



HOSTING A CHILD PASSENGER SAFETY EVENT

ABOUT CHILD PASSENGER SAFETY EVENTS

Thank you for agreeing to host a car seat inspection event in your community!

A car seat inspection is another free and convenient way to have your child's car seat inspected by a Nationally certified technician. Unlike Fitting Stations, car seat inspections are mobile, one-time events at unique locations and appointments are not required. All car seat inspections are "first come, first served". All Vermont car seat inspections stations participate in the Vermont Car Seat Program.

WHY CHILD PASSENGER SAFETY?

Vermont data show that nearly half (47%) of child car and booster seats are not installed correctly, creating a risk of serious or fatal injury to children in the event of an accident. By hosting these events, we are helping parents across Vermont ensure their child's car or booster seat is safely and securely installed.

TIPS FOR HOSTING A SUCCESSFUL EVENT

- ✓ Host your event in a **well-known community location** that is accessible and central.
- ✓ Spend some time **connecting with local partners** to make them aware of the event. This includes daycare centers, schools, first responders, and more. Be creative!
- ✓ **Marketing, marketing, marketing.** Try a variety of outreach channels to get the word out. The more people who attend, the safer our community's children are out on the road.
- ✓ **Make the event a party!** Consider co-hosting with other fun events or activities.
- ✓ **Ask for help!** The Be Seat Smart Program wants you to be successful. We are here if you have questions or need assistance!

**What other creative ideas do you have?
Let us know!**

CONTACT INFORMATION

Sid Bradley, Child Passenger Safety Coordinator
Vermont Department of Health
sidney.bradley@vermont.gov
1-888-VMT-SEAT
BeSeatSmart.org



OUTREACH CHANNELS TO CONSIDER:



SOCIAL MEDIA

Social media is a great tool to help spread the word. Post the event on your social media and ask community partners to do the same!



POSTERS & FLYERS

The Be Seat Smart Program will provide you with a digital poster. Please print and hang around at local businesses and other central locations.



LOCAL NEWSPAPER / TV / FRONT PORCH FORUM

Add your event to local event calendars, front porch forum, or ask to put a PSA on newspaper or TV.



EMAIL

Send out emails to your community partners and ask for them to include in their newsletters. Personal emails are also a great option.



LIGHT-UP ROAD SIGNS

Have a relationship with your local highway safety folks? Ask them to put the event info on a light-up road sign!