

**Child Passenger Safety**

**Promotional Tools Tip Sheet**

Thank you for your support of Car Seats Colorado’s child passenger safety efforts. In the spirit of working together to help keep Colorado’s kids safe on the road, the following are tips and ideas for spreading the word about the campaign and car seat check events in your local community:

Your organization's network

* Post information and campaign assets on your social channels such as Facebook, Twitter and/or Instagram. Car Seats Colorado will provide written, graphic and printed content to all partners.
* Include campaign information in your organization's e-newsletter or other appropriate communication to constituents/members, staff and volunteers.
* Post on your organization’s website or blog.

Media

* Using provided templates, send media alerts or news releases to contacts you have at local newspapers, radio and television stations.
* Send public service announcement to local radio stations and ask them to air it.
* Ask your local radio station, movie theater or newspaper to run any campaign ads provided by Car Seats Colorado.

Local businesses, schools and community resources

* Ask local schools to put information in folders sent home to parents of students.
* Work with local schools and colleges to determine what outlets they have for sharing information – bathroom stall poster inserts, community bulletins, etc. Ask if they will share information on their social media pages.
* Contact local libraries and recreation/community centers and request they share information on community boards, bulletins and/or social media pages.
* Post posters provided by Car Seats Colorado at local coffee shops, grocery stores, liquor stores or other outlets that have community bulletins.
* Ask local police or sheriff’s offices how they might assist you in child passenger safety promotion and encourage positive behavior (and notify the media about any new efforts).
* Post on your local Nextdoor neighborhood pages, registered neighborhood organization newsletters and websites, and city council/county commission newsletters or web pages.

Materials provided by Car Seats Colorado to help you promote the campaign:

1. Talking points
2. Localized child passenger safety data on crashes, citations and injury/fatalities
3. Sample newsletter/website blurbs
4. Media alert and news release templates for car seat check and other community involvement events
5. Event promotional poster
6. Social media graphics and messages