



## Child Passenger Safety Campaign Campaign Talking Points April 10, 2012

### Top Points for English PSAs:

- In a nationwide effort to make sure all parents and caregivers are properly securing their children (ages 0-12) in the right car restraint (rear-facing, forward-facing, booster, seat belt) for their age and size, the National Highway Traffic Safety Administration (NHTSA) and the Ad Council are launching new public service advertisements (PSAs) as part of their child passenger safety campaign in an effort to save lives.
- The campaign objectives are to:
  - Educate parents and caregivers about NHTSA's car seat recommendations for children ages 0-12, according to age and size.
  - Convince and motivate parents and caregivers to immediately seek more information on NHTSA's car seat recommendations.
- The new TV, radio, print, outdoor, and digital PSAs target parents and caregivers of 0-12-year-olds who think their children are in the right car seats.
- The key message of the PSAs is, "Parents who really know it all, know for sure their child is in the right car seat."
- NHTSA is also launching *Parents Central*, which contains tools and resources for keeping kids safe when in and around cars.
- The new PSAs direct audiences to [www.safercar.gov/therightseat](http://www.safercar.gov/therightseat), part of the *Parents Central* microsite, where parents and caregivers can find out if they have their children in the right car seats and learn how to install and use car seats correctly.
- A separate Spanish-language PSA campaign will be released in early May 2012.

### Key Statistics and Consumer Insights:

- Motor vehicle crashes are the leading cause of death for children age 1 through 12 years old.<sup>1</sup>
- According to a NHTSA study, 3 out of 4 kids are not as secure in the car as they should be because their car seats are not being used correctly.
- From 2006 to 2010, 4028 children (age 12 and younger in a passenger vehicle) were killed and an estimated 660,000 children were injured in motor vehicle traffic crashes – that's more than the entire population of Boston, Massachusetts.
- In 2010, on average, almost 2 children (age 12 and younger in a passenger vehicle) were killed and 325 children were injured in motor vehicle traffic crashes each day. This fatality rate could be reduced by about half if the correct child safety seats were always used.<sup>2</sup>

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<sup>1</sup> Source: Based on the latest mortality data currently available from the CDC's National Center for Health Statistics.

### **Key PSA Information:**

- The English-language PSAs were created *pro bono* by advertising agency Gotham, Inc.
- The PSAs will air in advertising time that will be entirely donated by the media.
- The PSAs will be distributed to more than 33,000 media outlets in the United States.

### **Safercar.gov/therightseat Information:**

- One-stop-shop for car seat safety information.
- Tools and resources for parents and caregivers include:
  - Educational material on car seat use and selection that helps them find out for sure if they're using the right car seats for their children's age and size;
  - How-to videos on car seat and seat belt use and installation;
  - Recall notifications;
  - NHTSA's car seat ease-of-use ratings; and
  - Where to get local help with car seat use and selection from certified Child Passenger Safety technicians.
- Gateway to NHTSA's *Parent Central* site.

### **Campaign Distribution, Social Media and Partners:**

- The TV, radio, print, outdoor, and the Web banners will be distributed on April 10.
- The PSAs can be downloaded on the Ad Council TV at [www.adcouncil.tv](http://www.adcouncil.tv).
- The TV PSAs will be posted on NHTSA's YouTube channel at [www.youtube.com/usdotnhtsa](http://www.youtube.com/usdotnhtsa) and the Ad Council's YouTube channel at [www.youtube.com/adcouncil](http://www.youtube.com/adcouncil).
- The campaign has social media channels on [Twitter](https://twitter.com) and [Facebook](https://facebook.com).

### **Campaign Background:**

- For more than 25 years, the Ad Council and NHTSA have worked together on consumer safety PSA campaigns.
- Previous campaigns targeted individual stages and projects of child passenger safety such as the LATCH system, booster seats, and seat belt campaigns.
- During the partnership related to child passenger safety between the Ad Council and NHTSA from 2005 through the third quarter of 2011, the joint campaigns received \$235,287,700 in donated media.

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<sup>2</sup> Source: CDC