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University of North Carolina  
Highway Safety Research Center  
Chapel Hill, N.C. 27514

INCREASING CHILD RESTRAINT USAGE  
THROUGH LOCAL EDUCATION  
AND DISTRIBUTION EFFORTS

Final Report

Prepared by:

Beverly T. Orr  
William L. Hall  
Lauren M. Marchetti  
Ann R. Woodward  
Donna T. Suttles

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Highway Safety Research Center

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October, 1986

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## INTRODUCTION

The strengthened Child Passenger Protection Law, passed in 1985 has had a measurable impact on the children of North Carolina who ride in automobiles. The law expanded the age range of children required to be transported either in an approved safety seat or seat belt as well as the definition of the adult required to obey this law. The population affected by the law was expanded and the educational and evaluation efforts required to support and enhance the law.

This report summarizes a year of activity aimed at increasing child restraint usage through local education and distribution efforts in North Carolina. A grant from the N.C. Governor's Highway Safety Program makes this program possible. Among the activities funded this year were HSRC staff efforts that developed and distributed material throughout the state, made educational presentations, trained local child passenger safety volunteers and conducted workshops on safety seat misuse. These workshops were an excellent source of education and resources, especially for the health and law enforcement personnel who have a strong influence on the public's perception of the effectiveness of child safety seats. Additional educational activities included liaison with state and national agencies and volunteer organizations serving as resource and referral for educators interested in child passenger safety. A summary of the actions undertaken this year by the North Carolina Passenger Safety Association is included. Another section describes HSRC efforts to coordinate ongoing safety seat rental programs and encourage expansion of programs to hospital settings. There is a discussion of a survey on this subject conducted with hospitals in the state that have obstetric units and recommendations from that survey. Public information and education efforts, including news releases, television public service announcements and brochure development is described.

One highlight of the year was the Child Passenger Safety Week, the end of February. This event was accomplished almost entirely through the involvement of the law enforcement community and generated extensive coverage by local media. HSRC developed the awareness campaign specifically for law enforcement officers. Finally, the report covers the updated evaluation of the effectiveness of safety seats based on data collected throughout the year. A summary of the observational surveys conducted this summer is included, along

with recommendations for activities aimed at groups who show a low rate of safety seat use.

In terms of goals for FY 1987, much of the educational activities will be a reflection of the information obtained from the observational surveys. Education and resource efforts will concentrate on those groups that have a low usage rate of child safety seats. Special emphasis for information and liaison activities will be with the law enforcement community. The goal is to provide law officers with training and information to assure the accurate interpretation of the laws affecting children and youth, to encourage and motivate them to enforce these laws by showing the key role they play in saving lives and reducing injuries.

## EDUCATIONAL ACTIVITIES

### Purpose

The purpose of educational activities at the UNC Highway Safety Research Center has been to disseminate information to the public on the effectiveness of child safety seats in preventing injuries and death, as well as the requirements and effectiveness of the Child Passenger Protection Law, which was reenacted and strengthened by the North Carolina General Assembly in Spring 1985. All educational materials sent out by the Center contained information on types and consequences of misuse of child safety seats. This is of particular importance now that many parents are using seats for their children -- but may not be using them correctly. The extent of the misuse in North Carolina, based on observational surveys conducted this summer, is discussed in the evaluation section of this report. Types and consequences of safety seat misuse is a theme in all training conducted by the Center. In addition, educational materials stress that using safety seats and seat belts should become a family habit.

### Development and Distribution of Educational Materials

Educational materials are available to anyone in North Carolina, upon request. This material includes audiovisual presentations on the use of child safety seats, misuse of these seats, adult occupant protection, corporate involvement in occupant protection, teen drivers, the relationship of alcohol and driving, traffic safety for school children, etc. These films and slide shows are reviewed by HSRC staff for accuracy and suitability as necessary. New films from commercial distributors are ordered and reviewed for possible purchase or referral to more suitable libraries in the state. A film and video were reviewed and purchased this year, "Children in Crashes," by the Insurance Institute for Highway Safety, and "Getting It Right: A Guide to Using Your Century Car Seat," by David Shinn and Associates. These films and reviews of others are contained in the HSRC Audio-Visual Catalogue which is updated annually. Distribution of audiovisual materials is an inexpensive method for disseminating the educational message to a wide variety of people interested in passenger safety in North Carolina. The following list illustrates those groups who have requested audiovisual material:

<u>Type of Group</u>	<u>Times Films Sent</u>
Public Schools	38
Private Pre-natal Class	20
Rental Program	3
Public Health Department	18
U.S. Forest Service	1
Health Professional	3
Day Care Center	1
Community College Class	1
Commercial Business	1
NC Agric. Extension Service	4
County Dept. of Social Service	1
Law Enforcement Personnel	10
Hospital Patient Education	4
Military Installation	1
Driver Education Class	22
CPS Program in Tennessee	<u>1</u>
Total	129

Distribution of other educational materials includes the brochure, "Growing Up, Buckled Up," HSRC instructions on tether installation, the National Passenger Safety Association "Shopping Guide," HSRC's publication titled, "A Guide to Establishing a Rental Program," rental program posters, handouts on the child passenger protection and seat belt laws, information on seat belt use during pregnancy, etc. Because of the volume of requests and related publishing costs, an inventory is kept of the brochure, "Growing Up, Buckled Up." In the past year 102,735 of these brochures were sent from HSRC in addition to uncounted numbers of brochures picked up at conferences and meetings. Every effort is made to coordinate requests for printed material with the N.C. Governor's Highway Safety Program in order to reduce costs and increase efficiency for both agencies. The information on installing a tether was very much in demand as the result of an article in Parents magazine.

In addition to production and distribution of our own educational material, HSRC staff reviews and adapts material from other sources. The Occupant Restraint Managers' workshop early this year in Albuquerque, New Mexico and a subsequent request for educational materials from the 150 attendees provided a wide variety of resources for review. Many ideas from other states have been reviewed and incorporated in the handout materials sent by HSRC.

A traffic safety curriculum for grades K-3 was purchased by the N.C. Governor's Highway Safety Program for distribution to every elementary school

in the state through the system superintendents and principals. It was called "A Safer Way for Everyday" and 1,500 individual packets were ordered. The distribution of this curriculum was the responsibility of the NC Department of Public Instruction who sent each packet out with a cover letter from Dr. Craig Phillips, Superintendent of Public Instruction. His letter and one from Dr. B.J. Campbell of the UNC Highway Safety Research Center and Paul Jones from NC Governor's Highway Safety Program can be found in Appendix A. A follow-up survey was conducted early this fall by HSRC by mailing a letter and questionnaire to all school principals who were to receive material, using the Department of Public Instruction mailing list. The questionnaire is in Appendix B. There were two purposes to the survey. First, to determine if the curriculum had been received and how it was best put to use in a school. Second was to identify other materials and forms of resources in traffic safety that would be useful to educators of these grade levels. The response rate was a low 15% or 180 out of a possible 1200. Of those responding, the following chart shows the grade in which the material was used.

<u>Grade</u>	<u># of Schools Reporting Use in This Grade *</u>
Kindergarten	52
First	51
Second	42
Third	43

(Note, \*Schools used the material in more than one grade)

Because each school's report was unique, no attempt was made to tally or synthesize the variety of responses. However, some generalizations can be made. The responding schools used the materials in conjunction with health, safety, physical education and social studies curriculum as well as integrating the information with school bus safety. Aspects of the curriculum that were liked the most included: appropriate for grade levels, colorful graphics and posters, ease of use and wide variety of possible presentations. The negative comments included: spirit masters weren't considered a creative approach and didn't last long enough for everyone to use them and the print on the activity sheets was too small. Overall, the comments on the curriculum itself were positive. Almost all the respondents indicated that they would like more material on traffic safety for these grade levels, especially posters,

stickers, ideas for class projects, video films, puppets, records, etc. A summary of the survey responses will be prepared for the NC Department of Public Instruction and NC Governor's Highway Safety Program with recommendations.

At the beginning of the year the HSRC staff initiated plans to produce and distribute a videotape illustrating successful presentations on traffic safety in the classroom. The purpose was to provide a stimulus and examples for those advocates who wanted to go in to a classroom or day care center, but did not have the useful concrete information on a puppet show, egg car crash, song, etc. Examples of successful presentations were collected along with supplemental materials including scripts, construction plans and sheet music. Individuals and groups around the state were contacted for their participation in this videotape. Before any production or scheduling commitments were firm, it became apparent that there were not enough different presentations to justify the staff time and effort required to make the videotape. HSRC staff discovered that a similar type of audiovisual presentation was planned by another national source and, therefore, the project was postponed.

#### Educational Presentations

##### HSRC staff

Educational presentations by HSRC staff are generally at regularly scheduled events, annual meetings or workshops because of the limitations of staff time and funds. Many staff presentations were to health professionals or law enforcement personnel who have a great deal of influence throughout the state on the acceptance and correct use of child safety seats by the general public. Therefore, it was decided to concentrate and target educational efforts that were useful to these two groups. The theme this year has been not only on the proper use of child safety seats but on the types and consequences of misuse. A list of these presentations can be found in Appendix C.

##### Local community volunteers/professionals

Educational presentations and publicity on child passenger protection are also conducted by advocates around the state including health professionals, childbirth instructors, service group volunteers, public school educators and others. Information on the type and scope of their activities is obtained through the quarterly reports, submitted to HSRC. About half of the active rental programs must still submit reports and many of those do not report the

full variety of their activities. A summary of those reports indicates that this year has been an active one in which volunteers worked at health fairs and demonstrations, taught school children, developed and conducted workshops for school teachers, conducted safety seat checks, worked with law enforcement staff, spoke to community groups, health professionals, retail store personnel and day care staff. Those programs in public health departments or hospitals included information on child passenger safety in the regularly scheduled prenatal and postpartum classes. Information was also distributed by means of billboards, radio talk shows, lobby displays, and newspaper articles. As indicated, these volunteers are busy and committed to reaching as many in their communities as feasible. While this list does not indicate all the activities or the total number of people reached, it does provide information that will aid in the development of future educational materials.

#### Liaison with Other Organizations

Many of the child passenger safety activities conducted by HSRC involves referral and resource liaison with state and national organizations. One HSRC staff member serves as Regional Coordinator for the National Passenger Safety Association. On a statewide basis, HSRC has coordinated educational efforts with the NC GHSP, Seat Belts for Safety and North Carolina Passenger Safety Association. In the past year, HSRC staff have attended the annual meetings of the American Public Health Association, Transportation Research Board, North Carolina Public Health Association, American Association for Health, Physical Education, Recreation and Dance. Workshops were conducted for the Vermont, Connecticut and South Carolina Passenger Safety Associations, Tri-State Conference on Occupant Protection, and North Carolina Society of Hospital Volunteers/Auxiliaries. Staff has worked closely with the North Carolina Public Health Association to select programs to receive a mini-grant in occupant protection activities from that organization. A large number of applications were reviewed and the list of recipients can be found in Appendix D. HSRC staff has served as resource and referral for these agencies, and assisted in preparing reports on these activities to the American Public Health Association.

The scope of educational activities has not been limited to just young children. HSRC staff has been involved in responding to public inquiries about school bus safety. Staff have worked on a committee to develop and plan a



Conference on School Bus Safety to be held in October, 1986. This Conference is sponsored by the Urban Affairs Institute at the North Carolina State University and HSRC staff will serve as panel members and workshop moderators.

#### Training Workshops

Training sessions for rental program volunteers and other interested people have been offered monthly at HSRC throughout the year. These have been a valuable resource to keep rental program staff up-to-date on the types of seats, the problems of misuse and provide training for new volunteers. A second training session is offered for those volunteers who want to learn how to conduct a safety seat check in their community. This session offers educational materials, resources, lecture and "hands-on" experience at a local day care center as parents pick up their children in the afternoon. In order to have a useful resource for the safety seat misuse clinic, HSRC staff developed a "Guideline for Conducting a Safety Seat Clinic." It contains general information on types of safety seats, advantages and disadvantages of each style, examples of misuse and how to correct them, tips on publicizing and setting up a safety seat check, types of seat belts and how to use them with safety seats. This guide is reviewed and rewritten based on feedback from the clinic participants. This resource is available for distribution to rental programs, volunteer agencies and other interested groups.

#### Additional Resources

The toll-free phone number TOT LINE has been a resource for anyone in the state with a question about child passenger protection, the law, types of safety seats to purchase, requests for audiovisual materials as well as other questions pertaining to occupant protection. HSRC staff spent a remarkable amount of time on the phone, a total of 370 hours (almost 47 days) responding to incoming calls this year. Another HSRC resource is the publication, Tot Line, published periodically and sent to a wide variety of groups and individuals in the state. This year three editions were produced; 4,000 copies of both the first and second editions were distributed and 2,000 copies of the third will be sent out the beginning of the next fiscal year.

### North Carolina Passenger Safety Association

One aspect of HSRC's educational activities has been its continuing role to provide counsel and support to the North Carolina Child Passenger Safety Association (NCCPSA). Following is a yearly report of its activities.

#### Background

A network of child passenger safety advocates was established at the First North Carolina Child Passenger Safety Conference in Clemmons in April 1982. A primary goal of the FY 82 child restraint project funded through GHSP was to form such a network. Approximately 300 persons attended this first conference and with HSRC's guidance, this statewide association was established. Its objectives were to assist in the coordination of education and distribution programs, to facilitate communications for disseminating practical and technical child transportation safety information and to mobilize concerned professionals, service groups and others to lobby for legislative issues pertaining to child passenger safety.

Past progress reports have outlined the formation of NCCPSA beginning with the 1982 conference in Clemmons and the continued development of interim activities through the 4th Conference held in Raleigh, NC.

HSRC has been an influential force throughout NCCPSA's development and growth. However, HSRC has been progressively diminishing its role as NCCPSA members have acquired valuable experience in conducting their own child passenger safety-related activities. Members have gained experience through training sessions and workshop participation, making presentations to groups, administering rental programs, and through advice received from the HSRC staff in coordinating and continuing NCCPSA activities. During the past year, Board meetings and committee meetings were held to plan and sponsor the following activities.

#### NCCPSA activities

Newsletter. The NCCPSA has continued to publish a quarterly newsletter entitled Carolina Belt Line. Twice a year, a questionnaire accompanies the newsletter for members to complete in reporting events occurring in their communities. The newsletter reports on Association activities, community and regional activities, research findings, publications, etc.

Child Passenger Safety Awareness Week. The week of February 23-March 1 was proclaimed as National Child Passenger Safety Awareness Week. To increase child passenger safety awareness in North Carolina, the NCCPSA, UNC Highway

Safety Research Center and the NC Governor's Highway Safety Program submitted a proclamation to Governor Martin asking him to designate this week as North Carolina Child Passenger Safety Awareness Week also. To help communities publicize this event, balloons were distributed to each police and sheriff's department across the state and to highway patrol offices requesting them. To insure that the balloons were used, NCCPSA contacted its members and requested that they check with departments about their intent to use them and to offer their assistance in planning special events to publicize the importance of child passenger safety.

North Carolina State Fair. The NCCPSA sponsored its own booth at the North Carolina State Fair in Raleigh on October 18-26. Through this effort, the NCCPSA received much-needed statewide exposure and talked with parents, grandparents and other interested persons about child passenger safety. NCCPSA solicited child restraint manufacturers to donate seats for display and received support from several persons and organizations within North Carolina to offset expenses incurred with the booth. In addition to the child safety seat display, a slide/tape show and the "Fairy Tales" display was available for viewing by fair attendees. Brochures, bumper stickers, and balloons were also supplied by HSRC and the Governor's Highway Safety Program.

Safety belt reminder stickers. The NCCPSA and the Gulf Products Division developed a sticker reminding drivers and their occupants to wear safety belts. Approximately 15,000 were printed for distribution the first time and were available at local Gulf Stations throughout the Central Piedmont. The stickers have been reprinted several times.

Other community activities. Throughout the year, NCCPSA members have participated in many other statewide, civic, and community events to promote child passenger safety and safety belt usage through presentations, displays, distributing information and recruiting members. Examples of such activities include: visiting elementary and pre-schools, Farmer's Day in China Grove, child care training conferences, health and county fairs, balloon launches, child safety seat and safety belt checks, statewide Headstart conference, and participation on the Seat Belts for Safety Advisory Council. The NCCPSA also presented a special award to Ms. Barbara Mandrell at her Greensboro concert in April in recognition of her national efforts to promoting safety belt usage.

5th North Carolina Child Passenger Safety Conference. After the 1985 conference, the Board discussed whether to hold a conference in 1986. They

felt an annual meeting and conference was important to continue interest, enthusiasm and communication in the NCCPSA.

The Conference Plans & Programs Committee used evaluations from the "Growing Up Buckled Up" workshops held during the summer of 1985 and received advice from the HSRC staff in planning an agenda which would be responsive to attendee needs. The NCCPSA Executive Director, also a member of HSRC's staff, maintained close contact with the committees in advising and directing conference activities. The Governor's Highway Safety Program also offered its assistance to recruit conference speakers, provide information and novelty items to attendees promoting safety belt usage. As in the past, the Association was fortunate to receive help from contributors (shown in Appendix E) to finance the conference. The \$1,500 scholarship fund for attendees was provided by Lowe's and Holly Farms of North Wilkesboro and enabled several persons to attend who could not otherwise do so.

A tour of Old Salem, an early bird registration and reception highlighted the activities on Sunday, April 27. Monday morning's activities began with registration and audiovisuals followed by the NCCPSA business session.

After the business meeting, a General Session was conducted. Welcomes were provided by NCCPSA President, H.T. Hollowell, Winston-Salem Mayor Wayne Corpening and Police Chief Joseph Masten. Paul Jones, GHSP Director, presented the Governor's "Saved-by-the-Belt Awards" to three North Carolina families to recognize them for wearing safety belts while involved in accidents. Award recipients were: Tanya, Lauren and Devin Rudd of Hickory; Alton, Deborah and Sterling Douglas of Greensboro; and Randy, Joan and Bradley Swift of Sophia. Mr. Jones was the keynote speaker and talked with participants about North Carolina's highway system and recognizing highway safety as a serious important health issue. Dr. B.J. Campbell, HSRC Director provided an update on the effectiveness of the child passenger protection and safety belt laws.

The two-day conference also featured regional meetings, concurrent workshop sessions on a variety of passenger protection topics, and NCCPSA business sessions. A Pig Pickin' and Bingo Party also highlighted Monday's activities. The Awards Luncheon speaker was Secretary of Human Resources, Phil Kirk. An important aspect of the two-day conference was the passage of an amendment to change the "North Carolina Child Passenger Safety Association (NCCPSA)" to "North Carolina Passenger Safety Association (NCPA)" since many

members were already targeting their efforts beyond small children. With the name change comes a commitment to focus on all passengers, not just children.

#### Future outlook

NCPSA is continuing its progress to become self-sufficient, gain added exposure, and recruit members at various events held throughout the state. One of the major obstacles impeding past progress, which has now been overcome, is tax exempt status for the Association. With the tax exempt status, NCPSA has found contributors more receptive to making donations. The tax exempt status will also allow more flexibility in sponsoring fund raisers. The NCPSA also has much needed support from the Governor's Highway Safety Program and is cooperating with them to sponsor activities of mutual benefit.

The leadership is in good hands and Board members are enthusiastic. Good contacts have also been established in the eastern part of the state where support has been minimal. It should be reemphasized that all NCPSA members are volunteers donating their own time to conduct these activities with no rewards given for their service. Their only satisfaction is knowing that needless injuries and deaths to the children in North Carolina are being prevented. Vacation days, weekends, time away from families, etc. continue to be sacrificed to promote these activities with no cost to the state.

As mentioned earlier, HSRC continues to reduce its role, but this past year, staff time and resources were necessary to assist NCPSA in meeting its objectives. It is NCPSA's opinion that a paid staff to coordinate activities would prove beneficial to its progress and future accomplishments.

## ESTABLISHMENT AND COORDINATION OF LOCAL RENTAL PROGRAMS

### Introduction

The establishment and expansion of child safety seat rental programs has been a major focal point of this continuing project since 1980. The groups running these programs have been the core of the grass roots movement which helped push the initial Child Passenger Protection Law through the Legislature in 1981 and saw to it that the law was strengthened in 1985. In 1986, we see a new type of rental programs and groups that have been slowly evolving for the past several years.

Most of the early rental programs were operated out of private homes by service clubs with a small inventory of infant carriers offered to parents in the local community. Now we see many service groups electing to abandon their programs or transfer them to county health departments or local hospitals. With more health departments and hospitals operating rental programs, health professionals are involved in the direct education and instruction of parents. We see a new volunteer group, hospital auxiliaries, becoming more involved in rental programs. The former Jaycette programs are defunct or transferred to other groups. Expanded and larger programs offer infant and toddler seats to whole counties and target low income families. There is an increased effort by volunteers and professionals to provide education to the general public and school children. The law enforcement community is involved by assisting rental program groups retrieve overdue seats, referring parents to the rental programs and working cooperatively with rental program groups to encourage child safety seats and seat belt use.

For fiscal year 1986 HSRC was faced with many problems and challenges brought about by the changes in complexion of rental programs mentioned earlier, their expanded goals, and the growing lack of volunteers, burnout and the limited time available to professionals to meet the needs of the community.

