

Safe Kids Buckle Up

Ten Years and Growing



Proud Program Sponsors





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Safe Kids Buckle Up: Ten Years and Growing

In 1996, Safe Kids Worldwide (formerly the National SAFE KIDS Campaign) teamed up with General Motors, the largest automotive company in the world, to help change the way parents and caregivers learn about child passenger safety. The United States was facing a significant challenge: Motor vehicle crashes had become the leading cause of death to children ages 1 to 14 and more needed to be done to help families keep their children safer. The state laws governing child occupant protection were inadequate and booster seat laws were practically nonexistent. There was no organized nationwide effort to provide services and education to parents who wanted to learn how to keep their children safe in a vehicle.

After an initial year of planning and preparation, and a decade of providing hands-on services to families through Safe Kids' network of grassroots coalitions, Safe Kids Buckle Up is still the largest child passenger safety program of its kind — teaching parents and caregivers how to correctly use car seats, booster seats and seat belts. The program provides grants to Safe Kids coalitions to deliver programs at the local level and improve laws that protect children in vehicles. We also have expanded our services to include a series of interactive educational programs designed for children ages 14 and under. Our volunteers include nationally certified child passenger safety technicians, transportation safety experts, public officials, police officers, nurses, public health experts and General Motors dealerships: all working together to save children's lives.

The partnership between Safe Kids Worldwide and General Motors is the longest running corporate/nonprofit partnership promoting child passenger safety. With a donation of more than \$50 million and 137 vehicles to support Safe Kids coalitions and chapters through 2008, GM is the only automaker in the world that has made a decade-long commitment to a child passenger safety program. With the support of both the General Motors Foundation and Chevrolet, Safe Kids Buckle Up has grown to be the largest program of Safe Kids Worldwide.

I was part of the launch of the Safe Kids - General Motors partnership and I'm proud to lend my support to Safe Kids Worldwide in their effort to raise public awareness of this serious problem. We have made considerable progress in child passenger safety but our work is not done. Every American must understand that there are proven ways to keep children safer in vehicles and we can prevent many injuries and deaths through proper safety precautions.

— Congressman Steny Hoyer (Md.)
Majority Leader
U.S. House of Representatives



This seat is installed using lower anchors and tether (LATCH).

10 Years and Growing:

The Evolution of Child Passenger Safety Education

In the beginning, the mission of Safe Kids Buckle Up was relatively simple: teach families how to best protect their children in a vehicle. As the partnership between Safe Kids and General Motors grew, this significant challenge became an opportunity to teach families how to be safer both in and around vehicles.

Through the commitment of our Safe Kids coalitions and the generosity of our program partners, the General Motors Foundation and Chevrolet, the program has grown to serve families in every corner of the United States.

At Safe Kids Buckle Up Car Seat Checkup events, child passenger safety technicians teach families how to safely transport their children and help make sure everyone in a vehicle is buckled up correctly on every ride. This isn't a cursory inspection. On average, technicians spend about 30 minutes with each child.

These events, most of which are open to the public, are conducted by Safe Kids coalitions in central locations such as Chevrolet and other General Motors dealerships, hospitals, community centers and shopping centers.

During the first five years, Safe Kids coalitions held 4,000 child passenger safety events. By 2006 the capacity of Safe Kids coalitions skyrocketed, and we held 4,000 events in a single year. To date, there have been more than 44,000 Buckle Up events.

One of the most useful and widely-recognized tools Safe Kids offers are the Mobile Car Seat Checkup Vans serving communities across the United States. The fleet was launched with 51 vans in 1999. With 125 on the road today and another 12 being added through 2008, each Chevrolet van is a specially designed, self-contained unit that can turn any parking lot into a full-service car seat safety event site. Every state has at least one van in operation.

Another way we provide services to families is through the more than 360 permanent car seat inspection stations operated by Safe Kids coalitions. Regular hours of service are offered at set locations giving parents peace of mind, knowing that Safe Kids technicians are available when they're needed.

Keeping all children safer in vehicles is one of our top priorities. Programs like Safe Kids Buckle Up have helped change the culture of child car seat safety in this country and are essential to ensure we protect our most precious passengers.

