1994 OCCUPANT PROTECTION IDEA SAMPLER

NEW INITIATIVES

★ Alcohol & Occupant Protection
★ Highway Safety/Health Care Reform
★ Part-time Belt Users
★ Annual Chiefs' Challenge

MASS MEDIA

News Releases ★ Proclamations
PSAs ★ Editorials

FUN FACTS

FACT SHEETS

Child Safety Seats ★ Safety Belts
Air Bags ★ Alcohol

MEDIA MATERIALS

STATE RESOURCE LISTS

CLIP ART

U.S. Department of Transportation
National Highway Traffic Safety Administration

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LET'S HEAR FROM YOU

Albany, CA - Sgt. Bill Palmini and the Albany, CA Police Department were presented with special awards for their outstanding efforts in promoting safety belt use. Palmini, who has made a name for himself impersonating "Elvis," has performed his rockabilly hit, "Buckle Up," for audiences throughout the state. The police department has implemented a traffic safety program that uses baseball cards featuring "Elvis," with different traffic safety messages.

N. Scituate, RI - Brad Folsom has dedicated part of his driver safety seminar curriculum to the subject of seat belts. He has even invented his own mascot whom he calls "Sgt. Seatbelt." Mr. Folsom says, "Sgt. Seatbelt was created to educate young people and adults about safety belt and child safety seat use. This is a new idea for my company and I continue to receive positive feedback from schools and the business community."

Windsor, VT - A very successful Child Passenger Safety Awareness Week was held in Windsor County! A giant safety belt was wrapped around the State Street School; police made special safety presentations; Vince and Larry and BuckleBear made guest appearances during the half-time show at a basketball game and handed out prizes to seat belt wearers; and flowers were given to any adult spotted buckling up a child.

Kankakee, IL - The winners of a Buckle Up! poster contest, held for grades K-8, were announced at the "Buckle Up Safety Fair," which was held on May 27 and 28, 1993. Approximately 1200 people attended, Vince and Larry made a special guest appearance and a seat belt demonstration was conducted with a remote controlled car.

Monterey Park, CA - Jonathan Hernandez was recognized as a "SafetySeatSaved Californian" at Safety Seat Checkup Day held during Child Passenger Safety Awareness Week. While strapped into his safety seat and waiting in traffic, the vehicle in which he was traveling was struck by an 18-wheeler truck and demolished. After more than an hour of labor and the use of every tool in their collection, Monterey Park Fire Department volunteers freed little Jonathan, who suffered only bruises. Jonathan is living proof that safety seats save lives!

Gulfport, MS - The Coast Coliseum and Convention Center and the Memorial Hospital at Gulfport teamed up to sponsor a "Safety Awareness Fair" in celebration of Buckle Up America! Week. There was a drive-through safety seat check while Vince and Larry, Kiddo the Kangaroo, Teardrop the Clown and her friend Budderkupp performed educational skits. Older guests saw videos, rode the Convincer and received pamphlets on safety belt use and highway safety. Teenagers, who had just celebrated their prom season, had a chance to get their prom photos framed in a special buckle up frame that said "Save the Precious Moments." For the kids, there were animated videos, Vince and Larry coloring sheets, buckle up relay races and plenty of balloons and giveaways to celebrate the positive safety belt message.

If your organization or agency has a special Buckle Up America! Week or Child Passenger Safety Awareness Week event or program, drop us a line and tell us a little bit about it. Send your information to Idea Sampler Editor; US DOT/NHTSA NTS-13; Office of Occupant Protection; 400 Seventh Street, SW; Washington, DC 20590.

WHERE ARE WE NOW? WHERE ARE WE GOING?

Since the completion of the 70% by '92 Program, which helped raise the national safety belt use rate to its highest level ever, four states have passed safety belt laws. This brings the national total to 46 states, the District of Columbia, Puerto Rico and the U.S. Territories with safety belt use laws.

On March 16, 1993, at the Lifesavers Conference in Chicago, Secretary of Transportation Federico Peña announced two new highway safety goals: reduce the proportion of alcohol-related fatalities to 43 percent, and raise the national safety belt use rate to 75 percent by 1997.

Following that conference, NHTSA began a planning process to define a new initiative that would address both program goals and take maximum advantage of activities already underway. The outcome of this process is an alcohol and occupant protection program campaign that is expected to be the centerpiece of NHTSA's traffic safety program efforts over the next several years. NHTSA has pledged to:

- work with the states and national organizations to define the campaign;
- develop a multi-year campaign initiative with a variety of themes each year designed to attract attention and involvement from broad segments of the traffic safety and injury prevention communities;
- define a flexible plan of action that recognizes that states, communities and organizations have differing needs, priorities and ongoing programs, and yet focuses on programs of proven effectiveness.

This initiative is intended to provide a framework for organizing alcohol and occupant protection efforts throughout the country. It is designed to supplement and enhance those efforts, not supplant them. Combining program activities should prove to be an effective and economical use of scarce resources. Many community program managers are already doing this.

The campaign goals announced by Secretary Peña are national goals. But, as one of the first steps in this campaign, states and local communities have been asked to set their own goals which will contribute to the success of the national campaign and be consistent with local program priorities and resources. The State Highway Safety Offices are in a key position to lead this phase of campaign planning. These offices, in cooperation with elected officials, law enforcement and other traffic safety leaders, can: 1) establish state goals in each area, 2) develop their own state-specific strategies for inclusion in the annual Highway Safety Plan, 3) market the campaign to local jurisdictions, 4) conduct and support statewide activities, and 5) ensure that a large number of local jurisdictions participate in the campaign.

THE CAMPAIGN STRATEGY

Periodic, highly visible traffic law enforcement activities, often referred to as "STEPs" (Special Traffic Enforcement Programs), offer a very attractive way to address these problem areas singly, or in combination. STEPs have been very effective in producing immediate results. Repeating STEPs several times throughout the year increases both the magnitude and the duration of their impact.

The campaign is scheduled to begin in the last quarter of calendar year 1994. NHTSA will encourage action programs that include STEPs addressing both impaired driving and nonuse of safety belts and child safety seats. However, participating jurisdictions might feature an impaired driving activity in one quarter and a safety belt activity in another. Each jurisdiction will decide which activities they will conduct, and what the primary focus of that activity will be. Collaboration with the NHTSA regions and states is still ongoing and additional changes are likely in the program. It is anticipated that throughout the campaign, NHTSA will provide states and communities with an opportunity to order new media and resource materials. Different program areas and themes will be emphasized. For example, one activity might feature an impaired driving theme; the next, child passenger safety; the third, high risk youth; and the fourth, a combined belts and speed program. Again, the primary objective is to provide the states with flexibility and a variety of themes and materials.

CAMPAIGN SUPPORT

To be successful, this new campaign initiative requires national, state and local cooperation and support in three areas: 1) enforcement, 2) public information, and 3) legislation.

Enforcement. The enforcement component is the backbone of the campaign. Periodic, highly visible enforcement activities conducted at the state, and particularly the local community level, have produced significant reductions in alcohol-related crashes and significant increases in safety belt and child safety seat use. Such activities are recommended as the primary strategy. NHTSA will publish manuals containing examples of successful enforcement efforts in a variety of emphasis areas (e.g., belts, alcohol, child safety); ideas and resources for maximizing officer knowledge and motivation through training, awards and recognition programs; and case histories from states that have successfully streamlined their citation process to allow officers more effective use of their time and energy.

Public Information and Education. This component enhances enforcement efforts by making them more visible and builds public support by making the public more aware of the costs of impaired driving and not using seat belts and child safety seats. The key to the PI&E component will be its flexibility and variety. NHTSA will develop a new and distinctive identity for the campaign and its associated support materials. This identity will be conveyed through use of color and a unique graphic design on the various program materials (or on the packaging of materials) developed by NHTSA for the campaign. A campaign theme, slogan and logo will also be developed for optional use on new materials. Materials developed for state use will not incorporate specific national goals, leaving this area open for states to identify and promote their own goals.

NHTSA will provide a variety of media and resource materials that have a long shelf life and can be easily adapted by individual states. Themes will include enforcement, highway safety as a public health issue, and the societal costs of crashes. Media materials will be focus-tested where possible, and in some cases, targeted to specific high risk groups such as younger drivers. Prior to publication, states will have an opportunity to preview new materials and to order those they want to use.

Legislation. This longer-term component will include the development of materials to support specific legislative objectives. NHTSA will provide legislative fact sheets and a software package for estimating the projected benefits of various legislative initiatives. Key legislative issues for the alcohol program are likely to be administrative license revocation, 0.08 BAC "per se," and zero tolerance for underage youth. For occupant protection they are likely to be primary enforcement laws, more meaningful penalties, and upgraded child passenger safety laws.

HIGHWAY SAFETY/HEALTH CARE REFORM FACT SHEET

★ President Clinton's health care reform proposal calls for increased individual responsibility for health and safety. Further improvements in highway safety will be powerful medicine in the national effort to reduce health care costs.

★ Nearly 40,000 people die in traffic each year and five million are injured. One hundred seven people die each day.

★ Traffic crashes are the leading cause of death for people ages 6 to 33.

★ Motor vehicle crashes cost the nation $137 billion annually, including $14 billion in health care costs ($3.7 billion of which is paid directly by taxpayers). The cost to employers is $37 billion a year.

★ Many vehicle crashes are not accidents. They are preventable tragedies. And, even in the ones that are truly accidental events, injury severity and economic costs could be reduced significantly by voluntary, common sense actions by motorists. For example, not drinking and driving, using seat belts or child safety seats, helmets for motorcyclists, not speeding, and driving courteously and responsibly with respect for other motorists.

★ Preventing many of the deaths and injuries on U.S. roads can reduce health care costs by $1 billion each year. We save $35,000 in health care costs alone for each serious injury that is prevented.

★ U.S. Secretary of Transportation Federico Peña has set tough new goals for seat belt use and decreasing drunk driving, the two actions that hold the most promise of saving lives, preventing injuries and reducing traffic-related health care and other economic costs.

★ Reducing the percentage of alcohol-related fatalities to 43 percent of total fatalities, and related injuries by a proportionate amount, would save 1,200 lives and spare American taxpayers $282 million in health care costs, $73 million of which is publicly funded. Another $208 million would be saved in income taxes and public assistance.

★ Increasing seat belt usage to 75 percent from the current 66 percent in passenger cars alone would save 1,700 lives and many times that number of injuries. Health care costs would be reduced by $684 million, $180 million of which is publicly funded, and another $328 million would be saved in income taxes and public assistance.

★ The Department of Transportation will meet Secretary Peña's highway safety/health care goals by working with states, communities and private organizations to encourage strict enforcement of state seat belt and anti-drunk driving laws, and through intensive public information activities to alert Americans to the savings in lives and dollars that will accrue from these activities.

PART-TIME BELT USERS

In addition to the new Alcohol and Occupant Protection Initiative, NHTSA has targeted a special segment of the safety belt wearing population: the "part-time belt user."

Two recent studies may explain why 85 to 90 percent of Americans say seat belts are effective in saving lives, while only 66 percent of the same population was observed wearing them. The same studies also showed that while people believe in belts, they don't think they need to buckle up every time.

A roadside study done in Michigan found that 47 percent of the participants wore their belts "some of the time." A North Carolina mail-back study indicated that 39 percent of those surveyed wore their belts "most of the time, sometimes or rarely." Only five to ten percent of respondents reported that they "never" wear their belts.

National Highway Traffic Safety Administration (NHTSA) research indicates that as many as one-half of the nation's motorists mistakenly think that they are at greatest risk when traveling on long trips, on unfamiliar roads or in bad weather. These are the times when they buckle up. These same motorists tend **not** to wear their belts on short trips, on familiar roads or in good weather. This group doesn't realize that approximately 75 percent - three out of four - crashes occur within 25 miles of home and on roads where the posted speed is 45 mph or less. Nearly two out of five motor vehicle occupant deaths occur on these same roadways.

Part-time seat belt users say they don't wear belts on short trips because they know the roads, and they believe they are unlikely to have a crash in these situations. Unfortunately, these motorists also believe that if they did have a crash, they would be traveling at speeds slow enough that they would not be seriously injured. What they don't know is that fatal injuries have been known to happen at speeds as low as 12 mph.

