OCCUPANT PROTECTION
PUBLIC INFORMATION
MATERIALS CATALOG
NUMBER 8

Ann C. Grimm
Margaret B. T. Wiviott
Elizabeth A. Schoenborn

JUNE 1986

UMTRI The University of Michigan
Transportation Research Institute
This edition supersedes all previous editions.

The Occupant Protection Public Information Materials Catalog is designed for use by persons developing public information programs on adult and child restraint systems. It lists materials produced for campaigns, along with journal articles and reports describing and evaluating such programs. Materials and reports listed in the catalog may be borrowed free of charge.
The purpose of the Public Information Materials Center is to foster coordination of public information campaigns and to encourage cooperation among agencies planning campaigns on safety-related subjects. The collection is primarily intended to aid in the design of public education programs by making available materials produced for previous campaigns.

We encourage those about to embark on a new program to use this unique Center to see what other organizations have created. Use of the collection should help prevent errors made in the past and also encourage more widespread use of innovative and effective ideas. Users are encouraged to contribute materials to this collection and to refer others to us.

This collection serves also as a general resource in the highway safety/public information area. Materials available for loan include those produced for public information campaigns as well as research reports, evaluative and survey reports, and journal articles.
INTRODUCTION

PROCEDURES FOR BORROWING MATERIALS

Request materials 1) BY NUMBER (found to left of each item); 2) BY SUBJECT (describe as completely as possible); or 3) BY TYPE OF MATERIAL & SUBJECT. In the latter case you will be sent a representative sample which conforms to your request. Send request to Public Information Materials Center, University of Michigan Transportation Research Institute, 2901 Baxter Road, Ann Arbor, Michigan 48109-2150. Requests may also be telephoned to Ann Grimm at 313/764-2171.

PUBLIC INFORMATION MATERIALS CENTER SERVICES

Loan Period
Items are loaned, free of charge, for three weeks and may be renewed if no one else has requested them. Renewal requests should be made in advance of the due date.

Literature Searches
Literature searches on specific topics can be done. Describe your search request as concisely as possible. You will be sent a list of items found in the main UMTRI library.

Referral
If we do not have the information you request, we will attempt to refer you to an appropriate source.

Costs
Services are free; borrowers of materials pay only return postage and insurance. However, if an item is damaged or lost, you are expected to pay for its replacement.

COPYRIGHTED MATERIALS
Many items listed in this catalog have been copyrighted. Should you wish to reproduce any item for your organization, the source of the material must be contacted before doing so. Source names and addresses are contained in Part V.

REQUESTS TO BORROWER

Condition of Materials
Please keep the materials in good condition. Access to films and tapes should be limited to persons experienced in the use of audio-visual equipment.

Returning Materials
Materials should be returned either First Class or via UPS, Federal Express, or an equivalent. Films and tapes must be insured!
CONTENTS

I - Print Materials 1
II - Television Materials 77
III - Radio Materials 87
IV - Movies/ A-V Presentations 95
V - Materials Sources 101
VI - Articles and Reports 109
Organization and Author Index 129
Subject Index 147

NOTES: Asterisks (*) beside numbers indicate adult or general restraint use material. No asterisk indicates child restraint material.

*Items in ITALICS are new to this edition of the Catalog.*
PART I

PRINT MATERIALS

Action for Child Transportation Safety, New York, N.Y.

Pamphlets

44414 This is the way the baby rides. [Revised edition.] 1980. 2 p. Color. (3 3/4 x 8 1/2). (Sponsored by McDonalds Corporation.)
Briefly explains why child safety seats are needed. Includes shopping guide for infant seats.

Brief introduction to the issue of school bus safety. Provides Federal Standards on bus construction and operational safety and recommendations to improve bus safety.

Discusses common ways in which safety seats are misused and explains how these mistakes endanger child passengers.

Twelve points on how to select the proper child safety seat to fit one's car and child.

44440 Kids are fragile. Travel with care. [Revised edition.] 1977. 1 p. (8 1/2 x 11).
Fact sheet on child passenger protection with shopping guide.

Overview of the special needs of children riding in motor vehicles and the issue of child passenger protection. Presents issue as a public health problem and outlines ACTS position.

38515 Car pool survival kit. 1975. 2 p. (8 1/2 x 11).
Tips on car pool safety: how to set up a safe car pool, what restraints to use, liability issues.

Poster

Photograph of toy car and doll lying in roadway.

Alabama Department of Public Health, Montgomery

Pamphlets

List of federally-approved car seats with manufacturer's name and address. Some manufacturers are outdated.

Love is...buckling up. Child restraint systems for your automobile. July 1980. 7 p. Color. (3 3/4 x 9). General information on child passenger safety with description of seat types (infant, toddler), protection systems for older children, how to select a safety seat, where to shop, and list of approved seats (NOTE: list is outdated).


Auto safety and your child. April 1980. 14 p. Color. (3 3/4 x 9 1/4). Explanation of child passenger safety issue along with description of seat types (infant, convertible, toddler, harness, shield), buying guide, instructions for proper use, suggestions for entertaining child while traveling, and list of approved seats (NOTE: list is outdated).

A new epidemic is killing our children...and only you can immunize them! Feb 1980. 3 p. Color. (3 3/4 x 8 1/2). Brief explanation of child passenger protection issue.

Posters


Love is...buckling up your child. May 1980. 1 p. color. (11 x 16). Four illustrations of children properly secured in an infant seat, convertible, harness, and shield.

Children should be restrained...not hurt...or worse...used correctly, a child restraint device will save your child's life in a crash. April 1980. 1 p. color. (11 x 16). Illustration of child in harness, automobile crash, and a grave of a three year old.

A new epidemic is killing our children...only you can immunize them. 1980. 1 p. color. (11 x 16). Pie chart showing over 50% of deaths to children under five are caused by accidents. Three illustrations of children secured in an infant seat, shield, and harness.

Alabama Department of Public Safety, Montgomery

Pamphlets

A safe ride. Tips on buying a child restraint. July 1982. 7 p. Brochure. Description and illustrations of types of safety seats (infant only, convertible, and toddler only), list of approved seats and distributors.

Coloring book designed to teach children about safety, including seat belt use.

**Program Script**


Alamance County Health Department, Burlington, N.C.

**Pamphlet**


Alaska Highway Safety Planning Agency, Anchorage

**Pamphlet**

75511 More than a law, it's a matter of love: an introduction to Alaska's child restraint law. 1985. 6 p. General information on Alaska's child restraint law. Includes information on how to select and install child restraints.

**Poster**

75672 Happiness is...a warm, safe car seat! 1986. Color. Photo of young boy, his dog, and car seat. States Alaska's child restraint law.

**Bumper Sticker**

75506* Alaska - be in the click. 1985. Color. 7x3.

**Promotional Gimmicks**


Allstate Insurance Companies, Northbrook, Ill.

**Pamphlet**

49451* Passive restraints: ready when you are. [Revised edition.] 1981. 40 p. Color. (6 x 8 1/2). Detailed discussion of air bags and passive belts how each system works, its costs, and effectiveness, and answers to questions often asked about air bag systems. Includes air bag survivor stories with photographs.

**Print Ads**

38654 If air bags will save over 10,000 lives... 1976. 1 p. black & white. (8 1/2 x 11). Brief summary of pro air bag position.

38665, 38649 [Testimonials]. 1976, 1974. 1 p. black & white. Dr. Arnold Arms and James Jonas provide testimonials on air bags.

38652, 38656 [Interlock systems]. 1974. black & white. Two similar ads discussing air bags and interlock systems.

38520, 28653, 28657 [Crash tests]. 1972. 1 p. black & white. Three similar ads featuring frame by frame still photographs of Allstate air bag crash tests.
38560, 38651 How good are air bags? (Version 1 & 2) 1972. 1 p. black & white.
Two similar ads featuring quote from Douglas Toms, Administrator, NHTSA.

American Academy of Orthopedic Surgeons, Chicago, Ill.
Pamphlet
Prepresents facts on seat belt safety, restraints for children and pregnant women, myths for non-use, and seat belt effectiveness information.

American Academy of Pediatrics, Elk Grove Village, Ill.
Pamphlets
Updates list and description of all Federally-approved safety seats. Reverse side provides further information on protecting child passengers.
75686 The one-minute safety check-up. 1986. 1 p.
Illustrations of correct use of various types of child restraints.
Information on proper safety seat installation and use.
Tips to parents to keep children at various ages happy in car seats and help develop the seat belt use habit.
Discussion of teenage drinking and driving, prevention programs, seat belt use, delayed licensing; suggestions for parents.

Catalog
Specifically designed for pediatricians. Complementing National Safety Council's "Make It Click" campaign. Used to collect names of children pledging to buckle up. Also contains Survivor Report.

Audio-visual materials for the promotion of safe transportation. 1982. 5 p. Black & white. (8 1/2 x 11).
List of audio-visual materials pertaining to child passenger protection. List includes content, recommended use, price, and availability. Designed for health educators, community/civic organizations, school teachers.

Bumper Stickers
49214 Driving's easier...when your kids are buckled up. (1981). color.
49215 Get them off your lap...buckle up your kids. (1981). color.
49217 My baby's first ride was a safe ride. (1981). color.
Promotional Gimmicks

49605 Let your baby's first ride be a safe ride. Sept 1982. 1 p. (Restaurant placemat). Color.

49212 Buckle up! (1981). color. (Dashboard sticker.)

49213 Everyone in this vehicle buckles up! (1981). color. (Dashboard sticker.)

49218 The first ride...a safe ride. (1981). color. (Dashboard stickers.)

Print Ad

49546 What can happen to a child held in your arms? 1982. 1 p. Still photographs from film, "Children and Infants in Car Crashes", illustrating what happens to an infant when held in an adult's arms during a car crash.

American Academy of Pediatrics, California Chapter 2, Inglewood

Pamphlets


49168 Le daría usted a su nino el Regalo Perfecto? [Will you give your child the perfect gift?] 1981. 6 p. Color. (4 x 9). Spanish version of 75079.

Poster


American Association for Automotive Medicine, Arlington Heights, Ill.

Pamphlet


American Automobile Association, Falls Church, Va.

Pamphlets

75731* AAA employee safety belt promotion package. 26 Oct 1985. 65 p. Notebook includes materials necessary for employee safety belt program. Includes information on how to begin, background and support information, and sample program materials.


**75339** States should enact safety belt use laws. 1985. 8 p.
Designed to help states pass belt use laws. Includes suggested law and information on foreign belt law experience.

**75131** Fragile...transport safely! A guide to child car safety seats. 1983. 8 p. Color. (4 x 9).
General explanation of child passenger protection issue with suggestions on how to select a safety seat, how and where to install the seat, and a shopping guide.

Activity booklet for grades K-3 designed to teach basic traffic safety including seat belt use.

Stories on highway safety for young readers. Teaches safety and new vocabulary.

Addresses adult as well as child passenger safety including: seat belts and pregnancy, how to properly adjust a seat belt, and how to develop a seat belt habit.

General overview of child passenger safety issue including Federal Standard No. 213. Discusses how and where to install systems, illustrates seat types (infant, convertible, shield, harness). (NOTE: incorrectly lists car bed as a federally approved carrier for infant to 9 month/20 lbs.)

**Promotional Gimmick**


**38521** Safety belt use requested in this vehicle. 1976. 1 p.
Note: Dashboard sticker.

American Automobile Association, Minnesota Division, Minneapolis

**Poster**

**49851** It's up to you! 1983. 1 p. Black & white. (14 x 17 1/4).
Illustration of toddler and infant in car seats.

**49543** Child protection - it's a law for life! 1982. 1 p. black & white. (18 3/4 x 25).
Text explains Minnesota child passenger safety law.


**Pamphlet**

**75659** Say yes to seat belts. 1985. 10 p.
General discussion of seat belt safety and need for use laws.
American College of Obstetricians and Gynecologists, Washington, D.C.
Pamphlet
73162* Seat belt use during pregnancy. Dec 1983. 2 p. Sponsored by NHTSA.

Pamphlet

American Hospital Association, Chicago, Ill.
Pamphlet
75488* Life is a cinch. 1985. 30 p. Folder which includes pamphlets, posters, and stickers.

American Insurance Association, New York, N.Y.
Print Ad
44380* One of these drivers had a head-on collision and walked away without a scratch. 1980. 1 p. black & white. Arnold Arms, M.D., air bag testimonial.

American Medical Association, Chicago, Ill.
Pamphlets
39462* You and yours deserve protection; safety belts provide it. 1978. 2 p. Color. (3 3/4 x 8 1/2). General information on seat belt safety.
38525* You may be involved in an automobile collision today. 1974. 3 p. Color. (3 3/4 x 8 1/2). General presentation of safety belt facts including a brief discussion of child passengers' special needs.

American Red Cross, Washington, D.C.
Bumper Stickers

American Safety (Seat) Belt Council, New Rochelle, N.Y.
Pamphlets
49970 3 seconds to safety - an instructional reading program about seat belts for grades three to six. 1982. 32 p. (Co-produced by NHTSA).
Looseleaf folder containing poster, worksheet, and seat belt surveys. Instructional reading program regarding seat belts for grades 3-6. Examines the need for seat belts, analyzes the common misconceptions, and how to wear them properly. Six activities are outlined for teachers.
44469* If you think a lifesaver looks only like this...then look at automatic seat belts. 1980. 8 p. Black & white. (4 x 9).
Presentation of automatic seat belts, how they work, common myths, and capsule seat belt history.

49009* Blueprint for safety. (1980). (9 x 11 1/2).
Designed for health educators and community groups. Kit includes samples of radio scripts, television scripts, press releases, posters, bumper stickers, and print ads.

38527 Where have all the people gone? (1975). 8 p. (3 3/4 x 8 3/4).
Introductory piece to 16mm color film, "Where Have All the People Gone". Gives film rental and purchase information.

Bumper Sticker

American Trauma Society, California Division, San Francisco

Pamphlets
75550* The head that could have made the decision to fasten the seatbelt...no longer can. 1985. 4 p. Explanation of human collision and seat belts myths and facts.
75557* Car pool survival tips. 1985. 8 p. Provides tips on establishing safe car pools including liability and which restraints to use.

Posters
49553 Don't kid around. Use child car safety seats. 1982. 1 p. Color. (13 x 17 1/2).
Car seat cartoon.

Poster
75558* The head that could have made the decision to fasten the seatbelt...no longer exists. 1985. color. 11 1/2x17. Photograph of shattered windshield.

Bumper Sticker
75556 Don't kid around. My child's in a safety seat...is yours? 1985. color. 3 1/2x14.

Promotional Gimmick
49554 Debbie goes for a drive. 1982. 7 p. Illustrated coloring book designed to teach children about seat belts and safety seats.

American Trauma Society, Chicago, Ill.

Pamphlet

Posters
75720* How many of these fairy tales have you told? 1985. color. 11x17. Fairy tale characters dispell negative myths associated with seat belt use.
49556 Why let the good die young? 1982. 1 p. color. (11 x 17).
Photograph of little boy.

Arizona Safety Association, Phoenix
Poster
49777 Buckle up baby. 1981. 1 p. color. (17 x 23).
Shaded photograph of girl in safety seat.

Auckland University, Department of Community Health (New Zealand)
Pamphlet
75000 The parents' guide on child safety in cars. Third edition.
Detailed information on child passenger safety with photographs and illustrations. Booklet includes information on: hints for keeping children happy, large and extended families, disabled children, installation.

Australian Commonwealth Department of Transport, Melbourne
Pamphlets
General information of child passenger safety issue. Gives suggestions to parents on how to handle special situations. [NOTE: Some recommendations are not legal in U.S. (i.e. use of bassinets/car beds)].
38538* Wear your seat belt the right way. 1975. 4 p. Color. (4 x 8 1/4).
Print Ad
39260 Ten little Australians won't be home tonight. 1978. 1 p. black & white.
Photograph of child's feet hooked on dashboard after ejection through front windshield.

Austin-Travis County Health Department, Texas
Posters
75713* Be a winner. Buckle up Austin. 1985. color.
Promotes contest for seat belt users.
Promotes seat belt use and Texas use law.

Pamphlet
75341 Buckle up for safety - a coloring and activities book. 1984. 8 p. (8 x 10).
Coloring book, games, puzzles, for children.
75342 Car safety - a coloring and activities book. 1984. 8 p. (8 x 10).
Coloring book, games, puzzles, for children.

Buckle up your kids for safety. 1982. 15 p.
Cartoon illustrations. Discusses importance of car seats, types of seats, and how to choose one.

Cartoon illustrated presentation of seat belt safety with brief discussion of child passenger safety.

Blue Cross/ Blue Shield of the National Capital Area, Washington, D.C.

Excuses and facts about seat belt and child safety seat use.

Bobby-Mac Company, Scarsdale, N.Y.

Safety first...or last? 1978. 4 p. Color. (3 1/2 x 8 1/2).
Still frame photographs of test crashes comparing Bobby-Mac Deluxe seat and Bobby-Mac 2-in-1 seat with other manufacturers' products.

Promotional Gimmick

In this vehicle everyone buckles up. If "no," no go! 1979.
(Dashboard sticker.)

Borgess Hospital, Kalamazoo, Mich.

General information on child passenger safety and Borgess Hospital car seat loan program.

Targeted to physicians in Kalamazoo area regarding Borgess Hospital car seat loan program.

Bumper Sticker


British Columbia Ministry of Energy, Transport and Communications, Victoria (Canada)

B.C. buckles up October 1. 1977. 1 p. black & white. (Versions 1-3).
Series of three ads explaining the British Columbia mandatory seat belt law, effective October 1, 1977.

British Columbia Motor Vehicle Branch, Victoria (Canada)

Explanation of British Columbia mandatory seat belt law.
Broward County Operation Child Saver, Ft. Lauderdale, Fla.

**Pamphlets**

- **49664** Operation Child Saver infant/ toddler car seats. 1982. 7 p. Color. (5 1/2 x 8 1/2).
  - General discussion of child passenger safety with shopping guide.

- **49662** Operation Child Saver. 1982. (9 1/2 x 11 1/2).
  - Pocket folder kit includes pamphlets, bumper stickers, dashboard stickers, radio and television PSA scripts, and copy of Florida child passenger protection legislation.

Calgary University, Accident Research Unit, Alberta (Canada)

**Pamphlet**

- **49787** Alberta Action Committee for Child Transportation Safety presents a program for protecting our children while riding in motor vehicles. [1981]. 11 p. (8 1/2 x 11).
  - Designed for health educators, outlining a program to educate the community on child passenger protection safety.

California Child Passenger Safety Association, San Diego

**Pamphlets**

- **49978**" Locking clips. May 1983. 1 p. (8 1/2 x 11).
  - Fact sheet on seat belt locking clips and inertia reel.

  - Fact sheet on California child passenger protection law, effective January 1, 1983.

California Department of Health, Sacramento

**Pamphlets**

  - (Co-produced by California University, Los Angeles, School of Public Health and California Office of Traffic Safety, Sacramento).
  - Spanish version of 49929. Explanation of child passenger protection issue in general, California law, and illustrations of three seat types (convertible, toddler, and infant).

- **49929** Are your children safe? Buckle them up! Nov 1982. 6 p. Color. (3 1/2 x 8 1/2).
  - (Co-produced by California University, Los Angeles, School of Public Health and California Office of Traffic Safety, Sacramento).

- **49928** Las leyes de California requieren ahora asientos de carros para todos los ninos menores de 4 anos. [California law requires child restraints for children up to age 4.] 1982. 4 p. Black & white. (5 1/2 x 8 1/2).
  - Text in Spanish. Explanation of California child passenger protection law with illustrations of four seat types.
California University, Los Angeles, School of Public Health

Pamphlet


Curriculum guide for teaching young students the importance of safety seats and belts. Guide includes: parent involvement activities, art-related activities, extension activities, cooking/food preparation, music and activity pages. Guide also provides methods to introduce parents to child passenger safety concepts.

Canada Safety Council, Ottawa, Ontario

Pamphlets


Information on seat belt and child passenger safety.


French version of 75258.

75259 Passengers! Whose responsibility?? 1977. 10 p. (3 3/4 x 8 1/2).

Information on child passenger safety. Text in French and English.


38553* Safety belts: fact or fiction? 1970. 2 p. [Text in English and French.] Color. (3 1/2 x 8 1/2).

Presentation of common seat belt myths and facts.

38534* Safety belts...save lives. (1968). 6 p. [Text in English and French.] Color. (3 1/2 x 8 1/2).

