Communicating Effectively: Techniques, Everyday Strategies and Mentoring

This interactive session divided the large group into smaller discussion groups to brainstorm the ways to provide better education and services to families when transporting kids in car seats. The following are the ideas provided by the technicians in attendance.

Tether Question: What can we as the CPS community do to increase tether use? We are looking for suggestions to vehicle/car seat manufacturers/ other techs?

**Technician Response:**

*Increase presence on social media. Create a series of short videos showing various correct usage and share them via social media.*

*Explain why the tether is important to be used as we talk with caregivers. Not just “it goes here”.*

*Demonstrate to caregivers an installation with and without tether and to educate their friends.*

*Use the “LA” and the TEH”*

*Reinforce through next curriculum tether use.*

*Encourage return for check when child transitions to forward facing.*

*Emphasize using ethers in trucks more.*

*PSAs addressing tethers and tether anchors.*

*Show video to parents of with and without tether.*

*Educate car dealerships.*

*Social media LATCH posts*

*Sticker/tag sewn on webbing to identify what it is.*
Include in Curriculum a video of a tech talking to a parent as the parent is doing the installation of the importance and after a successful installation asking the parent why is it important to use the tether and would they share the information with their friends who have children forward facing.

Blogs on the importance of using tether.

**Vehicle manufacturers:**

Color code the Lower Anchors. If parents can’t easily see the anchor locations they aren’t likely to use it. Example: Toyota Tundra yellow anchor with pictures.

Make anchors more visible to users.

Vehicle manufacturers utilize onboard computer/infotainment system for education of the user regarding child passenger safety.

Make it easier to identify tether anchors.

More uniform tether anchor locations in vehicles.

Make anchors more accessible.

Work with vehicle manufacturers to simplify instructions (too many options).

Include more photos/images in the manual.

Color code tether anchors

Easier to find tether locations on website search.

**Car seat manufacturers:**

Top Tethers color coded.

Tether the same length.

Thinner straps to route routing in a pick up truck tether anchor webbing.

Label tether so people know what to do with it.

Color code hardware and strap.

**Barriers to use:**

Age of vehicles still on road with no tether.

Parents don’t know the importance of a tether or what it is.

Techs don’t know how to explain the importance of using a tether to a parent or sometimes don’t say, I’m glad you are using a tether because it limits the forward motion of your child in a frontal crash.”
How to address nationally/locally:

Make it regulated or mandatory to use and color coding.