

Fact Sheet: *SafetyBeltSafe U.S.A.*

Dedicated to improving child passenger safety since 1980

SafetyBeltSafe U.S.A. is the national non-profit organization dedicated to protecting children from deaths and injuries resulting from riding unrestrained in motor vehicles. Founded in 1980 by fifteen safety advocates in the Los Angeles area, SafetyBeltSafe U.S.A. is nationally recognized for technical expertise and program excellence.

Available Services

Safe Ride Helpline provides telephone counseling and interactive Web site (www.carseat.org) for parents who need help choosing or correctly installing safety seats; technical consultation and materials review for professionals and advocates.

Training for advocates, law enforcement officers, health care professionals, and staff of safety seat distribution programs. More than 230 eight-hour SafetyBeltSafe Educator Workshops have been attended by more than 7200 advocates and professionals since 1980. Also special technical seminars and standardized training program for prospective Child Passenger Safety Technicians.

Partnerships with representatives of local, state, and national agencies. Presentations at national and state conferences on traffic safety, injury control, and public health.

Public awareness campaigns, press releases, public service announcements, posters. Special activities for annual Safety Seat Checkup Week and Special Enforcement Week.

Publications and technical resources, bimonthly newsletter, brochures, reference guides, and technical updates.

Speakers' bureau, presentations and exhibits at meetings and community events.

Legislative and Regulatory Efforts

- Provided technical input for S. 2070, enacted as the child passenger safety part of the national TREAD Act of 2000, and for H.R.5504, known as Anton's law, which improves the safety of children 4 and over and mandated center rear shoulder belts, for which SBS USA first petitioned in 1986.
- Successfully petitioned National Highway Traffic Safety Administration to require shoulder belts in the outboard rear seats of all post-1989 passenger vehicles.
- Assisted the California Legislature with writing the child restraint law (1983) and subsequent improvements, including provisions to make penalties and fine allocations uniform for failing to properly buckle up any child under age 16 (1994), to require travel in the back seat for children under age 6 (2005), and to require children under age 8 to ride in the back seat in a correctly used safety seat booster and, for children 8-15, to use a correctly fitted safety belt or safety seat (2012).

- Discovered a counterfeit, illegally imported car seat in the late 1980s. Worked with the Los Angeles Police Department and City Attorney in the investigation, which led to confiscation of thousands of dangerous products and the subsequent public awareness campaign.
- Petitioned the Federal Aviation Administration to protect children under age two by requiring that they be properly restrained on aircraft.
- Successfully petitioned the National Highway Traffic Safety Administration, in concert with Safe Ride News Publications and more than 200 supporters, to void the “sunset clause” in safety belt regulations that would have ended the belt lockability requirement in December 2012. The petition was submitted in 2006, and the end of the "sunset" provision was announced on August 29, 2011.

Honors and Achievements

Executive Director Stephanie M. Tombrello, LCSW, CPSTI, has been involved in the field since the early 1970s. She received the national Award for Public Service from NHTSA in 1983 and was selected by NHTSA as primary consultant for development of the national training program in child passenger safety in the early 1990s. In 1984, she attended a White House ceremony as an invited guest at the signing of a special funding bill for child passenger safety. Ms. Tombrello served on the National Blue Ribbon Panel on Child Restraint & Vehicle Compatibility and is a nationally certified Child Passenger Safety Technician-Instructor. In 1999, she received the Annemarie Shelness Award for Lifetime Achievement in Child Passenger Safety and in 2008, the "PAL of the Year" Award from National Association of Pediatric Nurse Practitioners, Los Angeles Chapter. The YWCA of San Gabriel Valley recognized her with their Women of Achievement in Health Care award in 2014. The California Office of Traffic Safety presented her with a plaque for 35 Years of Excellence in 2016, and in 2017, she was recognized as one of the initial 18 members of the Hall of Fame by the Manufacturers’ Alliance for Child Passenger Safety.

Nationwide Insurance selected SafetyBeltSafe U.S.A. as one of three national winners of the 1996 *On Your Side* highway safety award, recognizing the “Family Safety in the Car” education program for violators as an exemplary program. Other honors include the Company Achievement Award for the Safe Ride Helpline from the Society of Consumer Affairs Professionals in Business, Greater Los Angeles Chapter, and the Diamond Mike Award from Mitsubishi Motors. Additional awards to SBS USA are the Allstate Safety Leadership Award as Regional Winner of the Community Safety Program 1999 and the California Office of Traffic Safety Award for Outstanding Achievement 2000, for state-based programs in child passenger safety. In June 2006, SafetyBeltSafe U.S.A. received the inaugural Healthy Kidz! Two Thumbs Up! Award from Children's Hospital Los Angeles and Kohl’s Department Stores.

In 2015, the inaugural Siegel SafetyBeltSafe U.S.A. Child Restraint Awards of Excellence were presented to Marc Cohen, CPSTI, volunteer SBS USA Board member and SBS USA staff Stephanie Tombrello, CPSTI, Executive Director, Adrienne Snitily, Office Coordinator, and Shawn Clinton, Office Assistant, for outstanding promotion of improved child passenger safety.

For more information about the organization or to order educational materials about safety seats and safety belts, please contact:

SafetyBeltSafe U.S.A. P.O. Box 553, Altadena, CA 91003 www.carseat.org 310/318-5111 800/745-SAFE (English) 800/747-SANO (Spanish)
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