

Booster Seat Program

Safe Kids Northeast Georgia



Northeast Georgia Health System

Objectives

The primary purpose of the Booster Seat Program is to educate the entire household. This includes the student, parents, and any other caregivers in the household.

The education is intended to encourage students that their safety relies on proper use of a booster seat when in a vehicle. The lesson is interactive and age appropriate for the students.

The Booster Seat Program is also intended to target at-risk or vulnerable populations. School systems provide data to determine which schools have the greatest need.

Program Breakdown

Safe Kids partners with an elementary school determined by the associated school system.

Students are sent home with a Safe Kids letter to make parents aware of the education their child will be receiving on riding in a booster seat correctly. This letter will give parents the ability to opt-out if they do not want their child to be measured for a seat. Regardless of need, the student will still participate in the booster seat assembly even if they are not in need of a booster seat.

The assembly is conducted by Safe Kids and partnering public agencies, such as local law enforcement, to educate students on the importance of riding in a booster seat and the risks if they do not.

Following the assembly, Safe Kids uses the child's height and weight to determine the need for a booster seat. Safe Kids then provides a booster seat coupon, if the child's measurements indicate a need. Parents can then redeem the free booster seat coupon if their child needs one.

Safe Kids hosts a booster seat pick up day at the elementary school. Parent must present the free booster seat coupon provided for their child to receive their free booster seat.

Program Coordination

The first step of implementing the Booster Seat Program is to determine the area of focus based on data provided by Northeast Georgia Medical Center (NGMC) and the partnering school system.

- **Higher Traffic Violations:** In partnership with local law enforcement, this information is included so Safe Kids can determine where there is a higher concentration of car seat or booster seat misuse.
- **Motor Vehicle Crash (MVC) Volume:** Safe Kids partners with the NGMC Trauma Services department to analyze data that shows MVC's involving children that are within the applicable age for booster seats.
- **Child Fatality Review:** Safe Kids is an active member of the local Child Fatality Review Board. Child fatalities involving misuse of car seats or booster seats are reviewed, and a plan of action is determined to reduce the number of fatalities related to booster seat misuse.

Education: Props & Teaching Aids



- **Booster Seat**
- **Demo Vehicle Seat**
- **Doll**
- **Assembly Lesson Plan**



Fundraiser Highlight

The Booster Seat Program would not be possible without the annual Marketplace Holiday Shopping Event that benefits the Safe Kids Northeast Georgia coalition.

The annual Marketplace Holiday Shopping Event provides funding for the Booster Seat Program, and other safety programs, that Safe Kids leads. This fundraiser gives Safe Kids the ability to provide a free booster seat to students in need.

The event includes opportunities for local businesses to register as a merchant, to become a sponsor, or donate to the auction. Merchants are welcome to set up booths at the event to sell and promote their products, while a portion of all sales go to Safe Kids Northeast Georgia. The event also welcomes local businesses flexibility to sponsor on different levels such as Platinum, Gold, Silver, Bronze, or Patron which makes it possible to secure a venue and cover other operating costs of the event. Local businesses can also be involved by offering their services or products in the silent auction offered during the weekend event to promote community involvement and interest.

In this initiative, identifying a vulnerable population, securing a funding source for resources, and developing a standard approach for education and distribution of resources are three key steps others can utilize to replicate a similar project in their local hospital setting.

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