



Research In Progress

Effectiveness of Child Passenger Safety Information for the Safe Transportation of Children

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Education is fundamental to NHTSA's programs to promote best practices in transporting children, and therefore, there is a need to provide effective messages and communication channels to reach parents and caretakers of young children on the safest practices in transporting children. NHTSA's guidelines provide information to parents about appropriate use of rear-facing seats, forward-facing seats, booster seats, and seat belts. This includes guidance to parents on the different restraint types that are available, as well as key transition points.

The purpose of this study is to develop and test educational materials on child passenger safety (CPS). The study will investigate caregivers' preferred communication modes for obtaining CPS information, and will examine the impact of various types of CPS information on parents' knowledge, attitudes, and behavioral intentions related to the proper use of child restraints. The findings of this research project will inform future countermeasure development in child occupant protection.

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