General discussion of seat belt safety.

Posters

75264* La cle de la securite est entre vos mains. [The key to safety is in your hands.] 1984. 1 p. color. (8 1/2 x 11).

75263* The key to safety is in your hands. 1984. 1 p. color. (8 1/2 x 11).

75266* Qui est responsable de ces passagers?? [Passengers! Whose responsibility??] 1977. 1 p. color. (8 1/2 x 11).


Promotional Gimmicks

35181* The key to safety is in your hands. 1976. 1 p. color. (Restaurant placemat.)

38531* Fasten your safety belts. (1976). 1 p. (Dashboard sticker.)

Canada, Transport Canada, Ottawa, Ontario

Pamphlets


General discussion of seat belt safety using Canadian statistics.
39401* The reasons some people have for not wearing a seatbelt could prove them dead wrong. 1979. 2 p. Color. (4 x 9).
Myth and fact presentation of the misconceptions people have about seat belts.

General information on child passenger safety.

French version of 39402.

Report presenting a review of 1974 information on seat belts, a summary of pertinent findings with respect to seat belt effectiveness, seat belt usage, and approaches to increase seat belt usage.

Posters
49522 Seat belts work. Count on them. Lucky we were wearing our seat belts! (1982). 1 p. Color. (18 x 24).
Illustration of children playing in park with soap-box cars wearing safety belts. English version of 49523.

49523 Heureusement qu'on portait notre ceinture de securite! Comptez sur elle. [Lucky we were wearing our seat belts! Count on them.] (1982). 1 p. color. (18 x 24).
French version of 49522.

Photograph of child properly secured in safety seat in car.

Split photographs of boy putting on ice hockey pads and same boy fastening seat belt in car.

39405* Protect yourself too; wear your seat belt. 1979. 1 p. color. [French version available.] (12 x 24).
Bust photograph of hockey player with gloves, shoulder pads, and helmet.

Bumper Sticker
39403* Seat belts work. (1979). color. [French version available.]

Print Ads
black & white. (8 1/2 x 11).
Text on seat belt safety, includes illustrations and photographs.

38756* Run as fast as you can into this pole. (1975). 1 p. black & white. (8 1/2 x 11).
Text on seat belt safety, includes illustrations and photographs.

Canadian Paediatric Society
Pamphlet
General discussion of child passenger safety facts with Canadian statistics. Includes photographs and descriptions of Canadian approved safety seats. (NOTE: list is outdated).

Canson Associates, Inc., Austin, Tex.

**Pamphlet**  
Children's coloring book about seat belt safety.

Century Products, Inc., Los Angeles, Calif.

**Pamphlet**  
Manufacturer's brochure describing Safe-T-Rider booster seat.

39447 How to protect your child in your car. 1979. 2 p. Color. (3 x 6).  
Manufacturer's brochure describing Trav-L-Guard (convertible) and Trav-L-Ette (infant).

**Posters**  
75084 Road hazards don't end after your child outgrows a toddler car seat. (1983). color. (22 x 28).  
Photograph of girl in booster seat in front seat using lap and shoulder belt. Inset photo of boy in back seat using booster seat with tether and harness.

Photograph of infant in Century infant seat.

Photograph and two insets of infant and toddlers in Century 100, Century 200, and Century 300 car seats.

Chelsea Community Hospital, Mich.

**Bumper Sticker**  
75441* Buckle up - we care. 1985. color.

Citizens Allied for Safetybelt Education, Providence, R.I.

**Bumper Sticker**  
75437* Buckle-up. 1984. color.

Citizens for Highway Safety, Washington, D.C.

**Pamphlets**  
39288* Some things you should know about passive restraints. 1979. 6 p. Color. (8 1/2 x 11).  
General information about passive restraint systems (airbags and automatic seat belts) using a passive restraint equipped Volkswagen Rabbit.

Designed to assist in coordinating and organizing a highway traffic safety program focusing on the traditional back-to-school period.


Pamphlet
Manufacturer's brochure describing Safe & Sound (convertible) and Co-Pilot (booster) car seats.

Bumper Stickers

Poster
Cartoon illustration of Mr. Buckle Up (parrot).

Colorado Division of Highway Safety, Denver

Pamphlets
Brief discussion of safety belt issue using Colorado statistics.

38537* If you want to survive the epidemic in Colorado and...

Colorado State Patrol, Denver

Pamphlet
75657* Buckle up! 1985. 1 p.
Envelope stuffer; facts on seat belt safety.

Community for Automobile Responsibility and Safety, San Antonio, Tex.

Pamphlet
75663* CARS. June 1985. 10 p.
Looseleaf folder includes general information on CARS and its goals for San Antonio area.

Connecticut Department of Public Safety, Hartford

Pamphlet
Curriculum guide for teaching students about seat belts. Includes 20 activities for students.

Connecticut Department of Transportation, Wethersfield

Pamphlet
Discussion of seat belt safety including proper use, how they work, myths, and seat belt use law.

Connecticut Office of Highway Safety, Wethersfield

Poster

Bumper Sticker
75700* Buckle up Connecticut. It's the law. 1986. color.

Promotional Gimmicks
75703* Buckle up. It's the law. 1986. Key chain.

Connecticut Office of Safety Education, Meriden

Pamphlet
75435 Don't make a mistake with your child's safety. 1984. 1 p. Discusses what restraint to use when and restraint adjustment.
75436* My seat belt doesn't work! 1984. 1 p. Describes how retractors work.
75076 There are better ways to protect your child in case of an accident.... (1983). 8 p. Color. (3 3/4 x 9). General information on child passenger safety and explanation of Connecticut legislation. Illustrations and descriptions of seat types (infant, convertible, booster) and regular seat belts. Includes shopping guide.
75077 Existen mejores formas para proteger a su nino en caso de un accident.... (There are better ways to protect your child in case of an accident....). (1983). 8 p. Color. (3 3/4 x 9). Spanish text version of 75076.
49529* If you're not convinced about seat belts, climb aboard the Convincer! (1982). 4 p. Color. (4 x 8 1/2). General information on safety belts using the convincer (sled/crash simulator).
Description of Connecticut child passenger protection law. Reverse side briefly explains the issue of child passenger safety, approved seats and loan programs.

Discussion of nine common mistakes made in using safety seats, explanation of locking clips with illustrations, and instructions for anchoring top tether strap.

Posters
49946 We loan love. (1983). color. (22 x 17).
Photograph of infant in infant seat, and description of Connecticut law. Space is available for loan program to print contact information.

Cartoon illustration of man restrained in crash by seat belt. Specifically designed to be used as advertisement for the convincer (sled/crash simulator). Space is provided for sponsoring organization's name and place, date, and time for convincer demonstration.

49527 Their security is up to you. Please use child restraints. 1982. 1 p. color. (14 x 25). Photograph of Raggedy Ann and Teddy Bear in lap and shoulder belts.

49528 Right from the start. Safe in an infant carrier. 1982. 1 p. color. (12 x 18).
Illustration of stork placing infant in infant car seat.

Illustration of car seat with text describing Connecticut law.

Promotional Gimmick
49948* Please buckle up in our car. (1983). color. Note:
Dashboard sticker.

Connecticut State Police, Meriden
Pamphlet
49933 State troopers love children, too. 1982. 2 p. (4 1/4 x 7 1/2).
Illustration of state trooper holding child. Text explains Connecticut child passenger protection law. Reverse side briefly discusses seat types, loan programs, and seat belts. Assembled on pad for troopers to distribute.

Consumers' Association of Canada, Ottawa, Ontario
Pamphlets
Hints to parents on child safety seats: buying tips, information on harnesses and tether straps, second-hand seats, common mistakes made in installation, safety rules for car-pooling, instructions for the locking clip and a list of manufacturers and distributors.

French version of 49981.

Cook Inlet Native Association, Anchorage, Alaska

**Pamphlet**

General information on child passenger safety issue including shopping guide for Anchorage area.

Cosco Inc., Columbus, Ind.

**Pamphlets**

49042 Car seat kit. 1981. 20 p. (9 1/2 x 11 1/2).
Introduction kit to manufacturer's products and general information on child passenger safety and federal standard 213.

General information on child passenger safety featuring professional race car driver Jerry Sneva. Includes travel and entertainment hints.

Country Companies Insurance and Investment Services

**Pamphlet**

Information on braking including reaction and braking chart (reaction distance + braking distance = total stopping distance).

Dealers Against Drunk Driving, Washington, D.C.

**Pamphlet**

Description and illustrations of seat types (infant, convertible, toddler). Information on DADD and ATANCA loan program, and contact information for D.C., Arlington, and Montgomery, Prince George, and Fairfax counties.

Diversified Expediting Service, Detroit, Mich.

**Bumper Sticker**

38538 The kid says buckle up and live! 1977. 1 p. color.
(Copyrighted.)


**Magazine Article**

Company newsletter designed to update Dupont employees on health and safety information. This issue outlines Dupont's corporate commitment to encouraging employee seat belt use on- and off-the-job. Also describes corporate incentive programs.
Establishing an infant safety seat loaner program - community and hospital settings.

Step by step suggestions for establishing a loan program.

Local vendor coupon.

Illustration of bumble bee and lap belt.

Local vendor coupon.

Child's drawing of a car crash.

Photograph of mother and child. Text promotes seat belt use during pregnancy.

Photograph of father and son.

Photograph of seat belt survivor family.

Manufacturer's brochure describing safety belt education program for children 3-7.
Illustrations of a child being vaccinated and a toddler and infant in respective safety seats.

44494 Safety belts saved his life! They can save yours. 1976. color.

44495* Safety belts not used; safety belts used. The choice is yours. 1976. color. (17 x 22).

Photograph of windshield. Passenger's side shattered with caption "safety belts not used". Driver's side unbroken with caption "safety belts used".

Promotional Gimmicks
49011 Lottareasons why Beltman promotes safety belts. 1980. color. (Game.)


Florida Bureau of Public Safety Management, Tallahassee

Pamphlets
List of car seats by seat type.

Detailed description of how seat belts work and of passive restraints.

Posters
Photo of police officer putting child into safety seat.

Photo of state trooper putting child into safety seat.

Photograph of cracked windshield.

75694* Buckle up Florida! 1986. color.
General restraint use reminder.

Bumper Sticker

Florida Child Restraint Network, Tallahassee

Pamphlet
Facts on child passenger safety with illustrations.

Florida Governor's Highway Safety Commission, Tallahassee

Pamphlets
39466 Protect your child from the greatest danger of all... (1979). 2 p. Black & white. (4 x 8 1/2). (Co-produced by Florida Association of Women Highway Safety Leaders.)
General information on child passenger safety with illustrations and descriptions of seat types (infant, toddler, harness).

39467 Proteja a su nino de el mayor de los peligros... [Protect your child from the greatest danger of all...] (1979). 2 p. Black & white. (4 x 8 1/2).
Spanish version of 39466.

Print Ads
38541-38544* We're all tied in to traffic safety. 1976. 1 p. black & white. (8 1/2 x 11).
Collection of similar ads promoting seat belt use for the whole family.
49512* How to save your life and the one next to you. 1982. 1 p. black & white. (8 1/2 x 11).
General information on child restraints and seat belts.

Posters (Co-produced by F.A.W.H.S.L.)
39464-39465 Protect your child from the greatest danger of all... (1979). 1 p. black & white. (13 x 17). (Co-produced by F.A.W.H.S.L.)
Two similar posters promoting use of child restraints.

Bumper Sticker
44172 Their security is up to you. 1979. color.

Promotional Gimmicks
44177* Safety belt use required in this vehicle. (1979). Dashboard sticker.
38928* A safe route to follow. 1978. 26 p. (8 1/2 x 11).
Calendar with monthly traffic safety reminders.

General Motors Corporation, Detroit, Mich.

Pamphlet
Questions and answers regarding how federal occupant protection standards will change future cars and on what systems GM plans to introduce.
Information on seat belt safety. Discusses GM's $10,000 seat belt user insurance policy.

Pamphlets
49829 They need you...to buckle them up. Dec 1981. 8 p. Color. (4 x 9).
General information on child passenger protection including illustrations of seat types.
49827* Bee a buckler...it could save your life! Responsible drivers and wise passengers know these truths... July 1981. 8 p. Black & white. (3 1/4 x 7 1/2).
Myth and fact presentation of seat belt issue.
Coloring and activity book for children featuring Captain Safety.
Poster
49826 Remember! Buckle up for safety! 1982. 1 p. black & white. (8 1/2 x 11).
Illustration of two children; one in safety seat, the other in seat belt.

Poster
39406 Patterns of auto safety. 1979. 1 p. color. (15 x 19).
Discussion of child passenger safety issue with illustrations of approved car seats and seat types for the growing child.

Great Britain Department of Transport, London/ Great Britain Central Office of Information, London
Pamphlets
75725 Protect your child in the car. 1986. 5 p.
British pamphlet describes types of child restraints and their use by different ages and sizes of children.
75308* Seat belts, the law and you. 1983. 9 p. (5 3/4 x 8).
Information on seat belt safety and compliance with mandatory law.
75306 Child safety in cars. 1982. 6 p. (5 3/4 x 8).
Information on child passenger safety and how to comply with child restraint law.

Guam Office of Highway Safety, Agana
Pamphlet
49658* This is David; he's one of the lucky ones! Aug 1981. 5 p.
Black & white. (3 1/2 x 8 1/2).
Discussion of and suggestions for adult and child occupant protection in pick-up trucks.

Bumper Sticker

Posters
Illustration of three seat types (infant, toddler, shield).
39407* Imagine your face here. 1979. 1 p. color. (17 x 22).
Photograph of shattered windshield.

Hawaii State Judiciary, Division of Driver Education, Honolulu
Pamphlet
Describes law.

Promotional Gimmick
75476* Make it snappy! color. Dashboard sticker.

Hawaii University, Honolulu, School of Public Health
Pamphlets
General information on car seats: illustrations and descriptions of seat types (convertible, infant, toddler), how to install, information on tether straps, and tips on how to keep a child in a seat.

49778 Keiki Auto Restraint Project. Zoo trip. 1980. 22 p. (7 x 8 1/2).
Coloring book for children with child passenger information for parents on back.

Posters
Eight facts on why children need safety seats.
49223 "Thanks, Mom and Dad, for the buckle-up. I couldn't do it myself." (1981). 1 p. black & white. (14 x 20).
Photograph of boy in safety seat.
Illustration of child wearing lap belt.
Cartoon illustration.

Health and Human Services Department, Washington, D.C.
Pamphlet
General information on child passenger safety including illustrations and descriptions of seat types (infant, toddler, harness, shield). Also includes incomplete Resource List of agencies, articles, and brochures.
Spanish version of 44403.

Helpful Hints, Utica, N.Y.
Pamphlet
75272 Attention parents. Make the other driver aware. Infant riding. 1984. 4 p. (4 x 8 1/2).
Brief tips to parents on traveling with children.

Bumper Sticker

Highway Safety Research Center, Chapel Hill, N.C.
Pamphlets
A guide to developing successful community seat belt incentive programs.
49044 Car pooling safety tips. 1981. 4 p. (4 1/2 x 8 1/4).
Tips on how to establish a safety-minded car pool.
38596* Excuses, excuses... 1972. 5 p. Color. (8 x 8 1/2).
General facts on seat belt safety.
Highway Safety Research Center  SEE ALSO North Carolina Governor's Highway Safety Program.

Highway Users Federation for Safety and Mobility, Washington, D.C.

**Pamphlets**

75662* The cost of not wearing seat belts. 1985. 7 p. Discussion of the costs of motor vehicle crashes. Tables outline fatalities, injuries, and accident-related costs by state.


Ten quiz questions and answers address common concerns regarding mandatory seat belt legislation.


Program guide to audio-visual program.


Questions and answers on effectiveness of British seat belt law.


General information on seat belt safety.


Information on foreign seat belt laws (Australia; New Zealand; France; and Ontario, Canada).


Information on seat belts including discussions on "active" and "passive" systems and legislation.


Good auto safety habits: lock doors, buckle safety belt.

**Poster**


Advertisement for audio-visual program.

**Catalog**


Catalog of resource material including source list.

Honolulu County Medical Society, Hawaii

**Bumper Sticker**


Idaho Central District Health Department

**Bumper Sticker**

49935 Buckle up your baby! [1982].
Idaho Department of Law Enforcement, Boise
Pamphlet
39373* Saved by the belt. (1979). 1 p. (8 1/2 x 11).
Certificate for Seat Belt Survivor.

Idaho Department of Transportation, Office of Highway Safety, Boise
Feature Articles
Series of eight articles on seat belts and/or child
restraints accompanied by line artwork for each article.
Packet to be distributed to newspaper editors.

Idaho State Police, Boise
Pamphlet
39372* Safety is a snap. (1979). 1 p. (3 1/2 x 8 1/2).
Stuffer - providing general information on seat belts.

Illinois Child Passenger Safety Association
Pamphlet
x 11).
Designed to provide community organizations with
information on how to attract the media and how to deal
effectively with media personalities.

Illinois State Board of Education, Springfield
Pamphlet
Guide for teachers/instructors on planning and developing
an occupant protection education program.

Illinois State Department of Transportation, Springfield
Pamphlets
49984 Your child's life is riding on you. 1983. Color. (4 x
9). (Co-produced by the Rehabilitation Institute of
Chicago).
Information on Illinois child passenger protection law
effective July 1, 1983. Includes illustrations of seat
types (infant, convertible, booster).
(5 1/2 x 8 1/2).
Fact and excuse presentation on child passenger safety.
49766 He won't stay there! 1982. 6 p. (4 3/4 x 8 1/2).
Advice and tips for parents on how to keep their child in
his/her safety seat while in the car.
49350 Child restraint systems for your automobile. 1981. 6 p.
(3 3/4 x 8 1/2).
Illustrated information on safety seats: why they are
needed, what kinds are available, how to select, where to
purchase, and how to install.

Print Ads
75219 The cure for the greatest killer of children. 1981. Black
& white. (8 1/2 x 11). (Co-produced by the Rehabilitation
Institute of Chicago).
Photograph of teddybear next to car seat. Text explains child passenger safety.

Posters

Photograph of mother and daughter. Insert photo of daughter in safety seat.

Photograph of lap belt.

Photograph of car seat with teddy bear beside it.

Promotional Gimmick

49352* Safety starts with a snap. 1981. (Litter bag.)

Illinois State Police, Springfield

Pamphlet

49348* Know the seat belt facts. 1981. 6 p. (3 1/2 x 8 1/2).
General information on seat belts.

Indiana Governor's Highway Safety Program, Indianapolis

Poster

49537 A prescription for life... protect little Hoosiers. Use child safety car seats. 1981. 1 p. black & white. (17 x 22).
Information on I.A.W.H.S.L. Illustration of child in infant seat.

Indiana Office of Traffic Safety, Indianapolis

Pamphlets

49532 Protect those you love. 1981. 6 p. (3 1/2 x 8 1/2).
(Co-produced by Indiana Association of Women Highway Safety Leaders, Indianapolis.)

Illustrated information on safety seats: why they are needed, what kinds are available, how to select, where to purchase, and how to install.

Indiana State Board of Health, Indianapolis

Pamphlets

49833 Your lap can trap...use safety seats. 1982. 2 p. (3 3/4 x 8 1/2). (Co-produced by Indiana Child Passenger Safety Association, Indianapolis.)
Stuffer - urging use of safety seats rather than holding a child.

49834 Start your habit at birth. [1982]. 6 p. (3 1/2 x 8 1/2).
Questions and answers on child restraints.
49837 A step-by-step guide to loan-a-seat programs. [1982].
17 p. (4 1/4 x 11).
Information for community groups on how to set up a loan
program.

Poster
49835 Your lap can trap. Use safety seats. 1982. 1 p. color.
(8 1/2 x 11). (Co-produced by Indiana Child Passenger
Safety Association, Indianapolis.)
Photograph of mother with baby on lap being crushed against
dashboard and windshield in a car crash. Second photograph
of baby in infant seat.

Insurance Bureau of Canada
Pamphlet
44171* Seat belts cut down death toll. (1979.) 2 p. (4 x 8 1/2).
Article by Dr. David Petrie, orthopedic surgeon and member
of the Crash Countermeasures Committee appointed by the
Nova Scotia Government, on seat belt issue. Reprinted from
the Halifax Chronical-Herald and Mail-Star.

