

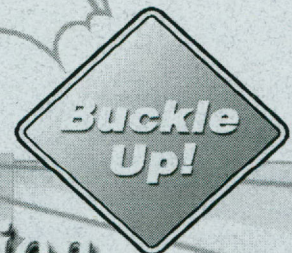
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On The Road With...

Winter 2001



Rural Passenger Safety Education

Vol. 1 No. 14



Texas Agricultural Extension Service
THE TEXAS A&M UNIVERSITY SYSTEM

American Freightways' Campaign

Promotes National Safety Belt Use

by Mike Masterson

Government Publications
Texas State Documents

MAR 26 2001

Depository
Dallas Public Library

Perhaps you have seen one for yourself. The familiar, shiny red, white and blue American Freightways (AF) tractors and trailers navigating the highways with messages encouraging everyone to buckle up for safety. They seem to be everywhere.

It is all part of a unique program adopted by the Harrison, Arkansas-based carrier in cooperation with the National Highway Traffic Safety Administration to promote safety belt use along America's streets and highways. In fact, in July 1998, Secretary of Transportation Rodney Slater sent a representative to Little Rock to present a plaque to American Freightways for their participation in this safety program.

Today, with some 265 customer centers and 17,200 associates spread across 40 contiguous states, the AF trailers are more visible than ever. American Freightways presently uses 12 different slogans on its trailer doors. Four of those luminescent slogans, comprising some 1,500 trailers doors, are devoted to enhancing and encouraging safety belt use. The slogans include: "Buckle Up America," "Safe Kids Buckle Up," "Are You Buckled Up???" and "Child Safety Seats Work." Other door messages range from "You Can Trust the American

People" to "Serving America Safely."

Taking Child Passenger Safety on the Road



The company's trailer doors have drawn favorable comments from many points across the nation. Most say they are impressed and sometimes even shocked that a publicly-held company would use such valuable space to promote highway safety among the country's driving public, rather than their own services. American Freightways is an all-points delivery, less-than-truckload carrier founded in 1982 by its chairman Sheridan Garrison of Harrison. It was Sheridan Garrison's idea originally to begin putting slogans

on the AF rear trailers. "What benefits Americans also benefits our company," said Tom Garrison, AF's president and CEO. "American Freightways has always strongly promoted highway safety in various ways from its extensive driver training programs to consistent equipment safety examinations. Safety is a topic that benefits everyone."

Carl Thomas, AF's vice president for security and safety, said he has always known "the one simple task people can do to save the largest number of lives along the highway is to take three seconds to buckle their safety

see American Freightways page 3

Keep It Moving

by Chief Harry Crum

Approximately 41,000 people died in 2000 as a result of motor vehicle crashes—one every 13 minutes. Of those deaths, each day seven children were killed in vehicle-related crashes. Many of those children would be alive today had they been properly restrained in a child safety seat or device. This year we have more law enforcement agencies than ever before educating the public and enforcing child passenger safety laws, and we want the injury and death toll to drop significantly.

February 11th thru the 17th is *National Child Passenger Safety Week*. In NHTSA Region VI, (Texas, Arkansas, Louisiana, Oklahoma, New Mexico and the Indian Nations) 1,527 law enforcement agencies, representing more than 73,000 officers, have made commitments to mobilize and to enforce child passenger safety laws and to educate the public about the importance of properly restraining children in vehicles. Of those participating agencies, 733 are in Texas alone.

Every state in America has child passenger safety laws that will be enforced by the 10,000 law enforcement agencies across the country who have made commitments to reduce the number of child injuries and deaths on our nation's roadways.

Four out of five children are not properly restrained in vehicles, more often than not due to negligence or a lack of knowledge on the part of the responsible vehicle occupant(s). We have the resources with the participation of law enforcement, traffic safety advocates and other partners to



National Goals*

- ✓ Increase safety belt use to 85% by the year 2000*
- ✓ Reduce child passenger fatalities 15% by the year 2000**
- ✓ Increase safety belt use to 90% by the year 2005*
- ✓ Reduce child passenger fatalities 25% by the year 2005**

Texas is dedicated to meeting the national goals and is an active partner in Buckle Up America.

* Baseline data from 68% in 1996

save that "Precious Cargo"—our young adults of tomorrow.

Source: Chief Harry Crum NHTSA, Region VI, 819 Taylor St. Rm. 8A38, Ft. Worth, TX 76102 or call 817-978-2021, 2000.

