No Left Turns: On the Road to Booster Seat Education
Developing a Booster Distribution Program through Creative Partnerships

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Developing your Idea

* What service do you want to provide?
* Who do you want to serve?
* How will you pay for the program?
* Who could you partner with to share resources?
* Where do you want to develop this program?
* When will it start?
* How will you evaluate effectiveness?

History

* 6 local Schools
  * 3 English/3 Hispanic
* 6 Observational Studies documenting Booster Seat Usage
* Multiple follow-up interventions
History

• Findings
  - 55% increase overall
    • 64.5-68.5% increase among the English speaking schools
    • 33.3-36.1% increase among the Spanish speaking schools

• Conclusions affecting Booster Seat Usage
  - Language and cultural differences
  - Limited financial resources
  - Inadequate parent education on Child Passenger Safety

Services to Provide

• Education
• Child Safety Restraints
  - Boosters
  - Car seats
• Installation

Target Audience

• Hispanic
• Non-English Speaking
• Low socio-economic status
• New Parents
• Grandparents that are primary caregivers
Funding Sources

- Illinois Department of Transportation
- Northwestern Medicine
- Central DuPage Health Foundation
- ThinkFirst

Cultivate Partnerships

- Resources
  - Distribution supplies
  - Facilities for programming
  - Storage for materials
  - Marketing to Target Audience

Faith based

- Willow Creek Community Church
- Puente del Pueblo
Cultivate Partnerships

- Staffing
  - Identify program participants
  - Provide translators
    - Required paperwork
    - Classes
    - Installations
  - Assistance with storage/transportation of supplies

Schools and other Partners
Location of Program

- Within the Target Community
  - Apartment Complex Resource Centers
  - Schools
  - Churches
- Outside the Target Community
  - Non-profit Organizations
  - Upon request as CPS Resource

Timeline

- Determine number of interventions
- Schedule program dates
- Implement program
- Compile program data
  - Locations
  - Number of seats distributed
  - Number of families served
- Submit necessary paperwork for funders
- Evaluate outcomes

Where do you start?
Transport Help

Expanding Non-Profit Partners
DUPAGE/AURORA

Staff Training
ESL classes in a local church

More Translators

Installations
Paperwork

Evaluation

• Pre-test for baseline knowledge assessment
• Post-test to measure learning
• Collect yearly number of Child Restraint Citations written in Target Community
• Continue to apply for future funding
• Expand Programming
Evaluation
Impact on Traffic Citations Written

<table>
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<th>Years Citations were written</th>
<th>Total Number of Child Restraint Citations written</th>
<th>Total Number of Seats Distributed</th>
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<td>70</td>
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<td>45</td>
<td>171</td>
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<td>2012</td>
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<td>224</td>
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Evaluation
Impact on Traffic Citations Written

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<tr>
<th>Years Citations were written</th>
<th>Total Number of Child Restraint Citations written in West Chicago</th>
<th>Total Number of Seats Distributed</th>
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<td>2015</td>
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<td>2016</td>
<td>29</td>
<td>174</td>
</tr>
</tbody>
</table>

How can I start my own program?
Start with your Organization

- Does your organization have funding sources available?
- Do you need approval to apply for grant funding?
  - Direct Supervisor
  - Department Manager – Vice President
  - Finance Department
  - Organization Grant Writer
  - Legal Department
Find your State Traffic Safety Partner

What entity is responsible for Traffic Safety in your State?

- Does your State have a Department of Transportation?
- Does your State have an Office of Highway Safety?
- Does your State have a Governor’s Traffic Safety Bureau/Office/Committee?
- Examples of other Department names.
  - Alabama Department of Economic and Community Affairs
  - Indiana Criminal Justice Institute
  - Pennsylvania Bureau of Maintenance and Operations — PDOT

Develop your Problem Statement

What do you want to accomplish with your Programming?

- Clearly define the purpose of your project.
- State how you intend to do to execute your planned project.
- Include where you will implement your project.
- Incorporate your State Traffic Safety Priorities.

Gather Pertinent Data related to your Problem Statement

Where do you find it?

- Your Community Needs Assessment
- Your State Highway Safety Plan (HSP)
- Your State Crash Data found on the Traffic Safety Website
- National Highway Traffic Safety Administration
- Center For Disease Control
- Safe Kids
- The Children’s Hospital of Philadelphia Research Institute
- American Academy of Pediatrics
What data should you use?
Gather the most recent data

- **Occupant Protection**
  - State Seat Belt Usage Rate
  - Compare State to the National Rate if applicable
  - Number of Vehicle Miles Traveled/Mileage Death Rate
  - Number of deaths and injuries
  - Child Passenger Safety Use/Crash stats
  - Estimated cost of each fatality
  - Restraint use

What are your State’s Traffic Safety Priorities?
Could these priorities work with your programming?

- **Occupant Protection**
- **Teen Safe Driving**
- **Distracted Driving**
- **Impaired Driving**

Project Objectives and Methods of Procedure
Define your Purpose and outline what and how you plan to accomplish that Purpose

- **What exactly will you do to fulfill your obligations for funding?**
  - Develop realistic goals that will help you do what you say you will do
  - Be Specific whenever possible
  - Choose to highlight Traffic Safety campaigns with regards to CPS to align your goals with your State
  - Stress desired partnerships with other Traffic Safety Advocates
Assessment and Evaluation

Include what and how you will report and evaluate your program

- How often will you provide project updates and what will they include?
  - Dates, City and County location, number of programs and participants
  - Dates, length and topics of media events
  - Copies of news releases, hand-outs distributed, names and dates of papers printing press releases
  - Pictures of events whenever possible

- When and what will you evaluate?

Budget

What is the minimum amount you need to complete programming?

- Commodities, Printing, Contractual Services
  - Booster seats, car seats, demonstration dolls, etc.
  - Incorporate cost of office supplies, postage, miscellaneous items
  - Hand-outs, design/marketing costs

- Staffing
  - Will your funder cover salaries, fringe benefits, etc.
  - How many people do you need to do the job?

- Travel / Mileage
  - Estimate the number of vehicle miles to be traveled for all staff
  - Calculate total by current FY mileage rate for your funder

Budget

What are some things you would like but are not absolutely necessary for programming?

- Additional staff to expand programming?
- Attend a Conference?
- Commodities
- Printing
- Travel
Get your Organization’s Approval

- Double check your crash data for accuracy
- Make sure your salary and staffing budget numbers are correct
- Remember most State grant funds may not be paid up front, they could be reimbursed
- Remind your Finance Dept. that your Fiscal years may not align and that may cause your Dept. yearly budget to be off target
- Does your Legal Department need to give their blessing
- Get appropriate signatures as needed for actual grant application

Submit your Application

- Know your grant application deadline
- Follow submittal instructions explicitly
- Make copies for your files
- Remember State grants applications take several months to review so you may not receive an answer back for a while
- Be prepared to start your programming as soon as the State’s fiscal year begins
- Allow time to create and set-up reporting system if approved
- Good luck!

Have Fun!
Questions?

Thank You!

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