



COORDINATOR'S GUIDE

This Guide provides information to assist **Ride Safe** Program Coordinators in meeting the goals and objectives of the program. A brief explanation of the Coordinator's roles and responsibilities is provided, as well as suggestions for implementing the main aspects of the Ride Safe Program.

Coordinators are responsible for identifying a list of Ride Safe activities to implement throughout the year. The activities conducted should cover the entire school year and include *at least one Child Passenger Safety (CPS) activity per month*. It's important to remember that Ride Safe is more than a child safety seat distribution program.

The Ride Safe Coordinator is encouraged work with their Head Start Administrator/Director, Lead Teacher(s), program support staff (e.g., Environmental Health Officer (EHO), Tribal Injury Prevention Specialist etc.) to gather input on the selection of Ride Safe activities.

Some general activities to consider conducting:

- Distribute a Program Announcement letter (see sample letter at the end of this guide).
- Write/publish newsletter articles (see samples at the end of this guide).
- Provide certificate of achievement awards (see sample provided).

A sample Ride Safe Program activity calendar is provided at the end of this Guide.

Ride Safe Coordinator - General Roles:

The primary roles of the Ride Safe Program Coordinator are to:

1. Ensure that staff who work with the Ride Safe program to train parents and distribute child safety seats receive the appropriate level of Child Passenger Safety (CPS) training, meeting one or more of the following:
 - a. Staff should have at least a one or two day Child Passenger Safety (CPS) training; and/or
 - b. Head Starts have at least one individual on staff that is a certified National Highway Traffic Safety Administration (NHTSA) CPS Technician; and/or
 - c. If no Head Start staff member is a NHTSA-certified CPS Technician, you are encouraged to partner with an individual or department that is or has a CPS Technician (e.g., IP Program, CHR Program).

2. Coordinate the distribution of the Ride Safe-provided child safety seats.
3. Coordinate the education of Head Start parents and guardians, including the provision of:
 - a. Child safety seat education
 - b. Selecting the proper child safety seat
 - c. Hands on skills training
4. Coordinate the implementation of Ride Safe Program activities with Head Start Staff.
 - a. Ride Safe Introduction at start of school year
 - b. Staff CPS Education
 - c. Schedule at least one child passenger safety activity in your Head Start per month
5. Coordinate the implementation of Ride Safe Program activities throughout the school year.
6. Coordinate Ride Safe Program evaluation, including:
 - a. Obtaining feedback from Head Start staff and parents regarding the Ride Safe Curriculum materials;
 - b. Tracking the distribution of child safety seats;
 - c. Completing Midyear and final Ride Safe progress Reports and entering data into an online survey tool.

Ride Safe Coordinator - Specific Responsibilities:

1. Ensure Staff CPS Training

Information on specific CPS training is included in the *Resource Guide*. Due to the complexities of using/installing child safety seats and the various seat belt systems available, it is necessary to provide Head Start staff with basic CPS education and hands-on skills training. Installing child safety seats requires proper training and experience. Being able to assist parents in the installation process takes an additional level of training. In order to provide a reliable and credible program to the Head Start parents, it is recommended that the following levels of CPS training be provided to Ride Safe Program staff:

Ride Safe Coordinator:

- a. Recommended training level: NHTSA certified CPS Technician. This requires successful completion of a 32-hour training course.

- b. Secondary training level: IHS or State-sponsored one or two day CPS training, including SNAP.
- c. If neither of these options is feasible, it is recommended that the Coordinator have access to a NHTSA-certified Technician during distribution activities.

Home visitors:

- d. Recommended level: IHS or State-sponsored one or two day CPS training.

Teachers and other Head Start Staff:

- e. Recommended Training: one-hour introduction to CPS.

2. Coordinate the Distribution of Car Seats

Ride Safe Program Coordinators should ensure that each child safety seat provided by the Ride Safe Program:

- Meets NHTSA standards and not subject to product recall
- Appropriate for the age, weight, and height of the child
- Appropriate for the vehicle it will be used in most often.

Refer to the separate Child Safety Seat Planning and Distribution Guide to assist you in developing your plan to distribute the child safety seats.

Note: Your local EHO/IP Specialist may be able to assist your site with distributing child safety seats. Refer to the Program Support Staff Guide to learn more about their roles and responsibilities.

3. Coordinate the Child Passenger Safety (CPS) education of Head Start staff and the child safety seat education of parents, guardians and Head Start students.

