

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.





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



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



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.





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Children's





Boston

North Shore LIJ Medical Center



Children's Hospital

University Health System

UniversityHealthSystem.com



Stanford

Children's Health













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

passenger safety



been funded by Toyota for families in need

car seats have



organizations have participated in the national program

community

eed 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.



Car Seats

Distributed

OVERALL IMPACT

OUTCOME FROM 2013-2014

Teens

Educated

Adults

Educated

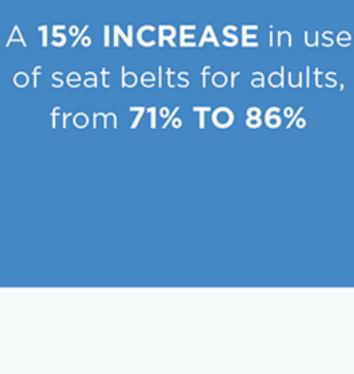
The rate of children



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.



Children Riding

92%

RESULTS OF PARTICIPATION FROM 2013-2014

Children in Car Seats

or Wearing Seat Belts

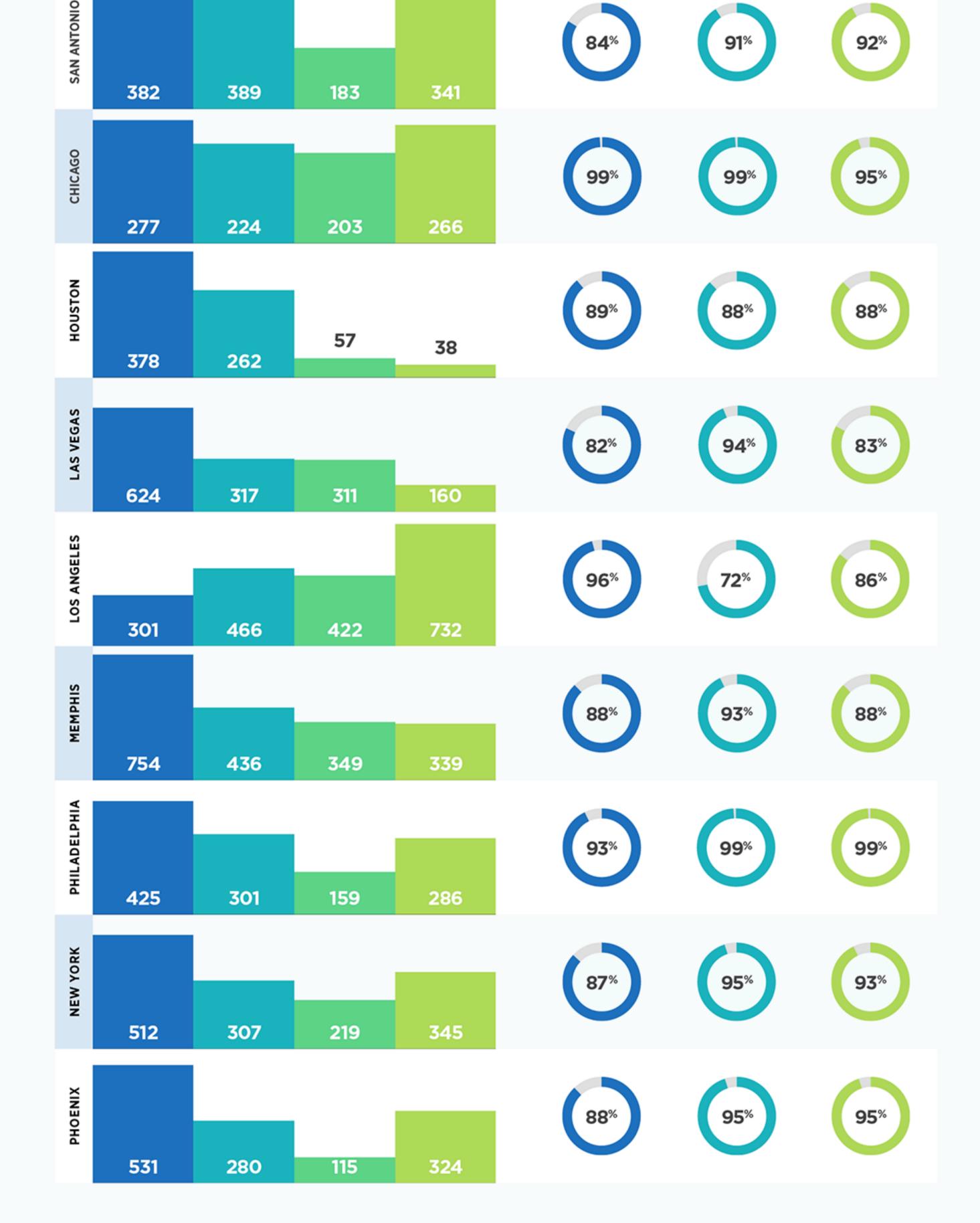
89%

Adults Wearing

Seatbelts

Children Educated

4249 3007 2033 2857





Everyone deserves to feel safe and secure, especially in their own vehicle. Buckle Up for Life teaches parents and children about the proper use of car seats and seat belts

while providing free car seats to families in need.