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crosswalks data driver distraction
driver behavior engineering evaluation
graduated drivers licensing highways
injury prevention medians
motor vehicles occupant protection
older drivers pedestrians public health
research roadway design safety
school travel seat belts sidewalks
traffic transportation walking

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CHILD RESTRAINT WORKSHOP SERIES

ONGOING AND PLANNED PROGRAMS

Volume II

Beverly T. Orr
Linda P. Desper
Forrest M. Council

September 1979

UNC/HSRC- 79/9/4

CHILD RESTRAINT WORKSHOP SERIES

Volume II of IV Volumes

ONGOING AND PLANNED PROGRAMS

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Chapel Hill, N.C. 27514

September 1979

Prepared for

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National Highway Traffic Safety Administration

NOTICE

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16. Abstract This final report describes the planning and implementing details of the Child Restraint Workshop series. A child restraint workshop was conducted in each of the ten NHTSA regions. The purpose of the workshops was to improve the effectiveness of grassroots organizations in ongoing child restraint programs, to begin coordination efforts within the states, and to involve other grass root supports to increase the number of organizations actively involved in the child passenger safety area. During each two day workshop representatives from various service organizations, health care professions, state legislatures and law enforcement along with highway safety officials were presented with facts about the extent of the problem and its solution followed by discussion of the various types of programs which promote child restraint usage - legislative, education and distribution. Volume I contains details about the planning and implementation of the workshops. Workshop planning details include selection of dates and locations, identification of participants, determination of program format and content, and preparation of workshop materials. Implementation details include an extensive outline of workshop topics and highlights, and the trends of each particular workshop. Also included are recommendations to NHTSA based on the problems and successes of the planning, implementing, and follow-up to the workshops. Volume II, Ongoing and Planned Programs, contains a brief description of ongoing and planned child restraint programs across the country. (Continued on next page)			
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16. Abstract (Continued)

The information is based on workshop interaction, follow-up of workshop participants, and other sources.

Volume III, Workshop Handout Material, (available for viewing at NHTSA Headquarters in Washington, D.C.) contains all of the material on child restraints distributed to workshop participants. Also included in Volume III is additional child restraint information which was on display in a scrapbook at each workshop.

Volume IV, Roster List of Workshop Series' Nominees, (listed copies available through NHTSA-NTS14) contains the names and addresses of all persons submitted as possible invitees to the workshops. The names are arranged by region and state.

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INTRODUCTION

Motor vehicle accidents are the leading cause of death for children between the ages of one and four. In 1977, 920 children under the age of five were fatally injured while riding in automobiles (National Safety Council, 1978). Indeed data from some states (e.g., Hall & Council, 1978) indicate that a child under five years of age is approximately 40-50 times more likely to die in automobile crashes than from all of the common childhood diseases combined (i.e., rubella, measles, polio, and diphtheria), diseases which parents and health care professionals carefully protect children from through immunizations.

There is an "immunization" or preventive medicine which exists for the epidemic of injury and deaths resulting from automobile crashes--the well designed and correctly used infant car carriers and child safety seats. With proper use in a crash, such devices reduce the risk of fatal injury by 70-90 percent (National Highway Traffic Safety Administration, 1979; Scherz, 1978). This means that for every 100 children who died in motor vehicle crashes, 80 would still be alive if their parents had buckled them up properly. Recent studies (Hall et al., 1978; Philpot, Heathington, Perry, & Hughes, 1978; National Highway Traffic Safety Administration, 1979; Scherz, 1978) show, however, that less than 10 percent of children under 10 are properly restrained when riding in cars. Ms. Joan Claybrook, National Highway Traffic Safety Administration (NHTSA) Administrator, emphasized the nature of the problem when announcing new standards for child restraint devices: "What happens to small children who are unrestrained in a crash is that they literally become flying missiles. All we can do is to issue a standard which will make sure these devices are properly constructed, but the important thing is that they be used" (Insurance Institute for Highway Safety, 1979).

With knowledge of the low levels of usage, NHTSA went beyond the issuance of new standards. It recognized the fact that there are many organizations across the nation working on the problem, but saw very little coordination or communication between the groups, and under the assumption that the United Nations declaration for a worldwide renewal of commitment to the welfare of children created a favorable climate for promoting child restraint usage, NHTSA initiated a series of ten regional workshops concerning child restraints which would:

1. Improve the effectiveness of grass roots organizations
in ongoing child restraint programs
2. Begin coordination efforts within the states
3. Involve other grassroots supports to increase the number of
organizations actively involved in the child passenger safety area.

By helping workshop participants share information about effective approaches, giving them access to audio-visual and print materials, providing them with up-to-date technical information, and giving them visible recognition for their past and current efforts, NHTSA hoped to maximize their ability to be effective agents for promoting child restraint usage.

HSRC was awarded the NHTSA contract to conduct the workshop series. A child restraint workshop was conducted in each of the ten NHTSA regions.

Ongoing and Planned Programs

During the course of the child restraint workshops each participant was given an opportunity to discuss any child restraint program in which she/he was involved. This included both ongoing and planned educational programs, distribution programs, and programs in the legislative or regulatory areas. Participants discussed the working details of their program as well as any needs and problems that had occurred.

As a follow-up to the workshops, each workshop participant was contacted by telephone and asked to provide information about her/his involvement in current or planned programs--educational, distribution, legislation. They were asked a series of questions depending on which type of program they were involved in. (Guide Forms for follow-up Contacts with Participants can be found in Appendix A.). Because of time and cost considerations, workshop attendees from outside the continental United States were not telephoned but were mailed forms to be completed and returned to HSRC.

The workshop participants were contacted by student assistants at HSRC in late July and early August. While the student assistants were instructed as to how to ask the questions and record the information given to them, in most cases the students were not familiar with the subject matter.

Because of time limitations it was not possible to survey each workshop participant. In cases where it was known that more than one person was involved in the same program, only one person was called. Others were not contacted because HSRC was unable to obtain a telephone number or they were not available when called. Because the phone calls were made during office hours (Eastern Daylight Time), HSRC was unable to reach as many people on the west coast as in the east, central and mid-west portions of the United States.

The information obtained from the subsequent follow up of participants, workshops, and other sources were compiled to provide a brief description of as many ongoing and planned educational and distribution programs as possible. It was necessary to take several special situations into account in compiling the information. For example, in some cases the same program may have been described by more than one person. In matching the same programs we often found conflicting answers. HSRC either eliminated both answers or made a judgment as to which answer was accurate by reviewing answers to other questions. In other cases, one person may have been involved in more than one program. Some of the information obtained was incomplete and was, therefore, not included in the program descriptions. This happened most often when the student assistants asked participants about their planned programs. The answers in some cases were extremely vague. HSRC concluded that these programs were only in the "hopefully we'll have a program stage" and not far enough along in their planning and implementing for HSRC to provide any definitive information in planned program descriptions. The information obtained was reviewed and interpreted to provide as accurate an account as possible of the programs.

Table 1 provides an overall picture of the number of educational and distribution programs in each state and region. The number of programs listed in the table is based on the workshop follow up, workshop interaction, and other sources. Programs that are just in the preliminary planning stages as well as programs for which incomplete information was obtained are included.

This volume contains a brief description of each educational and distribution program on which information was gathered. The programs are arranged by program area and regions. The program information provided in this section gives only an initial overview of the programs. More detailed information can be obtained from the contact person listed for each program.

Table 1. Child restraint programs by region and state.

	Ongoing Education Programs	Planned Education Programs	Ongoing Distribution Programs	Planned Distribution Programs	Number of People Contacted	Number of People Attending the Workshop*
<u>Region I</u>						
Connecticut	2	1	2	1	6	7
Maine	-	1	-	2	3	3
Massachusetts	3	1	3	-	9	12
New Hampshire	2	1	2	-	5	7
Rhode Island	-	-	-	-	2	3
Vermont	-	1	-	1	3	4
Total	7	5	7	4	28	36
<u>Region II</u>						
New Jersey	3	-	-	-	5	10
New York	2	-	-	1	7	11
Puerto Rico	-	-	-	1	1	2
Virgin Islands	-	-	-	-	1	1
Other	-	-	-	-	0	1
Total	5	-	-	2	14	25
<u>Region III</u>						
Delaware	2	1	-	-	5	5
District of Columbia	1	2	-	-	3	4
Maryland	-	2	-	-	3	3
Pennsylvania	1	3	-	-	8	9
Virginia	1	-	-	-	3	4
West Virginia	1	-	-	-	2	3
Indian State	-	-	-	-	0	0
Other	1	-	-	-	1	1
Total	7	8	-	-	25	29
<u>Region IV</u>						
Alabama	1	-	-	-	2	3
Florida	1	-	-	-	1	3
Georgia	2	1	-	-	3	4
Kentucky	1	-	-	-	4	5
Mississippi	-	1	-	-	2	2

	Ongoing Education Programs	Planned Education Programs	Ongoing Distribution Programs	Planned Distribution Programs	Number of People Contacted	Number of People Attending the Workshop*
<u>Region IV (cont'd)</u>						
North Carolina	1	-	-	2	3	5
South Carolina	-	1	-	-	2	4
Tennessee	2	-	2	1	3	5
Total	8	3	2	3	21	32
<u>Region V</u>						
Illinois	-	1	-	-	5	11
Indiana	-	1	-	-	1	3
Michigan	3	1	2	-	3	6
Minnesota	1	-	1	-	2	2
Ohio	-	2	-	1	4	6
Wisconsin	-	1	-	-	4	6
Total	4	6	3	1	19	34
<u>Region VI</u>						
Arkansas	-	1	-	-	1	2
Louisiana	3	-	-	-	4	5
New Mexico	-	1	-	-	1	2
Oklahoma	1	1	-	-	4	5
Texas	3	1	-	-	6	10
Total	7	4	-	-	16	24
<u>Region VII</u>						
Iowa	-	-	-	1	3	3
Kansas	-	1	-	-	3	6
Missouri	2	2	-	-	6	8
Nebraska	4	-	2	-	5	7
Total	6	3	2	1	17	24

*Excluding representatives from the NHTSA regional offices

Table 1. Child restraint programs by region and state (cont.)