The following information documents HSRC's efforts to deal with the problems and challenges on a statewide basis. The current status of the rental programs is also provided. Updates regarding program status are obtained through quarterly reports submitted to HSRC along with contact through the toll free Totline. Less than fifty percent of the operating programs are currently under contract with the Governor's Highway Safety Program, therefore, a complete statewide picture is possible. The inventory totals discussed in

this report are based on figures from the July, 1986 quarterly reports submitted by groups required to complete a report, as well as totals from the last report submitted by groups no longer required to return the form, but still operational. Our assumption is that the latter mentioned programs' inventories remain static. Usually, we are quickly made aware of programs that stop renting seats by complaints through the Totline of the unavailability of seats in the area or by contact from the person who was responsible for the program operation. HSRC also tries to contact groups whom we have not been heard from in a long time to verify their existence and obtain a verbal update on their current inventory of seats.

#### Matching Seat Program

The GHSP/HSRC continued to offer matching safety seats to local groups or agencies wishing to establish or expand a rental program. The matching seat policy remained the same as in fiscal year 1984-85. Groups were offered any combination of Century Infant Love Seats or Pride Trimble Convertibles on a one-for-one matching basis up to a maximum of 25 seats. Groups could match with any type of new safety seat. New groups and those expanding into convertible model seats were required to attend a workshop to learn how to properly use the seats and instruct parents. Each time a group accepted seats, they signed a contract stating that they would operate the program for two (additional) years and submit reports on a quarterly basis.

In addition to providing groups matching seats, the GHSP/HSRC provides participating groups and agencies with training of individuals involved in the rental program, educational material in bulk upon request and continuous advice and consultation throughout the project duration.

#### Promoting Rental Programs in Hospital Settings

One of the project goals for this fiscal year was to work towards establishing as many safety seat rental programs in local health Departments and hospitals as possible. HSRC's experience in coordinating the state's matching seat rental programs shows that the most viable, long term programs are found in a health or medical setting. Initial pilot projects in these settings soon became integral components of agencies' continuing service to their communities. For the past two years there has been a significant increase in the number of service groups who have transferred their rental

programs to local hospitals or health departments. HSRC encouraged and facilitated each transfer.

Several years ago, HSRC worked with the N.C. Hospital Association to encourage Association member hospitals to provide education to parents of newborns about the need to transport their infants in safety seats and, if possible, to operate rental programs within their facilities. The Association, although providing modest support, was unable to help due to staff changes and policy. This fiscal year, HSRC bypassed the NCHA and primarily worked with the N.C. Society of Hospital Volunteers/Auxiliaries.

With the support of the President of the Society, HSRC developed information packets that were distributed at the Society's state convention. HSRC staff made a presentation at each of the Society's Hospital Auxiliary Presidents' Seminars in Hickory, Chapel Hill, Erwin, Lexington, Wilson and Concord. The presentations covered information about the current seat belt and child restraint laws, their effectiveness, types of seats, their misuse and resulting consequences. The Society Presidents were strongly urged to consider the establishment of a rental program in their affiliated hospitals.

Additionally, a questionnaire shown in Appendix F was developed to determine the extent of involvement and interest of hospital volunteers/auxiliaries in operating a child safety seat rental program. Forty-eight questionnaires were mailed to the Presidents in each district of the North Carolina Society of Hospital Volunteers/Auxiliaries. Thirty-three surveys were completed and returned. Of those returned, seventeen indicated that the hospital their group was affiliated with had an operational safety seat rental program and one planned to start a small program in early Spring, 1986. Fifteen indicated that their hospital did not have a rental program currently in operation. Six of the fifteen indicated no interest without comment. Two of these six groups, however, requested information about the program and one indicated they had information about rental programs.

The remaining nine made the following remarks as to why their hospital did not have an operational program: (1) tried -- too many headaches -- stopped program, (2) hospital did not have maternity facilities, (3) hospital sells seats in gift shop, (4) rental programs in the area meet the needs of the community, (5) no storage, and (6) committed to other projects.

Utilizing the North Carolina Hospital Association Directory, HSRC mailed a questionnaire to the Head Nurse - Newborn Nursery/Pediatric Department of each



hospital affiliated with the Association. The questionnaire shown in Appendix G inquired about each hospital's current child passenger safety activities, average monthly births, interest in establishing a rental program, and current policy or program regarding employees seat belt use. Enclosed with the questionnaire was a description of the GHSP/HSRC matching seat incentive program and details of how hospitals can participate.

One-hundred fifty questionnaires were mailed in January, 1986. Sixty questionnaires (40 percent) were completed and returned. Of the sixty hospitals responding, ten did not have an OB unit and/or young patients. HSRC reviewed and analyzed the remaining 50 questionnaires. A variety of child passenger safety activities were listed. The person completing the form was asked to checkmark as many as apply regarding their hospital's current activities. The responses were as follows:

o Distribute CPS brochures, info in display racks	20
o Provide CPS brochures, info in maternity admission packets	21
o Hospital prenatal classes, lamaze classes:	
- discuss the importance of using child safety seats	33
- refer parents to in-hospital or local rental program	27
o Has a policy that <u>requires</u> hospital personnel to discuss the use of child safety seats to mothers of newborns	23
o Has an ongoing in-hospital rental program	18
- operated by hospital staff only	5
- operated by service group or hospital auxiliary	9
- operated by both hospital staff and volunteer group	4
o During post-partum stay hospital staff refer parents to a local rental program	22
o Show a videotape or movie on CPS at post partum stay	10
o Has a policy which <u>mandatorily</u> requires that newborns leaving hospital are in child safety seats	7
(Not mandatory, but strongly urge)	4
o Sells child safety seats	4
o Provide free child safety seats	1

The most significant and positive information derived from this section of the questionnaire is that most hospitals completing this section either have their own in-house program or refer parents to local programs. Also the fact that 23 hospitals require hospital personnel to discuss the use of child safety

seats shows a significant change in attitude and priority from several years ago regarding child passenger safety and accident prevention.

The hospitals were asked to indicate the average number of births per month and the percent of newborns leaving the hospital in a child safety seat (whether purchased or rented). The table below indicates the median percent of newborns discharged restrained.

Table 1. Median Percent of Newborns Leaving Hospital in a Child Safety Seat.

<u>Births Per Month</u>	<u>No. of Hospitals</u>	<u>Median % Discharged Restrained</u>
0	6	X
1-20	13	99
21-50	13	80
51-75	3	80
76-100	5	90
101-150	3	95
151-200	3	90
201-500	4	95

The median percent of all discharged newborns riding home restrained is 95 percent. This is a remarkable figure and reflects the effects of legislation and education on the increased use of child safety seats.

Sixteen hospitals not already involved in an in-hospital rental program requested and received information about the GHSP/HSRC matching seat rental program. Sixteen other hospitals not involved in a program did not want additional information because seven referred parents to local programs, two sold safety seats, one gave away seats to newborns, one had a space problem, two had discussed the program idea and decided they didn't want to get involved, and three made no comment.

Five hospitals out of the sixty who responded had any policy or program encouraging employees to buckle up. Obviously, HSRC must emphasize in future education efforts, the need for employers, especially those providing health care services, to take a leadership role in promoting seat belt use on and off the job.

No hospital established a rental program as a direct result of HSRC's contact with the newborn nursery personnel and the Presidents of the Hospital Auxiliaries. Almost all hospitals that responded either had an existing rental program or referred their patients to a local program which they felt met the needs of the community. It is assumed that many hospitals feel there is little need for a rental program since so many (95 median percent) ride home restrained. Durham County General Hospital is in the planning phase of establishing a rental program and Duke Medical Center has contacted HSRC about the possibility of setting up a program. No other hospital that received information packets has made any further inquiries. HSRC will continue to pursue hospitals that have expressed interest.

#### Current Status

There are currently 134 ongoing rental programs across the state offering 18,907 seats for rental (15,921 infant car carriers and 3,937 toddler and booster seats) Appendix H provides a listing of Operational and Potential rental programs.

As stated in the introductory the inventory totals are based on the last quarterly report submitted by groups/agencies. With many programs not required to submit reports in the last year, the inventory totals can only be considered an estimate. The inventory of seats show an increase of only 183 safety seats from last year. Each year, inventory figures are based on the number of matching seats provided by the GHSP and the local groups. However, in this year's third quarterly report, program representatives were asked to show inventories based on the matching seat totals minus the number of seats lost due to nonreturn, defect or wear since their program start. Therefore, even though hundreds of seats were purchased by the programs or provided by the GHSP, the subtraction of seat losses offset the new purchases -- thus the small increase from the September, 1985 inventory.

During this fiscal year seven groups or agencies signed initial contracts, 14 renewed their contracts, 5 completely stopped program operation and 5 transferred their programs to other groups/agencies. There are currently 4 programs in jeopardy of shutting down. Nineteen groups/agencies have expressed continued interest in establishing a rental program in the future and remain on the potential program list.

### Geographic Distribution

All but ten North Carolina counties have at least one rental program within their boundaries. One of the ten is served by a neighboring county. Of the remaining nine counties, three have groups that have expressed interest in establishing a program in their county. The geographic locations of the operational and potential programs across the state are shown in Figure 1.

### Types of Groups Involved and Program Settings

Rental programs are operated out of a variety of settings. HSRC has encouraged the establishment of programs in hospitals and health departments where they become a permanent service offered to clients. Volunteers often work cooperatively with the health care professionals in operating these programs and sharing in the education and training of parents. Such programs continue to be the strongest, largest and most viable programs.

Most groups who wanted to discontinue their programs transferred them to a health department or hospital. Of the existing 134 programs, 45 rent seats from health departments, 31 from hospitals, 21 from offices or businesses, 16 from homes, 2 from the Red Cross, 2 from Police Departments and 17 from a variety of settings including a rescue squad headquarters, home extension centers, a day care center, a head start center, churches, and a library. HSRC is hoping that the newly established rental program by Pender East Rescue Squad will serve as a model for other rescue and public safety personnel across the state.

When working cooperatively together to operate rental programs, health professionals usually provide the education and referral and the volunteers conduct the demonstration of the proper use of seats and handle the paper work and clean seats. HSRC will continue to encourage the health, medical and safety professionals to get involved in rental program activities so they may all serve as role models in promoting health and preventing needless injuries.

### Training Volunteers and Professionals

HSRC continues to train all volunteers and professionals involved in local rental programs. Training is accomplished primarily by groups or agencies sending representatives to attend one of HSRC's monthly infant/toddler training workshops. Participants receive information about the latest state of the art, the effectiveness of the state's restraint laws, instruction on how to set up



and maintain a rental program and how to properly use safety seats. Participants may also attend a workshop on how to conduct a safety seat check clinic which is offered the following day. Guidelines, posters, bulk handout material are also provided along with resource information for future reference. A more detailed description of the Safety Seat Clinic training is described in the section on educational activities.

As stated earlier, many groups have turned their programs over to new groups and there is also a constant turnover of volunteers in operational programs. We encourage group representatives to send anyone new to the program to one of our monthly workshop sessions. Health departments and hospitals send newly assigned health educators and/or nurses to the workshops. Many of the newcomers to volunteer programs do not attend even though they are aware of the training program. HSRC stresses the importance of training and concern over liability in all communication to rental program contacts and sends out information about how to register for the workshops with each quarterly report mailing. The groups and types of training are listed in Appendix I.

#### Utilization of Quarterly Reports and Feedback Information

All rental programs under contract with the GHSP submit quarterly reports to HSRC for a period of two years from their last contract date. This is handled via a questionnaire designed by HSRC which is mailed to all operational and potential programs every three months. Along with requesting standard information needed to update HSRC's computer files, different questions are asked to help HSRC identify problems, activities and trends.

HSRC is unable to obtain completed returns from all operational programs because many of the original programs' contracts have expired and some programs never signed contracts with the GHSP. HSRC requests those programs whose contracts have expired to complete the questionnaire on a voluntary basis, but only a few respond.

When the quarterly reports are mailed out, HSRC takes the opportunity to provide feedback to the programs based on information from the previous quarterly report as well as HSRC's national network of contacts and resources.

The following provides a summary of responses and comments which have and will be shared with the rental programs.

1. Program contacts are asked to describe educational activities beyond that of renting out seats during each quarter. Such outreach activities are summarized in the education section of this report. HSRC has and continues to train trainers and it is quite obvious that many rental program volunteers and professionals conduct an array of educational activities targeting children and parents.
2. HSRC determined that the standard deposit for an infant car carrier was \$10.00 although many programs required only a \$5.00 deposit while some were requesting a \$15.00 deposit. Almost all charged a rental fee of \$5.00 (or fifty cents per month) for a nine month rental period.

Most programs offering convertible models varied, requiring a \$5.00, \$10.00 or \$15.00 deposit with a rental fee of either \$5.00 or \$10.00 for a one year rental period. No set deposit or rental fee could be identified. Most programs offered a renewal option, again with considerable variation in the terms of the extension. Some offered an extension of one year, some up to age two while others left the terms open ended and charged a fee ranging from fifty cents to \$1.25 per month.

3. Volunteers and health department staff members involved in programs cleaned seats free of charge or as part of their professional job tasks. Hospitals typically had seats cleaned by housekeeping or maintenance personnel (environment and services personnel). Only two programs paid to have someone clean seats. One health department paid a student \$2.00 per seat and a service club paid either a teenager or one of the club members \$1.50 for cleaning infant seats and \$1.00 for cleaning toddler seats.
4. Programs reported ten accidents involving rental seats while transporting an infant or toddler in the first three quarters of this fiscal year. The infants and toddlers sustained minor or no injuries.
5. A substantial number of safety seats were lost due to accidents, non-return, cracks, wear and tear, theft, fire and infestation. As expected the greatest losses were seats rented from hospitals and health departments that serve whole counties and/or target low income families. The second major reason for loss was due to cracks in the Century Infant Love Seats. Century Products announced a product recall on these seats so many programs were able to exchange these seats for new ones free of charge. However, the company would not accept seats that were over two years old. Due to this policy some large programs lost as many as 30 to 45 seats due to product defect.
6. Beyond warning letters, for non-return of seats, many programs indicated that they seek the assistance of the sheriff's department and/or pursue through the courts.
7. Initial and updated training of volunteers continues to be an issue. Programs with small numbers of personnel indicated that staff had been adequately trained (with at least 2 hours of instruction). However, where there were large numbers of personnel involved, often only a

small percentage of workers had been trained. HSRC immediately sent out an update of the training workshop schedule and warned program managers of the possible consequences of inadequately trained personnel.

#### HSRC In-House Programs

HSRC continues to offer short term rentals to parents and grandparents living in the Chapel Hill area. The program is not advertised because staff is limited in the amount of time they can devote to this community service. Storage space limits the ability to stock a wide range of safety seats. The primary purpose of the program is to allow the child restraint staff to obtain hands on experience with newly marketed seats. By testing new seats for comfort and usability, we can provide rental programs and parents calling on the Totline with valuable information about the advantages and disadvantages of various makes and models of seats based on real world experience. Most of our clientele are grandparents who have visiting grandchildren. Sometimes we will rent a seat on an emergency basis to fathers of newborns who face the prospect of transporting their infants home unrestrained from the North Carolina Memorial Hospital.

The tether anchor installation service is also provided by HSRC. The number of anchors installed is slowing down because only one manufacturer is currently offering a safety seat which requires a tether. Again this program is not advertised. The service is offered once a week as a service to the Chapel Hill community.

#### Rental Program Overview: Yesterday, Today and Tomorrow

Rental programs started up and expanded because parents who could not afford to purchase a seat needed a source to rent a seat for a small deposit and minimal rental fee. The rental seat provided the protection they wanted for their children and made it possible for them to comply with the Child Passenger Protection Law that went into effect in July, 1982. Year after year we watched more and more children riding restrained, not just because of the law, but because the level of awareness of the need to restrain children while riding in an automobile was mushrooming. Young mothers belonging to service clubs were anxious to establish rental programs in their communities. Rental programs were "the new service project" that the Jaycettes, Jr. Women's Clubs and other service groups wanted to start up. They were eager and excited.



Safety seats are now a part of the layette purchase for most parents. A survey of hospitals shows a 95 median percent of discharged newborns riding home restrained. Service groups who established the initial programs grow tired of the demands on their volunteer time. Programs that have expanded and have been in operation for years have major problems with seat loss due to nonreturn, wear and tear, product defect and lack of volunteers. We see programs turning the responsibilities of program operation to new group members who have been inadequately trained. Many programs are in jeopardy -- unable to find other groups willing to take over the program.

More programs are now run by health departments and hospitals than ever before. Much effort has been made in the last several years to encourage health departments and hospitals to run programs. It might be the case, however, that the majority of health departments and hospitals who have the ability, staff and time to run these programs are already operating programs. Most of the health departments that set up a rental program this past fiscal year took over a program that a local service group did not want to continue. They felt that their clients needed this service.

What does the future hold for rental programs? If one were to guess, based on the current program status and the fact that as of October, 1986 no more matching seats will be offered as an incentive, one would conclude that there will not be as many rental programs next year and fewer in subsequent years. However, programs operated in hospital and health department settings and run jointly by health professionals and volunteers will continue. More programs will opt to sell seats at a reduced price rather than rent seats.

Rental programs have served North Carolina well. They were established to meet a critical need and the volunteers and professionals involved in these programs can feel a great sense of accomplishment. The "golden years" for rental programs have past, but not without having made a major impact. Many programs will continue to serve their local communities and target low income families. HSRC will continue to encourage new groups to get involved, assist groups in the transfer of their programs and encourage and provide training to all who request our help.

## PUBLIC INFORMATION AND EDUCATION ACTIVITIES

### Introduction

Because of delays in the production of some of the public information materials, HSRC requested and was granted a 90 day extension (through December 31, 1986). All of the activities listed below have taken place; however, the production of some of the materials developed will be completed during the extension period. A fifth quarter report will be submitted at the end of December itemizing the production activities occurring during the extension period.

This year's major public information and education efforts were focused on the strengthened child passenger protection and new adult seat belt laws and the misuse problem associated with child safety seats. Particular emphasis was placed on obtaining the participation of the enforcement community. The celebration of child passenger safety week was perhaps the most successful event for meeting that objective.

### Child Passenger Safety Week

Governor Martin proclaimed the week of February 23 through March 1, 1986 "Child Passenger Safety Week." In cooperation with the North Carolina Child Passenger Safety Association, HSRC developed an awareness campaign specifically designed for law enforcement officers. Police and sheriff's departments across the state were contacted and sent a copy of the Governor's proclamation, question and answer sheets about the N.C. seat belt and child passenger protection laws, suggested radio scripts for public service announcements, a package of 250 balloons imprinted with a safety message (150,000 balloons in all) and a list of ideas for promoting CPS week. Each agency was asked to return a preprinted postcard which provided space to describe their activities.

Over 125 cards, letters, photos and newspaper articles outlining events were returned. With information from the completed postcards and follow-up telephone interviews, HSRC prepared a special issue of Tot Line covering the CPS week activities (Appendix J). In addition to the usual HSRC mailing list, this special issue was sent to all police and sheriff's departments in the state and distributed at the Child Passenger Safety Conference in Winston-Salem. Agencies that sent us information about their activities were sent thank you letters along with their copies of the newsletter.

The innovative ideas and the cooperative spirit of the projects were very impressive. This was the first time that a comprehensive child passenger safety campaign was able to reach across the entire state and capture extensive local media coverage, and it was accomplished almost completely through the involvement of the law enforcement community.

#### North Carolina Conference on Child Passenger Safety

The 5th Annual North Carolina Conference on Child Passenger Safety, held April 27-29 at Winston-Salem, was another event that generated much statewide publicity. A pre-conference news release announced the event and was accompanied by a media alert advising the press of key topics. Receiving particular media interest were the presentation of "Saved By the Belt" awards, and workshops on seat belts on school buses, transportation for handicapped children, and enforcement of the seat belt law.

Four releases were distributed the first day of the conference to coincide with the presentation of the "Saved By the Belt" awards presented to three families whose children were spared serious or fatal injuries because of child safety seats and seat belts. These releases went to the regional media of the recipients. In addition, six regional releases announced the winners of the community service awards presented on the second day of the conference. These releases went to the Raleigh (2 award winners), Wilmington (4 award winners), Buncombe County (2 award winners), as well as McDowell County, Yadkinville and Charlotte media. Hometown releases were prepared for participants to fill out during the conference and were sent to their local newspapers.

#### Media Activities

##### Press releases

Several press releases were distributed this year informing the public on the progress of the new seat belt and strengthened child restraint laws. The media was very responsive and the releases generated follow-up articles and editorial comments. Releases distributed this year included:

October, 1985 - Press Release and Audio Tape  
Subject: Belt-Wearing Rates Prior to Seat Belt Law

November 25, 1985 - Two Press Releases and Audio Tape  
Subject: "All American Buckle Up Week"  
New Law Prompts More Belt Wearing

December, 1985 - Press Release with Carolina Poll and Audio Tape  
Subject: N.C. Drivers Favor Seat Belt Law

December, 1985 - Two Press Releases, Companion Radio PSA's and Audio Tape  
Subject: Reminder to use child safety seats during holiday travel; N.C. Parents are Failing to Buckle Up Children Properly

February 18, 1986 - Press Release with NCDOT/GHSP  
Subject: New Child Passenger Law Has Positive Effect  
Child Passenger Safety Week Proclaimed by Governor

April 9, 1986 - Press Release with NCDOT/GHSP  
Subject: New Belt Laws Save 1600 from Death or Injury

April 21, 1986 - Press Release  
Subject: Announcement of N.C. Conference on Child Passenger Safety

April 28, 1986 - Four Press Releases  
Subject: "Saved By The Belt" Award Winners

April 29, 1986 - Six Press Releases  
Subject: Community Service Award Winners

May 6, 1986 - Press Release with NCDOT/GHSP  
Subject: Statistics Show Increased Use of Child Safety Seats Has Cut Fatal and Serious Injury Rate in Half

September 10, 1986 - Press Release and Audio Tape  
Subject: Seat Belt Laws Save 400 American Lives

September 30, 1986 - Press Release and Audio Tape  
Subject: Injuries Down and Fatality Trend Levels During First Nine Months of Seat Belt Law

Television public service announcements

Two thirty-second television PSA's were produced in September for release in October. The PSA's were produced by WRAL-TV and shot at Seymour Johnson Air Force Base. One featured the commander of the 335th Tactical Fighter Squad talking about safety and seat belts. The other featured Michael Jordan, NBA basketball star, with fighter pilots in a "top-gun" theme. The message was that, just like the best pilots, Michael Jordan buckles up. The interaction between Jordan and the pilots gave the PSA strong appeal for older children and young adults.

