What’s THAT? How to Know if a Car Seat is Legit or Not.

Lifesavers 2020
Objectives

- Share stories from the field
- What to look for when you suspect a fake
- Why caregivers might choose a fake
- What to say to caregivers – reacting in a kind, informative manner
- Next steps for Techs
Stories from the Field

- Technician encountered possible imposter device at fitting station
- Technician contacted local Instructor to confirm that product was not an approved car seat or booster seat
- Instructor follow up
  - Product research
  - Contacted national experts
Keri’s Story

• “Hi Jen, have you ever heard of a product called ClypX? A family friend that is a super safe mom spotted it online and asked me about it. It is sold on Amazon. Is this safe to use?”

  - Keri, CPST
ClypX

Important

ClypX® SKB is a Tested Alternative to Child Booster Car Seats

- USA Crash Tested & Certified
- Built to surpass NHTSA Guidelines
- 30 Day Money Back Guarantee!
- Easy as 1-2-3!

Buy now  Watch Video
ClypX

Designed for Children...

Weight: 40 lbs. +  
Age: 4 yrs. +  
Height: 38 in. +
ClypX
Is this a real car seat or booster seat?

- Visual Cues
  - Registration Card
  - Instruction Manual
  - Chest Clip
  - Labels
Is this a real car seat or booster seat?

- Visual Cues - ClypX
  - Registration Card – Yes
  - Instruction Manual – Yes
  - Chest Clip – N/A
  - Labels – Yes
Is this a real car seat or booster seat?

- Online Research
  - Point of purchase
    - Amazon – small number of reviews
  - Trusted lists of seats
    - Healthychildren.org – AAP
    - NHTSA East of Use Ratings
  - Tried to submit online report to NHTSA. Reporting template requires selecting a manufacturer from a drop down menu and Clypx was not on the list.
Is this a real car seat or booster seat?

- Contacted national experts
  - CPS Email Listserve – Yahoo Group
  - Listserve responses - We saw this too! Wisconsin and Washington

- Emailed NHTSA staff
This comes from Zack Fraser in our Enforcement division, who is the FMVSS No. 213 compliance test engineer:

“This product is not a child restraint system. We consider these types of devices to be after-market products and therefore not subject to the standard. However, the manufacturer may not make claims that it meets 213 in its advertising, product literature, or package marking.

I will be discussing this with NHTSA Chief Counsel to determine if and what steps are necessary moving forward. Thank you for bringing this to our attention.”

Please feel free to share this on the CPS Listserv if you would like to.
Conclusion

- Not safe to use
- Asked Technician to call family and share NHTSA response, and help them explore other products that may fit their needs
Laurel’s Story

• “I have a client here that wants me to check this portable car seat. No serial number no made date no name”
  • “Any brand name on it?”
• “Nothing she got them on Groupon”
  • “Does it have a harness retainer clip? (I don’t see one and this is usually a clue)”
• “Nope”
“Portable Car Seat” from Groupon
Laurel’s Story

• “The kids were 2 and 3 and her response was it’s not like they will be in it all the time”
• “She wanted to use them so bad!”
  • If they are low-income you can refer them to our program.
• “No she’s not low income she just didn’t want to deal with ‘bulky’ car seats”
Is this a real car seat or booster seat?

- Check labels – none
  - Not able to check healthychildren.org list of trusted seats due to lack of manufacturer name

- Product research
  - Point of purchase
    - Groupon, Walmart
    - Countless websites, foreign and domestic
    - Unable to determine manufacturer

- Contacted national experts
  - CPS Email Listserve – Yahoo Group
Conclusion

- Not safe to use
- Asked Technician to call family and share research results.
- SafetyBeltSafe saw CPSListserve post, informed NHTSA, and connected Technician with Washington Post reporter.
Responding to Caregivers

- What the heck is that thing?
- I’m so glad you came today!
- Good, better, best
### What are caregivers and family members really asking?

<table>
<thead>
<tr>
<th>When they ask...</th>
<th>They may really mean...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which car seat is escape-proof?</td>
<td>My child can get out of the car seat by himself.</td>
</tr>
<tr>
<td>When can I turn her around?</td>
<td>I want to see my child.</td>
</tr>
<tr>
<td>Is it really safer to face the back?</td>
<td>I don’t feel comfortable not being able to see my child.</td>
</tr>
<tr>
<td>Does my youngest child really need to be in the center of the back seat next to her brother?</td>
<td>My son may bother or poke her, causing a disruption in the car.</td>
</tr>
<tr>
<td>Can I move him to a seat belt yet?</td>
<td>He is pressuring me to move to a seat belt like all of his friends.</td>
</tr>
<tr>
<td></td>
<td>I need the booster seat for my other child.</td>
</tr>
</tbody>
</table>
## Responding to Caregivers

<table>
<thead>
<tr>
<th>When they say...</th>
<th>They may really mean...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can I use this instead of a booster seat? It doesn’t take up a lot of space.</td>
<td></td>
</tr>
<tr>
<td>Can I use these portable car seats? They won’t be in them a lot, and they aren’t bulky.</td>
<td></td>
</tr>
</tbody>
</table>
Responding to Caregivers

From the Safe Kids Worldwide Brand Guidelines “Our Tone” section:

“At our core, we are a safety organization and we need to be steadfast in communicating accurate information that will save lives. It’s equally important to present this information in a way that will resonate with parents and change behavior.

We want parents and caregivers to know that we understand raising kids is a tough job. We’re not here to lecture or blame if something goes wrong. Instead, we want them to know that when it comes to keeping their kids safe, they’re not alone.”
Responding to Caregivers
Technician Guide 2020 – Social Media

- Opportunity for Positive Education
- Opportunity to engage in a format that can be easily shared
- Voice and non-verbal communication cannot be seen
- Be compassionate and respectful of caregiver’s decisions
• Good: Thank them for having their child in a car seat.
• Better: Thank them and compliment them for trying to address a specific need of the child.
• Best: Thank them, compliment them, and suggest they go to a checkup event.
Technician Liability

- Advise them not to use unsafe products
- Provide information on the safest way to ride
- Child leaves as safe as possible
  - Similar to scenarios with broken seat/unrestrained child
  - Have another family member bring a seat?
- Decisions are made by the caregiver
- Document, document, document!
Press Inquiries

- Put pressure on retailers
- Spread the word about fakes to CPS community and public
- May get requests from media
- Speak to your knowledge level
- Refer to experts
Materials for Caregivers

- AAP - healthychildren.org
- Car seat manufacturer (if available)
- SafetyBeltSafe “Warning: Fake and Unsafe Products”
- The Car Seat Lady article “Knock-off-car-seats”
- Stopfakes.gov – Dept. of Commerce
CPST Role

- As a CPST, it is my job to:
  - Stay updated on new and emerging technologies and products
  - Spot fake products
  - Educate caregivers
  - Report to proper authorities

- As a CPST, it is NOT my job to:
  - Be the judge of what products would or would not be approved by NHTSA
  - Shame caregivers for choosing an unsafe product
Thank You!

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