Insurance Corporation of British Columbia (Canada)
Pamphlets
75527* Are you living proof that seat belts work? If your seat
belt saved you from injury or death, you may be eligible
Brief information on seat belt safety. Provides
information on how to join survivors group.
Note: Next four pamphlets co-produced by British Columbia
Ministry of Transportation and Highways, Victoria
Features Captain Click; designed to teach children about
seat belt safety. (Parts of text in French).
49562* A day in the life of a test dummy. 1982. 6 p. Color. (3
3/4 x 8 1/2).
Text in story fashion. A crash-test dummy explains to his
mannequin wife and son why seat belts are important.
49558 Your children are learning a lesson for life: buckle up!
Designed for health and community educators. Provides
general information on seat belt safety and a brief summary
of The Insurance Corporation of British Columbia and
Ministry of Transportation and Highways joint programs.
Color. (3 3/4 x 8 1/2).
Designed to teach children about seat belt/car seat safety
while learning the alphabet through the use of characters
who do and do not wear seat belts.
38530* If you're not convinced about seat belts, climb aboard the
General information on seat belts using convincer (sled/
crash simulator).

Bumper Sticker
39400* Grin and wear it. 1979. color.
Promotional Gimmick

Insurance Information Institute, New York, N.Y.

Pamphlet


Iowa Department of Transportation, Des Moines

Pamphlets


39439* A pay raise for everyone! (1979). 1 p. (3 1/2 x 7 1/2). Brief discussion of the costs of traffic crashes. Appeals to the individual's wallet.

39448* There is no cure for seat belt fever. (1979). 2 p. (3 3/4 x 8 1/2). Eight multiple choice questions on seat belt safety.

Bumper Sticker

Poster

Iris Communications, Bellingham, Wash.

Pamphlet
75545* We’re behind seat belts. 1985. 6 p. Advertisement for traffic safety consultants who encourage belt use.

Kalamazoo County Seat Belt Task Force, Mich.

Print Ads


Promotional Gimmick
75520* We love you. Buckle up. 1985. color. Litterbag.
Kansas Department of Transportation, Topeka

Pamphlets

75138* Cost-effective incentive plan. Save dollars and lives. Feb 1984. 35 p. Co-produced by Kansas State University. Designed for business and industry. Looseleaf folder kit provides information on how to set up a seat belt incentive/reward programs and summarizes existing programs at other companies.

75145* A grassroots program about safety belts. Sept 1983. 6 p. (4 x 9). Produced by Kansas State University, Cooperative Extension Service. Explanation of "Get It Together Kansas" program; a joint venture among county, state, and federal government agencies to increase seat belt usage.


Posters


Bumper Stickers


Promotional Gimmicks


Protection...from the beginning. 1982. 1 p. color.


Kent Drinking Driver Task Force, Wash.
Pamphlet
75604* Buckle-up pledge. 1985. 1 p.
Asks for pledge to use seat belts for one month.

Kentucky Department of Transportation, Office of Highway Safety Programs, Frankfort
Promotional Gimmick
39369* Safety belts save lives. (1979). (Litter bag.)

Kentucky State Police, Frankfort
Pamphlet
49830 Make it click...it's the law. Is your child a safe passenger? 1982. 6 p. (3 3/4 x 8 1/2).
General information on child passenger safety. Includes shopping guide. (NOTE: guide is outdated).

Poster
75157 Show a little restraint...buckle up your kid. Now it's the law. (1983). color. (14 x 22).
Photograph of trooper with child in safety seat.

Bumper Sticker

Los Angeles Area Child Passenger Safety Association, Altadena, Calif.
Pamphlets
Detailed information and illustrations on safety seats.

75201 Ideas shared by law enforcement programs. 1984. 2 p.
Information on restraint use for police officers.

Information on enforcement procedures.

Lists materials to include in such a kit.

Discusses issue of seat belts on school buses.

75213 Recycled car seats - cautions and other considerations. 18 Jan 1983. 2 p.
What to look for when obtaining a used car seat.


Translation of law into Vietnamese and Cambodian.

Poster
75543* Safety belts - good as the gold. 1985. color. 19x25.
Olympic Gold Medal winner Bart Conner putting on seat belt.
75562* Buckling up is a family affair. 1985. color. 17x23.
Cartoon illustration of family in restraints.
Photograph of two children in safety seats.

Los Angeles Police Department, Calif.

Pamphlet
75153 Would your child have survived this car crash? (1983). 8 p. (3 1/2 x 8 1/4).
General information on child passenger safety. Includes descriptions and illustrations of seat types (infant, toddler, convertible, booster). Brief information on loan and employee programs.

Louisiana Highway Safety Commission, Baton Rouge

Promotional Gimmick
49784* Seat belts save lives. We drive to stay alive! 1982.
(Litter bag. Co-produced by Farmerville Police Department, La.)

McDonald's Corporation, Oak Brook, Ill.

Pamphlet
49965 The McDonald's/ National Safety Council Make It Click program. 1983. 4 p. Black & white. (5 1/2 x 8 1/2).
Explanation of joint "Make It Click" program.

Promotional Gimmick

Maine Highway Safety Committee, Augusta

Promotional Gimmick
75496* Buckle up - it's a snap. 1985. Key chain.

Maine State Police, Augusta

Poster
75546* Safety belts - trooper tested. 1985. color.
Silhouette of state trooper.

Manitoba Department of Highways, Motor Vehicle Branch, Winnipeg (Canada)

Bus Card
Marathon Petroleum Company, Findlay, Ohio

Pamphlet
Designed for children to learn about seat belt safety while playing games (puzzles, quiz, mazes, coloring).

Marine Corps, Camp Pendleton, Calif.

Pamphlet
Booklet to accompany video presentation recalling a crash in which one Marine was killed and another injured. Promotes seat belts as lifesaving factor.

Mary Bridge Children's Health Center, Tacoma, Wash.

Pamphlet
List of approved safety seats. (NOTE: list is outdated).


Pamphlets
Describes incentive program.
Belt use pledge to sign.

News Release
75348* Safety is a Snap. 10 Feb 1985. 3 p.
Outlines program activities and prizes.

Bumper Sticker
75346* Safety's a Snap. 1985. color.

Maryland Department of Transportation, Baltimore

Promotional Gimmick

Maryland State Department of Health and Mental Hygiene, Project KISS, Baltimore

Pamphlets
Storybook for children on how to travel in a car. Information for parents on Maryland child passenger safety law and traveling tips.
Information on child passenger safety in Maryland; legislation, and Project KISS.


Questions and answers on child passenger safety.


Detailed information on safety seats including illustrations and descriptions.


Fact/excuse presentation of child passenger safety.

49592  First on your list for baby - a car safety seat! April 1982. 6 p. Color. (3 1/2 x 8 1/2).

Targeted towards expectant parents. Urges the use of safety seats.

49590  Project KISS. Kids in Safety Seats. 1982. 50 p. approx. Looseleaf folder including general information on child passenger safety and Project KISS.

49183*  Don't forget, you're buckling up for two now! 1981. 6 p. (3 1/2 x 8 1/2).

Targeted towards expectant mothers. Urges the use of seat belts during pregnancy.

Posters

75246  Better safe...than sorry. 1984. 1 p. color. (16 x 23).

Photograph of young boy in car seat. Brief text explains Maryland's child passenger safety law.

75158  Buckle...your baby, the car seat and yourself. (1983). color. (14 x 20). Sponsored by Maryland Department of Transportation, Baltimore.

Illustration of three buckle steps.


Illustration of safety seat.


Illustration of parents with baby.

Bumper Stickers


Maryland State Police, Pikesville

Promotional Gimmick


(Litter bag.)

Massachusetts Department of Public Health, Boston

Pamphlets


Presents the story of Buckle-Up Bear and his family; designed to teach children about auto safety.


39460  Kids count on you; safety seats for the life of your child. 1979. 2 p. Color. (3 3/4 x 9 1/4). True/false quiz with detailed answers on safety seats. Includes shopping guide with illustrations and prices of seat (NOTE: prices are outdated), tips on selecting seat types (infant, toddler, shield, harness).


Massachusetts Department of Social Services, Boston

Poster 49742  Remember - it's the law. Use a child passenger safety seat every time you travel with a child. 1982. 1 p. color. (8 1/2 x 11). Briefly explains Massachusetts child passenger protection law.

Massachusetts Division of Preventive Medicine, Boston

Pamphlets 49737  Kids in cars. 1982. 8 p. Color. (3 1/2 x 8 1/2). General information on child passenger safety. Includes illustrations and descriptions of seat types (infant, toddler, convertible, booster), shopping guide (NOTE: guide is outdated), and instructions for top anchor strap.


Promotional Gimmicks 49738  It's the law for kids and it's smart for everyone. Buckle Up! 1982. (Ad on a milk carton.)

49739*  For your parking lot - a reminder that could save lives. Safety belts: are they fastened? 1982. (Reproduction of reflectorized sign for parking lots.)

Massachusetts Governor's Highway Safety Bureau, Boston

Posters 75680*  Take the law to heart. Massachusetts requires use of seat belts. 1986. color.
Restraint use law reminder.

75717* Make it click. Buckle up. How to join the seat belt campaign. 1985. Co-produced by various Massachusetts state agencies and by NHTSA.

To be used for distributing pledge cards.

75631* Seat belts. Best defense against the drunk driver. 1986. 10 3/4 x 16 1/2.

Bumper Sticker

75678* Take the law to heart. Buckle up. 1986. color.

Promotional Gimmicks

75677* Take the law to heart. Buckle up Massachusetts. 1986. color. Taxi sticker.

75679* Take the law to heart. Buckle up Massachusetts. 1986. Table display for brochures.

75271* Drive yourself to think! 1984. Grocery bag.


Massachusetts Medical Society, Boston

Pamphlet

49802 Don’t risk a child’s life. 1979. 6 p. (3 3/4 x 8 1/2).

(Co-produced by American Academy of Pediatrics, Massachusetts Chapter, Boston.) Descriptions, illustrations, and shopping list of car seats for age groups (infant, under 4 years, older child/adult).

Massachusetts Medical Society Auxiliary, Worcester

Pamphlet

49794 Prevent the number one killer of children. [1981]. 6 p. (4 1/4 x 8 1/2).

Brief information on child passenger safety with illustrations of seat types (infant, toddler, shield), and shopping guide (NOTE: guide is outdated).

Massachusetts Passenger Safety Program, Boston

Pamphlets


Looseleaf folder containing information on Massachusetts’ seat belt law; newsletters, newspaper articles, pamphlets, and news releases.


Detailed information on child passenger protection. Includes illustrations of various seat types, information on locking clips and tethers.

Poster

75716* Have you been involved in an accident? 1985.

To be used to distribution of survivor story forms.

Massachusetts Safety Council, Boston

Promotional Gimmick

49184 Hug me. I buckle up. (1980). (Sticker.)
Massachusetts Seat Belt Coalition, Boston

Pamphlet
Discussion of seat belt safety using Massachusetts statistics and of purpose and goals of Coalition.

Media Intensive Learning Corporation, Austin, Tex.
Pamphlet
Activity book for young children includes learning activities that teach pedestrian, passenger, and bicycle safety.

Multimedia Kit
44231 Buckle up box. 1979.
Designed to teach children in kindergarten to second grade about seat belt safety. Includes 30 light plastic safety belts, 2 records, 20 pages of posters, mobile, buckle up books, reward stickers, and awards.

Metropolitan Life Insurance Company, New York, N.Y.
Pamphlet
38558* A lap-shoulder belt could save your life... 1971. 2 p.
Black & white. (3 1/2 x 6 1/2).
Stuffer - provides brief explanation of seat belt safety.

Michigan Association for Traffic Safety, Lansing
Poster
49509* Get it together (buckle up). 1982. 1 p. black & white.
(11 1/4 x 17).

Michigan Coalition for Safety Belt Use, Lansing
Pamphlets
Detailed information on seat belts; history, how retractors work, consumer assistance resource list, and illustrations of different types of belt systems.
75559* Public service announcements encourage safety belt use. 1985. 4 p.
Provides explanation of 30 sec. tv spot. Identifies Michigan personalities.
Discusses need for belt use law and includes information on injury protection and accident costs.
Black & white. (8 1/2 x 11).
Fact sheet on mandatory seat belt legislation with explanation of why it is needed, how it works, economic incentives, and attached press articles.

Bumper Sticker
75544* Buckle up, Michigan. It's our law! 1985. color. 3 3/4 x 14 1/2.
Michigan Secretary of State, Lansing

**Pamphlets**

Explanation of how belts work and of adult and child restraint laws.

75344* Buckle up! Safety belts keep you together. It's the law.
1985. 4 p.
Explains Michigan's new safety belt use law.

49565* Benny Parsons says..."I buckle up...." Aug 1982. 4 p.
Color. (3 1/2 x 7 1/2).
General information on seat belt safety with photographs.

Explanation of Michigan child passenger safety law with illustrations of seat types (infant, toddler, convertible, shield), and shopping guide (NOTE: guide is outdated).

**Poster**

75715* Living proof. 1985. color. 17x22.
Photo of former Tiger pitcher Milt Wilcox and family all of whom were saved by their seat belts.

Michigan State Office of Highway Safety Planning, Lansing

**Pamphlets**

75539* Buckle up, Michigan! 1985. 1 p.
Envelope stuffer - provides general information on Michigan's seat belt law and seat belt safety.

75547* Buckle up, Michigan! Laws that protect drivers and other motor vehicle occupants. 1985. 8 p.
Brief information on Michigan's seat belt laws. Questions and answers address common concerns.

Children's coloring book with scenes of belt use by children and parents.

Stuffer - explanation of Michigan child passenger safety law.

Perforated card for officers to distribute to parents violating the Michigan child passenger safety law. A card explaining the law is given to the parent and a stub with the driver's name, address and driver's license number is returned to the Michigan Office of Highway Safety Planning.

49566* No time to react.... 1982. 10 p. Color. (3 1/2 x 8).
Detailed explanation of seat belt safety.

Detailed information on child passenger safety, Michigan law, tether straps, and a shopping guide. (NOTE: guide is outdated).

49752* Driver escapes flaming car. 1982. 1 p. (3 1/2 x 7 1/2).
Stuffer - provides testimony of seat belt survivor of flaming car crash.

49753* "Should I wear my safety belt during pregnancy?" 1972. (8 1/2 x 11).
Brief discussion of seat belts during pregnancy.

Questions and answers on Michigan child passenger safety law.

44389 Congratulations for caring about your child's safety. (1980). 2 p. (3 1/2 x 8 1/2).
Brief information on child passenger safety including shopping guide with illustrations of approved safety seats.

Guides for parents and teachers on how to make car pools and field trips safe for child passengers.

Questions and answers on child passenger safety including illustrations of approved seats.

Eighteen question quiz on seat belts and safety seats accompanied by answers and discussion guide. Designed for health and community educators.

Detailed information on child passenger safety including illustrations of seat types.

Questions and answers on child passenger safety with illustrations of approved seats.

Children's coloring book which teaches children how animals protect their young. Humans use seat belts and car seats to protect their children.

Fact sheet on child passenger safety.

38914* How many of these fairy tales have you been told? 1978. 8 p. (4 x 8 1/2).
Fairy tale characters give their excuses for not wearing seat belts.

38915* Safety belt roulette. 1978. 8 p. Color. (4 x 8 1/2).
Multiple choice questions on seat belt safety determine who plays seat belt roulette.

Tips to parents on how to start a safe car pool.

39152 Transportation safety rules for day care providers. 1978. 7 p. Black & white. (8 1/2 x 11). (Co-produced by Michigan Traffic Safety Information Council and Michigan Department of Social Services.) Transportation safety rules for day care providers developed by Michigan Department of Social Services, Division of Child Care Center Licensing.

38760* Michigan's motor vehicle occupant protection program. 1977. 11 p. Color. (4 x 8 1/2). Explanation of seat belt safety including the State of Michigan's position and programs to increase usage.

Promotional Gimmicks
75442* Safety belt use required in this vehicle. 1984. (Dashboard sticker.)
49567* Safety belt use required in this vehicle. 1982. (Dashboard sticker.)

Print Ad
75298 That stupid law - an open letter to the Muskegon Chronicle, April 14, 1982. 1982. 1 p. black & white. (8 1/2 x 11). Testimonial from father whose daughter was saved by a car seat.

Posters

Bumper Sticker

Michigan State Police, East Lansing
Promotional Gimmicks
44405* Your Michigan State Police care...won't you? Drive 55. 1980. (Litter bag containing pamphlets on child restraints and other items concerning various highway safety topics.)
44468 Kid Kard. 1980. 2 p. color. (In-car game for children.)

Poster

Milwaukee Health Department, Child Auto Safety Restraint Project, Wisc.

Pamphlets

Poster
Photograph of young boy. Provides phone number for more information.

Transit Advertising/Bus Card
49785 Seat a child. Save a life. 1981. 1 p. color. (Photograph of transit ad.)

Minnesota Department of Public Safety, St. Paul

Pamphlets
75668* I've found a very fitting gift for you. 1985. 2 p. Pledge card to use as greeting or gift enclosure.
49542 Protect your baby in the car...in Minnesota it's the law! 1982. 6 p. Color. (3 3/4 x 8 1/2). (Co-produced by Minnesota Department of Health, Minneapolis and Minnesota Project Childsafe, St. Paul.) Explanation of child passenger safety and Minnesota law. Includes do's and don'ts for parents and illustrations of seat types (infant, toddler, convertible, boosters).
49148* Protect yourself...against a number 1 killer! 1979. 6 p. Color. (3 1/2 x 8 1/2). Facts on adult passenger protection.

Print Ad

Bumper Sticker
75522* It's there, to wear! 1985. color. 3 3/4 x 15.

Promotional Gimmicks
39433* In Minnesota we care. (1979). 1 p. color. (Placemat.)
39438 Child-safe restraints: your best babysitter. (1979). (Photo of folding panel table display.)
Minnesota Occupant Restraint Program, St. Paul

Pamphlets
State map including tips on seat belt use and accident facts.

Briefly discusses misuse issue. Provides illustrations and instructions for correct use.

75523* You can make a big impression without your seat belt!
1985. 4 p.
Targeted toward young drivers. Discusses common excuses for not using seat belts.

Promotional Gimmicks
75674* Buckle up. 1985. Lapel button.

75675* I pledge to wear a safety belt.... 1985. Pledge card.

Minnesota Seat Belt Coalition, St. Paul

Pamphlet
75493* There ought to be a law. Say yes to seat belts. 1985. 6 p.
Physicians promote seat belt use and mandatory seat belt legislation. Also provides Minnesota accident statistics.

Sponsored by NHTSA.
Briefly discusses misuse issue. Provides illustrations and instructions for correct use.

75523* You can make a big impression without your seat belt!
1985. 4 p.
Targeted toward young drivers. Discusses common excuses for not using seat belts.

Missouri Department of Public Safety, Jefferson City

Pamphlet
75665 Missouri loan-a-seat for safety - a child safety program.
Preprint of booklet explaining how to establish and operate a loan program.

Missouri Division of Highway Safety, Jefferson City

Pamphlet
75664* Buckle up Missouri. You can live with it. 1985. 2 p.
Brief explanations of Missouri adult and child restraint laws.

75536* A pamphlet for people who hate to wear safety belts.
1985. 6 p.
Discusses common excuses for not wearing seat belts.

Brief information on child passenger safety.
Montana Division of Highway Traffic Safety, Helena

**Pamphlet**

General information and illustrations on child passenger safety including guide of approved seats. (NOTE: photograph on front cover has a car seat incorrectly installed).

**Poster**

49849  Please use a little restraint. 1980. 1 p. black & white. (10 1/2 x 15).
Photograph of mother and infant in car seat.


**Pamphlets**

Information and statistics on seat belts.

Looseleaf folder includes general information on child passenger safety, news releases on MVMA's support of child restraint laws, and MVMA's state action plan.

Motorists Information, Inc., Detroit, Mich.

**Pamphlet**

Fact/fiction presentation of seat belt safety.

**Bumper Sticker**


**Promotional Gimmicks**

38562* Somebody needs you. Buckle up. (1977). (Key chain resembling seat belt buckle.)

(Dashboard sticker.)

Motors Insurance Corporation, Detroit, Mich.

**Pamphlet**

For passengers to give flight attendants to suggest they read buckle up message to passengers at end of flight.

Multnomah County Department of Human Services, Wash.