Coordinators are responsible for ensuring that the educational activities outlined in the Ride Safe Training Guide are implemented, including:

- Providing basic child safety seat education to parents during parent meetings and during follow-up home visit.
- Providing written educational materials (handouts) to parents (these should be checked on an annual basis)
- Providing hands-on skills training of parents and guardians
- Ensuring that Head Start staff can demonstrate proper installation of the child safety seat(s) provided by the Ride Safe Program

- Ensuring that parents can demonstrate proper installation of the child safety seats following education and hands-on demonstration by program staff
- Ensuring that students receive age-appropriate child safety seat education & training.

4. Coordinate the implementation of Ride Safe Program activities with Head Start Center Staff.

Before attempting to develop/implement a child passenger safety program, make sure you have administrative support for the Ride Safe Program.

During staff in-service training sessions/meetings, Coordinators should inform Head Start staff of the Ride Safe Program goals and objectives. At the beginning of the school year it will be important to meet with teachers and staff to discuss the need for child safety seat education and skills training for parents.

Take this opportunity to demonstrate some of the activities found in the Ride Safe Staff & Childcare Providers Guide. Agenda items for this meeting can include:

1. Welcome/Introductions
2. Description of the Motor Vehicle Crash problem on the Reservation (distribute and discuss the MVC Fact Sheet in the Staff and Childcare Provider's Guide)
3. Review of the Goals of the Ride Safe Program
4. Discussion of roles and responsibilities for implementing Ride Safe Training Module activities
5. Brief presentation/explanation of the Ride Safe Training Module and the individual Guides
6. Demonstration of an activity found in one of the Guides.

Ride Safe Coordinators should incorporate Ride Safe Program activities during regular Head Start Center Staff meetings. For example, provide updates on Ride Safe activities that have occurred or are upcoming, and remind teachers to incorporate CPS ideas into classroom activities.

5. Coordinate the implementation of Ride Safe Program activities throughout the school year.

Studies have shown that child safety seat usage will increase after parents are provided with a child safety seat and skills training. Unfortunately, these studies have also shown that child safety seat usage will typically fall back to

pre-intervention levels after a few months. By keeping Child Passenger Safety an issue throughout the school year, the Coordinator and Head Start Staff should be able to make a positive impact on child safety seat usage rates on their reservation.

Unlike other injury prevention activities, Child Passenger Safety requires continued maintenance in the form of classroom activities, parent meetings, child safety seat check stations, and **home visits**. By themselves, these activities can only be partially effective, but when combined they can form an effective long-term intervention strategy. ***It is recommended that Ride Safe Coordinators schedule at least one CPS activity per month*** (see sample calendar at the end of this guide).

These activities can be Head Start-based or part of a community program in partnership with another group or agency. Hopefully, many of these activities will allow the Head Start to partner with other groups and organizations (Tribal Police, Emergency Medical Services, Health Center and local merchants) during the school year. Keeping Child Passenger Safety as an issue throughout the school year is a cornerstone of the Ride Safe Program.

6. Coordinate Ride Safe Program Evaluation

To assist the Ride Safe Coordinators in reporting the progress of their Ride Safe Program activities, Coordinators are asked to complete *Progress Reports* to document and share information. Information included in progress reports includes numbers of car seats distributed, descriptions of training provided and other activities, car seat usage rates from observational surveys, success stories, and other information. Some of this information is taken from individual safety seat distribution tracking forms (Initial Encounter/Follow-Up Visit) provided in the *Child Safety Seat Planning and Distribution Guide* and completed Child Safety Seat Use Observation Surveys (instructions and forms provided in the *Child Safety Seat Observation Guide*).

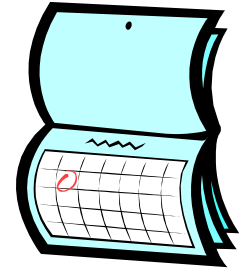
Evaluation of your Ride Safe Program is crucial for showing its effectiveness as well as for continued program funding. Coordinators are responsible for entering Progress Report data using an on-line program "Survey Monkey" (template forms and instructions are in the *Forms/Data Reporting Guide*).

Progress Reports are to be entered two times during the school year:

- December 31, 2007 – Mid-Year Progress Report
- June 30, 2008: Final Progress Report.

Calendar Planning

Ride Safe Coordinators are encouraged set up a calendar events at the start of the school year. The coordinator is encouraged to work and gain input from the lead Teacher(s), program support staff (e.g., EHO, Injury Prevention Specialists) and other CPS Partners when developing the calendar.