Could it be that part-time users tune out most seat belt messages? After all, they wear their belts some of the time. But they don't seem to know that when they fail to wear them - on trips to and from work, going to the grocery store or dropping the kids off at school - is when these drivers are exposed to even greater risk. Seat belts only work when they are worn. It's important to buckle up on every trip, no matter how short.

NHTSA's "Seat Belts - They Only Work When You Wear Them" media campaign attempts to convince part-time users to "Buckle Up Every Time." It should prove to be a much easier task than convincing the "never" users to start wearing their seat belts. And when the part-time users become full-time users, NHTSA expects to see even more dramatic reductions in motor vehicle fatality and injury rates.

For information about materials that have been designed to address this problem, see the "Occupant Protection Materials" section in this sampler.

THE NATIONAL CHIEFS' CHALLENGE

The International Association of Chiefs of Police (IACP), in cooperation with the National Highway Traffic Safety Administration (NHTSA), and with the support of the National Safety Belt Coalition and the National Sheriffs' Association (NSA), is sponsoring its third annual competition for law enforcement agencies to push their alcohol enforcement activities and safety belt use to the limit!

The *National Chiefs' Challenge* is your law enforcement agency's opportunity to compete for awards and prizes, and to be nationally recognized for its efforts. New, continued or expanded safety belt and alcohol enforcement efforts conducted through 1993 will be honored. Agencies will compete with their peers by size and type of agency, whether it be state, county or local. The goals are to increase safety belt use by officers and the public, and to reduce alcohol-related crashes nationwide.

All agencies that compete in the *National Chiefs' Challenge* will receive a handsome certificate from the IACP noting their accomplishments. The top three winners in each of the 18 categories will be awarded a plaque, with the presentations to each first place winning agency head tentatively scheduled for the 1994 IACP Highway Safety Advisory Committee meeting.

Winners will also be selected from the following special categories:

★ **Champion**: all of the 1992 first place winners will compete against each other.

★ **Rookie of the Year**: agencies participating for the first time will compete for this award.

★ **State Associations**: by joining efforts with other agencies through your state chief's or sheriff's associations, some truly outstanding programs are possible. This category will recognize these efforts.

★ **Child Passenger Safety**: agencies with exceptional child passenger safety programs will be recognized.

★ **Clayton J. Hall Memorial Award**: this special award honoring the memory of Clayton J. Hall will be presented to recognize extraordinary achievement by law enforcement agencies for the development of comprehensive traffic safety programs. All agencies entered in the 1993 Challenge will be eligible.

★ **Other**: this category will be comprised of federal police agencies, university police departments and other special police agencies.

If you would like to learn more about the *National Chiefs' Challenge* Awards Program, contact your state's Operation Buckle Down coordinator, highway safety office, or the IACP at 1/800-THE IACP.

MASS MEDIA MATERIALS - SAMPLE PRESS RELEASES

For Immediate Release
Date

Contact (Name of Contact)
Phone

Child Passenger Safety Awareness Week - February 13-19, 1994

(Name of official) announced today that February 13-19, 1994, is *Child Passenger Safety Awareness Week.*

According to (Name of official) "Injuries from motor vehicle crashes are one of the leading killers of children younger than 14. More than 70 percent of the unrestrained deaths could be prevented if children were properly secured in safety seats. It is essential that parents buckle their children into safety seats every trip."

The National Highway Traffic Safety Administration (NHTSA) estimates that as many as 50,000 injuries and 455 deaths could have been prevented in 1992, if every child under the age of five was correctly secured in a child safety seat.

"It is important for parents to read the safety seat and motor vehicle manufacturer's instructions for correct installation and use " (Name of official) said. "It is equally important for parents to determine if the safety seat they are using or considering buying has been recalled, especially if purchasing a used seat."

Parents should understand the various types of seats (infant, toddler/convertible or booster seat) on the market, and which is appropriate for their child's size and development. "Parents have a tendency to graduate the child out of a safety seat and into a lap/shoulder belt too soon," warns (Name of official). NHTSA recommends that children use safety seats until they weigh 40 lbs., at which time they can "graduate" to a transitional booster seat until the vehicle's lap/shoulder belt stays low on their hips and doesn't ride up across their stomach, and the shoulder belt doesn't cross their face or neck.

NHTSA operates a toll-free Auto Safety Hotline 1/800/424-9393 to answer consumer questions concerning child safety seats, and supply current information on which car seats have been recalled.

All 50 States, the District of Columbia, Puerto Rico and the U.S. Territories have laws requiring the use of child safety seats for infants and young children. Violators of these laws can face fines, points on their driving record or more serious charges. More than 2,000 children age four and under were saved from 1982 through 1992, as a result of child safety seat use.

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For Immediate Release
Date

Contact (Name of Contact)
Phone

Buckle Up America! Week - May 23-30, 1994

In recognition of *Buckle Up America! Week*, (Name of official), (Title) of the (Organization) strongly encourages all motorists not only to protect themselves, but also to avoid a ticket and fine by using safety belts and child safety seats on every trip. *Buckle up America! Week* starts the summer season of nationwide publicity highlighting the life-saving potential of safety belts, child safety seats and air bags.

(Name of official) said that this week's safety belt awareness activities will coincide with the Memorial Day weekend, the holiday that traditionally signals the beginning of the summer travel season. Law enforcement officials will be paying extra attention to the occupant protection laws.

"Many people just don't realize how the chance of serious injury or death is reduced significantly if you wear safety belts. An estimated 34,794 lives were saved by safety belts from 1983 to 1992," (Name of official) said. In 1982, before any state had a belt use law, only about 11 percent buckled up. Now, 66 percent of Americans use belts because of increased law enforcement and public information efforts.

Lap and shoulder belts reduce the risk of fatal injury by 40-50 percent, and reduce the risk of serious injury by 45-55 percent. It is estimated that in 1992, safety belt use saved Americans nearly $11 billion alone by preventing deaths and injuries. Currently, 46 states, the District of Columbia, Puerto Rico and the U.S. Territories have enacted safety belt use laws, and all states and jurisdictions have laws requiring the use of child passenger safety seats.

The goal of this year's *Buckle Up America! Week* is to increase belt use, especially among part-time safety belt users. These are drivers who tend to wear their belts when they believe they are at risk: on the highway, in bad weather, or traveling long distances.

"Part-time belt users don't realize that many fatal crashes occur during routine trips to or from work, the grocery store or dropping the children off at school," (Name of official) said. "These drivers believe that because they are familiar with their regularly travelled routes and drive at low speeds they are unlikely to have a serious crash, and don't need to buckle up. But, most accidents happen close to home on familiar roads."

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MASS MEDIA MATERIALS - PROCLAMATIONS

To Designate the Week of February 13-19, 1994, as *Child Passenger Safety Awareness Week*

WHEREAS, February 13-19, 1994, has been declared *Child Passenger Safety Awareness Week;*

WHEREAS, more children in the United States are killed and crippled in car crashes than from any other cause of injury;

WHEREAS, when used correctly, child safety seats are 71 percent effective in preventing fatalities, and 67 percent effective in preventing serious injury;

WHEREAS, 268 children age four and under were saved in 1992 by child passenger safety seats, and 2,061 lives were saved by child restraint use from 1982 to 1992;

WHEREAS, if child safety seats were used by all children under age five, an estimated 50,000 serious injuries would be prevented and 455 lives would be saved each year;

WHEREAS, all 50 states, the District of Columbia, Puerto Rico and the U.S. Territories have enacted laws requiring the use of child passenger protection systems;

WHEREAS, many child safety seats are misused in some way, and correct placement and harnessing is critical to ensure adequate protection;

WHEREAS, death and injury may be significantly reduced through greater public awareness, information, education and enforcement of child safety seat laws;

Now, therefore, I (Name of elected official or organization leader), (Title) of (Name of city, county, state or organization) in recognition of every child's right to adequate protection when being transported in a motor vehicle, hereby proclaim the week of February 13-19, 1994, as

Child Passenger Safety Awareness Week.

To Designate the Week of May 23-30, 1994, as *Buckle Up America! Week*

WHEREAS, May 23-30, 1994, has been declared *Buckle Up America! Week;*

WHEREAS, motor vehicle crashes are the greatest single cause of death in the United States for every age from 6 to 33 years old;

WHEREAS, the lives of 5,226 front-seat occupants over four years old were saved by safety belts in 1992;

WHEREAS, when used, lap and shoulder belts reduce the risk of fatal or serious occupant injury to front seat passengers by 45 to 55 percent;

WHEREAS, alcohol-related fatalities peak during the summer driving season;

WHEREAS, one of the best defenses against the drunk or drugged driver is the use of safety belts combined with air bags or child safety seats;

WHEREAS, those drivers who use their safety belts only on long trips or highway driving should know that three out of four crashes occur within 25 miles of home;

WHEREAS, 46 states, the District of Columbia, Puerto Rico and the U.S. Territories have enacted safety belt use laws, and all 50 States, the District of Columbia, Puerto Rico and the Territories have enacted laws requiring the use of child passenger restraint systems;

WHEREAS, through continued public awareness, education and enforcement of safety belt laws and usage, death and serious injury can be significantly reduced;

WHEREAS, *Buckle Up America! Week* provides communities and organizations an opportunity to join together to work toward increasing the correct use of safety belts and child safety seats by focusing public attention on the life-saving benefits of these systems, automatic belt systems and air bags.

Now, therefore, I (Name of elected official or organization leader), (Title) or (Name of city, county, state or organization), in recognition of this national life-saving opportunity, join with others across the country to proclaim our support for

Buckle Up America! Week

and encourage the community to observe the week with appropriate programs, ceremonies and activities to increase the use of safety belts and safety seats with the goal of increasing state use rates; to support the efforts of enforcement agencies to increase compliance with state occupant protection laws; and to encourage part-time users to become full-time users.

MASS MEDIA MATERIALS - PSAs

Child Passenger Safety Awareness Week - February 13-19, 1994

:25 sec. Parents, you can show your children how much you love them by buckling them into a child safety seat each time you travel. It only takes two minutes to ensure the safety of your child in the event of a crash, which can happen in an instant. Isn't it worth the small amount of effort to protect a loved one? This message brought to you by...

:15 sec. You know, few things in life are certain, but one thing you can count on, if you buckle your child in a child safety seat each time you travel, you're providing the best possible protection from death or serious injury in the event of a crash. Remember, buckle up every trip. This message brought to you by...

:15 sec. Parents, do you know that more children are killed or seriously injured in car crashes than any other cause of injury? The simple act of buckling your child in a child safety seat greatly reduces those odds. Don't gamble with your child's life. This message brought to you by...

:15 sec. Many parents know to buckle their infant in a child safety seat every trip, but they don't know that toddlers need protection too. Child safety seats provide the best protection for children until they are old enough to use the vehicle lap/shoulder belts, generally around age 5. This message brought to you by...

:10 sec. Children depend on us to keep them safe from harm. One of the easiest ways to do this is always buckle them into a child safety seat. Buckle 'em up for love! This message brought to you by...

:10 sec. Stop! In the name of love! Is your child correctly buckled in his or her child safety seat? Do the "supreme" thing and buckle up for love!

Buckle Up America! Week - May 23-30, 1994

:30 sec. A lot of people wear their seat belts on long trips at highway speeds, but don't bother to buckle up when driving close to home. Three out of four crashes occur within 25 miles of home and two out of five fatal crashes occur on roads where posted speeds are 45 mph or less. Don't be a part-time loser - buckle up every time, on every trip. This message brought to you by...

:20 sec. PICTURE THIS: Hot summer night. Top down. Major tunes on the radio. Whole night of cruising ahead. Everything's cool. But getting a ticket for not buckling up is definitely un-cool. Have fun cruisin', but do it buckled up. This message brought to you by...

:15 sec. Everyone wants to be a winner. And you can be one, too, with the winning combination. Air bags are great life savers, but an air bag only protects in a head-on crash. For complete protection, you must use your safety belt. Together, air bags and safety belts can make you a winner for life! This message by...

:15 sec: In 1992, more than 39,000 people were killed in motor vehicle crashes. Many died because they didn't take the time to buckle their safety belt. Take time out. Buckle Up America! every time you take a trip. This message by...

:10 sec. It's hard to change attitudes and break bad habits. But thousands die on our highways each year because of one especially bad habit. So get into a good habit and buckle your safety belt. Let it change your life, before a crash does. This message by...

:10 sec. If you're a part-time belt user, you could be a big loser! Buckle your belt every time, on every trip and be a full-time winner! This message brought to you by..