**Pamphlet**

49783  Use a little restraint. A consumer's guide to safe auto restraints for children ages 0 to 4. 1980. 7 p. (6 x 8 1/4).
General information on child passenger safety with illustrations of approved seats.


**Pamphlets**

75028  If you care about protecting kids.... Feb 1984. 6 p. (3 3/4 x 8 1/2).
Information on NCPSA with membership form.
What you can do to protect the children. 1982. 6 p. (3 3/4 x 8 1/2).
Outlines activities that physicians, hospitals, health departments, volunteers, merchants, schools, churches, media, government, and law enforcement can do to promote child passenger safety.

Audio-visual materials for the promotion of safe transportation. 1982. 6 p. (8 1/2 x 11).
Annotated catalog of child passenger safety audio-visual materials.

National Child Passenger Safety Association

National Coalition for Seatbelts on School Buses, Ardsley, N.Y.


National Coalition to Reduce Car Crash Injuries, Washington, D.C.


National Congress of Parents and Teachers, Chicago, Ill.


National Highway Traffic Safety Administration, Washington, D.C.


We love you. Buckle up! 1984. 43 p.
Information packet designed for teachers. Includes teaching guide, background information, storybook, stickers, and poster. On adult and child restraints.

75280* Fight the hidden tax.... Sept 1984. 6 p. (4 x 9).
Directed toward employers, discusses cost-effectiveness of seat belt use policies.

75255 A safer way for everyday - an educational program teaching students in grades K-3 about the importance of wearing safety belts to protect themselves and others. 1984. 106 p.

75256* Beating the odds - an educational program relating safety belt use to health lifestyles for high school students. 1984. 53 p.
Educational program on seat belt use for high school students. Includes reference manual, activity sheets, and poster.

75257* Restrain yourself - an educational program for high school students explaining the use and non-use of safety belts. 1984. 54 p.
Educational program on seat belt safety for high school students. Includes reference manual, activity sheets, and poster.

49947* They could have been saved! 1984. 4 p. (4 x 9).
Urging participation in seat belt movement. Perforated card addressed to NHTSA requests more information.

Discusses the cost of traffic accidents and urges corporate incentive programs.

Information pertaining to older people and seat belt safety.

Detailed and illustrated information on child passenger safety: why safety seats are needed, what kinds are available, how to use one properly, how to select one, where to purchase it.

Detailed information on seat belts with illustrations and photographs. Booklet includes: crash dynamics, how to protect occupants, effectiveness of seat belts, child passenger safety, and "spreading the word".

History of seat belts beginning with Isaac Newton's laws of motion - crash dynamics, safest place in a crash, how seat belts work, and general facts.

49587* Get it together! Preserve productivity! Save money! Build your image! 1982. 8 p. (4 x 10 1/2).
Targeted toward business executives to urge development of corporate seat belt incentive programs.

49360 Myths and facts about child car safety. 1982. 2 p. color. (5 x 7).
Myth/fact presentation of child passenger safety issue.

49365 Rediscover the safety belt. 1982. 10 p.
Looseleaf folder including: national statistics, NHTSA's National Seat Belt Program, seat belt myths, how seat belts work, policy statements, and seat belt incentive/awareness programs.

Seat belt fact sheet presenting: the facts, seat belt effectiveness, crash dynamics, the myths, how seat belts work, and types of child safety seats.

Comic book featuring Bat Man.

44435 Child restraint systems for your automobile. 1980. 2 p. (3 3/4 x 9).
Illustrated information on safety seats: why they are needed, what kinds are available, how to select one, where to purchase it, and how to install.

Illustrated information on passive restraints (automatic belts and air bags). Answers to commonly asked questions.

General information on child passenger safety with illustrations of approved seats. Space available for local groups to print purchase information for their vicinity.

44087 How to help kids ride safe. 1979. 8 p. (4 x 9).
General information on child passenger safety. Encourages community involvement.

37405 Encouraging employees to use safety belts. 1977. 30 p. (6 x 9).
Targeted to business/industry. Provides guidelines for structuring a seat belt education/incentive program.

38577 How many of these fairy tales have you been told? 1977. 8 p. (3 1/2 x 9).
Fairy tale characters give their excuses for not wearing seat belts.

Designed for teachers (grades K-6) to educated students on the importance of seat belts. Provides background information for teacher and 20 activities for students.

38855 Automobile passive restraint systems. What they mean to you. 1977. 16 p. (4 x 8 1/2).
Presentation of passive restraint issue (automatic belts and air bags). Answers common questions and explains how passive systems work.

44176 Physics and automobile safety belts. 1977. 73 p. (6 x 9).
Designed to teach students about seat belt safety. Contains a collection of problems and experiments using major physical concepts - velocity, acceleration, momentum, impulse, force, torque, energy, and stress and strain - related to seat belt usage.

Print Ads
49951-49953* Your life is in your hands. (1983). black & white. Series of three ads using boy, police officer, and teacher to promote seat belt use.

Posters
75456* My kingdom for a safety belt. 1982. color. Features comic strip character "Id."
75235* Don't be a tough act to follow...Fasten your seatbelt. 1982. 1 p. color. (16 x 22). General seat belt safety.
75237* Make it click. I want you to buckle up. 1982. 1 p. color. (17 x 20). Uncle Sam encourages seat belt use.
49962* Emergency medical services carried through our doors are the best reasons for wearing safety belts and avoiding alcohol or drug-impaired driving. (1983). color. (17 x 20). Illustration of ambulance at hospital emergency room.
49359 Safer than a mother's arms...a safety seat...the only secure place for a child in a car. 1982. 1 p. color. (17 x 20). Photograph of mother with child in car seat.

Script

Catalog
49547* A guide to the occupant restraint films. 1982. 9 p.

Promotional Gimmicks
75231* Buckle up. 1984. Lapel button.
National Passenger Safety Association, Washington, D.C.

**Pamphlets**
- **75698** Child safety seat shopping guide - 1986. 1986. 4 p. List of approved car seats with comments on each; discussion of various types of safety seats.
- **75710** Safety belt information speaker's kit. 1985. 75 p. approx. Sponsored by MVMA. Looseleaf folder including brochures, newsletters, fact sheets, sample speech, and statistics for promoting seat belt and child restraint use.

National Passenger Safety Association  SEE ALSO  National Child Passenger Safety Association

National Safety Council, Broward Chapter, Ft. Lauderdale, Fla.

**Pamphlet**
- **49663** Secure your child's future! 1982. 8 p. (4 x 9). (Co-produced by Dade County Citizens Safety Council, Miami.) Answers to common questions regarding child passenger safety. Also provides shopping guide.

National Safety Council, Chicago, Ill.

**Pamphlets**
- **75661** Stay alive and stay well. 1983. 9 p. General discussion of safety belts; includes pledge card.
- **49434** Make it click! (The national survivor story file...share the good news.) 1981. 2 p. black & white. Questions and answers on NSC's National Survivor Story File. Reverse side provides form to describe crash and survivors.
- **49550** Make it click. 101 most critical days. 1981. 6 p. (3 3/4 x 8 1/2). General information on seat belt safety and 101 critical days (May 29 - September 6). Explains Make It Click campaign and provides a perforated card which can be returned to NSC for more information.
- **49551** Make it click. 101 most critical days. 1981. Looseleaf folder providing general information on seat belt safety and the Make It Click program including: highlight activities, campaign activities, generating community support, and support materials.
- **39289** Some are...some aren't. Make sure your passengers are...childsafe. 1979. 6 p. (3 3/4 x 8 1/2). Illustrated information on child passenger safety.

**Print Ads**
- **39231-39235** Safety belts, when you think about it, it's a nice way to say I love you. 1973. 1 p. black & white. Co-produced by Advertising Council. Series of five different print ads urging the use of safety belts.

**Posters**
- **44496** You may live...but life will be different. Wear safety belts. (1980). 1 p. color. (17 x 23).
Illustration of front interior of automobile after a crash with cracked windshield and bent steering wheel.


44498* Town or country - always use your safety belts. (1980). 1 p. color. (17 x 22).
Illustration of tractor-trailer on roadway. (NOTE: driver is not wearing a seat belt.)

Cartoon illustration of hands buckling shoulder/lap belt.

Blueprint type illustration of driver in automobile with seat belt fastened.

49203 Some are...some aren't...make sure your passengers are child safe. (1980). 1 p. color. (17 x 23).
Childsafe logo.

39263* You can't be recycled. Buckle up! (1978). 1 p. color. (8 1/2 x 11).
Illustration of hands buckling shoulder/lap belt.

**Bumper Sticker**


**Promotional Gimmicks**


Nebraska Highway Safety Program, Lincoln

**Pamphlet**

38986* Safety belts work - if you use them. 1977. 2 p. Black & white. (3 1/2 x 8 1/2).
Brief information on seat belt safety.

**Print Ads**

Series of five print ads appealing to parents, grandparents, and parents-to-be to use child safety seats.

Nebraska Women for Highway Safety

**Pamphlet**

39454 Fragile cargo...pack safely! 1979. 2 p. (3 3/4 x 8 1/2).
Questions and answers on child passenger safety including safety tips.

Nevada Office of Traffic Safety, Carson City

**Print Ads**

39117* Traffic accidents have killed more people than all wars combined. Sober up. Buckle up. Slow up. 1978. 1 p. black & white. (5 1/2 x 18).
Photograph of war memorial (soldiers raising flag.)

39208* Breakfast in bed is a lousy way to spend the holiday. Slow up. Sober up. Buckle up. 1978. 1 p. black & white. (8 1/2 x 11).
Photograph of woman in hospital bed.

39209* Don't be a turkey behind the wheel. Slow up. Buckle up. Sober up. 1978. 1 p. black & white. (8 1/2 x 11).
Cartoon illustration of turkey driving automobile with back seat filled with empty beer cans.

New Hampshire Child Passenger Safety Program, Hanover

Pamphlets

  Brief descriptions of booster seats, including illustrations of different types.

- 75247 Fact sheet on auto booster seats. 1984. 2 p. (8 1/2 x 11).
  Information on different types of booster seats.

- 49820* Attitude...myth...question. 1982. 16 p. (Series of 2-page leaflets.) Color. (4 x 9).
  Deals with the attitudes and myths surrounding seat belt safety.

- 49821 12 young lives. A case by case synopsis of 12 child passenger deaths reported by the Tennessee Highway Patrol.
  Twelve cases of automobile crashes in which unrestrained children were killed or seriously injured.

  Quiz and answers on child passenger safety. Includes a shopping guide, tips on how to select a seat, and illustrations and descriptions of seat types (Infant, shield, toddler, harness).

Poster

  Wanted poster - photograph of child in car seat.

New Hampshire Division of Public Health Services, Concord

Pamphlet

- 75658* Don't forget, you're buckling up for two now. Aug 1985. 6 p.
  Discussion of seat belt use during pregnancy.

New Jersey Division of Motor Vehicles, Trenton

Pamphlets

- 49793 Do you care enough...to protect your baby in the car?[1981]. 3 p. (3 1/2 x 8 1/2). (Co-produced by New Jersey Hospital Association.)
  Brief information on child passenger safety with illustrations of seat types (Infant, convertible, toddler).

- 49917 Le importasuficiente a ud...proteger a su nene en el carro?[Do you care enough...to protect your baby in the car?][1981]. 3 p. (3 1/2 x 8 1/2). (Co-produced by New Jersey Hospital Association.)
  Spanish version of 49793.
New South Wales Department of Motor Transport, Sydney (Australia)

**Pamphlets**
  Fact sheet on child passenger safety.

**Posters**
  39393 He's been on the wrong side of the law since he was four.
  39394 He'd face death to see more of the world.
  39395 Has the novelty worn off your child yet?
  39396 Children should be kept firmly in their place.
  Photograph of mother holding baby on lap in car.

New York State Department of Motor Vehicles, Albany

**Pamphlets**
  Discusses belt use law.
- 75286* Coming in November - important information about New York State's new seat belt law! 1984. 1 p. (5 1/2 x 8 1/2).
  Briefly outlines provisions of mandatory seat belt law.
  **NOTE:** The following six items are envelope stuffers (3 1/4 x 5 1/2) providing brief information on child passenger and seat belt safety.
- 38597* Safety is a snap. Safety belts save lives. 1977. 1 p.
- 38599* Use safety belts on short everyday trips too. 1976. 2 p.
- 39408 Buckle up baby too. 1974. 2 p. (3 1/4 x 5 1/2).
  Stuffer - brief information on child passenger safety.
- 39435 Your child's safety is your responsibility. 1971. 1 p.

**Posters**
- 38598* Safety is a snap. Safety belts save lives. 1977. 1 p.
  color. (11 x 17).
  Illustration of faceless family encircled by seat belt.
- 38600* Use safety belts on short everyday trips, too. 1976. 1 p.
  color. (11 x 17).
  Illustration of seat belt winding through neighborhood.
  color. (11 x 17).
  Illustration of magician.

New York State Governor's Traffic Safety Committee, Albany

**Pamphlets**
- 75468* Get into the seat belt habit for you...and those you protect. Nov 1984. 4 p.
  Discusses adult and child restraint use laws and police enforcement of laws.
Describes new law and the penalties for not wearing belts.

75283* New York State safety belt law. Sept 1984. 4 p. (5 1/2 x 8 1/2).
Briefly outlines provisions of seat belt law.

Describes belt use legislation; need for such legislation; and penalties for its violation.

Outlines accepted medical exemptions.

75284* Oh, I know I should but, well.... 1983. 12 p. (4 3/4 x 9).
Illustrated characters give their excuses for not wearing seat belts.

49655 Buckle up baby. It's more than just a great idea---it's the law! April 1982. 2 p. (3 1/2 x 8 1/2).
Stuffer - brief information on child passenger safety.

49937 Asegure al bebe. Como escoger un cargador infantil para el auto o un asiento de seguridad automovilística para bebes y ninos. [Buckle up baby. How to choose an infant car carrier or car safety seat for infants and toddlers.] Feb 1981. 4 p. (3 3/4 x 8 1/2).
Provides brief information on child passenger safety. (Spanish version of 49657).

49938 Por que debe usted asegurar a sus bebes y ninos en el automovil? [Why you should buckle up infants and children.] Feb 1981. 2 p. (3 1/2 x 1/2).
Stuffer - Brief information on child passenger safety. (Spanish version of 49656).

49656 Why you should buckle up infants and toddlers. June 1980. 2 p. (3 1/2 x 8 1/2).
Brief information on child passenger safety.

49657 Buckle up baby. How to choose an infant car carrier or car safety seat for infants and toddlers. June 1980. 3 p. (3 3/4 x 8 1/2).
Brief information on child passenger safety.

44088 Fact sheet on infant and child safety restraints. 1979. 1 p. (8 1/2 x 11). (Produced by H.S.R.C.)
Shopping guide. Lists manufacturer, height/weight range, price, where to purchase. (NOTE: list is outdated).

39410* Safety is a snap. 1977. 2 p. (3 3/4 x 8 1/2).
Myth/fact presentation of seat belt safety.

Posters
75160 Buckle up baby. Now this is more than just a great idea...it's the law. (1983). color. (17 x 22).
Photograph of child in car seat.

75161 Buckle up baby. This is the right way for small children to ride. It's safer and they behave better. (1983). color. (17 x 22).
Photograph of child in car seat.

Bumper Sticker
75299* Buckle up. 1984. color.
Promotional Gimmick

New York State Medical Society, Lake Success
News Release
75471* Medical Society reports finding no medical reasons for seat belt exemptions. 5 April 1985. 2 p.

North Carolina Governor's Highway Safety Program, Raleigh
Pamphlets
49319 It's your child's life...but it's your decision. 1984. 8 p. (4 x 9). (Co-produced by H.S.R.C.) Detailed information on child passenger safety with photographs and illustrations. Includes descriptions of seat types (infant, convertible, toddler, booster), and approved manufacturers' seats.
49925 It's a child's life...but it's your decision. 1981. 75 p. approx. (Co-produced by Highway Safety Research Center, Chapel Hill, N.C.) Looseleaf folder containing information on child passenger safety.
39211* How many of these fairy tales have you been told? (1978). 8 p. (4 x 9). Fairy tale characters tell their excuses for not wearing seat belts.

Posters (Series co-produced by H.S.R.C.)
49318 Buckle up! 1981. 4 p. black & white. (Photograph of child restraint display.)

Print Ad
44143 It's your decision...it's your child's life. (1979). 1 p. black & white. Illustration of Santa Claus with elf in car seat.

Bumper Sticker
44128 It's your child's life...but it's your decision. (1979). color.
Promotional Gimmicks


44162* Safety belt use required in this vehicle. (1979). (Dashboard sticker.)

North Dakota State Department of Health, Bismarck

Pamphlets


49315 North Dakota child restraint program - how can we help? 1981. 1 p. (8 1/2 x 11). Tips to individuals and community groups on how to encourage and promote child passenger safety.

Posters


49312 Stop the killer! Keep us alive...when you drive. Protect your child with a crash-tested child safety seat. 1981. 1 p. black & white. (17 x 22). Photograph of baby in infant seat.

Promotional Gimmicks

75023* Buckle up Bismarck. (1983). Note: Lapel button.

49316 Automobile accidents are the number one killer of children. Protect your child with a crash-tested child restraint. 1981. (Litter bag.)

49317 Accidents are the number one killer of children. Protect your child with a properly installed crash-tested child restraint. 1981. 1 p. (Restaurant placemat.)

Northwestern University, Traffic Institute, Evanston, Ill.

Promotional Gimmick

75281* Northwestern University's Traffic Institute wants you to be safe....Please buckle up! 1984. Litter bag.

Oakland County Child Passenger Safety Project, Pontiac, Mi.

Pamphlet


Poster

Illustrations of infant and toddler in car seats.

Ohio Department of Highway Safety, Columbus

Pamphlets

General information on car seats; includes shopping guide, illustrations, and explanation of state law.

49545* "I never unbuckled a dead person." 1982. 2 p. Color. (3 1/2 x 6). (Co-produced by Ohio Insurance Institute, Columbus and NHTSA.)
Stuffer - facts about seat belts.

49342 Security is a...KISS (Kids in Safe Seats). 1981. 2 p.
Color. (3 1/2 x 8 1/2).
Stuffer - brief information on child passenger safety and Project KISS.

49343 A family shopping guide to infant/child automobile restraints. 1981. 2 p. (8 1/2 x 11).
American Academy of Pediatrics shopping guide with Ohio Project KISS contact information.

44271 They're your responsibility; what you should know about child restraints. 1979. 2 p. (3 1/2 x 8 1/2).
General information on child passenger safety including illustrations of seat types (infant, toddler, shield, harness).

Poster

75735* Big or small, protect them all. Oct 1985. color. 20x30.
Illustrations of people of various ages and sizes in restraints. Includes illustration of pregnant woman.

49340 Security is a...KISS (Kids in Safe Seats). 1981. 1 p.
Color. (18 x 29).
Illustration of mother with infant in safety seat.

Promotional Gimmick

49341 Project KISS (Kids in Safe Seats). 1981. (Dashboard sticker.)

Oklahoma Highway Safety Office, Oklahoma City

Pamphlets


Seat belt "tickets" designed to be distributed to parents violating Oklahoma child passenger safety law. Provides brief information on child passenger safety and the Oklahoma law.

Same as 75091.


There are better ways to protect your child in case of accident... (1980). 2 p. Color. (4 3/4 x 9). General information on child passenger safety including manufacturers' guide.


How to choose your child's auto restraint system. (1977). 6 p. (3 1/2 x 8 1/2). General information on child passenger safety with photographs.

Buckle up your baby. It's the law! Nov 1983. color.


There's a lot of good reasons to buckle up... Here's mine! (1980). 1 p. black & white. (5 x 8). Photograph of mother and daughter in car seat.


Cartoon illustration of Agent Clickle.

Promotional Gimmick

Kit of information designed for children. Includes letter from Agent Clickle, buckle up pledge, membership card, Agent Clickle sticker and poster.

Ontario Ministry of Transportation and Communications, Downsview (Canada)

Pamphlets

49949* What you should know about seat belts. Feb 1984. 8 p. (3 1/2 x 8 1/2).
Information with questions and answers on seat belt safety. Also provides information on child passenger protection legislation.

Illustrated information on child passenger safety and safety belts.

Information on Ontario's child passenger protection legislation. Text in English and French.

Information on child passenger safety with photographs and illustrations. Also discusses seat belts during pregnancy.