Because of the effort to secure celebrity talent, the production of PSA's were delayed several times. Two PSA's that were to feature Jim Valvano had to be cancelled after several unsuccessful attempts at scheduling. A third PSA

will be shot during the extension period along with companion radio PSA's. The spot will be aimed at the under-age-six group and will emphasize the law and the need to use seats and belts correctly.

#### Tot Line Newsletter

Three issues of Tot Line were produced this year. The winter issue covered the changes in the child restraint law and the details of the new adult belt law. Contained within the issue were reproducible handout sheets: question and answer sheets on the child passenger protection law and seat belt law and a 1986 child safety seat shopping guide. This issue was distributed to a mailing list of 1,500 people across North Carolina and several thousand extra copies were distributed at the NCCPSA Conference and Traffic Records Workshops for law enforcement officers.

In April, a special issue covered the activities that occurred during child passenger safety week and listed all the participating agencies. This issue is discussed under Child Passenger Safety Week and is included as Appendix J.

A third issue was produced with lead stories dealing with the controversial NTSB seat belt study and an evaluation of state seat belt laws. Since the N.C. Child Passenger Safety Association has changed its name to N.C. Passenger Safety Association and likewise expanded its goals, a survey was contained in this issue to canvas our readers about what directions they would like the newsletter to take. Information regarding those on our mailing list and whether they would like more information about other areas of highway safety or injury prevention in general will help to shape future issues of the newsletter.

#### Revision of Existing Materials and New Materials Development

This year 100,000 copies of the brochure, "Growing Up Buckled Up" were printed. An updated version including more information about restraining older children and the adult seat belt law will be printed in quantity during the extension period.

The National Passenger Safety Association's safety seat shopping guide was adapted for North Carolina distribution and printed in quantity. New handout materials were developed on the expanded child restraint law and seat belt law.

These fact sheets were printed in Tot Line, distributed at the state fair, sent out with press releases and made available to local groups.

In an attempt to deal with specific misuse problems, an information piece on how to use the Century Infant Love Seat was developed. This piece is designed for distribution to rental programs that deal with that particular seat. If this approach -- limiting the information parents receive about misuse to the types of seats they have -- proves to be effective, information pieces on convertible models and booster seats will be developed under next year's project.

#### Production of Certain Public Information and Education Materials

Items produced under this task include television and radio public service announcements, balloons for child passenger safety week, and the printing of the revised "Growing Up Buckled Up" brochure.

Two PSA's which featured Michael Jordan and pilots at Seymour Johnson Air Force Base were produced by Raleigh TV station WRAL. Because WRAL-TV volunteered their production services for the PSA's, the quality and complexity of the spots are far superior to that which the project could have afforded to pay for. The project only paid the cost of duplication and distribution. A third PSA and companion radio PSA's will be produced and distributed during the extension period through the Agency for Public Telecommunications.

A television PSA was planned to feature Jim Valvano, N.C. State basketball coach, as a spokesperson for child safety seats and the misuse problem. However, communications with Valvano were difficult and after several unsuccessful scheduled shootings, HSRC could no longer justify spending additional funds on the PSA. Unfortunately, HSRC had to pay the Agency for Public Telecommunications approximately \$500 in set-up production charges for one scheduled shooting of the PSA for which Valvano failed to appear.

One hundred and fifty thousand balloons were purchased for use during Child Passenger Safety Week. These balloons were imprinted with the safety seat logo and were distributed in bundles of 250 to all North Carolina police and sheriff's departments.

The remaining funds will be spent during the extension period to supplement the printing of the revised "Growing Up Buckled Up" brochure.

## EVALUATION ACTIVITIES

Efforts were begun in North Carolina in 1977 (FY78) to promote the use of safety seats and belts for children in cars. These efforts were begun in order to combat the leading threat to children -- deaths and injuries due to automobile accidents. Over the years, much progress has been made in combating this problem, but as will be seen, there is still much progress to be made in this area.

### Analysis of North Carolina Accident Data

Table 2 gives an overview of the restraint and fatality status of children in North Carolina accidents during the past 12 years. Restraint usage rates in accidents have dramatically increased since 1978 when these efforts were begun.

Table 2. Restraint Usage for All 0-5 Year Old Occupants  
in N.C. Crashes and Number of Fatalities Per Year.

<u>Year</u>	<u>% Restrained*</u>	<u># Killed**</u>
1974	5.4	28
1975	5.0	29
1976	4.6	26
1977	5.9	28
1978	4.7	36
1979	7.0	24
1980	10.5	18
1981	11.0	22
1982	17.4	17
1983	25.1	21
1984	34.4	20
1985	61.8	23

\*Either by safety seat or belt.

\*\*Ten fatalities, one each in 1981 and 1982, two in 1983, and three each in 1984 and 1985, were restrained. All other fatalities were unrestrained.

It is clear that restraint usage rates have been dramatically climbing since 1979 after educational efforts were begun in 1978. Not surprisingly, the largest jumps in usage rates occurred in conjunction with legislative acts in

1982 and 1985. The initial Child Passenger Protection Law became effective July 1, 1982 but required only that children less than two being driven by their parents be restrained. In 1985, the law was expanded and strengthened to require all children less than six to be restrained regardless of who is driving. Thus, through widespread educational campaigns and effective legislation, restraint usage rates were increased in seven years from less than 10 percent of our children protected in crashes to almost two-thirds.

The fatality figures are also encouraging but reveal that much work still needs to be done in protecting our children. Prior to 1979 when usage rates began to increase, fatalities were averaging 29.4 per year. Since 1979, fatalities have averaged 20.7 per year. One may wonder, however, why the number of fatalities for 1985 was only one less than 1979, even with a restraint usage rate of 62 percent. It appears that there are several factors operating to keep this number up. One is exposure. That is, in 1979, 13,868 children between ages of 0-5 were involved in N.C. car crashes. In 1985, however, 15,156 children were involved. The higher restraint usage rate for 1985 was associated with a decrease in the fatality rate from 0.17 percent to 0.15 percent. If the 15,165 children in 1985 had been killed at the same rate as in 1979, 26 fatalities probably would have occurred rather than 23.

Another factor affecting these figures is the difference in fatal and serious injury rates for restrained versus unrestrained children. As shown in Figure 2, the restraint usage rate for children less than two (covered by the initial law) has increased from 31 percent prior to the law to 86 percent during the past year after the law was expanded. While the usage rate for 2-5 year olds also increased substantially since 1982, the largest increase came after the expanded law went into effect in 1985. Figure 3 plots the fatal plus serious injury (K+A) rates for 0-1 year olds and 2-5 year olds during this time. For both age groups, the K+A rates for unrestrained children have been increasing across time. At the same time, the K+A rate for the restrained 0-1 year olds has increased only slightly across time (probably due to the increased exposure of more children to the most severe crashes and/or high levels of misuse of safety seats) and the rate for the 2-5 year olds has stayed almost level. Since the 0-1 year olds have had a much larger proportion of children restrained, with a lower K+A rate, the overall K+A rate has been declining since 1982. On the other hand, the relatively small increases in restraint usage rates for the older children has had the effect of keeping the



Figure 2. Restraint Usage Rates For Accident Involved Children, 1982 through June, 1986.

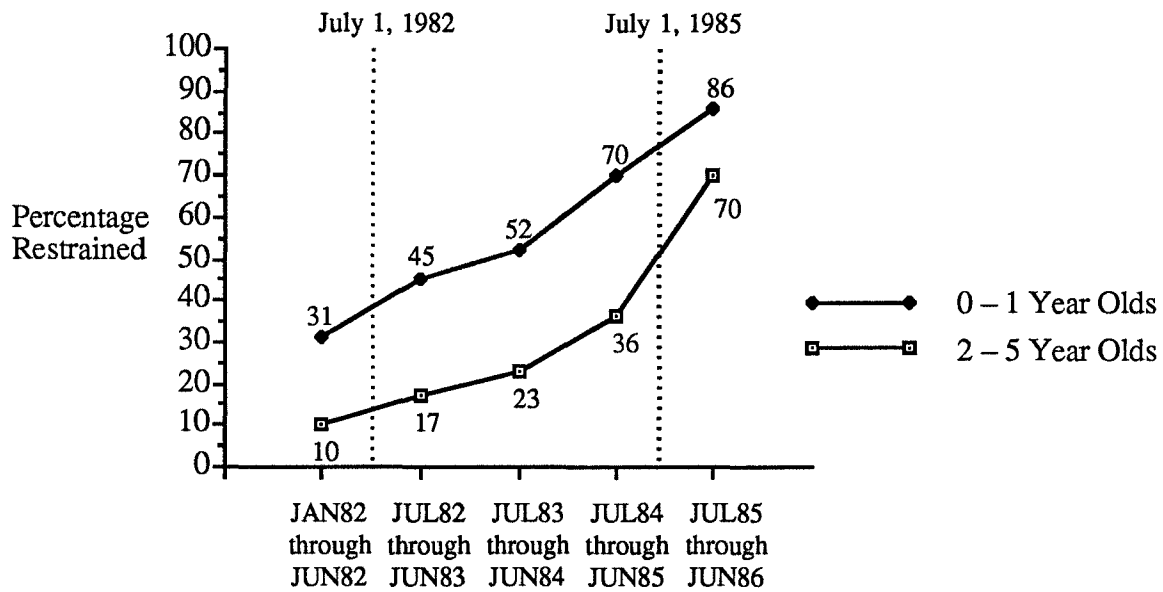


Figure 3. Fatal plus Serious Injury Rates For Accident Involved Children, 1982 through June, 1986.

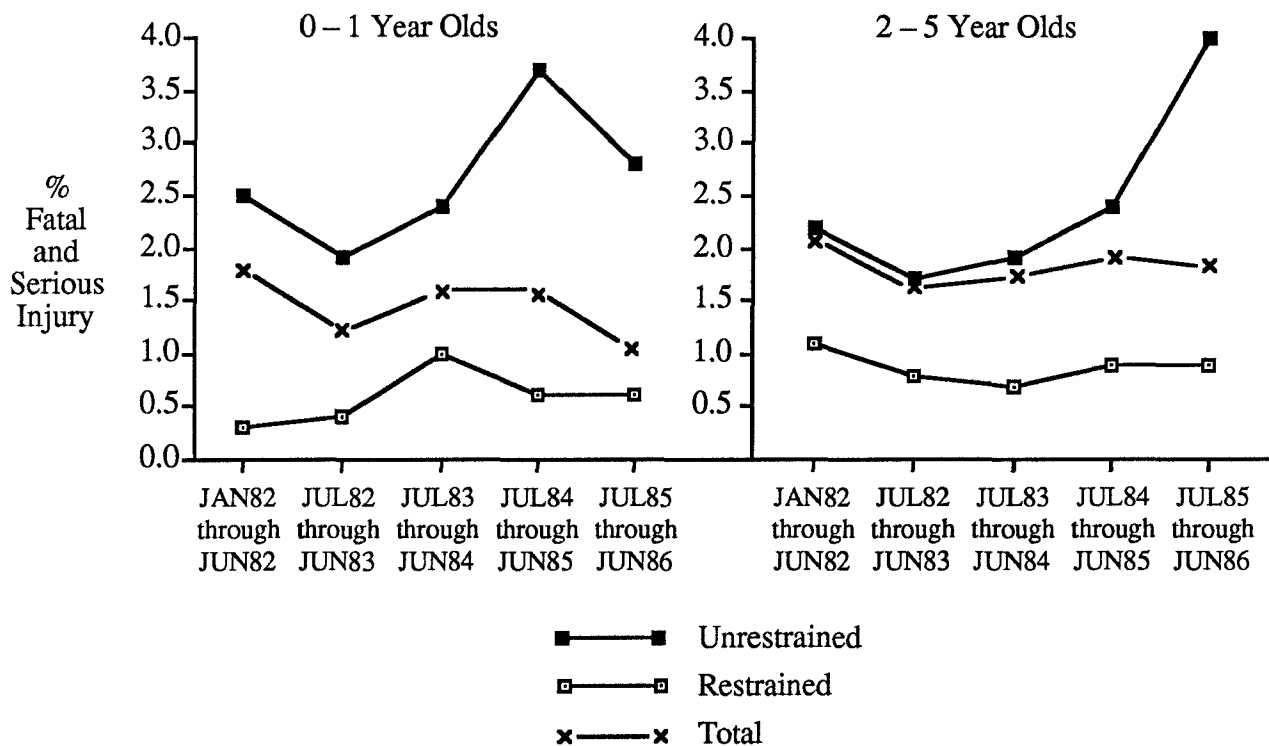
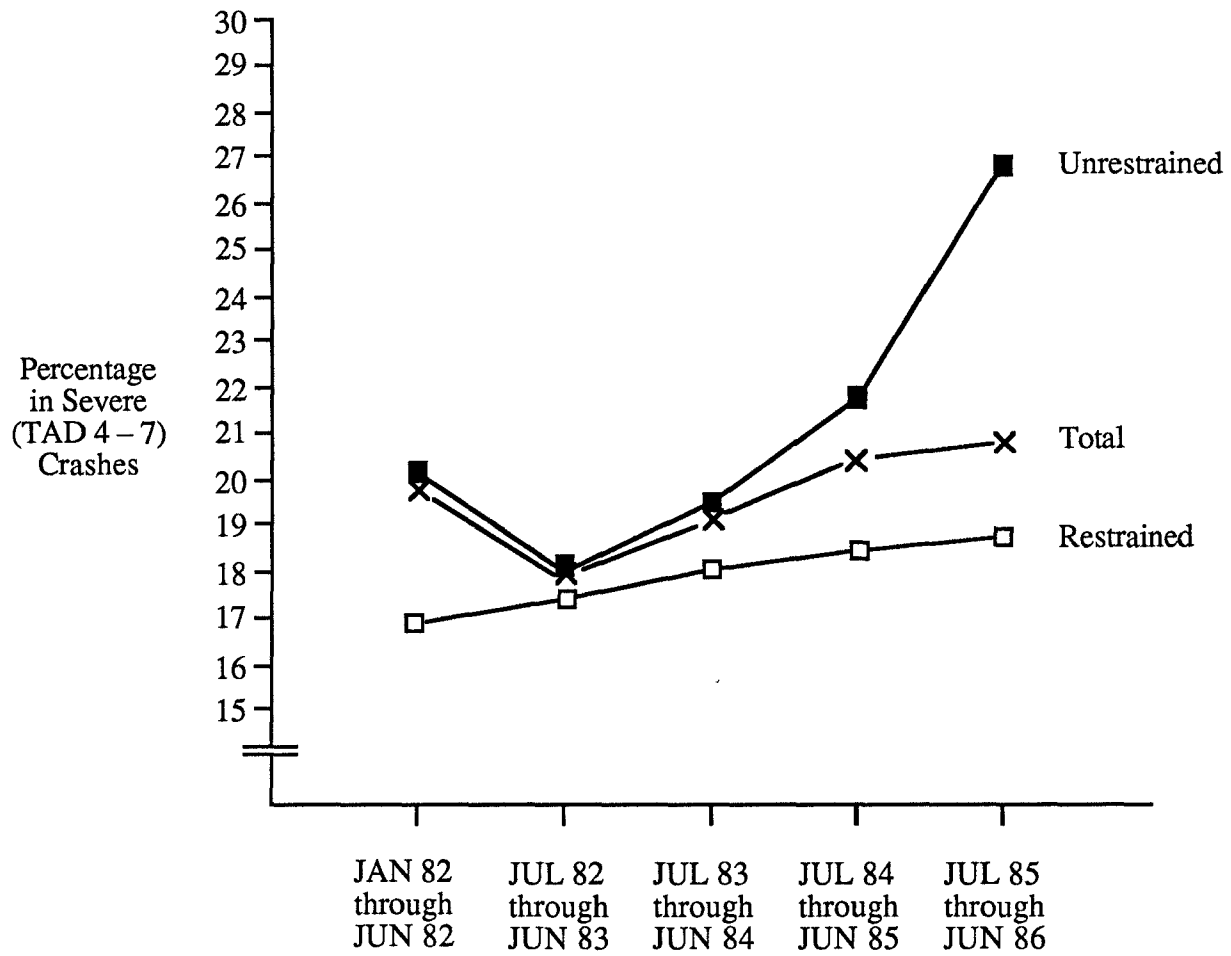


Figure 4. Proportion of Restrained and Unrestrained 0 – 5 Year Old Children in Severe (TAD Severity 4 – 7) Crashes, 1982 through June, 1986.

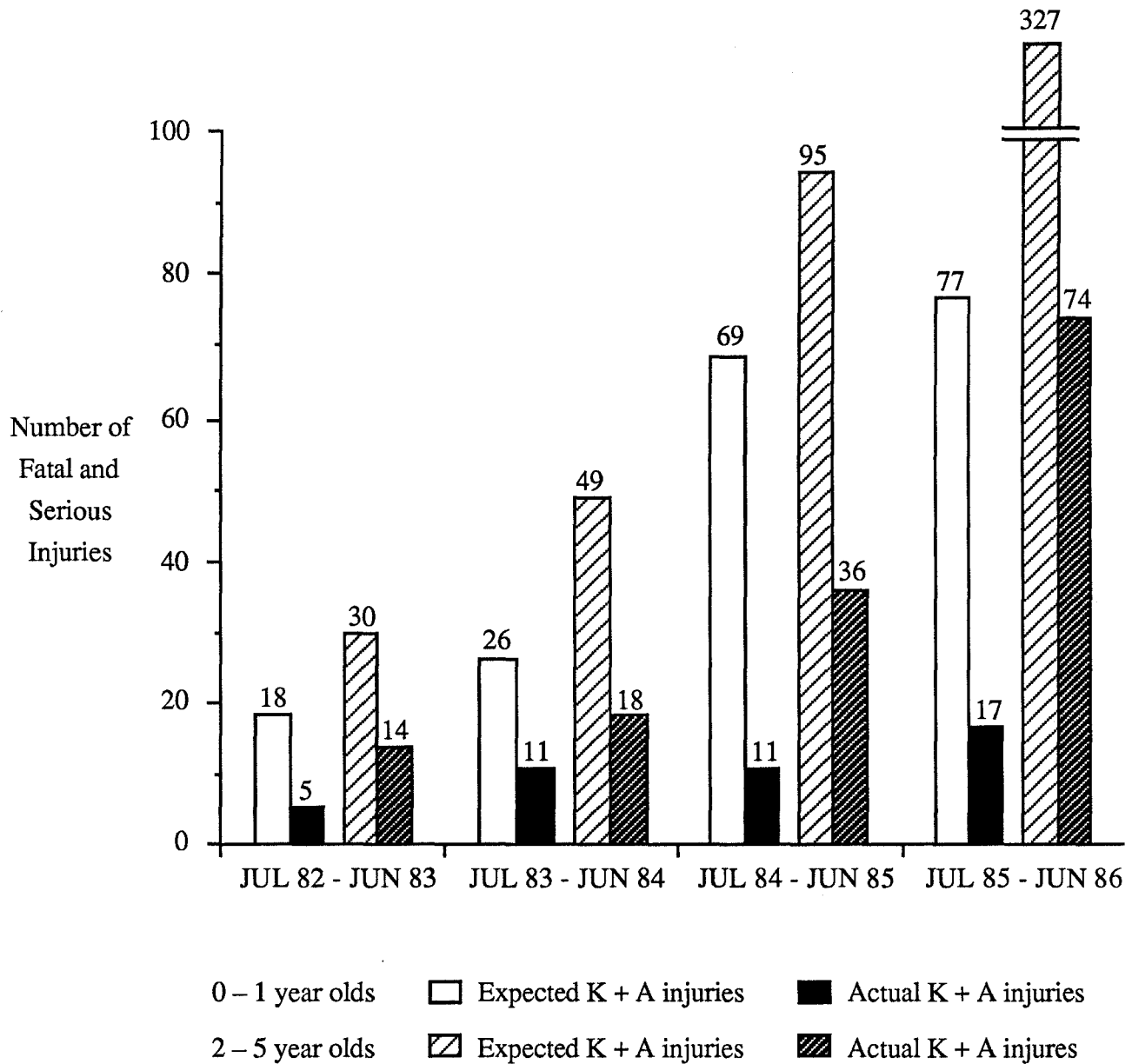


K+A rates for the 2-5 year olds almost level rather than decreasing. It is encouraging, however, to see that even with the extremely high K+A rate for unrestrained 2-5 year olds during July, 1985 - June, 1986, the high proportion of children who were restrained enabled the overall rate to decrease slightly.

