

# The Road to Booster Seats in Palm Beach County Florida

Getting & Keeping Kids in Booster Seats

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## Background

- Palm Beach County is one of the largest of 67 counties in Florida with 1.4 million residents
- Palm Beach County School District has over 200,000 students & 108 elementary schools
- Over 12,000 babies are born countywide each year.
- Multicultural demographics including Hispanic, Guatemalan, and Haitian

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## Florida Child Passenger Safety Law

- Florida had one of the weakest laws - children require a safety seat until the age of 4 (through 3)
- 1999- I joined the fight for legislation. AAA had been lobbying for many years previously.
- 2001 - Florida House & Senate overwhelmingly passed the law but then vetoed by Gov. Jeb Bush. Gov. Bush said it would be too difficult to enforce and might impose an unfair hardship on low-income families.
- 2002 - 2009 - Advocates continued to lobby with no success.
- 2010 - Advocates statewide created the Florida Booster Seat Coalition.
- 2014 - law passed but with modifications -children require a safety seat or booster seat until the age of 6 (through 5)
- Currently , trying to strengthen law.

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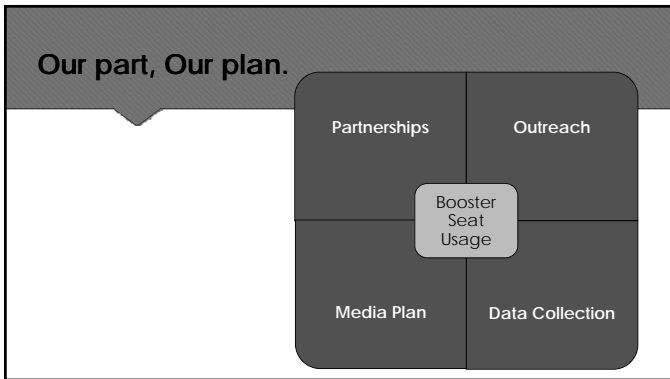
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**Partnerships**



- 2011 partnered with consumer justice law firm to provide booster seat drives in low-income communities.
- To date we have conducted 7 booster seat drives providing over 700 booster seats to families.
- Law firm supports all costs, supports media outreach, volunteers at all events, and is part of the Booster Seat Coalition.

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**Partnerships**



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### Outreach

Educating key people in communities. Who will parents listen to for information?

- Community hubs/leaders in community
- School Police/Community Policing
- Afterschool Personnel
- Elementary School Personnel
- Child Care Facilities
- Pediatricians/ health centers




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### Outreach

Provide information & education by trusted community providers that live in their community, speak the same language, have the same beliefs, understand their struggles.

- Train the Trainers
- Presentations to parent groups
- Community & Health Fairs
- Festivals & Celebrations
- Certify technicians that speak Spanish, Creole, and Kachikil




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### Media Plan



- Facebook (paid media) & twitter,
- Radio interviews (English, Spanish & Creole)
- TV PSAs
- Web banners for school district & other partners
- Billboards
- Newspaper articles/op eds
- TV event coverage

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### Media Plan

- Drive people to web information & inspection stations
- 21 inspection stations managed by Safe Kids Palm Beach County
- Certified technicians that can reach families in native tongue
- Provide ongoing support




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### Data Collection



- What communities are we reaching?
- What communities are we missing?
- What are the barriers?
- Why is there a barrier?
- What are their beliefs?
- How can we embrace their beliefs & still get them to understand importance.
- How can we target that community?
- Who do they trust?

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### Data Collection

- iPad Surveys
- Behavioral Outcomes
- Learned Information
- Before and After Impact
- As a result represents increase knowledge and usage rates




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## Next Steps



- Advocate for stronger laws
- Increase partnerships/funding
- Connect with communities
- Adapt programs with communities needs
- Continue media plan and outreach

Change the odds for children and families facing adversity!

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## Questions?

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