— Nicole R. Nason, Administrator,
National Highway Traffic Safety
Administration

During the first five years, we inspected 200,000 car seats. In the past five years that number has more than quadrupled, and **we're well on our way to checking a million car seats**. By providing car seats to families in need at little or no cost, we're also living up to the promise that every family at a Safe Kids Buckle Up event will leave safer than when they arrived. At our fifth anniversary, we had distributed more than 118,000 car seats and booster seats to families in need. Today that number has more than tripled to 365,000.

Educational materials and resources are also available to parents at no cost through Safe Kids coalitions. New brochures focusing on the four steps of child passenger safety, the Children In and Around Cars program and a basic car seat safety brochure in an easy-to-read format were released in the past year. Safe Kids also created the Safety Belt Fit Test and growth chart to help families determine when their child is big enough to fit properly in an adult safety belt. And in 2007, all of Buckle Up's educational materials were updated and translated into Spanish, making Buckle Up the first program of Safe Kids Worldwide to be completely bilingual.

More than 13 million people have been reached by the Safe Kids Buckle Up program!

Mobile car seat
checkup vans, with
12 more rolling out
through 2008

125

GM Dealer
Partners

1,000

Checkup
events held

44,000

Car seats
donated

365,000

900,000 car seats checked!

With a decade of achievement behind us in child passenger safety, GM is determined to expand what we do well, while we evolve to meet new challenges. General Motors is committed to safety in and around the vehicle and safety on the road, and our relationship with Safe Kids Buckle Up is an integral part of that commitment.

— Roderick D. Gillum
Vice President, Corporate
Responsibility and Diversity;
Chairman, General Motors Foundation

Beyond Crash Protection:

Keeping Children Safe In and Around Cars

While crash protection is the backbone of Safe Kids Buckle Up, the program has evolved to offer vehicle safety programs beyond car seats and booster seats. Nearly 10 percent of child fatalities involving motor vehicles are not traffic-related, according to the Centers for Disease Control and Prevention. These preventable injuries and deaths are serious public health issues. Children can be injured or killed by heat exposure in parked cars, by suffocation when they get stuck in a trunk or when struck in a non-traffic setting such as a driveway or parking lot. Three additional Safe Kids Buckle Up programs have been introduced through coalitions across the country — Spot the Tot, Never Leave Your Child Alone and Preventing Trunk Entrapment — to help prevent children from being left alone in or around a vehicle.



Spot the Tot

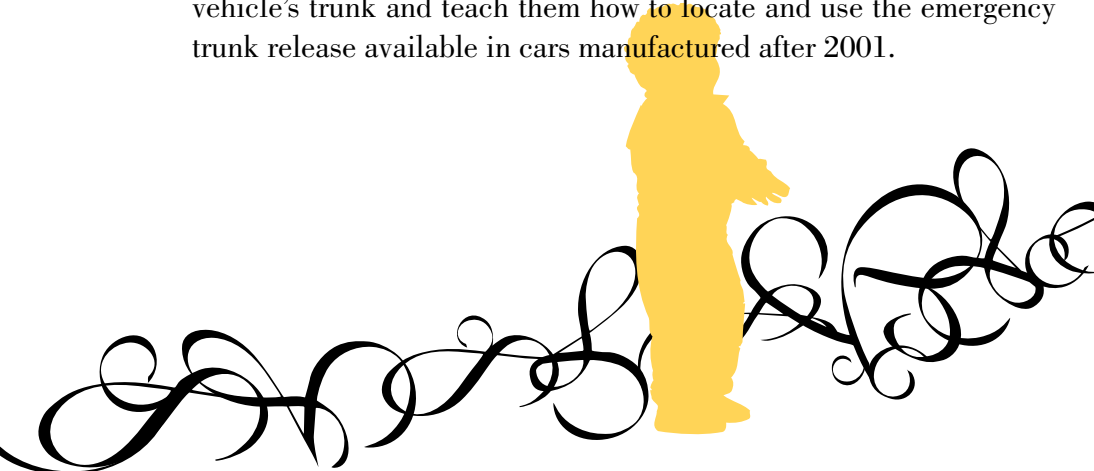
This program, created by Safe Kids Utah, became available to all Safe Kids coalitions in 2006. Parents, caregivers, drivers and children can all do their part to make sure that kids do not share the same space as vehicles. The Spot the Tot program demonstrates the importance of walking all the way around a parked vehicle to check for children, pets or toys before getting in the car and starting the engine. Children learn that it is never safe to play in driveways, parking lots or on sidewalks when cars are nearby. Spot the Tot window stickers are also distributed to remind parents to make sure children are in a safe place before moving a vehicle. In 2007, Buckle Up began an international pilot program of Spot the Tot in Israel, setting the stage for a potential expansion into other countries Safe Kids Worldwide serves.

