



Child Passenger Safety Week

This year Child Passenger Safety Week will be observed from September 12-18, beginning with National Seat Check Saturday on September 12. The week brings public attention to the importance of properly securing all children in appropriate child safety seats, booster seats, or seat belts - on every trip, every time. In addition to a national press event scheduled for September 10, and the plethora of local events happening across the country, NHTSA is launching a social media campaign aimed at educating parents and caregivers about child passenger safety.

The interactive campaign features the following components:

- Facebook presence (<http://www.facebook.com> search: child passenger safety)
- Twitter account (<http://twitter.com/childseatsafety>)
- Landing page that contains instructional videos, handouts, useful links, etc.
- A "super widget" that directs users to child safety seat inspection stations
- A quiz that allows users to test their knowledge about child passenger safety
- A "Five Questions" video that answers common questions parents have on how to properly secure their child

To access all of these materials, and for direct links to the Twitter and Facebook pages, please visit: <http://childcarsafety.adcouncil.org>