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Remember: try to ***schedule one or more CPS Activities during each month*** (e.g., child safety seat usage surveys, CPS assessment, CPS training of staff, parent education, children’s educational activities, child safety seat distribution, incentive campaigns, and other activities). This will maintain CPS as an important issue during the school year.

Deciding when to do some tasks will depend on several factors, particularly availability of child safety seats. For example, if the shipper is behind by 6 to 8 weeks, you can’t schedule a distribution event until the seats arrive. Some of the activities may be planned to take advantage of national and state observances of occupant protection (National Occupant Protection Week, CPS week, etc). To find out the exact dates of the national child passenger safety campaigns, go to the NHTSA website: <http://www.nhtsa.dot.gov/calendar>.

The following is a sample calendar intended to demonstrate a few of the activities/events that Ride Safe Coordinators could schedule each month.

Note: Several activities ARE recommended for completion before the start of the school year (June-August), including:

- Completing the CPS Site Preparation Guide
- Developing a Ride Safe Budget
- Getting a count of children enrolled in the Head Start
- Meet with potential CPS Partners to determine how they can assist with Ride Safe.

Refer to the Site Preparation Guide for more information

Ride Safe Calendar of Events

August	September	October
<ul style="list-style-type: none"> • Conduct CPS Assessment—especially if staff changes have occurred. • Get a count of children enrolled in Head Start. • Meet with potential CPS Partners to determine how they can assist in the Ride Safe Program • Develop a Ride Safe Budget • Place order for child safety seat. • Distribution event: check students for correct child safety seats during Health Screenings or a car seat clinic before school starts. 	<ul style="list-style-type: none"> • Orientate staff to Ride Safe Program (Activity #1 from Staff and Childcare Providers guide) • Head Start, Tribal Police or EHO will conduct child safety seat usage surveys in community (See the Child Passenger Safety Seat Observation Guide) • Order seats from manufacturer(s) (allow 6 –8 weeks for delivery) • Secure storage location for _____ number of child safety seats that will take up _____ cubic feet (determined as a result of the CPS Resource Assessment). 	<ul style="list-style-type: none"> • Child Safety Seats arrive 2nd. Week of October. • Plan activities to coincide with National School Bus Safety Week • Schedule bus safety activities with children • Schedule a Parent education, skills training and seat distribution meeting.
November	December	January - New Years:
<ul style="list-style-type: none"> • Have a Police Officer come into the Head Start classroom to discuss the need for the students to stay in their child safety seat • Discuss with the Tribal Police Chief the possibility that their officers could participate in a positive CPS promotion • Go to area business to solicit coupons and prizes to give to parents that are buckled up and have their children secured. • Teachers conduct CPS activity with children <p>Operation ABC Mobilization (America Buckles up Children)</p>	<ul style="list-style-type: none"> • Schedule CPS Home Visits • Have Tribal EMS come into Head Start class to discuss the need for the children to stay in their safety seat • Have an article in the Tribal paper discussing the need to have children in safety seats. • Head Start, Tribal Police or EHO will conduct car seat usage surveys in community. • Children could decorate a Christmas tree using personalized paper ornaments in the shape of safety seats. • Mid Year Progress Report Due 	<ul style="list-style-type: none"> • Have children and parents work on making a safety seat pledge <p>Parent: (For 2006-2007, I will always transport my child in a child safety seat)</p> <p>Student pledge: (During 2008, I will always stay in my safety seat so I'm safe).</p> <ul style="list-style-type: none"> • CPS home visits continue. • Discuss with your CPS partners hosting a 2 or 4 day CPS training program for Head Start and other Tribal programs that work with children. • Present results of child safety seat observations to parents and Tribal Council.

