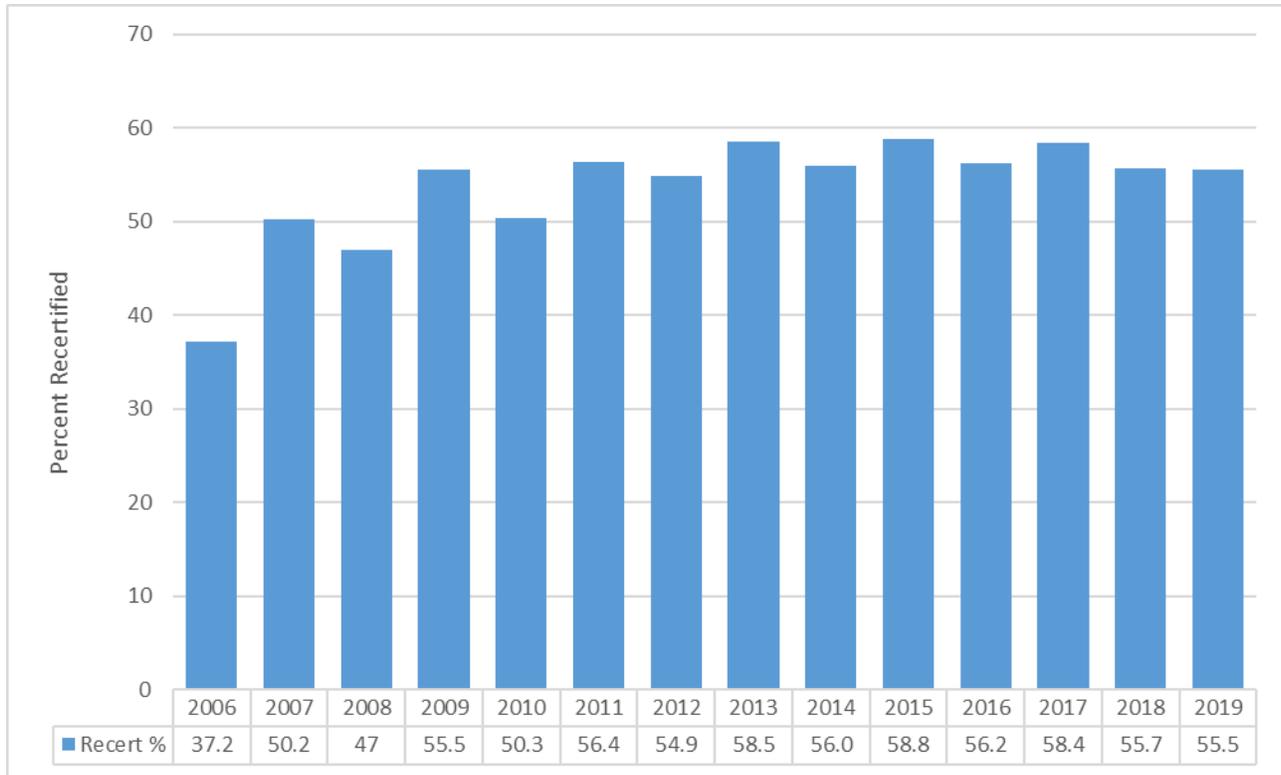
1. **Five seat checks** must be approved by a certified instructor (you may use the technician proxy option). A technician can do the checks at any time during the certification cycle as long as they are entered online and approved by a certified instructor/technician proxy before the expiration date.
2. **Community education** (choose one):
 - Participate 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 2019, 12,104 technicians recertified with a national recertification rate of 55.5 percent, the lowest since 2012's 54.9 percent. Recertification by state is shown in Table 10.

A survey of technicians whose certification expired in 2018 revealed 35 percent changed jobs or never planned on recertifying. Other reasons may include changes in funding and local support.

Figure 11: Recertification by Year, 2006-2019



“With my first, I haughtily considered myself to be a “well educated” parent. I had read the manuals cover to cover and still I made mistakes. This made me realize that anyone can be part of the statistics of improper car seat use. Now I love volunteering my time to do seat checks and helping other families make sure they are using their seats correctly.”

~L. Wood

Table 10: Recertification by State, Territory, 2019
 Eligible for Recertification: 21,798; Recertified: 12,095

State	Eligible	Recertified	% of Eligible	State	Eligible	Recertified	% of Eligible
Non-US/Canada	124	45	36.3%	MP	52	28	53.8%
AE	15	2	13.3%	MS	247	74	30.0%
AK	130	73	56.2%	MT	111	75	67.6%
AL	206	107	51.9%	NC	1,570	1,029	65.5%
AP	4	1	25.0%	ND	122	83	68.0%
AR	306	140	45.8%	NE	201	135	67.2%
AZ	556	275	49.5%	NH	90	59	65.6%
CA	1,368	657	48.0%	NJ	545	323	59.3%
CO	609	324	53.2%	NM	253	112	44.3%
CT	237	143	60.3%	NV	156	42	26.9%
DC	52	20	38.5%	NY	980	625	63.8%
DE	61	27	44.3%	OH	598	352	58.9%
FL	836	413	49.4%	OK	323	180	55.7%
GA	1,308	677	51.8%	OR	247	102	41.3%
GU	34	1	2.9%	PA	865	569	65.8%
HI	148	49	33.1%	PR	113	97	85.8%
IA	209	133	63.6%	RI	78	43	55.1%
ID	151	65	43.0%	SC	567	291	51.3%
IL	910	541	59.5%	SD	88	65	73.9%
IN	670	391	58.4%	SK	1	0	0.0%
KS	329	198	60.2%	TN	582	282	48.5%
KY	303	171	56.4%	TX	1,097	583	53.1%
LA	334	213	63.8%	UT	158	91	57.6%
MA	445	263	59.1%	VA	608	346	56.9%
MD	277	120	43.3%	VT	94	61	64.9%
ME	101	51	50.5%	WA	247	142	57.5%
MI	520	298	57.3%	WI	378	239	63.2%
MN	375	235	62.7%	WV	164	84	51.2%
MO	543	292	53.8%	WY	102	58	56.9%

* States/Territories with >=55.5 (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 2019, there were 592 (an increase from 503 in 2018) in 42 states, DC and in Germany (Armed Forces - Europe). North Carolina has, by far, the most Technician Proxies, as shown in Table 11.

Table 11: Technician Proxies by State, 2019
N = 592

State/Territory	#	State/Territory	#
AE	2	NC	102
AK	1	ND	13
AR	1	NE	11
AZ	9	NH	9
CA	21	NJ	2
CO	16	NV	7
DC	2	NY	30
FL	13	OH	14
GA	16	OK	12
IA	2	OR	19
ID	6	PA	9
IL	38	SC	16
IN	11	SD	1
KS	2	TN	34
KY	13	TX	30
LA	1	UT	2
MA	14	VA	6
MD	4	VT	12
ME	2	WA	11
MI	22	WI	4
MN	36	WV	1
MO	6	WY	9

“I was researching car seat info when I was expecting my oldest child and was surprised by how much there was to learn! I have a friend who was a CPST and she encouraged me to take the course.

It’s now my career, so it truly changed the trajectory of my whole life!”

