

TRAFFIC SAFETY MATERIALS FOR YOUNG CHILDREN

1997



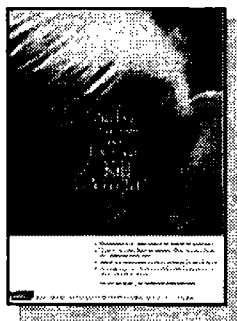
U.S. DEPARTMENT OF TRANSPORTATION

**NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
OFFICE OF TRAFFIC SAFETY PROGRAMS**

TRAFFIC SAFETY MATERIALS FOR YOUNG CHILDREN

AIR BAG ALERT (FOLIO)

This safety alert contains materials addressing the dangers associated with children riding in the front seat of motor vehicles equipped with air bags. The folder includes a poster/flyer, camera ready art for a hangtag, reproducible copy for use in a newsletter, and a series of questions and answers about air bags and children. Two color, 8.5" x 11", 7 panels.



Item Number	Format	Year	Audience
1P0046	Folio	1996	Advocate; Corporate; Expectant Parent; General Public; Manufacturer; Parent

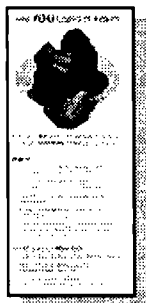
ARE YOU USING IT RIGHT?

This poster publicizes and motivates parents to read the companion brochure (1P0040) which illustrates how some safety belt systems cannot be used to secure child safety seats, and some of the common mistakes parents make when installing and using child safety seats. Full color, 18" x 24".

Item Number	Format	Year	Audience
1P1023	Poster	1995	Health Educator; Medical; Parent; Program Leader

ARE YOU USING IT RIGHT?

This brochure illustrates how some safety belt systems cannot be used to secure child safety seats, and some of the common mistakes parents make when installing and using child safety seats. A companion poster is available to publicize and motivate parents to read this information (1P1023). Full color, 12 panels, 4" x 9".



Item Number	Format	Year	Audience
1P0040	Brochure	1995	Health Educator; Medical; Parent; Program Leader

BABY SEATS, SAFETY BELTS AND YOU!

This comprehensive manual focuses on the proper installation of child safety seats using the seat belt systems most commonly in use today. Easily understood illustrations, rather than technical text, makes this manual "user-friendly." 52 pages, illustrated.



Item Number	Format	Year	Audience
1P1015	Manual	1995	Expectant Parent; Parent; Program Leader; Public Health; Health Educator

CHILD PASSENGER SAFETY

TIPS: 1 THRU 8

This compilation of illustrated and reproducible child passenger safety fact sheets discusses infant seats through boosters as well as harnesses and locking clips. Fit and installation of these devices are described. A listing of child restraint manufacturers is provided and a glossary is included. 8.5" x 11", 11 pages.



Item Number	Format	Audience
1P0835	Booklet	Expectant Parent; Health Educator; Parent; Program Leader

TRAFFIC SAFETY MATERIALS FOR YOUNG CHILDREN

CHILD RESTRAINTS AND AUTOMOBILES: AT TIMES AN UNEASY UNION

This video focuses on technical problems encountered when installing child restraints in some cars. Location of safety belt anchors and the shape of seat cushions and seat backs can make secure installation difficult or even impossible. Leading belt systems, seat cushion types and safety seat types are demonstrated, along with proper safety belt use for children and adults. Color. Total running time: 24:00 minutes.

Item Number	Format	Year	Audience
1A0644	1/2 inch VHS Video	1995	Health Educator; Program Leader

NHTSAFACTS: TRANSPORTING YOUR CHILDREN SAFELY: TRAFFIC SAFETY TIPS

This reproducible fact sheet provides information on how to use a child safety seat correctly. It includes guides for selecting the proper seat based on child size and weight, as well as information on using the locking clip. The sheet examines some problems to avoid, and discusses the dangers of using automatic seat belts and air bags with some child safety seats. Also included is an Auto Safety Hotline Vehicle Owner's Questionnaire. Three color, six panel.



Item Number	Format	Year	Audience
1P0317	Fact Sheet	1994	Expectant Parent; Health Educator; Parent

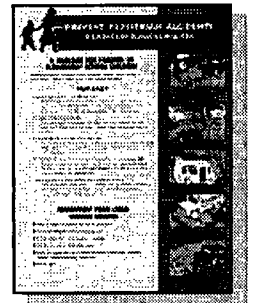
PATTERNS OF MISUSE OF CHILD SAFETY SEATS

This project addressed the patterns of child safety seat (CSS) misuse in the nation and reported on the most appropriate techniques to accurately and efficiently collect data on this issue. CSS use and misuse observations were collected for approximately 5,900 young children in over 4,000 vehicles in four states: Mississippi, Missouri, Pennsylvania and Washington. This report includes recommendations for data collection techniques and promoting proper CSS use. 80 pages.