	Ongoing Education Programs	Planned Education Programs	Ongoing Distribution Programs	Planned Distribution Programs	Number of People Contacted	Number of People Attending the Workshop*
<u>Region VIII</u>						
Colorado	2	-	-	-	4	10
Montana	1	-	-	-	1	2
North Dakota	1	-	1	-	2	4
South Dakota	2	-	-	-	3	5
Utah	1	-	-	-	3	4
Wyoming	1	-	-	1	4	5
Other	-	-	-	-	1	2
Total	8	-	1	1	18	32
<u>Region IX</u>						
Arizona	-	1	-	-	1	3
California	2	3	3	-	14	33
Hawaii	-	2	-	1	2	4
Nevada	-	-	-	-	2	5
American Samoa	-	-	-	-	0	0
Guam	1	1	-	-	2	2
Northern Mariana Islands	-	-	-	-	0	2
Total	3	7	3	1	21	49
<u>Region X</u>						
Alaska	-	1	-	-	1	2
Idaho	1	1	-	-	4	5
Oregon	1	1	-	1	3	7
Washington	3	2	1	-	6	11
Total	5	5	1	1	14	25
Overall Total	60	41	19	14	193	310

*Excluding representatives from NHTSA regional offices

EDUCATIONAL PROGRAMS

Region I

State: Connecticut

Ongoing Education Program

Sponsoring agency: American Academy of Pediatrics

Beginning date: May, 1979

Funding agency: American Academy of Pediatrics
Connecticut state funds

Target group(s): Health professionals

Method of education: One to one contact with pediatricians by mail and
phone

Educational/instructional materials used: Material developed by others

Contact person: Leonard Krassner, M.D.
116 Sherman Avenue
New Haven, CT 06510
203/789-3737

Region I

State: Connecticut

Ongoing Education Program

Sponsoring agency: Connecticut Department of Public Safety

Beginning date: October, 1978

Funding agency: NHTSA grant

Target group(s): General public, parents in prenatal classes, parents
in local community

Method of education: Bumper stickers, films

Educational/instructional materials used: Materials developed by others

Contact person: Steven Beeman
Connecticut Department of Public Safety
79 Elm Street
P.O. Box 780
Hartford, CT 06101
203/566-3030

Region I

State: Connecticut

Planned Education Program

Sponsoring agency: Connecticut Hospital Auxiliary

Expected beginning date: November, 1979

Funding agency:

Target group(s): Hospital auxiliaries

Method of education: One day workshop to try to convince the various
auxiliaries of the need for child restraint programs

Educational/instructional materials to be used: Materials developed by
others

Contact person: Mrs. Betsy Harris
Connecticut Hospital Auxiliary
Acord Ridge Road
Wilton, CT 06897
203/762-5140

Region I

State: Maine

Planned Education Program

Sponsoring agency: Maine Hospital Auxiliary

Expected beginning date: Fall, 1979

Funding agency:

Target group(s): General public, Maine hospital administration,
prospective parents and parents of newborns in hospital/
clinic setting, parents in local community, police

Method of education: Newsletter and workshops for hospital staff,
newspaper will include restraint usage in articles
about accidents

Educational/instructional materials to be used: Are developing materials
to be used along with
materials developed by
others

Contact person: Mrs. Jean Devereaux
Maine Hospital Auxiliary
RFD 1, Box 126
Penobscot, ME 04476
207/326-4286

State: Massachusetts

Region I

Ongoing Education Program

Sponsoring agency: Central Massachusetts Chapter-National Safety Council

Beginning date: February, 1979

Funding agency: Insurance companies

Target group(s): Health professionals

Method of education: Workshops, postnatal units

Educational/instructional materials used: Material developed by others

Contact person: Carolyn Iacovone
Central Massachusetts Chapter
National Safety Council
25 Quinsigamond Avenue
Worcester, MA 01608
617/791-9366

Region I

State: Massachusetts

Ongoing Education Program

Sponsoring agency: Central Massachusetts Chapter-National Safety Council
City of Worcester

Beginning date:

Funding agency:

Target group(s): General public, drivers, parents of newborn children

Method of education: Mass media, presentations to civic groups and
community organizations, exhibits and displays of
the Registry of Motor Vehicles, contacts in hospital
maternity wards, prenatal wards, and neighborhood
health centers

Educational/instructional materials used:

Contact person: Timothy Cooney
Executive Director
Central Massachusetts Safety Council
25 Quinsigamond Avenue
Worcester, MA 01608
617/791-9366

Region I

State: Massachusetts

Ongoing Education Program

Sponsoring agency:

Beginning date: June, 1979

Funding agency: Massachusetts Department of Public Health

Target group(s): Prospective parents and parents of newborns in hospital/
clinic setting, parents in local community

Method of education: Presentations at prenatal classes and parenting
classes, postnatal talks, posters, newspaper,
pamphlets to new mothers, community health fair,
balloons

Educational/instructional materials used: Developed posters, balloons
pamphlets, silk screen tee
shirts, display for hospitals

Contact person: Lorraine Cook
247 Essex Street
Lynnfield, MA 01940
617/334-5017

Region I

State: Massachusetts

Planned Education Program

Sponsoring agency: General Federation of Womens Clubs

Expected beginning date: October, 1979

Funding agency:

Target group(s): Womens clubs

Method of education: Workshops, speakers, printed material

Educational/instructional materials to be used: Materials developed by
others

Contact person: Mrs. Manuel Perry
321 Sudbury Street
Marlborough, MA 01752
617/485-0158

Region I

State: New Hampshire

Ongoing Education Program

Sponsoring agency: Cheshire Hospital Aid Society

Beginning date: November, 1978

Funding agency: Cheshire Hospital Aid Society

Target group(s): General public, prospective parents and parents of newborns in hospital/clinic setting, parents in local community, children

Method of education: Film, demonstration of seats

Educational/instructional materials used: Are developing a pamphlet and shopping list

Contact person: Paula Trombley
Cheshire Hospital Aid Society
580 Court Street
Keene, NH 03431
603/352-8565

Region I

State: New Hampshire

Ongoing Education Program

Sponsoring agency: New Hampshire Brotherhood Council

Beginning date: May, 1979

Funding agency:

Target group(s): Parents in public housing (1,000 people)

Method of education: Through the internal system, film

Educational/instructional materials used: Material developed by others

Contact person: Mary Mongan
New Hampshire Brotherhood Council
735 Chestnut Street
Manchester, NH 03101
603/668-8660

Region I

State: New Hampshire

Planned Education Program

Sponsoring agency: New Hampshire Highway Safety Agency

Expected beginning date: October, 1979

Funding agency:

Target group(s): General public, parents in local community, children

Method of education:

Educational/instructional materials to be used: Developing a general
safety education curriculum
to be used along with
materials developed by
others

Contact person: Burton Nichols
Program Manager
New Hampshire Highway Safety Agency
Pine Inn Plaza
117 Manchester Street
Concord, NH 03301
603/271-2131

Region II

State: New Jersey

Ongoing Education Program

Sponsoring agency: Center for Health Affairs

Beginning date: July 1977

Funding agency: New Jersey Office of Highway Safety

Target group(s): General public, prospective parents and parents of newborns in hospital/clinic setting, parents in local community

Method of education: In the community education is through prenatal classes, in the hospitals education is through maternity wards

Educational/instructional materials used: Developed a poster, guide book for workers, pamphlets, film strip, and bilingual material

Contact person: Charlene M. Hess, R.N.
Center for Health Affairs
760 Alexander Road
Princeton, NJ 08540
609/452-9280

Region II

State: New Jersey

Ongoing Education Program

Sponsoring agency: New Jersey Office of Highway Safety

Beginning date: October 1976

Funding agency: Federal funding

Target group(s): General public, parents in local community

Method of education: Films, convincer, radio

Educational/instructional materials used: Developed materials

Contact person: Ms. Sharane Orendas
Safety Specialist
New Jersey Office of Highway Safety
4 Scotch Road
Trenton, NJ 08628
609/292-3900

Region II

State: New Jersey

Ongoing Education Program

Sponsoring agency: New Jersey State Safety Council

Beginning date: June, 1978

Funding agency: New Jersey Office of Highway Safety

Target group(s): General public, prospective parents and parents of newborns, parents in local community

Method of education: Through a program at day care centers

Educational/instructional materials used: Material developed by others

Contact person: Marlene Schmidt
New Jersey State Safety Council
50 Park Place
Newark, NJ 07102
201/642-3123

Region II

State: New York

Ongoing Education Program

Sponsoring agency: Governor's Traffic Safety Committee

Beginning date: June 1978

Funding agency: NHTSA 402 funds

Target group(s): General public, prospective parents and parents of newborns in hospital/clinic setting

Method of education: Radio, films, demonstrations, and exhibits

Educational/instructional materials used: Developed radio and television commercials to be used along with material developed by others

Contact person: Ellen Ryan
Public Information Coordinator
Governor's Traffic Safety Committee
Empire State Plaza
Albany, NY 12228
518/474-3150

Region II

State: New York

Ongoing Education Program

Sponsoring agency: New York Medical College

Beginning date: April 1979

Funding agency: New York Medical College

Target group(s): General public, health professionals

Method of education: Lectures for medical students, radio

Educational/instructional materials used: Material developed by others

Contact person: J. A. San Filippo, M.D.
Department of Surgery
New York Medical College
Valhalla, NY 10595
914/347-7620

Region III

State: Delaware

Ongoing Education Program

Sponsoring agency: Delaware Safety Council

Beginning date: June, 1979

Funding agency: Delaware Safety Council

Target group(s): General public

Method of education: Media, pamphlets, brochures, slides, films, through
school and industry

Educational/instructional materials used: Material developed by others

Contact person: Austin C. Chidester
Assistant Manager
Delaware Safety Council
300 Foulk Road
Wilmington, DE 19803
302/654-7786

Region III

State: Delaware

Ongoing Education Program

Sponsoring agency:

Beginning date: August, 1973

Funding agency:

Target group(s): Prospective parents and parents of newborns

Method of education: Distribution of material and presentation at
childbirth and parent education classes

Educational/instructional materials used: Material developed by others

Contact person: Carol Goon
Childbirth Educator
Childbirth and Parent Education
Association
158 Collins Avenue
Smyrna, DE 19977
302/653-6823

Region III

State: Delaware

Planned Education Program

Sponsoring agency: Women in Traffic Safety of Delaware

Expected beginning date: October, 1979

Funding agency:

Target group(s): Three year olds through parents in local community

Method of education: Media, speakers bureau, comic book, bumper stickers,
billboard, material distributed to parents for
3 year olds

Educational/instructional materials to be used: Developed material that
is used

Contact person: Martha Shipe
Women in Traffic Safety of Delaware
19 Prince Avenue
Swanwyck
New Castle, DE 19720
302/655-4623

Region III

State: District of Columbia

Ongoing Education Program

Sponsoring agency:

Beginning date: June, 1979

Funding agency:

Target group(s): Prospective parents and parents of the doctors practice,
parents of handicapped children, nurses

Method of education: Meetings, films, pamphlets, brochures

Educational/instructional materials used: Material developed by others

Contact person: Constance Urciolo Battle, M.D.
Medical Director and CEO
Hospital for Sick Children
1731 Bunker Hill Road, N.E.
Washington, DC 20011
202/832-4400 Ext. 59

Region III

State: District of Columbia

Planned Education Program

Sponsoring agency: American Academy of Pediatrics

Expected beginning date: September, 1979

Funding agency:

Target group(s): Prospective parents and parents of newborns in hospital/
clinic setting

Method of education: Film, pamphlets, questions and answers

Educational/instructional materials to be used: Material developed by
others

Contact person: Dr. Richard J. Mier
417 E. Capitol Street, S.E.
Washington, DC 20003
202/543-0202

Region III

State: District of Columbia

Planned Education Program

Sponsoring agency: District of Columbia Department of Transportation

Expected beginning date: 1980

Funding agency: NHTSA

Target group(s): General public, prospective parents and parents of newborns in hospital/clinic setting

Method of education: Brochures, bus posters, radio, tv, workshops

Educational/instructional materials to be used: Developing a brochure and public service announcement

Contact person: J. W. Lanum
Highway Safety Management Specialist
D.C. Department of Transportation
415 12th. Street, NW
Room 604
Washington, DC 20009
202/727-5777

Region III

State: Maryland

Planned Education Program

Sponsoring agency: Maryland Association of Highway Safety Leaders

Expected beginning date: October, 1979

Funding agency: Maryland Department of Transportation

Target group(s): General public, prospective parents and parents of newborns in hospital/clinic setting, children

Method of education: Pamphlets, films, media, use volunteer help

Educational/instructional materials to be used: Material developed by others

Contact person: Mrs. Diane A. McGowan
President, Maryland Association of
Highway Safety Leaders
1010 Rockville Pike
Suite 605
Rockville, MD 20852
301/279-2770

