

Ideas to Promote the Buckle-Up Message

1. Pass out pamphlets, flyers.
2. Put up posters in community, in own location.
3. Install signs and/or banners in parking lots, over streets.
4. Staff displays of safety seats, audiovisuals and pamphlets at your location and/or at community fairs.
5. Show audiovisual (at community displays, classes, waiting room, employee/service organization meetings).
6. Publish passenger safety news in local mass media, organization newsletter.
7. Usage surveys -- for your own program/school; for community.
8. Talk about passenger safety personally -- in routine service situation (e.g. health care check-ups, school curriculum, employee get-together, policy for transportation), as guest speaker; at community exhibits; on radio and TV; during traffic enforcement stop.
9. Develop an employee program, including pamphlets with paycheck; posters; usage surveys; brown-bag lunch speaker; use policy; safety seat purchase or gift program for dependents; incentive program for employee use.
10. Safety seat checkup – look for mistakes in safety seat installation and/or chance to try different brands of safety seats in car. (Requires Child Passenger Safety Technicians, good publicity, and adequate parking area.)
11. Safety seat distribution programs: loan, rent, or sell safety seats at low cost to put passenger safety education into practice. (Requires well-trained staff, some storage space, good publicity, telephone number.)
12. Gifts for "SafetyBeltSafe": Arrange for spotters to give coupons to correctly buckled up drivers and passengers over age 12; solicit donated prizes for drawing among names of "SafetyBeltSafe." Can be done by school, employer, community.
13. Teen programs include classroom education, service to community by teaching younger children, supporting poster, sign, prizes as incentives for "SafetyBeltSafe" students.
14. Celebrate Child Passenger Safety Week with posters, news stories, exhibits, city proclamations, essay-poster contests.
15. Contact SafetyBeltSafe U.S.A. for more information about training, safety seat loan/rental/purchase programs, and other resources.

<p>SafetyBeltSafe U.S.A. www.carseat.org 800/745-SAFE (English) 800/747-SANO (Spanish)</p>
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