~B. Lombard

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, 2019
N = 12,049

CEU type	Hours Entered	Percent
In-person Session/Workshop	4,650	38.6%
Teleconferences	157	1.3%
Online/Web sessions	6,840	56.8%
Newsletters/Manuals/Journals	402	3.3%
Total	12,049	

Table 13: CEUs by Type, 2018 and 2019

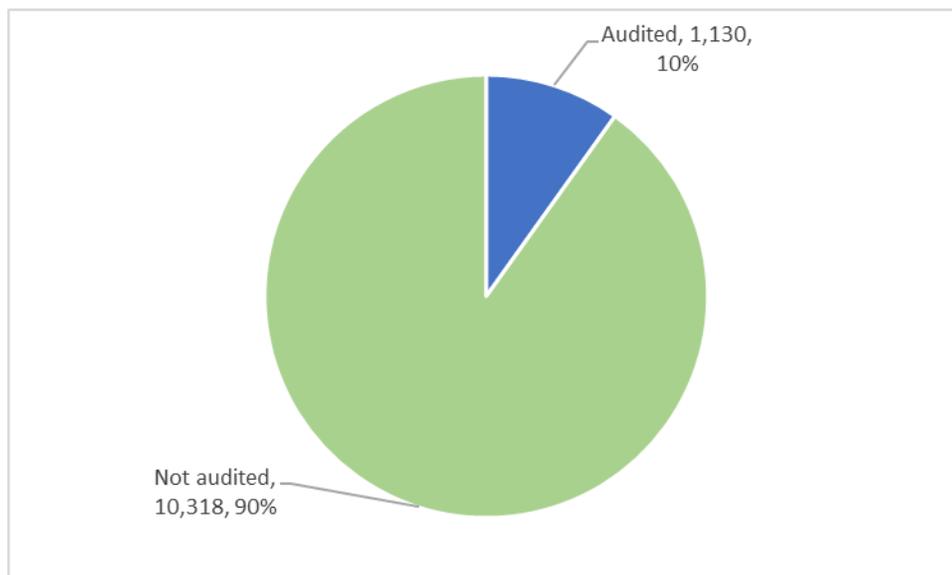
CEU type	2018 (N=12,973)	2019 (N=12,049)	Change 2018 to 2019
In-person Session/Workshop	41.0%	38.6%	-2.4%
Teleconferences	1.0%	1.3%	0.3%
Online/Web sessions	52.2%	56.8%	4.6%
Newsletters/ Manuals/Journals	5.8%	3.3%	-2.5%

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 were eligible for a CEU-audit. If randomly selected, they must provide documentation to support their CEUs. As shown in Figure 12 below, in 2019, 10 percent of technicians (1,130 of 11,448 who recertified) were audited for CEUs.

Figure 12: Audit Selection, 2019
N = 11,448



A total of 1,130 technicians from all 50 states, Armed Forces—Europe, Guam, Israel, Puerto Rico, and Paraguay were selected for a CEU-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, 2019

N = 1,130

CEU Audit Status	Total	Percent
Fail	4	0.4
Pass	942	83.3
Waived	9	0.8
Incomplete	1	0.1
Complete	956	84.6
Incomplete/In Process	174	15.4
Total	1,130	

“Upon returning to my home country in Malaysia, after being exposed overseas, I realized I have to do something because it’s appalling how many of our kids are dying on our roads and so many self-proclaimed experts and consultants that know nothing about child passenger safety.”

~J . Tan

“As a National Registered Paramedic and seeing where we could make a difference in a child’s life, this was a no brainer and a great way to educate!”

~R. White

Safe Kids Live Webinars

With support from State Farm, Safe Kids offered ten free live webinars for technicians to earn CEUs from expert presenters. Five 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 15 webinars in 2019, an average of 56 percent of those who registered attended.

Table 15: Webinar Attendees, 2019

N = 4,326

Date	Webinar Title	# Registered	# Attendees	% Attended
January 17, 2019	Car Seat Manufacturer Update Goodbaby International: Evenflo and Cybex	650	415	63.8%
February 14, 2019	LATCH 2019-What the curbside tech needs to know	650	416	64.0%
March 14, 2019	Car Seat Manufacturer Update-Dorel Juvenile	559	374	66.9%
March 21, 2019	Car Seat Manufacturer Update-WAYB	543	352	64.8%
April 25, 2019	Car Seat Manufacturer Update-Britax	593	374	63.1%
May 23, 2019	Car Seat Manufacturer Update-UPPAbaby	650	290	44.6%
*June 27, 2019	Understanding Heatstroke	315	170	54.0%
*July 11, 2019	Tech Assistant or Course Assistant - There is a Difference	110	57	51.8%
July 25, 2019	Car Seat Manufacturer Update-Nuna and Mifold	650	382	58.8%
*August 15, 2019	Top CEU Auditing Questions	78	36	46.2%
September 5, 2019	Car Seat Manufacturer Update-Convoid R82	619	329	53.2%
*October 17, 2019	Microaggressions: A mini webinar on tiny insults and dismissals	348	170	48.9%
October 24, 2019	Car Seat Manufacturer Update-Baby Trend	631	327	51.8%
November 21, 2019	Car Seat Manufacturer Update-Britax	604	373	61.8%
*December 12, 2019	How Much Information and When: Identifying and Maximizing the Teachable Moments	650	261	40.2%
	Total	7650	4,326	57%

