



**Child Passenger Safety Campaign
Talking Points: Spanish-Language PSAs
May 3, 2012**

Top Points for Spanish-Language PSAs:

- In a nationwide effort to save lives and make sure all parents and caregivers are properly securing their children (ages 0-12) in the right car restraints (rear-facing, forward-facing, booster, seat belt) for their age and size, the National Highway Traffic Safety Administration (NHTSA) and the Ad Council are launching new public service advertisements (PSAs) as part of their child passenger safety campaign.
- The campaign objectives are to:
 - Educate parents and caregivers about NHTSA's car seat recommendations for children ages 0-12 according to age and size; and
 - Convince and motivate parents and caregivers to immediately seek out more information on child car safety from a number of available resources, by sparking a feeling of "what if" plus "I can do more" to lower the risk of death or injury to my child in the event of a crash.
- The new TV, radio, print, outdoor, and digital PSAs target unacculturated to partially acculturated Hispanic parents and caregivers who drive children 12 and younger.
- The key message of the PSAs is protecting your child's future takes more than what "seems right" when it comes to car seat safety.
- All of the PSAs direct audiences to <http://www.safercar.gov/protegidos> or 1-888-PROTEGIDOS (Spanish), a new campaign website and hotline where parents and caregivers can learn more about preventing deaths and injuries by using the right car seat.

Key Statistics and Consumer Insights:

- Motor vehicle crashes are the leading cause of death for children age 1 through 12 years old.¹
- According to a NHTSA study, 3 out of 4 kids are not as secure in the car as they should be because their car seats are not being used correctly.
- Parents constantly worry about their children's safety, but car crashes aren't normally on their radar as a real danger.
- Hispanics are likely to move their children out of car seats and booster seats sooner because many are unaware of the extra steps they can take to better protect their children. For many,

¹ Source: Based on the latest mortality data currently available from the CDC's National Center for Health Statistics.

car restraint use is a learned behavior in the United States and was not a cultural norm “back home.”

- From 2006 to 2010, 4028 children (age 12 and younger in a passenger vehicle) were killed and an estimated 660,000 children were injured in motor vehicle traffic crashes – that’s more than the entire population of Boston, Massachusetts.
- In 2010, on average, almost 2 children (age 12 and younger in a passenger vehicle) were killed and 325 children were injured in motor vehicle traffic crashes each day. This fatality rate could be reduced by about half if the correct child safety seats were always used.²
- From 2005 to 2009, almost 20 percent of children (age 12 and younger in a passenger vehicle) killed in motor vehicle traffic crashes were Hispanic.

Key PSA Information:

- The Spanish-language PSAs were created pro bono by advertising agency Casanova-Pendrill.
- The PSAs will air in advertising time that will be entirely donated by the media.
- The PSAs will be distributed to more than 33,000 media outlets in the United States.
- The TV PSAs will also be translated into English, and will direct audiences to the English website www.safercar.gov/TheRightSeat.

Safercar.gov/Protegidos Information:

- One-stop-shop for car seat safety information.
- Tools and resources for parents and caregivers include:
 - Educational material on car seat use and selection that helps them find out for sure if they’re using the right car seats for their children’s age and size;
 - How-to videos on car seat and seat belt use and installation;
 - Link to NHTSA’s car seat ease-of-use ratings; and
 - Where to get local help with car seat use and selection from certified Child Passenger Safety technicians.

1-888-Protegidos Information:

- Bilingual agents are available Monday through Friday from 8:00 am – 8:00 pm Eastern, excluding holidays to provide car seat safety information.

² Source: CDC

Campaign Distribution, Social Media and Partners:

- The TV, radio, print, outdoor and the Web banners will be distributed on May 1 and will be available for download in the campaign toolkit.
- For broadcast-quality files to share with the media, visit www.adcouncil.tv (for TV) and <http://psacentral.adcouncil.org> (for other PSA materials).
- The TV PSAs will be posted on NHTSA's YouTube channel at www.youtube.com/usdotnhtsa and the Ad Council's YouTube channel at www.youtube.com/adcouncil.
- The campaign has social media channels on [Twitter](#) and [Facebook](#) (English-language).

Campaign Background:

- For more than 25 years, the Ad Council and NHTSA have worked together on consumer safety PSA campaigns.
- Previous campaigns targeted individual stages and projects of child passenger safety such as the LATCH system, booster seats, and seat belt campaigns.
- During the partnership related to child passenger safety between the Ad Council and NHTSA the joint campaigns received \$235,287,700 in donated media from 2005 through the third quarter of 2011.