

PROGRESS REPORT ON
INCREASING CHILD RESTRAINT USAGE
THROUGH LOCAL EDUCATION AND
DISTRIBUTION PROGRAMS

Prepared by:

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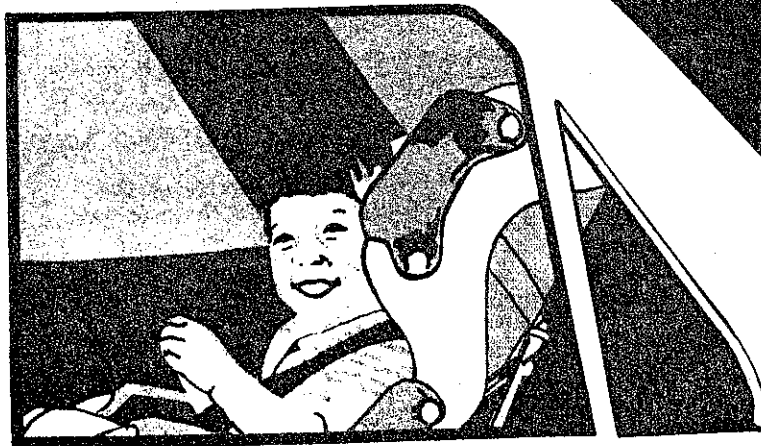
December, 1982

North Carolina
Child
passenger



Safety Conference
&

North Carolina Child passenger
Safety Association Meeting



North Carolina Child Passenger Safety Conference
and
North Carolina Child Passenger Safety Association Meeting
April 28 and 29, 1982
Ramada Inn West
Clemmons, NC

Wednesday, April 28

- 9:00 Registration Opens - Breezeway
- 10:00 - 12:00 Coffee and Danish provided in the Exhibit Area - Winston Room
- 11:00 - 12:00 Briefing for all workshop moderators and recorders - Liberty Room. Briefing for all interim NCCPSA regional coordinators - Carolina Room
- 12:00 - 1:05 1st Session - General Session - Crescendo, Diplomat Rooms
- 12:00 - 12:20 Welcome and Introduction
Dr. B. J. Campbell, Director
University of North Carolina
Highway Safety Research Center
- Colonel Edwin Guy, Director
Governor's Highway Safety Program
Raleigh, NC
- 12:20 - 12:35 Keynote: Representative George Miller
- 12:35 - 12:45 Speaker: R. W. Roberson - Secretary, N.C. Department of Transportation
- 12:45 - 12:55 Speaker: Dr. Sarah Morrow - Secretary, N.C. Department of Human Resources
- 12:55 - 1:05 Speaker: Dr. Michael Lawless, Chairman, Traffic Safety Committee, N.C. Pediatric Society
- 1:05 - 1:25 BREAK - Refreshments provided in the Exhibit Area - Winston Room
- 1:25 - 2:25 2nd Session - General Session - Crescendo, Diplomat Rooms
- 1:25 - 2:15 Child Restraint Manufacturers: A Review of the Latest Child Restraint Models - Questions for the Industry - Panel Format
Moderator: William L. Hall, UNC HSRC
Panelists:
Quentin MacDonald - Bobby Mac
Pete Anderson - Oquestor Juvenile Furniture
Carol Dingley - Cosco/Peterson
Bill Goldberg - International Manufacturing
Ed Scarsellato - Century Products
Gary Smith - Strollee
Tom Burgher - Welch

2:15 - 2:25 Administrative Details

- What is the NCCPSA?
- Conference Workshop Format
- Conference Logistics

Forrest M. Council/Beverly T. Orr - UNC HSRC

2:25 - 2:50 BREAK - Coffee and cold drinks provided in the Exhibit Area - Winston Room

2:50 - 3:50 3rd Session - Concurrent Workshop Session A

A-1 Introduction to child passenger safety: an overview for newcomers - Crescendo Room

Speaker: Forrest M. Council, Deputy Director, UNC HSRC

A-2 Establishing an infant car carrier loaner program: hospital setting - Diplomat Room

Moderator: Dr. Michael Lawless, Bowman Gray School of Medicine, Winston-Salem

Panelists: James Brexler, Director of Patient Care, Moses Cone Hospital, Greensboro
Sandy Logue, Patient Educator, Scotland Memorial Hospital, Laurinburg
Kitty McKeithen, Patient Representative, Charlotte Memorial Hospital and Medical Center
Dr. Robert Swartz, Charlotte Memorial Hospital and Medical Center

