

# GIVING PARENTS THE TOOLS TO HELP KIDS RIDE SAFELY

Since 2004, Cincinnati Children's Hospital Medical Center and Toyota have been educating communities and families on critical safety behaviors through the Buckle Up For Life program.

## THE PROBLEM

Installing car seats is difficult for everyone. Yet many parents still don't know how to properly install a child safety seat. Many injuries and deaths are avoidable with the proper use of restraints like child car seats, booster seats and seat belts.



**75%** OF CAR SEATS IN THE U.S. ARE INSTALLED INCORRECTLY



**VEHICLE CRASHES** are among the leading causes of death for infants and toddlers in the U.S.



**1/3 OF CHILDREN** (1/4 of infants under 1) who died in crashes in 2011 were not buckled up



**2/100 CHILDREN** live in states that require car seat or booster seat use for children age 8 and under

## THE SOLUTION

14 cities have implemented Toyota and Cincinnati Children's Hospital Medical Center's Buckle Up for Life program to teach families about auto safety.



**17,000**

reached and educated on the proper use of seat belts, car seats and passenger safety



**40,000**

car seats have been funded by Toyota for families in need



**112**

community organizations have participated in the national program

## MAKING PROGRESS

Over 10 years, community organizations that have offered Buckle Up for Life have observed a marked improvement in auto safety behaviors.



The rate of children unrestrained in cars decreased from **ONE IN FOUR TO LESS THAN ONE IN TEN**



The rate of children in car seats increased from almost **ONE IN THREE TO ONE IN TWO**



A **15% INCREASE** in use of seat belts for adults, from **71% TO 86%**

## THE IMPACT

In the past 10 years Buckle up For Life has grown to include partnerships with children's hospitals in 11 cities nationwide and continues to grow each year.