Another factor to consider is crash severity. It does appear that crash severity is related to the increasing K+A rates for unrestrained children. Figure 4 illustrates that for each time period, unrestrained children tend to be involved more in severe crashes than the restrained children. Crash severity here is measured as the investigating officer's assessment of vehicle deformation (TAD rating). Severe crashes are herein defined as TAD ratings 4-7 on the 1-7 point TAD scale. For each time period, unrestrained children are overrepresented in severe crashes. Beginning in the July 84-June 85 period, the proportion of unrestrained children in severe crashes began to increase even more. While it appears that overall crashes are becoming more severe, it is the case that the children who are not protected by restraint systems tend to be in more of the severe crashes and thus doubly exposed to serious injuries.

Figure 5 presents an approximation of the number of fatal and serious injuries prevented by the use of safety seats and safety belts among children less than six years old since the original Child Passenger Protection Law went into effect July 1, 1982. These estimates were calculated by multiplying the number of restrained children by the fatal and serious injury rate for unrestrained children within each age group and time period. This results in the expected number of fatal and serious injuries among the restrained if none had been restrained and assumes that injury rates would be the same as for unrestrained children. This number of expected K+A injuries is then compared to the actual number of K+A injuries seen. For instance, during the period of July 1982-June, 1983, 18 fatal and serious injuries would have been expected among the 0-1 year olds if none of the restrained children had been restrained. Instead, there were five actual injuries found for an estimate of 13 K+A injuries prevented. Thus, we can estimate that in the four years since July, 1982, 146 fatal and serious injuries have been prevented by restraint systems among the 0-1 year olds and 359 fatal and serious injuries have been prevented among the 2-5 year olds.

Figure 5. Expected and Actual Fatal and Serious Injuries (K + A) to Restrained Children in North Carolina Crashes, July, 1982 through June, 1986.



### Observational Surveys

Observational surveys were conducted during June and July of this project year to collect information on the general child occupant population in North Carolina and additional related information. Observational surveys were conducted in eight North Carolina cities ... Wilmington, Greenville, Fayetteville, Greensboro, Winston-Salem, Charlotte, North Wilkesboro and Asheville -- for two days in each city. Surveys were conducted in the parking lots at one shopping center for two days, and two day care centers for one day each. Shopping centers were selected based on traffic flow, the presence of a stoplight at a major exit and the cooperation of the shopping center management. Day Care centers were selected based on size, presence of a parking lot (rather than on-street parking) and cooperation of the center director. In addition, one day care center in each city was private, receiving no public assistance and one day care center was subsidized in some manner for those parents who needed assistance. This was done in order to assure as much variation in socioeconomic status as possible. The observers conducted the observations from 10:00 a.m. - 3:00 p.m. in the shopping centers and then moved to a day care center for the afternoon pickup from about 3:30 until all children were gone. The observers, hired and trained by HSRC for seat belt and safety seat surveys, conducted the surveys by positioning themselves at one or two exits (depending on traffic flow) to the shopping centers and day care centers to catch children in cars as they were preparing to pull out into traffic. At shopping centers, only those drivers who were already stopped for a stop light or stop sign were approached by the observers. The observers attempted to get all cars exiting the day care centers to stop by holding up a sign asking them to do so. At both types of locations, drivers who did not wish to participate were allowed to drive past.

Once the observers approached a stopped car, the driver was asked to give the ages of the children present in the car, and how they were related to the driver. For each occupant in the car, the observer noted their seating position, age, sex, race, relation to the driver (for children) and restraint status. The drivers were also asked if they were aware of the North Carolina Child Passenger Protection Law and the seat belt law for adults. Finally they were asked how far they would be traveling to their next stop (see Appendix K).

The hurried nature of the surveys did not allow the observers to ask for as much information as was desired. In order to get additional information, up

to 150 drivers in each city were given an envelope at the conclusion of the survey. This postage paid return envelope contained a mail-back questionnaire and a sealed envelope containing safety seat and child Passenger Protection Law information. A note on the sealed envelope requested the respondents not to read the information until after answering the questions. In order to encourage responses to the mail back survey, it was decided to provide an incentive to do so, at least for some of the respondents. One-third of the envelopes contained a coupon that would enter the respondents' name in a drawing for \$100, one-third received a coupon for a chance for \$200, and one-third received no incentive. In order to assure as much randomness as possible, the envelopes were arranged so that the first respondent received no incentive, the second received a \$100 coupon, the third a \$200 chance, the fourth no incentive, etc. When the number of respondents in a particular city, exceeded 150, additional drivers were given informational brochures but no survey.

A total of 1160 mail-back surveys were handed out in conjunction with the surveys. Of those handed out, 491 were returned for a rate of 42.3 percent. The presence of an incentive definitely increased the response rate, but there was no significant differences between the \$100 and \$200 incentives. Thirty-five percent of the "no incentive" surveys were returned, 45.8 percent of the "\$100" surveys, and 46.2 percent of the \$200 surveys were returned. This suggests that response rates can be increased by offering an incentive to do so and apparently the incentive does not have to be large in monetary value.

In the course of the parking lot surveys, 4,114 occupants in 1,437 cars were observed. Fifteen hundred of the occupants were children less than six and thus subject to the N.C. Child Passenger Protection Law.

Table 3 shows the restraint usage rates for observed children by age. These observed usage rates are very similar to the rates seen in the accident data and shows that the use of restraints decreases with age. Whereas only 14 percent of the observed infants were unrestrained, 43 percent of the five year olds were unrestrained. Also, as the children grow older, there is a decrease in the use of safety seats and more use of the safety belts. This points out the need to place more emphasis on using safety seats for children as long as possible to gain added protection from the seat as well as reinforcing that the need for crash protection is not reduced as children grow older.

Table 3. Restraint Usage Rates for Children by Age. Observational Surveys.

<u>Age</u>	<u>Restraint</u>				
	<u>None</u>	<u>Lap Belt</u>	<u>Lap &amp; Shoulder</u>	<u>CRD</u>	<u>Total</u>
			Row %/(N)		Col %/(N)
0	13.8 (19)	2.2 (3)	0.7 (1)	83.3 (115)	9.1 (138)
1	15.4 (25)	7.4 (12)	3.1 (5)	74.1 (120)	10.7 (162)
2	27.9 (76)	17.7 (48)	4.0 (11)	50.4 (137)	18.0 (272)
3	29.6 (99)	36.8 (123)	6.6 (22)	27.0 (90)	22.1 (334)
4	40.6 (131)	37.5 (121)	12.1 (39)	9.9 (32)	21.3 (323)
5	42.7 (122)	32.5 (93)	16.8 (48)	8.0 (23)	18.9 (286)
0-5	31.2 (472)	26.4 (400)	8.3 (126)	34.1 (517)	100.0 (1515)

Table 4 is a comparison of restraint usage rates by survey location. The shopping centers and subsidized day care centers showed similar restraint usage patterns. The private day care centers showed much higher restraint usage rates than the other locations. Only 18 percent of the children at private day care centers were unrestrained whereas 38 percent for those at subsidized centers and 35 percent at shopping centers were unrestrained. It is hard to determine the characteristics of the shopping center's population but it can safely be assumed that the private day care centers represent a higher socioeconomic level than at the subsidized day care centers. This indicates that special efforts need to be made to reach the lower income population to encourage restraint use. Educational efforts should encourage at least the use of seat belts if parents cannot afford a safety seat.

The use of restraint systems is also related to race. As shown in Table 5, white children were buckled up over 75 percent of the time, whereas non-white children were restrained less than half of the time. Thus, educational campaigns need to be targeted toward the non-white population.

As was mentioned previously, the observers asked the drivers how the children in the car were related to them. Table 6 presents restraint usage rates for children when their relationship to the driver is considered.

The vast majority of children observed (85%) were in a car being driven by their parent and 73 percent were restrained. Children who are in cars being driven by someone other than a parent are much less likely to be buckled up. Children being driven by grandparents were restrained only 65 percent of the time, but still, grandparents are twice as likely to buckle up children as are other relatives and non-relatives. Based on these results, there is a need to target the non-parent driver population with educational messages that stress the need to protect all children as well as the legal requirements for doing so. Messages aimed at parents should also stress requiring restraint usage in all cars, not just their own.

Whenever the observers encountered a child riding in a safety seat, they recorded if the safety seat was being used correctly and if not, how it was being misused. The hurried nature of the surveys (observers were instructed not to obstruct traffic) and the limited familiarity of the observers with specific models of safety seats limited this assessment to categories of "gross" misuse. Seats were classified as correctly used or misused due to



Table 4. Restraint Usage Rates for Children by Survey Location.  
Observational Surveys.

Location	Restraint				
	<u>None</u>	<u>Lap Belt</u>	<u>Lap &amp; Shoulder</u>	<u>CRD</u>	<u>Total</u>
		Row	Row		Col
		%(N)	%(N)		%(N)
Private	18.1	31.9	13.6	36.4	22.8
Day Care	(64)	(113)	(48)	(129)	(354)
Subsidized	37.9	24.0	11.3	26.9	26.3
Day Care	(155)	(98)	(46)	(110)	(409)
Shopping	35.1	24.0	5.6	35.4	50.9
Center	(278)	(190)	(44)	(280)	(792)
Total	31.9	25.8	8.9	33.4	100.0
	(497)	(401)	(138)	(519)	(1555)

Table 5. Restraint Use for Children by Race.  
Observational Surveys.

<u>Race</u>	Restraint		
	<u>Yes</u>	<u>No</u>	<u>Total</u>
	Row	Row	Col
	%(N)	%(N)	%(N)
White	76.8	23.2	73.4
	(817)	(247)	(1064)
Non-	48.1	51.9	26.6
white	(185)	(200)	(385)
Total	69.2	30.8	100.0
	(1002)	(447)	(1449)

Table 6. Restraint Usage Rates for Children by Relationship to Driver. Observational Surveys.

<u>Relationship to Driver</u>	<u>Restraint</u>		<u>Total Col %/(N)</u>
	<u>Yes Row %/(N)</u>	<u>No Row %/(N)</u>	
Child	73.0 (831)	27.0 (308)	84.7 (1139)
Grandchild	64.6 (73)	35.4 (40)	8.4 (113)
Other Relative	36.1 (12)	63.9 (24)	2.7 (36)
Non- Relative	32.1 (18)	67.7 (38)	4.2 (56)
Total	69.5 (934)	30.5 (410)	100.0 (1344)

Table 7. Proportion of Safety Seats Correctly and Incorrectly Used. Observational Surveys.

<u>Type of Use</u>	<u># Observed</u>	<u>Percent</u>
Correct Use	341	78.8
Front/Rear Error	41	9.5
No Harness Used	43	9.9
No Seat Belt Used	<u>8</u>	<u>1.8</u>
Total	433	100.0

front/rear facing errors (i.e., infants facing front), harness/shield nonuse, and seat belt (securing the seat) nonuse.

As shown in Table 7, 79 percent of the safety seats were being used "correctly," and 21 percent were being grossly misused. It should be noted that, based on previous studies, a more detailed assessment of seat usage would have revealed higher levels of misuse of the seats. But even with this limited assessment of usage, it is disturbing that 2 of every 10 children in safety seats were not really being protected due to gross misuse of the seats. Obviously, the dangers of misusing seats needs to be stressed further.

As previously stated, up to 150 drivers in each of the eight cities where surveys were conducted were given a mailback questionnaire to be completed at a later time and returned. Of the 1,162 surveys distributed, 491 usable surveys were returned for a return rate of 42 percent. The primary purpose of these mailback questionnaires was to determine drivers' knowledge of the North Carolina Child Passenger and Seat Belts Laws and to determine reasons for non-use of restraint systems for their children and themselves. Rather than simply asking respondents if they knew of those laws, they were asked to answer specific questions about the laws (refer to Appendix K for a copy of the questionnaire). Multiple choice questions relating to child passenger protection asked respondents to specify age of children covered, at what age a seat belt could be substituted for a safety seat, which drivers are affected, and what is the penalty for non-compliance. In reference to the Seat Belt Law, respondents were asked who is covered, what vehicles are exempted, and what the penalties for non-compliance are. While keeping in mind that respondents to those questionnaires cannot be considered to be representative of the N.C. driving population, the responses to these questions do indicate that public information and education campaigns have been successful in educating these drivers about these laws. Almost all (487) of the 493 respondents to the questionnaires knew that N.C. has a law requiring children to be buckled up. Of these, 69 percent knew that it applies to children less than six, 72 percent knew that belts could legally be used for three year olds and above, and 95 percent knew that it applies to all drivers, not just parents (Table 8). Somewhat surprisingly though, only 19 percent knew the penalty for non-compliance. The fact that so few knew the answer to this question leads us to believe that the respondents had not "cheated" and read the enclosed informational material before answering the questionnaire. When the number of

Table 8. Respondents' Knowledge of Components of Child Passenger Protection Law. Mailback Questionnaires.

<u>Law Component</u>	<u>Correct Answer</u> Row %/(N)	<u>Incorrect Answer</u>	<u>Total</u>
Children <6 Covered	68.8 (335)	31.2 (152)	100.0 (487)
Belt Substitute at Age 3	71.8 (349)	28.2 (137)	100.0 (486)
Affects All Drivers	95.1 (463)	4.9 (24)	100.0 (487)
Penalty of \$25	18.9 (92)	81.1 (394)	100.0 (486)

Table 9. Number of Correct Answers to Series of Child Passenger Protection Law Questions. Mailback Questionnaires.

<u># of Correct Answers</u>	<u># Respondents</u>	<u>Percent</u>
0	3	0.6
1	42	8.7
2	171	35.3
3	223	46.0
4	<u>46</u>	<u>9.5</u>
Total	485	100.0

correct responses given by respondents is looked at (Table 9), we see that less than 1 percent knew of the existence of the law but did not answer any of the questions correctly. Furthermore, only 9 percent knew only one correct answer. Thirty-five percent answered at least two questions correctly, and 46 percent knew about three of the components. Less than 10 percent knew all four components, presumably due primarily to confusion over the penalty.

All 493 respondents indicated that they knew of the N.C. Seat Belt Law. In addition, 66 percent knew that it covers drivers and front seat occupants and 59 percent knew that vehicles manufactured without belts and/or certain delivery vehicles are exempt (Table 10). As with the Child Passenger Law, few people (21%) knew what the penalties are for non-compliance.

Sixteen percent of the respondents did not answer any of the seat belt questions correctly (Table 11) and almost a third (32%) knew only one component. Forty-two percent, however, knew the correct answer to two questions and 11 percent knew the correct answers to all three.

It appears from the responses to the questionnaires that most of the driving public is aware of these two laws and that many people know many of the major components of the law. At the same time, we see that there is sufficient lack of knowledge about the specific components of the law to warrant continued educational campaigns in this regard.

In order to determine why people do not use safety seats and belts, respondents were asked for reasons that they did not buckle up their children and themselves. Also, they were asked when they were most likely to buckle up. Table 12 indicates that 79 percent of the respondents said they buckle up their children all of the time. Ninety-five respondents provided reasons for not buckling their children (Table 13). The major reason for nonuse given was forgetfulness or not being in the habit (28%). Another 50 percent of the response were fairly evenly divided between not using belts for short trips, to allow children to sleep better or to tend to children, because they are in a hurry or the child doesn't like it. The remaining 20 percent were for other reasons.

While only 10 percent indicated that they do not regularly buckle their children on short trips, 42 percent indicated that they are most likely to do so on long trips (Table 14). Another 13 percent are most likely to buckle their children during bad weather or traffic conditions. Based on these responses, future educational programs should seek to constantly remind drivers

Table 10. Respondents' Knowledge of Components of  
Seat Belt Law. Mailback Questionnaires.

<u>Law Component</u>	<u>Correct Answer</u>	<u>Incorrect Answer</u>	<u>Total</u>
	Row %/(N)		
Drivers & Front Occupants Covered	65.9 (325)	34.1 (168)	100.0 (493)
Vehicles Exempted	59.2 (292)	40.8 (201)	100.0 (493)
Penalties	20.8 (102)	79.2 (389)	100.0 (491)

Table 11. Number of Correct Answers to Series of Seat Belt  
Law Questions. Mailback Questionnaires.

<u># of Correct Answers</u>	<u># Respondents</u>	<u>Percent</u>
0	80	16.3
1	156	31.8
2	205	41.8
3	<u>50</u>	<u>10.2</u>
Total	491	100.0

Table 12. How Often Do Respondents Buckle Children.  
Mailback Questionnaires.

<u>How Often</u>	<u>N</u>	<u>Percent</u>
All the time	388	79.0
Most of the time	71	14.5
1/2 of the time	16	3.3
Some of the time	15	3.1
Never	<u>1</u>	<u>0.2</u>
	491	100.0

Table 13. When Do Respondents Not Buckle Children.  
Mailback Questionnaires.

<u>Reason</u>	<u>N</u>	<u>Percent</u>
Forget, not habit	27	28.4
Short trips	10	10.5
To sleep, feed, tend child	12	12.6
Hassle, in hurry	11	11.6
Child doesn't like	16	16.8
Other	<u>19</u>	<u>20.0</u>
	95	100.0

Table 14. When Are Respondents Most Likely to Buckle Children. Mailback Questionnaires.

<u>Reason</u>	<u>N</u>	<u>Percent</u>
Bad conditions, weather	11	13.1
Long trips	35	41.7
Not sleeping, feeding	6	7.1
When remember	11	13.1
Other	<u>21</u>	<u>25.0</u>
	84	100.0

Table 15. How Often Do Respondents Wear Their Own Seat Belts. Mailback Questionnaires.

<u>How Often</u>	<u>N</u>	<u>Percent</u>
All the time	295	59.8
Most of the time	107	21.7
1/2 of the time	29	5.9
Some of the time	45	9.1
Never	<u>17</u>	<u>3.4</u>
	493	100.0



Table 16. When Do Respondents Not Wear Own Seat Belts. Mailback Questionnaires.

<u>Reason</u>	<u>N</u>	<u>Percent</u>
Forget, not habit	86	45.7
Short trips	22	11.7
Uncomfortable, don't like	39	20.7
In hurry	10	5.3
Personal Choice	4	2.1
Other	<u>27</u>	<u>14.4</u>
Total	188	100.0

Table 17. When Are Respondents Most Likely to Wear Own Seat Belts. Mailback Questionnaires.

<u>Reason</u>	<u>N</u>	<u>Percent</u>
Bad conditions, weather	23	14.4
Long trips	77	48.1
When reminded	33	20.6
Other	<u>27</u>	<u>16.9</u>
Total	160	100.0

to buckle children to reinforce the habit and to emphasize that most accidents occur on short trips and can happen any time, even in light traffic and good weather.

Fewer respondents (60%) indicated that they wear their own seat belts all of the time (Table 15). Among those who indicate that they do not always buckle up, most (46%) said that they just forget or are not in the habit (Table 16). Another 21 percent said that they do not like seat belts. As with safety seats, the respondents indicated that they are most likely to wear their belts on long trips, bad weather or traffic, or when reminded (Table 17). The same recommendations that were made for encouraging safety seat use would apply to seat belts for adults. In addition, more work needs to be done to teach people how to wear belts comfortably.

#### Recommendations from Observational Surveys

The following recommendations are thus made based on the information obtained through analyses of the above accident and observational survey data.

##### Non-users of restraints systems

Recent accident data suggests that children who are unrestrained at the time of an accident are more likely to be exposed to more severe crashes. Thus, the children who need protection the most are least likely to receive it. Older children are especially likely to not be restrained in accidents. Educational messages can be targeted to young children over the age of three.

##### Misusers of safety seats

Many of the safety seats observed in use were grossly misused, a situation that can greatly reduce protection afforded by a safety seat. Continued emphasis on the importance of correct usage should be a priority for PI&E activities.

##### Specific target groups

Observational surveys indicated that low income and/or non-white drivers were much less likely to restrain their children. Also, non-parent drivers were much less likely to have children buckled than parents. These groups need to be targeted for special educational activities.

##### General PI&E messages

Regardless of the population targeted for educational activities, messages should include information on the specific component of the North Carolina restraint laws, convincing arguments counteracting the myths that restraints

are needed only on long trips, and that when restraint systems are used for children or adults, it is most important to use them correctly.

## RECOMMENDATIONS

HSRC will work to keep North Carolina as a model state in terms of a comprehensive statewide child passenger safety program. HSRC recommends that efforts in the four areas of emphasis, (evaluation, education, support of rental programs and PI&E activities) be continued in the 1986-1987 fiscal year. The following specific recommendations are based on our experiences and accomplishments during the 1985-1986 grant period.

### Educational Activities

Use information obtained from observational surveys to target groups with higher rates of non-use or misuse of restraint systems.

Continue to present educational information throughout the state, especially to health and law enforcement personnel.

Continue to conduct training workshops for rental programs and those who want to conduct safety seat checks in their communities.

Continue to develop and distribute educational resources on the misuse of child safety seats and consequences of that misuse.

### Establishment and Coordination of Rental Programs

Continue to encourage the transfer and establishment of rental programs in hospital and health department settings.

Provide rental program groups with new and creative handout material that will help them provide accurate and up-to-date information to parents, particularly emphasizing the consequences of misuse. The material should be of high quality and easily reproducible.

Continue to encourage program volunteers to attend training workshops offered at the HSRC facilities. Personal phone calls might be necessary to explain that limited instruction by another volunteer is not sufficient training. This extra effort might stimulate workshop attendance.

### Development of Public Information and Education Materials

Continue the revision of existing materials and the development of new materials to inform the public about the provisions of the seat belt and child restraint laws, the misuse problem and the need to ride restrained.

Use the findings of the observational surveys and questionnaires on child safety seat use, conducted as part of this year's project, to target appropriate media messages for the groups that would benefit most from increased restraint use and knowledge.

Work closely with the seat belt activities of the Governor's Highway Safety Program, North Carolina Passenger Safety Association and Seat Belts for Safety to maintain a coordinated high profile for safety seats and seat belts in the media. Emphasis should be placed on child restraints as the beginning of a lifelong habit of buckling up.