Never Leave Your Child Alone

From 1998 to 2006, more than 320 children — most of them 3 years old or younger — died from heatstroke after being left in a parked car or becoming trapped in one while playing. This program teaches families that leaving a child in a vehicle for a “quick” errand is a huge mistake. A delay of just a few minutes on a warm day can lead to tragedy. The Never Leave Your Child Alone heat display accurately shows the difference in temperature between the inside and outside of the car. Safe Kids’ nationally certified child passenger safety technicians give families specific tips to prevent adults from unintentionally leaving a child alone in a vehicle.

Preventing Trunk Entrapment

For some kids, a car trunk can look like a fun place to play or hide. Tragically, many families have discovered that kids can get in but they can’t always get out. A trunk can be deadly for an unattended child. Through our Preventing Trunk Entrapment program, Safe Kids volunteers teach families that a vehicle is never a safe place for a child to play. Parents learn how to prevent children from getting access to a vehicle’s trunk and teach them how to locate and use the emergency trunk release available in cars manufactured after 2001.



The Safe Kids Buckle Up partnership is another way Chevy dealers have become leaders in vehicle safety in communities across the country. Our commitment doesn't end when a car rolls off the lot. Buckle Up allows dealers to be the resource on how to keep families safer on the road.

— Ed Peper, General Manager,
Chevrolet

Original Research Shapes Buckle Up Activities

Solid research has always been the foundation of the Safe Kids Buckle Up program. Studies conducted by Safe Kids help advance the field of child occupant protection and shape the program to meet the needs of families across the United States.

Since the first program activities in 1997, Buckle Up has released four original research studies, each with a significant impact on the direction of the program.

Child Passengers At Risk In America: A National Study of Car Seat Misuse, 1999

Buckle Up's first study helped to contextualize the problem of car seat misuse. It showed that 85 percent of car seats observed at Safe Kids Buckle Up events were being misused, and that the most common misuse was the safety belt not being tight enough.



**Child Passengers At Risk In America:
A National Study of Restraint Use, 2002**

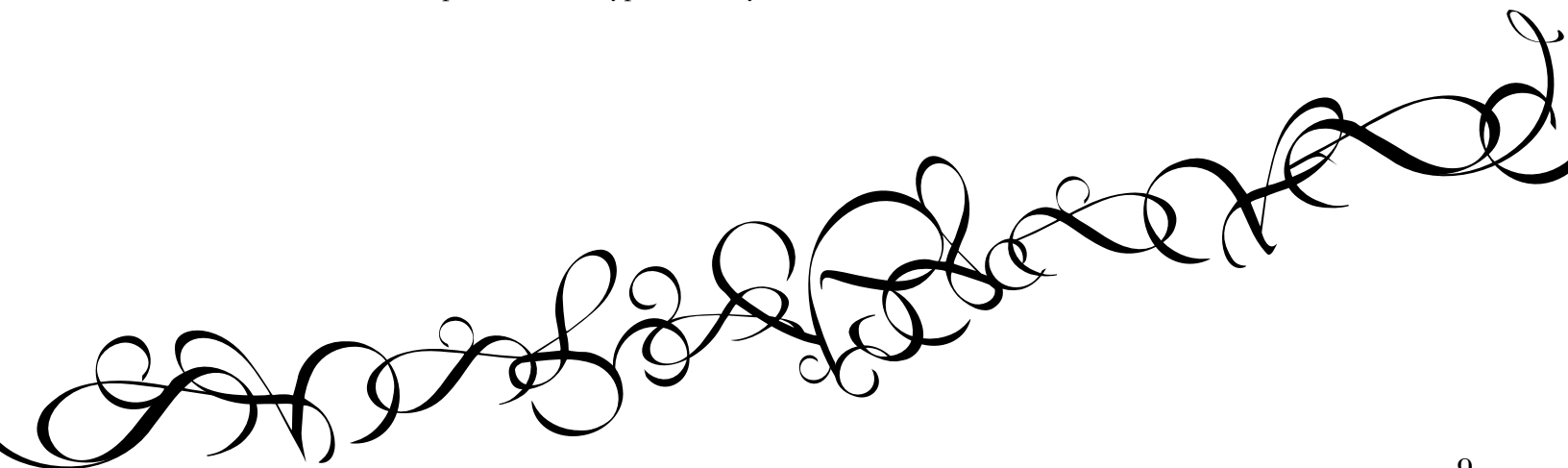
This study found that older children are far more likely than younger children to be riding unrestrained or in the wrong restraint for their age and size. We also learned that nearly 40 percent of children riding with unbelted drivers were completely unrestrained, compared to only 5 percent of children riding with belted drivers. This study showed that “do as I say” doesn’t work nearly as well as “do as I do” — children really do learn safety habits, good and bad, from adult role models and non-parental caregivers.

