

NEWS RELEASE

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For immediate release

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Major State Grant Awarded to Promote the Safety of Child Passengers

Pomona Police Department and SafetyBeltSafe U.S.A. partner to promote the safety of children in cars.

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

(Pomona, November 8, 2017) — Families across Los Angeles County will benefit from the multi-faceted education program aimed at reducing deaths and injuries of children in cars, as enforcement of the new law requiring parents to secure their children facing the rear of a vehicle until the age of two continues.

The Pomona Police Department and the non-profit organization, SafetyBeltSafe U.S.A., are partnering to provide education and training to help families protect their children from the risks of death and injury in car crashes. Traffic collisions are the number 1 cause of death and serious injury of children, but nine out of ten children ride at risk because they are not properly buckled up – although most parents think they are.

Stephanie Tombrello, Executive Director of SafetyBeltSafe U.S.A., welcomed the continuation of the program. “We are delighted to be given this opportunity to support families in keeping their children safe. Too many children still suffer death and injury in cars. If every child were properly buckled up, we could prevent many of these tragedies.”

With the law now requiring most children under age two to ride rear facing in the car, getting the message out to parents of the youngest children is a key focus for the project. Young children are safer when riding facing the rear.

While under-tuos are a particular focus, the project also will include teaching why booster seat use among children age 6 – 12 is critical and will provide monthly public safety seat checkup opportunities staffed by specially trained officers from the Pomona Police Department, as well as a number of multi-agency checkup events around the County. Special attention will be paid to enlisting hospitals and early child care providers in disseminating current, accurate information to their key constituencies.

Statewide, the program also offers a variety of Technical Webinars for professionals and the statewide Safe Ride Helpline for both parents and professionals with questions about how to keep children safe in the car: 800/745-SAFE (English) or 800/747-SANO (Spanish).

SafetyBeltSafe U.S.A. (www.carseat.org) is the national nonprofit organization solely dedicated to child passenger safety and was founded in 1980 by fifteen Los Angeles area safety advocates. It is nationally recognized for technical expertise and program excellence.

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