Continue to work with law enforcement agencies. Find out what materials would be helpful for them and build on their involvement in "Child Passenger Safety Week" for next year.

#### Evaluation Activities

Monitor injury experience of restrained and unrestrained children, using weekly summaries of accident reports.

Analyze full accident reports to determine rates and trends for the state.

Follow-up on fatal accidents to determine if restraint systems could have helped (if child was unrestrained) or determine why restraint system did not protect child, in rare occasions where restrained child is killed.

Appendix A

Letters on "A Safer Way for Everyday"



# State of North Carolina

Superintendent of Public Instruction

A. CRAIG PHILLIPS  
SUPERINTENDENT

Raleigh 27611

February 27, 1986

## MEMORANDUM

TO: All Superintendents

FROM: Craig Phillips

SUBJ: "A Safer Way for Everyday"

It is a pleasure to announce the distribution of "A Safer Way for Everyday" which is a safety belt curriculum for use in grades K-3. A copy of this interesting and useful guide is being provided for all elementary schools in North Carolina as a joint effort among the Department of Public Instruction, the Governor's Highway Safety Program (GHSP), and the UNC Highway Safety Research Center.

"A Safer Way for Everyday" has been reviewed by Ms. Charlotte Barnes and Mr. Wiley Elliott of our staff. Both have found the materials and activities included in the package to be very useful in meeting the requirements of the Standard Course of Study and an additional resource guide for the Teacher Handbook.

I encourage you to incorporate this valuable package into your efforts in safety education at the elementary level. It should be helpful in reducing the senseless tragedies of death and injuries on our State's highways.

Please distribute one package and GHSP cover letter to each K-3 school in your LEA. Also, there is one additional packet to be shared between you and your local health education coordinator.

Your assistance and cooperation in this effort would be appreciated.

ACP:lap

Attachment

2-6

State of North Carolina



## Governor's Highway Safety Program

JAMES G. MARTIN  
GOVERNOR

PAUL B. JONES  
DIRECTOR, GR

JAMES E. HARRINGTON  
SECRETARY OF TRANSPORTATION

January 29, 1986

MEMORANDUM TO: Superintendent/Principal

FROM: Paul B. Jones, Director, Governor's Highway  
B.J. Campbell Director, Highway Safety  
Research Center - UNC

Enclosed you will find a traffic safety curriculum purchased for distribution to North Carolina elementary schools by the Governor's Highway Safety Program and distributed by the North Carolina Department of Public Instruction. This kit, "A Safer Way for Everyday" is designed for use in grades K-3 and contains suggested in-school activities, ideas to share at home, a poster and teacher resource information.

Automobile accidents are the leading cause of needless injuries and death for children of elementary school age. Nothing else is such a threat to their safety and welfare. Figures reported for 1985 by the UNC Highway Safety Research Center indicate that the belt use rate for children ages 6-7 who are involved in accidents has steadily increased from 20 percent to 40 percent with the introduction of the seat belt in North Carolina for front passengers. There are still 60 percent of this age group riding unrestrained in the front seat of a car.

This educational program can teach students the importance of wearing safety belts to protect themselves and others and is an addition to the state-board approved course of study in traffic safety. A follow-up survey postcard will be sent at a later date by the Highway Safety Research Center to ask for information on the utilization of the curriculum.

Thank you for your support and interest in this important opportunity to protect children in North Carolina who ride in automobiles.



## Appendix B

### Follow-Up Survey of Elementary School Traffic Safety Curriculum

August. 1986

Traffic Safety Curriculum Survey

1. Did you receive "A Safer Way for Everyday"? ☐ yes ☐ no  
If no, fill out the name of school and address at the end of the survey and return.
2. Which grade levels used the material? (Check all that apply)  
☐ kindergarten ☐ first ☐ second ☐ third
3. Was the material used in conjunction with other subjects? ☐ yes ☐ no  
If yes, briefly describe how the curriculum was blended with the regular subject(s).  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. Who used the curriculum? Check all that apply.  

<input type="checkbox"/> classroom teacher	<input type="checkbox"/> health coordinator
<input type="checkbox"/> parent or volunteer	<input type="checkbox"/> librarian
<input type="checkbox"/> PE teacher	<input type="checkbox"/> other, who? _____
5. Do you plan to use this material next year? ☐ yes ☐ no
6. Would your school purchase this material for next year? ☐ yes ☐ no
7. What did you like most about the material? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
8. What did you like least about the material? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
9. Have you received any other information on traffic safety that you find useful in the classroom? ☐ yes ☐ no  
If yes, what materials and from what source? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

OVER - - - OVER - - - OVER

10. Could you use other material on the topic of traffic safety? yes no  
If yes, briefly describe what types of materials would be most useful to  
you in your class (e.g., spirit masters, stickers, class projects, teacher's  
guide, etc.).

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## IDENTIFICATION

Name of school \_\_\_\_\_

Address \_\_\_\_\_

Town/Zip \_\_\_\_\_

Name of principal \_\_\_\_\_

Person completing form \_\_\_\_\_

Your position \_\_\_\_\_

## Appendix C

### Educational Presentations by HSRC Staff

# Educational Presentations by HSRC Staff

Date	Group	Type	City	# Attendees
10/03/85	Health Ed. Leadership Conf.	General	Reidsville	70
10/05/85	Chapel Hill/Carb. Child Safety Day	Misuse	Chapel Hill	100+
10/08/85	Home Extension NW Safety Committee	CPS Workshop	Reidsville	30
10/08/85	Eden Police Dept.	SB/CR Law Info	Eden	15
10/09/85	Health Fair UNC-Wilmington	General	Wilmington	100+
10/23/85	South Carolina CR Conf.	General	Columbia, SC	150
10/28/85	Chapel Hill High Young Mothers Class	Child Safety	Chapel Hill	4
11/04/85	Estes Hill K Class	General	Chapel Hill	90
11/06/85	Homemakers Exten.	CPS Workshop	Raleigh	25
11/08/85	Comm. Occupant Prot. Prg. Mgr.	CR Legislation Workshop	Albuq. N.M.	125
11/12/85	Conn. CPS Conf.	General & Misuse	Cromwell, CT	75
11/19/85	Day Care Comm. Public Hearing	Opinion Presentation	Raleigh	200
11/20/85	NW District Home Extension	CPS Workshop	Asheboro	25
11/23/85	Western NC Child Care Training Conf.	General & Legal	Wilkesboro	12
12/05/85	Childhood Health & Safety Conf.	Child Safety	Cullowhee	40
02/20/86	Health Populations Course	CPS & seatbelt lecture	Chapel Hill	140
03/04/86	Hospital Auxiliary President's Seminar	CPS & seatbelt lecture	Hickory	18

Date	Group	Type	City	# Attendees
03/17/86	Hospital Auxiliary President's Seminar	CPS & seatbelt lecture	Chapel Hill	14
03/27/86	Hospital Auxiliary President's Seminar	CPS & seatbelt lecture	Erwin	12
04/08/86	Hospital Auxiliary President's Seminar	CPS & seat belt lecture	Lexington	18
04/17/86	Traffic Records Wksp.	Types of seats, laws, misuse	Greensboro	59
04/23/86	Traffic Recods Wksp.	Types of seats, laws, misuse	Fayetteville	43
04/27/86- 04/29/86	NCCPSA Annual Conf.	Conference/workshops	Winston-Salem	120
04/29/86	Hospital Auxiliary President's Seminar	CPS & seat belt lecture	Concord	15
05/05/86	Hospital Auxiliary President's Seminar	CPS & seat belt lecture	Wilson	20
05/07/86	Traffic Records Wksp.	Types of seats, laws, misuse	Wilmington	24
05/10/86	Traffic Records Wksp.	Types of seats, laws, misuse	Greenville	47
05/15/86	Traffic Records Wksp.	Types of seats, laws, misuse	Asheville	49
05/16/86	Traffic Records Wksp.	Types of seats, laws, misuse	Charlotte	64
05/16/86	Lansdowne Elem School	CPS demo	Charlotte	300
05/29/86	Buckle Up Vermont '86 State Conference	Misuse and rental program workshops	Burlington, VT	125
07/01/86	Assoc. of Public Health Educators	CPS workshop	Chapel Hill	6
07/19/86	Farmer's Day	CPS info.	China Grove	?
08/15/86	N.C. Assoc. of County Commissioners	CPS Info. (booth with GHSP)	Winston-Salem	?
09/10/86	NC Childhood Injury Prevention Conf.	Focus group on motor vehicle accidents	Raleigh	90

<u>Date</u>	<u>Group</u>	<u>Type</u>	<u>City</u>	<u># Attendees</u>
09/16/86	Tri-State Occupant Restraint Conf.	Workshop on Misuse	Charleston, S.C.	150
09/17/86	North Carolina Public Health Association	CPS Info. (booth)	Greensboro	?
09/25/86	Estes Hill Kindergarten	egg crash demo & film	Chapel Hill	100

## Appendix D

### Recipients of North Carolina Public Health Association Mini-Grants



## RECIPIENTS OF NCPHA MINI-GRANTS

### 1. McDowell County Schools

- a workshop for teachers of first, fourth and eighth grades to develop lesson plans on traffic safety for each grade level
- this presentation will be videotaped

Linda Markley  
Health Ed. Coord.  
P.O. Box 130  
Marion, NC 28752  
(704) 652-4535

### 2. Cleveland County Health Dept.

- use the grant to support incentives in "Seat Belts Pay Off" campaign in four high schools in Cleveland County

Louise Shook  
315 Grover Street  
Shelby, NC 28150  
(704) 487-1131

### 3. Durham County Health Department

- incentive and educational program to increase seat belt among Durham County employees, beginning with Health Dept.

Kathy Rocco  
Health Educator  
414 East Main Street  
Durham, NC 27701  
(919) 688-9375

### 4. Buncombe County Health Dept.

- education to six-year olds in summer camp at community centers
- ten-dollar discount coupons to health dept. clients to encourage purchase of safety seats
- revise local shopping guide
- train or retrain rental program personnel

Joan Castelloe  
Health Educator  
P.O. Box 7607  
Asheville, NC 28807  
(704) 255-5685

### 5. Macon County Health Dept.

- o educational program on seat belt use in Franklin High School
- o will use pre and post attitude test and observation of parking lot

Linda Harrison, PHN  
5 West Main Street  
Franklin, NC 28734  
(704) 369-9526

6. Greene County Health Dept.

- activities for target audience of high school drivers including parking lot survey, education program, incentives and follow-up
- survey of local intersections to determine seat belt use rate
- random stopping of vehicles to hand out literature on seat belt safety

Note: This county had 15 motor vehicle deaths in 1985, which is 56% higher than annual number reported between 1979-1984.

Bruce Tingle  
Health Director  
106 Hines Street  
Snow Hill, NC 28580  
(919) 747-8181

7. Columbus County Health Dept.

- Buckle up! and Win! is a county-wide incentive program conducted by the health department, aided by sheriff dept. who will set up road checks to monitor usage two weeks before incentive phase, give out prizes and conduct follow-up observations

Doris Gore, R.N.  
Health Educator  
Box 810  
Whiteville, NC 28472  
(919) 642-5700

8. Brunswick County Health Dept.

- to purchase rental seats and educational materials

Note: This rental program will be run by the county sanitarian staff with some other volunteer resources.

John Crowder, R.S.  
P.O. Box 9  
Bolivia, NC 28422  
(919) 253-4381

9. Lincoln County Health Dept.

- to purchase rental seats

Margaret Dollar  
Health Director  
Route 8, Box 1527-C  
Lincolnton, NC 28092  
(704) 735-3001

10. Forsyth County Health Dept.

- activities to increase compliance for population under 6 years old by focusing on parents, health providers and law enforcement

Mary G. Jalloh  
Health Educator  
P.O. Box 2975  
Winston-Salem, NC 27102  
(919) 272-8172

## Appendix E

### List of Contributors to NCCPSA 5th. Annual Conference

We wish to thank the following for their support. Through their generous contributions of time, materials or funds, it has been possible for many people to come together in Winston-Salem to share and exchange ideas on child passenger safety.

GOVERNOR'S HIGHWAY SAFETY PROGRAM - Raleigh

HOLLY FARMS POULTRY INDUSTRIES, INC. - Wilkesboro

LOWE'S COMPANIES, INC. - North Wilkesboro

SEAT BELTS FOR SAFETY, INC. - Raleigh

GULF PRODUCTS DIVISION OF BP OIL INC. - Greensboro

NORTH CAROLINA MOTOR CARRIERS ASSOCIATION - Raleigh

AMERICAN ACADEMY OF PEDIATRICS - Elk Grove Village, IL

WASHINGTON COUNTY CAR SEAT LOANER PROGRAM

FRANKLIN COUNTY SAFETY SEAT LOANER PROGRAM

MCDOWELL COUNTY KIDS IN CARSEATS

STATE EMPLOYEES ASSOCIATION OF NORTH CAROLINA (SEANC)  
DISTRICT 29 - Raleigh

WALTER J. KLEIN, CO., LTD. - Charlotte

R.H. BARRINGER DISTRIBUTING COMPANY - Winston-Salem

BUTLER'S PAWN SHOP - Greensboro

FIELDCREST CANNON - Kannapolis

TRIAD INSURANCE AGENCY - Greensboro

RACK ROOM - Winston-Salem

CHILD RESTRAINT MANUFACTURERS

Century Products, Inc.

Pride-Trimble Corp.

Strolee of California

Appendix F

Questionnaire Sent to NC Society of  
Hospital Volunteers/Auxilians

## QUESTIONNAIRE TO

## NORTH CAROLINA SOCIETY OF HOSPITAL VOLUNTEERS/AUXILIANS

## Want to start a Safety Seat Rental Program?

In a rental program parents of newborns are provided infant car carriers or child safety seats for a small deposit and nominal rental fee. The seats are rented for approximately nine months, then returned to the hospital for rental to a new family.

The University of North Carolina Highway Safety Research Center would like to know of your interest in establishing a such a program in the hospital you are affiliated with. We would appreciate your taking the time to complete this questionnaire so we can get an idea of the extent of interest on a state-wide basis.

Date \_\_\_\_\_

Person completing the questionnaire \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_  
City County State Zip

Phone # (where you can be reached 8-5 M-F) \_\_\_\_\_

Name of Hospital Volunteer/Aux Group \_\_\_\_\_

1. Does the hospital your group is affiliated with have an operational safety seat rental program? \_\_\_\_\_yes \_\_\_\_\_no

2. If yes to question #1, what service group and/or hospital dept. operates the program?

\_\_\_\_\_/\_\_\_\_\_

3. If "no" to question # 1 would your group be interested in establishing a rental program in your hospital? Please check one.

- \_\_\_\_\_no  
\_\_\_\_\_don't know, need more information  
\_\_\_\_\_yes, have needed information  
\_\_\_\_\_yes, but need more information

4. Are you aware that the Governor's Highway Safety Program office, has an incentive to start a rental program in your community, provides free matching safety seats (up to a maximum of 25) for each seat a group provides?

\_\_\_\_\_yes \_\_\_\_\_no

Please return the completed questionnaire in the enclosed self addressed, stamped envelope to Beverly T. Orr, UNC HSRC, 197A CTP, Chapel Hill, NC 27514. If you have any questions or comments call TOT LINE 800-672-4527.

Appendix G

Survey of Newborn Nurseries  
and Pediatric Departments

Survey of Newborn Nurseries/Pediatric Departments Regarding  
Interest in Establishing a Child Safety Seat Rental Program

Thank you in advance for completing this survey. Please return the completed form in the enclosed self-addressed, stamped envelope.

Your name \_\_\_\_\_

Title \_\_\_\_\_

Department \_\_\_\_\_

Hospital \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_

City

State

Zip

Phone (    ) \_\_\_\_\_

1. Your hospital's current child passenger safety activities are as follows  
(Check mark as many as apply):

- ☐ Distributes CPS brochures, info. in display racks \_\_\_\_\_
- ☐ Provides CPS brochures, info. in maternity admission packets \_\_\_\_\_
- ☐ Hospital prenatal classes, lamaze classes, etc.:
  - discuss the importance of using child safety seats \_\_\_\_\_
  - refer parents to in-hospital or local rental programs \_\_\_\_\_
- ☐ Has a policy that requires hospital personnel to discuss  
the use of child safety seats to mothers of newborns  
during their post-partum stay \_\_\_\_\_
- ☐ Has an on-going in-hospital rental program \_\_\_\_\_
  - operated by hospital staff only \_\_\_\_\_
  - operated by a service group or hospital auxiliary  
or volunteers only (hospital staff does limited  
education and referral only) \_\_\_\_\_

\_\_\_\_\_ name group

- operated by both hospital staff and volunteer group  
(both staff and volunteers actually rent out seats,  
maintain records, clean seats, etc.) \_\_\_\_\_

\_\_\_\_\_ name of volunteer group



- o During post-partum stay hospital staff refer parents to a local rental program (outside hospital) \_\_\_\_\_
  - o Shows a video tape or movie on CPS to mothers during post-partum stay \_\_\_\_\_
  - o Has policy which mandatorily requires that newborns leaving the hospital to be placed in a child safety seat \_\_\_\_\_
  - o Sells child safety seats to parents \_\_\_\_\_
- 2. Average number of births per month at the hospital \_\_\_\_\_
- 3. Out of the average number of births per month, what percent of newborns do you estimate leave the hospital in a child safety seat of any type (purchased or rented) \_\_\_\_\_ %
- 4. If not already involved in an in-hospital rental program, would you be interested in obtaining more information about the GHSP/HSRC matching seat rental program? \_\_\_\_\_ yes \_\_\_\_\_ no
- 5. If your answer to number 4 is "no," please provide a brief explanation why you are not interested or are unable to establish a hospital rental program at this time. HSRC might be able to help you, if you'd like.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 6. Does your hospital have any policy or program regarding employees buckling up or any type of incentive program to encourage employees to use their seat belts in their personal cars? \_\_\_\_\_ yes \_\_\_\_\_ no
- 7. Comments \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If at all possible, please mail a sample of any literature, hospital policy, education program outline, etc. related to CPS which is provided by the hospital.

Thank you.

Beverly T. Orr, State Rental Program Coordinator  
UNC HSRC, 197A-CTP Chapel Hill, NC 27514  
Tot-Line 800-672-4527 (919) 962-2202

## GHSP/HSRC Safety Seat Rental Program for Hospitals

### Program Goal

To prevent unnecessary injury and death to infants by providing financial incentive and training to hospital personnel and/or volunteers working in a hospital setting who wish to establish a child safety seat rental program for parents of newborns. A rental program provides child safety seats to parents for a small deposit and nominal rental fee. The seats are rented out for approximately nine months, then returned to the hospital and rented out again to a new family.

### Program Description

The North Carolina Governor's Highway Safety Program (GHSP) and the University of North Carolina Highway Safety Research Center (HSRC) are currently involved in a program in which they provide any hospital (or service group working in a hospital setting) with crash-tested child safety seats on a one-for-one-matching basis up to a maximum of 25 seats. These seats would be used to start-up a rental program which would operate in a hospital setting. In addition to providing the program with seats, HSRC will provide educational materials (brochures, posters, etc.), train persons involved in the rental program and serve in an advisory capacity with regard to how to set up and maintain a rental program.

### How can Hospitals Participate?

Contact Ms. Beverly T. Orr, Rental Program Coordinator, by calling HSRC's toll free Totline - 800-672-4527 or writing the UNC HSRC, 197A-CTP, Chapel Hill, N.C. 27514) indicating your interest in establishing a rental program. A packet of information will be mailed to you which provides details about the matching seat incentive program and general guidelines. After reading the material provided, if you are interested in participating in the program, contact Ms. Orr to discuss a plan of action.

## Appendix H

### Operational and Potential Rental Programs

## CHILD RESTRAINT RENTAL PROGRAMS -- BY COUNTY

09-25-86 AT 5:49 a.m.

