



CHILD PASSENGER  
**SAFETY**  
■ COLORADO ■

# 2014-2016 STRATEGIC PLAN

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*Child Passenger Safety Team Colorado*

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## 2014-2016 CPSTC Strategic Plan



I am pleased to present you with the Child Passenger Safety Team Colorado 2014-2016 Strategic Plan. This Strategic Plan was created to serve as a guiding document for CPS Team Colorado members and provide a shared vision for our external partners.

Vehicle crashes have been the number one cause of death in children under the age of twelve (12). In 2010, motor vehicle crashes attributed to the death of approximately 655 children and injuries to 119,000 children, nationwide. Unfortunately, as children are born to first-time parents, the population needing education on the importance and proper use of child restraints is constantly shifting. Technological safety advances in the equipment used to protect children also changes rapidly.

Therefore, as occupant protection education and enforcement continue across Colorado, it is essential that child passenger safety remains a focus of effort.

Child Passenger Safety Technicians and Instructors across the State have dedicated their time and passion to protecting children as they travel in motor vehicles. It is of great importance that CPS Team Colorado provide additional resources both tangible and non-tangible, to ensure the success in creating a shared vision for child passenger safety across the State.

This plan highlights the efforts that CPS Team Colorado plans to focus on in the next three years.

Respectfully,

Cpl. Heather Cobler  
Chair, CPS Team Colorado Advisory Council

## Who Are We?

CPS Team Colorado encompasses a network of safety and transportation professionals in Colorado who represent Child Passenger Safety (CPS) through public education, technical training, fostering advocacy, and providing necessary resources.

The CPS Team Colorado Advisory Council serves as a cooperative body established to monitor and provide program direction and technical guidance to Colorado communities, agencies and organizations, as a means to maintain a credible, effective child passenger safety (CPS) program. The purpose of the CPS Team Colorado Advisory Council is to manage the training, implementation, and effectiveness of child passenger safety in the State of Colorado. The guidance developed by this Council is directed toward helping agencies, organizations, and others wishing to implement child passenger safety training programs to benefit the public.

## Mission

The mission of Child Passenger Safety (CPS) Team Colorado is to provide an environment in Colorado where every child is properly secured in an approved and appropriate restraint system while riding in a motor vehicle. By leveraging and creating successful partnerships with public safety and community based organizations, CPS Team Colorado will aid in establishing, maintaining, and enhancing public education, technical training, and advocacy.

## Goal: Increase Resources Available to CPS Technicians

Objective: Develop and implement strategies to promote CPS education programs.

### Performance Measures:

- Obtain and/or develop curricula for short educational classes below by September 30, 2014.
  - DayCare/School Classes
  - Pre-Teen/Early-Teen Age
- Develop comprehensive plans/instructions for CPS Education for the following programs by September 30, 2015.
  - Head Start Programs
  - Violator/Offender Programs
- Host, or co-host with partner states, a Conference for CPS Technicians by September 30, 2015
- Develop or obtain educational resources showing technicians how to teach educational classes and develop outreach programs in their areas by September 30, 2015.



## Goal: Increase Resources Available to CPS Technicians

**Objective:** Provide necessary resources to CPS Technicians, Instructors and Inspection Stations to increase and strengthen the collective capacity of the CPS community.

### **Performance Measures:**

- Provide Inspection Stations listed on the CPS Team Colorado website with a current LATCH Manual and strategic Inspection Stations with a Height Chart/Sign, and life-size training dolls, if they are not adequately equipped by September 30, 2015.
- Provide program materials for education, events and inspection stations in coordination with other child passenger safety programs, caregivers, and health organizations as needed through September 30, 2016.
- Purchase and deploy a variety of convertible, high-back booster with harness, and belt positioning booster car seats to inspection stations who request this resources and report data to CarSeatsColorado.com, as needed through September 30, 2016.



## Goal: Increase Awareness of CPS Initiatives

**Objective:** Develop and implement a statewide media plan that incorporates a year-round public awareness campaign designed to increase correct use of child restraints.

### **Performance Measures:**

- Create new media targeting pre-teen (age 10-12) and young teen (age 13-14) by September 30, 2014.
  - Include a social media plan for addressing CPS during campaign periods.
- Initiate a challenge program for our target audience to participate in creating Public Awareness for CPS by September 30, 2015.
- Target specific areas for education and services based on FARS, CDC, AAP, Statewide and local data by September 30, 2015.
- Provide customizable media for local and statewide use for new educational campaigns by September 30, 2016.