**Transportation in Child Care Settings:
Parent Knowledge and State Regulations, 2003**

In 2003, we studied child passenger safety as it relates to transportation to and from child care. This report showed that nearly half of the children were transported by non-parent caregivers once a week or more, including more than a third whose children were transported by a caregiver daily. Also, 46 percent of children ages 8 and under were reported to be improperly transported in lap belts or lap and shoulder belts instead of booster seats, showing a need for better education in transporting older children.

**Safe Kids Checkup Events:
A National Study, 2007**

Buckle Up’s most recent study examined the effectiveness of car seat checkup events and showed that the education provided by our coalitions’ certified technicians is working; the average car seat misuse rate by parents dropped 14 percent during the six week study period. This study showed the program is effective for caregivers who attend a checkup event and illustrated the importance of reaching families who have not been exposed to this type of safety information.



Safe Kids Worldwide and General Motors have been leaders in child occupant protection and excellent partners as we have worked together to improve laws and save lives. The NTSB was pleased to recognize their efforts by giving them our Safety Leadership Award. Child passenger safety is on the NTSB's Most Wanted List of Transportation Safety Improvements because we still need to make the best practices the standard practice for millions of families across the country.

— Mark V. Rosenker, Chairman,
National Transportation Safety Board

CPS Laws Show Significant Improvement since 2001

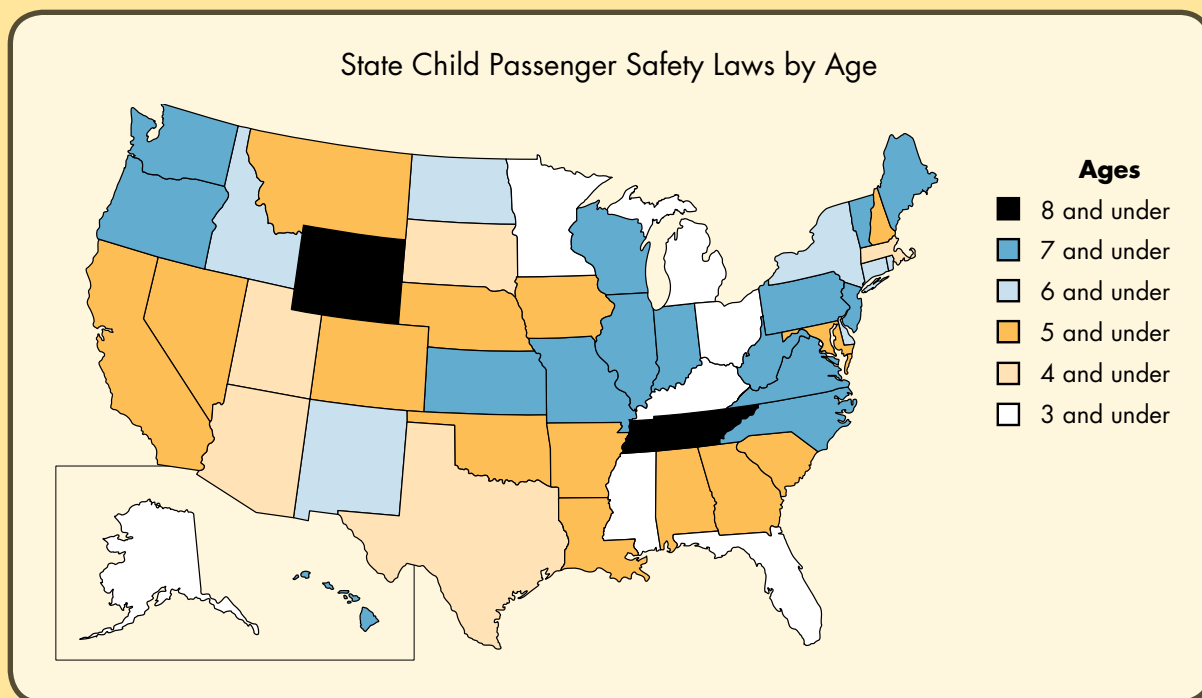
A nationwide campaign to improve child passenger safety legislation was launched in 2001, formalizing a coalition-led state-by-state effort. During that year, Safe Kids conducted an exhaustive analysis of CPS laws — exposing gaps in coverage, loopholes and barriers to enforcement. Then the real work began. Safe Kids Buckle Up began providing coalitions with model legislation and technical assistance for their grassroots advocacy efforts. Working with General Motors, Buckle Up awarded grants to select coalitions to advance their public policy efforts. Safe Kids' continuous effort to upgrade laws and enact booster seat legislation to cover children who do not fit properly in an adult seat belt has been an outstanding success.

