

SafetyBeltSafe News

Volume 33, No. 2

March 2012



Safety Seat Checkup Week

April 15-21 is scheduled to highlight correct, consistent use of safety seats and belts, a long tradition in the Los Angeles area. With proclamations, posters, and a well-publicized checkup event at the **Petersen Automotive Museum** in Los Angeles, advocates can add their voices to outreach to the mass media, encouraging focus on the 90% incorrect use rate found routinely at events.

SafetyBeltSafe U.S.A. invites checkers to register to assist at the Museum where teams will serve the public from 10 am to 2 pm, to conclude Safety Seat Checkup Week, and then have time to explore, for free, the many vehicle displays inside. At 11:30 am, we invite those saved by a safety seat, belt, or helmet to be introduced and share their stories.

The preceding week, April 8-14, has been designated Special Enforcement Week by the Peace Officers Association of Los Angeles County during which agencies will put special focus on children at risk in their communities. Child care resource and referral agencies, fire departments, government entities at all levels are invited to publicize the issue and encourage participation in the checkup. Posters and sample proclamations are sent throughout California and available, regardless of location, to anyone who finds this useful for drawing attention to the risks of not buckling up right.

Sponsorship from California Office of Traffic Safety (CA OTS) and Toyota Motor Sales, U.S.A. makes it possible for SBS USA to offer an Educator Workshop on April 5 and extend invitations to government entities to declare the Week and to health, safety, and child care professionals to refer families for services. ColorGraphics of Los Angeles once again is providing 11" x 17" posters free for both local and non-L.A. area publicity.

To volunteer on April 21st, call SBS USA as Bonnie Oseas, President, and her colleagues on the Board of Directors organize the festive day. Bucklebear will be on hand to charm the younger attendees!

Preventing Backovers (follow-up)

Backovers occur most often among children under five years old and seniors over age 70 and often involve relatives, especially of the young ones. With direction from Congress in 2008, National Highway Traffic Safety Administration (NHTSA) was to develop methods for preventing backovers, expected to be mandatory in the auto fleet by February, 2011.

However, the issuance of the Final Rule has been postponed again, even though, according to KidsAndCars, the non-profit group that has made this sad situation a primary focus, 45% of the 2012 auto fleet has backup cameras already available.

Secretary of Transportation Ray LaHood announced the delay to pursue additional research. SBS USA, a supporter of the mandatory rule for backup cameras, reviewed the previously reported data before making the decision. The data, described in more detail in the January, 2011 issue, showed no effect on driver behavior *except* with a backup camera.

KidsAndCars reminds that virtually every cell phone, many tablets, and most computers, have cameras, so the technology is readily available and affordable. To prevent this devastating problem, the inability to see behind vehicles, the camera issue needs to be addressed quickly.

In the first seven weeks of 2012, at least 11 have died; the average rate is two deaths per week and 48 injured.

Toyota Motor Sales, U.S.A. Supports...

- National Safe Ride Helpline
- Safety Seat Checkup Week, and
- Outreach to Booster Kids for 2012!

Continuing its long-term commitment to child passenger safety (CPS), TMS USA made a gift of \$25,000 to foster resources through the SBS USA Web site, toll-free Helplines, and added support to the outreach for Safety Seat Checkup Week and the campaign to get more elementary school age children into boosters.

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Calendar:

Safety Seat Checkups

10 am - 2 pm for public; 9 am-3 pm for checkers. To reserve checkup or volunteer, call 310/222-6860.

Sponsors: CA OTS/Pomona Police Dept/Toyota Motor Sales, U.S.A.:

* **4/21:** Petersen Automotive Museum, Los Angeles, CA.

Sponsors: CA OTS & Pomona P.D.:

* **5/23:** Pomona, CA.

Sponsored by Toyota Material Handling, U.S.A.:

* **5/5:** Columbus, Indiana

To volunteer or reserve a spot, call 800/745-SAFE. Leave a number for a call back.

Educator Workshop

3 CEUs for CPST/CPSTI;

6 CEUs for nurses.

Sponsors: CA OTS/Pomona P.D.

* **4/5:** Altadena, CA.