## Goal: Improve Quality and Capacity

Objective: Develop tools to aid CPS training programs, inspection station efforts, and educational and outreach programs.

### Performance Measures:

- Institute a Quality Assurance program for programmatic and statewide use by September 30, 2014.
- Increase the CPS Technician re-certification rate to the national average by September 30, 2015.
- Develop a Translator Advocate Training, to provide more resources to English as a Second Language (ESL) families and CPS Technicians by September 30, 2015.
- Partner with the Colorado Department of Transportation to provide tools for conducting problem identification, site surveys, focus groups and evaluation of local areas and programs by September 30, 2016.
- Provide comprehensive training to include at least five (5) NHTSA Child Passenger Safety Technician training courses, fifteen (15) Child Passenger Safety Technician Updates and Refresher training courses, (15) Advocate training courses, and other Internet-based educational efforts each year, if funding is available, through September 30, 2016.





## Goal: Strengthen CPS Enforcement

Objective: Promote year-round, consistent enforcement of the Colorado Child Restraint law across all law enforcement agencies.

### Performance Measures:

- Create template operating plans and instructions for law enforcement agencies wishing to participate in CPS checkpoints by September 30, 2015.
- Increase the number of warning and citations that are issued by law enforcement agencies across Colorado by supporting and educating traffic officers by September 30, 2016.
- Create partnerships with law enforcement and provide advocate training and/or support material to 25% of the law enforcement agencies in Colorado to increase consistent enforcement and reporting by September 30, 2016.



**Appendix: CPS Strategic Plan Timeline**

Performance Measure	Associated Goal	2014	2015	2016
Obtain baseline data about pre-teen, young teen, and teenager’s use of safety restraints.	Increase Awareness of CPS Initiatives	X		
Develop Curriculum for short educational classes – Day Care/Schools and Pre-Teen/Young Teen	Increase Resources	X		
Institute Quality Assurance program for programmatic and statewide use.	Improve Quality and Capacity	X		
Create new media targeting pre-teen and teenage children.	Increase Awareness of CPS Initiatives	X		
Increase the CPS Technician re-certification rate to the national average.	Improve Quality and Capacity		X	
Create CPS Education Plans/Instructions for Headstart and Offender Programs	Increase Resources		X	
Provide each Inspection Station listed on the CPS Team Colorado website with a current LATCH Manual, Height Chart/Sign, and lifesize training doll.	Increase Resources		X	
Target specific areas for education and services based on FARS, CDC, AAP and Statewide Data.	Increase Awareness of CPS Initiatives		X	
Host a Conference for CPS Technicians	Increase Resources Available to CPS Technicians		X	
Initiate a challenge program for audience to participate in Public Awareness.	Increase Awareness of CPS Initiatives		X	
Develop Translator Advocate Training	Improve Quality and Capacity		X	
Develop CPS Checkpoint plans	Strengthen CPS Enforcement		X	
Provide customizable stock media for local and statewide use for new educational campaigns	Increase Awareness of CPS Initiatives			X
Provide tools for Problem ID, Site Surveys, Focus Groups, and Evaluation for local programs.	Improve Quality and Capacity			X
Provide education and/or support material to 25% of the Law Enforcement agencies in Colorado to increase consistent enforcement and reporting.	Strengthen CPS Enforcement			X
Increase citations and warnings for CPS Statewide.	Strengthen CPS Enforcement			X

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<b>Performance Measure</b>	<b>Associated Goal</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>Provide program materials for education, events, inspection stations, child passenger safety programs, caregivers, and health organizations.</b>	Increase Resources	X	X	X
<b>Purchase and deploy a variety of convertible, high-back booster with harness, and belt positioning booster car seats to inspection stations.</b>	Increase Resources	X	X	X
<b>Provide a comprehensive training to include at least five (5)NHTSA Child Passenger Safety Technician training courses, fifteen (15) Child Passenger Safety Technician Updates and Refresher training courses, (15) Advocate training courses, and other Internet-based educational efforts.</b>	Improve Quality and Capacity	X	X	X

\*\*All years represent September 30 of that year.