

Title of Intervention: Car Seat Rental Program

Intervention Strategies: Individual Education, Environments and Policies

Purpose of the Intervention: To increase the proper use of child safety seats

Population: Parents of newborns

Setting: Hospitals in Vermont; health care facility-based

Partners: Vermont SEAT (Seatbelts Eliminate Automobile Tragedies) Coalition

Intervention Description:

- Individual Education: The National Highway Traffic Safety Administration provided volunteers from each hospital an instructional manual for establishing and operating a car seat rental program, "EarlyRider." EarlyRider included an educational curriculum for teaching parents about child passenger safety and the correct use of car seats. Hospitals varied in their parent education efforts. Most hospitals provided a pamphlet, a visit by a volunteer to promote car seat usage, a viewing of the film "Don't Risk Your Child's Life," and a demonstration of proper car seat usage.
- Environments and Policies: Volunteers from each hospital participating in the program disbursed child safety seats for a minimal monthly rental fee. The car seats were available to rent for 9-12 months from the hospital gift shop or from nurses on the postpartum ward.

Theory: Social Learning Theory

Resources Required:

- Staff/Volunteers: Local volunteers
- Training: Not mentioned
- Technology: Not mentioned
- Space: Area to store car seats
- Budget: Not mentioned
- Intervention: EarlyRider manuals, volunteers, car seats, educational pamphlets, video, doll for demonstration
- Evaluation: Forms for observation

Evaluation:

- Design: Pilot study
- Methods and Measures: Observations were done by discharge nurses to determine car seat usage rates as families left the hospital.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Correct car safety seat usage at hospital discharge increased significantly from the beginning of the program. A significant increase in car safety seat usage coincided with the start of hospital-based programs.

Maintenance: Within 5 years, every hospital in the state delivering newborns had a car safety seat program.

Lessons Learned: This study demonstrates the feasibility and long term effectiveness of a statewide network of hospital-based car safety seat rental and education programs.

Citation(s):

Colletti, R. B. (1984). "A statewide hospital-based program to improve child passenger safety." Health Educ Q 11(2): 207-13.

Colletti, R. (1986). "Longitudinal evaluation of a statewide network of hospital programs to improve child passenger safety." *Pediatrics* 77(4): 523-9.

Colletti, R. B. (1983). "Hospital-based rental programs to increase car seat usage." *Pediatrics* 71(5): 771-3.