Resources Available:

Educational material available from the Rural Passenger Safety Resource Library to support *Child Passenger Safety Week*:

Videos:

Are We There Yet?
Securing Our Future
LATCH: Lower Anchors and Tethers for Children

Brochures:

Securing Our Future
Child Safety Seats (Eng. & Span.)

Interactive Items:

Question and Answer Board
Buckle Bear Lap Puppet

Fact Sheets:

Car Pools and the Buckle Rule:
One Child; One Belt
Kids Aren't Cargo
Whether to Tether?
The ABCs On Child Safety Seats
Child Safety Seat Fact Sheet

Exhibits:

Child Safety Seats
It's Your Choice (includes air bag)
Kids Aren't Cargo
Child Care Provider

Costumes:

Vince and Larry

Contact Dana Runyan at 979-845-1104 for assistance with any resource materials.

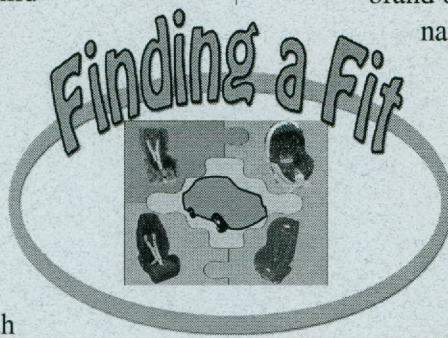
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Child Safety Seat Compatibility

Need help finding the right child safety seat to fit a particular vehicle? Check out this new Web site: www.carseatdata.org. It provides the user with an interactive compatibility database.

Many common child safety seats simply do not fit, or will fit only with great difficulty, in many common cars. On this Web site, parents share experiences on what fits and what doesn't. There is a searchable database where information on a child safety seat



brand or type can be entered along with the model name of a vehicle. If information is available, it will show a list of which child safety seats work for that vehicle.

This will not replace trying out child safety seats in the vehicle, but it will help to narrow the search for a compatible child safety seat. It is strongly recommended that a parent bring their child along with their child safety seat to a child safety seat checkup clinic to make sure that it is installed properly.

Source: <http://www.carseatdata.org/>, 2000.

American Freightways from page 1

belts when they get behind the wheel. Nothing anyone can do could preserve more lives."

Among those commenting on AF's safety slogan program was Jennifer Wilson from Louisville, Kentucky. The mother and businesswoman was taking her young son to dinner one evening in that city when they happened upon an AF truck bearing a buckle up slogan. She said that while her son already was buckled into his seat in their Jeep, she realized she still needed to buckle herself in. One minute later, their Jeep was struck from behind in what became a ten-car chain reaction along Hwy. 64. Afterwards, Jennifer wrote American Freightways to thank them for possibly saving her life. "It was really a pretty bad crash," she said. "The way our safety belts left bruises, it was pretty clear that I would have been thrown from my Jeep had I not strapped on my belt at the last minute."

Another unexpected comment came from 600 miles northward in Pennsylvania. Pennsylvania State Trooper Frank V. DeAndrea Jr., wrote AF to say he was "shocked at what I saw written on one of your tractor trailer rigs along the interstate highways of Pennsylvania. On a trailer door was "Child Safety Seats Work." With three children of his own, the officer and parent said he had never seen a tractor trailer that "took the time or spent the money" to advertise a product they did not sell. "It is obvious that some person or perhaps your entire advertising, marketing, safety, or even your CEO, feels strongly about the safety and well-being of children traveling the interstate highways," he continued. "The day I saw the truck from American Freightways, I smiled. Your advertisement made me feel good as a Trooper and as a father."

And career Army National Guard Sgt. First Class Robert Dettor from Senatobia, Mississippi wrote to say he had come across an AF truck bearing the slogan "Are You Buckled Up???" and felt compelled to write and express his admiration. "I don't know who in your company thought of this, but my hat

is off to that person; they deserve to be highly recognized." The sergeant said he and his family had recently been involved in a serious crash in which safety belts averted what could easily have been a tragedy. "I know our buckled safety belts kept us from serious injury," he said. "I constantly remind soldiers to buckle up whenever they travel," Dettor added. "We tell our soldiers an unbuckled safety belt will not protect you. I simply wanted to write and say thank you for putting this reminder logo on your trailers. It demonstrates your concern and encourages others to buckle up."

So the next time you see a bright red AF truck humming down the highway with a message of safety emblazoned across its rear trailer, honk and wave. The driver will appreciate that you noticed.