8:15 am-4:30 pm

National CPS Technician Certification Class

***5/17-18 & 21-23:** with checkup on 5/23 (*see above*). Altadena, CA.

The only fee is \$75 to SAFE KIDS. Register at 310/222-6860, or e-mail at i0680@hotmail.com.

CONFERENCES

***5/14-15:** Injury Prevention Symposium, Los Angeles, Sponsor: Injury Prevention Alliance of L.A. County. To register, go to www.chla.org/IPALAC; early registration rate of \$25 ends 4/30/12.

* **6/14-16:** Lifesavers 2012, Orlando, FL. SBS USA exhibit planned. To register, go to www.lifesaversconference.org.

* **8/16-18:** Kidz in Motion, Orlando, FL. Go to: www.kidzinmotion.org.

Thank You. . .

\$25,000

Toyota Motor Sales, U.S.A.

\$8415 Ohio State membership

\$7500 American Honda Motors

\$635 Car-Seat.org

\$500 Graco Children's Products

\$200 AAA Tidewater Virginia

Avera St Anthony's Hospital

Children's Healthcare of Georgia

Children's Hospital and Research

Center Oakland

Children's Hospital of Illinois

Children's Hospital of Orange Co.

Children's Hospital of

The King's Daughters

Cook's Children's Hospital

John Muir Health

Kids TravelSafe of Langlade Co.

Mercy Medical Center

Nationwide Children's Hospital

Oakwood Health Services

Pomona Valley Hospital

Medical Center

Providence Little Company of

Mary Hospital

Randall Children's Hospital at

Legacy Emanuel

UAMS CPS Program

Program for Pasadena

Thanks to California Department of Public Health contracts with Pasadena Education Foundation and Pasadena Child Development Associates, Inc, *SafetyBeltSafe* U.S.A. will offer introductory "Boosters Are For Big Kids" programs in at least two elementary schools in Pasadena and offer opportunities for talks or consultation to other Pasadena organizations interested in fostering safe travel for kids.

We thank all the partners making this March-June opportunity possible. Let us know if you will get involved!

You can help SafetyBeltSafe U.S.A. save children's lives with your membership or donation.

GROUP SUBSCRIPTION: \$500 Major Corp. \$200 Hospital \$100 Small Bus./Prof Grp \$50 Community Org.
 INDIVIDUAL MEMBERSHIP: \$100 Contributing \$50 Supporting \$35 Basic
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I can help with _____

* E-mail address is required to receive passwords for access to Recall List and CPS Tech Update.

All memberships/subscriptions include *SafetyBeltSafe News*, which qualifies for 1 Continuing Education Unit per year for re-certifying Technicians and Instructors with subscriber code. \$200 or more includes *Safe Ride News*.

__ Check here if you are a Certified Technician or Instructor and want information about CEUs for subscribers.

Check below if you want to receive the following special subscriptions:

\$50 minimum: __ Recall Update Service by e-mail __ Recall Update Service by regular mail (if necessary)

\$100 minimum: __ CPS Tech Update (online access to new instructions since December, 2010)

For \$100 members: Add \$35 and receive Safe Ride News thru 2012 & current DVD of safety seat manufacturers' instructions!

Payment: Check/Money Order (enclosed) _____

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Name on Card _____ Signature _____ Exp ____/____

SafetyBeltSafe U.S.A. is a 501(c)(3) corporation

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Federal Tax ID #95-3676040

Guess Who is Joining the NHTSA Family!

U.S. Secretary of Transportation Ray LaHood announced the new 10-year-old test dummy for evaluating safety seats from 65 to 80 lbs., raising the highest weight covered in federal test standards. The program to create the dummy has taken 12 years; however, manufacturers of safety seats have been expecting its imminent arrival.

The dummy will permit compliance testing for structural integrity of products and performance in preventing injuries, by measuring head and knee excursions for the higher-weight-rated safety seats. Manufacturers have two years to demonstrate compliance.

NHTSA Administrator David Strickland said agency staff will work on improving the dummy. For now, head injury criterion (HIC) won't be measured. The 6-year-old dummy with additional weighting will continue to be used to test seats certified between 50-65 lbs. top weight; HIC will be included in that test.