Region III

State: Maryland

Planned Education Program

Sponsoring agency: Maryland Chapter of American Academy of Pediatrics

Expected beginning date: September, 1979

Funding agency: American Academy of Pediatrics

Target group(s): Health professionals

Method of education: Newsletter

Educational/instructional materials to be used: Are developing material
to be used along with
material developed by
others

Contact person: Kenneth Roberts, M.D.
Sinai Hospital of Baltimore
Baltimore, MD 21215
301/367-7800

Region III

State: Pennsylvania

Ongoing Education Program

Sponsoring agency: Pennsylvania Medical Society

Beginning date: October, 1978

Funding agency:

Target group(s): General public, prospective parents and parents of newborns in hospital/clinic setting

Method of education: Pamphlets, flyers in pediatricians' offices, media

Educational/instructional materials used: Material developed by others

Contact person: Don McCoy, Director
Department of Specialty Societies
Pennsylvania Medical Society
20 Erford Road
Lemoyne, PA 17043
717/763-7151

Region III

State: Pennsylvania

Planned Education Program

Sponsoring agency: Hospital Association of Pennsylvania

Expected beginning date: September, 1979

Funding agency: Pennsylvania state funds

Target group(s): Health professionals

Method of education: Brochures, flyers, posters, tent cards

Educational/instructional materials to be used: Are developing brochures,
flyers, posters, tent
cards

Contact person: Irene Kline
Highway Safety Group
1214 Transportation Building
Harrisburg, PA 17120
717/787-6853

Region III

State: Pennsylvania

Planned Education Program

Sponsoring agency: Philadelphia Board of Education

Expected beginning date: September, 1979

Funding agency: State funds, American Automobile Association, Schools

Target group(s): General public, parents in local community, children,
teachers

Method of education: Flyers, pamphlets, programs, media

Educational/instructional materials to be used: Materials developed by
others

Contact person: Mr. Paul Isakoff
Director of Accident and Loss Prevention
Philadelphia Board of Education
Parkway at 21st. Street
Philadelphia, PA 19103
215/299-7780

Region III

State: Pennsylvania

Planned Education Program

Sponsoring agency: Pennsylvania Highway Safety Group

Expected beginning date: September, 1979

Funding agency: Pennsylvania Highway Safety Group

Target group(s): Health professionals, prospective parents and parents
of newborns in hospital/clinic setting

Method of education: One to one contact by doctors, prenatal classes,
brochures, slide show, newspaper and magazines,
tent card for hospital meal trays

Educational/instructional materials to be used: Developed brochures,
slide show, tent card,
posters, baby bibs, logo

Contact person: Phil Deemer
Highway Safety Group
1214 Transportation Building
Harrisburg, PA 17120
717/787-6853

Region III

State: Virginia

Ongoing Education Program

Sponsoring agency: Virginia Association of Women Highway Safety Leaders

Beginning date: July, 1974

Funding agency: Department of Transportation Safety

Target group(s): General public, health professionals, pediatricians

Method of education: Community conferences, industry cooperation, television, radio, litter bags, billboards, use of volunteers, set up a regional board

Educational/instructional materials used: Developed brochures, fact sheet

Contact person: Vivian Giles
Project Manager and Secretary-Treasurer
Virginia Association of Women Highway
Safety Leaders
P.O. Box 31
Danville, VA 24541
804/792-0640 or 0605

Region III

State: West Virginia

Ongoing Education Program

Sponsoring agency: West Virginia Association of Women Highway Safety Leaders

Beginning date: April, 1978

Funding agency: West Virginia Governor's Highway Safety Program

Target group(s): General public, women's groups

Method of education: Pamphlets, placemats, etc.

Educational/instructional materials used: Material developed by others

Contact person: Mrs. Mary Bright, Chairman
West Virginia Association of Women
Highway Safety Leaders
1023 Montrose Drive
S. Charleston, WV 25303
304/744-3042

Region IV

State: Alabama

Ongoing Education Program

Sponsoring agency: Department of Public Safety

Beginning date: May, 1979

Funding agency: Alabama state funds

Target group(s): General public, parents in local community

Method of education: Police teams, give speeches and demonstrations
to service groups

Educational/instructional materials used: Material developed by others

Contact person: Captain John Henderson
Department of Public Safety
500 Dexter Avenue
Montgomery, AL 36130
205/832-5043

Region IV

State: Florida

Ongoing Education Program

Sponsoring agency: Florida Association of Women Highway Safety Leaders,
Florida Bureau of Highway Safety

Beginning date:

Funding agency:

Target group(s): General public, prospective parents and parents of
newborns in hospital/clinic setting, parents in local
community

Method of education: Materials distributed through pediatricians, civic
organizations, hospitals, day care centers, use of
print and broadcast media

Educational/instructional materials used: Material developed by others

Contact person: Dr. John C. Prothero
State of Florida
Bureau of Highway Safety
Room 530, Carlton Building
Tallahassee, FL 32304
904/488-5455

Region IV

State: Georgia

Ongoing Education Program

Sponsoring agency: Georgia Association of Women Highway Safety Leaders

Beginning date: June 1978

Funding agency: Georgia Office of Highway Safety, Georgia Association
of Women Highway Safety Leaders

Target group(s): General public, Pilot Clubs

Method of education: Pamphlets, film, meetings of Pilot Club

Educational/instructional materials used: Material developed by others

Contact person: Mrs. Lib Greene Umhau
Georgia Association of Women Highway
Safety Leaders, Inc.
1796 Meadowdale Avenue, N.E.
Atlanta, GA 30306
404/872-4067

Region IV

State: Georgia

Ongoing Education Program

Sponsoring agency: Georgia Office of Highway Safety

Beginning date: July, 1979

Funding agency: NHTSA, State Highway Patrol, Emory University School of Medicine

Target group(s): Health professionals, prospective parents and parents of newborns in hospital/clinic setting, parents in local community, pre-schools, day care

Method of education: Day care, prenatal classes, audiovisuals in maternity wards, flyers in doctors offices, exhibits at medical meetings, Emory University is giving credit for attending lectures

Educational/instructional materials used: Emory University is developing a slide/tape program for doctors

Contact person: Anne Orr
Office of Highway Safety
2175 Northlake Parkway
Building 7, Suite 144
Tucker, GA 30084
404/393-7480

Region IV

State: Georgia

Planned Education Program

Sponsoring agency: Georgia Hospital Auxiliary

Expected beginning date: January 1980

Funding agency:

Target group(s): General public, prospective parents and parents of newborns in hospital setting, parents in local community

Method of education: Flyers for hospital out-patients, prenatal classes

Educational/instructional materials to be used: Developed a pamphlet

Contact person: Mrs. Joyce W. Rush
4638 Savage Hills Drive
Macon, GA 31210
912/474-8360

Region IV

State: Kentucky

Ongoing Education Program

Sponsoring agency: Traffic Safety Institute, Eastern Kentucky University

Beginning date: October, 1978

Funding agency: Kentucky Office of Highway Safety

Target group(s): General public, health professionals, prospective parents and parents of newborns in hospital/clinic settings, parents in local community, pediatricians through hospitals

Method of education: Television, radio, mailings, personal contact

Educational/instructional materials used: Materials developed by others

Contact person: Robin McBride
Traffic Safety Institute
Eastern Kentucky University
Richmond, Kentucky 40475
606/622-2236

Region IV

State: Mississippi

Planned Education Program

Sponsoring agency: Mississippi Association of Women Highway Safety Leaders

Expected beginning date: October, 1979

Funding agency: Mississippi Association of Women Highway Safety Leaders

Target group(s): General public

Method of education: Pamphlets, posters, exhibits, media coverage

Educational/instructional materials to be used: In the process of developing material

Contact person: Ms. Frances M. Harrison
510 George Street, Suite 240
Jackson, MS 39201
601/354-6892 or 366-3339

Region IV

State: North Carolina

Ongoing Education Program

Sponsoring agency: University of North Carolina Highway Safety Research Center

Beginning date: October, 1977

Funding agency: North Carolina Governor's Highway Safety Program

Target group(s): General public, health professionals, parents through pediatricians offices, hospitals, and clinics

Method of education: Posters and brochures distributed to parents through private physicians, health departments, other health care professionals, and civic groups, also presentations and demonstrations for various groups

Educational/instructional materials used: Developed posters, brochures shopping guides

Contact person: Bill Hall
University of North Carolina
Highway Safety Research Center
CTP 197A
Chapel Hill, NC 27514
919/933-2202

Region IV

State: South Carolina

Planned Education Program

Sponsoring agency: South Carolina Highway Safety Program

Expected beginning date: October 1979

Funding agency: South Carolina Highway Safety Program with a contribution from the Department of Health

Target group(s): General public, health professionals, prospective parents and parents of newborns in hospital/clinic setting, parents in local community, grandparents

Method of education: Materials will be distributed through the medical community

Educational/instructional materials to be used: Are developing handout material and slide shows

Contact person: Peter Lee
Division of Health Education
Department of Health & Environmental
Control
2600 Bull Street
Columbia, SC 29201
803/758-5664

Region IV

State: Tennessee

Ongoing Education Program

Sponsoring agency: Highway Safety Planning Division
Office of Urban and Federal Affairs

Beginning date: January, 1978

Funding agency:

Target group(s): General public, parents in local community

Method of education: Public service announcements, curriculum for schools

Educational/instructional materials used: Developed in-service training
material for police departments, pamphlets

Contact person: Sheri Harvey
Highway Safety Planning Division
Office of Urban and Federal Affairs
Suite 950, Capitol Hill Bldg.
301 Seventh Avenue, North
Nashville, TN 37219
615/741-2589

Region IV

State: Tennessee

Ongoing Education Program

Sponsoring agency:

Beginning date: October, 1977

Funding agency: Tennessee Governor's Highway Safety Program

Target group(s): General public, driving public, health professionals,
pre-school teachers

Method of education: Shopping center demonstrations, fairs, presentations
for groups

Educational/instructional materials used: Developed public service
announcements

Contact person: Ms. Jan Hoffman
417 Clearwater Drive
Nashville, TN 37217
615/259-5631

Region V

State: Illinois

Planned Education Program

Sponsoring agency: Illinois Department of Transportation
Division of Traffic Safety

Expected beginning date: September 1979

Funding agency:

Target group(s): Prospective parents and parents of newborns in hospital
setting

Method of education: Contact through hospitals before and after birth

Educational/instructional materials to be used: Material developed by
others

Contact person: Kathleen Watson
Occupant Restraint Coordinator
Illinois Department of Transportation
2300 Dirksen Parkway
Springfield, IL 62764
217/785-3031

Region V

State: Indiana

Planned Education Program

Sponsoring agency: Indiana Department of Traffic Safety and
Vehicle Inspection

Expected beginning date: September 1979

Funding agency: State funding along with federal money

Target group(s): General public, young women

Method of education: Person to person contact through service groups.