:10 sec. Great party. Great food. Great drinks. Be a great friend and call your friends a cab if they need it. And don't let them forget to buckle up! This message brought to you by...

MASS MEDIA MATERIALS - EDITORIALS

Child Passenger Safety Awareness Week - February 13-19, 1994

Most parents are shocked to learn that the one of the leading killers of children in the United States is trauma in motor vehicle crashes. What also is news to many parents is that correct use of child safety seats will prevent most of these deaths. Sadly, only slightly more than half of our children are fully protected by car safety seats.

It takes less than two minutes to install a child safety seat correctly. That two minutes can reduce your child's risk of death or hospitalization by more than 65 percent. In a crash at 30 miles per hour, an unrestrained 10-pound baby would be torn from its parents' arms and hurled into the dash or windshield with a sledgehammer force of 200 pounds. Only an approved child safety seat can protect a child.

A recent case in point: Four members of a Midwestern family are alive and safe even though their passenger van was hit nearly head-on by another vehicle. Three suffered only bruises and bumps; the youngest, 16-month old Christopher, broke some bones. Two people in the other car were not as lucky. A 4-year old boy died, and his father was hospitalized in serious condition.

The difference? The first family was protected by belts and a safety seat. Christopher would be "flat-out dead" his doctor said, if he had not been in a child safety seat. The driver of the other car, however, was not wearing a seat belt. His son was using neither a belt nor a safety seat, investigators said.

The family in the van is living proof that belts and child safety seats can provide a life-saving difference in a crash.

Buckle Up America! Week - May 23-30, 1994

This summer, a teenage girl was killed just three blocks from her home when she crashed through the windshield of the car she was driving. She was hit by a drunk driver. Although she always wore her safety belt on long trips and would even "nag" her family members about wearing theirs, when the crash took place, she wasn't wearing hers.

We don't like hearing about stories like these, but unfortunately they occur. And far more often than we'd like to admit.

She left home to pick up a friend for a summer evening drive. They had no real destination, just "cruising." She was 16 years old and had been a licensed driver for only three months. During her driver education course, there were safety precautions she was taught to implement before driving: Lock your doors, check you rear view and side mirrors, adjust your seat, and most important of all - fasten your safety belt.

Although she may have passed driver education with flying colors, she forgot the most important lesson: to buckle up. She didn't realize that three out of four crashes occur within 25 miles of home, and 40 percent of all fatal crashes occur on roads with posted speed limits of 45 mph or less.

In 1992, the lives of 5,226 front seat occupants over four years old were saved by safety belts. Was it habit, education or just plain common sense that saved these lives? Whatever the reason, it worked.

But now there is another compelling reason to buckle up on every trip: it's the law in 46 states, the District of Columbia, Puerto Rico and the U.S. Territories. All states have child safety seat laws. Police are enforcing those laws and if common sense doesn't motivate belt use, tickets and fines may persuade the hard core non-users.

A choice has to be made. Those who know and have witnessed the effectiveness of safety belts must persuade others that buckling their safety belt is the right choice...the "cool" choice that can save a life.

And, when social plans involve alcohol, designate a sober driver, and intervene when necessary to take the keys from someone who has been drinking.

FUN FACTS

The National Safety Belt Coalition (NSBC) sponsored a nationwide consumer research project to uncover interesting facts about safety belts and the people who wear (or don't wear) them.

Here are some of the results:

- ★ Democrats and Republicans do agree on one thing: Six in ten members of each political party say they always wear seat belts.
- ★ Women are more safety conscious than men, with 63% always buckling up, versus 51% of the men.
- ★ Americans who earn $40,000 and above are more likely to always wear safety belts (68%), while fewer than half of those who earn $20,000 or less regularly buckle up.
- ★ Married drivers (58%) buckle up more often than single drivers.
- ★ Drivers of Japanese manufactured cars (69%) are most likely to wear their safety belt, followed by drivers of European manufactured cars (63%) and American cars (55%).
- ★ Honda owners, with their 80% seat belt use rate, are the most conscientious of all drivers.
- ★ Drivers of silver cars are most likely to buckle up. Those who drive blue, black and maroon cars are least likely to wear safety belts.
- ★ Of the 12 astrological signs, persons born under Taurus and Leo (63%) are tops at buckling up, while Scorpios, with only 43% belt use, live dangerously.
- ★ Westerners (66%) are more likely to buckle their seat belts than Americans in other regions.
- ★ Residents of metropolitan areas (61%) are more likely to always wear their seat belts than those residents of rural areas (47%).
- ★ Only 48% of those with less than a high school degree always wear safety belts, compared with 66% of those who attended college.

FACT SHEET - CHILD SAFETY SEATS

Child Safety Seat Laws

As of October 1992, all 50 states plus the District of Columbia, Puerto Rico and the U.S. Territories have child passenger safety laws in effect, compared with 1979, when only Tennessee had such a law.

Safety belt use laws for the general public are in effect in 46 states, the District of Columbia, Puerto Rico and the U.S. Territories.

Child Safety Seat Effectiveness

When used correctly, child passenger safety seats are :

- 71 percent effective in reducing fatalities.
- 67 percent effective in reducing the need for hospitalization.
- 50 percent effective in preventing minor injuries.

Injuries Prevented and Lives Saved

In 1992, it is estimated that 268 children under age five were saved as a result of child passenger safety restraint use.

In 1992, 100 percent use of child safety seats could have prevented approximately 455 deaths and about 50,000 serious injuries to children under age five.

From 1982 through 1992, 2,061 children, age four and under, were saved as a result of child restraint use.

Correct Use of Child Safety Seats

To be effective, a car safety seat must be used correctly. Be sure to read and follow the instructions that come with the safety seat carefully. You should also read the vehicle owner's manual for installation instructions. Some of the most common and highly dangerous misuse errors involve:

- A rear-facing infant seat that is positioned so it faces the front of the vehicle, instead of the rear.
- Use of a rear-facing infant car seat in an air-bag equipped seating position in the front seat.
- Use of an automatic safety belt system with a safety seat without reviewing the vehicle manufacturer's instructions that refer to the use of such a system with a child safety seat.

"JUST THE FACTS" - CHILD SAFETY SEATS

Do children really need to be buckled up around town and on short trips?
Believe it or not, it's the short trips at low speeds that lead to the greatest number of crashes. About 75 percent of all crashes occur within 25 miles of home. In addition, about 40 percent of all fatal crashes occur on roads where the posted speed limit is 45 miles per hour or less. Low speed crashes or even a panic stop can cause serious injuries.

Won't a safe driver protect his/her child by avoiding collisions?
Good, careful drivers usually do not cause crashes, but they are often involved in crashes caused by other not-so-careful drivers, inclement weather or mechanical failure. You just never know. Safety belts and child safety seats can't keep you from having a crash, but they can improve your chances of escaping injury or death.

Besides, in a crash situation, correctly restrained drivers are better able to maintain control. The safety belt will help a driver stay in position behind the steering wheel and retain control of the vehicle.

Isn't it safer for me to hold my child in my arms than use a safety seat?
For a child traveling in a motor vehicle, the most dangerous place to be held is in an adult's arms. This is often called the "child crusher position." In a crash of approximately 30 miles per hour, a ten pound infant will be ripped from a belted adult's arms with a force of almost 200 pounds. If the adult is unbelted, the child is likely to be crushed between the adult's body and the windshield, dashboard or back of the front seat.

Buckling up is too much trouble!
C'mon, it takes a few seconds to fasten a seat belt or car safety seat. And imagine how sorry you'd be if you and your child were hurt because you didn't bother to buckle up. Inconvenience and a little bit of discomfort are poor excuses for compromising one's own safety and the safety of one's child.

Car seats are too expensive!
Think of how much it would cost to go the emergency room for even a minor injury. Besides, a reliable safety seat can cost about the same as about three tanks of gas. In some communities, there are even loaner programs where safety seats can be rented for a minimal fee. Bottom line: Cost should not be the reason for not putting a child in a safety seat.

I can't figure out which seat to use.
Yes, there are a lot of different brands on the market! But if you take a moment to look at the instruction manuals of the brands that you like the best, you'll be better able to select the correct car seat for your child. Make sure to pay close attention to the age, weight and height requirements for the seat you select. Next, try it in your vehicle to make sure it's a perfect fit. To answer special questions, call the safety seat manufacturer or NHTSA's Hotline at 1/800/424-9393.

Won't my passenger-side air bag protect my child even better than a car seat?
No! In fact, manufacturers of vehicles with passenger-side air bags recommend not using safety seats in the rear-facing infant position at that location. For any vehicle with automatic crash protection features, it is critical to review the vehicle manufacturer's owner's manual and child safety seat instructions for recommendations concerning procedures for securing children.

Besides, air bags are designed to inflate in frontal crashes only. Therefore, they should be considered supplemental protection to safety belts. And remember, unrestrained and out-of-position children (e.g., standing, kneeling or sitting on the edge of the passenger seats) in vehicles equipped with a passenger side air bag could be at risk of injury from an inflating air bag.

My child has "special needs," so conventional child safety seats don't work.
There are child seats on the market that are designed especially for children with "special needs." This includes children with conditions such as prematurity, spina bifida, cerebral palsy, respiratory problems, various types of casting and other positioning challenges.

There is a program - *Kids Are Riding Safe/Special Kids Are Riding Safe* (KARS/Special KARS) - that was developed by the National Easter Seal Society through a grant from NHTSA. KARS/Special KARS provides hospitals with the necessary educational materials, curriculum and structure to ensure that every infant or young child is riding safely. For more information about the KARS/Special KARS Program, contact the National Easter Seal Society at 312/726-6200.

CHILD PASSENGER PROTECTION LAWS January 1994

State	Effective Date	Restraint Age	Safety Seat Age	May Substitute Safety Belt	Penalty*
Alabama	July 1982	Under 6	Under 6	Either 4 or 5	$10
Alaska	June 1985	Under 16	Under 4	4 thru 15	$50, 2 points
Arizona[1]	August 1983	Thru 4[2]	Thru 4[2]	No	$50
Arkansas	August 1983	Under 5	Under 3	Between 3 & 5	$10-$25
California	January 1983	Under 4[2]	Under 4[2]	No	$100
Colorado	January 1984	Under 4	Under 4	No	$59
Connecticut	May 1982	Under 4	Under 4	Between 1 & 4 in rear seat	$25-$100
Delaware	June 1982	Under 4	Under 4	No	$25
Dist. of Columbia	July 1983	Up to 16	Under 3	Between 3 & 6	$55, 2 points
Florida	July 1983	Under 6	Under 4	Between 4 & 6	$150, 3 points
Georgia	July 1984	Under 16	Under 4	Over 4	$25
Hawaii	July 1983	Under 4	Under 3	Between 3 & 4	$100 maximum
Idaho[1]	January 1985	Under 4[2]	Under 4[2]	No	$100 maximum
Illinois	July 1983	Under 6	Under 4	Between 4 & 6	$25-$50
Indiana	January 1984	Under 5	Under 3	Between 3 & 5	$50-$500
Iowa	January 1985	Under 6	Under 3	Between 3 & 6	$10
Kansas	January 1982	Under 14	Under 4	Between 4 & 13 all seat positions	$20
Kentucky[1]	July 1982	Under 40"	Under 40"	No	$50
Louisiana	September 1984	Under 5	Under 5	Between 3 & 5 in rear seat	$25-$50
Maine	September 1983	Under 19	Thru 4	Between 1 & 4 if not in parent's vehicle	$25-$50
Maryland	January 1984	Under 10	Under 4[2]	Between 4 & 10	$25-$50
Massachusetts	January 1982	Thru 12	Under 5	Under 5	$25
Michigan	April 1982	Thru 15	Thru 4	1 thru 4 in rear seat	$10
Minnesota	August 1983	Under 11	Under 4	4 thru 10 in rear seat	$50
Mississippi	July 1983	Under 2	Under 2	No	$25
Missouri	January 1984	Under 4	Under 4	Under 4 in rear seat	$25
Montana[1]	January 1984	Under 4[2]	Under 2	Between 2 & 4	$10-$25
Nebraska	August 1983	Under 5[2]	Under 4[2]	Between 4 & 5	$25
Nevada	July 1983	Under 5	Under 5	Under 5 in rear seat	$35-$100
New Hampshire	July 1983	Under 12	Under 5	Under 5 thru 12 all seat positions	$500 maximum
New Jersey	April 1983	Under 5	Under 5	Between 4 & 5 in rear seat	$10-$25
New Mexico	June 1983	Under 11	Under 5	Between 1 & 5 in rear seat	$25
New York	April 1982	Under 10	Under 4	Between 4 & 10 in rear seat	$100 maximum
North Carolina	July 1982	Under 6	Under 3	Between 3 & 6	$25
North Dakota	January 1984	Thru 10	Under 3	3 thru 10	$20
Ohio	March 1983	Under 4[2]	Under 4[2]	Between 1 & 4 if not in parent's vehicle	$10
Oklahoma	November 1983	Under 5	Under 4	Under 4 in rear, 4-5 in front or rear	$25 maximum
Oregon	January 1984	Under 16	Under 4[2]	Between 1 & 5	$50 maximum
Pennsylvania	January 1984	Under 4	Under 4	Over 4	$25
Puerto Rico	January 1989	Under 4	Under 4	Over 40 pounds	$10
Rhode Island	July 1980	Thru 12	Thru 3	No	$100 maximum
South Carolina	July 1983	Under 6	Under 4	Between 1 & 6 in rear seat	$25
South Dakota	July 1984	Under 5	Under 2	Between 2 & 5	$20
Tennessee	January 1978	Under 4	Under 4	No	$25-$50
Texas	October 1984	Under 4	Under 2	Between 2 & 4	$25-$50
Utah	July 1984	Under 8	Under 2	Between 2 & 8	$20
Vermont	July 1984	Thru 12	Under 5	Between 1 & 5 in rear seat	$25
Virginia	January 1983	Under 4	Under 3	Between 3 & 4	$50
Washington	January 1984	Under 6	Under 2	Between 2 & 6	$30
West Virginia	July 1981	Under 9	Under 3	Between 3 & 5	$10-$20
Wisconsin	November 1982	Under 8	Under 4	Between 5 & 8	$10-$200
Wyoming	April 1985	Under 3[2]	Under 3[2]	No	$25

