



Child Passenger Safety

Campaign Sponsor: U.S. Department of Transportation,
National Highway Traffic Safety Administration (NHTSA)

Volunteer Advertising Agencies: Gotham, Inc., and Casanova Pendrill

BACKGROUND:

Motor vehicle crashes are the leading cause of death for children age 1 through 12 years old.ⁱ Based on NHTSA crash data in 2010, almost an average of 2 children (age 12 and younger in a passenger vehicle) were killed and 325 were injured each day. This fatality rate could be reduced by about half if the correct child safety seat were always used.ⁱⁱ

General market research has found that the target audience is overconfident and thinks its kids are safe in the car. Parents constantly worry about their children's safety but car crashes aren't even on their radar as a real danger.

Hispanics are likely to move their children out of car seats and booster seats sooner because many are unaware of the extra steps they can take to better protect their children. For many, car restraint use is a learned behavior in the United States and was not a cultural norm "back home."

CAMPAIGN OBJECTIVE:

To make sure all parents and caregivers are properly securing their children (ages 0-12) in the best car restraint (rear-facing, forward-facing, booster, seat belt) for their age and size.

- English-Language Call-to-Action: Visit www.safercar.gov/therightseat
- Spanish-Language Call-to-Action: Visit www.safercar.gov/protegidos or call 1-888-PROTEGIDOS

TARGET AUDIENCE:

- Parents and caregivers of children 0-12 years old

DID YOU KNOW:

- In 2010, 655 children (age 12 and younger in a passenger vehicle) were killed in motor vehicle traffic crashes, 64% of whom were restrained.
- Also in 2010, an estimated 119,000 children (age 12 and younger in a passenger vehicle) were injured in motor vehicle traffic crashes.
- In 2009, 161 Hispanic children (age 12 and younger in a passenger vehicle) were killed in motor vehicle traffic crashes in the 50 States, the District of Columbia, and Puerto Rico.
- 3 out of 4 kids are not as secure in the car as they should be because their car seats are not being used correctly.
- Using the correct restraints reduces infants' and toddlers' chances for fatal injury by 71% and 54% in passenger cars respectively.

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ⁱ Source: Based on the latest mortality data currently available from the CDC's National Center for Health Statistics.

ⁱⁱ Source: CDC