Page 1

S	COD	COUNTY	GROUP	CONTACT	PHONE	INFNT	TOTLR	TOTAL
0	010	ALAMANCE	BURLINGTON JUNIOR WOMEN'S CLUB	DEBBIE BROWN	919-228-0074A6	45	25	70
0	067	ALEXANDER	ALEXANDER EXT HOMEMAKERS	LINDA BRADLEY	704-632-4282	44	0	44
0	076	ALLEGHANY	PROTECT OUR LITTLE ONES	DEBORAH PUGH	919-372-5641	25	45	70
0	091	ANSON	ANSON CO HEALTH DEPT	BETTY RUSSELL, RN	704-694-5188	52	0	52
0	064	ASHE	ASHE CO HEALTH DEPT	M BURGESS, RN	919-246-9449	50	0	50
P	590	AVERY	SUPERIOR COURT OFFICE	LISA MOODY				
0	036	BEAUFORT	WASHINGTON JR WOMAN'S CLUB	WANDA WOOLARD	919-946-8752	300	0	300
0	129	BERTIE	BERTIE COUNTY HEALTH DEPT	VIOLA HUGHES	919-794-2057	0	53	53
Z		BLADEN						
0	003	BRUNSWICK	BRUNSWICK CO. HEALTH DEPT.	JOHN D. CROWDER	919-253-4381	0	90	90
P	598	BRUNSWICK	BRUNSWICK HOSPITAL	BETSY W LEWIS	919-754-8121			
0	040	BUNCOMBE	BUNCOMBE CO MEDICAL AUXILIARY	KARAN SMITH	704-255-5685	427	0	427
P	608	BUNCOMBE	BUNCOMBE CO SHERIFF'S DEPT	JOHN HEATHERLY	704-255-5441			
0	022	BURKE	BURKE CO HEALTH DEPT	LINDA ANDERSON	704-433-4250	204	0	204
0	043	CABARRUS	CABARRUS CO HEALTH DEPT	GINA GOFF	704-786-8121	201	34	235
P	586	CALDWELL	CALDWELL MEMORIAL HOSPITAL AUX	C/O ANN DAY JONES	704-758-7926			
0	018	CALDWELL	LENOIR WOMEN'S CLUB	JOYCE ATKINS	704-758-8451	200	0	200
0	117	CAMDEN	CAMDEN CO HEALTH DEPT	RACHEL CARTWRIGHT	919-335-4486	0	17	17
0	111	CARTERET	CARTERET GENERAL HOSPITAL AUX	FRANCES CIVILS	919-247-1532	65	4	69
0	008	CARTERET	SEA LEVEL HOSPITAL	SUSAN SALTER	919-225-2521	20	0	20
0	115	CASWELL	CASWELL CO HEALTH DEPT	C/O JANET GREGORY	919-694-9633	25	37	62
0	042	CATAWBA	CATAWBA MEMORIAL HOSPITAL, AUX	JANICE KLEVA	704-322-0351	365	3	368
0	092	CHATHAM	CHATHAM HOSPITAL INC	JANE WRENN	919-663-2113	28	0	28
0	089	CHATHAM	PITTSBORO SAFE	MARINA BARBER	919-542-3200	64	101	159
0	099	CHEROKEE	CHEROKEE CO HEALTH DEPT	CAROLYN CARSON	704-837-7486	35	45	80
0	086	CHOWAN	CHOWAN CO HEALTH DEPT	GRACE COVINGTON	919-482-7001	0	130	130
0	069	CHOWAN	CHOWAN HOSPITAL	CLAIRE MILLS	919-482-8451	35	0	35
0	094	CLAY	CLAY COUNTY HEALTH DEPT	SUSIE ROGERS	704-389-8052	15	30	45
0	041	CLEVELAND	CLEVELAND COUNTY HEALTH DEPT	RICHARD G STEEVES	704-487-1130	89	99	188
0	098	CLEVELAND	SHELBY JR WOMANS CLUB	PATTY MONDAY	704-434-7319	40	0	40
0	103	COLUMBUS	COLUMBUS CO HEALTH DEPT	DORIS GORE	919-642-5700	76	90	166
P	579	COLUMBUS	COLUMBUS COUNTY HOSPITAL	PAT NORRIS	919-642-8284			
P	604	COLUMBUS	SENTLAND COMMUNITY ACTION	COLENE B STANLEY	919-642-7101			
0	132	COLUMBUS	YOUNG VOLUNTEERS IN ACTION	ROSIE WARD	919-452-3411	14		14
0	023	CRAVEN	COLONIAL CAPITAL JAYCEES	FRANCIS HOLLOWELL	919-633-0513	103	0	103
0	119	CUMBERLAND	ARMY COMMUNITY SERVICES	LINNET INGRAM	919-396-4733	0	200	200
0	065	CUMBERLAND	E NEWTON SMITH PUB HLTH CENTER	ERIC BERG, DIR HEALTH EDUC	919-483-9046	171	159	330
0	131	CUMBERLAND	YOUNG VOLUNTEERS IN ACTION	WANDA MCDOUGAL	919-483-8442	10	0	10
P	601	DARE		LINDA WILLEY	919-473-5273			
P	602	DARE	OUTER BANKS WOMEN'S CLUB	CINDY ARCHBELL	919-261-4588			
0	028	DAVIDSON	CHAIR CITY JAYCEES	CAROLYN ADAMS	919-475-0378	60	0	60
0	102	DAVIDSON	LEXINGTON MEMORIAL HOSPITAL	TEENIE BINGHAM	704-246-5161	132	0	132
0	083	DAVIE	WOMEN'S CIVIC LEAGUE	KAREN LEVIS	704-634-3243	28	0	28
0	093	DUPLIN	DUPLIN CO INFANT SEAT RENT PRG	DEBRA BEASLEY	919-296-0441	42	0	42
P	614	DURHAM	DURHAM CO. HOSPITAL CORP.	VICTOR B. MOORE	919-470-7280			
0	061	EDGECOMBE	SOUTH EDGECOMBE JAYCEES	ALTON L WEBB	919-827-5627	24	2	26
0	027	EDGECOMBE	TAR RIVER JAYCEES	BUCKLE UP BABES CHAIRMAN	919-977-0198	80	0	80
0	077	EDGECOMBE	TARBORO WOMENS CLUB	GENEVA HERRING	919-823-1168	55	0	55
P	612	FORSYTH	FORSYTH COUNTY HEALTH DEPT	MARY KATE PLUNG	919-727-8172			
0	071	FORSYTH	FORSYTH MEMORIAL HOSPITAL	PAULA EVANS	919-773-3246	380	0	380

## CHILD RESTRAINT RENTAL PROGRAMS -- BY COUNTY

09-25-86 AT 5:49 a.m.

Page 2

S	COD	COUNTY	GROUP	CONTACT	PHONE	INFNT	TODLR	TOTAL
0	046	FRANKLIN	LOUISBURG WOMEN'S CLUB	MARLA PEOPLES	919-496-2533	76	185	261
0	015	GASTON	GASTON MEM HOSP VOLUNTEER SERV	CYNTHIA ANDERSON	704-866-2257	132	0	132
0	108	GATES	SUNBURY WOMAN'S CLUB	SUSAN WARD	919-465-8861	24	0	24
0	074	GRAHAM	TEACHING OUR TOTS SAFETY(TOTS)	LAURIE STEVENS	704-479-3361	21	0	21
0	084	GRANVILLE	GRANVILLE HOSPITAL	ELAINE SIEVERT	919-693-2463	136	57	193
0	078	GRANVILLE	SOUTHERN GRANVILLE JR. WOMAN'S	DEBBIE VAUGHN	919-528-0877	24	0	24
0	045	GREENE	GREENE COUNTY HEALTH DEPT	PEGGY LETCHWORTH	919-747-8181	0	39	39
0	031	GUILFORD	GREENSBORO JAYCEES	MARGARET BRAY	919-379-1570	200	6	206
0	050	GUILFORD	GRNSBRO JR WD C & GUILFD CO HD	MARY KAY TEETER	919-379-4145	485	0	485
0	035	GUILFORD	HIGH POINT JR WOMEN'S CLUB	BETH SPOON	919-869-8767	124	0	124
0	053	GUILFORD	WESLEY LONG COMMUNITY HOSPITAL	MARY LOU THOMPSON	919-299-6815	300	0	300
0	038	HALIFAX	ROANNETTES	SHAPLEIGH BREWER	919-537-4423A6	27	55	82
P	597	HALIFAX	TWIN CO RURAL HEALTH CENTER	RICHARD ETHERIDGE				
0	125	HARNETT	ANDERSON CREEK MEDICAL CENTER	DEBBIE HART	919-436-2900	60	40	100
0	122	HARNETT	BOONE TRAIL MEDICAL CENTER	SHIRLEY AINSWORTH	919-893-3063	90	60	150
0	026	HARNETT	DUNN JR WOMEN'S CLUB	SUSIE CREEL	919-892-7161	75	0	75
0	032	HAYWOOD	HAYWOOD CNTY KISS PROJECT	JANE SHIPMAN	704-452-5160	117	2	119
0	034	HENDERSON	AMERICAN RED CROSS	ELLEN VARNADORE	704-693-5605	182	113	295
P	591	HENDERSON	MEDICAL SERVICES BUILDING	CORNELIUS F CATHEART				
0	070	HERTFORD	AKOSKIE JAYCEES	MARY LOU GRAHAM-BANKS	919-332-4851	90	0	90
0	116	HOKE	HOKE CO HEALTH DEPT	DEBRA BARTH	919-875-3717	34	0	34
0	087	HYDE	HYDE COUNTY HEALTH DEPT	LINDA MAYO	919-926-3561	6	15	21
0	059	IREDELL	DAVIS COMMUNITY HOSPITAL	MARY WESLEY	704-873-0281	125	0	125
0	016	IREDELL	IREDELL CO MEMORIAL HOSPITAL	Sharon Johnson	704-873-5661	279	80	287
0	062	IREDELL	LOWRANCE HOSPITAL LADIES AUX	C/O MRS ALICE PRUITT	704-663-1113	62	0	62
0	017	JACKSON	JACKSON COUNTY HEALTH CENTER	DOTTIE BRUNETTE	704-586-8994	84	79	163
0	120	JOHNSTON	JOHNSTON CO HEALTH CENTER	HAZALENE BARFIELD	919-934-4168	75	0	75
Z		JONES						
0	007	LEE	SANFORD JAYCEES	CINDY GONELLA	919-776-7534	120	3	123
0	075	LENOIR	LENOIR CO. HOME EXTENSION	LINDA SUTTON	919-527-2191	92	67	159
0	104	LINCOLN	LINCOLN COUNTY HEALTH DEPT.	HOPE BAILEY	704-735-3001	0	50	50
0	134	LINCOLN	LINCOLN COUNTY HOSPITAL	MARGIE CRUMP	704-735-3071		3	3
0	021	MACON	MACON COUNTY HEALTH DEPT	LINDA HARRISON	704-369-9526	76	117	193
0	033	MADISON	MADISON COUNTY HEALTH DEPT	GARNETTE SPRINKLE	704-649-3531	82	0	82
0	085	MARTIN	MARTIN COUNTY HEALTH DEPT	CAMMIE BRITTON	919-792-7811	119	124	233
0	068	MCDOWELL	MCDOWELL CO EXT HOMEMAKERS	SUSAN GOLDSMITH	704-652-7121	957	97	192
0	012	MECKLENBURG	COMMUNITY HEALTH ASSOCIATION	WILLIS FLYNN	704-375-0172	2200	0	2200
0	114	MITCHELL	SPRUCE PINE JR. WOMENS CLUB	MITZI SMITH	704-765-4201	60	0	60
0	090	MONTGOMERY	SANDHILLS COMMUNITY ACTION	ETHELEEN LUCK	919-576-9071	33	32	65
0	025	NASH	NASHVILLE YOUNG WOMAN'S CLUB	RUTH GLISSON	919-459-4732	20	0	20
0	123	NEW HANOV	AMERICAN RED CROSS	JOAN HOWARD	919-762-2683	100	6	106
P	613	NEW HANOVE	NEW HANOVER MEMORIAL HOSPITAL	STEVE WESTLAKE	919-343-7020			
0	037	NORTHAMPTN	NORTHAMPTON CNTY HEALTH DEPT	JULIE MARTIN	919-534-5841	28	9	37
0	080	ORANGE	ORANGE COUNTY CPSA	JERRY ROBINSON	919-732-8181	212	150	362
0	004	ORANGE	UNC HIGHWAY SAFETY RESRCH CNTR	BEVERLY ORR	919-962-2202	4	47	51
Z		PAMLICO						
0	073	PASQUOTANK	PPCC DISTRICT HEALTH DEPT	ANDREA HELD	919-338-2167	34	49	83
P	609	PENDER	AMERICAN LEGION POST	IRENE LAY	919-259-9560			
P	599	PENDER	BURGAU JAYCEES	BETTY WALL	919-259-5587			
0	118	PENDER	PENDER EAST RESCUE SQUAD	CONNIE BATSON	919-270-4715	20	10	30

## CHILD RESTRAINT RENTAL PROGRAMS -- BY COUNTY

09-25-86 AT 5:49 a.m.

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S	COD	COUNTY	GROUP	CONTACT	PHONE	INFNT	TODLR	TOTAL
D	112	PERQUIMANS	PERQUIMANS CO HEALTH DEPT	JODI BRANTHAM	919-426-5488	26	26	52
D	082	PERSON	ROXBORO JAYCEES	STOKES ANN BLAYLOCK	919-599-6015	51	20	71
D	001	PITT	FARMVILLE JR WOMEN'S LEAGUE	DEBBIE HOBGOOD	919-753-2372	50	0	50
D	124	PITT	PITT CO MEMORIAL HOSPITAL AUX	ETSIL MASON	919-757-4491	100	0	100
D	047	PITT	TAR RIVER CIVITAN CLUB	PATRICE ALEXANDER	919-752-4141	300	110	410
D	097	POLK	HICKORY GROVE BAPT YOUNG WOMEN	DARLENE DENTON	704-894-8413	6	0	6
P	580	POLK	ST LUKES HOSPITAL	MARION HAZLE	704-894-3311			
D	002	RANDOLPH	ASHEBORO CIVIC WOMEN	CATHY CLARK	919-625-8650	60	0	60
P	615	RANDOLPH	HEART OF CAROLINA LADIES CIVTN	ANN ROLLINS	919-672-3344			
D	126	RICHMOND	HAMLET HOSPITAL	MARIE NILAND	919-582-3611	10	40	50
D	066	RICHMOND	RICHMOND MEMORIAL HOSPITAL	MARGARET WILLIAMS	919-997-2561	223	137	360
D	110	ROBESON	FAIRMONT JR WOMAN'S CLUB	JEANNETTE EVANS	919-628-8901	0	51	51
D	020	ROBESON	LUMBERTON JR WOMEN'S CLUB	MARION THOMPSON	919-739-0130	134	0	134
D	127	ROBESON	ROBESON COUNTY HEALTH DEPT	SUSSIE SUTTON	919-738-7231	266	57	322
P	595	ROBESON	ST PAULS JAYCEES	KENNETH KINLAW				
D	079	ROCKINGHAM	ANNIE PENN MEMORIAL HOSPITAL	ELAINE C HICKS	919-349-8461	124	0	124
D	052	ROCKINGHAM	FATERNAL ORDER OF POLICE	SANDRA DUNCAN	919-627-4026	0	50	50
D	014	ROCKINGHAM	TRI CITY JAYCEES & MOREHD HOSP	SANDRA H JANNEY	919-623-9711	60	0	60
P	612	ROWAN	BULL CREEK HOMEMAKERS EXTEN.	LYNN ROBERTS	704-253-9264			
D	029	ROWAN	ROWAN COUNTY HEALTH DEPT	LYNN BROWN	704-633-0411	0	100	100
D	019	ROWAN	ZETA PHI BETA SORORITY INC	ELLA M HARGETT	704-633-1970	127	0	127
D	106	RUTHERFORD	PILOT CLUB OF RUTHERFORD CO	HELEN MCKINNEY	704-287-2211	60	1	61
D	063	SAMPSON	CLINTON JAYCEES	DR. ROBERT SINK	919-592-1478	290	0	290
D	105	SAMPSON	TRI-COUNTY COMM HEALTH CENTER	LETISIA AYALA	919-567-6194	36	27	63
D	051	SCOTLAND	SCOTLAND MEMORIAL HOSPITAL	RUTH BISBEE	919-276-2121	242	0	242
D	100	STANLY	STANLY MEMORIAL HOSPITAL	SUE V BARBEE	704-983-4387	225	0	225
D	058	STOKES	STOKES-RYNOLDS HOSP&STOKES CO HD	MARGARET DALTON	919-593-8121	40	32	72
D	088	SURRY	SURRY CO HEALTH DEPT	MARTY K LOFTIS	919-789-2936	56	32	88
D	060	SWAIN	CHEROKEE HLTH DELIVERTY SYSTEM	BARBARA OWLE	704-497-9485	115	129	244
D	048	SWAIN	SWAIN COUNTY HEALTH DEPT	DEBORAH HYATT	704-488-6041	66	23	89
D	056	TRANSYLVAN	TRANSYLVANIA COMM HOSPITAL AUX	DOROTHY DEAN	704-884-3135	97	73	170
D	128	TYRRELL	TYRRELL COUNTY HEALTH DEPT	NANCY HOUSE	919-796-2681	25	19	44
D	013	UNION	COMMUNITY HEALTH ASSOCIATION	MALINDA PEOPLES	704-283-1537	400	0	400
D	057	VANCE	FAMILY ADVOCACY COUNCIL	MARSHA UPTON MUNN	919-492-5001	90	78	168
D	055	WAKE	APEX JAYCEES	SANDRA JORDAN	919-362-6240	14	23	37
D	107	WAKE	FUQUAY-VARINA EXCHANGETTE CLUB	DONNA KINSTON	919-552-6049	20	0	20
D	081	WAKE	GENERAL BAPTIST ST CONVENTION	CYNTHIA WAGEE	919-821-7466	26	0	26
D	005	WAKE	KNIGHTDALE JAYCEES	JACKIE ADAMS	919-266-3481	145	25	170
D	030	WAKE	RALEIGH MOTHER OF TWINS CLUB	GAIL LEHNINGN	919-846-1773	22	22	44
D	024	WAKE	ST EMPLOYEE'S ASSN OF NC DT 29	CHERYL MOON	919-733-5098	70	0	70
D	121	WAKE	WAKE COUNTY HOSPITAL SYSTEM	MARIE CASHWELL	919-755-8293	674	0	674
D	101	WAKE	WENDELL JAYCEES	LARRY PERRY	919-365-6391	50	0	50
D	011	WAKE	WESTERN WAKE JAYCEES	ADELE TYSINGER	919-481-0091	53	73	126
D	095	WAKE	ZEBULON JR WOMANS CLUB	KAREN MURPHY	919-269-9301	30	0	30
D	049	WARREN	WARREN COUNTY HEALTH DEPT	IRENE D ELAM	919-257-1185	50	0	50
D	133	WARREN	YOUNG VOLUNTEERS IN ACTION	SHIRLEY A RICHARDSON	919-586-4017	30	5	35
D	096	WARREN	YOUNG VOLUNTEERS IN ACTION	SHIRLEY A RICHARDSON	919-586-4017	30	5	35
D	109	WASHINGTON	WASHINGTON COUNTY HEALTH DEPT	MYRA ALLEN	919-793-3023	47	28	75
D	044	WATAUGA	CHILDRENS CNCL OF WATAUGA CO	BRUCE N RICHTER	704-264-1280	20	22	42
D	054	WAYNE	GOLDSBORO JR WOMANS CLUB	BECKY HERRING	919-731-6138	450	0	450

## CHILD RESTRAINT RENTAL PROGRAMS -- BY COUNTY

09-25-86 AT 5:49 a.m.

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S	COD COUNTY	GROUP	CONTACT	PHONE	INFNT	TODLR	TOTAL
0 006	WAYNE	MT OLIVE JAYCEES	BRENDA DAVIS	919-658-4553A6	8	0	8
0 072	WILKES	BLUE RIDGE OPPOR COMM, INC	JUDI MITCHELL	919-667-7174	56	60	116
0 009	WILSON	WILSON CNTY EXT HOMEMAKER ASSN	CHERYL SUMMERS	919-237-0112	10	3	13
0 113	WILSON	WILSON MEMORIAL HOSPITAL AUX	CAROL BOWEN	919-399-8138	298	0	298
0 130	YADKIN	DEEP CREEK CPSA	LINDA BAZIUK	919-463-2728	30	7	37
0 039	YANCEY	BURNSVILLE JR WOMAN'S CLUB	MARTHA TYNER	704-682-7016	20	0	20

## TOTALS

INFNT	15,921.00	102.058	AVG.
TODLR	3,937.00	25.237	AVG.
TOTAL	18,907.00	121.199	AVG.

Printed 156 of the 162 records.