For more information contact Mike Masterson, Director of Communications, American Freightways, 2200 Forward Drive, Harrison, AR 72601, 870-741-9000, ext. 2040.

Operation Kids

T*o protect life and property.* This phrase is always part of the job description for all peace officers. The public expects the peace officer to respond to any situation with expert knowledge and authority. The peace officer is able to accomplish these goals through enforcement of the traffic and penal laws. These laws include the child passenger safety statutes. Operation Kids is a law enforcement child passenger safety training program that educates law enforcement officers in the proper use of and the life saving and injury prevention benefits of child passenger safety systems.

The Operation Kids curriculum was designed and produced by the International Association of Chiefs of Police (IACP) and is offered free to certified Texas peace officers. The mission of the Operation Kids program is to reduce the unnecessary and preventable motor vehicle injuries and fatalities to infants and children through increased education, enforcement and compliance with existing child passenger safety statutes.

The Operation Kids law enforcement-training program will assist peace officers in:

- educating the public in reference to the benefits of child passenger safety
- providing current child passenger safety information
- establishing motivation for enforcement of child passenger safety laws
- increasing understanding of existing child safety statutes
- developing effective patrol strategies for child passen-



ger safety compliance

- developing effective public safety partnerships in reference to child passenger safety programs

During a traffic stop, the peace officer establishes a “window of opportunity” to not only enforce the law but to educate the public through information related to the officer’s observations. Operation Kids educates the peace officer to notice such things as:

- “loose kids” in the vehicle
- “gross misuse” such as a child safety seat in front of a vehicle air bag
- whether or not the harness is securing the child
- whether or not the child safety seat is facing in the proper direction

Show
you care.

**Use It
Right!**[™]

The officer will also be educated as to the benefits of the correctly secured child during a crash. Operation Kids will not certify the law enforcement officer as a child safety seat technician, but it will provide the officer with information on the correct use of child safety seats and stress the importance of enforcement through education in child passenger safety. For more information on the Operation Kids course, please contact Troy Walden, program coordinator, or Lance Platt, Law Enforcement Liaison coordinator, at 800-423-8433. Remember, “always buckle up,” and “keep kids properly restrained in the back!”

Source: Lance Platt, *LELT Program Coordinator, Texas Engineering Extension Service, 2000.*

ARE YOU USING IT CORRECTLY?

Most parents believe they buckle their kids in correctly.

The truth is, most parents do buckle their kids

INCORRECTLY!



Cut It Out! ✂





The insert, *Emergency Vehicles Fact Sheet*, is provided for your convenience and is reproducible.

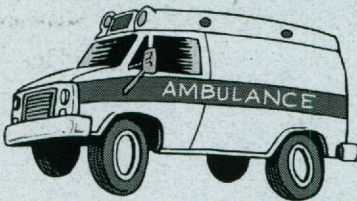


Emergency Vehicles

FACT SHEET

What is an emergency vehicle?

-  Emergency vehicles are used by law enforcement, fire departments and emergency medical services.
-  A fire engine and an ambulance have two red lights on the front and back of the vehicle. Both have a siren.
-  A volunteer fireman, driving a personal vehicle, may have one red light on the vehicle roof.
-  A police vehicle will have an audible signal and may have lights of any color mounted on the vehicle.



The Texas law states:

Sec.545.156 Vehicle Approached by Authorized Emergency Vehicle

(a) on the immediate approach of an authorized emergency vehicle using audible and visual signals or of a police vehicle lawfully using only an audible signal, an operator, unless otherwise directed by a police officer, shall:

- 1) Yield the right of way;
- 2) Immediately drive to a position parallel to and as close as possible to the right-hand edge or curb of the roadway clear of an intersection; and
- 3) Stop and remain standing until the authorized vehicle has passed.

What to do when an emergency vehicle is approaching:

1. STAY CALM! Do not slam on the brakes or pull over suddenly.
2. Listen for the direction in which the vehicle is coming.
3. Put on the right-turn signal, and begin to move to the right if possible.
4. Pull off to the right-hand side of the roadway, and turn on the vehicle hazard flashers.
5. Remain stopped.

What to do after an emergency vehicle passes:

1. Turn off the vehicle hazard flashers and turn on left signal.
2. Begin to merge back onto the roadway when it is safe.

Do not follow within 500 feet of a fire truck answering an alarm or an ambulance when the flashing red lights are on.



In an emergency, minutes can mean the difference between life and death. Take sirens seriously—make way for all emergency vehicles.