A-3 Expanding infant car carrier loaner programs to include toddler seats - Liberty Room

Moderator: William Hall, Research Associate, UNC HSRC

Panelists: Fran Bryant, Alamance County Health Department, Burlington
Jana Hletko, Auto Safety Coordinator, Borgess Medical Center, Kalamazoo, MI
Lionel Randolph, Dept. of Human Resources, Division of Health Services, Raleigh
Joan Tilley, Macon County Health dept., Franklin

A-4 Working with local police departments: creating a positive effect - Carolina Room

Moderator: Colonel Jack Cardwell, State Highway Patrol

Panelists: Sgt. J. D. Carver, Cary Police Department
Line Sgt. H. T. Hollowell, State Highway Patrol
Vickie Jordan, Burlington Police Department
Chief Floyd Lucas, Hickory Police Department
Trooper C. D. Searce, State Highway Patrol, Asheboro

A-5 Teaching child passenger safety in the schools -
Salem Room

Moderator: Dakota Bodkin, Department of Public
Instruction

Panelists: Trooper Jim George, N.C. Highway Patrol
Dr. Al Proctor, Director, N.C. Dept. of
Public Instruction, Div. of Health, Physical
Education, Safety, and Sports, Raleigh
Dr. Richard Thompson, Superintendent,
Lexington City Schools

3:50 - 4:15 BREAK - Coffee and refreshments provided in the Exhibit Area -
Winston Room

4:15 - 5:15 4th Session - NCCPSA Regional Meetings

Region 1 - Windjammer - Upper Level Right
Region 2 - Windjammer - Upper Level Left
Region 3 - Windjammer - Lower Level Right
Region 4 - Salem Room
Region 5 - Diplomat Room
Region 6 - Clemmons Room
Region 7 - Liberty Room
Region 8 - Crescendo Room
Region 9 - Carolina Room
Region 10 - Windjammer Room - Lower Level Left

ADJOURN

6:30 Banquet - Pig Pickin', Entertainment and Door Prizes
The Barn - Tanglewood Park, Clemmons
Casual dress (This is a real barn, so dress appropriately)

Thursday, April 29

8:00 Registration Opens - Breezeway

8:00 - 8:30 Coffee and Danish provided in Exhibit Area - Winston Room

8:30 - 9:30 1st Session - Concurrent Workshop Session B

B-1 Existing programs: problems, solutions, efficiency and special projects - Crescendo Room

Moderator: Beverly T. Orr, Program Manager for Public Service Activities, UNC HSRC

Panelists: Linda Avery, Greensboro Junior Woman's Club
Maribelle G. Connerat, Executive Director, Community Health Association, Charlotte
Jana Hletko, Auto Safety Coordinator, Borgess Medical Center, Kalamazoo, Michigan
Judene Jack, Durham Child Passenger Safety Association

B-2 Compatibility problems between safety seats, seat belts and vehicle types - Liberty Room

Moderator: Bob Daniel, Research Associate, UNC HSRC

Panelists: William Hall, Research Associate, UNC HSRC
Kathleen Weber, Highway Safety Research Institute, University of Michigan

B-3 Local health departments: increasing involvement with limited staff time - Carolina Room

Moderator: Dr. Jonathan Kotch, UNC Sch. of Public Health

Panelists: Janice Beaver, Health Educator, Catawba County Health Department
Dawn Smith, Alamance County Health Department

B-4 Using the media to raise public awareness - Diplomat Room

Moderator: Dan Giddens, Vice Pres., Durham Life

Broadcasting

Panelists: Donnie Goodale, WJRI, Lenoir
Jim Hefner, WFMY-TV, Greensboro
Sylvia Lane, City Editor, Winston Salem Journal
Lauren Ogle, Education Media Specialist, UNC HSRC

B-5 School buses: How safe are they? - Salem Room

Moderator: John Lacey, Staff Associate, UNC HSRC

Panelists: Norfleet Gardner, Department of Public Instruction, Raleigh
John Hodges, Division of Motor Vehicles, Raleigh

9:30 - 9:55 BREAK - Coffee and cold drinks provided in Exhibit Area - Winston Room