Educational/instructional materials to be used: Material developed by
others

Contact person: Bob Donovan
Traffic Safety Specialist
Department of Traffic Safety &
Vehicle Inspection
215 North Senate Avenue
Indianapolis, IN 46204
317/633-5870

Region V

State: Michigan

Ongoing Education Program

Sponsoring agency: Borgess Hospital

Beginning date: June, 1978

Funding agency: Borgess Hospital

Target group(s): General public

Method of education: Prenatal and postnatal education, community
education, car seat rental

Educational/instructional materials used: Material developed by others

Contact person: Jana Hletko
Auto Safety Coordinator
Borgess Hospital
9623 Sterling Drive
Richland, MI 49083
616/383-7333

Region V

State: Michigan

Ongoing Education Program

Sponsoring agency: Michigan Office of Highway Safety Planning

Beginning date:

Funding agency:

Target group(s): Expectant parents and parents of children up to 4 or 5 years

Method of education: Filmstrip, pamphlet, poster, other informational material

Educational/instructional materials used: Developed pamphlet, posters, list of approved restraints, information on setting up a loaner program

Contact person: Mr. David Shinn
Public Information Executive
Michigan Department of State
Secondary Complex
Lansing, MI 48918
517/322-1523

Region V

State: Michigan

Ongoing Education Program

Sponsoring agency: Michigan State Medical Society Auxiliary

Beginning date: January, 1979

Funding agency:

Target group(s): General public, prospective parents and parents of newborns in hospital/clinic setting, parents in local community

Method of education: Newspaper, International Year of the Child display at shopping mall

Educational/instructional materials used: Developed consumer education materials to be used along with material developed by others

Contact person: Mrs. Cheri Calvelo
Infant-Child Auto Safety Project
Michigan State Medical Society Auxiliary
1727 Probert Road
Jackson, MI 49203
517/787-3409

Region V

State: Michigan

Planned Education Program

Sponsoring agency: Michigan Association for Traffic Safety

Expected beginning date: October 1979

Funding agency:

Target group(s): General public

Method of education: Working with industry to encourage child restraint use among their employees, use of newsletters and radio

Educational/instructional materials to be used: Have developed fact sheets, posters, and stuffers for employee checks

Contact person: Tom Reel
Executive Director
Michigan Association for Traffic Safety
122 S. Grand Avenue
Lansing, MI 48933
517/487-8811

Region V

State: Minnesota

Ongoing Education Program

Sponsoring agency: Minnesota Safety Council

Beginning date: October, 1978

Funding agency: Minnesota Safety Council, federal funds

Target group(s): General public, health professionals, prospective
parents and parents of newborns in hospital/clinic
setting, all who are concerned with children

Method of education: Visit all hospitals, prenatal classes, news
coverage

Educational/instructional materials used: Material developed by others

Contact person: John Shaffer
Minnesota Safety Council
Department of Public Health
145 Hamm Building
St. Paul, MN 55102
612/291-9150

Region V

State: Ohio

Planned Education Program

Sponsoring agency: Ohio Chapter of the American Academy of Pediatrics
Ohio Department of Highway Safety

Expected beginning date: December 1979

Funding agency:

Target group(s): General public, health professionals

Method of education: Direct mailings to physicians, use of the media for
the general public

Educational/instructional materials to be used: Materials developed by
others

Contact person: Louis Schwab
Blue Cross of Southwest Ohio
333 W. 1st. Street
Dayton, OH 45402
513/226-4700

Region V

State: Ohio

Planned Education Program

Sponsoring agency: Ohio Department of Highway Safety

Expected beginning date: After October, 1979

Funding agency: NHTSA 402 funds

Target group(s): Health professionals

Method of education: Working with pediatricians

Educational/instructional materials to be used: Are developing pamphlets
and slides

Contact person: Georgia S. Jupinko
Federal Projects Director
Ohio Department of Highway Safety
240 Parsons Avenue
Columbus, OH 43205
614/466-5181 or 466-9159

Region V

State: Wisconsin

Planned Education Program

Sponsoring agency:

Expected beginning date: October, 1979

Funding agency: Wisconsin Office of Highway Safety

Target group(s): General public, prospective parents and parents of newborns in hospital/clinic setting

Method of education: Depends on county

Educational/instructional materials to be used: Developed materials to be used along with material developed by others

Contact person: Mrs. Lucille Fessler
4925 Dennwood Drive
Sheboygan, WI 53081
414/457-7649

Region VI

State: Arkansas

Planned Education Program

Sponsoring agency: Arkansas Highway Safety Program

Expected beginning date: September, 1979

Funding agency: NHTSA

Target group(s): Health professionals, prospective parents and parents
of newborns in hospital/clinic setting

Method of education: Films will be shown to prenatal classes at 100
hospitals, speakers

Educational/instructional materials to be used: Material developed by
others

Contact person: Kathy Bearden
Highway Safety Program Manager
Arkansas Highway Safety Program
705 South Pulaski Street
Little Rock, AR 72201
501/371-1101

Region VI

State: Louisiana

Ongoing Education Program

Sponsoring agency: Louisiana Chapter of the American Academy of Pediatrics

Beginning date: June 1979

Funding agency:

Target group(s): General public, health professionals, prospective parents and parents of newborns in hospital/clinic setting, parents in local community, industry

Method of education: Displays in hospitals

Educational/instructional materials used: Material developed by others

Contact person: M. L. Levy, M.D.
7855 Jefferson
Baton Rouge, LA 70809
504/927-8200

Region VI

State: Louisiana

Ongoing Education Program

Sponsoring agency: New Orleans Coroners Office

Beginning date: March 1979

Funding agency:

Target group(s): General public, prospective parents and parents of newborns in hospital/clinic setting

Method of education: Brochures, bumper stickers, billboards, media

Educational/instructional materials used: Developed brochures, bumper stickers, billboards

Contact person: Frank Minyard, M.D.
Coroner, Parish of Orleans
2700 Tulane Avenue
New Orleans, LA 70119
504/586-4061

State: Louisiana

Region VI

Ongoing Education Program

Sponsoring agency: PTA

Beginning date: May 1979

Funding agency:

Target group(s): General public

Method of education: Workshops and meetings of the PTA at the local,
district, and state level

Educational/instructional materials used: In the process of developing
material to be used along with
material developed by others

Contact person: Mrs. Jimmie Knowles
Louisiana PTA
2602 Jersey
West Monroe, LA 71291
318/396-3898 or 325-9185

Region VI

State: Oklahoma

Ongoing Education Program

Sponsoring agency: Oklahoma Highway Safety Program

Beginning date: July 1977

Funding agency: Federal and state funds

Target group(s): General public, prospective parents and parents of newborns in hospital/clinic setting, parents in local community

Method of education: Presentations to prenatal classes, television

Educational/instructional materials used: Developed a pamphlet to be used along with material developed by others

Contact person: Mrs. Sherry E. Quiring
Highway Safety Program
G-80 Jim Thorpe Building
2101 N. Lincoln
Oklahoma City, OK 73105
405/521-3314

Region VI

State: Oklahoma

Planned Education Program

Sponsoring agency: Oklahoma Health Department

Expected beginning date: August, 1979

Funding agency: Partially funded by Oklahoma Highway Department

Target group(s): Health professionals, prospective parents and parents of newborns in hospital/clinic setting, parents in local community, police, child restraint retailers

Method of education: Classes, patient and parent education

Educational/instructional materials to be used: Material developed by others

Contact person: Henry E. Draper, Ph.D.
Chairman, Child Development Division
State Health Department
NE 10th. & Stonewall
Oklahoma City, OK 73105
405/271-4477

Region VI

State: Texas

Ongoing Education Program

Sponsoring agency: Center for Safety and Accident Prevention

Beginning date: April 1979

Funding agency: Texas Department of Transportation

Target group(s): Health professionals, prospective parents and parents
of newborns in hospital/clinic setting

Method of education: Demonstrations at pre-natal classes, pediatricians
write prescriptions for seats

Educational/instructional materials used: Developed a comprehensive
manual for doctors

Contact person: J. R. Toledo, M.D.
North Texas State University
Denton, TX 76203
214/276-7144 Ext. 52 or 30

Region VI

State: Texas

Ongoing Education Program

Sponsoring agency: Texas Association of Hospital Auxiliaries

Beginning date: 1976

Funding agency:

Target group(s): Prospective parents and parents of newborns in hospital setting, hospital personnel

Method of education: Prenatal classes

Educational/instructional materials used: Developed a ten minute slide/sound program

Contact person: Mrs. W. C. Marks
8146 San Leandro
Dallas, TX 75218
214/321-6117

Region VI

State: Texas

Ongoing Education Program

Sponsoring agency: Texas Office of Traffic Safety

Beginning date: January 1979

Funding agency:

Target group(s): General public, health professionals, prospective parents
and parents of newborns in hospital/clinic setting

Method of education: Prenatal and postnatal contact by doctors, flyers,
limited media coverage

Educational/instructional materials used: Are developing a packet for
doctors to be used along with
material developed by others

Contact person: Susan N. Bryant
Public Information and Education
Office of Traffic Safety
State Department of Highways and
Public Transportation
Austin, TX 78701
512/928-1170

Region VI

State: Texas

Planned Education Program

Sponsoring agency: Texas Safety Association

Expected beginning date: August, 1979

Funding agency: Texas Safety Association

Target group(s): Safety chairmen of various organizations (e.g., PTA's)

Method of education: Seminars to train the safety chairmen

Educational/instructional materials to be used: Are in the process of
developing materials

Contact person: Mrs. Jean Martin
Director of Development and Public Affairs
Texas Safety Association
P.O. Box 9345
Austin, TX 78766
512/451-7421

Region VII

State: Kansas

Planned Education Program

Sponsoring agency: Safety DOT Kansas

Expected beginning date: October, 1979

Funding agency: NHTSA

Target group(s): General public, prospective parents and parents of newborns in hospital/clinic setting, parents and grandparents in local community, civic organizations

Method of education: Information will be disseminated through community health departments

Educational/instructional materials to be used: Developed a portable fact center to be used along with materials developed by others

Contact person: Mark Martinez
Safety DOT Kansas
State Office Building
Topeka, KS 66612
913/296-3551

Region VII

State: Missouri

Ongoing Education Program

Sponsoring agency: Medical Care Group of Washington University

Beginning date: 1977

Funding agency:

Target group(s): Prospective parents and parents of newborns in hospital setting, prospective parents and parents of newborns in private physician's practice

Method of education: Brochures given to patients by physician in private practice or nurse in hospital

Educational/instructional materials used: Material developed by others

Contact person: Paul Simons, M.D.
4570 Audobon
St. Louis, MO 63110
314/658-5289

Region VII

State: Missouri

Planned Education Program

Sponsoring agency: Missouri Safety Center

Expected beginning date: 1980

Funding agency:

Target group(s): General public

Method of education: Television, safety classes

Educational/instructional materials to be used: Material developed by
others

Contact person: Robert L. Baldwin
Missouri Safety Center
Central Missouri State University
Warrensburg, MO 64093
816/429-4830

Region VII

State: Nebraska

Ongoing Education Program

Sponsoring agency: Nebraska Chapter of the American Academy of Pediatrics

Beginning date:

Funding agency:

Target group(s): Parents of newborns in hospital setting

Method of education: Distribution of pamphlets to all new mothers in hospital, showing film to new mothers in certain target hospitals

Educational/instructional materials used: Material developed by others

Contact person: Tom Calvert, M.D.
6300 Meeker Circle
Lincoln, NE 68506
402/489-3834

Region VII

State: Nebraska

Ongoing Education Program

Sponsoring agency: Nebraska Highway Safety Program

Beginning date: May 1979

Funding agency: Nebraska Highway Safety Program

Target group(s): General public, prospective parents and parents of newborns in hospital/clinic settings, and in the local community

Method of education: Presentations and demonstrations for prenatal classes and civic groups

Educational/instructional materials used: Developed a pamphlet to be used along with material developed by others

Contact person: Steve Larson
Public Information Officer
Nebraska Highway Safety Program
P. O. Box 94612
Lincoln, NE 68509
402/471-2515

Region VII

State: Nebraska

Ongoing Education Program

Sponsoring agency: Nebraska State Highway Patrol

Beginning date: May 1979

Funding agency:

Target group(s): General public

Method of education: Presentations to groups using films and pamphlets

Educational/instructional materials used: Developed a slide presentation
on restraint systems

Contact person: Lt. Robert Buchholz
Nebraska State Patrol
Safety Education Division
3510 North West 36th Street
State Patrol Training Center
Lincoln, NE 68524
402/470-2404

Region VII

State: Nebraska

Ongoing Education Program

Sponsoring agency: Nebraska Women for Highway Safety

Beginning date: April 1979

Funding agency: Nebraska Highway Safety Program

Target group(s): General public, prospective parents and parents of newborns in hospital/clinic settings

Method of education: Via prenatal classes

Educational/instructional materials used: Developed a kit for parents containing pamphlets, etc. to be used with material developed by others

Contact person: Mrs. Otis Reinmiller
Nebraska Women for Highway Safety
Staplehurst, NE 68439
402/535-2206

Region VIII

State: Colorado

Ongoing Education Program

Sponsoring agency: Colorado Division of Highway Safety

Beginning date: June, 1979

Funding agency: NHTSA 402 funds

Target group(s): Health professionals, prospective parents and parents
of newborns in hospital/clinic setting

Method of education: Pre-natal and lamaze classes, film, slide show
demonstrations, brochures, shopping guides, posters
counseling

Educational/instructional materials used: Materials developed by others

Contact person: Ms. Julie M. Jordan
Administrative Officer
Colorado Division of Highway Safety
4201 East Arkansas Avenue
Denver, CO 80222
303/757-9481

Region VIII

State: Colorado

Ongoing Education Program

Sponsoring agency: Lutheran Medical Center

Beginning date: January 1975

Funding agency: Lutheran Medical Center

Target group(s): Prospective parents and parents of newborns in hospital/
clinic setting

Method of education: Classes, handouts, movies, demonstrations

Educational/instructional materials used: Developed handout material

Contact person: Ms. Diana Steinmetz
Parent Education Coordinator
Lutheran Medical Center
8300 West 38th. Avenue
Wheat Ridge, CO 80033
303/422-8503

Region VIII

State: Montana

Ongoing Education Program

Sponsoring agency: Montana Highway Traffic Safety

Beginning date: April, 1979

Funding agency: Highway Traffic Safety Division

Target group(s): General public, health professionals, prospective parents and parents of newborns in hospitals/clinics, settings, parents in local community, day care

Method of education: Brochures, pamphlets, films, slides, posters, media

Educational/instructional materials used: Developed a brochure to be used with materials developed by others

Contact person: Ms. Sylvia C. Casey
Montana Highway Traffic Safety
Capitol Station
Helena, MT 59601
404/449-3412

Region VIII

State: North Dakota

Ongoing Education Program

Sponsoring agency: Maternal and Child Health Division of the North
Dakota Department of Health, Traffic Safety Programs
Division of North Dakota State Highway Department

Beginning date:

Funding agency:

Target group(s): General public, health professionals,

Method of education: Slide-tape presentations, brochures and posters
distributed through health professionals and
public service organizations, media campaign using
state news

Educational/instructional materials used: Developed material to be used
along with material developed
by others

Contact person: Judy L. Froseth
Traffic Safety Programs Division
North Dakota State Highway Department
Capitol Grounds
Bismarck, ND 58505
701/224-2453

Region VIII

State: South Dakota

Ongoing Education Program

Sponsoring agency: South Dakota Hospital Auxiliary

Beginning date: April, 1978

Funding agency: Department of Safety

Target group(s): Health professionals, prospective parents and parents
of newborns in hospital/clinic setting

Method of education: Posters, flyers distributed at hospitals

Educational/instructional materials used: Material developed by others

Contact person: Ms. Doris Condon
President, S.D.A.H.A.
405 Yucca Drive
Pierre, SD 57501
605/224-7579

Region VIII

State: South Dakota

Ongoing Education Program

Sponsoring agency: South Dakota Safety Council

Beginning date: December, 1978

Funding agency: NHTSA 402 funds

Target group(s): Prospective parents and parents of newborns in hospital/
clinic setting

Method of education: Presentations at prenatal classes

Educational/instructional materials used: Developed a kit which is
sent to hospitals, also use
materials developed by others

Contact person: Mr. Ted Prochnick
Traffic Safety Coordinator and Adviser
South Dakota Safety Council
123 South Main
Sioux Falls, SD 57102
605/338-0472

Region VIII

State: Utah

Ongoing Education Program

Sponsoring agency: Utah Public Health Association, Utah Division of Health, Utah Division of Highway Safety, Salt Lake City - County Health Department, Utah State University Extension Service, University of Utah Department of Pediatrics, Primary Children's Medical Center, Prevention Advisory Coalition

Beginning date: April, 1978

Funding agency:

Target group(s): General public, health professionals

Method of education: Public service announcements on radio and TV, interviews on radio and TV, materials included in prenatal classes, physicians and other professionals providing information

Educational/instructional materials used: Developed a logo, brochure, articles to be used along with materials developed by others

Contact person: John Dame
Utah Highway Safety
455 East 4th. South, #314
Salt Lake City, UT 84111
801/533-5286

Region VIII

State: Wyoming

Ongoing Education Program

Sponsoring agency: Wyoming Governor's Office of Highway Safety

Beginning date: May, 1979

Funding agency: NHTSA 402 funds

Target group(s): Prospective parents and parents of newborns in hospital/
clinic setting

Method of education: Pamphlets, placemats on meal trays

Educational/instructional materials used: Material developed by others

Contact person: Ms. Ruth Reynolds
720 West 80th. Street
Cheyenne, WY 82201
307/777-7497

Region IX

State: Arizona

Planned Education Program

Sponsoring agency: Traffic Representatives of Arizona Governors Youth Council (TRAGYC)

Expected beginning date: September, 1979

Funding agency: Governor's office

Target group(s): Prospective parents and parents of newborns in hospital/clinic settings

Method of education: Films and materials through doctors, media

Educational/instructional materials to be used: Material developed by others

Contact person: Connie Sousa
TRAGYC Coordinator
1655 W. Jackson Street
Phoenix, AZ 85007
602/261-7692

Region IX

State: California

Ongoing Education Program

Sponsoring agency: Automobile Club of Southern California

Expected beginning date: Early 1970's

Funding agency:

Target group(s): General public, motorists

Method of education: Radio, publications, schools

Educational/instructional materials to be used: Developed a pamphlet to
be used along with
material developed by
others

Contact person: Laurie McIntosh
Automobile Club of Southern California
2601 South Figueroa Street
Los Angeles, CA 90007
213/741-4480

Region IX

State: California

Ongoing Education Program

Sponsoring agency: California Federation of Junior Women's Clubs

Expected beginning date: 1977

Funding agency:

Target group(s): General public, prospective parents and parents of newborns in hospital/clinic setting, parents in local community, high school driver education

Method of education: Flyers, talks, Tel-a-Med tapes

Educational/instructional materials to be used: Developed material to be used along with material developed by others

Contact person: Kathleen Goddard
Safety Chairman
California Federation of Junior Women's Clubs
13180 Casa Linda #13
Garden Grove, CA 92644
714/558-5846

Region IX

State: California

Planned Education Program

Sponsoring agency: Program Development Center of Northern California

Expected beginning date: September, 1979

Funding agency: ESEA, Title IV, Part C

Target group(s): General public, prospective parents and parents
of newborns in hospital/clinic setting, high school
students

Method of education: High school curriculum

Educational/instructional materials to be used: Developed curriculum
materials

Contact person: Don Brecker
Project Director
CAP-DD Project
Program Development Center
5a County Center Drive
Oroville, CA 95965
916/534-4437

Region IX

State: California

Planned Education Program

Sponsoring agency: Public Health Division of the San Mateo County Public Health and Welfare Department

Expected beginning date: October, 1979

Funding agency: California Office of Traffic Safety

Target group(s): General public, health professionals, prospective parents and parents of newborns in hospital/clinic setting

Method of education: Presentations to prenatal patients through hospitals, presentations to health professionals, safety education personnel and service and community organizations, media campaign including press releases, radio, T.V., and displays

Educational/instructional materials to be used: Materials developed by others

Contact person: Lynda Steele
Developmental Disabilities Coordinator
Director's Office
225 West 37th. Avenue
San Mateo, CA 94403
415/573-2951

Region IX

State: California

Planned Education Program

Sponsoring agency:

Expected beginning date: December 1979

Funding agency:

Target group(s): Health professionals, police

Method of education: Initially, a workshop

Educational/instructional materials to be used:

Contact person: Delfi Mondragon Shakra, M.S., R.N.
Family Nurse Practitioner
744 Borchard Court
Woodland, CA 95695
916/446-5021

State: Guam

Region IX

Planned Education Program

Sponsoring agency: Guam Medical Society

Expected beginning date: September 1979

Funding agency:

Target group(s): General public, health professionals, prospective
parents and parents of newborns in hospital/clinic
setting

Method of education: Presentation of film to health professionals,
distribution of posters and pamphlets

Educational/instructional materials to be used: Materials developed
by others

Contact person:

Leon L. Concepcion, M.D.
626 Western Boulevard, Jonestown
Tamuning, Guam 96911
646-5266 or 646-6286

Region IX

State: Hawaii

Planned Education Program

Sponsoring agency: Motor Vehicle Safety Office

Expected beginning date: November 1979

Funding agency: NHTSA 402 funds

Target group(s): General public, health professionals, prospective parents and parents of newborns in hospital/clinic setting and doctor offices, parents in local community

Method of education: Public service announcements and printed material for general public, educational modules for individualized instruction via hospitals and doctor offices

Educational/instructional materials to be used: Plan to develop a film pamphlet

Contact person:

John Lovstedt
Highway Safety Specialist
Motor vehicle Safety Office
State DOT
79 South Nimitz Highway
Honolulu, HI 96813
808/548-5756

Region X

State: Alaska

Planned Education Program

Sponsoring agency: Cook Inlet Native Association

Expected beginning date: 1979

Funding agency: Health, Education, and Welfare through Indian Health Services

Target group(s): Health professionals, prospective parents and parents of newborns in hospital/clinic setting, parents in local community

Method of education: Mainly instruction and demonstration in prenatal classes, also distribution of flyers and use of media

Educational/instructional materials to be used: Developing material to be used along with materials developed by others

Contact person: Ms. P. J. Overholtzer
Accident Prevention Specialist
Cook Inlet Native Association
1057 West Fireweed Lane
Anchorage, AK 99503
907/278-4641 Ext. 280

Region X

State: Idaho

Ongoing Education Program

Sponsoring agency: Idaho Department of Health and Welfare

Beginning date: August, 1979

Funding agency:

Target group(s): General public, prospective parents and parents of newborns in hospital/clinic setting

Method of education: Media, brochures

Educational/instructional materials used: Developed brochure and use additional material developed by others

Contact person: Dr. Zsolt K. Koppanyi, Chief
Bureau of Child Health
Idaho Department of Health & Welfare
Boise, ID 83720
208/384-2127

Region X

State: Idaho

Planned Education Program

Sponsoring agency: Idaho Hospital Auxiliary

Expected beginning date: October, 1979

Funding agency:

Target group(s): Prospective parents and parents of newborns in hospital clinic setting

Method of education: Pamphlets, media, personal contact, workshops

Educational/instructional materials to be used: Material developed by others

Contact person: Larry Fong
Bureau of Community Education
Division of Management Services
Idaho Department of Health & Welfare
700 W. State Street
Boise, ID 83720
208/384-2842

