



NEW JERSEY

Partnering for Safety – Latino Child Care Project

▶ AT-A-GLANCE

▶ Project Characteristics

Collaborative
Innovative

▶ Program Areas

Occupant Protection
Multicultural Outreach
Youth Programs

▶ Targeted Populations

Hispanic children under age 8
Child Care Providers
Preschool Centers

▶ Type of Jurisdiction

Nine Cities

▶ Jurisdiction Size

Ranging from 6000 – 300,000

▶ Funding

2003b: \$270,000 total
(\$30K per city)

▶ Contact

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Problem Identification

The National Highway Traffic Safety Administration has determined that infant seats are 71 percent effective in reducing serious injury or death, and toddler seats (20-40 pounds, forward-facing) are 59 percent effective. These effectiveness levels can only be achieved through proper use of the child restraint. At voluntary inspection stations all over the country, child passenger safety technicians continue to identify rates in excess of 90 percent for improper use. However, the overwhelming majority of these inspection events are not held in the inner cities and do not serve the non-English speaking communities.

Historically, the message of traffic safety and injury prevention has not reached these communities. This is due to several factors: inadequate translations of informational brochures from traffic safety organizations, distrust of police and other government agencies, and a misunderstanding of the importance of restraint use and vehicle crash dynamics.

Clearly, a new approach to the problem is needed. The New Jersey Division of Highway Traffic Safety (NJDHVS) has partnered with the Center for Hispanic Policy, Research and Development (CHPRD) to seek new ways to provide child passenger safety for ethnically diverse communities.

Goals and Objectives

The *Partnering for Safety – Latino Child Care Project's* goal is to encourage community-based child care and pre-school centers to develop a public education program to address compliance for child restraints and seat belts for children in the Latino community.

The objectives were to:

- Educate at least 200 people on the importance of occupant protection;
- Develop an understanding of occupant protection issues within the community;
- Determine how factors such as lack of information in the correct language, economic level, and parental and caregiver training affect compliance; and
- Develop a community-based approach to traffic safety education.

Strategies and Activities

The child care and pre-school centers that participated in the *Partnering for Safety – Latino Child Care Project* implemented the following strategies and activities:



- Targeted nine inner city locations with a high concentration of non-English speaking people.
- Assigned a project director to be trained in the 32-hour NHTSA Standardized Child Passenger Safety curriculum.
- Conducted a pre-survey (prepared by NJDHTS) to determine overall awareness and understanding of basic occupant protection principles.
- Worked with the New Jersey Division of Highway Traffic Safety to educate parents and teachers on how to use infant and child safety seat restraints, and encouraged creative and successful ways to promote the issue within the Latino community.
- Held community or family meetings and short educational events with refreshments and prizes to promote attendance.
- Provided child seats to participants for a discounted price (\$5-10), rather than free of charge; this showed commitment by parents and placed a value on the child seat.
- Conducted a post-survey (prepared by NJDHTS) to determine if the level of understanding has increased.

Results

The *Partnering for Safety – Latino Child Care Project* achieved the following results in the 2004 fiscal year:

- Held 42 events and educated 1200 individuals.
- Provided child seats at a discounted price (\$5-10).
- Involved teens (through Aspira, a teen peer organization) by having them develop English and Spanish language safety videos and public service announcements (PSAs).

The next step is to see how these programs can affect the overall seat belt compliance rate in these locations.