## Appendix I

### Training Sessions Conducted by HSRC Staff



# Training Sessions Conducted by HSRC Staff

Date	Group	City	# Attendees	Type of Training
10/8	American Red Cross	Wilmington	15	Misuse/Safety Seat Check
10/16	Charlotte Memorial	In-house	4	Infant/Toddler Safety Check
10/16	Cleveland Memorial	In-house	2	Infant/Toddler
11/5	Academy of Public Health	Raleigh	3	Infant/Toddler
01/03	Robeson Co. H.D.	Chapel Hill	2	Rental Program
01/15	Cabarrus Co. H.D.	In-house	2	Rental Prog./Clinic
	South Carolina Child Safety Seat Prog.		" "	" "
	South Carolina Dept. of Social Services		1	" "
	Pitt Memorial Hospital		3	2 Rental Prog./1 Rental Prog./Clinic
	Broc Head Start		2	Rental Program
	Lexington Mem. Hospital		1	Clinic
	High Point Reg. Hospital		1	Clinic
01/30	Anson Co. H.D.	Chapel Hill	3	Rental Program
02/19	Tri-Co. Comm. Health Center	In-house	3	Rental Program
	Cumberland Co. Med. Soc. Aux.		3	Clinic
	Alamance-Caswell Med. Aux.		2	Clinic
02/26	So. Granville Co. Jr. Women's Club	Creedmoor	11	Rental Program
02/26	Buncombe Co. Exten. Homemakers	Asheville	20	Misuse
03/19	First Tennessee Reg. Health Off.	In-house	1	Clinic
	Knox Co. Health Dept. TN		1	Clinic
	East Tennessee Reg. Health Off.		1	Clinic
	Robeson Co. H.D. N.C.		1	Clinic
	Transportation Sfty. Training Cntr. VA		1	Clinic
03/25	North Hampton Co. H.D.	In-house	3	Rental Program
	Robeson Co. H.D.	In-house	1	Rental Program
04/02	Rowan Co. Extension Homemakers	Salisbury	25	Clinic

Date	Group	City	# Attendees	Type of Training
04/10	Brunswick Co. Health Dept. Southport Rescue Squad Brunswick Hospital Boiling Spring Lakes Resc. Squad Home Mission Center	Bolivia	12	Rental Program
04/11	Robeson Co. Dept. of Soc. Serv.	Lumberton	29	Safety Seat Use
04/24	Eden Police Dept.	In-house	4	Rental Program
05/20	Anderson Creek Medical Center Orange Co. CPSA Boone Trail Medical Center	In-house	7	Rental Program
06/04	Kernersville Police Dept. McDonald's Representative	In-house	3 1	Rental Program
06/17	Broc Head Start Lincoln Co. Health Dept. Martin Co. Health Dept.	In-house	1 3 1	Rental Program
06/18	Lincoln Co. Health Dept. Robeson Co. Health Dept.	In-house	3 1	Clinic
07/15	Burlington Jr. Women's Club	In-house	3	Rental Program
07/29	Durham General Hospital Planning Committee	Durham	20	Rental Program
08/12	Rowan County Health Dept. Burlington Jr. Women's Club Forsyth County Health Dept.	In-house	4 2 3	Rental Program Rental Program Clinic
09/16 09/17	Tennessee Child Passenger & Safety Office	In-house	1	Rental Clinic

Appendix J

Tot Line on Child Passenger Safety Week

# Tot Line

Spring 1986

a newsletter of the North Carolina Child Passenger Safety Association

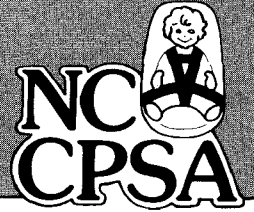
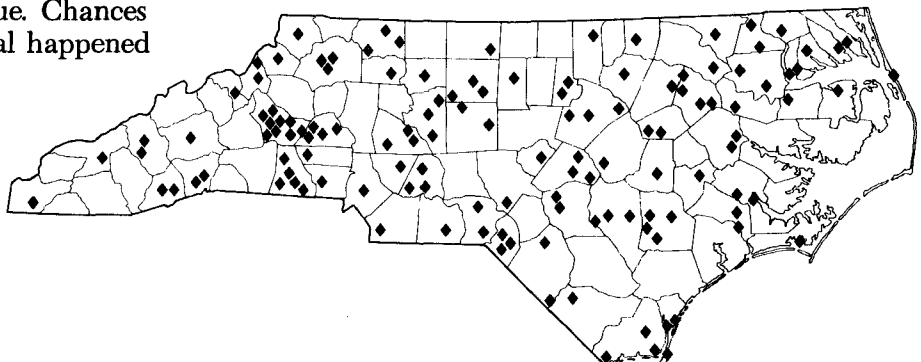


Photo by Alan Marler

## Child Passenger Safety Week A Statewide Celebration

**T**his is a special issue of Tot Line. It is devoted solely to covering the activities that promoted child safety seats and seat belts during North Carolina's Child Passenger Safety Week, February 23 through March 1, 1986. The symbols on the map represent the law enforcement agencies, organizations and schools who sent us cards or letters outlining their activities.

Relax and enjoy this fun issue. Chances are good that something special happened in your neck of the woods.





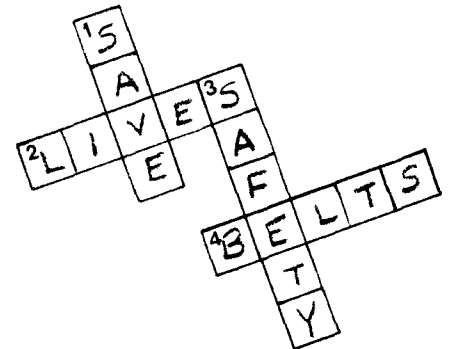
## Protecting Our Most Precious Resource

In a proclamation issued this year by the Governor's Office, Governor James G. Martin said that "automobile accidents are the number one cause of death among the children of our state." Our children are "our most precious resource and our highest social priority," he said, "our only chance to make North Carolina's future secure."

But if we are to secure North Carolina's future, we must first secure our children. This is why Governor Martin proclaimed the week of February 23 through March 1, 1986, as "Child Passenger Safety Week," encouraging "all citizens to practice good safety protective action for our infants and children."

In an effort to encourage this sort of action, the UNC Highway Safety Research Center, under a grant from the Governor's Highway Safety Program, and in cooperation with the National Child Passenger Safety Association, contacted every law enforcement agency in the state, sending each a copy of the Governor's proclamation, question and answer sheets on the N.C. seat belt and child passenger laws, a package of 250 balloons imprinted with a safety message, and a list of ideas for promoting Child Passenger Safety Week.

The response was tremendous. Over 125 cards, letters, photos and newspaper articles outlining Child Passenger Safety Week events were returned to the Center by enthusiastic sheriff's offices, police departments, highway patrol stations, and community service organizations. Many had solicited help from local schools, civic groups, merchants and the media; all were successful. As so many of the program organizers said, "If only one life is saved as a result of all this, it will be worth it."



Talking car seats, crossword puzzles, balloon launches, free meals, car seat displays and slide shows were only a few of the innovative methods used to promote child passenger safety. Some others are described in the following pages.

Though we regret that space limitations prevent us from reporting on every project, we do want to thank everyone from one-man police forces to groups with large corps of staff and volunteers for the thought they put into their projects, for their hours of work, and, in some cases, for their willingness to brave the cold to tell people about seat belts and child safety seats. Because of all these efforts during that one week, thousands of people were exposed to the seat belt and safety seat message, boosting community awareness of the laws and their benefits and strengthening commitment to the use of restraints, not only for children, but for adults as well.

### Good News: More Children Buckled Up in 1985

Statistics released during Child Passenger Safety Week showed that more North Carolina children of all ages are riding buckled up since the expanded child passenger protection law went into effect last July. Safety seat and seat belt usage rates for children under age six in accidents rose from 55 percent during the six weeks prior to the new law to 77 percent by the last six weeks of 1985.

All ages of children benefitted from the new law. Usage rates for children under age two, covered by the old law, rose from 74 to 88 percent. Usage rates for two- and three-year-olds increased from 54 to 74 percent, while the biggest increase was for four- and five-year-olds, whose usage rates rose from 37 to 71 percent. Even belt-wearing for six- and seven-year-olds, not covered by the law, jumped from 25 to 56 percent. These children are covered by the seat belt law when they are riding as front seat passengers.



Photo by Howard Tillery, courtesy of High Point Enterprise

## A Special Thank You

Listed below are the agencies and organizations who shared their child passenger safety activities with us. To all of you who worked so hard, we say "thank you."

Ahoskie Police Dept.  
 Albemarle Police Dept.  
 Angier Police Dept.  
 Archdale Police Dept.  
 Ashe Co. Sheriff's Dept.  
 Autryville Police Dept.  
 Banner Elk Police Dept.  
 Benson Police Dept.  
 Bertie Co. Sheriff's Dept.  
 Blue Ridge Opportunities Commission  
   of N. Wilkesboro  
 Boiling Springs Police Dept.  
 Boone Police Dept.  
 Brevard Police Dept.  
 Broadway Police Dept.  
 Brunswick Co. Sheriff's Dept.  
 Brunswick Police Dept.  
 Buncombe Co. Sheriff's Dept.  
 Burke Co. Sheriff's Dept.  
 Camden Co. Sheriff's Dept.  
 Carteret Co. Sheriff's Dept.  
 Cary Police Dept.  
 Catawba Police Dept.  
 Chadbourn Police Dept.  
 Charlotte Police Dept.  
 Cherokee Co. Sheriff's Dept.  
 Chesterfield Extension Homemakers  
 China Grove Police Dept.  
 Chowan Co. Sheriff's Dept.  
 Concord Police Dept.  
 Conover Police Dept.  
 Craven Co. Sheriff's Dept.  
 Cumberland Co. Sheriff's Dept.  
 Drexel Police Dept.  
 Duplin Co. Sheriff's Dept.  
 Durham Co. Sheriff's Dept.  
 Edenton Police Dept.  
 Edgecombe Co. Sheriff's Dept.  
 Elizabeth City Police Dept.  
 Elkin Police Dept.  
 Ellerbe Police Dept.  
 Erwin Police Dept.  
 Fair Bluff Police Dept.  
 Fayetteville Police Dept.  
 Forsyth Co. Sheriff's Dept.

Fountain Police Dept.  
 Gastonia Police Dept.  
 Gates Co. Sheriff's Dept.  
 George Hildebrand Elementary School  
 Gibson Police Dept.  
 Goldsboro Police Dept.  
 Greensboro State Highway Patrol  
 Grimesland Police Dept.  
 Grover Police Dept.  
 Guilford Co. Sheriff's Dept.  
 Hamlet Police Dept.  
 Haw River Police Dept.  
 Haywood Co. Sheriff's Dept.  
 Hazelwood Police Dept.  
 Hendersonville Police Dept.  
 Hickory Police Dept.  
 High Point Police Dept.  
 Icard Township Fire Dept.  
   & Ladies' Auxiliary  
 Kill Devil Hills Police Dept.  
 Kinston Police Dept.  
 Laurel Park Police Dept.  
 Laurinburg Police Dept.  
 Lee Woodard School  
 Lewiston Woodville Police Dept.  
 Lexington Police Dept.  
 Life Belt Awareness  
   of Greater Fayetteville  
 Lillington State Highway Patrol  
 Lincolnton City Police  
 Locust Police Dept.  
 Long View Police Dept.  
 Louisburg Police Dept.  
 Lucama Police Dept.  
 Maysville Police Dept.  
 Mid-Mountain Insurance Women's Assn.  
 Morganton State Highway Patrol  
 Mount Airy Police Dept.  
 Mount Olive Police Dept.  
 Murfreesboro Police Dept.  
 New Bern Police Dept.  
 New Hanover Co. Sheriff's Dept.  
 Newland Police Dept.  
 Northampton Co. Sheriff's Dept.  
 North Wilkesboro Police Dept.

Oak Hill Fire Dept.  
 Oakboro Police Dept.  
 Pilot Club of Tarboro, Inc.  
 Pinebluff Police Dept.  
 Pitt Co. Sheriff's Dept.  
 Polkville Police Dept.  
 Pollocksville Police Dept.  
 Ramseur Police Dept.  
 Red Springs Police Dept.  
 Reidsville Police Dept.  
 Robersonville Police Dept.  
 Rocky Mount Police Dept.  
 Rocky Mount State Highway Patrol  
 Rose Hill Police Dept.  
 Rutherford College Schools  
 Salemburg Police Dept.  
 Salisbury Highway Patrol  
 Sampson Co. Sheriff's Dept.  
 Scotland Co. Sheriff's Dept.  
 Scotland Neck Police Dept.  
 Shelby Police Dept.  
 Shelby State Highway Patrol  
 Southport Police Dept.  
 Spencer Police Dept.  
 Spruce Pine Police Dept.  
 Stovall Police Dept.  
 Sunset Beach Police Dept.  
 Swain Co. Sheriff's Dept.  
 Thomasville Police Dept.  
 Transylvania Co. Sheriff's Dept.  
 Tyrrell Co. Sheriff's Dept.  
 Valdese Police Dept.  
 Volunteer Services Wake Co.  
   Hospital Systems  
 Wadesboro Police Dept.  
 Warrenton Police Dept.  
 Warsaw Police Dept.  
 Washington Co. Sheriff's Dept.  
 Waxhaw Police Dept.  
 Whitakers Police Dept.  
 Wilkesboro Police Dept.  
 Winfall Police Dept.  
 Wrightsville Beach Police Dept.  
 Yadkinville Police Dept.  
 Zebulon Police Dept.

# Highlights from the Piedmont and the Coast

With posters and puppets, hot dogs and balloons, clowns and sky-divers all around, you might think you were at the state fair. But look again and you will see that the posters advocate child passenger safety, the balloons have safety slogans and the puppet shows are about the benefits of using seat belts and child restraints. This is a safety rally!

Sponsored by the Laurinburg Police Department and area merchants, the rally was the final event, capping off a week of activities promoting Child Passenger Safety Week in North Carolina.

Before the week began, Lt. Robert Malloy prepared the first graders in all nine Scotland County primary schools by talking to them about passenger safety. The children then participated in a "Be a Safe Car Passenger" poster contest.

Merchants involved themselves by sponsoring child passenger safety advertisements in the local newspaper and by donating 13 child seats to be given away in drawings. One car dealer included free child restraints with the purchase of new cars.

But the three-hour safety rally in a shopping center parking lot was the crowning event. In one hour, 200 hot dogs and soft drinks, donated by a local grocer and two bottling companies, were distributed free to all takers by the Scotland County Rescue Squad and the Police Explorers. The Rescue Squad also filled balloons with helium, and gave them to Scotland County 4-H Club members who came dressed as clowns, entertaining the children and passing out the balloons printed with safety slogans. The First Baptist Church did its safety-oriented puppet shows, and the poster contest winners were awarded their prizes. Scotland Memorial Hospital Auxiliary and the Laurinburg Junior Service League were also present, using a car donated by an auto dealer to demonstrate the proper use of child safety seats.



Photo Courtesy of Laurinburg Exchange

Another demonstration, performed by the Rescue Squad, presented the "Jaws of Life," a machine used to open a badly damaged vehicle to extract victims. A volunteer "victim" was placed in a car donated by a junkyard while the Squad performed a simulated rescue operation.

If all of this wasn't enough to attract a crowd, the Ozone Rangers parachute exhibition team must have brought in a few people with their free-fall exhibition.

The Safety Rally's closing event was a "Helium Balloon Sendoff" where 500 balloons, some donated by the Sheriff's Department and some from a local grocery, were launched by children, parents and volunteers.

Chief N.W. Quick, of the Laurin-



Photo Courtesy of Laurinburg Exchange

burg Police Department, says of this week of activities, "We were just trying to get the public aware of child passenger safety, and not only the children, but the parents too."

In Fayetteville the saying "a little bird told me" holds some truth, the only problem arising with the word "little." Children and adults alike in Fayetteville heard the child passenger safety message from a huge yellow fowl, appropriately named "Big Bird."



Photo by Brice Sweet

Big Bird, who underneath his costume was J.R. Wilkins, Chairman of the Media Commission of Life Belt Awareness of Greater Fayetteville, was a big hit with children, passing out safety-slogan balloons at five day-care centers and two variety stores.

Sgt. W.P. Dalton, of the Fayetteville Police Department, and Project Chairman for Life Belt Awareness of Greater Fayetteville, sent Officer J.E. White along with Big Bird to the stores where he and other committee members of the same group demonstrated child restraint usage and installation. Anyone who bought a child seat after the demonstration, was rewarded with a free record album or tape.

As it turned out, one of the stores in which the demonstration was done, was so pleased with the increased customer traffic accompanying the project that its manager offered to conduct an in-store child seat loaner program for 1986.

At the day-care centers, Sgt. Dalton accompanied Big Bird and talked to the children, telling them always to wear their seat belts and to encourage their parents to do the same.

Other parents in Wilmington, Rocky Mount and Stovall were also encouraged by law enforcement officers to buckle up their children and themselves.



Photo courtesy of New Hanover Co. Sheriff's Dept.

To promote child passenger safety, the New Hanover County Sheriff's Department held a safety seat check in Wilmington. Using a bank parking lot at a local mall, the officers, with help from Red Cross volunteers, spent the day inspecting child restraints people had in their cars to be sure that they were correctly installed. The television news crew who came to cover the event also helped, having themselves been trained in the proper use of child restraints.

In Rocky Mount, the State Highway Patrol set up checking stations along the roads, giving warning tickets to those who were not properly restrained and thanking those who were.

Chief Gene Britt of the Stovall Police Department, says he did a one-day road check and found that most people were wearing their seat belts.

"The ones who weren't," says Britt, "thought that it was a good idea and appreciated me being out there checking. But I wouldn't let them leave before they buckled up."

Chief Britt also distributed safety-slogan balloons to the children in grades K-1 from the local elementary school who came to tour his police car. As he talked to them, he stressed seat belt safety.

"I told them that if they didn't learn anything else that day, remember to BUCKLE UP!"

Volunteer Services of the Wake County Hospital Systems set up an information booth and a car seat clinic at the Children's Festival which was being held at a local mall. There volunteers distributed safety-slogan balloons, child restraint law and usage

brochures, shopping guides for the best child restraints, and listings of North Carolina child seat loaner programs.

The booth also had a car seat mock-up which was used to demonstrate proper installation and use. Marie Cashwell, of Volunteer Services Wake County Hospital Systems, says that this part of the program was especially of interest to a lot of grandmothers who thought the seat should always face forward.

They just didn't know how to use the seats," she says.

New Hanover County Sheriff's Department persuaded two large department stores to set up in their stores displays of the child restraints they sell, and convinced another to mention child passenger safety in one of their newspaper ads.

The Rocky Mount Police Department displayed eight child safety seats loaned to them by merchants who sell them, and they distributed literature from the manufacturers. Crime Prevention Officer A.R. Patterson, who organized the Rocky Mount Police activities, also sent a letter to the local hospital, telling them about the child restraint law and providing them with a list of local merchants who sell seats.

A balloon launch sponsored by the police, the Rocky Mount Moose Lodge and the Junior Women's Club, was



Photo by Howard Tillery, courtesy of High Point Enterprise

held in the parking lot of a large variety store and attracted many youngsters who attached the names of needy children and sent the balloons off into the sky. A bicycle donated by the store was to be the prize for the needy child whose balloon travelled farthest, though in this case none of the balloons returned.

"We let them go," says Patterson, "and they all headed right for the Atlantic Ocean."

Perhaps someone in France or England will find a balloon and share its safety message. Meantime the bike was awarded to a child whose name was pulled in a drawing.



Photo courtesy of Rocky Mount Police Dept.

Another program geared especially toward children was a puppet show which visited several schools in Guilford County. Safety Squirrel and his friends, Sandy Squirrel and Frederico the dog, stressed the importance of always wearing seat belts when the puppet, Sandy, normally a very safe driver, ran her car off the road and hit a tree.

Carolyn Uhlin, treasurer of Seat-belts Are For Everyone (SAFE) and operator, in conjunction with the local P.T.A., of the puppet shows in Guilford County, says, that "the puppet show was very well received by the 175 children (at Oakview Elementary School)."

Overall, the child passenger safety message was well received everywhere by children and adults who heard it all over the state from the many fine organizations and volunteers who promoted it during Child Passenger Safety Week. Now we hope that everyone will remember to "Buckle Up!"



# Highlights from Western North Carolina

**D**o you know what happens to an egg that crashes its car while not wearing a seat belt? Have you ever had a police car, not a police *officer*, drive up to you and tell you why you should wear your seat belt?

These things do happen sometimes, as they did in the Western half of North Carolina during the state's Child Passenger Safety Week, and they are actually very effective methods for teaching children and adults about passenger safety.

**I**nterested in educating the public during the Child Passenger Safety Week, the Buncombe County Sheriff's Department in Asheville sent officers to county elementary schools to present safety programs to grades K-5. They took "Bonnie Buckle-Up" with them. Officer John Heatherly says, "Bonnie Buckle-Up is a talking car seat with a Cabbage Patch doll in it. She rolls into classrooms and talks to the sheriff about why kids should wear seat belts."

The children also competed in a poster contest, with the best being selected for a public display at the Asheville Civic Center. Also on display were 60 child seats to be loaned out, an endless loop slide show that played three times per hour, and safety-slogan balloons with literature to be distributed.

Was the program a success? Officer Heatherly thinks it was. "We had 3600 passenger safety coloring books to distribute," he says, "and we gave every last one away."

**I**n a neighboring county the Hendersonville Police Department was doing its part to promote Child Passenger Safety Week by combining forces with the Henderson County 4-H Office and the Mid-Mountain Insurance Women's Association.

The 4-H members, under the guidance of Ann McNabb, sponsored a poster contest with the theme, "Be a Safe Car Passenger," for fourth through sixth graders. The winners were picked by the Mid-Mountain Insurance Women's Association and were awarded \$10 per class winner as provided by the 4-H Club, and a \$50 U.S. Savings Bond, provided by the Mid-Mountain Insurance Women's Association, for the overall grand prize winner.

A child seat safety exhibit at a shopping mall was the site chosen for the display and judging of the posters. Frances M. Reese, Safety Chairman of the Mid-Mountain Insurance



Photo by Tammy Barnwell, courtesy of Hendersonville Times-News

Women's Association, says that being a judge was a difficult job.

"It was not easy to choose a winner," she says, "they all were good!"

During the exhibit 4-H members filled their safety-slogan balloons with helium and distributed them to visitors.

Perhaps the biggest attraction for small children was "P.C.," Hendersonville Police Department's miniature police car that, according to Officer Jim Sams, who operates it, "drives around and talks, telling kids why they should buckle up their seat belts."

P.C. is remote-controlled and has eyes that move and blink and lights that flash.

"The kids love it," says Officer Sams.