49779 Seat belt comic. Featuring the fairy Carfather at the races. 1980. 8 p. Color. (8 1/2 x 11).
Fairy Carfather teaches children about seat belt safety.

38921* Even around the block...seat belts save lives. (1977). 6 p. (3 1/2 x 8 1/2).
General information on seat belt safety.

Questions and answers on seat belt legislation, information on crash dynamics and child passenger safety.

Posters


Ontario Safety League, Toronto (Canada)

Pamphlets

49654 Buckle up baby. 1982. 4 p. (3 1/2 x 8 1/2).
Brief information on child passenger safety and loaner programs; how loan program works and how to start one.

49139 Fragile cargo. 1978. 4 p. (3 3/4 x 8).
Questions and answers on child passenger safety.

Ontario Trucking Association, Rexdale (Canada)

Pamphlet
Explanation of Mobile Billboard safety campaign.

Orleans Parish Coroner's Office, New Orleans, La.

Pamphlet
49800 Love your kiddies - buckle 'em up. [1981]. 8 p. (4 x 9).
General information on child passenger safety including illustrations and descriptions of seat types (infant, toddler, shield, harness).


Pamphlet
Brief information on child passenger safety with illustrations of seat types.

Pennsylvania Governor's Traffic Safety Council, Harrisburg

Pamphlet
General information on child passenger safety including photographs and descriptions of seat types.

Print Ads
49789* Our car flipped four times, but bruises were our only injuries. We were wearing our seat belts. 1982. 1 p. black & white. (5 x 8).
Testimonial from seat belt survivors.
39364 Ask the experts. (1979). 1 p. black & white. (5 x 8).
Quotes on child passenger safety with coupon to send for additional information.
Physician's prescription for safety seats.
39191-39192* [Driving tips]. 1978. 1 p. black & white.
Two similar ads promoting seat belt use, 55 mph, and sober driving.
39193-39195* Have you ever told these fairy tales? (1978). 1 p. black & white. (8 1/2 x 11).
Series of three print ads in which fairy tale characters give their excuses for not wearing seat belts.

Posters
Designed to advertise loan program. Space provided for sponsoring organization information.
39431 I'm not going anywhere until you buckle me up! (1979). 1 p. color. (11 x 17).
Photograph of child.

Promotional Gimmicks
49604 Kids in safety seats. 1982. 2 p. (Tent card.)
39363 Buckle up baby. (1979). (Tent card.)
Peterson, Howell and Heather, Baltimore, Md.

Editorial

Discusses business/corporate responsibilities to protect employees with seat belt policies, costs of traffic accidents, and management's role.

Bumper Sticker


Philadelphia Department of Public Health, Pa.

Pamphlet

49723 Buckle up baby! 1982. 2 p. (5 1/2 x 8 1/2).
Brief facts on child passenger safety.

Posters

49724 What can happen to a child held in your arms? This. Buckle up baby! 1982. 1 p. black & white. (8 1/2 x 11).
Still frame photographs from film, "Children and Infants in Car Crashes".
49725 Buckle up baby! Like this.... 1982. 1 p. black & white. (8 1/2 x 11).
Seven step-by-step instructions to buckling up baby.
49726 Buckle up baby. For as little as $10.00, you can rent an infant safety seat. 1982. 1 p. black & white. (12 x 18).
Designed to advertise loan program. Space provided for sponsoring organization to print contact information.


Pamphlets

49335* Check list for traffic survival. 1981. 4 p. (4 x 9).
Tips on how to survive traffic as a driver and passenger. Recommends fastening seat belts and use of child restraints.

Bumper Sticker


Physicians for Automotive Safety, Irvington, N.J.

Pamphlets

(Detailed information on child passenger safety with photographs, list of approved seats, and illustrations and descriptions of seat types.)
30337 Automotive baby care for the first ride home and every ride thereafter. 1974. 4 p. (5 1/2 x 8 1/2).
Brief information on child passenger safety including list of infant/child restraints. (NOTE: list is outdated).

Pride-Trimble Corporation, Southern Pines, N.C.

Pamphlets

Manufacturer's instruction manual for Pride-Ride auto restraint system.

49992 For your most precious cargo.... All about children's car seats. (1983). 8 p. Color. (3 1/2 x 8 1/2).
General information on child passenger safety. Photographs and information on manufacturer's Pride-Ride system.

Primary Children's Medical Centre, Salt Lake City, Utah

Pamphlet
39473 I love you and depend on you to...protect and safeguard my life. (1979). 2 p. (3 3/4 x 8 1/2).
General information on child passenger protection with illustrations of restraint types (infant seat, shield, toddler seat, harness, lap belt, lap/shoulder belt). Also provides list of approved seats and manufacturers (NOTE: list is outdated).

Project Safe-Child, Washington, D.C.

Pamphlet
Detailed, illustrated information on child passenger protection including illustrations and descriptions of seat types (infant, convertible, toddler, booster), information on how to choose a seat, how to install it, and general questions and answers.

Poster
49973 It's the law! (Our kids can live with). 1982. color. (17 x 22).
Promotional for Washington, D.C. child passenger protection law with local contact information provided.

Project S.I.T., Safety-In-Transit, San Mateo, Calif.

Pamphlet
44409 Safety-In-Transit: a consumer's guide to safe auto restraints for children - birth to age five. 1980. 8 p. (5 3/4 x 8 1/2). (Co-produced by San Mateo County Public Health Division, Calif.)
General information on child passenger safety including illustrated shopping guide.

Puerto Rico Banco Gubernamental de Fomento, San Juan

Bumper Sticker

Puerto Rico Commission for Transit Safety, San Juan

Pamphlet
Myth/fact presentation of seat belt safety. Text in Spanish.

**Poster**
75671* Amarrate a la vida. Usa el cinturon. 1985. color.
Encourages seat belt use.

**Bumper Sticker**
75670* Amarrate a la vida. Usa el cinturon. 1985. color.

Quebec Ministere des Transports, Montreal (Canada)

**Pamphlet**
(3 1/2 x 6 1/2).
General information on Quebec seat belt law. Text in French.

Questor Juvenile Furniture Company, Piqua, Ohio

**Pamphlet**
75270 Britax handicapped child safety seat. 1982. 3 p. (8 1/2 x 11).
Manufacturers advertisement on special seat for handicapped child.

49653 Kantwet One Step...instructions. 1983. 18 p. (4 x 8).
Manufacturer's instruction manual for Kantwet One Step.

Instructor's guide to Safe Passage slide/tape show. Includes suggestions for use of Safe Passage, detailed information on key issues, guide for conducting demonstrations, script for slide/tape show, and resource and references.

Step-by-step suggestions on how to develop a car seat loan/sell program.

Suggestions/recommendations to hospitals on how to encourage and promote child passenger safety.

**Poster**
49764 Protect your baby in the car. 1983. 1 p. color. (14 x 18).
Do and don't illustrations on how to protect child passengers before and after birth, and how to make baby comfortable.

Rehabilitation Institute of Chicago, Ill. (See Illinois DOT.)

Rhode Island Governor's Highway Safety Office, Providence

**Pamphlet**
75696* Seat belts can protect you from a deadly weapon. 1985. 6 p.
Discussion of what can happen if you don't use your seat belt.

60

Poster 44374 Don't kid around. 1980. 1 p. color. (Co-produced by Rhode Island State Department of Health.)

Promotional Gimmick 75697* Get in the seat belt habit. 1985. Small sticker.


75277 Special rules for car pools. 1983. 4 p. (5 1/2 x 8 1/2). Information to parents in carpools about child passenger safety.

Poster 75647 Car seat growth chart. 1986. color. Wall poster showing progression of children through various child restraint types.


Rupert Industries, Wheeling, Ill.

**Pamphlets**

Two manufacturer's brochure for E-Z-ON Vest.

Safe Ride for Every Child, Newton Highlands, Mass.

**Pamphlet**

49741 Grandparents: your help is needed! 1982. 1 p. (8 1/2 x 11).
General information on child passenger safety. Targeted towards grandparents.

**Posters**


49745 Protect that which is most precious! Buckle them up! 1982. 1 p. color. (8 1/2 x 11).
Illustration of parent buckling up child.

Five points to insure child passenger safety.

49748 Car seat recycling program. 1982. 1 p. black & white. (8 1/2 x 11).
Information on local recycling program.

List of services/materials available to promote child passenger safety.

**Bumper Sticker**


San Bernadino County Department of Public Health, Calif.

**Pamphlet**

49927 California law now requires car seats for children. 1982. 4 p. (5 1/2 x 8 1/2).
Explanation of California child passenger protection law. Questions and answers on child passenger safety including illustrations of seat types.

San Joaquin Valley Health Consortium, Fresno, Calif.

**Posters**

49943 There's no excuse! Buckle up kids! 1983. 1 p. color. (11 x 17).
Facts on safety seats and seat belts.

49944 Buckle up! You win! Contest. 1983. 1 p. color. (8 1/2 x 11).
Poster promoting Fresno-Clovis area seat belt contest.

**Bumper Sticker**

49942 Buckle up kids. 1983.

**Promotional Gimmicks**

49940 Buckle up kids. 1983. (Stickers.)
49941 Buckle up kids. 1983. (Balloon.)
Santa Fe Mayor's Office, Seat Belts Pay Off Committee, N.M.

Pamphlet
75296* The Santa Fe safety belt challenge. 1984. 6 p. (3 1/2 x 8 1/2).
Mayor of Santa Fe challenges cities with populations over 15,000 to increase seat belt use.

Saskatchewan Department of Highways and Transportation, Regina (Canada)

Pamphlets
Information on how to protect the whole family. Includes illustrations and photographs of restraint systems.

49515* Seat belts work... 1981. 13 p. Color. (4 x 9).
General information on seat belt safety including Saskatchewan seat belt law, the human collision, enforcement, child restraints, and questions and answers.

49516* Saskatchewan's seat belt law and the delivery person. Color. (4 x 9).
Explains Saskatchewan seat belt law and exemptions for delivery person. 1981. 3 p.

39471* Seat belt survivors club, membership application. (1979). 2 p. (3 1/2 x 8 1/2).
Membership application to seat belt survivor club. Self-mailer provides space for survivor to explain accident details.

39474* Seat belt survivors club member testimonials. 1979. 28 p. (6 x 9).
Collection of Canadian survivor stories.

Information and illustrations of the human collision, how to properly wear seat belts and seat belt advantages.

Provides information from a medical point of view on the human collision; violent impact, head injuries, and making repairs.

General article on seat belt safety.

38639* The belt...the law...and you! (1977). 8 p. (3 3/4 x 8 1/2).
Questions and answers on seat belt safety and Saskatchewan's seat belt law.


Detailed information on seat belt safety including accident photographs, seat belt myths, child restraints, and seat belt laws.
Bumper Stickers
39472* Seat belts work; please join us. (1979). 1 p. color.

Posters
Three posters illustrating tether installation in sedan, pick-us, and station wagons.
49521 Child restraints are designed to meet specific physical needs. (1981). 1 p. black & white. (19 x 25).
Points out that a child's physical structure needs special protection.

Promotional Gimmicks
38645* Seat belt survivors club. (1977). (Membership certificate.)
38646* Seat belt survivors club. (1977). 1 p. color. (Dashboard sticker and membership card.)
38648* Keep on trucking. Seat belts work. (1977). (Litter bag.)

Seattle-King County Public Health Department, Wash.
Pamphlet
49792 Buckle baby first! Love needs restraint. Sept 1981. 5 p. (3 1/2 x 8 1/2).
Information on car seat education and loan program.

Society of Automotive Engineers, Warrendale, Pa.
Pamphlet
49646* "Getting it together" could save your life and the life of those you love. Oct 1982. 4 p. (5 1/2 x 8 1/2).
General information on seat belt safety.

Poster
75295* Seat belts are for everyday. 1984. 1 p. color. (11 x 17).
Illustration of restrained mother and child in car seat.

Promotional Gimmicks
75293* Please use your seat belt. 1984. color. Window sticker.

South Carolina Department of Health and Environmental Control, Columbia
Pamphlet
49921 South Carolina child safety seat project. [1982]. 3 p. (4 1/4 x 5 1/2).
Brief information on child passenger safety and explanation of South Carolina's child safety seat project.

Poster
49920 Security is more than a Teddy Bear. Safety seats save kids! [1982]. 1 p. color. (11 x 17).
Photograph of child in safety seat holding teddy bear.

Promotional Gimmicks
49923 Security is a safety seat. [1982]. (Co-produced by South Carolina Highway Safety Program, Columbia.)
Promotional Gimmick
49922 [Teddy Bear sticker.] [1982].

South Dakota Department of Public Safety, Pierre
Pamphlets
38707* Do you love them enough? (1976). 6 p. (3 3/4 x 8 1/2).
Appeal to obey all traffic laws and drive carefully. Urges use of seat belts.
General information on seat belt safety.

Stop Needless Automobile Peril, Corinth, Miss.
Promotional Gimmick

Strolee of California, Compton
Pamphlet
Manufacturer's brochure.

Poster
49931 It's a law I can live with. 1982. 1 p. color. (9 1/2 x 20).
Photograph of child in Strolee car seat.

Suffolk County Executive's Office, Hauppauge, N.Y.
Pamphlet
75278* Get it together, Suffolk....Buckle up! It's the law! Aug 1984. 6 p.

Tennessee Child Passenger Safety Program, Knoxville
Pamphlets
General information on child passenger safety including illustrations and descriptions of seat types.
Color. (4 x 9).
Question and answers on child passenger safety. Photograph of Tennessee Governor and wife securing newborn son in car seat. Also includes survivor stories.
39440 Life ends here for 1,000 kids. (1979). 1 p. (4 1/2 x 8 1/4).
Photograph sequence of father and daughter getting into car. Father briefly discusses child passenger safety.
5 p. (8 1/2 x 11).
Information to parents on what to look for when purchasing, installing, and using safety seats. Includes illustrations and descriptions of seat types.
Directed toward law enforcement officers explaining child passenger safety and Tennessee child passenger safety program.

38989 For Pete's sake! (1977). 22 p. (7 x 8 1/2). (Produced by Tennessee University, Knoxville, Transportation Center).
Storybook for children about Pete the raccoon who learns about how animals and humans protect their babies.

Posters
Photograph of little girl in car seat.
Cartoon illustration explains crash dynamics.
75164* Safety belts will protect you and your unborn child. You are buckling up for two now! (1983). color. (18 x 24).
Illustration of pregnant woman wearing seat belt.

Bumper Stickers
49597 For kid's safe. Child safety seats are Tennessee law. 1982.
39442 Protect children in cars...love buckle...make it click. (1979). color.

Promotional Gimmicks
49594 Keep safe - buckle up. 1982. (Lapel pin.)
49595 The only secure place. 1982. (Balloon.)

Tennessee Department of Agriculture, Nashville

Pamphlet
Explanation of Tennessee child passenger protection law. Includes lists and illustrations of approved seats.

Texas Department of Health, Austin
All materials co-produced by the Safe Riders Program, Tex.

Pamphlets
Briefly illustrates people using seat belts and car seats, pregnant women, infants, older children.
75518* Es la ley en Tejas que usted proteja a sus ninos? Sept 1984. 6 p.
Spanish version of 75517.

Bumper Stickers
75514 Please buckle me in! 1985. color. 3x11 1/2.
75515 Asegurame por favor! 1985. color. 3x11 1/2. Spanish version of 75514.
Texas Department of Public Safety, Austin

Pamphlet

49582* Make the connection. 1982. 2 p. (3 1/2 x 8 1/4).
Character Trooper Taylor answers questions on seat belt safety.

Texas Governor's Office of Traffic Safety, Austin

Pamphlets

39241* Facts from a pro on driving to survive. (1979). 1 p. (4 x 10 1/2).
Questions from Texans on seat belts and pregnancy, highway fatalities, and 55 mph speed limit.

44307 Kids 'n' cars...riding safe. (1979). 4 p. Color. (5 1/2 x 8 1/2).
General information on child passenger safety including illustrations of seat types (infant, toddler).

49918 Los ninos y los carros...paseos sin peligro. [Kids 'n' cars...riding safe.] (1979). 4 p. Color. (5 1/2 x 8 1/2).
Spanish version of 44307.

Print Ads

39463* Slack seat belts (1) mean light (2) does not come on to awaken rooster (3), thus encouraging fox (4) to tiptoe toward hen house... (1979). 1 p. black & white. (8 1/2 x 7).
Eleven step cartoon to remind driver to buckle seat belt.

38976* This couple is about to see something they've never seen before. (1977). 1 p. black & white. (8 1/2 x 11).
Ad on DUI promoting seat belt use.

38977* Being wrong now may keep you from being dead wrong later. (1977). 1 p. black & white. (8 1/2 x 11).
Nine multiple choice questions on safe driving including seat belt use.

35305* What are the facts on holiday driving hazards? (1976). 1 p. black & white. (8 1/2 x 11).
Questions and answers on safe driving including seat belt use.

Maze cartoon with tips for safe driving including seat belt use.

38710* Drive friendlier! (1976). 1 p. black & white. (8 1/2 x 11).
Texas Labor Day statistics, urges seat belt use.

Child in lap/shoulder belt.

Encourages seat belt use on Fourth of July.
Promotional Gimmick
44308 Kids 'n' cars...riding safe. (1979). (Tent card.) (Co-produced by Midland College, Texas.)

Texas Safety Association, Austin
Pamphlets
75524 When a little one is on the road, the safest place is in...a child safety seat or safety belt - not in an adult's arms. 1985. 8 p.
General information on car seats and Texas child restraint law.

75525* Your best connection around town or around the state is just waiting to be used. All you have to do is...buckle up. 1985. 8 p.
General information on seat belt safety and Texas seat belt law.

Posters
49813 Your child should travel with safety and love. 1981. 1 p. color. (14 x 17). (Co-produced by Texas Medical Association Auxiliary, Austin and Texas State Department of Highways and Public Transportation, Austin.) Advertisement for education program on safety seats. Space provided for sponsoring organization to print name, date, time, location.

49814 Your child should travel with safety and love. 1981. 1 p. color. (14 x 17). (Co-produced by Texas Medical Association Auxiliary, Austin and Texas State Department of Highways and Public Transportation, Austin.) Illustrations of toddler and infant in safety seats.

Promotional Gimmick
49815 You don't need a...crystal ball to see that your baby will travel safer in a...safety seat. [1981]. (Restaurant table tent card.)

Texas State Department of Highways and Public Transportation, Austin
Pamphlets
Looseleaf folder containing posters, quiz sheets, bumper stickers, and restaurant game card.

49818 Before you leave the hospital... [1980]. 2 p. Color. (5 x 7).
Directions for using "prescribed" safety seat. Reverse side is an immunization record.

49819 Antes de salir del hospital... [Before you leave the hospital...] [1980]. 2 p. Color. (5 x 7).
Spanish version of 49818.

Posters
49956* Before you hit the road...reach for it! Buckle up for safety. (1983). color. (19 x 29).
Photograph of Dallas Cowboy Tony Dorsett.

49816 A prescription for life...invest in a child restraint device. 1981. 1 p. black & white. (17 x 22).
Illustration of baby in car seat.
Because you care...invest in a child restraint device. [1980]. 1 p. color. (17 x 22). Illustration of child in car seat.

Texas Traffic Safety Program, Austin

**Bumper Sticker**
75512* Thumbs up to safe drivers. 1985. color.

**Pamphlet**

Texas University, San Antonio, Health Science Center

**Pamphlet**

Traffic Safety Association of Michigan, Detroit

**Pamphlet**

75353 Seat belts...one key to increased profits. 1984. 6 p. Aimed to encouraging companies to establish safety belt use policies.

**Posters**

75297* Say yes to seat belts. 1984. color. (11 1/2 x 17).

49844* Get it together (buckle up). 1982. 1 p. color. (22 x 34).

**Bumper Stickers**
49568* Say yes to seat belts. 1982.

49569* We need you...buckle up! 1982.

**Promotional Gimmick**
75654* Buckle up, Michigan. It's the law. 1985. Table tent card.

49570* Say yes to seat belts. 1982. (Lapel pin.)


**Pamphlet**
75727* Buckle up. 15 Jan 1986. 4 p. Advertising supplement from USA Today discussing seat belt use laws. Includes review of state activities, analysis of injury patterns, and public opinion results.

75650 Buckle up. 1985. 4 p. Explains need for restraint use laws.

Transportation Department, Washington, D.C.