The rule will require a label and listing in the instruction booklet that state the highest weight for use of lower anchors of the child and safety seat, totaling not more than 65 lbs. so, once labels are in place, a specific

weight for the child will be needed if lower anchors are used. Then, with such seats, at checkups, the child will need to be weighed or, if not present, such advice to caregivers recorded.

Tests with the 10-year-old dummy will not be conducted using lower anchors, only with a safety belt. Without undergoing crash-testing, use of lower anchors to limit the risk of boosters becoming missiles when unoccupied will be permitted, and the weight of the booster itself will continue to have no limit.

The recommendations for tether use for children more than 50 lbs. were left ambiguous. NHTSA

- referenced research indicating tether use improves protection;
- stated field evidence did not indicate problems with tether failure but mitigated that comment by assuming few seats with children weighing more than 50 lbs. were tethered in crashes; and
- stated that seats will be tested with the 10-year-old (77.6 lbs.) dummy with, "if applicable," and without the tether, but that no label will be required for weight limits on the tether.

SafetyBeltSafe U.S.A.
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March 2012

What's New in Vehicles?

Mercedes-Benz has released information about a new type of safety belt buckle for rear seating positions. The buckle actually glows as it emerges from the seat bight when the doors are opened. Once buckled, it retracts to ensure a snug fit and to prevent submarining under the lap portion. Should a crash be imminent, it is tied to the protective systems and tightens further, and then emerges again, once the vehicle stops, allowing for easier release. When it is introduced on higher-end vehicles, it will replace the pyrotechnic belt pre-tensioner which engages after impact occurs.

The Tesla Model S Sedan, which enters the market later this year, has a 2-seater, rear-facing third row which is actually two built-in, rear-facing CPS seats with 5-point harness systems, pictogram labeling on correct use, defined weight/height limits (35 lbs.-77 lbs.), etc., to meet FMVSS 213. The car will be advertised as holding 5 adults and 2 children. The third row vehicle seating positions are designed for use *only* as a child restraint so no additional safety belts are required beyond the 5-point harness system; thus the location cannot be used for add-on safety seats nor adults. Detailed use instructions will be in the vehicle owner's manual. These seats will meet the requirements of cps laws as well as federal safety standards.

Meanwhile Google has driverless vehicles on the road, i.e. a person is present in the car but not driving it. In Nevada, a special license has been designated for these vehicles, and once the vehicle is marketed, Nevada has designated a bright red license format. Sebastian Thrun, the GoogleCar designer, has moved on to online higher education!

Coming Attractions...

SBS USA has new versions of the DVD of Manufacturers' Child Restraint Instructions with nearly 2000 more pages of instructions and Summary Sheets; the brochure, *The Perfect Gift*, in English and Spanish; and the Color Pictorial with photos of seats back to 2002.

The online program for first-time expectant parents, Ride Safe from the Start, may be licensed for free by California agencies until 9/12, thanks to CA OTS. The non-California versions, in English and Spanish, are available for license as well. Watch www.carseat.org for more details on content and costs.

Pomona Steps Up

With a welcome from Kellogg Poly Elementary School, Pomona Unified School District started the Boosters Are For Big Kids program. Twenty students will receive boosters, thanks to a \$325 gift from the Pomona Police Officers' Association.

The pre-program observation showed 41% of students unrestrained and 27% sitting in the front seat. Principal Selene Amancio, M.A. and parent volunteers welcomed the SBS USA team who were asked to include 6th graders in the program, understanding some would not pass the 5-Step Test and deserved to know how to judge belt fit. The educational program has expanded to San Antonio School, where 25% were unrestrained when first observed.

With funding from CA OTS, additional safety seats will be on hand at events to protect children at risk, and Pomona PD Technicians Matt Childers and Eric Hamilton are staffing a fitting station and conducting outreach at various locations in Pomona.

SBS USA Changes

Send a retirement greeting to Senior Program Consultant **Cheryl Kim**, whose areas of expertise encompass legislative details, technical writing, Web site management, and development of a series of programs.

Cheryl created the national-award-winning violator education program, Family Safety in the Car, which subsequently was studied by University of California, Irvine, researchers and found to change behavior. Her contributions were large to the Boosters Are For Big Kids curriculum for elementary schools and Ride Safe from the Start program for first-time expectant parents, as well as the majority of SBS USA written materials.