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

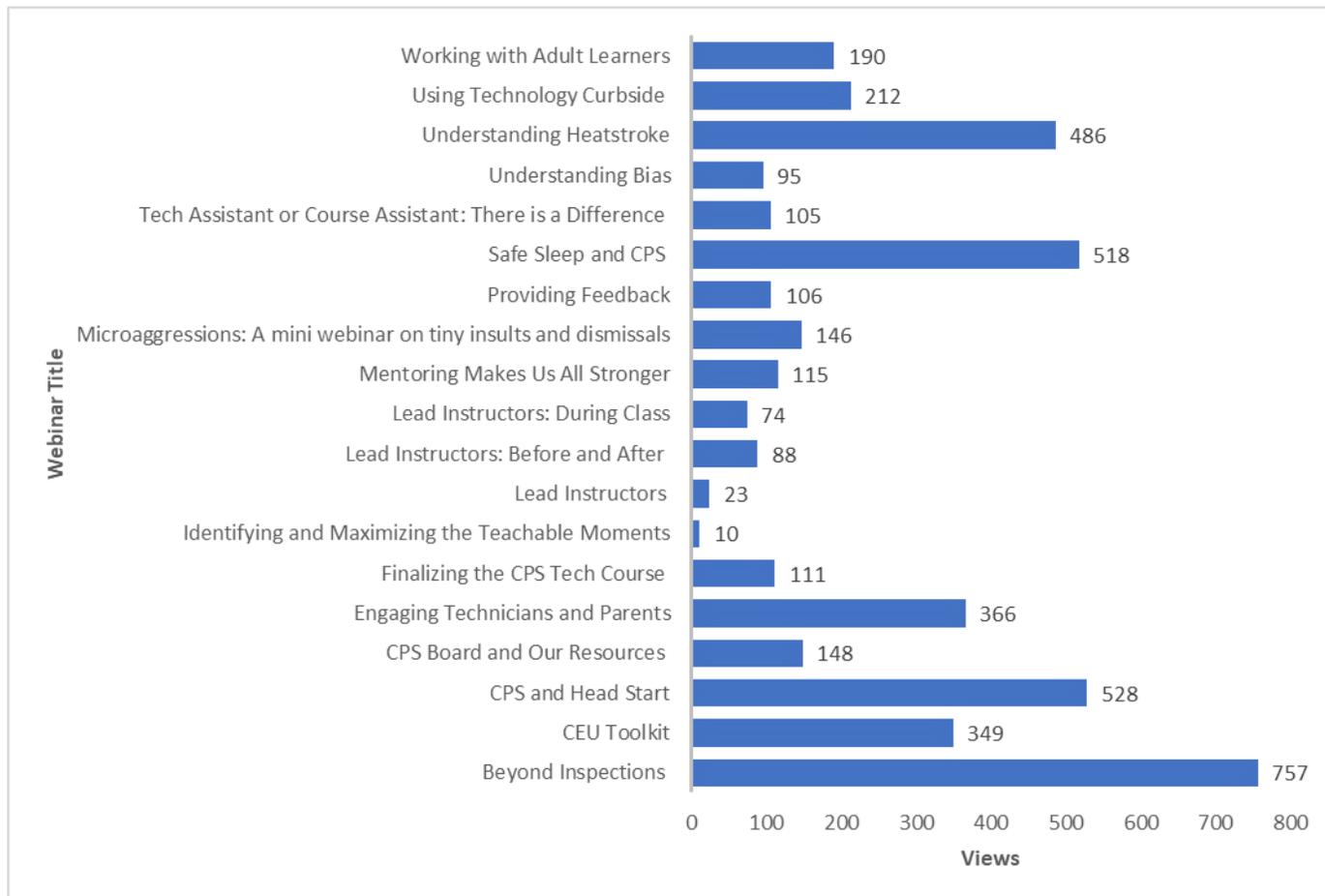
Community Education Webinars

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, to help technicians meet this requirement in 2016, but expanded the offerings considerably in 2017-2019. The webinars were posted on the CPS Board website throughout the year. Beginning in September 2018, we began collecting the number of times the webinars were watched.

The flagship webinar, *Beyond Inspections*, posted in August 2016 remains the most popular, followed by *CPS and Head Start and Safe Sleep*. 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 13, the webinars were viewed more than 4,400 times.

Figure 13: Community Education Webinar Views, 2019
N = 4,427



Based on the success of these webinars, Safe Kids is to planning several more Community Education webinars in the future. When the updated curriculum is launched in early 2020, a series of webinars geared towards instructors will be offered, providing even more online opportunities to meet the Community Education requirement.

Webinars Recorded

Technicians have an opportunity to view many of the Safe Kids/ State Farm, recorded webinars and complete the online quizzes on the CPS Board website to earn a CEU. Webinars are rotated off as they get older and new ones are added regularly.

CPS in Pickup Trucks was the most popular webinar and quiz in 2019, followed by Fact or Fiction and Forward-Facing Readiness. As shown below in Table 16, the General webinar quizzes were taken 17,900 times and the Manufacturer Update quizzes were taken 1,960 times for a total of 19,860 quizzes taken.

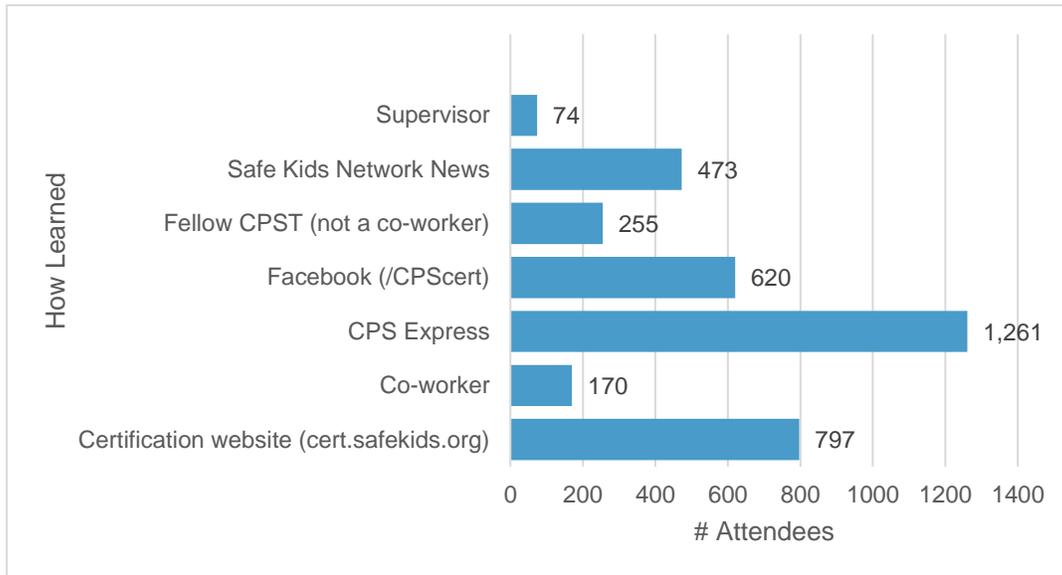
Table 16: Quizzes Completed by Webinar Type and Title, 2019

	Completed
GENERAL	
Child Passenger Safety and Autism	1,954
CPS in Pickup Trucks	3,071
CRS Usability	1,502
Expanding Technician Skills	571
Fact or Fiction	2,485
Forward-Facing Readiness	2,393
LATCH 2019	1,434
Latest Research: Harnesses and Boosters	324
Recreational Vehicles and Child Occupants	1,070
Research Incompatibilities in Installation	133
School Bus Protection and CPS	885
Side Impact Standard Discussion	1,169
Transporting Children by Ambulance	909
Total	17,900
MANUFACTURER UPDATE	
Britax	177
Britax and Safe Traffic Systems	56
Britax Car Seat Manufacturer Update	637
Chicco	577
Dorel	256
Goodbaby	255
WAYB	147
Convoid	34
Mifold and Nuna	54
Total	1,960
Grand Total	19,860

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 2019 to have promoted to technicians was through the CPS Express, Certification website and Certification Facebook, as shown in Figure 14.

Figure 14: How Attendees Learned about Webinar, 2019
N= 3,650



“As a full-time nanny, it’s my job to make sure that the children in my vehicle are riding safely, as I am responsible for them when they’re in my care. When I pulled a car seat out of it’s box and started reading the owner’s manual, I realized I had no clue what I was doing. Even with reading the manual, I was so confused that I was actually in tears. What is a tether? What are lower anchors? I gradually learned over the years and then decided to become a CPST, something that I once didn’t know existed.”

~C. Buck

Safe Kids Online Training

Safe Kids partnered with NHTSA to provide a series of online CEU opportunities at <http://training.safekids.org>. A total of 12,754 trainings were completed. As shown in Figure 17, the most popular modules are *Car Seats 201*, *Using Rear Facing Car Seats Beyond Age One* and *Vehicle Travel*.

There was a 35% increase in completed course between 2018 (9,461) and 2019 (12,754).