**Pamphlet**

Looseleaf folder containing information on child passenger safety including manufacturers' brochures, posters, fact book, and press releases.

**Poster**

General belt use poster.

**Bumper Sticker**

49581* Get it together. 1981.

United Services Automobile Association, San Antonio, Tex.

**Pamphlets**

Describes CARS (Community for Automobile Responsibility and Safety) program.

Pledge card for CEO Seat Belt Challenge. Perforated stub for prize drawings.

75171* Perspectives on making cars safer. 1982. 7 p. (8 1/2 x 11).
Reprint of Aide magazine. Includes two articles on seat belt and car seat safety.

**Print Ad**

General information on child passenger safety. Offers Century 200 car seat for $20.00 by returning ad coupon.

**Promotional Gimmicks**

75056* Buckle up! (1983). Note: Key tag.
75059* CARS. (1983). Note: Lapel button.
75060* Buckle up. (1983). Note: Lapel button.

Utah Department of Health, Salt Lake City

**Pamphlets**

Utah child passenger safety statistics presented in a series of six bar graphs and one map.

Co-produced by Utah Department of Public Safety, Salt Lake City.
Stuffer - explains Utah's child passenger protection law.

Utah Highway Safety Office, Salt Lake City

**Pamphlet**

39218* How many of these fairy tales have you been told? (1978). 8 p. Color. (3 1/2 x 9).
Fairy tale characters give their excuses for not wearing seat belts.

**Bumper Sticker**

Promotional Gimmick

Vermont Seatbelts Eliminate Automobile Tragedies (SEAT), Montpelier Pamphlet
Answers to 11 true/false questions on safety seats.
Includes information on how to select a seat, and illustrations and descriptions of approved seat types.

Virginia Department of Transportation Safety, Richmond Pamphlet
49749 We're not going anywhere until you buckle us up! It's the law. Sept 1982. 8 p. Color. (4 x 9).
General information on child passenger safety and Virginia child safety seat law. Also provides illustrations and descriptions of seat types.

Poster
49750 Will Walkwright wants all of his friends to be safe and happy. So always ride in your car safety seat. P.S. to parents: It's no longer just a matter of love. It's the law. 1982. 1 p. black & white. (8 1/2 x 11).
Illustration of child in safety seat.

Virginia Highway Safety Division, Richmond Pamphlets
Activity book for children designed to teach basic traffic safety including seat belt use. Features characters Will Walkwright and his dog, Safetyfirst.
Multiple choice seat belt questions determine who plays seat belt roulette.

Print Ads
38923-38924* [Seat belts]. 1977. 1 p. black & white. (8 1/2 x 11).
Two similar ads using Virginia highway death toll to promote seat belt use.

Poster
Photograph and information on convincer (sled/crash simulator).

Bumper Sticker

Virginia State Police, Richmond News Release
75452* Mandatory safety restraint policy for all Department members and employees while operating State vehicles. 8 May 1985. 2 p.
Volvo of America Corporation, Rockleigh, N.J.

**Pamphlets**

Reprint of article from Richmond, Va. Times-Dispatch promoting seat belt use.

48679* Professional opinion on a very human condition: thinking an accident can't happen to you. W. Shapiro. 1983. 4 p. (6 x 7).
Detailed information on crash dynamics and seat belt safety.

Advertisement for Volvo booster cushion.

Cartoon illustrations urging seat belt use.

Pledge card for parents to buckle up children and encourage fellow passengers to buckle up.

**Bumper Sticker**


Washington State Department of Social and Health Services, Olympia

**Posters**

75721 Spend your money wisely.... 1985. color. 12x20.
Illustration of car seat among other baby gifts.

75722 The perfect gift. 1985. color. 11x17.
Illustration of car seat wrapped as a gift.

Washington State Patrol, Olympia

**Pamphlet**

49705* Facts you should know about seatbelts. [1980]. 6 p. (3 1/2 x 8 1/2).
General information on seat belt safety. Brief information on child passenger safety including illustrations of seat types (infant, harness, shield).

Washington Traffic Safety Commission, Olympia

**Pamphlets**

Packet includes poster, color sheets, teachers guide, and storybook.

Looseleaf folder contains stickers, posters, news releases, other promotional materials on child and teen restraint use.

Looseleaf folder contains stickers, posters, and other promotional materials on child restraint use.

75605* Como ahorrar dinero y evitar problemas. 1985. 6 p.
Spanish discussion of drinking and driving, and use of seat belts and car seats.
Last year's vacation was: flurried, hurried and worried.
Tips for making vacation travel better including child and
adult restraint use and non-use of alcohol.

Series of four posters featuring school children.

Let's learn to buckle up the fun and easy way! 1982.
10 p. (3 1/4 x 8 1/2).
Explanation of Safety Belt Kits curriculum guide for
 teaching young students about seat belt safety.

Designed to teach young children about seat belt safety.

Series of posters with children's faces framed in heart.

The first ride, a safe ride. (1980). 1 p. color. (17 x
22 1/2). 2 p.


Protect your dreams. Safety belt/ child safety seat
 awareness program. School children highlight new seat belt
safety campaign. 1984. 4 p.

We love you. Buckle up! 1982. (Litter bag.)

We love you. Buckle up. 1982. (Lapel pin.)

We love you. Buckle up. 1982. (Key chain.)

Would you let your child play on the roof of a two-story

General information on child passenger safety.

Buckling Michigan's babies: the officer's guide.... June
1983. 6 p. (4 1/2 x 8 1/2). Co-produced by Washtenaw
County Sheriff's Department, Ann Arbor, Mich.

Law officer's guide to child passenger safety including
information on Michigan child passenger protection law,
suggestions for enforcement, and types of excuses and how
to respond.

Don't play the fool on April 1 (or for the rest of your
life). Buckle up. 1982. 1 p. black & white. (8 1/2 x
14). (Co-produced by Washtenaw County Child Passenger
Safety Association, Ann Arbor).
Use to promote Michigan child passenger law - effective
April 1, 1982.


Promotional Gimmick

Wellsville City Schools, Ohio
Promotional Gimmick

West Virginia Governor's Highway Safety Administration, Wheeling
Pamphlets
49727* Hold everything! Why you should use safety belts. 1982. 15 p. (Color. (5 1/2 x 8). (Produced by Channing L. Bete Company.) Cartoon illustrations provide detailed information on seat belt safety.
49728 Buckle up your kids for safety. 1982. 15 p. Color. (5 1/2 x 8). (Produced by Channing L. Bete Company.) Cartoon illustrations provide detailed information on child passenger safety.

West Virginia Highway Safety Program, Charleston
Pamphlet
39367* If you want to survive the epidemic in West Virginia and... (1979). 2 p. Color. (3 1/2 x 8 1/2). General information on seat belt safety including use of seat belts during pregnancy and child passenger restraints.

Westchester County Traffic Safety Board, Child Restraint Seat Program, White Plains, N.Y.
Pamphlet

Whatcom County Medical Society Auxiliary, Bellingham, Wash.
Pamphlet

Wisconsin Division of Highway Safety Coordination, Madison
Pamphlet
38742* For people who have made up their minds about safety belts...but are willing to think it over. (1974). 4 p. (3 3/4 x 8 1/2). General information on seat belt safety. Compares seat belt attitudes of non-users with users.
Promotional Gimmicks

38743* Buckle up. (1974). 2 p. (Restaurant table tent card.)

38741* Safety belts. They do make a difference. 1968. 1 p. color. (Restaurant placemat.)

Wisconsin (Governor's) Highway Safety Office, Madison

Pamphlets

49171 A family shopping guide to: infant/child automobile safety seats. 1981. 2 p. (8 1/2 x 11).
List and description of approved safety seats. Includes illustrations.

39452* The safety gap...close it! 1979. 2 p. Color. (5 1/2 x 8 1/2).
General information on occupant protection systems (air bags, passive safety belts, active safety belts) and child restraints.

38730* Save a life for Christmas. 1977. 3 p. (3 3/4 x 8 1/2).
Tips for a safe holiday season, includes seat belt use.

Poster

38740* Highway happiness is no accident. (1975). 1 p. color. (8 1/2 x 11).
Six tips of safe driving including seat belt use.

Bumper Sticker


Promotional Gimmicks

39436* Are you putting me on? (1979). (Cocktail napkin.)

39449* The safety gap: close it. (1979). (Litter bag.)

39451* The safety gap: close it. (1979). (Photograph of billboard.)

( Restaurant tent card. Co-produced by Wisconsin Restaurant Association.)

Wisconsin Hospital Association, Madison

Pamphlets

38744* Wasteful Wisconsin. 1975. 4 p. (3 3/4 x 8 1/2).
General information on seat belt safety including Wisconsin statistics, Australian experience with mandatory seat belt legislation, and brief information on child passenger safety.

38735 Some are. Some aren't. Make sure the one that protects your baby is...childsafe. 1974. 8 p. Color. (4 x 9).
General information on child passenger safety including illustrations and descriptions of seat types.

Poster

38736 Some are, some aren't childsafe. 1974. 1 p. color.
Photograph of baby in car seat next to photograph of broken windshield.

Bumper Sticker

Wyoming Association of Women Highway Safety Leaders
Promotional Gimmick
49809 Mother knows best, buckle up. [1980]. 1 p. (Restaurant placemat.)

Wyoming Governor's Office of Highway Safety, Cheyenne
Pamphlet
General information on seat belts and child restraints.
PART II

TELEVISION MATERIALS

Alaska State Troopers, Anchorage

Television Spots
75568* It can happen to you - seat belt. 1986. 30 sec. videocassette.
Consequences of non-belt use.
75569* EC1 - seat belt. 1986. 30 sec. videocassette.
Robot discusses belt use.
75570 Doctor says - child restraints. 1986. 30 sec. videocassette.
Medical reasons for child restraint use.
75571 It's a matter of love. 1986. 30 sec. videocassette.
General information on child restraint use.
General information on child restraint use.

Allstate Insurance Companies, Northbrook, Ill.

Television Spots
38604-38607* [Air bag test crashes]. 16mn. color.
Series of four spots (30, 60, 60, 60 sec.) Footage from Allstate air bag crash tests.

Storyboard
38659-38662* See television spots above for descriptions.

American Academy of Pediatrics, Elk Grove Village, Ill.

Television Spots
75220 Bill Cosby. 30 sec. 1984. color. videocassette.
Bill Cosby talks to kids about seat belts and safety seats.


Television Spots
75583* Buckle up with Fred Flintstone. 1985. 30 sec.
(videocassette.)
Cartoon character Fred Flintstone "invents" seat belts to protect himself. Tape also contains 20 sec. version.

American College of Surgeons, Chicago, Ill.

Television Spots
75382, 75385, 75386* Tullius, Stewart, and Wilcox on seat belts. 1984. 30 sec. each. videocassette.
Race car drivers talk about the importance of using seat belts.
75383 Child restraints. 1984. 60 sec. videocassette.
Why you should not hold children on your lap.

California Highway Patrol, Sacramento

Television Spots
75645 Public service announcements. 1985. 10 min. approx.
Series of 16 psas on various traffic safety subjects including correct child restraint use.

Canada, Transport Canada, Ottawa, Ontario

Television Scripts
Three scripts using egg, pumpkin, and coconut to demonstrate the danger of traveling without seat belts.

Colorado Division of Highway Safety, Denver

Television Spot
49534* 1977 safety belts - "Cady." 1977. 30 sec. 16 mm. color.
Testimony from seat belt survivor.

Television Script
49535* See television spot 49534 above for description.

Florida Highway Patrol, Tallahassee

Television Spot
State trooper explains Florida's child restraint law.

Honolulu Police Department, Hawaii

Television Spot
General information on seat belt use.
75580* Buckling up saved my life. Dec 1985. 30 sec. videocassette.
Seat belt testimonial.
75581* Recycled cars, yes; recycled lives, no. Dec 1985. 30 sec. videocassette.
Junkyard scene, car being demolished in background.
Victim speaks about seat belt use.

Idaho Department of Transportation, Office of Highway Safety, Boise

Television Spots
44000* Seat belts. 1979. 30 sec. videocassette. color.
Man discusses model safety cars not yet available to consumers and offers seat belts as a passenger's best protection.
44001 Thanks, Governor. 1979. 60 sec. videocassette. color.
Governor John Evans discusses child passenger safety and urges the use of seat belts for older children.
44002 Child restraints. 1979. 60 sec. videocassette. color.
Governor John Evans discusses child passenger safety and urges the use of child restraints for young children.
44003* In a hurry. 1979. 30 sec. videocassette. color.
Fast motion of man getting into car and buckling seat belt.
44004* Defensive maneuvers. 1979. 30 sec. videocassette. color.
U.S. Air Force pilot discusses need for seat belts in jets and in automobiles.
Illinois Coalition for Safety Belt Use, Springfield

Television Spots
75577* Say yes. 1986. 30 sec. videocassette.
Need for safety belt use laws.
75578* What's holding you back. 1986. 30 sec. videocassette.
Reasons for wearing safety belts. Shows unbelted woman about to go through windshield.

Illinois State Department of Transportation, Springfield

Television Spots
Musical spot on seat belt use. Two versions.
Musical spot on seat belt use. Two versions.
NOTE: The following two series are co-produced by The Rehabilitation Institute of Chicago.
49443-49446 The cure. 1981. 30 sec. color. 2" videotape.
Series of spots promoting seat belts as the cure for the greatest killer of children.
Series of three spots (30, 30, 10 sec.) Directed toward children. Jingle "Belt Someone" encourages children to buckle up family and friends.

Insurance Institute for Highway Safety, Washington, D.C.

Television Spots
Excerpts from film, "Children and Infants in Car Crashes" (mother holding infant on lap). Father placing child in child restraint advocates child passenger safety.
Excerpts from film, "Children and Infants in Car Crashes" (unrestrained 3 year old). Announcer discusses seat belt use for older children.

Iowa Department of Transportation, Des Moines

Television Spots
Series of three spots (30, 20, 10 sec.) Two men securely fasten moosehead to roof of a car, then drive off without fastening their seat belts.
39316* Seat belt fever. 1979. 30 sec. 16mm. color.
Young girl talks to children about protecting parents with seat belts.
39321* Haystacks. 1979. 30 sec. 16mm. color.
Two farmers discuss seat belt safety.
Iowa State Governor's Highway Safety Office, Des Moines

Television Spots

75404* Gable/seat belt. March 1985. 60 sec. videocassette.
Wrestling coach talks about importance of using safety equipment, including seat belts.

Kentucky Department of Transportation, Office of Highway Safety Programs, Frankfort

Television Spots

Phyllis George-Brown discusses child passenger safety.

49089-49090* Drive to stay alive. 1980. color. videocassette.
Two 60 sec. spots. Kentucky scenery and song advocating seat belt use and 55 mph speed limit.

49091* Drive to stay alive. 1980. 30 sec. color. videocassette.
Miss Kentucky (1977-78) discusses the need for seat belts.

49097* Drive to stay alive. It's a whole different ball game.
Joe B. Hall. (University of Kentucky). 1980. 60 sec. color. videocassette.
Joe B. Hall, Jack Givens, and Rick Robey discuss defensive driving including seat belts and drinking and driving.

39475 Maternity shower. 1979. 30 sec. videocassette. color.
Mother receives infant seat at maternity shower. Announcer discusses child passenger safety.

39476 Birthday party. 1979. 60 sec. videocassette. color.
Mother picks up children from birthday party and buckles up children and herself.

39477* Vacation driving. 1979. 60 sec. videocassette. color.
Tips for ensuring a safe vacation drive including seat belt use.

Michigan State Office of Highway Safety Planning, Lansing

Television Spots

Paraplegic discusses need to use available restraints.
Includes 20 sec. version.

75640* Safety belt habit. 1985. 60 sec. videocassette.
Amusing situations reinforce need to establish seat belt use habit. Tape includes 30 sec. and 10 sec. versions.

30 sec. videocassette. color.
Two 30 sec. spots. Jimmy the Greek talks about Michigan child passenger protection law and child passenger safety.

30 sec. videocassette. color.
Two 30 sec. spots. Jimmy the Greek talks about adult occupant protection and seat belt safety.

videocassette. color.
Two spots (60, 30 sec.) Jingle about seat belts and car seats Explanation of Michigan child passenger protection law. Scenes of families with children buckled up.
Minnesota Safety Council, St. Paul

**Television Spot**

38560* Safety belts. 1976. 30 sec. 16mm. color.
Driver asks passengers to buckle up.

Missouri Division of Highway Safety, Jefferson City

**Television Spots**

Discusses mandatory child restraint use law.
75375* You can live with it. Dec 1984. 30 sec. videocassette.
Need for pregnant women (and others) to use seat belts.

**Special Television Program**

75376* Head injury and occupant restraints. Report for Missouri broadcasters. 1984. 8 min. videocassette.
Discusses head injury with respect to mandatory seat belt use laws.

Montana Division of Highway Traffic Safety, Helena

**Television Spot**

44291* Safety belts. 1979. 30 sec. 16mm. color.
Animated spot on seat belt safety.

Motorists Information, Inc., Detroit, Mich.

**Television Spots**

38571-38575, 38582-38585* Somebody needs you. 1977. 30 sec. 16mm. color.
Series of 9 spots promoting seat belt use by appealing to listener's responsibility to family, children, and friends.

**Television Scripts**

38566-38570, 38586-38589* See television spots above for descriptions.

National Highway Traffic Safety Administration, Washington, D.C.

**Television Spots**

75573* Vince and Larry - pre-crash. 1986. 30 sec. videocassette.
Two crash test dummies discuss the importance of seat belt use.
Same as above.
74391 Cats. 1985. 30 sec. videocassette.
Features cast of Broadway play "Cats."
75392* Accident. 1985. 30 sec. videocassette.
General information on belt use.
75393* Supergirl. 1985. 30 sec. videocassette.
Features actress from film of same title.
75387* State trooper. 1984. 30 sec. videocassette.
Includes the line "I've never unbuckled a dead man."
75388* Orphan. 1984. 30 sec. videocassette.
Boy talks about living with grandparents after parents killed in an automobile accident.
75389* Teacher. 1984. 30 sec. videocassette.
Teacher laments loss of star student.
75390* Elizabeth Dole. 1984. 60, 30, 10 sec. videocassette.
Three spots featuring the Secretary of Transportation in elementary school classroom talking about seat belt protection.

**49536 Safety seats: the only secure place.** 1981. 30 sec. 16 mm. color.
Mother with child in safety seat discusses child passenger safety.

**49075-49077* Belt Someone.** 1980. color. videocassette. (Co-produced by Rehabilitation Institute of Chicago, Ill.)
Series of three spots (30, 30, 10 sec.) Directed toward children. Jingle "Belt Someone" encourages children to buckle up family and friends.

**49274-49275* Safety belt.** 1980. 16mm. color.
Two 30 sec. spots. Egg and pumpkin used to illustrate the dangers of traveling without seat belts.

**Storyboard**

- 75240 See television spot 75391 above for description.
- 75424 See television spot 75392 above for description.
- 75425 See television spot 75390 above for description.
- 75426 See television spot 75387 above for description.
- 75427 See television spot 75389 above for description.
- 75428 See television spot 75388 above for description.
- 49331 See television spot 49536 above for description.

National Safety Council, Chicago, Ill.

**Television Spots**

- **75369-75370* Make it click.** 1984. 30 sec. each. videocassette.
  Two spots featuring racing driver Roger Gustin and tennis player Martine Navratilova.

New York State Department of Motor Vehicles, Albany

**Television Script**

- **38610* Wear two seat belts.** 1976. 1 p.
  Script for 8 sec. spot on seat belts.

**Television Spots**

- **49865-49867 Commissioner Leslie G. Foschio.** April 1982. videocassette. color.
  Series of three spots (30, 20, 10 sec.) Commissioner Foschio, New York State Department of Motor Vehicles discusses New York child passenger protection law.

- **49868-49870 Doctor.** April 1982. videocassette. color.
  Series of three spots (30, 20, 10 sec.) Surgeon discusses New York child passenger protection law and child passenger safety.

- **49871 Shirley Jones.** April 1982. 30 sec. videocassette. color.
  Shirley Jones discusses New York child passenger protection law.

- **49872-49874 Trip to grandma's.** April 1982. videocassette. color.
  Series of three spots (30, 20, 10 sec.) Mother and son packing for weekend visit with grandma. Both remember safety seat.
North Carolina Governor's Highway Safety Program, Raleigh

Television Spots (Series co-produced by H.S.R.C.)

