

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: Board of Supervisors

BOARD AGENDA # *A-6b

Urgent

Routine

AGENDA DATE March 30, 2010

CEO Concur with Recommendation YES NO

4/5 Vote Required YES NO

(Information Attached)

SUBJECT:

Approval to Proclaim April 11-17, 2010, as Safety Seat Checkup Week in Stanislaus County

STAFF RECOMMENDATIONS:

Proclaim April 11-17, 2010, as Safety Seat Checkup Week in Stanislaus County.

FISCAL IMPACT:

There is no fiscal impact associated with this item.

BOARD ACTION AS FOLLOWS:

No. 2010-151

On motion of Supervisor O'Brien, Seconded by Supervisor Chiesa

and approved by the following vote,

Ayes: Supervisors: O'Brien, Chiesa, Monteith, DeMartini, and Chairman Grover

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

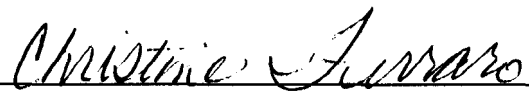
1) X Approved as recommended

2) _____ Denied

3) _____ Approved as amended

4) _____ Other:

MOTION:



ATTEST: CHRISTINE FERRARO TALLMAN, Clerk

File No.



SafetyBeltSafe U.S.A.

1124 West Carson Street, LA BioMed, Building B-1 West, Torrance, CA 90502
Post Office Box 553, Altadena, CA 91003
310/222-6860 800/745-SAFE 800/747-SANO FAX 310/222-6862 www.carseat.org

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Technical Consultant
Kate Quirk, PhD
Project Coordinator

March 12, 2010

To: Board of Supervisors

From: Stephanie M. Tombrello, L.C.S.W.
Executive Director, SafetyBeltSafe U.S.A.

Re: Safety Seat Checkup Week, April 11-17, 2010

You can help save children from suffering tragic injuries by helping to make Safety Seat Checkup Week, April 11-17, a special event in your county. Help reduce the unnecessary toll of children injured seriously or fatally in motor vehicle crashes.

SafetyBeltSafe U.S.A. is available to you as a resource for posters, pamphlets, films, speakers, program ideas, and information about California buckle-up laws. We would appreciate it if the Board of Supervisors would

- Issue a proclamation in recognition of Safety Seat Checkup Week (sample enclosed). Send your proclamation to us in advance for display at Safety Seat Checkup Day on April 17.
- Encourage targeted enforcement to increase the percentage of citations issued for violations of child safety seat and safety belt laws during Special Enforcement Week (April 4 to 10).
- Distribute posters and pamphlets, available from SafetyBeltSafe U.S.A., through county agencies and employees. Put up our permanent "Buckle-Up" parking lot signs.

In Los Angeles County, for example, SafetyBeltSafe U.S.A. is holding a major event as the culmination of the Week:

Safety Seat Checkup Day on Saturday, April 17, from 10:00 a.m. to 2:00 p.m. at the Petersen Automotive Museum parking lot in Los Angeles

On April 17, families who want to participate in Safety Seat Checkup Day will drive to a designated area where trained volunteers will conduct a detailed inspection of their safety seats and the way they are being used. Parents will be told if the safety seats have been recalled or need replacement parts and shown how to use them correctly.

Your support for this effort, reported to newspapers in your county, may encourage them to publicize this subject more widely. Please share your ideas for Safety Seat Checkup Week with us.

2010 MAR 19 11 AM PST
BOARD OF SUPERVISORS



Fact Sheet: *SafetyBeltSafe U.S.A.*

SafetyBeltSafe U.S.A. is the national non-profit organization dedicated to protecting children from deaths and injuries resulting from riding unrestrained in motor vehicles. Founded in 1980 by fifteen safety advocates in the Los Angeles area, SafetyBeltSafe U.S.A. is nationally recognized for technical expertise and program excellence.

Available Services

Safe Ride Helpline provides telephone counseling and interactive Web site (www.carseat.org) for parents who need help choosing or correctly installing safety seats; technical consultation and materials review for professionals and advocates.

Training for advocates, law enforcement officers, health care professionals, and staff of car seat distribution programs. More than 225 eight-hour SafetyBeltSafe Educator Workshops have been attended by more than 6500 advocates and professionals since 1980. Also special technical seminars and standardized training program for prospective Child Passenger Safety Technicians.