Item Number	Format	Year	Audience
7P0073	Report	1996	Law Enforcement; Parent; Program Leader

PREVENT PEDESTRIAN ACCIDENTS: MYTHS AND FACTS ABOUT PEDESTRIAN SAFETY

This sheet includes some common myths children believe about being a pedestrian and also includes a message for parents of preschool children. Three color, two-sided, 8.5" x 11".



Item Number	Format	Year	Audience
6P0018	Fact Sheet	1990	Elementary and Preschool Students; Parent

TRAFFIC SAFETY MATERIALS FOR YOUNG CHILDREN

PROGRAM STRATEGIES FOR INCREASING SAFETY BELT USAGE IN RURAL AREAS

This report provides a guide for safety professionals for developing and implementing programs designed to increase child safety seat use. Research indicates that most children who die as a result of car crashes are not in safety seats or using a child restraint system. These types of fatalities occur most often in rural areas of the nation. A study was conducted using focus groups with young rural mothers, ages 13-29, who have children under the age of 4. Use of this forum led to the development of targeted child safety messages, activities and methods of delivery. 68 pages.

Item Number	Format	Year	Audience
7P0078	Report	1996	Government; Law Enforcement; Legislator; Program Leader; Public Health; Researcher

PROTECTING YOUR NEWBORN

This video was developed for use by prenatal instructors and others working with new and expectant parents in hospitals and other care settings. It introduces some of the key baby safety issues that new parents should consider during the first six months of their baby's life. It also illustrates how to safely transport newborn babies. The video can be used in conjunction with the Protecting Your Newborn Instructor's Guide (1P0050). Color. Total running time: 27:00 minutes.

Item Number	Format	Year	Audience
1A0116	1/2 inch VHS Video	1997	Advocate; Expectant Parent; Parent; Program Leader; Public Health

PROTECTING YOUR NEWBORN INSTRUCTOR'S GUIDE

This manual provides information to help educate parents about how to safely transport their newborn babies. It includes background information on key safety issues from birth to six months, methods for teaching safety to expectant parents, and tips for keeping baby safe at home during the first six months. A listing of resources and tools to use for information on additional safety topics is also provided. The Guide is intended to accompany the Protecting Your Newborn video (1A0116). Full color, 8.5" x 11", 120 pages.

Item Number	Format	Year	Audience
1P0050	Manual	1997	Advocate; Expectant; Parent; Parent; Program Leader; Public Health

SAFETYVILLE (WELCOME TO SAFETYVILLE) SPANISH VERSION

This is a safety-oriented coloring book for children featuring ten illustrations of simple safety steps they can follow in everyday life. They include using safety belts, bicycle helmets and life vests, as well as following safe pedestrian procedures. Also available in English (5P0165). Full color, 8.5" x 10.5", 14 pages.

Item Number	Format	Year	Audience
5P0166	Coloring Book	1995	Elementary School Students; Health Educator; Hispanic

TRAFFIC SAFETY MATERIALS FOR YOUNG CHILDREN

STRENGTHENING CHILD PASSENGER SAFETY LAWS

This reproducible fact sheet discusses the need for states to close the gaps between seat belt laws and child safety seat laws, upgrade child safety laws to eliminate exemptions, and conduct combined public awareness and enforcement campaigns, so that the percentage of safety seat and seat belt use will increase and traffic crash fatalities will decrease. Black and white, 8.5" x 11", two-sided.

Item Number	Format	Year	Audience
1P1034	Sheet	1995	Civic Group; Government; Legislator; Program Leader

TAKE VINCE AND LARRY'S[®] CRASH COURSE ON CHILD SAFETY SEATS

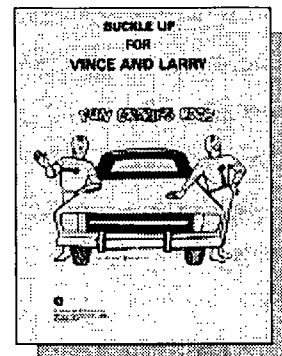
This brochure uses the crash test dummies to explain some "smashing news" about the proper way to use child safety seats. It discusses child safety seat/air bag interaction, the laws regarding safety seats, and how to find out about safety seat recalls. Full color, six panel, 3.75" x 8.5".



Item Number	Format	Year	Audience
1P1008	Brochure	1995	Expectant Parent; Parent; Program Leader; Public Health

VINCE AND LARRY[®] FUN COLORING BOOK

This is a reproducible coloring book with activity pages featuring Vince and Larry[®], NHTSA's crash test dummies. Black and white, 8.5" x 11", 12 pages.



Item Number	Format	Year	Audience
1Z0885	Booklet	1989	Elementary School Students; School Teacher

WE LOVE YOU—BUCKLE UP!