Table 17: Completed Online Trainings, 2019
N = 12,754

	Car Seats 201	Emergency Transport	Using Rear Facing Car Seats > Age One	Vacation Travel	Vehicle Travel 201	School Bus	TOTAL
Jan	308	174	185	159	168	196	1,190
Feb	271	168	200	165	173	160	1,137
Mar	384	213	237	203	226	234	1,497
Apr	292	225	246	219	284	235	1,501
May	249	192	239	166	237	190	1,273
Jun	191	133	167	146	160	149	946
Jul	255	147	161	139	184	148	1,034
Aug	207	150	157	148	158	189	1,009
Sep	232	174	188	156	168	213	1,131
Oct	201	148	162	136	162	176	985
Nov	132	114	120	90	98	138	692
Dec	70	62	58	47	58	64	359
TOTAL	2,792	1,900	2,120	1,774	2,076	2,092	12,754

"I work for a Head Start program. In 2013 one of our families was in a wreck - someone fleeing the police hit their car. Of the 6 people in the vehicle (2 parents and 4 kids) only one child survived. None of the kids were properly restrained.

~K. Cunningham

Below is a screenshot of the 2019 Safe Kids Online Training Site: <http://training.safekids.org>

WELCOME TO THE TRAINING PORTAL
These self-paced online courses qualify for CPS CEU credits for maintaining your certification.

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.

Courses

[Expand all](#)

Child Passenger Safety	
School Bus Safety	[>]
Car Seats 201	[>]
Emergency Transport	[>]
Using Rear Facing Car Seats Beyond Age One	[>]
Vacation Travel Safety	[>]
Vehicle Safety 201	[>]

Basic CPS Awareness Course Toolkit

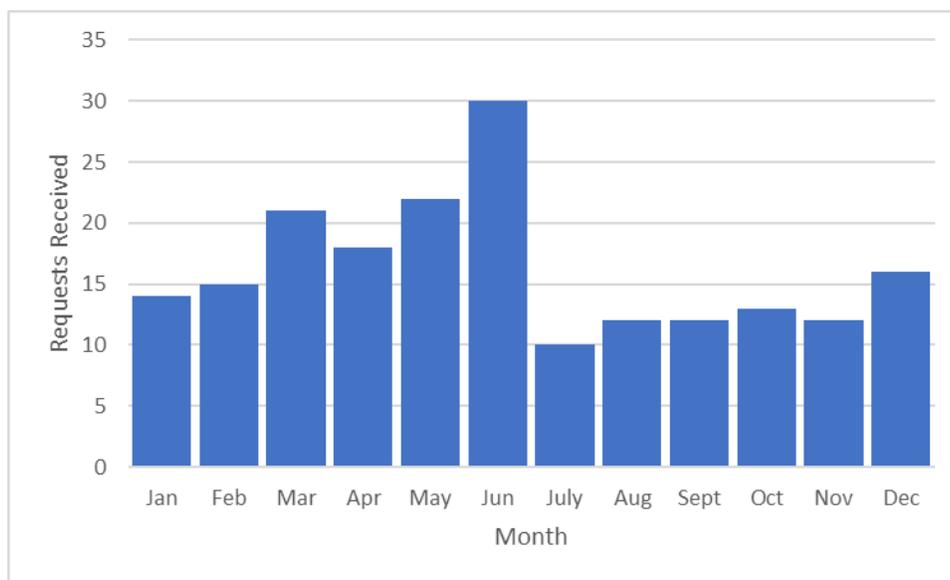
In early 2014, Safe Kids developed a toolkit for educators to use to expand road safety efforts in their communities and build new partnerships to protect kids. The Basic Car Seat Awareness Course was designed to serve as an introduction to car seats and to start conversations about restraint use in 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 2019, 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.

As seen in figure 15, there were 195 requests for the files using the online request form in 2019, a decrease from 235 requests in 2018. As in years past, most requests were from people in the United States (188). Non-US requests came from Israel (1), New Zealand (1), and Uruguay (1). Interest in the material was highest in June, as seen in Figure 16.

Figure 15: Awareness Course Requests by Month, 2019
N= 195



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. 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

Since 2005, the online management systems for certification, course and organization management have been provided by Cyzap, an online certification management company. As technology has changed significantly over the past 15 years, the Certification and Course systems were upgraded for improved user experience (mobile friendly, ability to add other language materials options), security and stability.

The new system launched December 2, allowing current technicians and instructors more streamlined access to their CPST information. Potential CPS Technicians saw improved [FIND A TECH](#) and [FIND A COURSE](#) searches.

Menu

Sample Instructor

Home

Account Details

Certification

- Manage Courses
- Add New Course
- Active (2)
- Show All

Action

Items

1. Register for Course
2. Print Wallet Card
3. Certification to Technician
4. Instructor Downloads
(F -- ... J)
5. Activity & History

Account

Update Profile

Change Username

Change Password

Log Out

Portal

Logged In: Kerry Chausmer (Admin)

Welcome Mrs. Sample Instructor

Account Overview

Profile			
SKID #	605989		
Name	Mrs. Sample Instructor		
Status	Certified Instructor		
Affiliated To Org			
2nd Affiliated To Org			
Position Title			
Company	Regions Hospital	Type	Hospital/Medical
SK Coalition	No		
Contact Info			
Primary Email	Sample@test.com	Post Email	
Preferred Phone	202-555-1212	Post Phone	651-429-3413
Work Phone	202-555-1212		
Address			
Mailing Address	123456 Safety Way Washington, DC 20001	Post Address	123456 Safety Way Washington, DC 20001
	County: Washington		County: Washington
Additional Information			
Special Needs Month	10	Special Needs Year	2019
School Bus Month		School Bus Year	
Attributes			
Permission to Post	<ul style="list-style-type: none"> Available to Public 		
Languages	<ul style="list-style-type: none"> English Undeclared 		
Extra Training	<ul style="list-style-type: none"> Special Needs Cert Lead 		

[Sign up for Email alerts when courses are added](#)

Note: All courses are taught in English.

The national course fee is \$95. Review the course information page carefully as there may be an additional local fee.

People interested in the Certification Renewal Testing Course must have an expired certification and stayed current in the field. Any candidates who have not kept up with the latest in CPS, should retake the full Certification Course.

A student workbook (Technician Guide) is provided to all students. For a preview, you may find it at www.cpsboard.org under Tech + Instructor Curriculum.

Fill in the form below with whatever information you know. You don't have to fill in the entire form. Then click submit at the bottom of the page.

Available Active Courses			
Courses			
Course ID	<input type="text"/>	State	<input type="text" value="▼"/>
Course Type	<input type="text" value="▼"/>	Manual Language	<input type="text" value="▼"/>
Start Date	<input type="text" value=""/> to <input type="text" value=""/>		
<input type="button" value="Reset"/>			<input type="button" value="Search"/>

Through 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.

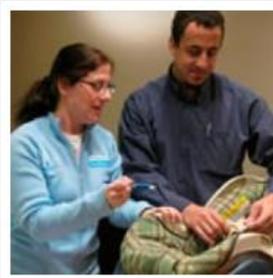
“Two days after my 19th birthday I lost my mom who was a mere 41 years young to a fatal crash. When I had my own children several years later safety in and around cars was paramount to me. I found installing a convertible car seat in my in-law’s car very confusing! Why was this so hard? It wasn't difficult in my car? Turns out we had an incompatibility BUT it led me to finding a CPST and becoming one myself. I wanted to volunteer at my local hospital to help other parents and caregivers.”
~L. Thompkins

[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!