Region X

State: Oregon

Ongoing Education Program

Sponsoring agency: Multnomah County Department of Human Services

Beginning date:

Funding agency:

Target group(s): General public, parents of newborns in hospital setting,
parents in local community

Method of education: Presentations and distribution of material at
prenatal and parenting classes, programs in
maternity wards

Educational/instructional materials used: Developed brochure, slide-tape
presentation

Contact person: Susan Mann
Auto Infant Safety Program
Health Education Unit
Multnomah County
2505 S.E. 11th.
Portland, OR 97202
503/248-3704

Region X

State: Oregon

Planned Education Program

Sponsoring agency: Multnomah County Department of Human Services

Expected beginning date: Spring, 1980

Funding agency: NHTSA 402 funds

Target group(s): Health professionals

Method of education: Health professionals will relay the information
to prospective users and other groups

Educational/instructional materials to be used: Material developed by
others

Contact person: Peggy Lou Stolte
Health Educator
Multnomah County
2505 S.E. 11th.
Portland, OR 97202
503/248-3704

Region X

State: Washington

Ongoing Education Program

Sponsoring agency: American Red Cross

Expected beginning date: 1973

Funding agency:

Target group(s): Prospective parents and parents of newborns in hospital/
clinic setting, prenatal instructors

Method of education: Brochures, demonstrations

Educational/instructional materials to be used: Material developed by
others

Contact person: Aggie Hanson
Director of Nursing
P. O. Box 24286
Seattle, WA 98124
206/323-2345

Region X

State: Washington

Ongoing Education Program

Sponsoring agency: Washington Traffic Safety Commission

Beginning date: May, 1979

Funding agency: NHTSA 402 funds

Target group(s): General public

Method of education: Fairs, demonstrations, pamphlets, media, films

Educational/instructional materials used: Material developed by others

Contact person: Mr. Tom Gullickson
Information Specialist
Washington Traffic Safety Commission
P.O. Box 1399
Olympia, WA 98504
206/753-6197

Region X

State: Washington

Ongoing Education Program

Sponsoring agency:

Beginning date: 1970

Funding agency: Initially Puget Sound Bank, now self supporting

Target group(s): Health professionals

Method of education: Instruction by nurses in prenatal classes

Educational/instructional materials used: Developed film strip and
handout material

Contact person: Robert G. Scherz, M.D.
Chairman, Accident Prevention Committee
Washington Chapter-American Academy of
Pediatrics
311 L. Street
Tacoma, WA 98405
206/272-1281

Region X

State: Washington

Planned Education Program

Sponsoring agency: Washington Hospital Auxiliary

Expected beginning date: October, 1979

Funding agency:

Target group(s): General public, prospective parents and parents
of newborns in hospital setting

Method of education:

Educational/instructional materials to be used: Material developed by
others

Contact person: Mrs. Warren Hultman
626 Wetmore
Everett, WA 98201
206/252-5426

Region X

State: Washington

Planned Education Program

Sponsoring agency: Washington State Medical Association Auxiliary

Expected beginning date: September, 1979

Funding agency:

Target group(s): General public

Method of education: Demonstrations

Educational/instructional materials to be used: Material developed by
others

Contact person: Mrs. Vaughn Smith
941 Idaho Street
Wenatchee, WA 98801
509/663-6722

DISTRIBUTION PROGRAMS

Region 1

State: Connecticut

Ongoing Distribution Program

Sponsoring agency: Connecticut Jaycee Women

Beginning date: September, 1978

Funding source: Local chapter treasuries, rentals

People presently involved: 6-7 part-time volunteers

Working facility: Homes

Number of initial seats: 5

Initial seats obtained from: Automobile dealership

Number of current seats:

Type(s) of seats: Infant car carrier

Method of locating parents: Local newspapers

Rental fee: \$5.00

Deposit: \$10.00

Contact person: Joan Guidon
Connecticut Jaycee Women
1216 Whirlwind Hill Road
Wallingford, CT 06492
203/269-4927

Region 1

State: Connecticut

Ongoing Distribution Program

Sponsoring agency: Connecticut State Federation of Women's Clubs

Beginning date: September, 1977

Funding source: League fund

People presently involved: 15 part time volunteers statewide

Working facility: Homes

Number of initial seats: 3

Initial seats obtained from: Local car dealer

Number of current seats: 60 (Note: Conn. Safety Commission has applied for a grant - if funded - 100 new seats will be purchased)

Type(s) of seats: Infant car carrier

Method of locating parents: Local paper and library

Rental fee: \$3 (varies across the state)

Deposit: \$6.00 (\$3.00 usually returned at end of rental)

Contact person: Leslie Loehman
Connecticut State Federation of Women's Clubs
269 West Rock Avenue
New Haven, CT 06515
203/389-6110

Region I

State: Connecticut

Planned Distribution Program

Sponsoring agency:

Expected beginning date: Fall, 1979

Funding source: State

People involved: ?

Working facility: Hospital - newborns

Expected number of initial seats: 10 per hospital (15 hospitals)

Initial seats obtained from: Direct from manufacturer

Type(s) of seats: Infant car carrier

Method of locating parents: Hospital - mothers of newborns

Rental fee: Yes

Deposit: Unsure

Contact person: Dr. Leonard Krassner
116 Sherman Avenue
New Haven, CT 06510
203/789-3737

Region I

State: Maine

Planned Distribution Program

Sponsoring agency: Action for Child Transportation Safety

Expected beginning date: October, 1979

Funding source: Government grant, Local Jr. Women's, etc. -
\$3,000 initial funding

People involved: 1 part-time professional
6 part-time volunteers

Working facility: Hospital health clinic, general practice

Expected number of initial seats: 50

Initial seats obtained from: Direct from manufacturer

Type(s) of seats: Infant car carrier
4 - child safety seats
2 - convertibles

Method of locating parents: Service group - word of mouth

Rental fee: \$.75/mo.

Deposit: \$12.00

Contact person: Carol Booth
ACTS
46 Wentthrop Street
Hallowell, Maine 04347
207/623-8383

Region I

State: Maine

Planned Distribution Program

Sponsoring agency:

Expected beginning date: October, 1979

Funding source: Hospital auxiliary - health education fund

People involved: 3 part-time volunteers

Working facility: Hospital

Expected number of initial seats: 10

Initial seats obtained from: Manufacturer, donations if possible

Type(s) of seats: Infant car carrier
Convertible

Method of locating parents: Prenatal classes, through doctor's office

Rental fee: \$8.00

Deposit: ?

Contact person: Dr. James R. MacMahon
Medical Arts Building
Wilton Road
Farmington, Maine 04938
207/778-6521

Region 1

State: Massachusetts

Ongoing Distribution Program

Sponsoring agency: Massachusetts Department of Public Health

Beginning date: June, 1978

Funding source: Massachusetts Department of Public Health

People presently involved: ?

Working facility: Franklin County Home Health Care, Inc.

Number of initial seats: ?

Initial seats obtained from: Local automobile dealer, manufacturer

Number of current seats: 171

Type(s) of seats: Infant car carrier, convertible

Method of locating parents: Referred by hospitals, classes, pediatrician
newspaper, word of mouth

Rental fee: \$ 5.00 - for infant car carrier - 1 year
\$10.00 - for convertible - 4 years

Deposit: \$10.00 - infant car carrier
\$15.00 - convertible

Contact person: Linda Beaudoin
Franklin County Home Health Care, Inc.
180 Federal Street
Greenfield, MA 01301
413/774-2841

Region 1

State: Massachusetts

Ongoing Distribution Program

Sponsoring agency: Massachusetts Department of Public Health

Beginning date: June, 1978

Funding source: Massachusetts Department of Public Health - \$4800 grant

People presently involved: 11 full time professionals working part-time
in program

Working facility: Office of Community Health, Boston Women's Hospital

Number of initial seats: 48

Initial seats obtained from: Direct from manufacturer

Number of current seats: Approximately 250

Type(s) of seats: Infant car carrier

Method of locating parents: Pre and postnatal at hospital, also parenting
classes, TV, brochures

Rental fee: \$6.00

Deposit: \$12.00 (\$6.00 returned)

Contact person: Margaret Lang
Program Coordinator
Office of Community Health
Affiliated Hospitals Center
721 Huntington Avenue
Boston, MA 02115
617/732-5940

Region 1

State: Massachusetts

Ongoing Distribution Program

Sponsoring agency: Massachusetts Department of Public Health

Beginning date: January, 1979

Funding source: Massachusetts Department of Public Health (enough to purchase 20 seats)

People presently involved: 1 full time professional

Working facility: Hospital

Number of initial seats: 20

Initial seats obtained from: Manufacturer

Number of current seats: 70

Type(s) of seats: Infant car carrier

Method of locating parents: Hospital and community

Rental fee: \$.50/mo.

Deposit: \$12.00

Contact person: Lorraine Cook
347 Essex Street
Lynnfield, MA 01940
617/334-5017

Region 1

State: New Hampshire

Ongoing Distribution Program

Sponsoring agency: Cheshire Hospital Aid Society

Beginning date: December, 1976

Funding source: Cheshire Hospital Aid - \$1,000 initial
\$100 projected 1st. year operation budget

People presently involved: 2 full time volunteers

Working facility: Home and hospital

Number of initial seats: 31

Initial seats obtained from: Local automobile dealer

Number of current seats: 31

Type(s) of seats: Infant car carrier and child safety seat

Method of locating parents: Material at hospital newspaper, radio

Rental fee: Yes

Deposit: Yes

Contact person: Paula Trombley
CHILDSAFE Chairwoman
Cheshire Hospital Aid Society
580 Court Street
Keene, NH 03431
603/352-8565

State: New Hampshire

Region 1

Ongoing Distribution Program

Sponsoring agency: Consumer Co-op Society

Beginning date: Fall, 1975

Funding source: Donations, local co-op food store - small grant - \$150

People presently involved: ?

Working facility: Co-op food store

Number of initial seats: 5

Initial seats obtained from: Local automobile dealer

Number of current seats: 75

Type(s) of seats: Infant car carrier

Method of locating parents: Prenatal clinic & lamaze classes

Rental fee: \$.75/mo.

Deposit: Yes

Contact person: Harrison Drinkwater
Consumer Coop. Society
45 South Park
Hanover, NH 03755
603/643-4214

Region II

State: New York

Planned Distribution Program

Sponsoring agency: National Association of Women Highway Safety Leaders

Expected beginning date: October, 1979

Funding source:

People involved: 2 or 3

Working facility: Church

Expected number of initial seats: 10

Initial seats obtained from: Donations from manufacturers

Type(s) of seats: Infant car carrier

Method of locating parents: Church, pediatricians, county fair (urging grandparents to buy seats)

Rental fee: Yes

Deposit: Most likely

Contact person: Katherine Triepel, Director
NAWHSL - Region II
S4601 Kennison Parkway
Hamburg, NY 14075
716/627-3960

Region II

State: Puerto Rico

Planned Distribution Program

Sponsoring agency: Traffic Safety Commission

Expected beginning date: December 1980

Funding source: NHTSA 402 funds

People involved: One full time professional
Unknown number of parttime volunteers

Working facility: Hospitals

Expected number of initial seats: 100

Initial seats obtained from: Direct from manufacturer

Type(s) of seats: Infant carrier

Method of locating parents: Postpartum visits

Rental fee: ?

Deposit: ?