75225* Buckle up. 1984. 30 sec. color. videocassette.
Advocates use of car seats and seat belts by the whole family.

videocassette.
Law enforcement officers holding children talk about the
North Carolina child passenger protection law.

44024 Fragile gifts. 1979. 30 sec. videocassette. color.
Mother placing child in infant seat. Announcer discusses
use of safety seats and gives HSRC address for more
information.

44025 Fathers. 1979. 30 sec. videocassette. color.
Two fathers holding infant seats see their newborns at
hospital visiting window.

44026 Gift of love. 1979. 10 sec. videocassette. color.
Two pregnant women present infant seats to each other.

44027 Surprise. 1979. 10 sec. videocassette. color.
Husband presents pregnant wife with infant seat.

44028 Santa. 1979. 10 sec. videocassette. color.
Cartoon illustration of Santa Claus with elf in infant
seat. (No audio).

Television Scripts

44141 Hey, look what I have for you. 1979. 10 p. (Series of 5
scripts.) See television spots 44024-44028 above for
description.

North Dakota Highway Department, Bismarck

Television Spot

color.
Discussion of child passenger safety using North Dakota
statistics.

North Dakota State Department of Health, Bismarck

Television Spots

(Co-produced by North Dakota State Highway Department, Bismarck.)

videocassette. color.
Series of three 30 sec. spots. General information on
child passenger safety.

Ohio Department of Highway Safety, Columbus

Television Spots

75489 Snap dragon. 1985. 60 sec. videocassette.
Aimed at pre-school children; for use during Saturday
morning cartoon shows.

75380* Saved by the belt. 1984. 30 sec. videocassette.
General information on belt use.

Victim talks about belt use.

39314* Don't sit on it. 1979. 30 sec. 16mm. color.

83
Men playing card game. Announcer discusses the gamble of not wearing seat belts.

Oklahoma Highway Safety Office, Oklahoma City

**Television Scripts**

38802-38805* [Seat belt]. 1977. 1 p.
Series of four scripts with Governor David Boren discussing seat belt safety.

Brief information on child passenger safety.

Pennsylvania Governor's Traffic Safety Council, Harrisburg

**Television Spots**

Children at playground. Cut to scenes from film, "Children and Infants in Car Crashes" (unrestrained three year old). Announcer discusses child passenger safety (toddlers).

Scenes from film, "Children and Infants in Car Crashes" (mother holding infant). Announcer discusses child passenger safety (infants).

38963* Life is fragile. May, 1978. 30 sec. 16 mm. color.
Passenger egg in toy car demonstrates seat belt safety.

38964* Test crash. May, 1978. 30 sec. 16 mm. color.
Test crash footage of unrestrained adult dummies.

**Television Scripts**

39015-39016* See television spots 38963-38964 above for descriptions.

Pennsylvania Youth Traffic Safety Council, Harrisburg

**Television Spots**

38953-38954* Sounds. 1978. 16mm. color.
Two spots (60, 30 sec.) Teenage boy promotes "Sounds of Seat Belts", "Sounds of Sober", and "Sounds of Speed Limit" record offers.

44334* AM/FM. 1978. 30 sec. 16mm. color.
Disc jockeys promote highway safety including seat belt use, drinking and driving, and 55 mph speed limit.

**Television Scripts**

39013-39014* See television spots 38953-38954 above for descriptions.

Philadelphia Osteopathic Medical Center, Pa.

**Television Spot**

49875 Baby safety. 1982. 60 sec. videocassette. color.
For Christmas season. Mary and Joseph traveling with baby in infant seat strapped to donkey.

Tennessee Department of Public Health, Nashville

**Television Spots**

Note: Produced by Bailey, Deardourff, Sipple & Assoc., McLean, Va.
75642* Seat belt safety campaign spots. 1985. 5 min. approx. videocassette.
Demonstration reel of spots done for Tennessee belt campaign. Features children asking grown-ups to buckle-up over crash sequence.

Texas Department of Health, Austin & Texas Department of Highways and Public Transportation, Austin

Television Spots

Cowboy father discusses car seat safety for children.

Mechanic discusses need to use car seats.

Grandmother takes child for drive in car and discusses proper use of restraints for children.

Texas Department of Health, Austin

Television Spots

Cowboy father discusses car seat safety for children.

Mechanic discusses need to use car seats.

Grandmother takes child for drive in car and discusses proper use of restraints for children.

Washington, D.C.

Television Spots

39317 Football coach. 1979. 30 sec. 16mm. color.
Football coach, John Merritt, Tennesse State University, discusses child passenger safety.

39134* Seat belts - headache. 1978. 30 sec. 16mm. color.
Footage of test crashes with unrestrained adult dummies.

Utah Highway Safety Office, Salt Lake City

Television Spots

39485 Holding your baby. 1979. 30 sec. videocassette. color.
Scenes of families holding children in automobiles. Cut to sounds of crashing cars and shot of broken windshield. Cut to children being buckled in car seats.

39486 Seatbelt song. 1979. 30 sec. videocassette. color.
Targeted towards children. Children singing seat belt jingle.

Virginia Highway Safety Division, Richmond

Television Spots

38967-38968* Safety belts. [Trolls]. 1977. 16mm. color.
Two spots (30, 60 sec.) Trolls guarding bridge try to take unrestrained young girl away from her father. Trolls go away when she buckles her seat belt.

Washington Traffic Safety Commission, Olympia

Television Spots

75371 Protect your dreams. 1985. 4 min. total. videocassette.
Series of 14 spots for children and parents featuring preschool and early elementary school children talking about why parents and others should use seat belts.

West Virginia Highway Safety Program, Charleston

Television Spots

44034* Higgins seat belt. 1979. 30 sec. videocassette. color.
Sheriff Higgins gives West Virginia seat belt statistics.

44292* Seat belt. 1979. 60 sec. 16mm. color.
West Virginia State Troopers and emergency medical teams at the scene of automobile crash. Announcer discusses seat belt safety.
PART III

RADIO MATERIALS

Alabama Department of Public Safety, Montgomery

Radio Spots

49696* Buckle up for safety. 1982. 30 sec. 7 1/2 ips. Information on seat belts.

49697 The deadly equation. 1982. 30 sec. 7 1/2 ips. Brief explanation of crash dynamics, promotes safety seats.


49699 Fragile as eggs. 1982. 30 sec. 7 1/2 ips. Explanation of why children's bodies are more vulnerable to injury in car crashes.

49700 Only you can reduce child fatalities. 1982. 30 sec. 7 1/2 ips. Presents safety seats as the most effective protection against the number one killer of children.

49701 Seen and not hurt. 1982. 30 sec. 7 1/2 ips. Mother and child discuss child passenger safety.

American Trauma Society, California Division, San Francisco

Radio Script


Canada, Transport Canada, Ottawa, Ontario

Radio Scripts


38753* Run over. (1975). 1 p. Script discusses the myth of ejection from car being safer than staying in the vehicle.


Citizens for Highway Safety, Washington, D.C.

Radio Spots (Sponsored by NHTSA and Distilled Spirits Council of the United States, Washington, D.C.)


Radio Scripts

38764-38765 See radio spots above for descriptions.
Colorado State Patrol, Denver

Radio Script

Series of four live announcer scripts reminding motorists to use seat belts.

Connecticut Department of Transportation, Wethersfield

Radio Spots (Co-produced by Highway Users Federation)

30 sec. 7 1/2 ips.
Four similar spots featuring professional race car drivers, M. Andretti, L. Yarborough, R. McClusky, and R. Ward, discussing seat belt safety.

Guam Office of Highway Safety, Agana

Radio Scripts

49253* Let's get it together. This is life. 1977. 10 p.
Series of six radio scripts targeted toward young drivers promoting seat belt use.
38545-48747* Guam is a terrific place to live...and die. 1976.
1 p.
Three spots (25, 30, 60 sec.) using Guam statistics to promote seat belt usage.
38748* What are these things? 1976. 1 p.
Script for 30 sec. spot. Father and son discuss seat belt safety.

Idaho Department of Transportation, Office of Highway Safety, Boise

Radio Spots

44346-44347* Three for the road. 1979. 7 1/2 ips.
Song, "Three for the Road", advocates seat belt use, speed limits, and sober driving.
44348-44349* Tomorrow is in your hands. 1979. 30 sec. 7 1/2 ips.
Song, "Tomorrow is in Your Hands", advocates speed limits, seat belt use, and sober driving. 7 1/2 ips.

Radio Scripts

Collection of 13 brief scripts (5, 10, 12, 15 sec.) advocating adult seat belt use.

Illinois State Department of Transportation, Springfield

Radio Spots

NOTE: the following two spots are co-produced by The Rehabilitation Institute of Chicago.

49372 The cure - Leslie Schwartz. 1981. 60 sec. 7 1/2 ips.
Testimony from mother of safety seat surviving daughter. Provides information on safety seat effectiveness.

49373 The cure - Holly Beth. 1981. 60 sec. 7 1/2 ips.
Testimony from father of daughter severely injured in car crash. Provides information on safety seat effectiveness.

Radio Scripts

75185 - 75186 See radio spots 75183 - 75184 above for descriptions.

Mother of daughter killed in car crash talks about safety seats.

Three scripts of radio spots. Man and young boy discuss how seat belts and child restraints saved family in car crash.

Kansas Department of Transportation, Topeka
Radio Scripts
Collection of four brief scripts promoting seat belt use.

Kentucky Department of Transportation, Office of Highway Safety Programs, Frankfort
Radio Spots
49104-49106* Drive alive. 1979. 7 1/2 ips.
Three spots (60, 30, 60 sec.). Song, "Drive to Stay Alive" advocates seat belt use and speed limits.

Radio Scripts
Two 30 sec. scripts advocating use of safety seats and seat belts for child passengers.

Mississippi Highway Safety Patrol, Jackson
Radio Spots
49374* Occupant restraints - adults. 1981. 30 sec. 7 1/2 ips.
Message promoting seat belt use for adults.

49375 Occupant restraints - child restraint usage. 1981. 30 sec. 7 1/2 ips.
Message promoting safety seats for child passengers.

49576* Occupant restraints - school age children. 1981. 30 sec. 7 1/2 ips.
Message for older children/high school students promoting seat belt use.

Montana Division of Highway Traffic Safety, Helena
Radio Script
49788 Safety belt jingle.  9 Jan 1981. 1 p.
Script for 60 sec. jingle promoting safety seats and seat belts for child passengers.

Motorists Information, Inc., Detroit, Mich.
Radio Spots
38663-38678* Somebody needs you. 1977. 60 sec. cassette.
Series of 16 spots promoting seat belt use by appealing to listener's responsibility to family, children, and friends.

Radio Scripts
38679-38694* See radio spots above for descriptions.
National Highway Traffic Safety Administration, Washington, D.C.

Radio Spots

75417* State trooper. 1984. 30 sec. cassette.
Includes the line "I've never unbuckled a dead man."

75418* Orphan. 1984. 30 sec. cassette.
Boy talks about living with grandparents after parents
killed in automobile accident.

75419* School teacher. 1984. 30 sec. cassette.
Teacher laments loss of star student in car accident.

Four spots (60, 60, 30, 30 sec.) providing information on
child passenger safety.

Radio Scripts

75420-75422* See radio spots 75417-75419 above for descriptions.

Features actress from movie of same title.

49281-49284 See radio spots 49277-49280 above for descriptions.

three spots (30, 30, 10 sec.) promoting use of safety
seats.

National Safety Council, Chicago, Ill.

Radio Spots

49367, 49368, 49369 Ann Landers on safety belts. 1981. 7 1/2
ips.
Three spots (58, 30, and 20 sec.) promoting belt use.

49300-49301* Championship race car drivers on driving safety.
1980. 7 1/2 ips.
Two spots (60, 30 sec.). Professional race car drivers,
J. Rutherford and T. Richmond, talk about seat belt safety.

Radio Scripts

39230* A nice way to say I love you. 1973. 5 p. Co-produced by
Advertising Council.
Series of six live announcer radio scripts promoting seat
belt use.

Nebraska Highway Safety Program, Lincoln

Radio Spot

44295* Used to be a car. 1979. 30 sec. 7 1/2 ips.
Brief message advocating seat belt use.

Nevada Office of Traffic Safety, Carson City

Radio Script

39118* On Memorial Day weekend, we remember and honor our war
dead. 1978. 1 p.
Brief message on number of people killed annually in motor
vehicle crashes.

New York State Department of Motor Vehicles, Albany

Radio Scripts

Collection of eight live announcer radio scripts promoting
adult seat belt use.
North Carolina Governor's Highway Safety Program, Raleigh

**Radio Spots**


NOTE: The following 7 spots are also available in 7 1/2 ips.

44209-44210 [Child safety seats]. 1979. 10 sec. cassette. Two similar spots reminding parents and grandparents that use of safety seats is the safest way to travel with children.

44211 Baby due. 1979. 45 sec. cassette. Two women discuss child passenger safety over the telephone.

44212 Kids tucked in. 1979. 30 sec. cassette. Mother and father discuss child passenger safety during holiday season.

44213-44214 [Gifts]. 1979. 10 sec. cassette. Two similar spots recommend giving child safety seats as Christmas or shower gifts.

44215 Wrap a fragile gift. 1979. 30 sec. cassette. Message on child passenger safety and provides address to send for free shopper's guide.

**Radio Scripts**

44491* Abbreviated radio scripts. See radio spots 44483, 44487-44488 for description.

44140 See radio spots 44209-44214 above for descriptions.

39214* Speed limit, alcohol, and safety belts. 1978. 5 p. Series of five scripts on drinking and driving and seat belt safety during holiday season.

Nova Scotia Department of Highways, Halifax (Canada)

**Radio Script**

38595* It all depends on you. (1973). 1 p. Script for 30 sec. spot reminding drivers to buckle up even for short trips.

Ohio Department of Highway Safety, Columbus

**Radio Spots**

49053-49056* Please. Don't sit on it. 1980. cassette. Four similar spots (30, 30, 10, 10 sec.) on seat belt safety.

44230* [Radio station IDs and seat belt PSAs.] 1979. cassette. Series of 31 spots. Impersonators give radio station call numbers and seat belt message.

44250* Little old ladies. 1979. 20 sec. 7 1/2 ips. Message directed toward young drivers advocating seat belt use.

Oklahoma Highway Safety Office, Oklahoma City

**Radio Script**

Ontario Ministry of Transportation and Communications, Downsview (Canada)

Radio Spots

The following radio spots were co-produced by Ontario Ministry of Health, Toronto/ Ontario Ministry of Attorney General, Toronto/ Ontario Ministry of the Solicitor General, Ottawa

Three similar spots. Champion skier, Steve Podborski promotes seat belt safety.


49441* Seat belt safety - buckle up. French version 2. 1981. 30 sec. cassette. (French language spot.)

Radio Scripts

Series of 12 radio scripts advocating seat belt use.

38591* Get the good driver habit. Buckle up! 1975. 2 p.
Series of nine live announcer radio scripts promoting seat belt use.

Pennsylvania Governor's Traffic Safety Council, Harrisburg

Radio Spots

49108* Tomorrow is in your hands. Take stock in the future. 1978. 30 sec. 7 1/2 ips.
Song, "Tomorrow is in Your Hands", advocates seat belt use.

49110-49111* Three for the road. 1978. 7 1/2 ips.
Two spots (30, 60 sec.) Message advocates speed limits, seat belt use, and sober driving.

Radio Script

Script for 30 sec. spot promoting use of safety seats. Time available to insert contact information on local loan programs.

Pennsylvania Youth Traffic Safety Council, Harrisburg

Radio Spots

38955* Sounds. 1978. 30 sec. 7 1/2 ips.
Record offer featuring "The Sounds of Seat Belts" and "The Sounds of Sober Driving".

38965-38958* [Songs.] 1978. 60 sec. 7 1/2 ips.
Three similar spots using contemporary songs directed toward young drivers to promote sober driving.

49112-49118* Three for the road. 1978. 30 sec. 7 1/2 ips.
Series of seven spots promoting seat belts, sober driving, and 55 mph.

Rehabilitation Institute of Chicago -- See -- Illinois State Department of Transportation

Tennessee Department of Public Health, Nashville

Radio Spot

49689 Use child safety seats. 1982. 30 sec. 7 1/2 ips.
Explains that a parent's arms is not the safest place for children riding in cars.

Texas Governor's Office of Traffic Safety, Austin

Radio Spots
39094-39096* Buckle up boogie. 1976. 33 1/3 rpm.
Two spots (30, 60 sec.); big band song promoting seat belt safety.
18520, 18527* [Drive friendly]. n.d.* 30 sec. 45 rpm.
Two similar spots featuring Tom Stafford and Red Adair discussing seat belt safety.

Radio Scripts
Printed seasons greetings postcard providing script promoting seat belt safety during holiday season.
18531, 18538 See radio spots 18520, 18527 above for descriptions.

Utah Highway Safety Office, Salt Lake City

Radio Spots
NOTE: The following 6 spots are recorded on 3/4" videocassette.
39492 Holding your baby. 1979. 30 sec.
Brief radio spot advocating use of child restraints.
39493 Seatbelt song. 1979. 30 sec.
Children sing about seat belt safety.
39494-39497* Seatbelt interview. 1979. 30 sec.
Four similar spots; people discuss their reasons for not wearing seat belts.

Wisconsin (Governor's) Highway Safety Office, Madison

Radio Spots
44063-44064* World's foremost authority. 1979. 7 1/2 ips.
Two spots (60, 30 sec.) discussing seat belt myths and facts.
44065-44080* Basic law of physics. 1979. 7 1/2 ips.
Two spots (30, 10 sec.) providing brief message on crash dynamics.
44066, 44068 New twist. 1979. 7 1/2 ips.
Two spots (30, 10 sec.) advocating the use of child passenger restraints (safety seats or seat belts).
44067* Stops suddenly. 1979. 10 sec. 7 1/2 ips.
Message promoting seat belt use.
44069-44070* The kiss. 1979. 7 1/2 ips.
Two spots (60, 30 sec.). Husband and wife discuss seat belt safety, including use of seat belts during pregnancy.
44071* Myths. 1979. 30 sec. 7 1/2 ips.
Facts on seat belt effectiveness.
44072 Fragile cargo. 1979. 30 sec. 7 1/2 ips.
Discusses proper child restraint device to use for age/weight groups.
44073-44074 Protect our childlife. 1979. 10 sec. 7 1/2 ips.
Two similar spots providing brief reminder to use safety seats.
44075-44076 Uncle Louie. 1979. 7 1/2 ips.
Two spots (60, 30 sec.). Childrens' television character Uncle Louie promotes seat belts.

44077* Gotta great car. 1979. 30 sec. 7 1/2 ips.
Brief information on crash dynamics, explains why seat belts are needed.

44078-44079 Protect our childlife. 1979. 10 sec. 7 1/2 ips.
Information on protecting children in child restraint devices.

49666* Safety belts. 1978. 30 sec. 7 1/2 ips.
Wisconsin Highway Safety Director, Don Gehrman, discusses seat belt use.
PART IV

MOVIES AND A-V PRESENTATIONS

Allstate Insurance Companies, Northbrook, Ill.
  
  Movies
  49450* The reliable air bag. 1981. 20 min. 16 mm. color.
      10 min. 16 mm. color. Both these films show benefits of
      air bag restraints by means of stunt driver who crashes
      into a wall. Slow motion shows the air bag inflating.
      Lengthy discussion of merits of air bags.

American Association of Retired Persons, Washington, D.C.
  
  Audio-Visual Presentation
      pamphlet. 75 slides. cassette. Safety belt usage program
      aimed at senior citizens. Loose-leaf notebook contains
      poster, leaflets, slides, and audiotape.

American Automobile Association, Falls Church, Va.
  
  Movie
  39084 Otto the auto. "Buckle up." 1977. 4 min. 16mm. color.
      (Cartoon,) Cartoon for children showing benefits of safety
      belt use. For K-3.

Children's Services Network, Fresno, Calif.
  
  Poster Presentation
      Aimed at pre-school children; uses story with 20 large
      posters.

Chrysler Corporation, Highland Park, Mich.
  
  Movie
  49123* Seat belts - save lives. 1980. 2 min. 30 sec. 16mm.
      color. Short film discussing merits of belt use and injury
      reduction.

Cosco Inc., Columbus, Ind.
  