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](#)



Website traffic decreased in 2018. The total homepage visits were 230,524, down 1.9 percent from 269,284 in 2017. Figures 16 and 17 show the trend by year and month.

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

Figure 16: Homepage Visits by Year

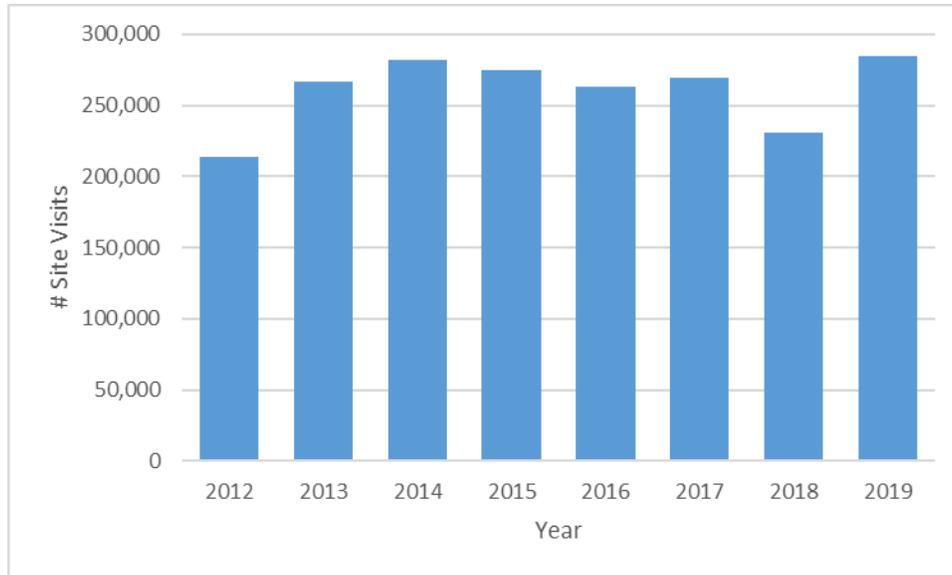
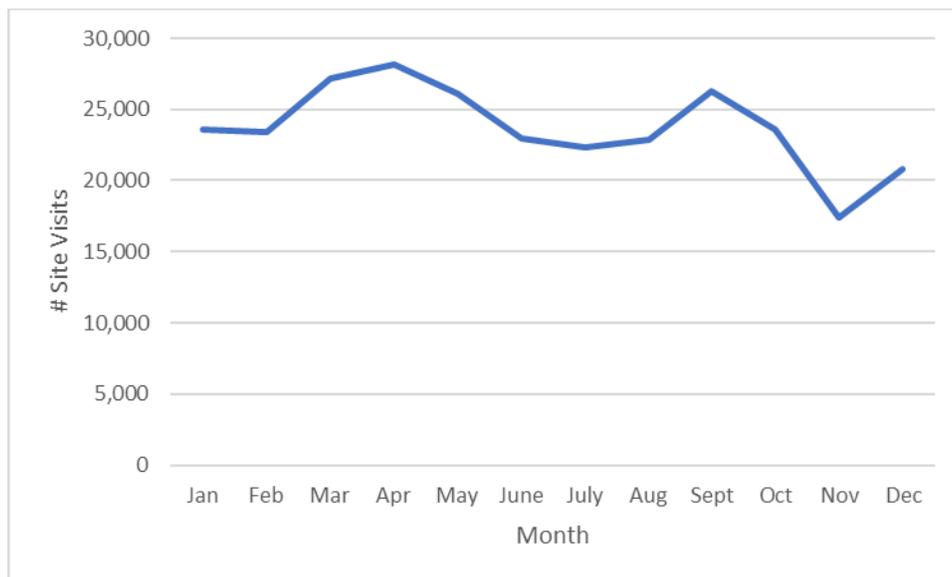
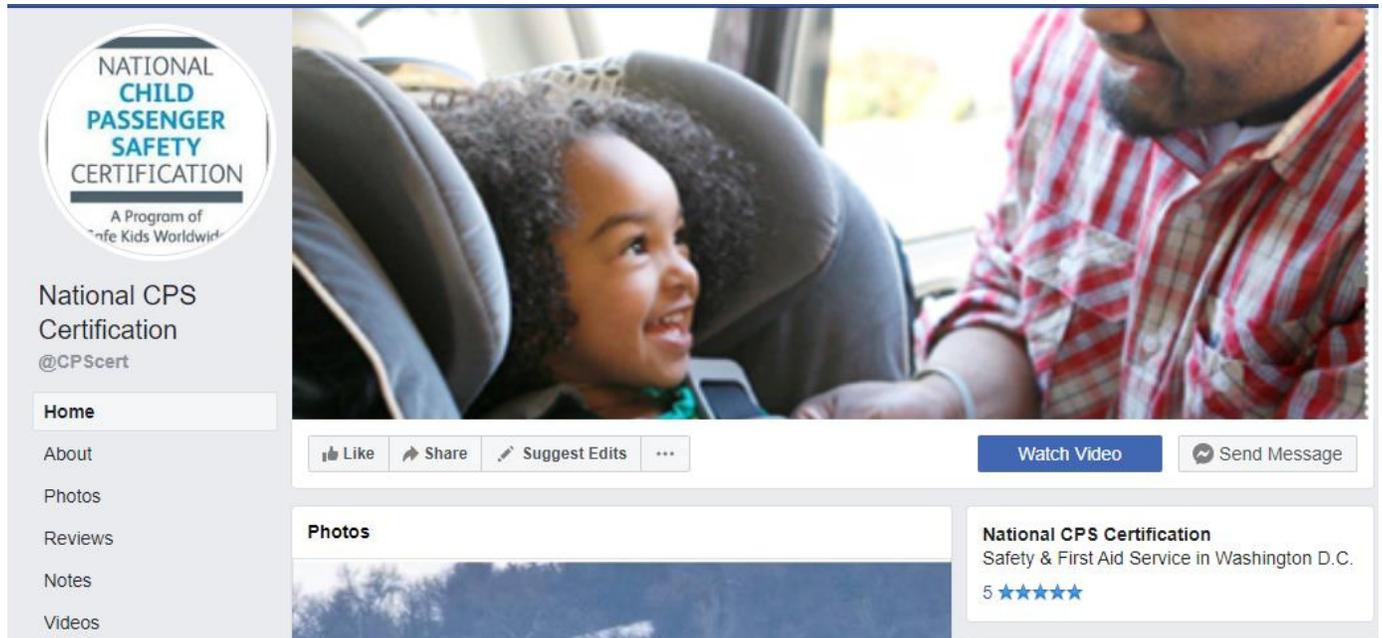


Figure 17: Homepage Visits by Month, 2019
N = 284,622

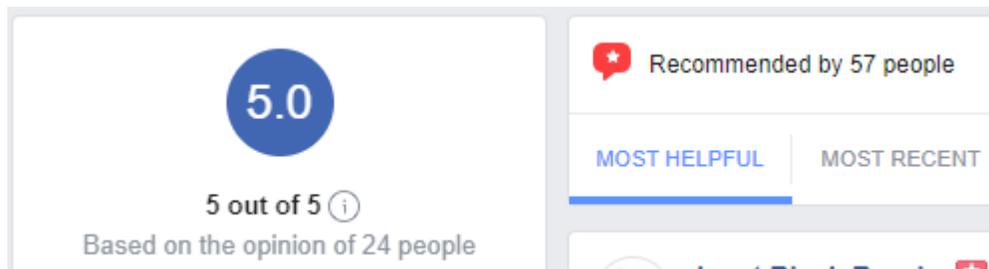


Facebook

The CPS certification program has an active Facebook page, www.facebook.com/CPSCert. We ended 2019 with 23,300 likes, up from 22,448 this time last year.