Territory	Effective Date	Restraint Age	Safety Seat Age	May Substitute Safety Belt	Penalty*
American Samoa	October 9, 1988	Under 4	Under 3	Age 3 to under 4.	$50
Guam	November 26, 1987	Under 12	Under 2	Age 2 to under 12.	$50
Northern Marianas	April 20, 1990	Under 2	Under 2		$50
Virgin Islands	October 1, 1991	Under 5	Under 3	Between age 3-5	$200

[1]Law applies only to parents and legal guardian [2]Or less than 40 pounds. *Most States waive fines upon proof of safety seat acquisition.

FACT SHEET - SAFETY BELTS

Safety Belt Use Laws

Forty-six states, the District of Columbia, Puerto Rico and the Territories have enacted safety belt laws (non-law states: KY, ME, NH, SD).

Safety Belt Use & Car Crashes*

In 1993, the overall safety belt use rate was 66 percent.

In 1992, safety belts saved 5,226 lives and prevented about 136,000 moderate-to-critical injuries. From 1983 through 1992, it is estimated that safety belts saved 34,794 lives.

In 1992, if every front seat occupant had buckled up, an additional 8,913 deaths and 232,000 moderate-to-critical injuries could have been prevented.

Belt use in states with a seat belt law is nearly double than in the states with no law; nearly 63 percent versus 36 percent.

Eighty-eight percent of people polled believe belts save lives and reduce injuries; 75 percent favor belt use laws; 70 percent say the risk of receiving a citation would make them buckle up; 65 percent (in law states) say police should issue more citations.

In 1992, 6.4 million motor vehicle crashes were reported by the police. 3.4 million people were injured or killed in these crashes.

39,235 deaths resulted from these crashes; that's an average of 107 deaths a day or one every 13 minutes; a decrease of 6 percent from 1991; and the lowest number since 1962 (38,980).

75 percent of all crashes occur within 25 miles of home.

40 percent of fatal crashes occur on roads with posted speed limits of 45 miles per hour or less.

Motor vehicle crashes are the leading cause of death for persons aged 6 to 33.

Motor vehicle crashes cost society more than $137 billion each year. Personal and other household crimes cost their victims $19 billion.

* refers to occupants age six and over and traveling in a automobile or light truck.

"JUST THE FACTS" - SAFETY BELTS

What's the correct way to wear my safety belt?
Wear your safety belt low and snug across your hips, not over your stomach. NEVER place the shoulder belt under your arm; it can cause broken ribs and ruptured internal organs.

Why should I buckle up? I'm a good driver who's never had a crash.
Other drivers may not be as careful as you. Alcohol, drugs or even a lack of sleep can affect people's driving and judgment abilities. A blown tire, failed brakes or even poor road conditions can cause crashes for "good drivers." In a crash situation, correctly belted drivers are better able to maintain control. The seat belt enhances the driver's ability to stay in position behind the steering wheel and to retain control of the vehicle. Defensive driving techniques help reduce crashes, but during a collision, it is the safety belt that improves your chances of escaping injury or death.

Buckling up is too much trouble and wrinkles my clothes.
C'mon - it only takes a few seconds to fasten a seat belt! Discomfort and inconvenience are poor excuses for compromising your own safety and the safety of passengers and other drivers.

People should have the freedom to choose whether or not they want to use a seat belt.
Wearing a safety belt keeps the driver in the seat and in control of the vehicle, protecting passengers as well as others on the road. Besides, if someone is killed or injured in a crash, many others bear the emotional suffering, as well as the costs. NHTSA estimates that the annual cost of motor vehicle crashes is more than $137 billion, with unbelted crash victims incurring two to seven times the medical costs of buckled victims. That adds up to a societal, not just an individual, problem.

I don't need to buckle up around town.
It's the short trips at low speeds that lead to the greatest number of crashes. About 75 percent of all crashes occur within 25 miles of home. Forty percent of all fatal crashes occur on roads with posted speed limits of 45 miles per hour or less. Even a panic stop can cause serious injuries for unbelted passengers.

I think my safety belt is broken. It has too much slack.
Belts are designed to be safe and comfortable. The shoulder harness is attached to a retractor that is designed to let the webbing move freely in and out. In a sudden deceleration, the retractor will automatically lock, keeping you in place.

Some safety belts have a "window shade" feature that locks the belt in an extended position when it is pulled out, just like a window shade. To return the belt to a snug position – the way it should be for maximum protection – pull a short length of the webbing and release it.

Remember, the belt cannot protect you when it hangs loosely around you. Periodically check the slack and adjust if necessary.

If I'm in a crash, I could be trapped in my vehicle. Isn't it better to be thrown clear?

Contrary to what we see on television, less than one-half of one percent of injury-producing crashes involve fire or submersion in water. Safety belts hold you in place, keeping you conscious, uninjured, in place and visible in the vehicle.

If you are ejected, there is a good chance that you'll be thrown through the windshield, out onto the pavement and possibly run over by your own vehicle. Front seat occupants are two to four times more likely to be fatally injured if ejected during a crash.

I have an air bag, so why do I need to wear my safety belt?

Air bags only offer supplemental crash protection in frontal crashes. This means that if you are involved in a side, rear, rollover or any other kind of non-frontal crash, the air bag will not inflate. You must wear the lap/shoulder belt for total crash protection.

KEY PROVISIONS OF SAFETY BELT USE LAWS (January 1994)

State	Effective Date	Enforcement	Fine	Seats	Vehicle and Coverage by Law	Usage Rate (%)
Alabama	July 18, 1991	Secondary	$25	Front	Passenger car from model year 1965.	55
Alaska	September 12, 1990	Secondary	$15	All	Motor vehicle. Over age 16.	69
American Samoa	January 1, 1989	Primary	$25	All	Passenger car, truck, and van.	81
Arizona	January 1, 1991	Secondary	$10	Front	Passenger car and van from model year 1972.	73
Arkansas	July 15, 1991	Secondary	$25	Front	Passenger car, truck, and van.	55
California	January 1, 1986	Primary	$20	All	Passenger car, van, and small truck.	83
Colorado	July 7, 1987	Secondary	$10	Front	Passenger car, van, taxi, ambulance, RV, and small truck.	53
Connecticut	January 1, 1986	Primary	$37	Front	Passenger car, van, and truck.	71
Delaware	January 1, 1992	Secondary	$20	Front	Passenger car.	68
Dist. of Columbia	December 12, 1985	Secondary	$15	Front	Vehicle seating 8 or less people.	62
Florida	July 1, 1986	Secondary	$20	Front	Motor vehicle and pickup truck.	62
Georgia	September 1, 1988	Secondary	$15	Front	Passenger car to carry under 10 people.	57
Guam	November 20, 1986	Primary	$70	Front	Passenger car, truck, and van.	94
Hawaii	December 16, 1985	Primary	$20	Front	Vehicle registered in state.	84
Idaho	July 1, 1986	Secondary	$5	Front	Motor vehicle under 8 thousand pounds.	59
Illinois	July 1, 1985	Secondary	$25	Front	Motor vehicle to carry under 10 people and RV.	67
Indiana	July 1, 1987	Secondary	$25	Front	Passenger car, bus, and school bus.	56
Iowa	July 1, 1986	Primary	$10	Front	Passenger car, van, and truck 10 thousand pounds or less.	73
Kansas	July 1, 1986	Secondary	$10	Front	Passenger car and van.	70
Louisiana	July 1, 1986	Secondary	$25	Front	Passenger car, van, and truck under 6 thousand pounds.	48
Mariana Islands	April 20, 1990	Primary	$25	All	Passenger car and truck.	80
Maryland	July 1, 1986	Secondary	$25	Front	Passenger/multi-purpose vehicle, truck, tractor, and bus.	72
Massachusetts	February 1, 1994	Secondary	$25	All	Passenger car, van, and truck.	34
Michigan	July 1, 1985	Secondary	$25	Front	Motor vehicle.	64
Minnesota	August 1, 1986	Secondary	$25	Front	Passenger car, pickup truck, van, and RV.	55
Mississippi	March 20, 1990	Primary	No	Front	Passenger car and van.	25
Missouri	September 28, 1985	Secondary	$10	Front	Passenger car to carry under 10 people.	70
Montana	October 1, 1987	Secondary	$20	All	Motor vehicle.	71
Nebraska	January 1, 1993	Secondary	$25	Front	Motor vehicle.	54
Nevada	July 1, 1987	Secondary	$25	All	Passenger car under 6 thousand pounds.	70
New Jersey	March 1, 1985	Secondary	$20	Front	Passenger car.	71
New Mexico	January 1, 1986	Primary	$25	Front	Motor vehicle under 10 thousand pounds. Over age 16.	75
New York	December 1, 1984	Primary	$50	Front	Passenger car.	72
North Carolina	October 1, 1985	Primary	$25	Front	Passenger car to carry under 10 people.	80
North Dakota**	August 1, 1993**	Secondary	$20	Front	Motor vehicle.	30
Ohio	May 6, 1986	Secondary	$20	Front	Passenger/commercial car, van, tractor, and truck.	62
Oklahoma	February 1, 1987	Secondary	$10	Front	Passenger car, van, and pickup truck.	47
Oregon	December 7, 1990	Primary	$50	All	Passenger car.	73
Pennsylvania	November 23, 1987	Secondary	$10	Front	Passenger car, truck, and motor home.	68
Puerto Rico	January 19, 1975	Primary	$10	Front	Passenger car. Over age 4.	73
Rhode Island	June 18, 1991	Secondary	No	All	Passenger car. Over age 12.	32
South Carolina	July 1, 1989	Secondary	$10	Front	Passenger car, truck, van, RV, and taxi.	59
Tennessee	April 21, 1986	Secondary	$25	Front	Vehicle under 8.5 thousand pounds.	58
Texas	September 1, 1985	Primary	$25	Front	Passenger car, van, and truck under 1.5 thousand pounds.	69
Utah	April 28, 1986	Secondary	$10	Front	Motor vehicle.	50
Vermont	January 1, 1994	Secondary	$10	All	Passenger car.	54
Virgin Islands	October 1, 1991	Primary	$50	Front	Passenger car.	92
Virginia	January 1, 1988	Secondary	$25	Front	Motor vehicle.	73
Washington	June 11, 1986	Secondary	$25	All	Passenger/multi-purpose vehicle, bus, and truck.	78
West Virginia	September 1, 1993	Secondary	$25	Front	Passenger car. Age 18 and under.	52
Wisconsin	December 1, 1987	Secondary	$10	All	Motor vehicle.	64
Wyoming	June 8, 1989	Secondary	No	Front	Passenger car, van, and pickup truck.	--

Suspended effective date pending 6/94 elections. **Total Use Laws: 46 States plus DC, Puerto Rico, and the Territories.

