

# February 2023 TZM Communications Project

## Child Passenger Safety

### **Action: Pairing educational messages with a positive traffic safety culture framework**

The positive is real and worth growing. Most parents and caregivers buckle up their kids before driving (the positive), but they often don't get it right, especially when using a car seat (the part worth growing).

For this month's project we'll be using existing graphics from WTSC's child passenger safety program and supporting them with positive traffic safety culture messages. Cesi Velez, the CPS program manager, has developed a set of educational resources that are available at WTSC's CPS website: <https://wacarseats.com/posters-graphics/>

These resources do a great job of explaining the law, providing instructions on how to choose the correct car seat, and giving tips on proper installation. We'll share these on our social media platforms, adding some text that highlights a positive norm, includes hope and concern, or integrates other positive traffic safety culture communications strategies.

### **How to participate:**

Choose four (or more) social media graphics from <https://wacarseats.com/posters-graphics/>.

Support each graphic with a positive traffic safety culture message (see below).

Schedule the messages for publication on your social media platforms over the next several weeks.

Consider collaborating with local kid-centric partners (pre-schools, elementary schools, PTA, etc.) to help get the message to the audience that most needs to see it (the adults that transport kids to their school).

### **Supporting Messages:**

You can develop your own supporting messages, use/adapt the ones below, or collaborate with your colleagues at our next TZM media workgroup to come up with additional messages. The goal is to develop messages that reinforce the positive and highlight ways to grow it:

- Most parents make sure their kids are buckled up. But when it comes to car seats, a lot of us could use some help getting it right. Nearly 60% of car seats aren't installed correctly. Learn more at: <https://wacarseats.com/>
- Of course you want to get it right; it's protecting your kid. But are you sure your car seat is installed correctly? Nearly 60% aren't. Find a car seat inspection near you: <https://wacarseats.com/>
- Yes, that car seat was expensive, but it's worth it because you want your precious cargo safe. Now make sure you've got it installed correctly. (Nearly 60% of people don't get it right on their own.) Find out more at: <https://wacarseats.com/>
- The Beatles said love is all you need, but to keep your child safe in the car, it takes love and the right car seat. Learn about how to pick the right one for your child's age and size at: <https://wacarseats.com/>
- Way to go mom and dad! Most of you are buckling in your kids for the drive. Now, let's make sure you've got that car seat installed correctly. Find out how at: <https://wacarseats.com/>