To date, 38 states and the District of Columbia have enacted booster seat laws requiring older children to use an appropriate child safety seat — compared to only two states with booster seat laws in 2001.



From 2001 through 2007, an average of 27 states per year introduced legislation to improve their child passenger safety laws. Forty states and the District of Columbia have upgraded their child restraint laws, including making improvements to their age coverage provisions, closing loopholes and increasing penalties for violators.

Although in 2001 all 50 states, the District of Columbia and Puerto Rico had some form of laws governing child passenger safety, Safe Kids coalitions and chapters — working in partnership with a diverse base of community organizations — have significantly improved the legislative landscape since our nationwide effort began.



Community Partnerships Increase Program's Reach

In 1999, Safe Kids and General Motors extended their alliance to include the United Auto Workers, the National Council of La Raza and the NAACP, in support of General Colin Powell's "America's Promise" initiative. Our America's Promise commitment was developed to assist Hispanic and African-American families in need, recognizing that people of color in the United States face disproportionate risks on our highways.

In addition to those original partnerships, we have expanded our community outreach to include events with the Congressional Black Caucus, the Essence Music Festival, the League of United Latin American Citizens, the ALMA Awards and the National Urban League.

Research released by the Children's Hospital of Philadelphia in 2007 shows that minority families and economically disadvantaged children are still less likely to have access to lifesaving safety programs. With help from our partners on the national and local levels, Safe Kids Buckle Up is expanding our efforts to reach underserved families that need our assistance the most.



For almost a decade the Los Angeles Urban League has been proud to partner with Safe Kids Worldwide and GM on the Buckle Up program. In the underprivileged communities of Los Angeles there are many concerns for a parent: appropriate, cost effective child care; nutrition on a budget; daily transportation, and more. As these parents prioritize their family needs, some consider securing a safe car seat more a luxury than a necessity. The Safe Kids Buckle Up program allows us to educate these parents on the real importance of safely securing their children while ensuring parents have the resources to provide safe passage. Through Safe Kids our children learn the importance of buckling up early. With GM's leadership, LAUL is happy to expose over 2,100 families to this education each year.

— Trevor Ware
Senior Vice President and COO
Los Angeles Urban League

Chevrolet Provides Promotional Opportunities as Lead General Motors Brand

In 2004, Chevrolet became the lead General Motors brand partnering with Safe Kids Buckle Up. As the largest division of GM, Chevrolet has introduced the Safe Kids Buckle Up message to families across America through its promotional initiatives and community outreach programs. Linking Safe Kids expertise with Chevrolet's standing as America's brand makes our partnership one that can reach families across the country to help improve the family travel experience.

Hundreds of thousands of NASCAR fans have had the opportunity to "test-drive" the Safe Kids Buckle Up program through an interactive display that demonstrates the similarities between safety features used by Chevy race car drivers and those available in car seats and seat belts. Experts are on hand at the events to answer questions, and families receive educational materials to take home. Chevrolet driver Jeff Burton also starred in a public service announcement about the importance of car seats and buckling up.

Chevrolet and Safe Kids jumped into unusual territory — rap music — to reach tweens with an important safety message for Child Passenger Safety Week 2006. Hip-hop group Slum Village worked with Safe Kids to create an original song targeted at children ages 8 to 10, urging them to ride in a back seat and use a booster seat when necessary.

Chevrolet has also created unique partnership opportunities for the program. In 2006, Chevrolet brought Safe Kids Buckle Up and the Boy Scouts of America together to create an automotive safety patch program for Cub Scouts. This specialized curriculum was designed to teach families with older children — ages 7 to 10 — to be safe inside and outside of vehicles.