9:55 - 10:55 2nd Session - Concurrent Workshop Session C

- C-1 Establishing an infant car carrier loaner program:
community setting - Diplomat Room
Moderator: Beth Bowden, Burlington Junior Women's Club
Panelists: Sara Green, Health Educator, Buncombe County Health Department, Asheville
Jean Nabors, Haywood County Kids in Safety Seats Project, Clyde
- C-2 Liability issues: what are the risks in running a loaner program? - Liberty Room
Moderator: Floyd Bass, Governor's Highway Safety Program
Panelists: Forrest M. Council, Deputy Director, UNC HSRC
Jane P. Gray, Associate Attorney General, Attorney General's Office, Motor Vehicles Division
Elaine W. Lawless, Philadelphia Health Management Corporation, Philadelphia, PA
- C-3 Childbirth educators: finding the time for child restraint education - Clemmons Room
Moderator: William Hall, Research Associate, UNC HSRC
Panelists: Linda Baziuk, Bradley Childbirth Education Instructor, Yadkinville
Carolyn Burnette, Guilford County Health Department, High Point
Jessica Pack, Lamaze Instructor, Chapel Hill
- C-4 Making passenger safety a standard policy: county agencies, day care centers and businesses - Salem Room
Moderator: Rachel T. Fesmire, Chief, Day Care Section, Division of Plans and Programs
Panelists: Joan Narron, Administrator, Child Development Center and Food Services, Photo Corporation of America
Lois Queen, Director, Southwest Child Development Commission, Webster
Dave Shinn, Haslett, Michigan
Linda Taylor, Onslow County Department of Social Services, Jacksonville
- C-5 A look at the N.C. child restraint law and how to get your community involved - Crescendo Room
Moderator: Dr. R. J. Campbell, Director, UNC HSRC
Panelists: Sgt. James Carter, Cary Police Department
Ben F. Loeb, Professor of Public Law and Government, Institute of Government, University of N.C., Chapel Hill
Dr. Michael Lawless, Bowman Gray School of Medicine, Winston-Salem

C-6 Problems in transporting the handicapped - Carolina Room
 Moderator: Lauren Ogle, Education Media Specialist, UNC
 HSRC

Panelists: Jerry Byers, Traffic Safety Education
 Section, N.C. Division of Motor Vehicles,
 Winston-Salem, NC
 Lavondia Cooke, Guilford County Schools
 Louise Downing, Northside Children's Learning
 Center, Chapel Hill
 Kathleen Weber, Highway Safety Research
 Institute, University of Michigan

10:55 - 11:20 BREAK - Coffee and refreshments provided in the Exhibit Area -
 Winston Room

11:20 - 12:30 3rd. Session - General Session - Crescendo, Diplomat Rooms
 - Seat Belt Alternatives (film)
 - Summary of NCCPSA Regional Meetings
 - Election of NCCPSA officers
 - 1983 Conference

12:45 - 2:00 Awards Luncheon - Windjammer Lounge

2:00 - 3:00 Reimbursement for financial assistance recipients (bring
 award letter and reimbursement form) - Breezeway

We wish to thank the following for their support. Through their generous contribution of time, materials or funds, it has been possible for many people to come together here in Clemmons to share and exchange ideas on child passenger safety.

NORTHWESTERN FINANCIAL CORPORATION

HOLLY FARMS POULTRY INDUSTRIES, INC. - Wilkesboro

LOWE'S COMPANIES, INC. - N. Wilkesboro

Almay and Colorplus, Apex
 Forsyth Agricultural Extension Service
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 Mead-Johnson
 N.C. Association Women Highway Safety Leaders
 N.C. Pediatrics Society
 N.C. Soft Drink Association, Sam Whitehurst, Pres.
 Ross Laboratories
 Sealtest Dairy Products - Winston-Salem
 Joseph Schlitz Brewing Co. - Winston-Salem
 Vogler Service - Clemmons
 Wachovia Bank and Trust - Clemmons Branch

Child Restraint Manufacturers

Bobby Mac
 Century Products
 Cosco/Peterson
 Ford
 International Manufacturing
 Questor Juvenile Furniture
 Strollee
 Welch

Workshop TopicsIntroduction to child passenger safety: An overview for newcomers.

This workshop is for conference attendees who have just become aware and involved, but need background information on the subject matter to gain a better understanding of the problem and solution.

