



## Child Passenger Safety Campaign Spanish-Language PSAs Talking Points

### **Top Points for Spanish-Language PSAs:**

- In a nationwide effort to save lives and make sure all parents and caregivers are properly securing their children (ages 0-12) in the right car restraints (rear-facing, forward-facing, booster, seat belt) for their age and size, the National Highway Traffic Safety Administration (NHTSA) and the Ad Council are launching new public service advertisements (PSAs) as part of their child passenger safety campaign.
- The campaign objectives are to:
  - Educate parents and caregivers about NHTSA's car seat recommendations for children ages 0-12 according to age and size; and
  - Convince and motivate parents and caregivers to immediately seek out more information on child car safety from a number of available resources, by sparking a feeling of "what if" plus "I can do more" to lower the risk of death or injury to my child in the event of a crash.
- The TV, radio, print, outdoor, and digital PSAs target unacculturated to partially acculturated Hispanic parents and caregivers who drive children 12 and younger.
- The key message of the PSAs is protecting your child's future takes more than what "seems right" when it comes to car seat safety.
- All of the PSAs direct audiences to <http://www.safercar.gov/protegidos> or 1-888-PROTEGIDOS (Spanish), a website and hotline where parents and caregivers can learn more about preventing deaths and injuries by using the right car seat.

### **Key Statistics and Consumer Insights:**

- Motor vehicle crashes are a leading cause of death for children age 1 to 13.<sup>1</sup>
- According to a NHTSA study, 3 out of 4 kids are not as secure in the car as they should be because their car seats are not being used correctly.
- Parents constantly worry about their children's safety, but car crashes aren't normally on their radar as a real danger.
- Hispanics are likely to move their children out of car seats and booster seats sooner because many are unaware of the extra steps they can take to better protect their children. For many, car restraint use is a learned behavior in the United States and was not a cultural norm "back home."
- From 2007 to 2011, 3,668 children (age 12 and younger in a passenger vehicle) were killed and an estimated 641,000 children were injured in motor vehicle traffic crashes – that's more than the entire population of Boston, Massachusetts.

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<sup>1</sup> Source: Based on the latest mortality data currently available from the CDC's National Center for Health Statistics.

- In 2011, on average, almost 2 children (age 12 and younger in a passenger vehicle) were killed and 340 children were injured in motor vehicle traffic crashes each day. This fatality rate could be reduced by about half if the correct child safety seats were always used.<sup>2</sup>
- From 2006 to 2010, almost 14 percent of children (age 12 and younger in a passenger vehicle) killed in motor vehicle traffic crashes were Hispanic.

### **Key PSA Information:**

- The Spanish-language PSAs were created pro bono by advertising agency Casanova-Pendrill.
- The PSAs air in advertising time that is entirely donated by the media.
- The PSAs are distributed to more than 33,000 media outlets in the United States.

### **Safercar.gov/Protegidos Information:**

- One-stop-shop for car seat safety information.
- Tools and resources for parents and caregivers include:
  - Educational material on car seat use and selection that helps them find out for sure if they're using the right car seats for their children's age and size;
  - How-to videos on car seat and seat belt use and installation;
  - Link to NHTSA's car seat ease-of-use ratings; and
  - Where to get local help with car seat use and selection from certified Child Passenger Safety technicians.

### **1-888-Protegidos Information:**

- Bilingual agents are available Monday through Friday from 8:00 am – 8:00 pm Eastern, excluding holidays, to provide car seat safety information.

### **Campaign Distribution, Social Media and Partners:**

- For broadcast-quality files to share with the media, visit [www.adcouncil.tv](http://www.adcouncil.tv) (for TV) and <http://psacentral.adcouncil.org> (for other PSA materials).
- The TV PSAs are posted on NHTSA's YouTube channel at [www.youtube.com/usdotnhtsa](http://www.youtube.com/usdotnhtsa) and the Ad Council's YouTube channel at [www.youtube.com/adcouncil](http://www.youtube.com/adcouncil).

### **Campaign Background:**

- For more than 25 years, the Ad Council and NHTSA have worked together on consumer safety PSA campaigns.
- Previous campaigns targeted individual stages and projects of child passenger safety such as the LATCH system, booster seats, and seat belt campaigns.
- During the partnership related to child passenger safety between the Ad Council and NHTSA the joint campaigns received \$276,809,500 in donated media from 2005 through the third quarter of 2012.

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<sup>2</sup> Source: CDC