Partnerships with representatives of local, state, and national agencies. Presentations at national and state conferences on traffic safety, injury control, and public health.

Public awareness campaigns, press releases, public service announcements, posters. Special activities for annual Safety Seat Checkup Week and Special Enforcement Week.

Publications and technical resources, bimonthly newsletter, brochures, reference guides, and technical updates.

Speakers' bureau, presentations and exhibits at meetings and community events.

Legislative and Regulatory Efforts

- Provided technical input for S. 2070, enacted as the child passenger safety part of the national TREAD Act of 2000, and for H.R.5504, known as Anton's law, which improves the safety of children 4 and over and mandates center rear shoulder belts, for which SBS USA first petitioned in 1986.

- Successfully petitioned National Highway Traffic Safety Administration to require shoulder belts in the outboard rear seats of all post-1989 passenger vehicles.
- Assisted the California Legislature with writing the child restraint law (1983) and subsequent improvements, including provisions to make penalties and fine allocations uniform for failing to properly buckle up any child under age 16 (1994) and to require travel in the back seat for children under age 6 (2005).
- Discovered a counterfeit, illegally imported car seat in the late 1980s. Worked with the Los Angeles Police Department and City Attorney in the investigation, which led to confiscation of thousands of dangerous products and the subsequent public awareness campaign.
- Petitioned the Federal Aviation Administration to protect children under age two by requiring that they be properly restrained on aircraft.
- Petitioned National Highway Traffic Safety Administration to void the “sunset clause” on lockable safety belts in vehicle seating locations with lower anchors to which to attach safety seats in concert with Safe Ride News Publications and more than 200 supporters; the petition has been found to have merit, and the issue will go through the rulemaking process.

Honors and Achievements

Executive Director Stephanie M. Tombrello, L.C.S.W., has been involved in the field since the early 1970s. She received the national Award for Public Service from NHTSA in 1983 and was selected by NHTSA as primary consultant for development of the national training program in child passenger safety in the early 1990s. In 1984, she attended a White House ceremony as an invited guest at the signing of a special funding bill for child passenger safety. Ms. Tombrello served on the National Blue Ribbon Panel on Child Restraint & Vehicle Compatibility and is a nationally certified Child Passenger Safety Technician-Instructor. In 1999, she received the Annemarie Shelness Award for Lifetime Achievement in Child Passenger Safety and in 2008, the "PAL of the Year" Award from National Association of Pediatric Nurse Practitioners, Los Angeles Chapter.

Nationwide Insurance selected SafetyBeltSafe U.S.A. as one of three national winners of the 1996 *On Your Side* highway safety award, recognizing the “Family Safety in the Car” education program for violators as an exemplary program. Other honors include the Company Achievement Award for the Safe Ride Helpline from the Society of Consumer Affairs Professionals in Business, Greater Los Angeles Chapter, and the Diamond Mike Award from Mitsubishi Motors. Additional awards to SBS USA are the Allstate Safety Leadership Award as Regional Winner of the Community Safety Program 1999 and the California Office of Traffic Safety Award for Outstanding Achievement 2000, for state-based programs in child passenger safety. In June 2006, SafetyBeltSafe U.S.A. received the inaugural Healthy Kidz! Two Thumbs Up! Award from Childrens Hospital/Los Angeles and Kohl’s Department Stores.

For more information about the organization or to order educational materials about safety seats and safety belts, please contact:

<p>SafetyBeltSafe U.S.A. P.O. Box 553, Altadena, CA 91003 www.carseat.org 310/222-6860, 800/745-SAFE (English) 310/222-6862, 800/747-SANO (Spanish)</p>
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#103 (3-6-10)



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Kathleen Weber
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Kate Quirk, PhD
Project Coordinator

PROCLAMATION

WHEREAS, the number one preventable cause of death and injury of children and young adults is the automobile collision; and

WHEREAS, more than 150 child passengers under sixteen are killed and more than 20,000 injured in automobile collisions in California in each year; and

WHEREAS, infants and young children are not capable of initiating action to use proper restraints and are not protected adequately by automatic belts or air bags; and

WHEREAS, 71% of small children killed in crashes would be alive today if they had been properly restrained in child safety seats; and

WHEREAS, 45% of injuries to child occupants ages four to eight could be prevented with the use of booster seats; and