FACT SHEET - AUTOMATIC BELTS & AIR BAGS

The most important thing to remember is:

No matter what kind of automatic system (air bags or automatic belts) your car has, if it has a manual lap belt, you must buckle it for maximum protection. Use the complete system the manufacturer installed in your vehicle and follow the manufacturer's instructions listed in your vehicle owner's manual.

Glossary

Automatic safety belts are called "automatic," because no action is required by the occupants to engage the system. Although automatic belts come in a variety of configurations, there are basically two types: motorized and non-motorized.

Motorized belts are shoulder belts anchored to small electric motors in the door frame. When you turn on the ignition, these motors move the belts into place. All motorized safety belts have manual lap belts.

Non-motorized belts are attached to the vehicle door. When you close the door, the belt positions itself around you automatically. Many non-motorized automatic belts are combination lap/shoulder belts, but others use a manual lap belt. Failure to use the manual lap belt can result in a phenomenon called "submarining," where the occupant slides downward and out of the belt in a crash.

Air bags provide supplemental crash protection and must be used with the safety belt to provide maximum safety. The air bag remains out of sight until you need it. In a moderate-to-high-speed frontal crash, the air will inflate into a cushion that protects the occupant from hitting the steering wheel, dashboard or other hard surfaces in the vehicle. The bag deflates within a split second after impact and will not interfere with the control of the car.

Automatic Crash Protection Laws and Benefits

Since September 1, 1989, all new cars sold in the United States are required to have an automatic crash protection system (air bags or automatic belts) as standard equipment.

Air bags, combined with safety belts, reduce your chance of moderate to more severe injury by 68 percent compared to no restraint use.

Through 1992, there have been 132,000 air bag deployments. It is estimated that 558 lives were saved by air bags and/or safety belts in air bag-equipped cars. In addition, the presence of air bags prevented and estimated 40,000 moderate-to-critical injuries.

"JUST THE FACTS" - AIR BAGS

How reliable are air bags?
Air bags are designed to inflate in moderate to severe frontal and near frontal crashes. Air bags are designed not to deploy when cars go over bumps or potholes. They are designed to inflate only in frontal crashes equivalent to hitting a solid wall at speeds above approximately 10 miles per hour. Air bags are reliable for the life of the car.

If motorists have air bags, do they really need to use safety belts?
Yes. since air bags are supplemental safety systems, they aren't designed to deploy in low-severity frontal impacts, side impacts, rear impacts or rollovers. Air bags plus lap/shoulder belts offer the best protection available.

Should any special considerations be taken when using air bags?
NHTSA has evaluated the performance of child safety seats used in conjunction with front passenger-side air bags. In general, the safety of a child in a forward-facing safety seat improves with an air bag when the vehicle's adult front passenger seat is positioned as far back from the dashboard as possible. However, child safety seats generally should be placed in the rear seat, and rear-facing child safety seats should **not** be used in the front passenger seat of a car with a passenger-side air bag.

Are air bags effective for drivers of all sizes?
Yes. But all drivers, including people of short stature, should sit a reasonable distance from the steering wheel whether the car is equipped with air bags or not. Impacts with steering wheels are the leading cause of injury to motor vehicle occupants, and one major benefit of air bags is that they prevent severe head-to-steering wheel impacts for belted drivers. Nevertheless, air bags may not fully protect drivers sitting too close to the wheel and could even add to their injuries. Some air bag researchers indicate that an occupant should be at least two inches from the bag at the time of its deployment, a distance that's easily achieved by a properly belted occupant.

Does an air bag have to be replaced after a crash?
Many cars are a total loss after a crash severe enough to deploy an air bag. For cars that can be repaired, some or all of the air bag system should be replaced, just like brakes, lights and other safety-related components. Crash-related air bag replacement is included in overall damage repair costs and covered under collision coverage insurance.

Can air bags cause injuries?
NHTSA carefully monitors the performance of air bags. In more than 1,200 investigations of air bag equipped vehicles involved in crashes, most have resulted either in no injuries or minor injuries. Most injuries have been abrasions or contusions. Typically, these are very minor in comparison to the injuries that would have occurred if the vehicle was not equipped with an air bag.

Is the propellant that inflates air bags dangerous?
Nitrogen, which comprises 78 percent of the air we breathe, is the gas that inflates air bags. The solid chemical, sodium azide, generates the nitrogen gas by combustion. Sodium azide is in the same class of chemicals as insecticides and is toxic if ingested, but car occupants won't come into contact with the chemical. It's in a sealed capsule that's virtually impossible to reach. The nitrogen gas used to inflate the bag is immediately vented through openings in the back of the bag.

What are the smoke and residue sometimes seen with deployment?
Most by-products of sodium azide combustion are captured by a filtering system located in the inflator unit. There is no detectable amount of sodium azide in the passenger car after deployment. It's possible there's a trace amount of sodium hydroxide present that could produce minor eye or skin irritation, but this converts rapidly into harmless compounds like baking soda. NHTSA reports that many people mistake for smoke the corn starch or talcum powder used to ensure the bag will unfold during deployment. The packing powder may settle after deployment to form a harmless residue. Also, a sealant used to prolong air bag life can smoke when the bag deploys.

FACT SHEET - ALCOHOL

Motor vehicle traffic fatalities in alcohol-related crashes dropped by 11 percent from 1991 to 1992. The 17,699 alcohol-related fatalities in 1992 (45 percent of total traffic fatalities for the year) represent a 30 percent reduction from the 25,165 alcohol-related fatalities reported in 1982 (57.3 percent of the total).

NHTSA estimates that alcohol was involved in 45 percent of fatal crashes and in 7 percent of all crashes in 1992.

The 17,699 fatalities in alcohol-related crashes during 1992 represent an average of one alcohol-related fatality every 30 minutes.

About 355,000 persons were injured in crashes where police reported alcohol was present - an average of one person injured every 1 1/2 minutes.

More than 1.7 million drivers were arrested in 1992 for driving under the influence of alcohol. This is an arrest rate of 1 for every 100 licensed drivers in the United States.

About two in every five Americans will be involved in an alcohol-related crash at some time in their lives.

In 1992, 36 percent of all traffic fatalities occurred in crashes in which at least one driver or pedestrian had a BAC of 0.10 g/dl (grams per deciliter) or higher. Two-thirds of the 14,123 people killed in such crashes were themselves intoxicated. The remaining one-third were passengers, nonintoxicated drivers or nonintoxicated pedestrians.

The rate of alcohol involvement in fatal crashes is 3 times higher at night than during the day (66.2 percent vs. 20.1 percent). For all crashes, the alcohol involvement rate is 8 times higher at night (16 percent vs. 2 percent, respectively).

The driver, pedestrian or both were intoxicated in 40.6 percent of all fatal pedestrian crashes in 1992. The intoxication rate for pedestrians was more than twice the rate for drivers: 32.5 percent vs. 14.4 percent. Both the pedestrian and the driver were intoxicated in 6.3 percent of the crashes that resulted in a pedestrian fatality.

All states and the District of Columbia and Puerto Rico now have 21-year-old minimum drinking age laws. NHTSA estimates that these laws have reduced traffic fatalities involving drivers 18 to 20 years old by 13 percent and have saved 13,152 lives since 1975.

"JUST THE FACTS" - ALCOHOL

What's the difference between being "impaired" and "intoxicated?"
The National Highway Traffic Safety Administration (NHTSA) defines "impaired" as having a blood alcohol concentration (BAC) of 0.01 grams per deciliter (g/dl) or greater. People with a BAC of 0.10 g/dl or greater are considered to be *intoxicated.* This is the legal limit of intoxication in most states.

"I never drive when I've been drinking, but I really worry about the other driver."
You **should** worry about the "other driver!" About 2 in every 5 Americans will be involved in an alcohol-related crash at some time in their lives. NHTSA estimates that alcohol was a factor in 45 percent of fatal crashes and in 7 percent of **all** crashes in 1992. That's why it's so important always to wear a seat belt. It can keep you from being injured should you ever encounter that "other driver."

Are alcohol-related crashes on the decline? And what age groups are involved in the greatest number of these crashes?
From 1982 to 1992, intoxication rates decreased for drivers of all age groups involved in fatal crashes, with the youngest and oldest drivers experiencing the largest decreases. For drivers 65 and older, intoxication rates dropped from 9.9 percent in 1982 to 6.0 percent in 1992, a decline of 39 percent; for drivers 16 to 20 years of age, intoxication rates dropped by 44 percent, from 31.1 percent in 1982 to 17.5 percent in 1992.

The highest intoxication rates in fatal crashes in 1992 were recorded for drivers 25 to 34 years old (30.7 percent), followed by ages 21 to 24 (30.5 percent) and 35 to 44 (23.9 percent). These three groups have also shown the smallest reductions since 1982 (13 percent, 24 percent and 14 percent, respectively).

Are minimum age drinking laws helping reduce the number of alcohol-related fatalities?
NHTSA thinks so. They estimate that these laws have reduced traffic fatalities involving drivers 18 to 20 years old by 13 percent and have saved an estimated 13,152 lives since 1975.

OCCUPANT PROTECTION MATERIALS

Educational Pieces

Unless otherwise noted, the following items may be obtained by contacting ***NHTSA, NTS-13, 400 Seventh St., S.W., Washington, D.C. 20590 Fax # 202/366-2766, 7149****. Please allow 2-4 weeks for delivery. Other materials must be ordered from their identified source. Unless otherwise stated, up to 50 copies of the NHTSA materials are available free.*

* **Campaign Strategy Brochure (Seatbelts - Everybody's Wearing Them...Are You?)**, NHTSA. 1992. 1P979.
* **Car Seat Safety: Why, When, What, Where, How**, NHTSA, 10 copies. Available 1/94
* **Celebrity Handout**, NHTSA, 1992. 1P975.
* **Child Passenger Safety Law Enforcement – Eight Community Strategies**, NHTSA, 1990. One copy. 1P801
* **Child Passenger Safety Resource Manual**, NHTSA, one copy for child passenger safety advocates. 1991. 1P523
* **Consumer Information Sheets: Transporting Your Children Safely**, 1992 (1P317), **Automatic Crash Protection** 1993 (1P322), **Proper Use of Safety Belts** 1992 (1P903), NHTSA, Reproducible.
* **How to Plan a Comprehensive Community Occupant Protection Program**, NHTSA, 1989. One copy. 1P604
* **Join the Celebration: Project Graduation Manual**, NHTSA, 1991. One copy. 2P310.
* **Lap/Shoulder Belt Kits for Rear Seats**, NHTSA, 1992. 1P601.
* **Manufacturers' Instructions for Child Safety Seats**, NHTSA, 1990. One copy available for child safety seat program managers. 1P997
* **National Safety Belt Honor Roll Program**, NHTSA, Produced yearly. 1P617.
* **Protect Your Child with a Child Safety Seat/One-Minute Safety Check-Up**, NHTSA, 1988. One copy; reproducible. 1P305
* **Occupant Protection Facts**, National Center for Statistics and Analysis, 1991. 1P883. Reproducible.
* **Occupant Protection Systems and Trends for Police Managers**, NHTSA, 1989. One copy. 4P801
* **Occupant Protection Systems, Lesson Plans and Instructor's Guide for EMS Personnel**, NHTSA, 1987. One copy. 3P003
* **Operation Buckle Down Chief's Portfolio**, NHTSA, 1992. 1P501.
* **Shopping Guide for Child Safety Seats**, NHTSA, current year. 1P306
* **Protecting Our Own**, NHTSA, 1990. One copy for child passenger safety advocates. 1P536
* **Seat Belts. They Only Work When You Wear Them. "Are <u>You</u> A Part-Time Seat Belt User?" "Brian Leonard wears his seat belt on the highway...But not on country roads."**, NHTSA. 4" by 9" flyer. 1993. 1000 copies. 1P005.
* **Seat Belts. They Only Work When You Wear Them. "Are <u>You</u> A Part-Time Seat Belt User?" "Mike Hogan wore his seat belt on long trips...But not the last time he went out for a pizza."**, NHTSA. Poster 25 1/2 by 33". 1993. 10 copies. 1P007.