Contact person: Eduardo F. Carlo
Planning and Operations Division
Traffic Safety Commission
P. O. Box 41289, Minillas Station
Santurce, Puerto Rico 00940
809/726-5290

Region IV

State: North Carolina

Planned Distribution Program

Sponsoring agency: N.C. Governor's Highway Safety Program, UNC Highway Safety Research Center, and the N.C. Department of Human Resources in cooperation with local health, safety, and civic agencies, and organizations

Expected beginning date: October 1, 1979 (planning)

Funding source: N.C. Governor's Highway Safety Program and local agencies

People involved: Hospital auxiliaries, local health nurses, civic club members and other agencies in a statewide effort

Working facility: Dependent on implementing agency

Expected number of initial seats: 2000-4000

Initial seats obtained from:

Type(s) of seats: Primarily infant car carriers with some toddler seats to be used in "try before you buy" programs

Method of locating parents: Hospital records, childbirth education classes, notification by pediatricians and other doctors

Rental fee: \$8.00-\$10.00

Deposit: \$5.00

Contact person: Ms. Beverly T. Orr
University of North Carolina
Highway Safety Research Center
CTP 197A
Chapel Hill, NC 27514
919/933-2202

Region IV

State: North Carolina

Planned Distribution Program

Sponsoring agency: University of North Carolina Highway Safety Research Center (HSRC)

Expected beginning date: November 1, 1979

Funding source: HSRC

People involved: Three HSRC staff members - part time

Working facility: HSRC

Expected number of initial seats: 20

Initial seats obtained from: Donations from child restraint manufacturers

Type(s) of seats: Toddler seats - child safety seats and convertible models

Method of locating parents: Local advertising, word of mouth and referrals from local hospital and pediatricians offices

Rental fee: No rental charge - "try before you buy" program

Deposit: \$5.00 (initially - may drop later)

Contact person: Ms. Beverly T. Orr
University of North Carolina
Highway Safety Research Center
CTP 197A
Chapel Hill, NC 27514
919/933-2202

Region IV

State: Tennessee

Ongoing Distribution Program

Sponsoring agency: University of Tennessee
Office of Urban and Federal Affairs

Beginning date: November, 1978

Funding source: \$300,000+ (over 3 years)
\$100,000 budgeted for 1st. year operation expenses

People presently involved: (Too many to count)

Working facility: University of Tennessee Transportation Center

Number of initial seats: 300

Initial seats obtained from: Bids from manufacturers

Number of current seats: 300

Type(s) of seats: Infant car carrier

Method of locating parents: Advertisements through TV - hospitals
(program focused on low income families)

Rental fee: None

Deposit: (Not anymore - used to be \$3.00 fee)

Contact person: Ms. Sheri Harvey
Office of Urban and Federal Affairs
Highway Safety Planning Division
Suite 950, Capitol Hill Building
301 Seventh Avenue, North
Nashville, TN 37219
615/741-2580

Region IV

State: Tennessee

Ongoing Distribution Program

Sponsoring agency: University of Tennessee Transportation Center

Beginning date: November, 1978

Funding source: University of Tennessee grant

People presently involved: 2 full time professionals

Working facility: Health Department

Number of initial seats: 300

Initial seats obtained from: Direct from manufacturer

Number of current seats: 300 (20 on waiting list)

Type(s) of seats: Infant car carrier

Method of locating parents: Letters to new mothers from hospital
prenatal classes (designed for poor families)

Rental fee: \$3.00

Deposit: None

Contact person: Brenda Kilgole
Memphis-Shelby County Health Dept.
814 Jefferson Street
Memphis, TN 38105
901/528-3901

Region IV

State: Tennessee

Planned Distribution Program

Sponsoring agency: Rutherford County

Expected beginning date:

Funding source: Donations

People involved:

Working facility: Rutherford County Health Department

Expected number of initial seats:

Initial seats obtained from: Local automobile dealer or manufacturer

Type(s) of seats: Infant carriers

Method of locating parents: Prenatal clinic patients, mothers or Medicaid

Rental fee: \$5.00

Deposit: \$5.00

Contact person:

Region V

State: Michigan

Ongoing Distribution Program

Sponsoring agency: Borgess Hospital

Beginning date: June, 1978

Funding source: Borgess Hospital

People presently involved: 5 full time professionals working part-time on project, varying number of volunteers - equal to approximately 10 hours of volunteer work per week

Working facility: Hospital and office

Number of initial seats: 100

Initial seats obtained from: Local auto dealer and local manufacturer

Number of current seats: 900 (waiting list of 75 - toddler only)

Type(s) of seats: Infant car carrier, convertible

Method of locating parents: Word of mouth, pamphlets, hospitals

Rental fee: \$.02 day (Give 2 cents for your Child's Safety)

Deposit: None

Contact person: Jana Hletko
ACTS - Kalamazoo Chapter
Borgess Hospital
9623 Sterling Drive
Richland, MI 49083
616/383-7333

Region V

State: Michigan

Ongoing Distribution Program

Sponsoring agency:

Beginning date: January, 1979

Funding source: Secretary of State

People presently involved: Volunteers

Working facility: Homes (Nurses inform patient of loan program during hospital stay, seats are loaned out from volunteers' homes)

Number of initial seats: 40

Initial seats obtained from: At cost from dealers

Number of current seats: 79-90

Type(s) of seats: Infant car carrier

Method of locating parents: Lamaze classes, hospital, newspaper

Rental fee: \$12.00

Deposit: \$6.00

Contact person: Mrs. Cheri Calvelo, Chairperson
Infant-Child Auto Safety Project
Michigan State Medical Society Auxiliary
1727 Probert Road
Jackson, MI 49203
517/787-3409

Region V

State: Minnesota

Ongoing Distribution Program

Sponsoring agency: Group Health Plan, Inc.
(a pre-paid health care organization)

Beginning date: 1975 (at one of 7 clinics)

Funding source: Group Health Plan

People presently involved: At post partum hospital stay, each new mother is visited by a pediatrician and a pediatric nurse practitioner

Working facility: Hospital

Number of initial seats: 6

Initial seats obtained from: Local auto dealer

Number of current seats: By reinvesting 30 seats by 1977
June, 1977 purchased additional 230 seats

Type(s) of seats: Infant car carrier

Method of locating parents: At hospital through the obstetric clinic at prenatal appointments and the pediatric clinic (available to all Group Health Plan members)

Rental fee:

Deposit: \$15.00 (\$10.00 refunded when seat returned)

Contact person: Mary Meland, M.D.
Group Health Plan, Inc.
1326 West 47th. Street
Minneapolis, MN 55409
612/884-1150

Region V

State: Ohio

Planned Distribution Program

Sponsoring agency: Ohio Department of Highway Safety

Expected beginning date: After October 1979

Funding source: Trying to get 402 funds - \$35,000 initial funding expected
operation expenses - 1st year \$15,000

People involved: 1 full time professional

Working facility: Central office, hospitals

Expected number of initial seats: ?

Initial seats obtained from: ?

Type(s) of seats: ?

Method of locating parents: Hospital maternity wards

Rental fee: ?

Deposit:

Contact person: Georgia S. Jupinko
Federal Projects Director
Ohio Department of Highway Safety
240 Parsons Avenue
Columbus, OH 43205
614/466-5181

Region VII

State: Iowa

Planned Distribution Program

Sponsoring agency: Iowa Seat Belt Council

Expected beginning date: ASAP - plan a few pilot programs

Funding source: Unknown

People involved: Statewide - using hospital staff and volunteers

Working facility: Hospitals

Expected number of initial seats: Unknown

Initial seats obtained from: Unknown

Type(s) of seats: Infant car carrier

Method of locating parents: Hospital wards - parents of newborns

Rental fee: Unknown

Deposit: Unknown

Contact person: At present (September, 1979)
Mrs. Ray Stackhouse
President, Iowa Women's Traffic Safety Council
233 7th NW
Mason City, IA 50401
515/423-2997

Region VIII

State: North Dakota

Ongoing Distribution Program

Sponsoring agency:

Beginning date: April, 1979

Funding source:

People presently involved: 1 professional - part-time

Working facility: Community Health Center

Number of initial seats: 30

Initial seats obtained from: Direct from manufacturer

Number of current seats: 30

Type(s) of seats: Infant car carrier, convertible

Method of locating parents: Pediatricians, obstetricians, news releases
well baby clinic

Rental fee: \$.40 per month

Deposit: \$5.00

Contact person: Elizabeth Glass
Child Health Nursing Conferences
Community Health Center
P.O. Box 728
Fargo, ND 58107
701/241-1360

Region VIII

State: Wyoming

Planned Distribution Program

Sponsoring agency: Department of Public Health, Public Health Service

Expected beginning date: September, 1979

Funding source: Department of Transportation - Region VIII
Initial funding - \$3500

People involved: 8-10 professionals - part-time

Working facility: Indian Health Center

Expected number of initial seats: 100 infant car carriers
50 child safety seats/ convertibles

Initial seats obtained from: Wholesale

Type(s) of seats: Infant car carrier, child safety seat, convertible

Method of locating parents: Well child clinics, infant clinics

Rental fee: ?

Deposit: \$5-10

Contact person: Dr. Michael Florentine
Dept. of Health, Education and Welfare
Public Health Service
Health Services Administration
PHS Indian Health Center
Fort Washakie, Wyoming 82514
307/255-8200

Region IX

State: California

Ongoing Distribution Program

Sponsoring agency: Developmental Disabilities Bd.

Beginning date: 1978

Funding source: Donations - fund raising campaigns, service
organizations - initial funds - \$200

People presently involved: 1 full time professional
15 part-time volunteers
5 full time volunteers

Working facility: Lending library

Number of initial seats: 20

Initial seats obtained from: Car dealers

Number of current seats: 24 (100 by Oct. 1979)

Type(s) of seats: ?

Method of locating parents: Human services organizations
Community programs
Indians

Rental fee: ?

Deposit: ?

Contact person: James L. Bailey
Community Program Analyst - Area 1
Developmental Disabilities Board
215 West Standley Avenue
Ukiah, CA 95482
707/462-0516

Region IX

State: California

Ongoing Distribution Program

Sponsoring agency: Ukiah Valley Association for the Handicapped

Beginning date: July 1979

Funding source: Proceeds from school tee shirt contest

People presently involved: 5 part time professionals
4 part time volunteers
1 full time volunteer

Working facility: Family shop

Number of initial seats: 34

Initial seats obtained from: Donations, local car dealer

Number of current seats: 34

Type(s) of seats: Infant carrier, child safety seats, convertible seats

Method of locating parents: Publicity from tee shirt contest, fair booth,
radio

Rental fee: \$10 - infant carrier
\$3 - child or convertible seats
\$5 - per week for all seats rented to visiting parents

Deposit: \$5 - infant carrier
\$22 - child or convertible seat
\$15 or \$25 - for visiting parents

Contact person: Laura Hudson
7600 Uva Drive
Redwood Valley, CA 95470
707/485-8512

Region IX

State: California

Ongoing Distribution Program

Sponsoring agency: Various women's clubs across the state (California Federation of Junior Women's Clubs)

Beginning date: 1977

Funding source: Privately raised from bake sales, etc.