Next time, it could be you.

Source: Adapted from National Highway Traffic Safety Administration.

What to do if it is not possible to move off of the road:



If at all possible, move to the far right of the road.



If vehicle is stopped at a red light and cannot move, stay there. It is better to let the driver of the emergency vehicle move around the vehicle than to pull to the left or into the left turn lane.



Do not stop where there is not enough room to pull over safely.



Using Data to Prevent Child Deaths & Injuries

Have you ever stopped to think that riding in the family car is the most dangerous daily activity we do with our children? The fact is that no matter where you live in Texas or the nation, you'll find children are at serious risk as passengers.

In 1999, 253 Texas children under age 15 were killed and thousands more seriously injured in motor vehicle crashes. The biggest dangers fall into two main categories: children are either not restrained in vehicles or they are improperly restrained. Local Safe Community coalitions are in an ideal position to dramatically improve the safety of children as they travel.

Successful child passenger injury prevention activities work best when Safe Communities first obtain and evaluate accurate injury data. It will be helpful to your coalition to examine data from a variety of sources; then organize it so that it paints a clear picture of the magnitude of the local child passenger safety (CPS) problem. Begin by **collecting local data** in age groups 0-1, 1-5, 5-9, 10-14 and 15-19 years. Coalition partners and/or state agencies are available to assist in collecting the data needed to complete an objective assessment of the community's child passenger safety status. Listed below are essential data sets and potential data sources:

DATA SETS	POTENTIAL SOURCES
Causes of death	Local health department/local health examiner TX Dept. of Health (TDH) Bureau of Vital Statistics TDH Injury Epidemiology and Surveillance
Major Trauma	Local trauma department Regional Advisory Council (RAC) trauma registry TDH Injury Epidemiology and Surveillance
Child Restraint Use	TxDOT District Traffic Safety Specialist TDH Injury Epidemiology and Surveillance TX Agricultural Ext. Svc. (TAEX) Rural Passenger Safety Education TDH Safe Riders Program Texas Transportation Institute
Proper Car Restraint Use	TAEX Rural Passenger Safety Education Local SAFE KIDS Coalition TDH Safe Riders Program
Plot Location of Crashes	Local law enforcement TxDOT District Traffic Safety Specialist

A variety of data sets are needed to fully understand the injury problem. The number of deaths from motor vehicles is important, but this only reveals one small part of the injury problem. For every death, there can be numerous hospitalizations and hundreds of emergency department visits. Child restraint use rates are also useful, especially those that concentrate on a specific geographic location (for example in one or two zip codes). This makes it easier for large metro areas to focus efforts and resources where the need is the greatest. Plotting the location of crashes calls attention to specific roadways or intersections that may need an engineering solution, such as an embankment grade, traffic signal or pedestrian crosswalk.

see Safe Communities page 9

Brazoria County - West Columbia, Texas

Following a NHTSA Standardized Child Passenger Safety Training Program on November 10, 2000, 22 new technicians teamed up to conduct a child safety seat checkup in West Columbia. The supporting Extension agent/technician was Alma Fonseca, CEA-FCS Brazoria County.

The statistics:

■ Total child safety seats (CSS) checked	25
■ Children arrived correctly restrained	0
■ Number of recalled seats	1
■ Old and unsafe CSS collected	9
■ Number of CSS distributed	16
■ Children arriving unrestrained	1



Instructor, Gaylen Tips, serves as Senior Checker, with new technicians, Billy Paul Richards and Joyce Beeson at the checkup following the West Columbia training.

Comanche County - Comanche, Texas

Extension agent/technician Dena Montieth, CEA-FCS, Comanche County, conducted a successful checkup event on November 16, 2000, in Comanche. Glasscock County CEA-FCS/Technician, Shirley Weeks was there to help check seats.



Twice as Safe! Twins leave the Comanche checkup event safely restrained.

The statistics:

■ Total child safety seats (CSS) checked	44
■ Children arrived correctly restrained	1
■ Number of recalled seats	2
■ Seats with labels missing	5
■ Old and unsafe CSS collected	7
■ Number of CSS distributed	36
■ Children arriving unrestrained	26

Brazos County - Bryan, Texas

On November 17, 2000, several Extension personnel/agents worked together to support this community checkup event. Marlene Albers, RPSE; Myrna Hill, RPSE; Bev Kellner, RPSE; Dana Runyan, RPSE; Janie Harris, RPSE; Flora Williams, CEA-FCS; Wharton County, Kristee Kelley, FDRM; Teresa Smith, FDRM; Steve Green, FDRM; and J.J. Janssen, FDRM, were all on hand to assist. Our thanks to all of the Extension faculty for volunteering to help during this checkup event to promote child passenger safety in the local community.