* **Spanish Language Materials Resource Listing**, NHTSA, 1988. Listing of materials available in Spanish throughout the States and Puerto Rico. One copy; reproducible. 1P933
* **Sudden Impact: Occupant Protection Fact Book**, NHTSA, 1991.
* **Taking the Lead: A Handbook for High Schools**, NHTSA, 1989. One copy. 1P537.
* **Team Spirit, A Community-Based Leadership Program to Prevent the Abuse of Alcohol and Other Drugs**, NHTSA, 1992. 2P656.
* **Unrestrained Motorist Brochure**, NHTSA, 1992. 1P989.
* **"Vince and Larry®" on Belts and Bags**, pamphlet, NHTSA, 1991. 1P109
* **Baby Seats, Safety Belts, and You!** Bob Breitenbach and Judy Hammond, Transportation Safety Training Center, Virginia Commonwealth University; 804/367-6235.
* **B.E.L.T. (Buckling Up Extends a Lifetime) Kit for High School**. Entertainment Industries Council, Inc., 1988. Contains a teacher's guide, learning activity sheets, student handout, poster, fact sheets and video. EIC, Inc., 444 Riverside Drive, Suite 203, Burbank, CA 91505.
* **Buckle Up Media Kit**, 1991. **How to Protect Your Child from Injury: SAFE KIDS Parent Book**, SAFE KIDS, 1988/89. Available in English and Spanish versions. **SAFE KIDS Children's Magazine**, 1989. SAFE KIDS, 111 Michigan Ave., NW, Washington, DC 20010-2970; 202-884-4993.
* **KARS/Special KARS (Kids Are Riding Safe/Special Kids Are Riding Safe) Hospital-based Child Passenger Safety Education Program: Conventional and Special Needs Transportation**, 1992. Contains overview, video, brochure and program guidelines. National Easter Seal Society, 70 East Lake Street, Chicago, IL 60601-5907. 312/726-6200; TDD - 312/726-4258.
* **NETS (Network of Employers for Traffic Safety) Program Materials** include: "Safety Management Seminar Instructor's Guide"; "Safety Management Seminar Participant's Manual"; "Instructor's Preparation Workshop Instructor's Guide"; "Instructor's Preparation Workshop Participant's Guide"; "Four Seasons Guide for Saving Lives: Highway Safety Ideas for Effective Work Place Programs"; and "NETS Safety Handbook." Available from NETS, Executive Secretary, 1910 K Street, N.W., Suite 810, Washington, D.C. 20006.
* **Occupant Protection Training Workshop: Instructor's Guide**. University of North Carolina, Highway Safety Research Center, CB#3430, Chapel Hill, NC 27599-1987.
* **Protect Your Baby Now...And Later**, 1989/91; **The Perfect Gift**, 1991. Both available in English and Spanish versions. **Safety Belt Roulette**, 1990. Available in English. **Keep Your Children Safe, Buckle Them Up!**, 1991. Available in English, Spanish, Chinese, Vietnamese, Russian, Farsi, German, Hungarian, Rumanian, Tongan and Cambodian versions. **Buckle Up California**, 1985. Available in English, Korean and Spanish versions. **Child Passenger Safety**, 1983. Available in Armenian. **Checklist for New Baby**, 1985. Available in Korean and Vietnamese. **Now You're Buckling Up For Two**, 1985. Available in Korean and Vietnamese. **Counterfeit Car Seat Flyer**, 1991. Available in English and Spanish. **Rules for Car Pools**, 1990/91. Available in English and Spanish. **Protect Baby In the Car**, 1985. Available in English, Cambodian, Japanese, Korean, Laotian and Vietnamese versions. All brochures may be ordered in quantity for distribution by your group. Single copies free. **Loan A Seat: How To Establish and Operate Car Safety Seat Distribution Programs**, 1991; **Suggestions for Presenting Passenger Safety Concepts to Young Children**, 1991; **Safely Transporting Children with Special Needs**, 1991; **Teacher's Guide: A Positive Approach to Teaching Passenger Safety to Young Children (Bucklebear)**,

1991. **SafetyBeltSafe News** (newsletter). SafetyBeltSafe U.S.A., P.O. Box 553, Altadena, CA. 91003. 310/673-2666 or 800/745-SAFE.

* **Riding with BuckleBear; Riding with the Big Green Snake; Riding with Ms. Hen Kit; BuckleBear Team Starter Kit for Teachers; BuckleBear Meets Officer Air Bag; BuckleBear Team Doctor's Kit; Story/Activity/Coloring Books; Rules of the Magic Consortium; The "Going Riding" Activity Book; The BuckleBear Team's "Good Passenger" Resource.** For children ages 2-7. Shinn and Associates, Inc., 2853 W. Jolly, Okemos, MI 48864; 517-332-0211. Other traffic safety materials available.

* **Safety Belts for People Who Enjoy Living**; **Fragile, Transport Safely!**; **Otto Says Buckle Up, Books 1 & 2**; **Traffic Safety Education Materials Program** (includes wall posters; teacher's guides for Gr. K-3, 4-6, 7-9; Otto the Auto storybook; My Own Safety Story activity booklet for K-3.) Contact local AAA club safety/public relations office regarding availability. Free materials on traffic safety rewritten each year.

* **Travel Games for Children**, Mary Kinney Branson. Cosco, Inc., 812-372-0141.

* **Twice a Champion: The Toney Lineberry Story** by Toney Lineberry, 1988. To order, mail $9.95 to: Twice a Champion, 581 Nelwood Place, Manakin-Sabot, VA 23103. Toney Lineberry is also available for presentations to youth and other audiences.

* **We Love You - Buckle Up!** (pre-school), National Association for the Education of Young Children, 1834 Connecticut Avenue, NW; Washington, DC 20009 202/232-8777.

* **A Safer Way for Every Day** (K-3); **Restrain Yourself** (driver's ed, grades 10-12); **Beating the Odds** (health ed, grades 10-12); **Three Seconds to Safety** (3-6). Safety Belt Safety - The Mazer Corporation, P.O. Box 1400K, Dayton, OH 45414 513/276-6181.

* **When I Ride in a Car**, Dorothy Chlad, 1983. In English and Spanish, hardback and paperback. National Safety Town Center, P.O. Box 39312, Cleveland, OH 44139; 216-831-7433. Other traffic safety materials available.

Reports

* **Fatality and Injury Reducing Effectiveness of Lap Belts for Back Seat Occupants**, Charles J. Kahane, PhD, NHTSA, 1987. One copy. 1P917

* **Is Your Child's Car Seat Secure in the Car?**, American Academy of Pediatrics, Safe Ride News, Winter 1990. Contact AAP, Division of Chapter and Member Services, P.O. Box 927, Elk Grove, IL 60009-0927.

* **Outfitting Cars with Rear Seat Lap/Shoulder Belts**, AAP Safe Ride News, Fall 1989.

* **Safety Belt Experiences in Four Foreign Countries**, B.J. Campbell, PhD, 1988, AAA Foundation for Traffic Safety.

* **The Challenge of Transporting Children with Special Needs**, Safe Ride News, Spring 1989.

* **What Every Premature Baby Needs to Know...Before Riding in the Car**, AAP Safe Ride News, Summer 1990.

Posters/Other

* **Get it Together Poster**, NHTSA. 10 copies. 1P714

* **Print Ads on Correct Use**, NHTSA. 1P941. Reproducible.

* **Safer Than A Mother's Arms Poster**, NHTSA. 10 copies. 1P706
* **"Vince and Larry®" Buckle Up America!**, stickers, NHTSA. Three sheets free. 1Z409
* **"Vince and Larry®" Buckle Up for Life Club Membership Cards**, NHTSA, 1989. (12 to a sheet; 5 sheets free) 1Z945
* **"Vince and Larry®" Fun Coloring Book**, NHTSA, 1Z885. May be duplicated.
* **"Vince and Larry®" "Why Go Through This?"** poster, NHTSA. 10 copies. 1P732
* **We Love You, Buckle Up!**, stickers (35 per sheet), NHTSA. Three sheets free. 1Z408
* **Don't Be A Bumper Sticker** bumper sticker, NHTSA. 1Z937.
* **BuckleBear Handpuppets; I Buckle Up with BuckleBear Stickers**, 1000 stickers per roll. Also stickers for "I Buckle Up with the Big Green Snake" and "I Buckle Up with the BuckleBear Team." **BuckleBear Good Passenger Posters**, set of four 11"x17" posters. **BuckleBear Stamp Set, Key Fobs, T-shirts, BuckleBear Suit**. Shinn and Associates, Inc., 2853 W. Jolly, Okemos, MI 48864; 517-332-0211.
* **Dashboard Decals; Litter Bags**. AAA. Contact your local AAA club safety/public relations office regarding availability.
* **Should I Wear A Safety Belt During Pregnancy? Poster**. Available in English and Spanish versions. **Reflectorized aluminum signs with "Get It Together...Please Buckle Up" and an illustration of a safety belt; or "SAFETY BELT LAW ENFORCED."** Different sizes available. **License plate frames with reflective message: "Think Safety. Buckle Up."** Available in English and Spanish versions. **Mug with "Buckle Up...Somebody needs you!"** SafetyBeltSafe U.S.A., P.O. Box 553, Altadena, CA. 91003. 310/673-2666 or 800/745-SAFE.
* **These Children are in a Class by Themselves Poster**, ACTS, 1110 N. Glebe Road, Suite 1020, Arlington, VA., 22201; 703/243-7501. Free. Limited quantities.
* **These Officers Met by Accident**, ACTS. See previous address.

Public Service Announcements (PSAs)

* **104 PSAs**. 57 minutes. Available 1/2" VHS (4A105). Accompanying manual (4P011).
* **Air Bags and Seatbelts - Together They Save Lives (Hanging Car; Sledge Hammer; and Optional Equipment)**, 10-sec. TV spots. Available in 3/4" (1A365) and 1/2" (1A363) VHS. Please specify format. These PSAs are broadcast quality.
* **New "Vince and Larry®" PSAs are produced each year** for broadcast use and may be used on the air for one year from date of issue. Contact NHTSA, Office of Public and Consumer Affairs for information at 202-366-9550.
* **"Vince and Larry®" 21 Spots**, 10-to 30-sec each, NHTSA. Available in 1/2" VHS. Please specify format. These PSAs are for live audiences only, not for public broadcasting on the air.
* **Drunk Driving Prevention TV and radio PSAs**. Contact NHTSA, Office of Public and Consumer Affairs for information at 202-366-9550.
* **Seat Belts. They Only Work When You Wear Them.** NHTSA. 30-sec. reel-to-reel. 1V676. Audio cassette tape, 1V675. 1/2", 1V677.
* **B.E.L.T.S. (Belt Enforcement Leads to Safety).** NHTSA. 3/4", 1V670. Reel-to-reel, 1V671.
* **Buckle Up Music Video**, TV and radio PSAs and movie theater trailers/PSAs. Various lengths from 5-minutes to 10-sec. Entertainment Industries Council, Inc., 444 Riverside Dr., Suite 203, Burbank, CA 91505.

* **Flintstone Kids TV Spot on Proper Seat Belt Use**, TV, to tune of "Dem Bones." **Buckle Up with Fred Flintstone**, 30- and 20-sec. TV and radio PSAs. **Buckle Up**, 60-sec. radio spot with jingle, AAA Foundation for Traffic Safety. 202/775-1456.