WHEREAS, more than 90% of child safety seats are used incorrectly; and

WHEREAS, California's child safety seat usage rate reached a record high of 94% in 2008, but dropped to 91% in 2009; and

WHEREAS, the State of California requires that all occupants be properly restrained in safety seats or safety belts with children in the back seat until at least age six or 60 pounds; and

WHEREAS, crash-tested safety seats are moderately priced and widely available for purchase at retail stores and at low cost from car safety seat distribution programs throughout California; and

WHEREAS, SafetyBeltSafe U.S.A. has been dedicated for 30 years to protecting children from injury or death while being transported in a motor vehicle:

NOW BE IT PROCLAIMED BY THE COUNTY OF _____
THAT APRIL 11-17, 2010, BE DECLARED SAFETY SEAT CHECKUP
WEEK.

SafetyBeltSafe U.S.A.



Safety Seat Checkup Day

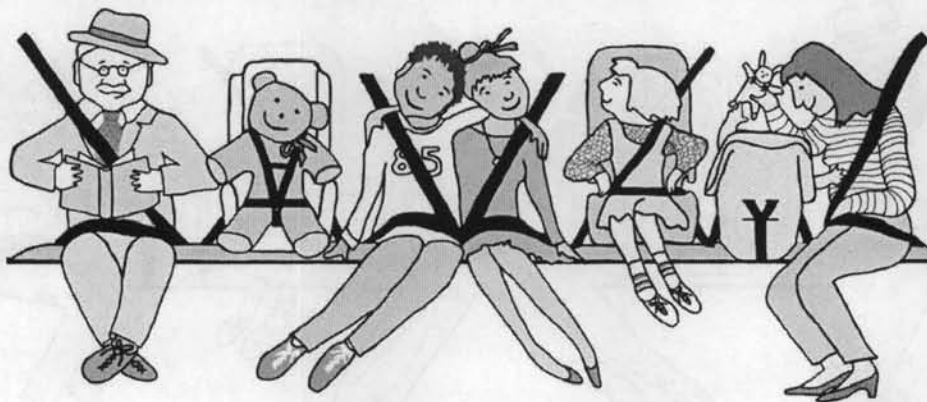
Saturday, April 17 • 10:00 a.m. to 2:00 p.m.*

*For a checkup appointment, call 310/222-6860. If you do not have an appointment, there may be a wait of more than one hour or you may be turned away.

11:30 a.m. Welcome Ceremony and Recognition of Notable Guests

Petersen Automotive Museum

6060 Wilshire Blvd., Los Angeles 90036 (Wilshire at Fairfax parking lot)



Buckling up is a family affair.

Safety Seat Checkup Week April 11-17, 2010

Sponsors:

California Office of Traffic Safety

Toyota North America

Major Supporter: Peace Officers Association of Los Angeles County

FREE SAFETY SEAT CHECKUP

More than 90% of the car seats we check have one or more errors.

Meet Bucklebear and his friends.

Petersen Museum discount coupons available for families participating in the checkup.

Help save children's lives with your tax-deductible support.

SafetyBeltSafe U.S.A. Box 553 Altadena, CA 91003 310/222-6860 www.carseat.org

SafetyBeltSafe U.S.A. is the national, non-profit, member-supported organization for child passenger safety.

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration

SafetyBeltSafe U.S.A.



Día de Inspección de Sillas de Seguridad

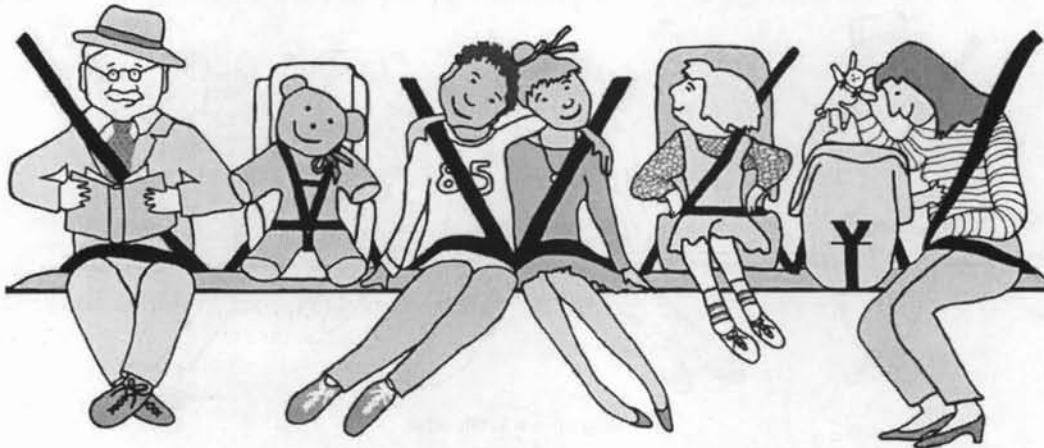
Sábado, 17 de Abril • 10:00 a.m. a 2:00 p.m.*