The statistics:

■ Total child safety seats (CSS) checked	40
■ Children arrived correctly restrained	2
■ Number of recalled seats	2
■ Old and unsafe CSS collected	12
■ Number of CSS distributed	16
■ Children arriving unrestrained	0



At the Bryan checkup, a three year old consults his dad by cell phone to see if graduating to a booster seat is a good idea.

see *Child Safety Seat Checkups* page 10

The next step for the Safe Community coalition is to **determine the contributing factors to non-use and misuses of child restraints**. Look for the following local problems, and consider applying various countermeasures:

PROBLEMS	COUNTERMEASURE
Lack of access to affordable child restraints	Create a community low income child safety seat distribution program
Lack of education programs available in diverse languages	Develop safety seat education program with multi-language training instructors/materials
Lack of hands-on available guidance on proper use of safety seats	Create permanent safety seat fitting stations that parents can access during business hours
Inadequate enforcement of Child Passenger Safety (CPS) Laws	Increased enforcement of CPS law
Impaired parents/care givers driving children	Increased enforcement of impaired driving laws
Lack of trained staff to conduct CPS training	Enroll staff in Standardized CPS training

An effective action plan that addresses the above problems may be developed with the following agencies: state agencies, public health, law enforcement, EMS and fire departments, Trauma Regional Advisory Councils, local medical centers, Medicare HMOs, traffic safety specialists, city planners, insurance agencies, the faith community and others. State partners available to provide guidance in establishing a community child safety seat program are TDH's Safe Rider program.

Remember, the role of your Safe Community coalition is to make recommendations via the action plan; then program activities should be conducted by various stakeholders in the community. There are several resources available to Safe Communities coalitions to assist in building a child passenger safety action plan and for community partners to help make their vision become real. Now is a good time to begin planning your Safe Communities child passenger safety week activities. National Child Passenger Safety Week is February 11-17, 2001. For more information on CPS week, go to NHTSA's Web site and download the planner.

CONTACT INFORMATION

National Highway Traffic Safety Administration, 817-978-0661, <http://www.nhtsa.dot.gov>
Texas Department of Health, Safe Riders Program, 800-252-8255, <http://www.tdh.state.tx.us/injury/safe/index>
TDH Injury Epidemiology & Surveillance, 512-458-7266, <http://www.tdh.state.tx.us/injury/reports>
TDH Bureau of Vital Statistics, <http://www.soupfin.tdh.state.tx.us>
Texas Department of Transportation, Traffic Safety Section, 512-416-3175, <http://www.dot.state.tx.us>
Texas Agriculture Extension Service, Rural Passenger Safety Education, 979-862-4658, <http://buckleup.tamu.edu>
Texas Transportation Institute, 979-862-2854, <http://tti-phi.tamu.edu>

Source: Ann Athey, RN, MSN, Injury Control Specialist, NHTSA Region VI, e-mail: aathey@nhtsa.dot.gov or call at 817-978-0661, 2000.

➤ Watch for Part 2 of *Using Data to Prevent Child Deaths and Injuries* in our next newsletter.

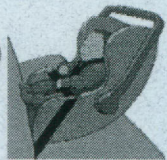
The **4** STEPS For Kids

The theme of this year's National Child Passenger Safety Week (February 11-17, 2001) will be "The 4 Steps for Kids" emphasizing transitions to differing stages of child restraint at the appropriate milestones. The law in Texas states that children under the age of two must ride in a child safety seat. Most parents don't realize that the best practice and safest way for children to travel in a vehicle requires some form of a child safety seat until they weigh 80 pounds, often to age eight. Some simple guidelines for choosing the correct seat for a child are:

GUIDE TO CHILD SAFETY SEATS

REAR-FACING INFANT SEATS

1



Infants until at least 1 year of age **and** at least 20 pounds should be in a rear-facing child safety seat.

REAR-FACING SEAT

FORWARD-FACING SEATS



2



Toddlers over 1 year old and no more than 40 pounds can be in a forward-facing child safety seat.

CONVERTIBLE SEAT (20-40 lbs.)

HIGH BACK BOOSTER With Harness (22-40 lbs.)

Children between 40 and about 60/80 pounds (usually 4 to 8 years old) should be in booster seats.