Audio-Visuals

* **Why Enforce Child Passenger Safety Laws**, For law enforcement. Available 1/2" VHS (1A703).
* **Crash Course on Safety Belts**, For law enforcement. Available 1/2" VHS (4A102).
* **Crash Dynamics for Training Programs**, 18:50 minutes. For law enforcement. Available 1/2" VHS (1A988).
* **Safety Belts "At the Movies" featuring Vince and Larry, the Oak Ridge Boys and other special guests**. Slides and 35mm 30-second film clips that can be shown as public service announcements in almost any movie theatre. Contact NHTSA, Office of Occupant Protection for information at 202/366-2705.
* **Safety In the Balance-The Cost of Not Buckling Up**, 9:05 min. 1990. Available 1/2" VHS (1A628).
* **The Winning Combination**, film/video, 8-1/2 min; 1/2" and 3/4" video and 16 mm. Educational film for general audiences on automatic safety belts and air bags. NHTSA, 1988. 1/2"--1A633; 3/4"–1A634; 16mm–1A635.
* **Unrestrained Motorists: The Cost To Your Community**, video, 8:15 min; 1/2' VHS. Educational tape targeting community decision makers. NHTSA, 1992. 1A989.
* **What's Wrong With This Picture?** Interactive puppet show for children on occupant protection. The Kids on the Block, Inc., 9385-C Gerwig Lane, Columbia, MD 21046; 1-800-368-KIDS or 301-290-9095. Other traffic safety topics include going into a vehicle with someone who has been drinking alcohol and transporting the disabled.
* **Air Bags Now**, video, 10-min., 1990. Air bags and safety belts complement each other for maximum protection in car crashes. Contact IIHS, Communications Dept., 1005 N. Glebe Rd., Arlington, VA 22201; 703-247-1500. No charge. Accompanied by the brochure "Air Bags in Cars Now."
* **Beltman Kit** (Gr. K-6) and **Beltwoman Kit** (Ages 4-7), FLI Learning Systems, Inc., P.O. Box 2233, Princeton, NJ 08540; 609-466-9000.
* **BuckleBear Robot**, Shinn and Associates, Inc., 2853 W. Jolly, Okemos, MI 48864; 517-332-0211.
* **Buckle Up**, 22-min. Celebrity testimonials on safety belt use and a buckle up rock video for youth audiences. EIC, Inc., 444 Riverside Dr., Suite 203, Burbank, CA 91505.
* **Buckle Up and Do It Right**, 1/2" video, 15-min, 1987. Shelness Productions, 19 Church St., Box 326, New Milford, CT 06776; 203-355-0323.
* **Buckle Up! Songs for Preschoolers**, Randall Hammel Associates, P.O. Box 531, Alexandria, IN 46001-0531; 317-724-7721.
* **Don't Risk Your Child's Life: Automotive Safety for Children in the 90s**, 1/2" video, 14 min, 1990. **Every Ride, A Safe Ride**, (slide show program with sample observational form, safety seat list, directions and scripts included), 1991. SafetyBeltSafe U.S.A. P.O. Box 552, Altadena, CA 91003. 310/673-2666 or 800/745-SAFE.
* **Fit for Life**, 1/2" VHS and other formats, 4:32 min., 1989. ACTS 1110 N. Glebe Road, Suite

1020, Arlington, VA., 22201; 703/243-7501. Designed for doctors and medical staff.

* **Getting it Right Parent Training Videos**, Shinn and Associates, Inc. See previous address.

* **Going Riding Video/Kit for Parents**, Shinn and Associates, Inc. See previous address.

* **If Only....**, film/video, 23-min. The message is "protect your head" when in a motor vehicle, participating in sports, etc. Shows the devastating consequences of irreversible brain damage. Visucom Productions, Inc., 415-364-5566.

* **Otto the Auto Says Buckle Up**, film/video. Contact local AAA club safety/public relations office regarding availability.

* **SAFE KIDS Are No Accident Kids Video**, SAFE KIDS, 202-939-4993. Game show format.

* **Safety Belts: For Dummies or for People?; The Game of Your Life**. General Motors/American Medical Association. Teaching videos on safety belts and drunk driving for upper elementary grades and junior high school. Corporate Relations Dept., Rm. #11-157, GM Bldg., Detroit, MI 48202; 313-556-2046. Check school/teacher media center first as a mass distribution of this item was conducted in 1988-89.

* **The Forgotten Killer**, National SAFE KIDS Campaign Video, 8-min., 202-939-4993.

* **These Children Are In A Class By Themselves**, 9:25 min. 1988 ACTS, Inc. $5.00 ea. See previous address.

* **Traffic Jams Songs for the Car**, Joe Scruggs. Tape cassette of 13 car songs. Educational Graphics Press, P.O. Box 180476, Austin, TX 78718.

National Highway Traffic Safety Administration
Occupant Protection Materials
Order Form

Unless otherwise noted, the following items may be obtained by contacting **NHTSA, NTS-13; 400 Seventh Street, SW; Washington, DC 20590 Fax # 202/366-2766, 7149**. Please allow 2-4 weeks for delivery. Other materials must be ordered from their identified source. Unless stated, up to 50 copies of the NHTSA materials are available free.

Please indicate the name, address and phone number of the person to whom materials are to be shipped. **Do not use P.O. Box mailing addresses. UPS will not deliver to Post Offices.**

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Title: _____ Phone: _____

Organization: _____

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City: _____ State: _____ Zip: _____

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Kendall Square, Code 903
Cambridge, MA 02142
Phone: 617-494-3427
FAX: 617-494-3646

Region II
(NY, NJ, PR, VI)
Regional Administrator, NHTSA
222 Mamaroneck Ave. Suite 204
White Plains, NY 10605
Phone: 914-682-6162
FAX: 914-682-6239

Region III
(DE, DC, MD, PA, VA, WV)
Regional Administrator, NHTSA
BWI Commerce Park
7526 Connelly Park, Suite L
Hanover, MD 21076-1699
Phone: 410-768-7111
FAX: 410-768-7118

Region IV
(AL, FL, GA, KY, MS, NC, SC, TN)
Regional Administrator, NHTSA
1720 Peachtree Road, NW
Suite 1048
Atlanta, GA 30309
Phone: 404-347-4537
FAX: 404-347-0097

Region V
(IL, IN, MI, OH, WI, MN)
Regional Administrator, NHTSA
18209 Dixie Highway
Suite A
Homewood, IL 60430
Phone: 708-206-3300
FAX: 708-206-3312

Region VI
(AR, LA, NM, OK, TX, Indian Nations)
Regional Administrator, NHTSA
819 Taylor Street, Room 8A38
Fort Worth, TX 76102-6177
Phone: 817-334-3653
FAX: 817-334-8339

Region VII
(IA, KS, MO, NE)
Regional Administrator, NHTSA
PO Box 412515 (Zip 64141)
6301 Rockhill Road (Zip 64131)
Kansas City, MO
Phone: 816-822-7233
FAX: 816-822-2069

Region VIII
(CO, MT, ND, SD, UT, WY)
Regional Administrator, NHTSA
555 Zang Street, Fourth Floor
Denver, CO 80228
Phone: 303-969-6917
FAX: 303-969-6294

Region IX
(American Samoa, AZ, CA, Guam, HI, NV, Mariana Islands)
Regional Administrator, NHTSA
211 Main Street, Suite 1000
San Francisco, CA 94105
Phone: 415-744-3089
FAX: 415-744-2532

Region X
(AK, ID, OR, WA)
Regional Administrator, NHTSA
3140 Jackson Federal Building
915 Second Avenue
Seattle, WA 98174
Phone: 206-220-7640
FAX: 206-220-7651

STATE GOVERNORS' HIGHWAY SAFETY REPRESENTATIVES

Alabama

Governor's Highway Safety Representative
Dep't of Economic & Community Affairs
P.O. Box 5690/401 Adams Avenue
Montgomery, AL 36103-5690
205/242-8672

Alaska

Governor's Highway Safety Representative
Highway Safety Planning Agency
P.O. Box 111200/450 Whittier Street
Juneau, AL 99811
907/465-4322

America Samoa

Governor's Highway Safety Representative
Department of Public Safety
American Samoa Government
P.O. Box 1086
Pago Pago, American Samoa 96799
011/684/633-1111

Arizona

Governor's Highway Safety Representative
Department of Public Safety
3010 N. Second Street, Suite 104
Phoenix, AZ 85012
602/223-2359

Arkansas

Governor's Highway Safety Representative
Arkansas State Highway & Transportation Dep't
11300 Baseline Road
Little Rock, AR 72209
501/569-2648

California

Governor's Highway Safety Representative
Office of Traffic Safety
Business, Housing & Transportation Agency
7000 Franklin Boulevard, Suite 440
Sacramento, CA 95823
916/445-0527

Colorado

Governor's Highway Safety Representative
Colorado Dep't of Transportation
4201 East Arkansas Avenue
Denver, CO 80222
303/757-9201

Connecticut

Governor's Highway Safety Representative
Bureau of Highways
24 Walcott Hill Road - P.O. Box Drawer A
Wethersfield, CT 06109-0801
203/666-4343

Delaware

Governor's Highway Safety Representative
Delaware State Police
P.O. Box 430
Dover, DE 19901
302/739-5911

District of Columbia

Governor's Highway Safety Representative
Department of Public Works
Reeves Center/2000 - 14th St., NW 6th Floor
Washington, DC 20009
202/939-8000

Florida

Governor's Highway Safety Representative
Department of Transportation
605 Suwanne Street, MS 57
Tallahassee, FL 32399-0450
904/922-5820

Georgia

Governor's Highway Safety Representative
Director, Governor's Office of Highway Safety
The Equitable Bldg - 100 Peachtree St., #2000
Atlanta, GA 30303
404/656-6996

Guam

Governor's Highway Safety Representative
Dep't of Public Works - P.O. Box 2950
Agana, GU 96921
011/671/646-3101
(Operated Assisted Calls: 01/671/646-3101)

Hawaii

Governor's Highway Safety Representative
Dep't of Transportation
869 Punchbowl Street
Honolulu, HI 98613
808/587-2150

Idaho

Governor's Highway Safety Representative
Office of the Governor - State House Mail
Boise, ID 83720
208/334-2100

Illinois

Governor's Highway Safety Representative
Division of Traffic Safety - P.O. Box 19245
3215 Executive Park Drive
Springfield, IL 62794-9245
217/782-4972

Indian Nations

U.S. Department of the Interior
Mail Stop 4140
1849 C Street, N.W.
Washington, D.C. 20240
202/208-7163

Indiana

Governor's Highway Safety Representative
Room 206, State House
Indianapolis, IN 46204
317/232-2588

Iowa

Governor's Highway Safety Representative
Iowa Department of Public Safety
Wallace State Office Building
Des Moins, IA 50319
515/281-5104

Kansas

Governor's Highway Safety Representative
Kansas Department of Transportation
Docking Street Office Building, 7th Floor
Topeka, KS 66612-1568
913/296-3461

Kentucky

Governor's Highway Safety Representative
Kentucky State Police Department
919 Versailles Road
Frankfort, KY 40601-9980
502/695-6300

Louisiana

Governor's Highway Safety Representative
Louisiana Highway Safety Commission
P.O. Box 66336
Baton Rouge, LA 70896
504/925-6991

Maine

Governor's Highway Safety Representative
Department of Public Safety
36 Hospital Street/State House Station No. 42
Augusta, ME 04333
207/624-8756

Maryland

Governor's Highway Safety Representative
State Highway Administration
707 No. Calvert Street/Balt.-Wash. Int'l Airport
Baltimore, MD 21203-0717
410/333-1111

Massachusetts

Governor's Highway Safety Representative
Governor's Highway Safety Bureau
100 Cambridge St., #2104/Saltonstall Office Bld'g.
Boston, MA 02202
617/727-5074

Michigan

Governor's Highway Safety Representative
Office of Highway Safety Planning
300 Washington Square, Knapps Center - Suite 300
Lansing, MI 48913
517/334-5210

Minnesota

Governor's Highway Safety Representative
Department of Public Safety
211 Transportation Building
St. Paul, MN 55155
612/296-6642

Mississippi

Governor's Highway Safety Representative
Mississippi Department of Public Safety
301 West Pearl Street
Jackson, MS 39203-3085
601/949-2225

Missouri

Governor's Highway Safety Representative
Missouri Department of Public Safety
P.O. Box 104808
Jefferson City, MO 65110
314/751-7648

Montana

Governor's Highway Safety Representative
Highway Traffic Safety Division
1310 East Lockey - State Capitol
Helena, MT 59620
406/444-3412

Nebraska

Governor's Highway Safety Representative
Department of Motor Vehicles
P.O. Box 94612/301 Centennial Mall South
Lincoln, NE 68509
402/471-3900

Nevada

Governor's Highway Safety Representative
Department of Motor Vehicles & Public Safety
555 Wright Way
Carson City, NV 89711-0090
702/687-5375

New Hampshire

Governor's Highway Safety Representative
New Hampshire Highway Safety Agency
Pine Inn Plaza
117 Manchester Street
Concord, NH 03301
603/271-2131

New Jersey

Governor's Highway Safety Representative
Division of Highway Traffic Safety
Dep't of Law and Public Safety, CN 048
Trenton, NJ 08625
609/633-9300

New Mexico

Governor's Highway Safety Representative
Department of Highways and Transportation
P.O. Box 1149/1120 Cerillos Road
Santa Fe, NM 87504-1149
505/827-5110