Establishing an infant car carrier loaner program: Hospital setting

Participants will be provided with step by step instructions for planning, designing and implementing an infant car carrier loaner program in a hospital setting.

Establishing an infant car carrier loaner program: Community setting

Participants will be provided with step-by-step instructions for planning, designing and implementing an infant car carrier loaner program in a community setting.

Expanding infant car carrier loaner programs to include toddler seats.

There are many things that need to be considered when a group thinks about expanding their infant carrier loaner program to include toddler seats. This workshop will address what you need to know before making the final decision -- e.g., problems associated with toddler seats and seat belt compatibility, which models to rent, liability and rental period.

Existing programs: problems, solutions, efficiency and special projects.

Offered for participants who have ongoing loaner programs, this workshop will address specific problems inherent in running a loaner program, how problems have and can be overcome, and success stories of innovative programs. Special projects which can enhance loaner programs will be identified; e.g., speakers bureau, poster contests, surveys, etc.

Compatibility problems between safety seats, seat belts and vehicle types.

Not all child restraints fit easily into all cars. This workshop will discuss such problems as seat belt compatibility, child restraint size and features in relation to car size and tether strap installation.

Liability issues: what are the risks in running a loaner program.

The question of liability associated with running safety seat loaner programs is a concern for all groups considering such a program. This workshop will address guidelines for organizations to use to limit to the fullest extent, the possibility of future liability suits. Discussion of how to convince County Attorney's that program benefits far outweigh liability considerations will also be addressed.

Local health departments: increasing involvement with limited staff time.

More and more county health departments are integrating child passenger safety efforts into their routine services along with establishing child restraint loaner programs through the health department or in cooperation with a local service group. This workshop will discuss how the Division of Health Services along with the GHSP/HSRC will assist in strengthening their capabilities and providing material and technical assistance.

Childbirth educators: finding the time for child restraint education.

Childbirth Educators are faced with many priorities and concerns for newborns. Many are torn between deciding which topics are most important to cover with parents within a limited time frame. This workshop will provide reasons why child passenger safety should be included in their instructions to parents and provide guidelines and materials which can be used to incorporate such education in a classroom/group setting.

Working with local police departments: creating a positive effect.

Effective July 1, 1982, the North Carolina Child Restraint law goes into effect. A key to the success of the law in your community is the positive attitude and enforcement efforts on the part of the local police officers. This workshop will discuss ways to motivate the local police department and get the officers involved in an educational effort as well as a strong enforcement effort out of concern for the safety of children riding unrestrained.

Teaching child passenger safety in the schools.

The role of the school in getting the safety message to students will be examined from the viewpoint of the teacher, school administrator, and concerned parent. Also this workshop will take a look at the community resources available and how child passenger safety can be incorporated into school curriculum.

Using the media to raise public awareness.

The media can be a very effective tool in building public awareness. Discussion will cover how to identify media resources in your community, what the media needs to know about your program, in what format material should be provided to the media and how HSRC/GHSP can assist.

Making passenger safety a standard policy: for county agencies, daycare centers, and businesses.

Ideally, child passenger safety advocates would like to see children in restraints whenever they are riding in a motor vehicle of any type. Do your local day care centers have a policy which requires all children to be restrained when riding in a day care van? Do local county social services and health departments have similar policies or regulations? These questions will be addressed along with ways you can get involved in assuring the safe transportation of children on a local, county and state level.

A look at the NC Child Restraint Law and how to get your community involved.

The N.C. Child Restraint Law goes into effect July 1, 1982. Presentations will include a historical review of how the law came about, possible ways to strengthen the law in the future and how monitoring the effect of the law will be handled. Discussion will include what community resources are available and can be utilized to inform the community about the law and urge parental compliance.

School buses, how safe are they?

How safe are school buses which transport our children on a daily basis: Should all school buses have seat belts: What are the costs? What are the problems? What can parents do on a local level to ensure the safety of their children while riding to and from school? These questions will be addressed along with a presentation of North Carolina data to show the safety record of school buses and what can be done on a local level to improve the records.

Problems in transporting the handicapped.

What can be done to improve the safety of handicapped children while being transported in motor vehicles? The current state of the art will be reviewed along with what progress is being made in North Carolina to improve the current system and how you can get involved.