

Title of Intervention: The Child Passenger Safety Program (CPS)

Website: http://www.michigan.gov/mdch/0,1607,7-132-2940_2955_2981-51179--,00.html
<http://www.cpsboard.org/index.htm>

Intervention Strategies: Campaigns and Promotions, Environments and Policies, Individual Education

Purpose of the Intervention: To increase the safety of child passengers

Population: General population

Setting: Oakland County, Michigan; community-based

Partners: Local health department, law enforcement, social service agencies

Intervention Description:

- Campaigns and Promotions: Press releases and articles were sent to newspapers and radio and tv stations, community events with speakers were organized, child passenger safety placemats were distributed to area restaurants, posters were created for police officers to remind them to use their seat belts, seat belt signs were placed in county parking lots and posters were hung in waiting areas.
- Environments and Policies: Child passenger safety was integrated into the school health curriculum, community outreach programs (car seat loan and rental programs, educational programs) were developed. Commitment from police chiefs was secured to support a seat belt policy for police officers.
- Individual Education: Parents were counseled on the importance of child passenger safety, parents were referred to car seat loan programs in the community, videotapes were shown in clinics and child safety information was distributed through mailings.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Posters, media releases, community events, speakers, child passenger safety placemats, loan program car seats, mailing materials, videotapes
- Evaluation: Observers, questionnaires, telephones

Evaluation:

- Design: Cross sectional
- Methods and Measures:
 - A questionnaire assessed objectives of the program and the change in awareness of the problem
 - Observations and a telephone survey were used to determine the increase in usage of child restraints

Outcomes:

- Short Term Impact: Questionnaire and survey data indicated an increased awareness of the problem and the need for child passenger restraints.
- Long Term Impact: Observational studies and telephone surveys indicated a significant increase in the use and reported use of child passenger restraints.

Maintenance: The child passenger safety law was passed three years after the program began. An addition to the law has been made to help educate the public about the law and teach them how to comply with the law.

Lessons Learned: The multi-component program was able to increase awareness of the passenger safety by educating the community and increasing the usage of child restraints.

Citation(s):

McCooley, E. B. and L. Feun (1984). "TLC--tender loving care for tender living cargo: an innovative approach to child passenger safety in a local health department." *Health Educ* 15(5): 48-51.