



New Booster Seat Initiatives

*Give Our Kids
A Boost!*

**Florida Suncoast Safe Kids Coalition
Led by:
All Children's Hospital
St. Petersburg, Florida**




Welcome!

Presenters:




Jean Shoemaker, Safe Kids Coordinator
Suncoast Safe Kids Coalition
All Children's Hospital, St. Petersburg, Florida

Kristen Scholz, Chair Safe Kids CPS Committee
Public Information Officer
Palm Harbor Fire Rescue, Palm Harbor, Florida




Why Conduct a Booster Seat Campaign?

- Kids 4-8 still need to be properly restrained
- Per Safe Kids USA only 73% of kids 4-8 are restrained mostly in safety belts that may not fit
- As of July 6, 2006 only 39 states had booster laws and Florida was not one of them

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Purpose of the Campaign:

Conduct an elementary school outreach and educational campaign promoting booster seat use.

children's hospital

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Primary Audiences



- Students
- Parents
- School personnel

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Campaign Description

- Increase knowledge and raise awareness of the importance of booster seats
- Conduct a school based educational program for all students K through 5th grade
- Conduct booster seat and seat belt safety presentation at monthly PTA/PTO meeting
- Distribute booster seats to kids needing

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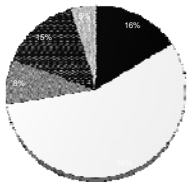
School Selection /S Key to Success!

- Buy-in from school official (i.e. principal, PTA/PTO president, etc.) is a must
- Maximum student, teacher and parental involvement is paramount

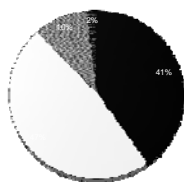


Schedule Campaign Components

Pre – Post survey dates



Pre-Survey: 16% in boosters



Post Survey: 41% in boosters



Schedule Campaign Components



Student Education Day



Campaign Component Staffing

- Pre/Post Surveys: volunteers based upon number of observational stations – 1 - 2 volunteers/station
- Student education day – 5 to 6 volunteers:
 - a) roll-over simulator demonstration
 - b) booster seat video & demonstration
 - c) measure students' height
 - d) distribute invitation to PTA/PTO Meeting



Schedule Campaign Components



PTA/PTO Meeting



Schedule Campaign Components



Distribution of booster seats



Campaign Component Staffing

- PTA/PTO Presentation – 2 to 3 volunteers:
 - a) 30 – 45 minute presentation on vehicle safety
 - b) Law enforcement presence
 - c) Incentives to encourage attendance
- Distribution of booster seats – number of seats to be distributed dictates number of volunteers needed



Media & Promotion

- Newsletters
- Letters to parents
- Newspaper coverage
- TV Coverage
- Fliers
- “Reverse” phone calls home from Principal



Compile Data & Evaluate

“Making a Difference” – numbers demonstrate success that pave the way for:

- Award opportunities
- Partnership development
- Grant opportunities
- Visibility
- Legislative change



Giving Our Kids A Boost!



Questions?

For additional information, contact:

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