**CHILD PASSENGER SAFETY**

**SAMPLE NEWS RELEASE (SEAT CHECK EVENT, NON-CPS WEEK)**

**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number, Email Address]**

**Double-Check to Protect Child Passengers**

**[Local Community/Organization] Is Offering Free Car Seat Checks**

**[City, State]** — According to the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA), there were 1,129 children killed in motor vehicle crashes in 2022. An average of three children 14 and younger were killed per day and another 429 were injured in crashes. Traffic crashes are a leading cause of death for children, and a child’s best protection in a crash is to be buckled correctly in the right seat.

Information about car seat safety can feel overwhelming. NHTSA wants parents and caregivers to know that certified Child Passenger Safety Technicians are available to help them determine the right seats for their children and demonstrate how to correctly install and use those seats. **[Organization]** announced today that technicians will be offering free car seat safety checks on **[date]** from **[start time]** to **[end time]** at **[location]**. All parents and caregivers are encouraged to stop by and make sure they’re using car seats and booster seats correctly. NHTSA research shows that car seats have been shown to reduce fatal injury by 71% for infants (under 1 year old) and by 54% for toddlers (1 to 4 years old) in passenger cars.

“Unfortunately, many parents are overconfident about their car seats,” said **[Spokesperson].** “In fact, the latest research shows that 46% of car seats are misused.” Even experienced parents can get car seats wrong, and the results can be devastating.

According to NHTSA, more than a third (39%) of children 14 and younger who died in crashes in 2022 in cars, pickups, vans, and SUVs were unbuckled. It’s never safe to ride unbuckled in a passenger vehicle — no matter how short the trip or how big the vehicle. More than half (52%) of the child passengers 14 and younger killed in pickup trucks in 2022 were unrestrained — more than any other vehicle category. Bigger vehicles don’t protect child passengers, but car seats, booster seats, and seat belts do.

Whether it’s a rear-facing car seat, a forward-facing car seat installed with a tether, a booster seat, or a seat belt, a Child Passenger Safety Technician can put parents’ minds at ease by confirming which seat is correct for their children and showing them how to correctly install it in their vehicle. Children should stay in each seat until they outgrow those limits, and it’s important for all children under 13 to ride in the back seat.

If parents are not available for **[organization]**’s seat check event, a Child Passenger Safety Technician may be available by appointment. Visit [www.nhtsa.gov/vehicle-safety/car-seats-and-booster-seats#installation-help-inspection](file:///C%3A%5CUsers%5CMaryF.Jones%5CDocuments%5CCPS%202024%5Cwww.nhtsa.gov%5Cvehicle-safety%5Ccar-seats-and-booster-seats%23installation-help-inspection) to search by location. Users can filter search results by Spanish-speaking technicians and virtual appointments. [NHTSA.gov](https://www.nhtsa.gov/vehicle-safety/car-seats-and-booster-seats) also has free resources available to caregivers: Learn about the different [car seat types](https://www.nhtsa.gov/equipment/car-seats-and-booster-seats#find-right-car-seat-car-seat-types), read NHTSA’s research-based [recommendations](https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/carseat-recommendations-for-children-by-age-size.pdf), and [find and compare](https://www.nhtsa.gov/equipment/car-seats-and-booster-seats#find-right-car-seat-find-compare-seats) car seats.

Download NHTSA’s [SaferCar app](https://www.nhtsa.gov/campaign/safercar-app), which allows users to save vehicle, car seat, and tire info in a virtual garage. If any of the saved equipment is included in a safety recall, the app will send a notification.

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