

Positive Community Norms Project - September 2021

Child Passenger Safety

Overview: Build new partnerships and share CPS materials with preschools in your community.

Core Principle: Be Proactive

Structure: Leading up to Child Passenger Safety week (September 19-25) identify several preschools in your region. Introduce yourself and share with them materials they can use with their students.

Supporting Resources:

- Sample Teacher Email
- Buckle Up Coloring Page
- Parent Resource Page
- Buckle Up Song - Recording
- Buckle Up Song Sheet

7 Core Principles

- 1-Be Positive
- 2-Be Present
- 3-Be Perceptive
- 4-Be Purposeful
- 5-Be Perfected
- 6-Be Proactive**
- 7-Be Passionate

Spirit

•Core Principle: *Be Proactive - We actively choose where we will place our attention and what actions we will take.* By teaching kids to always buckle up long before they're responsible for making that decision on their own, we proactively instill habits that we hope they'll maintain when they get older, and especially when they begin driving on their own. Most of us always wear our seatbelts, and we can be intentional about passing on that behavior through partnerships with preschools and other organizations that work with kids.

Science

- Most Washington adults (88%) believe we all share responsibility for the safety of others and ourselves on our roads and highways.¹
- Most Washington vehicle occupants (93%) wear a seat belt.²

¹2019 WTSC Positive Community Norms Survey Report ²WTSC Seatbelt Use in Washington State, 2020

Action

- Identify several preschools in your region (how many is up to you, depending on how much time you have).
- Introduce yourself to the preschool teachers (you can use/edit the sample teacher email) and share the Buckle Up materials: a song they can sing with their students, a coloring page, and a parent resource page to send home.
- If you're so inclined, offer to work with a preschool teacher to present the buckle up materials. (Last spring I did a bicycle safety class in a local preschool. It was both really fun and a bit scary. Grown-ups are more predictable.)

Return

- At the end of the project, ask:
- What worked?
 - What would you do different?
 - What kind of feedback did you receive?