Child Passenger Safety Marketing Toolkit

**If you have questions about anything in this toolkit, contact Allie Breyer (**[**Alexandra.breyer@vermont.gov**](mailto:Alexandra.breyer@vermont.gov)**) and Sid Bradley (**[**sidney.bradley@vermont.gov**](mailto:sidney.bradley@vermont.gov)**).**

[**The “How to Host Your Event” Toolkit also has a lot of great information about hosting a successful event.**](https://www.healthvermont.gov/file/hosting-child-passenger-safety-eventpdf)

## Collecting Data on Your Marketing Efforts

As you are distributing the materials below, please keep track of your efforts to help us improve future marketing efforts and increase attendance at Child Passenger Safety Events. Please keep the following metrics in mind, as well as any other engagement efforts, to send to Sid Bradley after your event.

* # of social media posts
  + # of impressions and engagement per post
* # of posters placed around town
* # emails sent with event information
* # of Front Porch Forum Posts
* # of organizations reached

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## Social Media Posts

Below are sample social media posts and graphics that you are welcome to use and share on your personal or organizational social media accounts. You are also welcome to share out with partners to have them share on their social media channels.

### Event-specific Social Media Post

**Facebook/Instagram/Twitter**We are excited to host a child and booster seat fitting event on [INSERT LOCATION, DATE, TIME HERE]. These events are a free and convenient way to make sure a child’s safety seat is installed correctly by a Nationally Certified CPS Technician. Learn more: <http://www.beseatsmart.org/>.   
 **\*\*Social Media graphic provided by Sid Bradley**

### Child Passenger Safety Data

**Facebook/Instagram**Vermont data show that nearly half (49%) of child car seats and boosters are not installed correctly, creating a risk of serious or fatal injury to children in the event of a crash. Check out the upcoming child and booster seat fitting event coming up on [INSERT LOCATION, DATE, TIME HERE]. These events are a free and convenient way to make sure a child’s safety seat is installed correctly by a Nationally Certified CPS Technician. Learn more: <http://www.beseatsmart.org/>.

[**Facebook/Instagram Media Graphic**](https://www.healthvermont.gov/file/49png)

**Twitter**

VT data show that nearly half of child car seats & boosters are installed incorrectly, creating risk of serious or fatal injury to children in a crash. Inspection Stations are a FREE way to make sure a child’s safety seat are installed correctly: <http://www.beseatsmart.org/car-seat-inspection-stations.php>

[**Twitter Graphic**](https://www.healthvermont.gov/file/49-twitter-postpng)

### Rear-facing car seats

**Facebook**

Incorrect child car seat use is far too common. Double-check these points to make sure your rear-facing child is riding safely.

* Harness is at or below shoulders
* Harness is snug
* Chest clip is at armpit level
* Recline indicator is level

Learn more about proper installation at our fitting station event on [INSERT LOCATION, DATE, TIME HERE].

More at: [BeSeatSmart.org.](http://beseatsmart.org/?fbclid=IwAR12hjnvJ-UCJYFs1HfYADIEksSbSwd0zsBQSOQyjwsBhhkm0oPSzDpY2p0)

[**Facebook/Instagram Graphic**](https://www.healthvermont.gov/file/rear-facing-car-seat-checklistfinal-1png)

**Twitter**

Incorrect child car seat use is far too common. Make sure your rear-facing child is riding safely:

- Harness at or below shoulders

- Harness snug

- Chest clip at armpit level

- Recline indicator level

Learn more about proper installation at our fitting station event on [INSERT LOCATION, DATE, TIME HERE].

[**Twitter graphic**](https://www.healthvermont.gov/file/rear-facing-car-seat-checklistfinal-twitter-postpng)

### Forward-facing car seats

**Graphic for post**

[**Facebook**](https://www.healthvermont.gov/file/forward-facing-car-seat-checklistfinalpng)

Incorrect child car seat use is far too common. Double-check these points to make sure your forward-facing child is riding safely.

* Harness is at or above shoulders
* Harness is snug
* Chest clip is at armpit level
* Tether attached and snug

Learn more about proper installation at our child car seat inspection event on [INSERT LOCATION, DATE, TIME HERE].