Success Stories

"On Thursday, my wife and three boys attended your program and learned about driveway dangers, trunk entrapment, and not leaving children in vehicles alone. On Saturday they had to put into practice what they learned.

"While walking to the grocery store, Garon, age 5, saw a little girl left alone in her car, dripping with sweat from the heat. He pointed the girl out to his mom and they contacted the store manager. The manager was able to find the mother and get the girl out before any serious injuries were sustained."

— Gary Mower, Parent, Salt Lake City

"Safe Kids Greater Sacramento serves the most diverse county in the nation, with 32 percent of residents speaking a language other than English. We recently received a \$175,000 grant to provide car seat education and car seats to low-income Hispanic and Hmong families over the next two years. Without the initial Child Safety Seat Inspection Station grant from Safe Kids Worldwide and General Motors in 2002 and 2003 none of this would have happened. Thank you."

— Marcie Ellis, Mercy San Juan Medical Center,
Lead Agency for Safe Kids Greater Sacramento

"When a neighbor was spotted backing out of her driveway without first checking the area for children, two Cub Scouts flagged her down and set up a Spot the Tot demonstration using neighborhood kids. The driver was quite impressed by the Scouts' knowledge and their mother was thrilled about the amount of information her sons recalled seven weeks after the event. We've had three backover child deaths in our community in the last year. Thanks for the opportunity to provide this program. It is making a difference."

— Alison Pence, Safe Kids NW Metro Minneapolis

"When I went to my local Safe Kids car seat checkup event, I learned my son Michael's seat was one of the 80 percent that were installed incorrectly. Less than a month later, my minivan was broadsided by a two trailer gravel truck. We were scared and shaken up, but thanks to his car seat and what we learned from Safe Kids, Michael was completely unhurt. Now I'm the mom who makes sure everyone is in the right car seat and is buckled up."

— Christie Aldrich, Parent, Safe Kids Greater Flint, Mich.

"A local family who attended one of our regular checkup events was hit by a car changing lanes. Their SUV was sent spinning into the path of a semi-truck, which caused the vehicle to flip upon impact. The mother, who was buckled up, climbed from the crushed Tahoe with a concussion, two black eyes and a cut on her shoulder that required stitches. Strapped tightly into his car seat, her son hung upside down — but uninjured — until firefighters freed him. After the crash, the child's father reported that the seat didn't budge and that the checkup event saved his son's life."

— Debi Bisbee, Safe Kids Rogue Valley, Oregon





Awards

Over the past decade, the Buckle Up program and partnership have been recognized with national awards including:

National Transportation Safety Board's Safety Leadership Award (2006)

Community Service Award from the New York Auto Show World Traffic Safety Symposium (2006)

National Transportation Safety Board's Special Act Award (2000)

And the Public Relations Society of America's Silver Anvil Award (1999)


The Future of Safe Kids Buckle Up

Safe Kids Buckle Up is reaching more families than ever before, but the program must continue to expand to meet the vehicle safety needs of a diverse population. By targeting individual communities, we can tailor our programs and materials to create real changes in behavior and attitudes regarding safety.

Safe Kids coalitions have done a remarkable job of helping to educate families with infants and toddlers on the importance of using a car seat correctly. Our aim is to bring that same level of awareness to families with children of all ages. Being safe in and around vehicles is a lifelong commitment. Safe Kids will be offering more tools and educational opportunities for those who have not had access to our lifesaving programs: underserved families, booster-age kids, tweens and young teens. We will also continue to expand our programs to combat non-crash injuries and deaths.

Parents, caregivers, volunteers, public officials and corporations have joined together in Safe Kids Buckle Up to protect our most precious cargo. We hope you will join us to help make the next 10 years even more successful than the first!

***The laws, statistics and dates included in this report are, to the best of our knowledge, correct as of Oct. 23, 2007.*



We have learned so much about child passenger safety from Safe Kids Upstate and we want to do all we can to increase awareness to protect our smallest citizens. We are involved — and I encourage other dealers to be involved also — because if we can save just one child's life by educating the parents about child passenger safety, then we have made a difference.

— William Bradshaw
Bradshaw Automotive Group
Greenville, S.C.
Winner of the 2006 Buckle Up Dealer/
Coalition Partnership Award

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