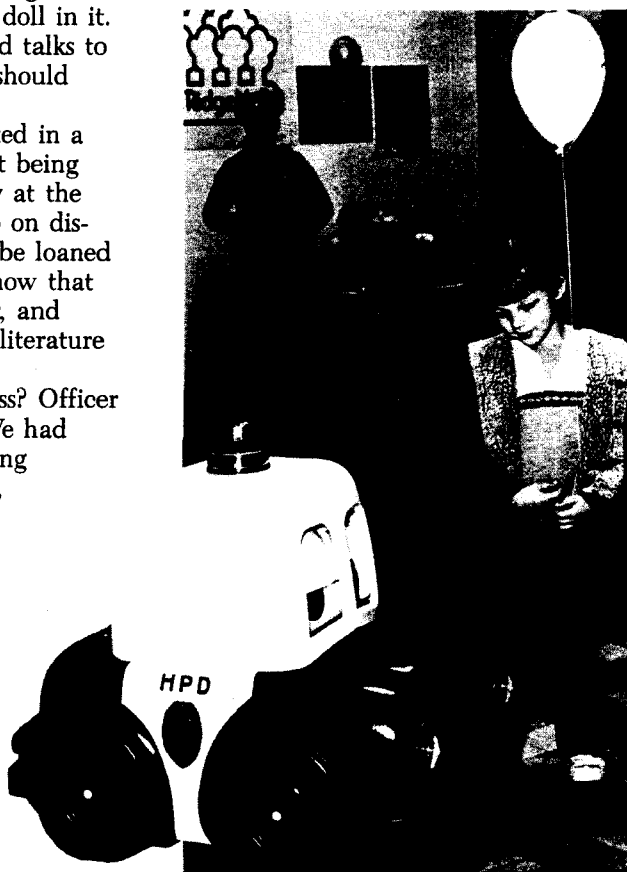


Photo by Tammy Barnwell, courtesy of Hendersonville Times-News

**A**lso popular with children is the Egg Car Crash demonstration performed in several Burke County schools. Elementary school children at Chesterfield, Icard, Oak Hill, Salem, Mull, Valdese and Rutherford College Schools cringed as law enforcement representatives or other organization volunteers took a model car with an "unbelted" egg in the driver's seat and loosed it on a ramp. When the car crashed at the bottom of the ramp, the egg arched through the air and smashed on the floor. The operation was repeated a second time with one difference: the egg was belted and therefore unharmed.

"This is a graphic demonstration," says Sgt. Rena Benfield of the Valdese Police Department, "but it shows exactly what we need to show, that children do need to be buckled into seat belts."

Sgt. Benfield and the Valdese Police Department organized an extensive Child Passenger Safety Week program in Burke County, contacting law enforcement agencies, fire departments, first responders or extension homemaker organizations to promote child passenger safety in their schools.

Due to the efforts of fire departments, homemaker organizations, first responders and law enforcement agencies, more than 3500 students in Burke County alone participated Child Passenger Safety Week, carrying their safety message home to family and friends. Speaking for the Valdese Police Department, Sgt. Benfield says, "I think it's good for the people in the community to know that we're here for more than just arresting people."

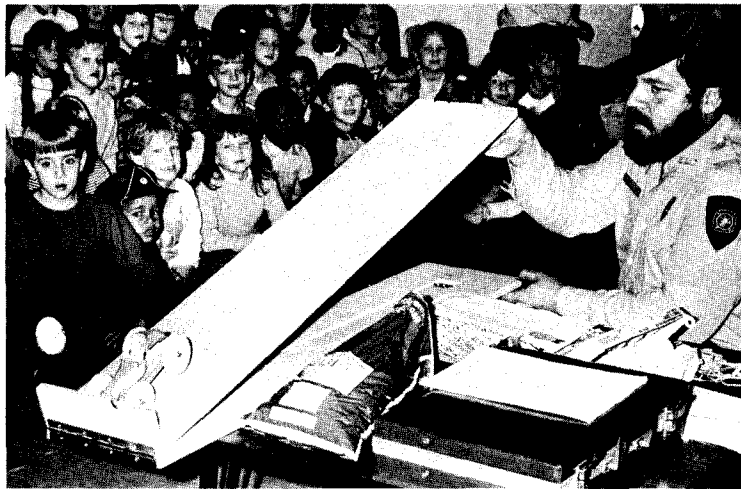


Photo by Alan Marler

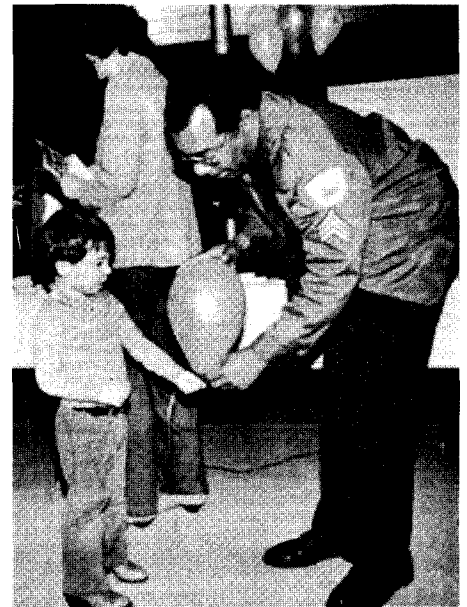


Photo by Kim Simon, courtesy of Hickory Daily Record

The Hickory Police Department sponsored a safety seat display at a local shopping mall. Sgt. Charles Mitchell, pictured above, was one of the officers who took turns handing out balloons, answering questions and passing out literature.

Activities varied slightly, many schools having the Egg Car Crash demonstration and most having balloon launches at which students attached post cards with their names and the sponsoring agency's address. The balloons that were returned from the farthest distance, in this case, Kernersville, won the students prizes of up to \$25, paid by the sponsoring agency.

There were a couple of variations on the launch idea. Drexel schools launched plain balloons, giving their safety-slogan balloons to students to take home as a reminder, and Rutherford College School launched 165 balloons while their cheerleaders did a safety cheer.

When the week's activities were over, the dozen safety-slogan balloons that were left over were given to two local florists to use in balloon bouquets.

Parents were also reached with the child passenger safety message during this week. Many schools distributed to their students "buckle-up" reminder tags for parents to attach to their rearview mirrors. Oak Hill Elementary went a step further and sent the children home with a "buckle-up agreement" for parents to sign.

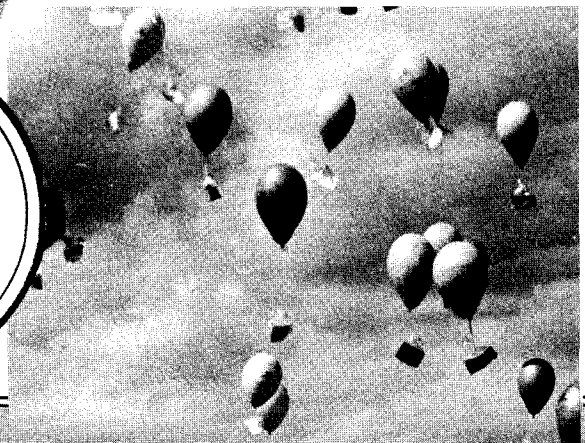


Photo by Alan Marler

## How far can a balloon launch send a safety message?

At least 400 miles. The Blue Ridge Opportunities Commission (BROC) of North Wilkesboro reported that one of their balloons reached Seaford, Delaware, that's about 400 miles northeast of Wilkes County Public Library where children from two day care centers released the balloons. The balloon launch was a joint project of the BROC Head Start Infant/Toddler Seat Loaner Program and the North Wilkesboro Police Department with support from the Wilkesboro Police Department and the Highway Patrol.

# Safety Seat Training Workshops

Are you considering starting a safety seat rental program? Or maybe you would like to help parents do a better job of using safety seats correctly. The Highway Safety Research Center (HSRC) wants to help you get started.

HSRC offers training workshops on how to operate safety seat rental programs and how to conduct safety seat misuse clinics. These one day workshops, funded through a grant from the Governor's Highway Safety Program, are held monthly in Chapel Hill and are free of charge.

Participants in the safety seat rental workshops are trained to operate rental programs and are provided the most up-to-date information on how to instruct parents on the proper use of seats, what new seats are on the market, and how the child passenger safety and seat belt laws affect everyone. This workshop is ideal for beginners wanting to start a rental program, for new recruits who are rotating into an established program, or for anyone who could use a refresher course.

Currently 135 safety seat rental programs are run by volunteers and/or health professionals in North Carolina. HSRC has always stressed the importance of training everyone involved in renting seats, and shares with workshop attendees techniques on how to do it right, solutions to common problems and some innovative ideas that can make life easier.

The safety seat misuse clinic workshop gives participants the skills, resource materials and actual "hands on" experience to set up safety seat clinics in their communities.

What is a safety seat clinic? Set up at locations such as day care centers, shopping malls or fast food restaurant parking lots, clinics offer parents an opportunity to stop and have their children's safety seats checked by volunteers who are trained to correct misuse or give advice for problem situations.

Clinic volunteers provide a vital service to communities since the vast majority of parents do not use safety seats correctly. This misuse often results in the seats losing over half of their effectiveness in crashes.

Workshop attendees will be trained to identify the various types of safety seats and how they are used with different seat belt systems, how to correct misused seats, and as part of the afternoon session, will participate in an actual clinic at a day care center in Chapel Hill.

If you would like to register for a workshop, call Tot Line 800-672-4527, toll free in North Carolina (Mondays through Fridays between 8:00 am and 5:00 pm) at least two weeks in advance of the workshop date. Details about the program agenda and possible financial assistance to offset travel expenses are available upon request.

## Rental Program Workshops

Time: 1:00 pm-4:00 pm

Place: UNC Highway Safety Research Center  
Chapel Hill, NC

Dates: May 20, June 17, July 15

## Misuse Clinic Workshops

Time: 10:00 am-5:30 pm

Place: UNC Highway Safety Research Center  
Chapel Hill, NC

Dates: May 21, June 18, July 16



## Tot Line

The University of North Carolina  
Highway Safety Research Center  
CTP 197-A

Chapel Hill, N.C. 27514

Lauren Marchetti, Editor

Patricia Graham, Writer

**Tot Line** is a publication of the North Carolina Child Passenger Safety Association, produced by the UNC Highway Safety Research Center under a grant from the North Carolina Governor's Highway Safety Program. Inquiries and requests to be placed on the mailing list should be sent to the above address.

BULK RATE  
US POSTAGE  
**PAID**  
PERMIT NO 131  
CHAPEL HILL, N.C.  
NON-PROFIT  
ORGANIZATION

address correction requested

Appendix K  
Observational Survey Forms

## THANK YOU FOR TAKING THE TIME TO TALK WITH US

This survey is being done by the University of North Carolina Highway Safety Research Center in an effort to find out how people in North Carolina feel about car seats for children and seat belts for adults. As driver of the car that was stopped and given this survey, you should answer the questions. It is important that you fill out and return the survey as soon as possible. Your responses will be strictly confidential. Please be honest in your answers; we want to find out how successful publicity efforts have been and how you feel about car seats and seat belts. If you have any questions, call us toll-free at 1-800-672-4527, 8:00-5:00 Monday-Friday.

Please circle your answers to the questions.

- 1) Are you the driver of the car that was stopped by a data collector at the shopping center or day care center?      Yes      No

- 2) Are you aware that North Carolina has a law that requires children to be buckled up?

No

Yes



- a) What age children are covered by the law?

1. Under age 2    2. Under age 4    3. Under age 6    4. Don't know

- b) At what age can seat belts be used in place of a safety seat?

1. 1 year old    2. 3 years old    3. 6 years old    4. Don't know

- c) Which drivers does the law effect?

1. All drivers    2. Just parents    3. Parents and relatives    4. Don't know

- d) What are the penalties? (Circle all that apply)

1. Warning ticket through 1986    4. \$10 fine  
2. Warning ticket after 1986    5. \$25 fine  
3. 2 driver's license points    6. Don't know

- e) How did you learn about the child restraint law? (Circle all that apply)

1. Radio    5. Doctor or nurse  
2. TV    6. Police  
3. Newspaper    7. Other \_\_\_\_\_  
4. Friend or relative    8. Not sure, can't remember

- 3) Are you aware that North Carolina has a law that requires adults to be buckled up?

No

Yes



- a) Who is covered by the adult seat belt law?

1. Drivers only    3. All occupants  
2. Drivers and front seat occupants    4. Don't know

- b) Which vehicles are not covered by the law?

1. Cars made without seat belts    4. Pickup trucks  
2. Cars with seat belts removed    5. Some delivery trucks  
3. Cars used for short trips    6. Don't know

- c) What are the penalties? (Circle all that apply)

1. Warning ticket through 1986    4. \$10 fine  
2. Warning ticket after 1986    5. \$25 fine  
3. 2 driver's license points    6. Don't know

- d) How did you learn about the adult seat belt law? (Circle all that apply)

1. Radio    5. Doctor or nurse  
2. TV    6. Police  
3. Newspaper    7. Other \_\_\_\_\_  
4. Friend or relative    8. Not sure, can't remember

Please turn over

Please circle your answers to the questions.

4) How often do you use car safety seats or seat belts for your child or children?

- |                           |                     |                     |
|---------------------------|---------------------|---------------------|
| 1. All of the time        | 2. Most of the time | 4. Some of the time |
| 3. About half of the time | 5. Never            |                     |

a) What are your reasons for not using safety seats or belts for your child(ren) all the time?

---

b) When are you most likely to buckle up your child(ren)?

---

5) How often do you use your own seatbelt?

- |                           |                     |                     |
|---------------------------|---------------------|---------------------|
| 1. All of the time        | 2. Most of the time | 4. Some of the time |
| 3. About half of the time | 5. Never            |                     |

a) What are your reasons for not using your safety belt all the time?

---

b) When are you most likely to use your own safety belt?

---

6) Do you use a safety seat for your child(ren)?

No Yes

→ a) How did you get the seat(s)?

- |                |                                   |                |
|----------------|-----------------------------------|----------------|
| 1. Bought new  | 3. Gift from a friend or relative | 5. Other _____ |
| 2. Bought used | 4. Rented                         |                |

b) Do you have instructions for the seat(s)?

- |                                  |                            |
|----------------------------------|----------------------------|
| 1. Yes, an instruction book      | 3. No, lost or thrown away |
| 2. Yes, a label on the seat only | 4. No, never had them      |

c) Do you use the safety seat(s) just like the instructions say to?

- |        |       |               |
|--------|-------|---------------|
| 1. Yes | 2. No | 3. Don't know |
|--------|-------|---------------|

→ d) If not, what do you do differently?

---

---

e) Why do you use the safety seat differently?

---

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The following questions are for research purposes only, remember all answers are confidential.

(7) What is your age? \_\_\_\_\_ years

(8) What is your sex? Male Female

(9) What is your race? White Black Hispanic Oriental

(10) What is the last grade of school you completed? (Please circle one)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20+

(11) What is your total family income? 1. Less than \$10,000 3. \$25,000 - 40,000  
2. \$10,000 - 25,000 4. More than \$40,000

Thank you very much for your help. Please return your completed questionnaire in the envelope provided. You do not need to put a stamp on this envelope.

DATE:      M      D      V

OBSERVER:           

CITY: WILMINGTON FAYETTEVILLE GREENSBORO CHARLOTTE  
 GREENVILLE DURHAM WINSTON ASHEVILLE  
 WILKEBBOBO

LOCATION: SHOPPING CENTER  
 DAY CARE

		OCCUPANTS							COMMENTS
		DR	2	3	4	5	6	7	
POSITION	DRIVER	DR	DR	DR	DR	DR	DR	DR	
	CENTER FRONT		CF	CF	CF	CF	CF	CF	
	RIGHT FRONT		RF	RF	RF	RF	RF	RF	
	LEFT REAR		LR	LR	LR	LR	LR	LR	
	CENTER REAR		CR	CR	CR	CR	CR	CR	
	RIGHT REAR		RR	RR	RR	RR	RR	RR	
	OTHER		OT	OT	OT	OT	OT	OT	
AGE									
SEX	MALE	M	M	M	M	M	M	M	
	FEMALE	F	F	F	F	F	F	F	
RACE	WHITE	W	W	W	W	W	W	W	
	BLACK	B	B	B	B	B	B	B	
	OTHER	O	O	O	O	O	O	O	
RELATION	CHILD	C	C	C	C	C	C	C	
	GRANDCHILD	G	G	G	G	G	G	G	
	OTHER RELATIVE	R	R	R	R	R	R	R	
	NONRELATIVE	N	N	N	N	N	N	N	
RESTRAINT	NONE	1	1	1	1	1	1	1	
	ON LAP	2	2	2	2	2	2	2	
	AUTOMATIC	3	3	3	3	3	3	3	
	LAP ONLY	4	4	4	4	4	4	4	
	L&S - CORRECT	5	5	5	5	5	5	5	
	L&S - BEHIND BACK	6	6	6	6	6	6	6	
	L&S - UNDER ARM	7	7	7	7	7	7	7	
CHILD RESTRAINT	NON CRASH TESTED	8	8	8	8	8	8	8	
	INFANT ONLY	9	9	9	9	9	9	9	
	TODDLER ONLY	10	10	10	10	10	10	10	
	CONVERTIBLE	11	11	11	11	11	11	11	
	BOOSTER	12	12	12	12	12	12	12	
HOW CHILD RESTRAINT USED	CORRECT	1	1	1	1	1	1	1	
	FACING ERROR	2	2	2	2	2	2	2	
	NO HARNESS	3	3	3	3	3	3	3	
	NO BELT	4	4	4	4	4	4	4	
	NOT TETHER	5	5	5	5	5	5	5	

ASK ALL DRIVERS:

1. Are you aware that NC has a law requiring children to be buckled up in cars? YES NO
2. Are you aware that NC has a law requiring adults to be buckled up? YES NO
3. About how far will you be driving to your next stop? \_\_\_\_\_ MILES

STATE OF CAR LICENSE: NC OTHER: \_\_\_\_\_

ID# \_\_\_\_\_

### ***A Chance to Win \$200***

---

We appreciate your taking the time to answer the enclosed survey. As a way of saying "thank you", we will enter your name in a drawing for \$200 if you return this card with your completed questionnaire.

**Name**

---

**Address**

---

---

**Phone #**

---

Your chances of winning will be approximately 1 in 450 or better. The information that you provide on this card will only be used for this drawing. Of course you may return the questionnaire without returning this card.

### ***A Chance to Win \$100***

---

We appreciate your taking the time to answer the enclosed survey. As a way of saying "thank you", we will enter your name in a drawing for \$100 if you return this card with your completed questionnaire.

**Name**

---

**Address**

---

---

**Phone #**

---

Your chances of winning will be approximately 1 in 450 or better. The information that you provide on this card will only be used for this drawing. Of course you may return the questionnaire without returning this card.



State of North Carolina



## Governor's Highway Safety Program

JAMES G. MARTIN  
GOVERNOR

PAUL B. JONES  
DIRECTOR, GR

JAMES E. HARRINGTON  
SECRETARY OF TRANSPORTATION

January 29, 1986

MEMORANDUM TO: Superintendent/Principal

FROM: Paul B. Jones, Director, Governor's Highway

B.J. Campbell Director, Highway Safety  
Research Center - UNC

Enclosed you will find a traffic safety curriculum purchased for distribution to North Carolina elementary schools by the Governor's Highway Safety Program and distributed by the North Carolina Department of Public Instruction. This kit, "A Safer Way for Everyday" is designed for use in grades K-3 and contains suggested in-school activities, ideas to share at home, a poster and teacher resource information.

Automobile accidents are the leading cause of needless injuries and death for children of elementary school age. Nothing else is such a threat to their safety and welfare. Figures reported for 1985 by the UNC Highway Safety Research Center indicate that the belt use rate for children ages 6-7 who are involved in accidents has steadily increased from 20 percent to 40 percent with the introduction of the seat belt in North Carolina for front passengers. There are still 60 percent of this age group riding unrestrained in the front seat of a car.

This educational program can teach students the importance of wearing safety belts to protect themselves and others and is an addition to the state-board approved course of study in traffic safety. A follow-up survey postcard will be sent at a later date by the Highway Safety Research Center to ask for information on the utilization of the curriculum.

Thank you for your support and interest in this important opportunity to protect children in North Carolina who ride in automobiles.

10. Could you use other material on the topic of traffic safety? yes no  
If yes, briefly describe what types of materials would be most useful to  
you in your class (e.g., spirit masters, stickers, class projects, teacher's  
guide, etc.).

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## IDENTIFICATION

Name of school \_\_\_\_\_

Address \_\_\_\_\_

Town/Zip \_\_\_\_\_

Name of principal \_\_\_\_\_

Person completing form

Your position \_\_\_\_\_

## QUESTIONNAIRE TO

## NORTH CAROLINA SOCIETY OF HOSPITAL VOLUNTEERS/AUXILIANS

## Want to start a Safety Seat Rental Program?

In a rental program parents of newborns are provided infant car carriers or child safety seats for a small deposit and nominal rental fee. The seats are rented for approximately nine months, then returned to the hospital for rental to a new family.

The University of North Carolina Highway Safety Research Center would like to know of your interest in establishing a such a program in the hospital you are affiliated with. We would appreciate your taking the time to complete this questionnaire so we can get an idea of the extent of interest on a state-wide basis.

Date \_\_\_\_\_

Person completing the questionnaire \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_  
City County State Zip

Phone # (where you can be reached 8-5 M-F) \_\_\_\_\_

Name of Hospital Volunteer/Aux Group \_\_\_\_\_

1. Does the hospital your group is affiliated with have an operational safety seat rental program? \_\_\_\_\_yes \_\_\_\_\_no

2. If yes to question #1, what service group and/or hospital dept. operates the program?

\_\_\_\_\_/\_\_\_\_\_

3. If "no" to question # 1 would your group be interested in establishing a rental program in your hospital? Please check one.

- \_\_\_\_\_ no  
\_\_\_\_\_ don't know, need more information  
\_\_\_\_\_ yes, have needed information  
\_\_\_\_\_ yes, but need more information

4. Are you aware that the Governor's Highway Safety Program office, has an incentive to start a rental program in your community, provides free matching safety seats (up to a maximum of 25) for each seat a group provides?  
\_\_\_\_\_yes \_\_\_\_\_no

Please return the completed questionnaire in the enclosed self addressed, stamped envelope to Beverly T. Orr, UNC HSRC, 197A CTP, Chapel Hill, NC 27514. If you have any questions or comments call TOT LINE 800-672-4527.