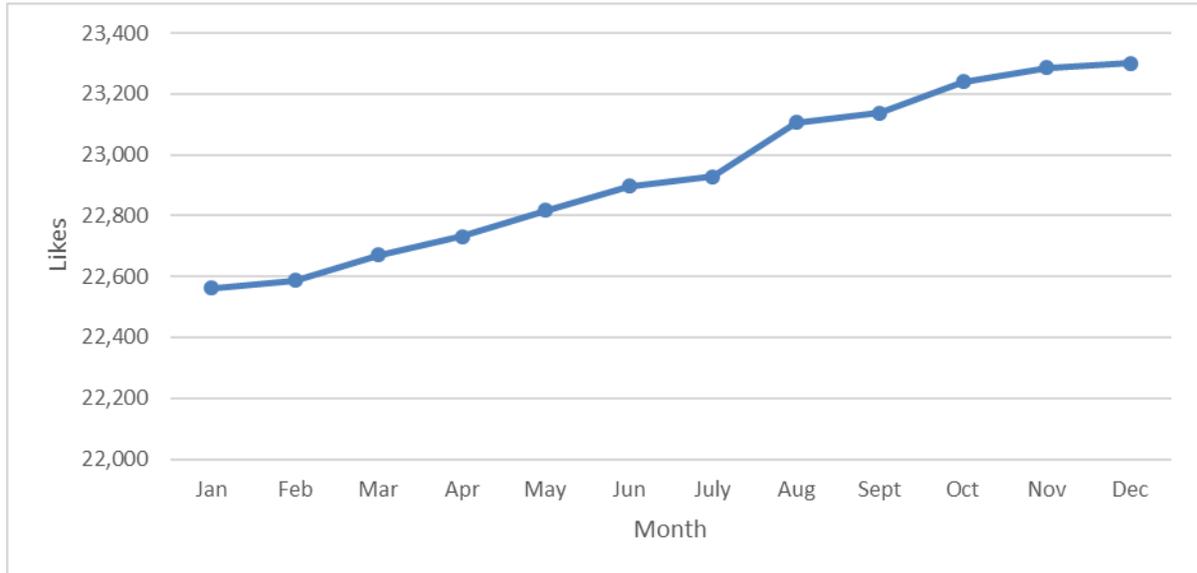


The page has a 5-star rating and is recommended by 57 people.



As seen in Figure 18, the end of the year saw an increase of 852 Likes, over 40 percent more than the 491 increase in Likes from 2017 to 2018.

Figure 18: Total Facebook Likes, End of Month, 2019



The two major Facebook metrics are reach and engagement. Reach is the number of people who saw any content from the page on their timelines, which is shown in Figure 19, 28-Day Total Reach by Year. This shows how much of the content is actually reaching our audience. 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 20, 28-Days Engaged Users by Year.

Figure 19: 28-Day Total Reach by Year

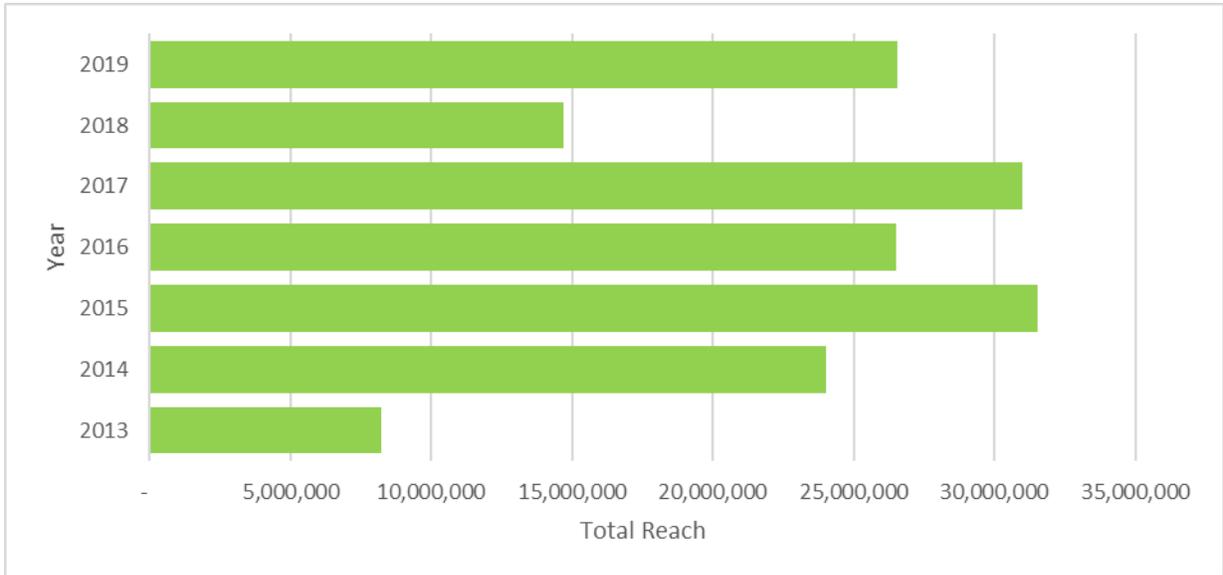
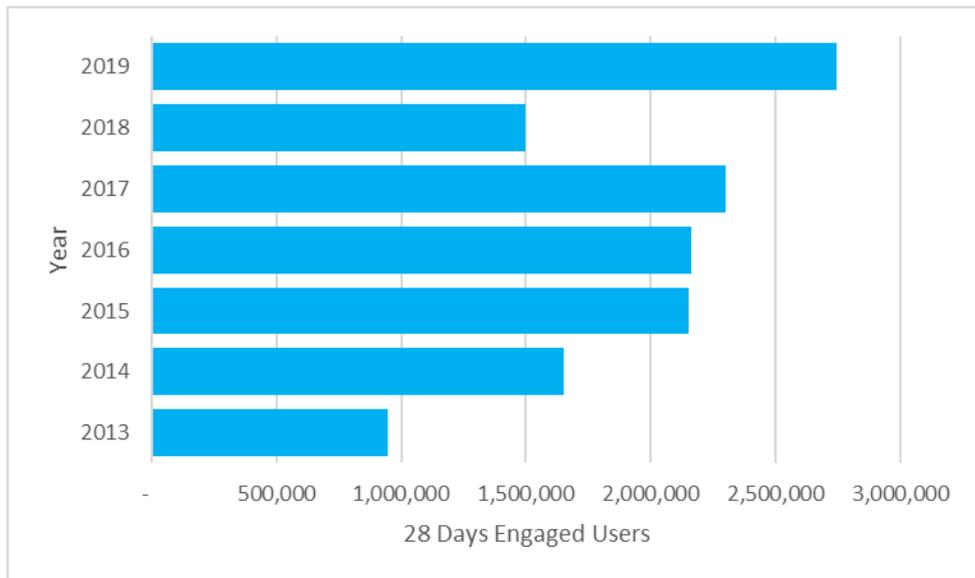