More at: [BeSeatSmart.org.](http://beseatsmart.org/?fbclid=IwAR12hjnvJ-UCJYFs1HfYADIEksSbSwd0zsBQSOQyjwsBhhkm0oPSzDpY2p0)

**Twitter**

Incorrect child car seat use is far too common. Make sure your forward-facing child is riding safely.  
- Harness at or above shoulders  
- Harness snug  
- Chest clip at armpit level  
- Tether attached & snug

Learn more about proper installation at our child car seat inspection event on [INSERT LOCATION, DATE, TIME HERE].

## Posters and Flyers

Digital posters and flyers specific to your event will be provided by the Be Seat Smart program. Please print and hang around at local businesses and other central locations or send out to your networks.

## Radio Public Service Announcements (PSAs)

Consider reaching out to your local radio station to see if they offer free PSA spots. You can find three examples for different time slots below:

* **:15**: Did you know that almost half of child car seats and boosters in Vermont are installed incorrectly? Make sure your child is riding safe by visiting our FREE seat check event [insert event info] to make sure they’re in the right seat for their age and size. Brought to you by [insert organization], BeSeatSmart.org, the Vermont Agency of Transportation and the Vermont Department of Health.

* **:30**: Did you know that almost half of child car seats and boosters in Vermont are installed incorrectly? When used correctly, safety restraints can dramatically reduce the risk of fatality or injury in a car crash. Make sure your child is riding safe by visiting our FREE seat check event [insert event info] to make sure they’re in the right seat for their age and size. Brought to you by [insert organization], BeSeatSmart.org, the Vermont Agency of Transportation and the Vermont Department of Health.

* **:60**: Did you know that almost half of child car seats and boosters in Vermont are installed incorrectly? Car crashes are a leading cause of death for children under 13. Of those killed, more than 1/3rd were not using a car seat, booster seat or seat belt. When used correctly, these safety restraints can dramatically reduce the risk of fatality or injury. Make sure your child is riding safe by visiting our FREE seat check event [insert event info] to make sure they’re in the right seat for their age and size. Brought to you by [insert organization], BeSeatSmart.org, the Vermont Agency of Transportation and the Vermont Department of Health.

## Front Porch Forum Posts (can be paid or unpaid)

**Title: Free Child Car Seat Inspection Events at [INSERT LOCATION, DATE, TIME HERE]!**

Did you know that almost half of child car seats and boosters in Vermont are installed incorrectly? When used correctly, safety restraints can dramatically reduce the risk of fatality or injury in a car crash. Make sure your child is riding safe by visiting our FREE seat check event [insert event info] to make sure they’re in the right seat for their age and size.

A car seat inspection is another free and convenient way to have your child's car seat inspected by a nationally certified technician. All car seat inspections are "first come, first served". All Vermont car seat inspections stations participate in the Vermont Car Seat Program sponsored by Be Seat Smart, the Vermont Agency of Transportation, the Vermont Department of Health. Learn more by contacting [INSERT CONTACT INFORMATION] or visit BeSeatSmart.org.

## Emails

### Email Newsletters

**Upcoming Child Car Seat Inspection Event at [INSERT LOCATION, DATE, TIME HERE]!**

We are excited to work with the Vermont Be Seat Smart Program to offer a FREE child car seat inspection event.

A car seat inspection is another free and convenient way to have your child's car seat inspected by a nationally certified technician. Unlike Fitting Stations, car seat inspections are mobile, one-time events at unique locations and appointments are not required. All car seat inspections are "first come, first served".

Vermont car seat inspections stations participate in the Vermont Car Seat Program sponsored by Be Seat Smart, the Vermont Agency of Transportation, and the Vermont Department of Health. Learn more by contacting [INSERT CONTACT INFORMATION] or visit BeSeatSmart.org.

### Personal Emails

Hi [XXX],

I am writing to give you more information about our upcoming child car seat inspection event at **[INSERT LOCATION, DATE, TIME HERE]!**

There’s nothing more important than keeping our children safe. Although every year children are injured or killed in car crashes, proper use of child safety seats can help keep our children safe.

To ensure a child is riding in their car or booster seat correctly, Vermont’s Be Seat Smart program offers free and convenient child car seat inspection events to have a child's car seat inspected by a nationally certified technician. All car seat inspections are "first come, first served".

Vermont car seat inspections stations participate in the Vermont Car Seat Program sponsored by Be Seat Smart, the Vermont Agency of Transportation, and the Vermont Department of Health. Learn more by contacting [INSERT CONTACT INFORMATION] or visit BeSeatSmart.org.

Please consider sharing with your networks!

Warmly,

**[YOUR CONTACT INFO]**