February	March	April
<p><i>Plan activities to coincide with National Child Passenger Safety Week:</i></p> <ul style="list-style-type: none"> • Get Tribal News Paper to run a story on Child Passenger Safety – have photos of Head Start parents and children using safety seats. • Conduct a 1-hour CPS education session for parents and interested community members. Distribute seats if necessary. • Contact a CPS Instructor to conduct a 4-day CPS training course in April or June 	<ul style="list-style-type: none"> • Have a CPS activity in classroom. • CPS Home visits still continue. • Advertise CPS Training course; use this as an opportunity to strengthen partnerships. • EHO, Tribal Police or Head Start will conduct child safety seat usage survey 	<ul style="list-style-type: none"> • Have children go through magazines and newspapers and look for people in safety seats and seat belts. • Have police conduct a second round of positive promotions.
May	June	July
<p><i>Plan activities to coincide with National Transportation Week:</i></p> <ul style="list-style-type: none"> • If you have a child safety seat success story for the school year, ask that parent to speak to the graduating class. • Also, get the parents' story in the Tribal Paper. <p><i>Plan activities to coincide with Buckle Up America Week:</i></p> <ul style="list-style-type: none"> • During parent meetings, discuss the need for parents to be good role models by buckling up. Explain that when they buckle up, their children are more likely to mimic that behavior. 	<p><i>Consider conducting activities during Summer Break:</i></p> <ul style="list-style-type: none"> • Hold CPS 2 day or 4 day NHTSA CPS training. • Conduct child safety seat Usage Surveys <p>Final Progress Report due.</p> <p>Include information on what worked as well as what didn't work for you with the Ride Safe program (Guides, Activities and other information).</p>	<ul style="list-style-type: none"> • Have tribal newspaper run a story about the CPS training and child safety seat check station.

Program Announcement Letter

Use or modify this sample Announcement Letter to let the community know about the Ride Safe Program.



BIG BEAR **Head Start** *RIDE SAFE PROGRAM*

P.O. Box 2150
Happy Town, MN

Phone (888) 444-0000 Fax (888) 444-0001

MEMO

To: Big Bear Head Start Parents and Child Care-Providers

From: Kay Straw, Health, Safety and Nutrition Coordinator

Subject: Ride Safe Program

Date: August 25, 2007

Child Passenger Safety (CPS) has gotten a lot of attention in the state and national news due to the numerous injuries and deaths associated with unrestrained children in motor vehicle crashes (MVC). The best way parents can protect their children from injury or death during a MVC is to always transport their child in an appropriate child safety seat.

In an effort to assist our Big Bear Head Start parents acquire the right safety seat for their child and provide hands on training in the use of that safety seat, the Big Bear Head Start Staff are pleased to announce that we have been selected as an IHS Ride Safe site.

Throughout the school year the Head Start Staff and community CPS Partners (Tribal Police, Home Health, EMS, Sanitarian and CHRs) will be conducting education, skills training and child safety seat distribution activities. Head Start Teachers will be carrying out CPS activities with the children throughout the year as well.

We're looking forward to assisting you in acquiring and using the correct safety seat for your child.

Once the child safety seats arrive we will schedule the distribution activities.

Newsletter Articles

One way to keep CPS an active issue in the community is to include a few CPS facts, or better yet, a local success story in your monthly Head Start Center Newsletter. Consider using the following 'fact's or newsletter ideas to market your efforts.



1. CPS Facts

Take information from the CPS Fact sheet (Staff and Childcare Provider's Training Guide or download information from web sites listed in the Resource Guide) and include it in the Newsletter.

2. Success Stories

Hopefully no one enrolled in your Head Start will be involved in a motor vehicle crash, but if they are and their child was in a safety seat and saved from serious injury, the Head Start needs to share that success story with the community. Success stories help to show parents that they can have control over what happens to their child during a car crash when they use a child safety seat.

Tip: Before writing up a local success story get the parents written permission to use their story and hopefully their photographs in the Newsletter.

Please describe Success Stories in your mid- and final progress reports and send a copy of the story (with photos) to:

Diana Kuklinski
Bemidji Area IHS
522 Minnesota Ave., NW
Bemidji, MN 56601

(email: diana.kuklinski@ihs.gov)

3. CPS Advice - Addressing Safety Seat Usage Barriers

Using a child safety seat is a proven way to reduce the chances of injury & death during a motor vehicle crash or sudden stop. So why do so many parents not use child safety seats? In many cases it's due to barriers (actual and perceived).

The Ride Safe Coordinator or Head Start staff may wish to discuss these barriers and their possible solutions in the monthly newsletter CPS advice column. One example of a barrier might be: "My child doesn't want to be in the safety seat, and really puts up a struggle when I do put him in the seat for trips to the city."

Sample suggestions to be included in a newsletter article should be based on sound CPS information and parenting recommendations. An example to the problem described above might be:

- 1) Don't send mixed messages; stick with using the child safety seat until the child is at least 4'9" and 80 pounds.
- 2) If the child gets out of the seat, calmly pull over to the shoulder of the road and wait for the child to get back into the seat. Don't move until the child complies.

Certificate of Achievement

Use the Certificate of Achievement on the next page (or design your own) to show appreciation and recognition for families who have completed activities as part of the Ride Safe Program.



Certificate of Achievement

Awarded to:

for successfully completing the activities in the

Ride Safe Program

Date