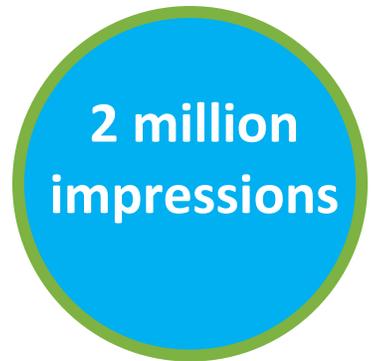
Figure 20: 28-Days Engaged Users by Year



CPST Month: May 2019

May 2019 marked the sixth year that Safe Kids Worldwide celebrated CPST Month. Not only does CPST Month 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 2019, we saw a decrease in the number of courses held and states participating. In total, the Certification program held 96 courses in 40 states. We certified 1,248 new techs during May, almost reaching our original goal of 1,300 new techs.

Table 18: CPST Month Results by Year

	2015	2016	2017	2018	2019
Number of Courses Held	87	84	94	110	96
Number of States Participating	44 and PR	41	42	45 and Singapore	40
Number of New Techs Certified	1,322	1,252	1,313	1,444	1,248

Each year, we have tried to learn from the previous campaign to increase our number of courses and technicians. In 2019, 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 2019, we launched our campaign in January and it lasted for five months.

In 2018 CPST month had 1.8 M impressions. In 2019, we hit 2M impressions!

In total, our Facebook outreach resulted in 297,447 impressions and 98,024 safety actions. We were delighted to see that the engagement rate with these posts was more than 27 percent, significantly higher than last year's (9 percent). The increased engagement reflects the value of these posts in reaching our targeted audiences.

We also promoted the CPS campaign on the Safe Kids twitter account. Throughout the campaign we tweeted tips, facts, blogs and links to information about how to become a tech. Our outreach on Twitter resulted in 1,689,593 impressions and 133,827 safety actions. Again, we saw impressive improvement over 2018 numbers. For example, this year we had 76,363 clicks compared to 2,203 in 2018.



National CPS Certification

February 20 · 🌐

⋮

Wait! You still haven't registered your course yet for CPST Month in May?? Don't fret, my trusty techs, you can register TODAY!
<http://bit.ly/1fEvhCH>



Help us certify new techs.

National CPS Certification

Nonprofit Organization

Learn More

11,851

People Reached

479

Engagements

Boost Post

👍❤️ 122

3 Comments 47 Shares

👍 Like
💬 Comment
↪ Share
⋮

Performance for Your Post

11,851 People Reached

255 Reactions, Comments & Shares 📊

154 Like	117 On Post	37 On Shares
15 Love	6 On Post	9 On Shares
40 Comments	7 On Post	33 On Shares
47 Shares	47 On Post	0 On Shares

224 Post Clicks

86 Photo Views	79 Link Clicks	59 Other Clicks 📊
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NEGATIVE FEEDBACK

1 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



Safe Kids Worldwide

Published by Runjit Chandra [?] · April 4 · 🌐

⋮

Looking to make a difference in your community? Help save lives by becoming a certified car seat technician! You'll learn how to properly install car seats to keep kids safe on the road. Help friends, neighbors, and other people in your area install their car seat.

Getting it right can be tricky and some people need a little help. Take a class in May during CPST Month, and together, let's keep kids safe on the road.

<https://www.safekids.org/blog/course-my-life>

Become a certified car seat technician and help keep kids safe on the road.



Become a Certified Car Seat Technician

9,664

People Reached

342

Engagements

Boost Post

👍❤️ 35

1 Comment 36 Shares

Performance for Your Post

9,664 People Reached

8,326 3-Second Video Views

95 Reactions, Comments & Shares 📊

49 Like	35 On Post	14 On Shares
4 Love	2 On Post	2 On Shares
5 Comments	1 On Post	4 On Shares
37 Shares	36 On Post	1 On Shares

247 Post Clicks

173 Clicks to Play 📊	34 Link Clicks	40 Other Clicks 📊
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
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SAFE KIDS Safe Kids Worldwide
@safekids

CPS Instructors: We will once again celebrate CPST Month in May by working to increase the number of certified techs. The more classes taught, the more people certified, and the more lives saved. But we need your help. Sign up to teach a course in May.
bit.ly/1fEvhCH



4:47 PM · Jan 7, 2019 · Twitter Ads Composer

SAFE KIDS Safe Kids Worldwide
@safekids

Are you a Lead CPST Technician? If so, please teach a class in May in celebration of CPST Month.
bit.ly/1fEvhCH



6:37 PM · Jan 13, 2019 · Twitter Ads Composer

||| View Tweet activity

28 Retweets 128 Likes

CPS Express!



Six editions of the [CPS Express!](#) e-newsletter were sent out in 2019. This newsletter is e-mailed to all currently certified technicians with the aim of keeping technicians aware of developments and news in the field.

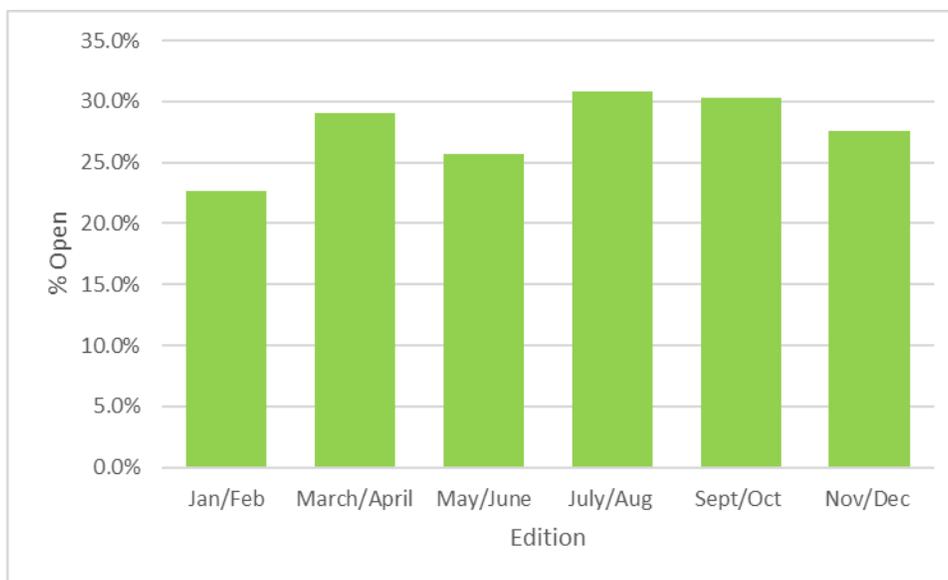
New in 2019: Starting with the November/December edition, Safe Kids used CPST-provided images as new masthead images. This keeps the look fresh while acknowledging the hard work of CPSTs in the field.

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 24.1 percent.¹ The *CPS Express!* open rate is slightly higher than that. In 2019, opens decreased to 27.9 percent from 30.2 percent in 2018.