*Llame a 310/222-6862 un día anterior para una cita para la inspección. Si usted no tiene cita, el tiempo de espera puede ser más de una hora o puede que se le niegue este servicio.

11:30 a.m. Ceremonia de Bienvenida y Reconocimiento de Invitados de Honor

Petersen Automotive Museum

6060 Wilshire Blvd., Los Angeles 90036
(Estacionamiento en la esquina de Wilshire y Fairfax)



El abrocharse el cinturón es algo que concierne a toda la familia.

Semana de Inspección de Sillas de Seguridad
Del 11 al 17 de Abril, 2010

Patrocinadores:
California Office of Traffic Safety
Toyota North America

Partidario Principal: Peace Officers Association of Los Angeles County

INSPECCIÓN GRATIS DE SILLAS DE SEGURIDAD

Más del 90% de las sillas de seguridad que inspeccionamos tienen uno o más errores.

Conozca al oso "Bucklebear" y a sus amiguitos.

Tenemos cupones de descuento disponibles para el Museo Petersen para las familias que participen en la inspección.

Ayude a salvar la vida de niños por medio de su donación, la cual puede ser deducible de sus impuestos.

SafetyBeltSafe U.S.A. Box 553 Altadena, CA 91003 310/222-6862 www.carseat.org

SafetyBeltSafe U.S.A. es una organización nacional, no lucrativa, dedicada a la seguridad de los pasajeros menores, sostenida por sus miembros.

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
STATE OF CALIFORNIA

Date: March 30, 2010

No. 2010-151

On motion of Supervisor O'Brien Seconded by Supervisor Chiesa

and approved by the following vote,

Ayes: Supervisors: O'Brien, Chiesa, Monteith, DeMartini, and Chairman Grover

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

THE FOLLOWING RESOLUTION WAS ADOPTED:

Item # *A-6b

Proclaim April 11-17, 2010, as Safety Seat Checkup Week in Stanislaus County.

WHEREAS, the number-one preventable cause of death and injury of children and young adults is the automobile collision; and

WHEREAS, more than 150 child passengers under the age of sixteen are killed and more than 20,000 are injured in automobile collisions in California each year; and

WHEREAS, infants and young children are not capable of initiating action to use proper restraints and are not protected adequately by automatic belts or air bags; and

WHEREAS, 71% of small children killed in crashes would be alive today if they had been properly restrained in child safety seats; and

WHEREAS, 45% of injuries to child occupants ages four to eight could be prevented with the use of booster seats; and

WHEREAS, more than 90% of child safety seats are used incorrectly; and

WHEREAS, California's child safety seat usage rate reached a record high of 94% in 2008, but dropped to 91% in 2009; and

WHEREAS, the State of California requires that all occupants be properly restrained in safety seats or safety belts, with children in the back seat until at least age 6 or 60 pounds; and

WHEREAS, crash-tested safety seats are moderately priced and widely available for purchase at retail stores and at low cost from car safety seat distribution programs throughout California; and

WHEREAS, SafetyBeltSafe U.S.A. has been dedicated for 30 years to protecting children from injury or death while being transported in a motor vehicle.

and,

NOW, THEREFORE BE IT RESOLVED, that the Board of Supervisors of the County of Stanislaus, State of California, does hereby proclaim that April 11-17, 2010 is declared Safety Seat Check-up Week in Stanislaus County.

Upon motion by Supervisor O'Brien, seconded by Supervisor Chiesa, the foregoing resolution was unanimously adopted this 30th day of March, 2010.

ATTEST: CHRISTINE FERRARO TALLMAN, Clerk
Stanislaus County Board of Supervisors,
State of California