New York

Governor's Highway Safety Representative
New York Department of Motor Vehicles
Empire State Plaza - Swan Street Building
Albany, NY 12228
518/474-0841

North Carolina

Governor's Highway Safety Representative
215 East Lane Street
Raleigh, NC 27601
919/733-3083

North Dakota

Governor's Highway Safety Representative
North Dakota Department of Transportation
608 East Boulevard Avenue
Bismark, ND 58505-0700
701/224-2581

Commonwealth of the Northern Mariana Islands

Governor's Highway Safety Representative
Department of Public Safety
Commonwealth of the Northern Mariana Islands
Saipan, Northern Mariana Islands 96950
011/670/234-8536

Ohio

Governor's Highway Safety Representative
Ohio Department of Public Safety
P.O. Box 7167/240 Parsons Avenue
Columbus, OH 43266-0563
614/466-3383

Oklahoma

Governor's Highway Safety Representative
Department of Public Safety
PO Box 11415
Oklahoma City, OK 73136
405/425-2001

Oregon

Governor's Highway Safety Representative
Department of Transportation
State Library Bldg. - 4th FL
Salem, OR 97310
503/378-3669

Pennsylvania

Governor's Highway Safety Representative
Department of Transportation
1200 Transportation & Safety Building
Harrisburg, PA 17120
717/787-3928

Puerto Rico

Governor's Highway Safety Representative
Department of Transportation & Public Works
Box 41269, Minillas Station
Santurce, PR 00940
809/726-6670

Rhode Island

Governor's Highway Safety Representative
Department of Transportation
State Office Building - Smith Street
Providence, RI 02903
401/277-2481

South Carolina

Governor's Highway Safety Representative
Office of Highway Safety Programs
Division of Public Safety
1205 Pendleton Street, Room 453
Columbia, SC 29201
803/734-0421

South Dakota

Governor's Highway Safety Representative
Department of Commerce and Regulation
910 East Sioux Avenue/State Capitol Building
Pierre, SD 57501
605/773-3178

Tennessee

Governor's Highway Safety Representative
Department of Transportation
James K. Polk State Office Building
505 Deaderick Street, Suite 600
Nashville, TN 37243-0341
615/741-2589

Texas

Governor's Highway Safety Representative
Texas Department of Transportation
125 East 11th Street
Austin, TX 78701-2483
512/463-8616

Utah

Governor's Highway Safety Representative
Department of Public Safety
4501 South 2700 West
Salt Lake City, UT 84119
801/965-4611

Vermont

Governor's Highway Safety Representative
Department of Motor Vehicles
120 State Street
Montpelier, VT 05602
802/828-2011

Virginia

Governor's Highway Safety Representative
Department of Motor Vehicles
PO Box 27412/2300 West Broad Street
Richmond, VA 23269
804/367-6614

Virgin Islands

Governor's Highway Safety Representative
Virgin Islands Office of Highway Safety
Lagoon Street Complex, Fredriksted
St. Croix, VI 00840
809/776-5820

Washington

Governor's Highway Safety Representative
Washington Traffic Safety Commission
1000 S. Cherry Street, MS/PD-11
Olympia, WA 98504
206/753-6197

West Virginia

Governor's Highway Safety Representative
Criminal Justice & Highway Safety Office
1204 Kanawha Blvd., East
Charleston, WV 25301
304/558-8814

Wisconsin

Governor's Highway Safety Representative
Wisconsin Department of Transportation
PO Box 7910
Hill Farms State Office Building, Suite 120B
4802 Sheboygan Avenue
Madison, WI 53707-7910
608/267-3710

Wyoming

Governor's Highway Safety Representative
Highway Safety Program
Department of Transportation
PO Box 1708
Cheyenne, WY 82002-9019
307/777-4450

CLIP ART

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The following items are included:

Buckle Up America!

Buckle Up for Love!

Buckle Up America! Pledge Cards

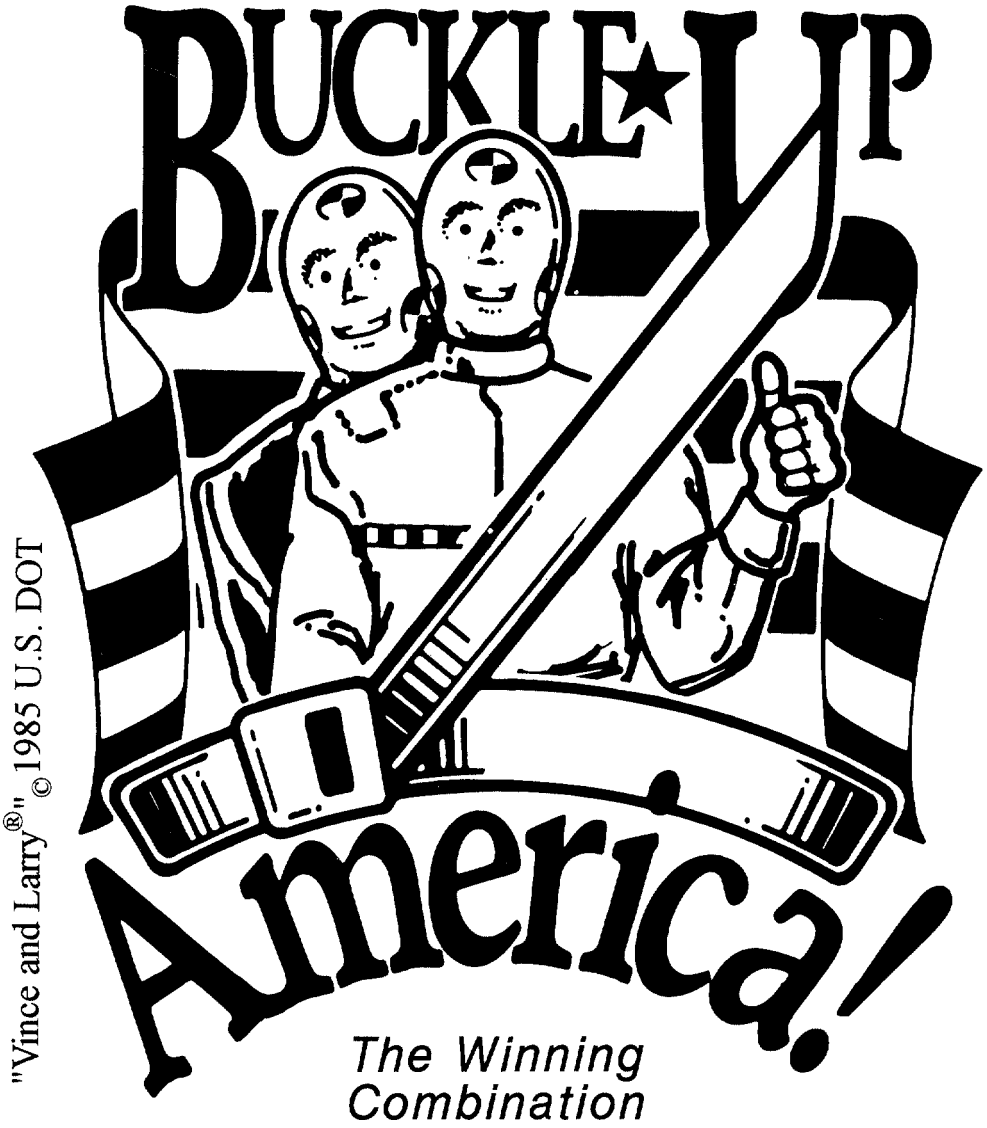
Buckle Up for Love! Pledge Cards

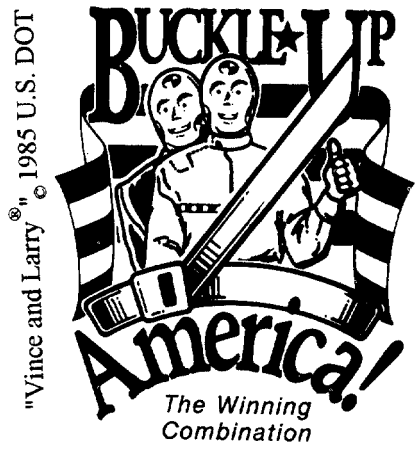
Seatbelts - Everybody's Wearing Them

Seat Belts. They Only Work When You Wear Them.

Buckle Up. Every Time.

Take A Stand! Friends Don't Let Friends Drive Drunk.


BUCKLE★UP
America!
The Winning Combination
"Vince and Larry®" © 1985 U.S. DOT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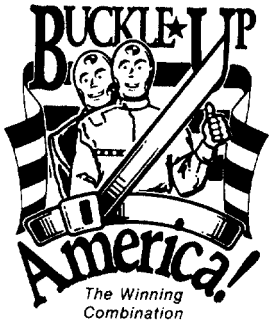
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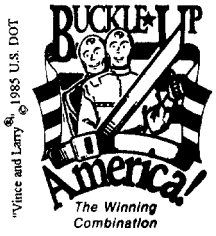
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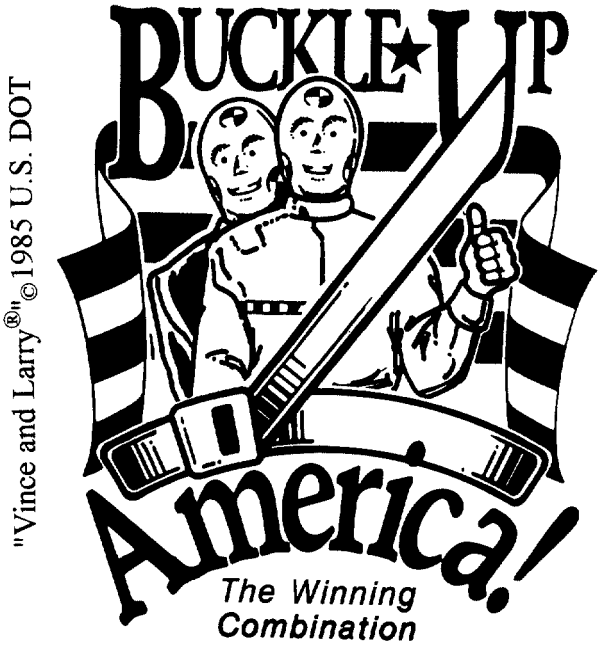
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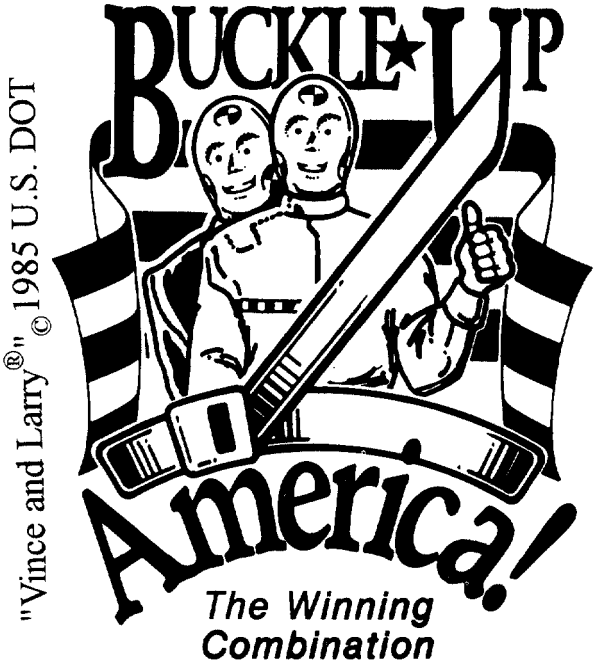
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Buckle Up for Love!

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"Vince and Larry"® ©1985 U.S. DOT

BUCKLE★UP America!

BUCKLE-UP PLEDGE

I pledge, for the next two weeks, to buckle-up, to protect children by placing them in safety belts or child safety seats, and to encourage my fellow passengers to get into the buckle-up habit.

Signature _____ *Date* _____

Address _____
(street) (city) (state) (zip)

Telephone No. _____

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Address _____
(street) (city) (state) (zip)

Telephone No. _____

SEATBELTS
Everybody's Wearing Them

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Everybody's Wearing Them

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BUCKLE UP
Every Time
BUCKLE UP

LET'S TAKE A STAND!

Friends Don't Let
Friends Drive Drunk

LET'S TAKE A STAND!

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**National Highway
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