

Lifesavers Keynote: The Road to Zero

Deborah Hersman, National Transportation Safety Board Chairperson, 2009-15, and current CEO of National Safety Council, has added another title: Coalition Chair of Vision Zero, U.S., the effort to bring traffic deaths to zero by 2050. As keynote speaker at the 36th Lifesavers conference held in a Vision Zero city, San Antonio, 7th largest in the U.S., Hersman laid out the plan, stimulated by the Swedish project first introduced at Lifesavers in 2007* and presented at the SBS USA Technical Teleconference that April. In Sweden, it has cut traffic deaths in half. The U.S. Coalition has close to 700 members committed to using systems approaches to reach the goal. Three basic approaches are to double-down on methods known to cut fatalities; gin up technology to assist drivers and protect passengers and pedestrians; and create safe-systems techniques to change social norms.

Hersman drew attention to change in other areas of transportation through such a multi-faceted approach coupled with the refusal to accept the high mortality and injury rates. In U.S. aviation, after a spate of deadly crashes, multi-skilled teams assessed the data sources, enlisted technology, and achieved zero deaths from malfunctioning commercial aircraft from 2009 until a few days before Lifesavers when a woman died due to an airplane engine explosion. Going farther back in transportation history, she related that railroad worker injuries were in the thousands in the early 1900s; now since 1960, they average 16 deaths per year.

Primary safety belt laws work but are not in force in many states, especially for rear seat passengers more than age 15, and thus 50% of fatalities in cars are unbelted on impact. Speed kills, erasing the gains made by air bag saves. Street speed limits of 20 mph equal 90% pedestrian survival; 30 mph, 50%; and 40 mph, 10%.

One in four vehicles in the U.S. has an open recall, which owners neglect although the fixes are free. Current technology to prevent rear-end collisions, lane departure, and avoid blind-spot consequences work; in 2015, Toyota mandated these tools in all their models. However, consumers, startled by the vehicle reactions, often ask to turn them off, not having been engaged in learning their effectiveness.

The third component, recognizing risk and how to handle it, means redesigning roads to stop t-bone crashes at cross streets by using roundabout technology and diagnosing the risks occurring in transport of crash-injured persons to hospitals as 43% of them die en route to or at the hospital. Helicopter transport could get more to level 1 trauma centers.

Who is dying? The U.S. population is 49% male, but males suffer 71% of traffic deaths. Nineteen percent of Americans live in rural areas, but 49% of traffic deaths are rural. Youth, ages 15 to 24, equal 14% of U.S. population but 19% of traffic fatalities. Child passenger safety (cps) efforts have helped reduce risk for our youngest children so until age 5, traffic is not the #1 risk of death, despite higher mileage traveled. Get on board the Vision Zero train by signing up $\sqrt{\text{below}}$. Since 2011, road fatalities have spiked; we need everyone to head for 0.

Deborah Hersman accepted the Siegel SBS USA Child Restraint Award for Excellence at Lifesavers from SBS USA Executive Director Stephanie Tombrello. Besides explaining the significance of the late Arne Siegel in cps history, Tombrello relayed that Emilie Crown, Hersman's CPST Instructor, served as a SBS USA Board member.

**Roger Johansson, Vision Zero—The Swedish Traffic Safety Policy, 3/25/07.*

$\sqrt{\text{https://www.nsc.org/road-safety/get-involved/road-to-zero}}$

Calendar:

TECHNICAL WEBINARS

for California CPS Technicians:

*6/7: 10 am-11:30 am.

1 Continuing Education Unit. i0680@hotmail.com

CONFERENCES

*5/18: 8 a.m.-4 p.m.

International Injury Prevention Symposium,
Los Angeles, CA.

Register: www.CHLA.org/IPALAC

Visit SBS USA exhibit and presentation.

*5/30-31: Advances in Child Injury Prevention.

Center for Child Injury Prevention
Plymouth, MI.

Register: <https://2018acip.eventbrite.com>

*6/25-26: Texas CPS Conference,
San Marcos, TX.

<https://events.tti.tamu.edu/conference/2018-texas-child-passenger-safety-conference/registration/>

Visit SBS USA exhibit and presentation.

Kidz in Motion National Conference,
Broomfield, CO.

*8/28-29: Pre-Conference

*8/30-9/1: Conference.

Register: <http://kidzinmotion.org>

Visit SBS USA exhibit and presentations.

Time Bombs:

Automakers with Takata air bags are so concerned that Ford and Mazda have launched "DO NOT DRIVE" campaigns for their 2006 Rangers and B-series respectively. Both models have Alpha bags which were exposed to humidity in the Mexico factory *before* installation. More than a million were installed in 2001- 2003 Hondas and Acuras. Honda sends technicians to visit owners when they can locate them.

Please distribute our warning flyer, 58b, available at www.carseat.org, or go to www.nhtsa.gov to check VINs. Families with young children may have these vehicles, placing parents and teens, especially, at risk.

Thank You:

A year ago, the CPS community was grieving the loss of Emilie Crown, nationally recognized nurse and Hall of Fame CPST Instructor, coordinator of a legendary CPS program in Maryland and known for providing the training in cps to a National Highway Traffic Safety (NHTSA) Administrator and National Transportation Safety Board Chair among so many others.

This year on Emilie's birthday, *SafetyBeltSafe* U.S.A. was honored to receive a \$1000 gift from the Harold A. Knapp Jr. Memorial Fund, chosen by her mother Barbara and sister Kristina, who noted that Emilie's trajectory reflected her father's precepts.

