



Ohio Children's Hospital Association

Saving, protecting and enhancing children's lives

Promoting Booster Seat Use for Ohio's children



In June 2009, Akron Children's Hospital collaborated with the Goodyear Tire Company, and eight Goodyear stores to provide 900 free booster seats and educational information on the new booster seat law to the public. The hospital operates a discount car seat program where families once assessed by a social worker are referred to the program for a car seat. The amount of the seat is based on a sliding scale. Akron Children's has also created a podcast addressing booster seat legislation accessible at:

https://www.akronchildrens.org/cms/media_video/eb089248c94ccfd7/index.html#

Akron Children's has also developed additional educational posters, brochures and buckslips, which have been mailed to over 1,000 community physicians and family-serving agencies to display and disseminate. The coalition has held several car seat check-up events and participated in community health fairs to provide additional hands on and community education about the new law.

"Safe Kids News," the monthly newsletter for Safe Kids Summit County, has an article addressing the legislation in their September issue.

www.akronchildrens.org/safekids.

Finally, located in the hospital lobby, a booster seat belted into a motor vehicle seat has been on display since September. Informational materials are also available for families.



As a participant in the Ohio Buckles Buckeyes Program (OBBP), Cincinnati Children's Hospital Medical Center (CCHMC) is distributing 500 booster seats to low income families in an eight-county region.

CCHMC is working to educate the public on the new law by distributing life-sized booster seat posters to area pediatricians, out-patient clinics and the hospital campus. Through participating in Child Passenger Safety Week, CCHMC has worked to educate the public with the both television and radio media, including 32 radio announcements per week in September and October.

Finally, CCHMC is selling discounted booster seats through the Safety Resource Center and the public may schedule an appointment for a free car seat check by calling: (513) 636-7865.



In September 2009, Dayton Children's (DCMH) partnered with Evenflo to sponsor a car seat and booster seat check. At the event, approximately 70 seats were checked, and Evenflo donated 30 booster seats to the public. Dayton Children's has had an aggressive media campaign conducting interviews with local stations about the new law and utilizing social media networks and mailing lists to distribute information about the new law.

By the end of October, Safe Kids and DCMH sponsored six additional car seat checks where new car and booster seats will be made available to families who need them.

On the fourth Thursday of the month, the hospital conducts free car seat and booster seat checks. To schedule an appointment, please call 937-641-3700.



Nationwide Children's Hospital's (NCH) Center for Injury Research and Policy created an "Ohio Booster Seat Law" fact sheet that was distributed to schools and local organizations – approximately 18,450 subscribers. Table tents have been distributed around the hospital to inform families of the new law.

On October 8, 2009, Safe Kids Central Ohio and Nationwide Children's Hospital held a Booster Seat Celebration to communicate the new law to families in the region. Additionally, Columbus City Council, through a grant from the Ohio Dept. of Health, is providing child safety seats to low-income families in 13 counties in Central Ohio.

Over the past 20 months, Nationwide Children's Hospital has distributed more than 650 booster seats. Families whose children are patients of the hospital, outpatient care, urgent care or close to home centers are eligible for this service. Persons outside the hospital system are referred to the Columbus Public Health Department Carseat Hotline at 614-645-7748.



Rainbow used its multifaceted "Boost Your Booty" campaign throughout the summer to prepare families for the new law. For more information on the campaign, visit www.boostyourbooty.com.

Throughout the summer, Rainbow staff shared the Boost Your Booty message with more than 3,000 children and parents at community events and through a 30-second public service announcement aired during PBS Kids programming. A 30-second spot informing parents of the impending launch of the booster law and its purpose is currently airing on cable programming with large female viewership, including Bravo, E!, ABC Family and Animal Planet. A Boost Your Booty exhibit was installed at the Cleveland Children's Museum to provide parents with more information and guidance and billboards at locations throughout the county inform parents about the importance of boosters.

During September and October, Rainbow conducted three booster giveaways to help families get in compliance with the law, distributing more than 300 free boosters. The hospital launched an outreach campaign for pediatricians

and family physicians, informing them of the details of the new law and providing materials to post in waiting areas and distribute to families. Rainbow created and distributed static door stickers with a simple booster seat message and a 4'9" measure to give parents a quick and easy reminder as they visit their doctors' offices, local shopping venues, museums, and libraries.

Rainbow also scripted and produced a 10-minute roll call video to help law enforcement officers understand the details of the new law and think through the practicalities of enforcement. Rainbow has distributed the roll call video to law enforcement agencies throughout the Greater Cleveland area and distributed the video to more than 300 agencies throughout the state, including sheriff's offices and highway patrol posts. The video is also posted on the Ohio Department of Public Safety's website.

Additionally, Rainbow has distributed 5,000 citation book cards to law enforcement agencies statewide. The citation book cards contain information and instructions for helping parents obey the law.

Rainbow provides free car seat and booster seat checks at the hospital daily, sells booster seats at a reduced cost through the Rainbow Safety Store, and fields calls from the public and law enforcement officers across the state who have questions about booster seats or the new law.



During the months of September and October, Toledo Children's (TCH), in conjunction with Safe Kids Greater Toledo, sponsored three car and booster seat checks to promote the new Booster Seat Law. TCH and Safekids are working with local television media to interview families, educate the public about the new law, and raise public awareness for child car safety. Toledo Children's Hospital also set up a booster seat display in the emergency room.

Twice weekly, Safe Kids Greater Toledo conducts free car seat and booster seat checks at Toledo Children's Hospital.