People presently involved: Volunteers in six clubs

Working facility: Homes

Number of initial seats: Varied from club to club

Initial seats obtained from: Manufacturer and locally

Number of current seats: Approximately 40

Type(s) of seats: Infant carrier, toddler seat

Method of locating parents: Local contacts and some hospitals

Rental fee: Varies from club to club

Deposit: Varies from club to club

Contact person: Each club has a chairman.
State Coordinator:
Kathleen Goddard
Safety Chairman
California Federation of Junior Women's Clubs
13180 Casa Linda #13
Garden Grove, CA 92644
714/558-5846

Region X

State: Oregon

Planned Distribution Program

Sponsoring agency: Multnomah County Department of Human Services

Expected beginning date: Fall, 1979

Funding source: Title 402 (\$17,000 initial)

People involved: 1 full time professional
20 volunteers

Working facility: Medical school, homes, Sunshine Division of Police Dept

Expected number of initial seats: 550

Initial seats obtained from: Direct from manufacturer

Type(s) of seats: Infant car carrier, convertible

Method of locating parents: (Program to give special consideration to low
income families)
Sunshine Division of Police Department
Medical school hospital

Rental fee: \$2.00

Deposit: \$5.00

Contact person: Peggy Lou Stolte
Health Educator, Multnomah County
2505 S.E. 11th.
Portland, Oregon 97202
503/248-3704

Region X

State: Washington

Ongoing Distribution Program

Sponsoring agency: One woman operation

Beginning date: 1973

Funding source: None

People presently involved: 1

Working facility: Home

Number of initial seats: 1

Initial seats obtained from: Own child's car seat

Number of current seats: 15

Type(s) of seats: Infant car carrier, child safety seat

Method of locating parents: Friends of previous user, welfare

Rental fee: \$5.00

Deposit: None

Contact person: Marilee Mielke
ACTS
6409 Highland Drive
Vancouver, WA 98661
206/694-9841

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APPENDIX A

Guides for Follow-Up Contact with Participants

Last Name

Existing Education Programs

1. When did your program begin? _____
(month) (year)
2. If it started _____ (month) _____ (year) how long is
scheduled to last? (e.g., six months, one year, continual) _____
3. Is this effort part of a larger, more encompassing safety education
program? (e.g., accident prevention program, automobile safety program)
____ Yes ____ No
 - 3a. If yes, explain _____

4. Is any organization or agency providing your program funding? ____ Yes ____
 - 4a. If yes, who? _____

(Name of organization(s) only)
5. Are you trying to educate the general public? ____ Yes ____ No
6. Are you trying to educate a specific target group? ____ Yes ____ No
 - 6a. If yes, identify specific target group (check as many as needed)
 - ____ health professionals
 - ____ prospective parents and parents of newborns
(in hospital clinic/setting)
 - ____ parents in local community (for service groups)
 - ____ prospective parents or parents of MY private practice
 - ____ other (identify) _____
7. How do you reach the target group and by what method do you instruct?
(e.g., via prenatal classes with one hour instruction and demonstration
by registered nurse)
(e.g., flyers posted in daycare centers, churches)
(e.g., radio, T.V. public service announcements)

8. Have you developed any educational/instructional materials regarding child restraints? ☐ Yes ☐ No

8a. If yes, what form of materials? (e.g., pamphlet, fact sheet, flyer)

9. Are you using any material that was developed by another organization such as films, slide presentations, pamphlets? ☐ Yes ☐ No

9a. If yes, please identify the organization who developed the material and what the material is.

10. In your educational efforts, how much emphasis do you place on the proper installation and use of restraints?

11. Do you place more emphasis on the safety aspects of restraints or on the fact that they make children behave better?

12. Have you done any evaluation to see if your program has been a success? ☐ Yes ☐ No

12a. If yes, describe evaluation process (e.g., any control groups, etc.) and any results.

13. Any comments about your program? (problems, uniqueness, future plans)

14. Who is the overall program coordinator?

Name _____

Title _____

Organization/agency _____

Mailing Address _____

(City)

(State)

(Zip)

Phone No. () _____

15. Could you provide HSRC with a copy of materials you have developed and evaluation forms and written results?

Mail to: Ms. Linda Desper
University of North Carolina
Highway Safety Research Center
CTP 197A
Chapel Hill, N.C. 27514

Thank you very much for your time and cooperation.

 Last Name

Planned Education Programs

1. When will your program begin? _____
 (month) (year)
2. What is the expected duration of the program? (e.g., six months, one year continual) _____
3. Is this effort part of a larger, more encompassing safety education program? (e.g., accident prevention program, automobile safety program)
 ____ Yes ____ No
- 3a. If yes, explain _____

4. Is any organization/agency providing your program funding? ____ Yes ____ No

 (Name of organization(s) only)
5. Will you be trying to educate the general public? ____ Yes ____ No
6. Will you be trying to educate a specific target group? ____ Yes ____ No
- 6a. If yes, identify specific target group (check as many as needed)
 ____ health professionals
 ____ prospective parents and parents of newborns
 (in hospital clinic/setting)
 ____ parents in local community (for service groups)
 ____ prospective parents or parents of MY private practice
 ____ other (identify) _____
7. How will you reach the target group and by what method will you instruct?
 (e.g., via prenatal classes with one hour instruction and demonstration
 by preregistered nurse)
 (e.g., flyers posted in daycare centers, churches)
 (e.g., radio, T.V. public service announcements)

8. Have you developed or are you developing instructional materials regard child restraints? ☐ Yes ☐ No

8a. If yes, what form of materials? (e.g., pamphlet, fact sheet, flyer)

9. Will you be using any material that was developed by another organization such as films, slide presentations, pamphlets? ☐ Yes ☐ No

9a. If yes, please identify the organization who developed the material and what the material is.

10. In your educational efforts, how much emphasis do you plan to place on proper installation and use of restraints?

11. Do you plan to place more emphasis on the safety aspects of restraints or the fact that they make children behave better?

12. Do you plan to do any evaluation to see if your program has been a success? ☐ Yes ☐ No

12a. If yes, describe planned evaluation process (e.g., any control groups, etc.) and any results.

13. Any comments about your program? (problems, uniqueness, future plans)

14. Who is the overall program coordinator?

Name _____

Title _____

Organization/agency _____

Mailing Address _____

(City)

(State)

(Zip)

Phone No. () _____

15. Could you provide HSRC with a copy of materials you have developed and evaluation forms (if available)?

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Chapel Hill, N.C. 27514

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Last Name

Existing Distribution Program

1. When did your program begin? _____
(month) (year)
2. Where did you get funding for your initial purchase of seats? (or other mechanism such as donations or out of attics)

3. How much initial funding did you start with? \$ _____
4. How much did you budget for operation expenses for the first year other the purchase of seats?
\$ _____
- 4a. Where did this money come from?

5. How many people are presently involved in the program? _____
How many are:

	Part time	Full time
Professionals (Paid)		
Volunteers		
6. What facility do you work out of? (home(s), hospital health clinic)

7. How many seats did you start with? _____
8. How were they obtained? (e.g., direct from manufacturer, local outlet at discount, donation from whom)

9. What type or types of seats do you loan? (infant carrier, child safety se convertible, shield)

10. Do you have a "try before you buy" option? ☐ Yes ☐ No

11. What specific brand(s) and model(s) do you loan out?

Brand _____

Model _____

Brand _____

Model _____

12. How many seats do you handle now? _____

13. Are all your seats presently loaned out? ☐ Yes ☐ No

13a. If yes, do you have a waiting list? ☐ Yes ☐ No

How many on the waiting list? _____

13b. If no, how many seats are presently loaned out? _____

14. How do you locate parents whom you want to loan seats to?

if service group (like Jaycettes)

(e.g., advertise in local community, word of mouth, etc.)

if medical group, hospital, health clinic, doctors' offices

(e.g., via prenatal classes, post partum visits, doctor's office checkup)

15. Once parents inquire or are informed of the loaner program, how do you try to convince the parents of the need for a child restraint and how to properly use it?

(check mark as many as needed)

_____ one to one contact - by whom _____

_____ written materials (pamphlets, fliers)

_____ audio visuals

_____ slide presentation

_____ movie

_____ other (explain) _____

16. Do you charge a rental fee? ☐ Yes ☐ No

16a. If yes, how much is the charge? \$ _____

17. Do you require a deposit? ☐ Yes ☐ No

17a. If yes, how much is the deposit? \$ _____

18. Have you done any evaluation to see if your program has been successful in increasing the use of child restraints in your community? (e.g., observational studies, surveys, etc.) ☐ Yes ☐ No

18a. If yes, describe evaluation process.

19. Any comments about your program? (problems, uniqueness, future plans)

20. Who is the overall program coordinator?

Name _____

Agency/organization _____

Address _____

(City) (State) (Zip)

Phone () _____

21. Would it be possible to send HSRC copies of materials used in your loaner program? [rental agreements, handout material, sample of advertisements, observation/survey forms, day to day operation information to volunteers/staff (i.e., record keeping details, followup letters)]

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Thank you very much for your time and cooperation.

Last Name

Planned Distribution Program

1. When will your program begin? _____
(month) (year)
2. Where will you get funding for your initial purchase of seats? (or other mechanism such as donations or out of attics)

3. How much initial funding will you start with? \$ _____
4. How much do you expect to budget for operation expenses for the first year, other than the purchase of seats?
\$ _____
- 4a. Where will this money come from?

5. How many people will be involved in the program? _____
How many are:

	Part time	Full time
Professionals (Paid)		
Volunteers		
6. What facility will you work out of? (home(s), hospital health clinic)

7. How many seats will you start with? _____
8. How will they be obtained? (e.g., direct from manufacturer, local outlet at discount, donation from whom)

9. What type or types of seats will you loan? (infant carrier, child safety seat, convertible, shield)

10. Will you have a "try before you buy" option? ☐ Yes ☐ No

11. What specific brand(s) and model(s) will you loan out?

Brand _____

Model _____

Brand _____

Model _____

12. How will you locate parents whom you want to loan seats to?

if service group (like Jaycettes)

(e.g., advertise in local community, word of mouth, etc.)

if medical group, hospital, health clinic, doctors' offices

(e.g., via prenatal classes, post partum visits, doctor's office checkup)

13. Once parents inquire or are informed of the loaner program, how will you try to convince the parents of the need for a child restraint and how to properly use it?

(check mark as many as needed)

☐ one to one contact

☐ written materials (pamphlets, fliers)

☐ audio visuals

☐ slide presentation

☐ movie

☐ other (explain) _____

14. Will you charge a rental fee? ☐ Yes ☐ No

14a. If yes, how much will the charge be? \$ _____

15. Will you require a deposit? ☐ Yes ☐ No

15a. If yes, how much? \$ _____

16. Do you plan to do any evaluation to see if your program has been successful in increasing the use of child restraints in your community? (e.g., observational studies, surveys, etc.) ☐ Yes ☐ No

16a. If yes, describe planned evaluation process.

17. Any comments about your program? (problems, uniqueness, future plans)

18. Who is the overall program coordinator?

Name

Agency/organization

Address

(City) (State) (Zip)

Phone ()

19. Would it be possible to send HSRC copies of materials that will be used in your loaner program? [rental agreements, handout material, sample of advertisements, observation/survey forms, day to day operation information to volunteers/staff (i.e., record keeping details, followup letters)]

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 Last Name

Legislative Programs

If involved in a legislative program or know what is happening in your state regarding CR legislation.

1. What is the status of legislation? (discuss here such things as bill introduced in 79 session, but died or sent to study committee; writing bill to be introduced in 80 session; no legislation introduced and no plans to introduce in next two years, etc.)

2. Is there a "group" effort working toward passing a CR law? (e.g., special task force)

___ Yes ___ No

- 2a. If yes, please identify group(s) involved and how group can be contacted.

Name of group _____

Contact _____

Address _____

Phone no. _____

3. How are the group(s) building grassroots and legislative support? (e.g., letters to legislators, endorsement of medical community, etc.)

4. Can you send HSRC a copy of your State's CR bill? ___ Yes ___ No

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 Highway Safety Research Center
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 Chapel Hill, N.C. 27514

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