Due to her long association with SBS USA, Emilie would have approved of the family tie.

New Seats:

The **Baby Trend** Ally 35, a rear-facing-only seat for babies 4-35 lbs., has four sets of harness slots and an optional body support for use to 18 lbs. To shorten the crotch strap for a 4 to 10-lb. infant, there is a device resembling a miniature locking clip. For travel, the handle is used as an anti-rebound bar. The base is contoured for use over center seat humps.

The new Essentials by **Britax** line includes three seats now. Skyline, a booster with a 10-position headrest for kids 40-120 lbs., has a 10-year life. Both Allegiance and Emblem, convertibles for kids 5-40 lbs. rear facing, 22-65 lbs. forward facing, feature a no-rethread harness, two buckle positions, lock-offs, and three recline positions. Only the lock-off closest to the buckle is used. The new booster seat under the Britax line is the highback-only Highpoint, accommodating kids 40-120 lbs. with a headrest adjustable to 10 positions, a Secure-Guard lap belt positioner, and push-on lower connectors.

Dorel Maxi-Cosi Magellan Max 5, a convertible/combination seat for kids 5-40 lbs. rear facing, 22-65 lbs. forward facing, and 40-120 lbs. as a booster, provides a no-rethread harness spring-loaded to reduce twisting, a 14-position headrest, seven recline positions, and lock-offs. The five formats include two each rear-facing and forward-facing angles. The seat back can be extended to fit older booster kids.

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News from Indiana:

The well-respected team of researcher-practitioners, Drs. J O’Neil and Marilyn Bull and colleague Judith Talty, reported on “Trends in Child Passenger Safety Practices in Indiana from 2009-2015”* and chose to record the four best-practice areas SBS USA covers in flyer #650, available at www.carseat.org. Their findings point the way to areas to pursue now to improve the gaps. The data are based on two-member team assessments of the family data and observed travel behavior at family-friendly locations in the state. The child data were divided by children under 24 months; children riding in forward-facing safety seats; those using boosters; and kids under 13 in back. Drivers completing surveys numbered 4876, representing 7,725 children under 15, including 1,115 under age 2. Encouraging findings were that for those under age 1, the 7% increase had 91% facing rear while the increase for 12-to-17-month olds was a whopping 49 points to 61% but, for the rest of the under 2’s, there was no change. In the 1,653 vehicles with forward-facing seats, only 27% were top-tethered, although, for the seats with lower connectors in place, 66% added the top tether. The focus for booster use, ages 4-7 years, showed a decrease to 65% from 72%, although SBS USA would argue that this age group could use seats with full harnesses and that those older should be the focus for booster assessment. Of those under age 13, nearly a third were in the front seat. In short, the data highlight areas for educational and legislative focus.

**Traffic Injury Prevention, 2018*

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SafetyBeltSafe News

May 2018

Malaysia!

In April, 2017, SBS USA found two students from Malaysia in our Certification training; a year later, the team of Kate Quirk, Heidi Heflin, and Stephanie Tombrello flew to Kuala Lumpur (KL) to teach two classes. The result: two newly minted Instructors and 19 enthusiastic new Technicians, based in several sites, including three on Borneo. The two 2017 Techs, Jchanet Tan, consultant, and Louis Tan, store owner, had been busy, founding, with two others, CPS Malaysia (CPS My).

The challenges of CPS My are reminiscent of the U.S. in the 1970s when we had only a few crash-tested seats, 7% usage, and no cps laws. But the energy of CPS My reflects their determination to bring change.

CPS My confronts challenges from regulatory/legal to social norms. Child fatalities in cars are high and, despite a high level of helmet use by adults on motorbikes and cycles, even infants travel between adults unrestrained on these vehicles. The Ministry of Transportation does test cars and safety seats but doesn't release the findings.

Seats from Australia, China, Europe, Japan, local companies, and U.S. mix with vehicles, both local and from abroad, often lacking safety features on similar models at home. Vehicles often have ISOFIX bars but rarely tether anchors. Safety belts are not manually lockable except for lap belts now being phased out.

CPS My had been using the SBS USA checkup form since 2017, and just before the 2018 classes, SBS USA worked with them to create summary sheets for some common seats, similar to the SBS USA compilation of 433 U.S. seats. As part of the

certification classes, two safety seat checkups, sponsored by brands Cosatto, Koopers, and Recaro, were held in KL. CPS My requires pre-registration covering details of the car, seat, child, and payment, about \$4 U.S. The last places value on the session and helps support the non-profit.

The summary of data on checkup 2 which served 16 families with 24 safety seats differs little from U.S. findings. Six seats had no installation error but no child on hand as well; two others had no usage or installation errors. The rest had one to six errors; for two, the diagnosis was replacement needed.

If they suspect standard non-compliance, Technicians discuss other aspects of misuse they see but at the end, do not help install the seat and counsel replacement. Of usage errors, 57% involved the harness, and in installation, 67% moved too much. There is no recall system.

After the training, two Instructors visited MummyCare, an extensive baby-products store in a major mall in Kuching on Borneo. One Technician had been sent by his mother who founded the store when, pregnant with him, she couldn't find the products she wanted! Now fully stocked, it has a substantial range of safety seats, including backless boosters and rear-facing-only seats that fit on strollers. (Detachable bases are not common but exist. And some seats have load legs.) We discussed the need for retailers as well as parents to have reliable government regulation to avoid selling less-than-safe products inadvertently. Given the eager participants in the classes, CPS My is on its way to changing the social norms of this exciting, ethnically and culturally diverse society.