As seen in Figure 21, open rates per edition ranged from 22.7 percent to 30.8 percent.

Figure 21: CPS Express Open Rates by Edition, 2019



¹ Accessed February 22, 2020: How do you compare? 2019 email marketing statistics compilation

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.

Due to the ProExam office closing, Safe Kids took over call and email responsibilities as of December 2, 2019. In addition to hiring two full-time employees, we began work to launch a new phone call management system. The system will launch in the first quarter of 2020. Until then, the staff uses the regular office phone system and voicemail.

December call volume showed a dramatic decrease, due to a change in the way calls were manually tracked. It was revised as of January 2020. When the new call system is launched, we expect improved reporting.

Customer service received 12,930 calls, more than the 11,602 calls in 2018, averaging 49.7 calls each day.

Figures 22-25 show details about calls and emails to the Customer Service Center.

Figure 22: Customer Service Calls by Month, 2019
N = 12,930

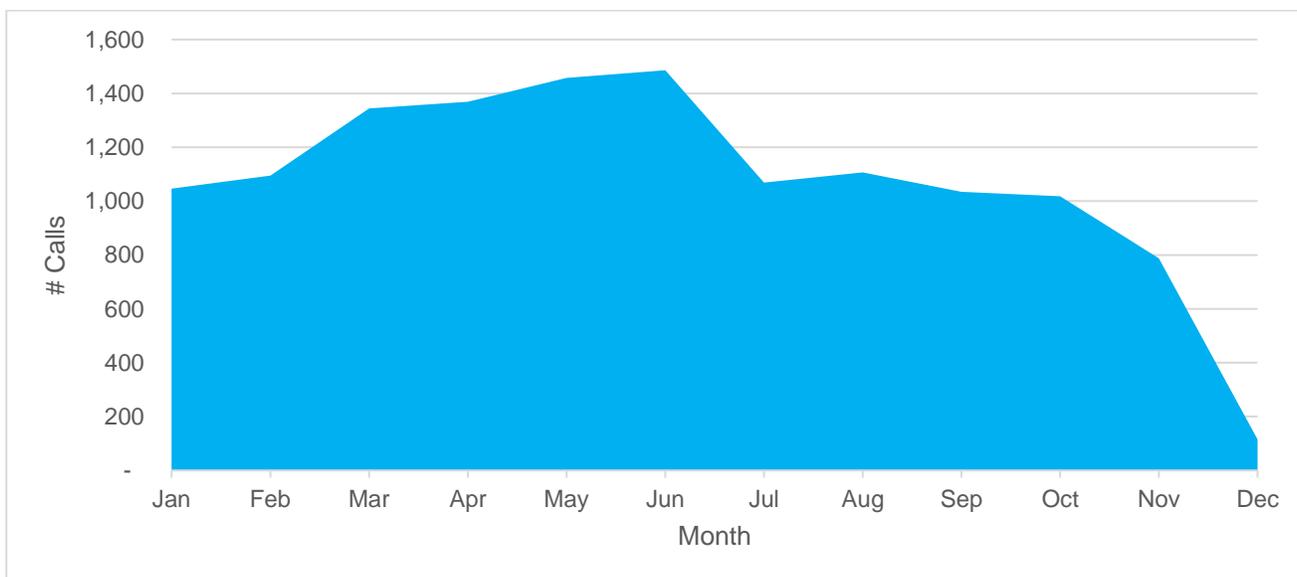
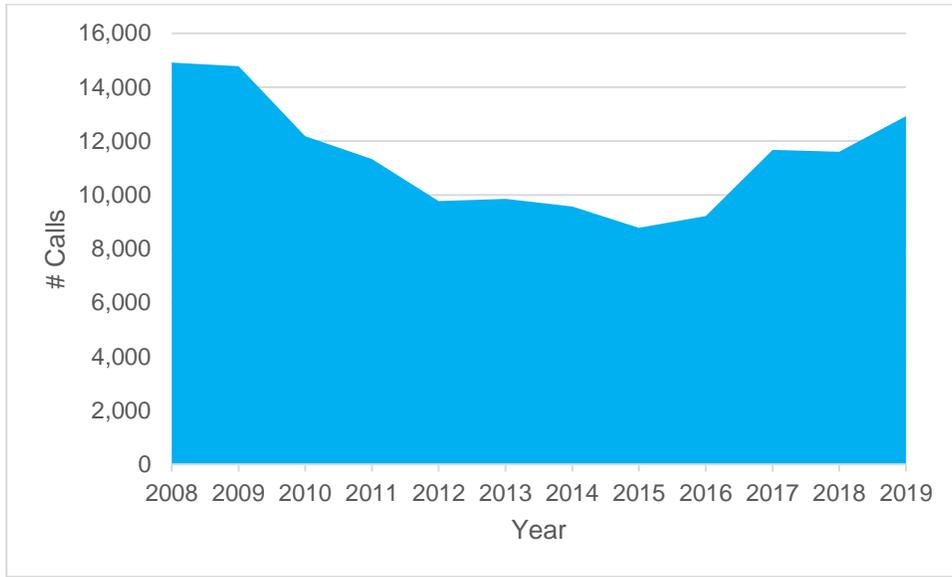


Figure 23: Customer Service Calls by Year

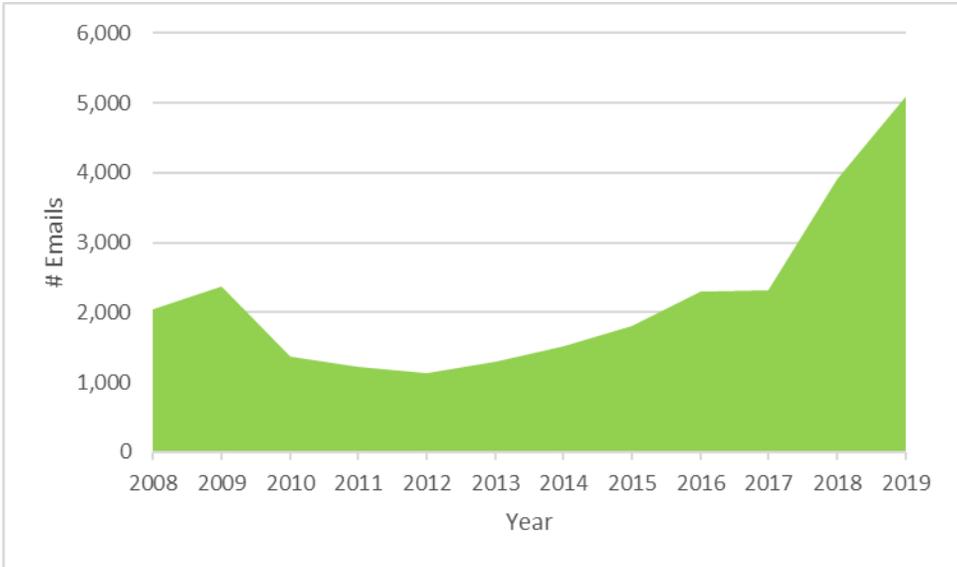


Customer Service email volume increased significantly in 2019, rising from 3,900 in 2018 to 5,093 in 2019. This is an average of 19.6 email messages per workday, up from 15 in 2018.

Figure 24: Customer Service Emails by Month, 2018
N = 3,900



Figure 25: 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.