Usually kids over 80 pounds can fit in lap/shoulder belts.



3



4



BOOSTER SEAT Belt-positioning

HIGH BACK BOOSTER Belt-positioning

LAP/SHOULDER BELTS

Carefully read the vehicle owner's manual as well as the instruction booklet that comes with the child safety seat to check for compatibility.

National Highway Transportation Safety Administration (NHTSA) has provided a planner for Child Passenger Safety Week with some activities focusing on Latino families. These planners are available from NHTSA online at <http://www.nhtsa.dot.gov> or from Rural Passenger Safety Education.

Child Safety Seat Checkups from page 8

Navarro County - Corsicana, Texas

On December 8, 2000, Courtney Felder, CEA-FCS, Navarro County, hosted a successful checkup event in Corsicana. Sarah Kelley, CEA-FCS/technician, from Wharton County was there to assist.

The statistics:

■ Total child safety seats (CSS) checked	61
■ Children arrived correctly restrained	0
■ Number of recalled seats	2
■ Seats with labels missing	11
■ Old and unsafe CSS collected	22
■ Number of CSS distributed	35
■ Children arriving unrestrained	12



TxDOT's Steve Poole, Dallas District, checks a seat at the Corsicana event.

Side-Impact Air Bags and Children

Side-impact air bags are an increasingly common new-vehicle front-seat safety feature or option. They are usually located in the door, door frame or seat. Some are designed to protect the chest and others, the head. A few manufacturers, including Audi, BMW and Mercedes, also offer them for rear-seat passengers. Subaru and Chrysler are among those who are not offering side air bags at this time.

Side impacts accounted for 31% of passenger vehicle deaths in 1997, according to IIHS Fatality Facts. Deaths were evenly divided between the driver and passenger sides.

Although side air bags can enhance passenger safety in side-impact crashes, children who are seated in close proximity to a side air bag may be at risk of serious or fatal injury, especially if the child's head, neck, or chest is in close proximity to the air bag at the time of deployment.

Source: NHTSA, 2000.

Young Children Still Riding in **PERIL**



According to a recently released study done by Partners for Child Passenger Safety, a collaborative effort by the Children's Hospital of Philadelphia, the University of Pennsylvania and State Farm Insurance Company, the number of children who are appropriately restrained drops drastically between the ages of three and eight. The study was the largest single research project to date to focus exclusively on child occupant protection. Other key findings from this study include:

- 83% of children ages four to eight are inappropriately graduated to adult safety belts.
- 30% of infants are incorrectly turned forward-facing in their child safety seat before one year.
- 16% of children age 12 and under continue to ride in the vehicle front seat.
- 82% of child safety seats are misused in some way.
- Children who ride unrestrained are three times more likely to sustain a significant injury in a crash when compared with children who are restrained.
- 64% of significant injuries sustained by children in a crash are to the head.

Source: *Drive Safer America!*, Volume 4, No. 2, Fall 2000.

TIMELY TIPS NEW into the Millennium

January 2001

- ⊕ 1/30/01 CSS Checkup Event, Comal County, contact Kathleen Greer, Ext. Agent at 830-620-3440

February 2001

- ⊕ 2/11-2/17/01 Child Passenger Safety Week
- ⊕ 2/20-2/23/01 NHTSA Child Passenger Safety Training (TAEX), Abilene, contact Myrna Hill at 979-862-4855
- ⊕ 2/26-3/2/01 NHTSA Child Passenger Safety Training (Safe Riders), Ft. Worth, contact Darla Dike at 903-510-9114

March 2001

- ⊕ 3/6/01 CSS Checkup Event, Tyler County, contact Sherry Gardner, Ext. Agent at 409-283-8284
- ⊕ 3/29/01 CSS Check Up Event, McCulloch County, contact Jane Holubec, Ext. Agent at 915-597-1295

April 2001

- ⊕ 4/26/01 CSS Checkup Event, Hall County, contact Ext. Agent, Ann Rainey at 806-259-3015

May 2001

- ⊕ 5/8-5/11/01 NHTSA Child Passenger Safety Training (TAEX), Gainesville, contact Myrna Hill at 979-862-4855

The newsletter, *On The Road With...* is produced by the Texas Agricultural Extension Service, Rural Passenger Safety Education Project in cooperation with the Texas Department of Transportation.

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Extension programs serve people of all ages regardless of socioeconomic level, race, color, sex, religion, disability, or national origin.



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