

California Department of Public Health (CDPH) Vehicle Occupant Safety Program (VOSP)

Fall 2020 • e-Newsletter for California's Child Passenger Safety (CPS) Community

This quarterly e-Newsletter provides a summary of CPS laws and programmatic support for the California community of local health departments, instructors, technicians, and advocates.

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Social Media - It isn't just for CPS Week you know!

Social Media is a broad term that refers to multiple digital communication platforms used for networking and social interaction. The importance of these online channels for marketing cannot be overstated, as they represent a sea change in how people consume media and interact with brands. As traffic safety advocates, it's essential to integrate social media into our marketing strategy because our target audiences live, work and play online. Following other organizations pages, blogs, or tweets can help you with idea, content and links to offer to through your own organizations social media pages. Here are some links to organizations pages on how to reach out through social media and/or links to follow!

- [NHTSA Traffic Marketing](#) – understand the various social media platforms
- [Safe Kids Engage and Connect](#) - Follow us on [Twitter](#), watch us on [YouTube](#), see our photos on [Instagram](#), engage with us on [LinkedIn](#), pin us on [Pinterest](#) or like us on [Facebook](#).
- American Academy of Pediatrics: [Healthy Children \(on FB\)](#) [On the Go prevention topics](#)
- Children's Hospital of Philadelphia [Blog](#), [Blog Subscription](#)
- [Car Seat Lady \(on FB\)](#)

Use of CDPH Photos!

All the photos in the CPS Parent Brochure are family and friends' kids, so if you would like to use any of them, please let us know and we will send you what you need!



Safer CA Conference (virtual) – November 17-18, 2020 – Early Bird Registration extended to October 8, 2020 - \$50. ([Register](#))

The California Coalition for Childhood Safety and Health (CCCSH) is sponsoring the virtual childhood unintentional injury prevention conference with both plenary and workshop presentations. Exciting new speakers are being announced weekly on timely topics such as how race and cultural diversity is linked with childhood injuries, communicating with all age groups, and a pediatrician's perspective on how to partner with healthcare providers. Zoom chat rooms are embedded in the conference for follow up with speakers and in-depth discussions on topics with statewide partners! See attached flier and/or contact Steve Barrow and CCCSH for more information.

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Pre-Conference CPS Session – November 16, 2020 - FREE

Monday, November 16, 2020 from 1:00-4:00pm, the CPS community will meet virtually to discuss current issues specifically around adapting CPS to COVID. Presentations by organizations who have already adapted to the virtual environment will share resources. Discussions will include various options, challenges and barriers to incorporating CPS virtual changes. Contact Kate Bernacki if you are interested in joining this discussion!

Kate.Bernacki@cdph.ca.gov

Consumer Product Safety Commission – Tuesday, November 17, 2020

Representatives from CPSC will be available in one of the chat rooms to discuss educational materials, grants, and role of CPSC to assist your CPS programs. Or you can always reach our regional liaison Mary Notsch at mnotsch@cpsc.gov

Stand Up Sofia Height Chart Posters

Coming soon will be the opportunity for you to receive up to 10 Stand Up Sofia height chart posters for your local community agencies to post and encourage continued booster seats until children fit the vehicle seat belt properly. Please contact Claudia Angel to be put on a list for distribution once they arrive! Claudia.Angel@cdph.ca.gov

CPS Technician Training System - CDPH's VOSP provides support for Instructors to teach CPS Trainings: Technician, Update, Renewal, Special Needs, and Instructor Development. The Lead Instructor (or Host) is the main contact to coordinate with VOSP and to seek support for the training. POST credits for law enforcement for any CPS Technician Training are available through VOSP.

Changes are Coming!

You've already heard that OTS has approved an increase for Instructors to \$900/day and Co-Instructors for \$700, with a maximum of \$8,000 for one state fiscal year (July 1 – June 30). Most classes have an (in-person) ratio of 1 Instructor to 3 Students. And now we will be able to include in the Instructor contracts the ability to conduct virtual CEU's (webinars) at a rate of \$150/1 CEU. Office of Traffic Safety (OTS) has approved these changes consistent with national Safe Kids Certification to move from the required in-person seat check offs to obtaining an additional 5 CEUs. So now you will need a total of 11 CEU's for CPS Technician recertification! Details in the next edition of CPS e-Newsletter!

We are here to support you!

Please contact VOSP staff if you have any CPS Technician Training requests or questions, need CPS educational materials, or want to be on the list to receive future VOSP e-Newsletters.

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If you have any CPS programmatic questions, please contact Mitch Zehnder, the Office of Traffic Safety Occupant Protection and CPS State Coordinator, at (916) 509-3026 or Mitch.Zehnder@ots.ca.gov.

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