These are circular one-inch stickers of a red heart wearing a safety belt with the words, "We Love You—Buckle Up!" 36 stickers per sheet.

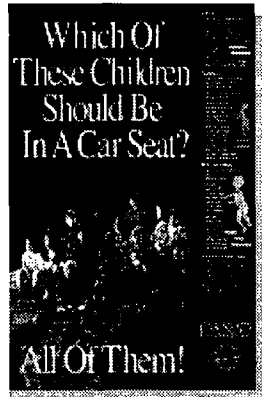


Item Number	Format	Year	Audience
1Z0408	Stickers	1984	Elementary School Students; General Public; Program Leader; School Teacher

TRAFFIC SAFETY MATERIALS FOR YOUNG CHILDREN

WHICH OF THESE CHILDREN SHOULD BE IN A CAR SEAT? (ENGLISH)

This poster is designed to inform people about the proper use of car seats for infants, toddlers, and preschoolers. Featured are a group of young children of different ages, seated. Question: "Which of these kids belongs in a car seat?" Answer: "All of them." It then explains the correct way each should be secured when riding in a car. Spanish version (1P1001). Full color, 36" X 24".



Item Number	Format	Audience
1P1000	Poster	Expectant Parent; General Public; Parent

WHICH OF THESE CHILDREN SHOULD BE IN A CAR SEAT? (SPANISH)

This poster is designed to inform people about the proper use of car seats for infants, toddlers, and preschoolers. Featured are a group of young children of different ages, seated. Question: "Which of these kids belongs in a car seat?" Answer: "All of them." It then explains the correct way each should be secured when riding in a car. English version (1P1000). Full color, 36" x 24".



Item Number	Format	Audience
1P1001	Poster	Expectant Parent; Hispanic; Parent

NAME _____

POSITION _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ DATE MATERIALS NEEDED _____

SPECIAL MAILING INSTRUCTIONS _____

[illegible]



PREVENT PEDESTRIAN ACCIDENTS PRESCHOOL CHILDREN

A MESSAGE FOR PARENTS OF PRESCHOOL CHILDREN

Here are some facts you may not know:

Preschool children are quick and often unaware of danger. Each year, many children are injured or killed when they suddenly dart into the path of a car.

Most preschoolers are injured near their home or on their own street.

Most accidents happen between 3:00 and 5:00 p.m.

Most occur in fair and warm weather.

Twice as many boys are injured than girls.



HOW CAN YOU HELP STOP THESE TRAGEDIES?

Supervise Preschoolers at ALL Times!—Preschoolers should NOT be allowed to cross the street alone. Teach them who can help them cross the street safely.

Teach by Explaining—Explain to your child the safe way you cross a street. Say: "When I cross a street, I always stop at the curb. I look for cars. I look left for any traffic coming, I look right for traffic coming that way, and I look left again. When it is clear, I cross the street and keep on looking."

Teach by Example—When you cross a street with your child, always:

- Stop at the curb
- Look LEFT-RIGHT-LEFT for traffic in all directions
- Cross when it is clear
- Keep on looking for cars as you cross

Encourage Your Child—As you both safely cross the street together, praise the child for copying your safe actions or words. Practice what you preach at ALL times.





PREVENT PEDESTRIAN ACCIDENTS ELEMENTARY SCHOOL CHILDREN

A MESSAGE FOR PARENTS OF ELEMENTARY SCHOOL CHILDREN

Below are some common myths children believe about being a pedestrian. Make certain your child knows the facts.

Myth FACT

A green light means it is safe to cross.

A green light means you have permission to stop and search for cars. Look LEFT-RIGHT-LEFT. If safe, cross and keep on looking as you cross. Be alert for vehicles making a right turn on red.

You are safe in a crosswalk.

You may cross at a crosswalk—but you must stop at the curb. Look LEFT-RIGHT-LEFT for cars. When clear, cross and keep on looking.

If you see the driver, the driver sees you.

The driver may not see you. Make certain the driver sees you and stops, before crossing in front of the car. Try to make eye contact with the driver.

The driver will stop if you are in a crosswalk—or at a green light.

The driver may not see you. The driver's view may be blocked. The driver may run a traffic light illegally. The driver may turn without looking for pedestrians.

Wearing white at night makes you visible to drivers.

Even if you and your child wear white clothes, drivers will have a hard time seeing you at night. Wear retroreflective clothing. Carry a flashlight. Walk facing traffic.

REMEMBER! YOUR CHILD SHOULD ALWAYS

Stop at edge of parked car, curb, or vehicle.

Look LEFT-RIGHT-LEFT for moving cars.

Cross when clear and keep on looking.

Walk, not run or dash into street.

Look for signs that car is about to move. (rear light, exhaust smoke, wheels turning, motor on)

Walk alert.

