

KNOW FOR SURE! Free Materials Perfect for National Child Passenger Safety Week

Help educate parents and caregivers about the importance of child passenger safety.

- Traffic crashes are a leading cause of injury and death among children.
- Each year in N.Y., almost 3,000 kids up to age 13 are treated at hospitals for injuries from a motor vehicle crash. These injuries cost \$6,000,000 in hospital charges each year.
- Most parents believe that their children are riding safely in the car, however many are riding at risk. Children under 13 are safest in the backseat and buckled up.

Change the statistics and spread the word about child passenger safety: Order materials today!

Please complete and return this form to email: injury@health.ny.gov, fax: 518-402-7909. For different quantities please call (518) 402-7900. Please allow 2-4 weeks for delivery, and check the box below if you are planning to celebrate National Child Passenger Safety Week (3rd week of September).

SHIP TO: Name: _____ Date: _____

(Sorry we can not deliver to PO boxes) Organization: _____

YES! I am ordering materials
National Child Passenger
Safety Week (3rd week in
September)

Shipping Address: _____

Please allow 2-4 weeks for
delivery.

Phone: _____ Email: _____

	Title	Pub #	Language	Quantity		
	Under 13? Backseat and Buckle Up Tip Card	3092 3231 3091	English Spanish French	50 25 25	100 50 50	200 100 100
	Updated! 4 Steps 4 Kids- The Right Seat Matters Tip Card	0626 0647	English Spanish	50 25	100 50	200 100
	Know For Sure If Your Child is in the Right Car Seat (11x17 inch poster with stacking toy image)	3235	English	5	10	15
	Know For Sure If Your Child is in the Right Car Seat (11x17 inch poster with baby bottle image)	3236	English	5	10	15
	Te gustaria que tu hijo llegue a sentarse aqui? (11X17 poster with football image)	3237	Spanish	5	10	15
	Te gustaria que tu hijo llegue a sentarse aqui? (11X17 poster with presidential image)	3238	Spanish	5	10	15
	I'm Safe in the Car Backseat Bingo Game	N/A	English	25	50	75
	Know For Sure 2017 Year at Glance Calendar	N/A	English	5	10	15

MORE CHILD PASSENGER SAFETY MATERIALS AND RESOURCES



NYS Governor's Traffic Safety Committee (GTSC) CPS Toolkit.
A promotional toolkit for National Child Passenger Safety Week.
www.safeny.ny.gov/CPS/know-tool-kit.htm#know



Under 13? Backseat and Buckle Up!
A 15-second video Public Service Announcement.
www.health.ny.gov/prevention/injury_prevention/cars.htm



Tips to Keep Tweens Safe in Vehicles.
A fact sheet for injury prevention practitioners about the burden of injuries among tweens involved in crashes, key safety issues, and prevention strategies.
www.health.ny.gov/prevention/injury_prevention/docs/car_safety_tips_for_tweens.pdf



Never Give Up Until They Buckle Up - Tween Campaign Toolkit.
This campaign aims to increase the consistent and proper use of seat belts among tweens (ages 8-14). The goal is for kids to develop good seat belt practices that will stay a habit into driving age and adulthood. Campaign materials include video and radio PSAs, social media ads, animated web banners, magazine and newspaper ads, and billboards
www.trafficsafetymarketing.gov/TweenSeatBeltSafety