

NEWS RELEASE

For immediate release

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Success for Pomona Kids' Safety Program; Media Demonstration Event 10/22/14

Media Event Scheduled to Announce New Program

WHAT: Safety seat checkup and Media Event

WHY: Traffic crashes are the #1 cause of death and serious injury to children, BUT 9 out of 10 children are still not properly buckled up.

WHERE: Walmart, 80 Rio Rancho Road, Pomona CA 91766

WHEN: October 22, 2014, 10:00 am – 2:00 pm (news conference 11:00 am)

WHO: Pomona Police and Stephanie Tombrello, Executive Director, SafetyBeltSafe U.S.A.

TOPICS: Incorrect use of safety seats; booster seat safety program for Pomona kids; traffic safety; model city program; collaboration with National Latino group.

(Pomona, October 16, 2014) — A flagship child safety program, hosted by Pomona Police Department, has attracted a fourth year of support. Community members and the media are invited to attend a demonstration event at Walmart to learn about the program, which is funded by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

The initiative aims to make all Pomona parents with children aged 0–12 aware of the importance of properly fitted safety seats and safety belt in protecting kids while riding in the car. Child passenger safety technicians will offer in-depth inspections of safety seats, to give families the security of knowing that their children are riding safely.

Families who wish to have their children's seats checked should call SafetyBeltSafe U.S.A. on 310-222-6860 to make an appointment.

A major focus of the program is on raising awareness of the need for children aged 5 – 12 to ride in booster seats. Checks on

several thousand children in Pomona over the last 3 years show that most children need a booster seat until age 10 to 12 — much longer than most parents realize. Children are at great risk in a crash if the safety belt doesn't fit them properly, particularly if the lap belt crosses the stomach.

The project also funds monthly safety seat checks by specially trained officers from Pomona Police Department. Correctly installing safety seats is vitally important to protect children properly in a crash. At checkups in the city in the last year, 9 out of 10 seats were found to be installed incorrectly.

Chief of Police Paul J. Capraro welcomed the continuation of the program. "This is bringing lifesaving information to our children, parents, and schools. Any death in a car crash is a tragedy, but the preventable death of a child is one of the worst scenarios our officers have to face. We're very pleased to be working with SafetyBeltSafe U.S.A. to bring these services to our city."

The program also offers a statewide helpline for parents and a safety seat inspection station at the Pomona Police Department. Any member of the community who wishes to get involved with the program is invited to call the Safe Ride Helpline at 800-745-SAFE (English) or 800-747-SANO (Spanish).

SafetyBeltSafe U.S.A. is the national nonprofit organization dedicated to child passenger safety and was founded in 1980 by fifteen Los Angeles-area safety advocates. The organization is nationally recognized for technical expertise and program excellence.

SIDEBAR

Most kids need to ride in a booster seat from about age 5 until age 10-12.

If your child isn't using a booster, try the simple test below the next time you ride together in the car. You may find that your child is not yet ready to use a safety belt without a booster.

The 5-Step Test

1. Does the child sit all the way back against the auto seat?
2. Do the child's knees bend comfortably at the edge of the auto seat?
3. Does the belt cross the shoulder between the neck and arm?
4. Is the lap belt as low as possible, touching the thighs?
5. Can the child stay seated like this for the whole trip?

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