



# CPS News You Can Use

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By Georgia's Child Occupant Safety Program for Child Passenger Safety (CPS) Advocates across Georgia

## THE TEDDY BEAR STICKER (TBS) PROGRAM: DOCUMENTING OUR SUCCESS

The goal of the TBS Program is to document serious injuries prevented and potential lives saved (also known as "saves") as a result of our statewide CPS Mini-Grant. The TBS Program identifies taxpayer-funded seats that have been involved in a crash using the "You Don't Have to Bear It" Teddy Bear Stickers. In addition to documenting saves, the TBS Program replaces state-funded child safety seats that have been involved in a crash and provides injury prevention-related incentive items to the reporting agencies.

Through the TBS Program, the Child Occupant Safety Program documented **38 saves in federal fiscal year (FFY) 2009** and an additional **28 saves to date in FFY 2010** (Oct 2009 - May 2010). Collecting this data is essential to justify future funding and to help ensure that these programs continue.

But, we can only do it with your help! Work with law enforcement, EMS, and fire department personnel in your community to ensure that at least one local agency is participating in the TBS Program. For more information on the TBS Program and the current TBS Fax Back form, go to:

<http://www.health.state.ga.us/programs/injuryprevention/cos/tbs.asp>

For ideas to help you implement the TBS Program in your community, we put the spotlight on Barrow County.

### Special Needs Training Update

Twenty-five (25) CPSTs participated in our first, "Transporting Georgia's Special Children Safely," one-day course on May 25<sup>th</sup> at Children's Healthcare of Atlanta. The course is designed to prepare CPSTs to assist children with special medical needs in selecting an appropriate conventional or specialized restraint system. The next training will be offered:

- **August 24, 2010 in Conyers, GA**

The course is approved for 7.5 CPS CEUs - more than enough CEUs to fulfill recertification requirements. For more details and registration information, go to our program Web site.



## SPOTLIGHT ON BARROW COUNTY: A TBS PROGRAM SUCCESS STORY

A large number of the reports of saves we receive through the TBS Program come from the Barrow County Sheriff's Office. So, we asked Deputy Ed Weaver to tell us how he has integrated TBS into their regular activities.

Deputy Weaver said he is the point person for TBS at Barrow County Sheriff's Office. All crash reports for crashes involving children are funneled to him. He and others involved in the Barrow County CPS Mini-Grant periodically brief the Traffic Unit about the TBS Program. Traffic personnel are advised to note on the crash report if the child was in a child safety seat and details about the seat position, direction, etc. required to complete the TBS Fax Back Form. In addition, CPST Instructors in Barrow County discuss the TBS Program during every CPST certification course. This further increases awareness of the Program among other emergency responders in the area.

If you are not already doing so, consider partnering with your local law enforcement on TBS and other CPS initiatives in your county(ies). With increased participation in the TBS program throughout the state, could we document 100, 150 or even 200 saves each year? Without your support, we may never know.

**RECERTIFICATION TIPS: GETTING CEUs**

You invested four days of your valuable time to get your CPST certification, and we want you to keep it! You have two years to complete your recertification requirements, making recertifying easier and less time-intensive than initial certification. In addition to verified seat checks and community education, you must earn six (6) hours of CPST CEUs to keep you up-to-date on CPS best practices, restraint systems, and/or general knowledge that may have changed since your initial certification. But, you don't have to get all six CEUs at one time, and you can mix and match categories of CEUs. You can:

- Attend an In-person Session/Workshop (max. 6 CEUs)
- Participate in Online/Web Sessions (max. 5 CEUs)
- Read Newsletters/Manuals/Journals (max. 3 CEUs)
- Participate in Teleconferences (max. 5 CEUs)

Details and audit requirements for each CEU category are available on the Safe Kids Worldwide Web site at:

<http://cert.safekids.org/recertification/reqRequirements.html#ceu2>

Do you want to know more about online options for CEUs? To access Safe Kids Webinars, National CPS Board Tech Online Recertification CEUs (Tech Updates and Online Sessions), and more as well as special online CEUs from Britax and Evenflo only available to certified CPSTs, go to:

<http://cert.safekids.org/resources/forms.html>

Of course, don't forget to log your CEUs and all your recertification data in your Safe Kids account. To do so,

1. Go to the Safe Kids Web site at:  
<http://cert.safekids.org/os.html>
2. Click "CPS Tech Log In"
3. Log into your Safe Kids account with your Username (your tech number) and Password (your last name)
4. Click "Recertification ... cycle (enter information)"
5. Click "Click Here to Enter Continuing Education units"
6. Select the appropriate CEU category, enter the details requested, and submit!

**Does Safe Kids have your current e-mail address?**

Safe Kids sends recertification information and newsletters by e-mail regularly. If you haven't seen one lately, they may not have your current information. Log into your Safe Kids account as described above and update your profile to be sure to receive these helpful information and reminders.

**TALKING TO THE PRESS**

Working with your local media can be a great way to publicize your programs. But, the reporter, not you, decides what to print or run in the piece.

To help assure that your message is the one the public hears, consider these tips:

- **Be Prepared.** Identify a few key messages that you want to communicate to the public.
- **Keep It Simple.** Use everyday language, and keep your answers brief. Stay focused.
- **Be Accurate.** Remember, you are the local CPS expert. Be sure that all information or data you provide is correct. Have reference material (i.e. fact sheets) available if needed. If you don't know, get back to the reporter with the information before his/her deadline.
- **Make It Meaningful.** Create a picture in your audience's mind, "Seat belts saved over 13,000 lives nationwide - enough people to fill a large sports arena." But, be accurate, don't exaggerate.

Of course, be sure to know and follow your agency's policies on media contact. If you have any questions or need assistance responding to a media inquiry, please contact Audrey Stein at 404-657-2923.



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**PROGRAM STAFF**

**Sharon Conrad**, Program Manager  
404-679-4803, [smconrad@dhr.state.ga.us](mailto:smconrad@dhr.state.ga.us)

**Zetta Jones**, Program Consultant  
404-679-0542, [zdjones@dhr.state.ga.us](mailto:zdjones@dhr.state.ga.us)

**Audrey Stein**, Program Consultant  
404-657-2923, [alstein@dhr.state.ga.us](mailto:alstein@dhr.state.ga.us)