

SAFE & GREEN



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SafetyBeltSafe U.S.A. www.carseat.org

Objectives


- To understand the need for and requirements of a safety seat recycling program.
- To outline the highs & lows of **SAFE & GREEN**, the SBS USA safety seat recycling program in Los Angeles County and vicinity.

Used Safety Seats:
Responding Safely to an Economic Reality

Problem #1

Thousands of kids in L.A. County area ride at risk because they are using seats that are:

- Too old
- Damaged
- Incomplete
- Recalled



Used Safety Seats:
Responding Safely to an Economic Reality

A photograph showing a young child sitting in a car seat inside a vehicle. The child's face is obscured by a black redaction box. An adult is partially visible in the driver's seat behind the child.

Problem #2: Landfill Waste

A photograph of a large pile of discarded, old car seats stacked together outdoors on a grassy area. The seats are in various colors and states of wear.

130,000 kids born each year in L. A. County
2 – 3 safety seats for every child = a lot of landfill waste!

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California Law:
Retailers may not sell safety seats that do not conform to current federal safety standards.
No person may sell a safety seat that was in use by a child in a crash.

A photograph showing several new, white and grey car seats lined up on a red carpeted floor in a store.

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California Law:

Insurer must replace seats in use during a crash.

Families are encouraged to leave the damaged seat with California Highway Patrol.



SAFE and GREEN: Initial Challenges

- Complex components in safety seats – not all recyclable.
- Great variation in components & how to dis-assemble.
- Viable drop-off location network in huge County - L. A. Co. is bigger in population than 45 of the 50 states.
- Transport.
- International market for recyclables varies.

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What did we do?

- Lengthy process to find recycler as partner. Called 15 companies before finding one that would commit to recycling safety seats.
- TMC Horizon highly motivated by concept – aware of reuse of seats in local community but unaware of dangers.
- Ambitious program conceived.

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Education Component: Three Major Messages

1. New seats – whenever possible
2. Used seats – reuse responsibly:
 - ✦ Full history: Recalls; expiration date; full instructions; crash history

Evaluation Form for Used Safety Seats (for California Donor)



To the Donor of a Safety Seat:
Please help protect children by answering the following questions. Please print this form, write your answers, and attach it to the safety seat you are donating.

Manufacturer _____
Model Name and Number _____
Manufacture Date _____ Expired? Yes No Don't Know

Was the seat purchased/given by you? OR a gift? OR bought or received used?

Has there been a recall on the seat? Yes No Don't Know

If yes, did you repair the seat as instructed by the manufacturer? Yes No

Please describe _____

Was the seat involved in a crash? Yes No If yes, was a child in the seat? Yes No

Please Print Name

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3. Seats for low-income families

Distribution Program:

- Essential component of any recycling program
- Media messages complex – may see recycling as removal of needed resource.

Child Safety Seat Distribution Programs in Los Angeles County

Seat Types: f= rear-facing only cv= convertible cm= combination b= booster

Location	Agency Name	Education Program (all have English and Spanish additional languages noted, if applicable)	Contact information	Address	Seat Type	Eligibility Criteria
Arden	Meléndez Hospital of Southern California	Verbally instruct patients on importance of safety seat use; safety seat manual provided	Kathy Guzman Women's Clinic Manager 626-974-3773	300 W. Huntington Dr. Arcadia 91007	f	Minor-Cat patients only
Cerritos Park	New Economics for Women	Workshops at other agencies and at New Economics for Women sites	Liz Flores Education/Outreach 618-987-5877	7800 Alabama Ave. Cerritos Park 91015	cv, cm, b	Free to L.A. Co. Supervenioral Districts 1 and 17 low-income families
Long Beach	St. Mary Medical Center	Verbally instruct patients on importance of safety seat use; safety seat manual provided	Nancy Lopez Director of Maternal Health 562-916-9212	255 10 th St. Long Beach 90813	f	For women delivering at hospital
Long Beach	CVH Hollywood	Childbirth education classes	Debra Vidarovic	Midway Baby Unit	f	For women delivering at

Maximizing Resources

- Limited resources = creative solutions
- Tools to identify seats – this collection of color photos, covering 10 years, makes it easier to identify child restraints, if the manufacturer & model name are not known.



Maximizing Resources

Car Seat Survey Form for Thrift Shops and Swap Meets. Helps store managers and CPS advocates evaluate used car seats in retail.

Car Seat Survey Form for Thrift Shops and Swap Meets

Date: _____ Business Name: _____ Owner Name: _____ Telephone: (____) _____-_____
 Address: _____ City: _____ State: _____ Zip: _____

Car seats for sale at this store:

SKU	Brand	Model	Year	Retired?	Problem?	Cost/Year?

Child passenger safety materials or education available at this store:

Books, parent, no. (fill in): _____
 Booklet for store use (fill in): _____
 Other (fill in): _____ Telephone: (____) _____-_____
 Address: _____ City: _____ State: _____ Zip: _____

Recommendations given to store manager:

This form is provided as a guide only. It is not intended to be used as a standard for car seat safety. For more information on car seat safety, please contact the National Highway Traffic Safety Administration (NHTSA) at 1-888-327-4641. This document was developed by SafeKIDS USA, and may be reproduced in its entirety. Copyright © 2011 SafeKIDS USA. All rights reserved.

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What did we do?

- Designed educational & publicity materials.
- Launched the program.
- Lots of high profile events – significant attention for the message including TV, radio.

SAFE and GREEN: early successes

- Network of drop-off locations.
- Substantial media publicity.
- Substantial support from CPS groups, volunteers.
- Attention to CPS from new groups.
- Award from environmental group.
- Program up & running!



SAFE and GREEN: early successes

Attention garnered by the program brought new issues concerning the used safety seat market to our attention:

- Pickups of discarded seats headed for Mexico.
- Resale of disposed seats occurring across state lines.
- Large waste management co. stockpile with no plan.
- 2nd large waste management co. collecting used seats and donating seats that appear suitable to charity.
- Unsubstantiated claims that L A has a curbside recycling program.

SAFE and GREEN: difficulties

- Transport
- Drop-off locations
- Recycling market declined
- Recycler is only storing

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Lessons learned. What's next?

- A recycler with necessary machinery (chipper/grinder)
- Seek local manufacturing sites for the by-products
- Go for the GREEN
- Collect dis-assembled, when possible.
- Exploring new options for plastics recycling: sheltered employment?

SAFE and GREEN:

- **Recycling safety seats is difficult & complex** – but there is a lot of interest and potential for success.
- **Need to find large-scale, reliable partners** – for collection, transport, dis-assembly, recycling.
- **Integration of safety seat recycling into city services** is the ideal – will continue to pursue.
- Ultimately needs to be an **industry solution**, motivated by understanding of the cost of not recycling these products (c.f. electronic disposal).

Further Information

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