A highly involved grandmother of two little boys, Cheryl will be available for specific tasks but giving up her ongoing responsibilities as of June 2012.

When Parents Carpool

By including a dozen questions on transporting children from ages 4 to 8 in motor vehicles in the C S Mott Children's Hospital National Poll on Children's Health, a Web-based study, Dr Michelle Macy et al reported on "Carpooling and Booster Seats: A National Survey of Parents," in *Pediatrics* (1/12). The study, based on 681 parents, offered ways for those without personal computers to participate; more than 60% identified as white; about 20% as "other," 10%, Latino, and 7%, African-American. Of the initial 706, only 1% were excluded because the children used neither safety seats nor belts; three quarters of the others placed their children in safety seats.

Since this study was based on self-reports, the numbers conforming to perceived social "good" behavior may be higher than would be revealed on inspection. (Observations in 2009 of U.S. children indicated 68% safety seat usage for 4-5 year olds, 39% for 6-7 year olds.) More than 97% of parents of 4-5 year olds asserted use of safety seats. However, the drop-off at age 6 for those in states without laws requiring seat use is steep: from 89% to 63% for age 6, from 79% to 37% for 7-8 year olds.

Thus, the study revealed the impact of laws that do not cover children who would be best protected with a safety seat; of those that used a belt instead of a safety seat, 74% were conforming with their state law, although half the respondents stated they didn't know the law. It is likely, based on other research findings (see p. 1, 5/11, *SBS News*), that visible "social norming" in the community replaced specific knowledge of the law. In fact, of the other half, 20% had a mistaken idea of the law but "conformed."

The authors were searching for patterns of safety seat usage when carpooling was regular, occasional, or not done. Of those queried, 15% were frequent carpoolers, 49%, occasional, and 36% non-carpoolers. Using safety seats for their children was linked both with knowing state law correctly and parental use of safety belts themselves; however, the difference was less than 10%, indicating how belt-wearing has become the social norm, for instance.

Carpooling parents were more likely to find it appropriate to use boosters with others' children and not to find boosters reduced the number of kids to be transported. Parents whose children use safety seats also were nearly 40% more likely to require safety seat use for others' children. Infrequent carpoolers were, however, more likely than the frequent carpoolers to require safety seat use for their children, even when the child's friends don't. When asked what they do when more children than rear-seat positions needed transport, 72% of carpoolers would seek help from another parent or refuse to take the extra child. However, 19% would put the largest child in the front; 9% more would put two children in a belt, stow them in the cargo area, or let them sit in another's lap.

The authors speculated that improved design might increase booster use during carpooling; however, they also suggested that those who seek to improve carpool safety inquire not only about safety seat use in general but about parental requirements when children ride in others' vehicles. Earlier research has indicated that 84% of crashes involving children occur within 20 minutes of home. Since many carpools are quite local, this statistic might be useful in provoking parental reflection.

SafetyBeltSafe U.S.A.



Safety Seat Checkup Day

Saturday, April 21 • 10:00 a.m. to 2:00 p.m.*

*For a checkup appointment, call (310) 222-6860. If you do not have an appointment, there may be a wait of more than one hour or you may be turned away.

11:30 a.m. Welcome Ceremony and Recognition of Notable Guests

Petersen Automotive Museum

6060 Wilshire Blvd., Los Angeles 90036 (Wilshire at Fairfax parking lot)



Buckling up is a family affair.

Safety Seat Checkup Week April 15-21, 2012

Sponsors: California Office of Traffic Safety, Pomona Police Department, Toyota Motor Sales, U.S.A.

Major Supporter: Peace Officers Association of Los Angeles County

FREE SAFETY SEAT CHECKUP

More than 90% of the car seats we check have one or more errors.

Meet Bucklebear and his friends.

Petersen Museum discount coupons available for families participating in the checkup.

Help save children's lives with your tax-deductible support.

***SafetyBeltSafe* U.S.A.** Box 553 Altadena, CA 91003 (310) 222-6860 www.carseat.org

SafetyBeltSafe U.S.A. is the national, non-profit, member-supported organization for child passenger safety.

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