  Slide/Tape Presentation
  49905 Travel with baby. 1981. 13 min. 30 slides. cassette.
      color. script. (Contains English and Spanish tapes.)
      Brief information on child passenger safety. Discusses
      various types of seats, crash testing, and proper
      installation.

Eldorado High School, Albuquerque, N.M.
  
  Movie
      videocassette. Created by high school students as class
      project. Aimed at high school audience with attempt to get
      kids to resist peer pressure and buckle their safety belts.
Florida Governor's Highway Safety Commission, Tallahassee
Slide/Tape Program
44232-44234, 44337 How do the children ride? 1979. 15 min. approx. cassette and slides. (Available in Spanish and in English.)

Film Loops, Inc., Princeton, N.J.
Movie
49132* Are you convinced? 1976. 5 min. 16mm. color.

Movie
49134* Safety belts and you. 1980. 8 min. 30 sec. 16mm. color.

Georgia Child Passenger Safety Program, Augusta
Movie

Highway Safety Research Institute, Ann Arbor, Mich.
Movie
49563 Dynamic testing of child occupant protection concepts. May 1982. 15 min. 16mm. color. (Sponsored by NHTSA.) Silent film of crash testing done on HSRI/UMTRI impact sled. Shows various types of misuse including mis-routed belts, lack of tether, etc.

Insurance Institute for Highway Safety, Washington, D.C.
Movies
75585* About air bags. 1985. 10 min. videocassette. Describes air bag restraints and shows tests done with and without bags and conventional restraints.
75475* When teenagers drive. 1985. 12 min. videocassette. Provides suggestions for young drivers including alternatives to drunk driving and information on safety belt use and air bags.
49130* Dynamics of a crash. Excerpts from "Crashes that need not kill." 1979. 3 min. 16mm. color.
49131 Children and infants in car crashes. Excerpt. 1979. 5 min. 16mm. color. silent.
49133* The automatic answer. (1977). 6 min. 16mm. color.

Los Angeles Area Child Passenger Safety Association, Altadena, Calif.
Slide/ Tape Presentation
75198 Every ride - a safe ride! May 1983. 22 min. 79 slides. cassette. script. Discusses citizen participation program on child restraint use.
Media Group, Grand Rapids, Mich.

**Movie**

49893* Room to live. Jack Ware, annchr. 1979. 27 min. videotape. color. Law enforcement officer lectures to an adult class about seat belt use. College and adult audiences.

Michigan Driver and Traffic Safety Education Association, Lansing

**Slide/Tape Presentation**

49271* Safety belts. How effective are they? 1977. 30 min. approx. filmstrip. cassette.

Michigan State Office of Highway Safety Planning, Lansing

**Movies**


**Slide/Tape Presentation**

49007 PA 117: a golden opportunity. 1983. 10 min. 46 slides. cassette. Presentation for law enforcement personnel to help them understand Michigan's child restraint law. Tells what to look for, how to approach drivers; need for belts; photographs of injured unrestrained children.

Middletown Division of Police, Ohio

**Slide/Tape Presentation**

75429 Kinderseat. 1981. 37 slides. cassette. Early elementary school program on restraint use.


**Slide/Tape Presentation**

75651* Get it on. 1985. 20 min. 58 slides. cassette. General presentation on seat belt safety; includes crash photos.

49758 Give us a chance. 1981. 140 slides. cassette. (Produced by Tennessee University, Knoxville, Transportation Center.)

National Highway Traffic Safety Administration, Washington, D.C.

**Videotape**

44037* Public information programs. (1979). 30 min. Videotape. color. (Features J. Claybrook and D. Fee.)

**Audio-Visual Programs**


Slide/ Tape Presentation


Movie


National Safety Council, Chicago, Ill.

Slide Tape Program


North Carolina Governor's Highway Safety Program, Raleigh

Slide/Tape Presentation

75430 Safety seats save lives...pass it on. April 1983. 10 p. 80 slides. cassette. Describes injury reduction potential of child restraints.

North Dakota State Highway Department, Bismarck

Movie


Ohio Department of Highway Safety, Columbus

Slide/Tape Presentations

75366* Saved by the belt. 1984. 79 slides. cassette. Described injury reduction and belt use and proper safety belt adjustment.

Ohio Safety Belt Coalition, Columbus

Movie

75588* The Ohio Safety Belt Coalition. 1985. 15 min. videocassette. Videotape of slide/tape show describing Coalition activities and need for belt use law in Ohio.
Parent Education Project, Torrance, Calif.

Audio-Visual Presentation

Pennsylvania Department of Transportation, Harrisburg

Slide/Tape Presentation
75365 Act 53: more than an act of law...it's an act of love. 1984. 74 slides. cassette. Co-produced by Allegheny County Health Department, Pittsburgh and American Academy of Pediatrics, Pennsylvania Chapter. For police officers; describes need for and provisions of mandatory child restraint law.

Pennsylvania Governor's Traffic Safety Council, Harrisburg

Movie
49894 Buckle up baby. 1980. 7 min. videocassette. color.


Movie
49381 A precious commodity. 1981. 30 min. approx. color. videocassette.

Audio-Visual Presentations
49380* Personal responsibility. 1980. 8 min. 57 color slides. cassette.

Physicians for Automotive Safety, Irvington, N.J.

Movies
39131 Car safety: don't risk your child's life. 1977. 12 min. 16mm. color. (Co-produced by Action for Child Transportation Safety.)

Questor Juvenile Furniture Company, Piqua, Ohio

Slide/Tape Presentation
49760 Safe passage. 1983. 80 slides. cassette. Educational slide program on child passenger safety which includes instructor's guide, information on loan programs for community groups and hospitals, brochures, and posters.

Saskatchewan Highway Traffic Board, Regina (Canada)

Movie
49906 Secure your child's future. 1977. 14 min. 16mm. color.

Seven Oaks Productions, Silver Spring, Md.

Movie
75586* If [promo]. 1985. 8 min. videocassette.
Promotional piece describing longer film. Discussion of general and child restraint use and use of belts in school buses.

Takata Kojyo Co., Ltd., Tokyo (Japan)

Movie
49448* Takata belt: safety for your family. 1979. 7 min. 16 mm. color. Film has music sound track only; no narration. Shows multiple family situations in which adult/child restraint are in use.

Virginia Polytechnic Institute and State University, Blacksburg

Movie
75470* A small price to pay. 1985. 25 min. videocassette. Discusses use of motivation in safety belt use programs and need to establish habit in belt use. Good for all audiences. Based on work done by Dr. E. Scott Geller.

Visucom Productions, Redwood City, Calif.

Movies
44442 For Jamie. 1980. 24 min. 16mm. color.
44441 The perfect gift. 1979. 22 min. 16mm. color.

Weiner-Seamen Productions, Glendale, Calif.

Slide/Tape Presentation
75368 Riding with the big green snake. 1983. 47 p. Pre-school program which includes booklet, games, posters, and coloring book.
49759 Riding with Bucklebear. A program for young child passengers. 1982. 4 min. 15 sec. 25 slides. cassette. Pre-school program on safety belt use.

Wisconsin Hospital Association, Madison

Audiotape/Slide Program
39132-39133, 38737 Project Childsafe. For the life of your child. 1978. Cassette. 80 slides. script. Information on child passenger safety discusses Federal approval, seat belts for young children, tips for keeping toddlers happy, how to select a seat, and seat types.
PART V

MATERIAL SOURCES

Alabama Department of Public Health, 381 State Office Bldg., 501 Dexter Ave., Montgomery, Ala. 36130
Alabama Department of Public Safety, 3465 Norman Bridge Rd., Montgomery, Ala. 36105
Alamance County Health Department, Burlington, N.C.
Alaska Highway Safety Planning Agency, Box 6188 Annex, Anchorage, Alaska 99052
Alaska State Troopers, Box 6188 Annex, Anchorage, Alaska 99502
Allstate Insurance Company, Allstate Plaza F-3, Northbrook, Ill. 60062
American Academy of Orthopedic Surgeons, 444 N. Michigan Ave., Chicago, Ill. 60611
American Academy of Pediatrics, 141 Northwest Point Rd., Elk Grove Village, Ill. 60007
American Academy of Pediatrics, California Chapter 2, Inglewood, Calif.
American Association for Automotive Medicine, 40 Second Ave., Arlington Heights, Ill. 60005
American Association of Retired Persons, 1901 K St., N.W., Washington, D.C. 20006
American Automobile Association, 8111 Gatehouse Rd., Falls Church, Va. 22042
American Automobile Association, Minnesota Division, Park Center Blvd. at W. 39th St., Minneapolis, Minn. 55416
American College of Emergency Physicians, Pennsylvania Chapter, 20 Erford Rd., Lemoyne, Pa. 17043
American College of Obstetricians & Gynecologists, 600 Maryland Avenue, N.W., Washington, D.C. 20004
American College of Surgeons, Pennsylvania Chapter, 20 Erford Rd., Lemoyne, Pa. 17043
American Honda Motor Company, 100 W. Alondra Blvd., Gardena, Calif. 90247
American Hospital Association, 840 N. Lake Shore Drive, Chicago, Ill. 60611
American Insurance Association, 85 John St., New York, N.Y. 10038
American Medical Association, 535 N. Dearborn St., Chicago, Ill. 60610
American Red Cross, 17th Between D & E St., N.W., Washington, D.C. 20006
American Safety (Seat) Belt Council, P.O. Drawer F, Jamesburg, N.J. 08831
American Trauma Society, 875 N. Michigan Ave., Chicago, Ill. 60610
American Trauma Society, California Division, Claremont Bldg., #3, San Francisco, Calif. 94127
Auckland University, Department of Community Health, Auckland 1, N.Z.
Australian Commonwealth Department of Transport, 470 Northbourne Ave., Dickson ACT 2602, P.O. Box 111, Australia
Betel, Channing L., Company, 200 State Road, South Deerfield, Mass. 01373
Bobby-Mac Company: see Questor
Borgess Hospital, 1521 Gull Road, Kalamazoo, Mich.
British Columbia Ministry of Energy, Transport and Communications, Parliament Bldgs., Victoria, B.C., Canada V8V 1X4
British Columbia Motor Vehicle Branch, 940 Blanchard St., Victoria,
Programs, State Office Bldg., 10th Floor, Holmes & High Sts.,
Frankfort, Ky. 40622

Kentucky State Police, Headquarters Bldg., 919 Versailles Rd.,
Frankfort, Ky. 40601

Los Angeles Area Child Passenger Safety Association, Box 553, Altadena,
Calif. 91001

Los Angeles Police Department, 150 N. Los Angeles St., Los Angeles,
Calif. 90012

Louisiana Highway Safety Commission, 265 S. Foster Drive, Baton Rouge,
La. 70896

McDonald's Corporation, One McDonald Plaza, Oak Brook, Ill. 60521

Maine Highway Safety Committee, 36 Hospital St., Augusta, Maine. 04333

Maine State Police, State House Station 42, Augusta, Maine 04333

Manitoba Department of Highways, Motor Vehicle Branch, Rm. 29

Marathon Petroleum Company, 539 S. Main St., Findlay, Ohio 45840

Mary Bridge Children's Health Center, 311 S. L St., Tacoma, Wash. 98405

Maryland Association of Women Highway Safety Leaders, 7206 Robinhood
Drive, Upper Marlboro, Md. 20772

Maryland State Department of Health and Mental Hygiene, Project KISS,
O'Connor State Office Bldg., 201 W. Preston St., Baltimore, Md. 21201

Maryland State Police, State Police Headquarters, Pikesville, Md. 21208

Massachusetts Department of Public Health, 150 Tremont St., Boston,
Mass. 02111

Massachusetts Division of Preventive Medicine - see Dept. Pub. Health

Massachusetts Governor's Highway Safety Bureau, 2104 Leverett

Saltonstall State Office Bldg., 101 Cambridge, Boston, Mass. 02202

Massachusetts Passenger Safety Program, 150 Tremont, Boston 02111

Massachusetts Safety Council, 280 Summer, Boston, Mass. 02110

Massachusetts Seat Belt Coalition, 1 Exeter Place, Boston 02116

Media Group, 2215 29th St., Grand Rapids, Mich. 49508

Metropolitan Life Insurance Company, 1 Madison Avenue, New York,
N.Y. 10010

Michigan Association for Traffic Safety - see Traffic Safety Assoc. of
Michigan

Michigan Coalition for Safety Belt Use, 122 South Grand Ave., Lansing,
Mich. 48933

Michigan Secretary of State, Treasury Bldg., Lansing, Mich. 48918

Michigan State Office of Highway Safety Planning, 111 S. Capitol Ave,
Lower Level, Lansing, Mich. 48913

Michigan State Police, 714 S. Harrison Rd., East Lansing, Mich. 48823

Middletown Division of Police, Ohio 45042

Milwaukee Health Department, Child Auto Safety Restraint Project

Minnesota Department of Public Safety, 207 Transportation Bldg, St.
Paul, Minn. 55155

Minnesota Occupant Restraint Program, 555 Wabasha, Ste. 102, St. Paul,
Minn. 55102

Minnesota Seat Belt Coalition, see above address

Minnesota State Automobile Association, 7 Travelers Trail, Burnsville,
Minn. 55337

Mississippi Highway Safety Patrol, 1900 E. Woodrow Wilson Drive,
Jackson, Miss. 39205
Missouri Department of Public Safety, Box 570, Jefferson City,
Mo. 65102
Missouri Division of Highway Safety, Truman State Office Bldg., 301 W.
High St., Jefferson City, Mo. 65102-0749
Montana Division of Highway Traffic Safety, 165 Scott Hart Bldg., 303 N.
Roberts St., Helena, Mont. 59602
Motor Vehicle Manufacturers Association, 300 New Center Bldg., Detroit,
Mich. 48202
Motorists Information - see MVMA address above
Multnomah County Department of Human Services, Wash.
National Child Passenger Safety Association SEE National Passenger
Safety Association
National Coalition for Seatbelts on School Buses, 11 Orlando Ave.,
Ardesley, N.Y. 10502
National Coalition to Reduce Car Crash Injuries, 1750 K st., N.W.,
Ste. 1200, Washington, D.C. 20006
National Congress of Parents and Teachers, 700 N. Rush St., Chicago,
Ill. 60611
National Council of Negro Women, 701 N. Fairfax St., Ste. 330,
Alexandria, Va.
National Highway Traffic Safety Administration, Office of Occupant
Protection, 400 Seventh St., S.W., Washington, D.C. 20590
National Passenger Safety Association, 1705 DeSales, N.W., Washington
D.C. 20036
National Safety Council, Broward Chapter, 3521 W. Broward Bldg., Suite
101, Ft. Lauderdale, Fla. 33312
National Safety Council, 444 N. Michigan Ave., Chicago, Ill. 60611
Nebraska Highway Safety Program, State Office Bldg., 301 Centennial
Mall, S., Lincoln, Neb. 68509
Nebraska Women for Highway Safety - contact address above
Nevada Office of Traffic Safety, 555 Wright Way, Carson City, Nev. 89711
New Hampshire Child Passenger Safety Program, Dartmouth Medical School,
Hanover, N.H. 03756
New Hampshire Division of Public Health Services, Six Hazen Drive,
Concord, N.H. 03301
New Jersey Division of Motor Vehicles, 25 S. Montgomery St., Trenton,
N.J. 08666
New South Wales Department of Motor Transport, 56 Rothschild Ave.,
Rosebery, N.S.W., 2018, Australia
New York State Department of Motor Vehicles, 510 Swan St. Bldg., Empire
State Plaza, Albany, N.Y. 12228
New York State Governor's Traffic Safety Committee - see above address
North Carolina Governor's Highway Safety Program, 215 E. Lane St.,
Raleigh, N.C. 27601
North Dakota State Department of Health, State Capitol, Bismarck 58505
North Dakota State Highway Department, 600 E. Boulevard Ave.,
Bismarck, N.D. 58505-0700
Northwestern University, Traffic Institute, 405 Church St., Evanston
Illinois 60201
Nova Scotia Department of Highways, Province House, Halifax, Canada
Oakland County Child Passenger Safety Project, 1200 N. Telegraph Rd.,
Pontiac, Mich. 48053
Ohio Department of Highway Safety, 240 Parsons Ave., Columbus, Ohio
43205
Ohio Seat Belt Coalition - see Ohio Dept. of Highway Safety
Oklahoma Highway Safety Office, 200 N.E. 21st St., Oklahoma City 73104
Ontario Ministry of Transportation and Communications, 1201 Wilson Ave.,
Downsvlew, Ont. M3M 1J8, Canada
Ontario Safety League, 82 Peter St., Toronto, Ont. M5V 2G5, Canada
Ontario Trucking Association, 555 Dixon Rd., Rexdale, Ont. M9W 1H8
Orleans Parish Coroner's Office, New Orleans, La. 70112
Parent Education Project, 1000 W. Carson St, Torrance, Calif. 90509
Penney, J.C., Company., Inc., 1301 Avenue of the Americas, New York, N.Y.
10019
Pennsylvania Governor's Traffic Safety Council, 1200 Transportation and
Safety Bldg., Commonwealth Ave. & Forster, Harrisburg, Pa. 17120
Pennsylvania Youth Traffic Safety Council - see above address
Peterson, Howell and Heather, 11333 McCormick St., Baltimore, Md. 21031
Philadelphia Department of Public Health, 500 S. Broad, Philadelphia, Pa. 19146
Philadelphia Osteopathic Medical Center, 4150 City Line Avenue,
Philadelphia, Pa. 19131
Phoenix Traffic Safety Coordination Office, 114 W. Adams, Phoenix, Ariz. 85003
Physicians for Automotive Safety, Box 430, Armonk, N.Y. 10504
Pride-Trimble Corporation, Yadkin Rd., Southern Pines, N.C. 28387
Primary Children's Medical Centre, 320 12th Ave., Salt Lake City, Utah 84103
Project Safe-Child, 415 12th SWt.., N.W., Washington, D.C. 20004
Project S.I.T., Safety-In-Transit, 274 W. 20th Ave., San Mateo, Calif. 94403
Puerto Rico Banco Gubernamental de Fomento, San Juan
Puerto Rico Commission for Transit Safety, P.O. Box Fl, San Juan 00910
Quebec Ministere des Transports, Parliament Bldg., Quebec, Canada
Questor Juvenile Furniture Company, 1801 Commerce Drive, Piqua, Ohio 45356
Rehabilitation Institute of Chicago, 405 Church St., Evanston,
Ill. 60201
Rhode Island Governor's Highway Safety Office, 345 Harris Ave.,
Providence, R.I. 02909
Riley Hospital for Children, Indiana University Hospital, Indianapolis,
Ind. 46202
Riverview Hospital Association, 410 Dewer St., Wisconsin Rapids,
Wisc.
Rochester Institute of Technology, 1 Lamb Memorial Drive, Rochester,
N.Y. 14623
Rupert Industries, 851 East Palatine Rd., Wheeling, Ill. 60090
Safe Ride for Every Child, 25 Margaret Rd., Newton Highlands,
Mass. 02161
San Bernadino County Department of Public Health, Calif. 92401
San Joaquin Valley Health Consortium, 1055 Van Ness, Fresno,
Calif. 93728
Santa Fe Mayor's Office, Seat Belts Pay Off Committee, 200 Lincoln,
Santa Fe, N.M. 87501
Saskatchewan Department of Highways and Transportation, Government
Administration Bldg., Regina S4S 0B1, Sask., Canada
Seattle-King County Public Health Department, 400 Yester Way, Seattle,
Washington, 98104
Seven Oaks Productions, 9145 Sligo Creek Parkway, Silver Spring, Maryland 20901
Society of Automotive Engineers, 400 Commonwealth Drive, Warrendale, Pa. 15095
South Carolina Department of Health and Environmental Control, Aycock Bldg., 2600 Bull St., Columbia, S.C. 29201
South Dakota Department of Public Safety, 118 W. Capitol Ave., Pierre, S.D. 57501-2080
Stop Needless Automobile Peril, Corinth, Miss. 38834
Strolee of California, 19067 S. Reyes Ave., Compton, Calif. 90221
Suffolk County Executive's Office, H. Lee Dennison Bldg., Hauppauge, N.Y. 11788
Takata Koyo Co., Ltd., 96 Imazato-Cho, Shiba-Shirogane, Minato-Ku, Tokyo, Japan
Tennessee Child Passenger Safety Program, University of Tennessee, Transportation Center, Knoxville, Tenn. 37916
Tennessee Department of Agriculture, Ellington Agri. Center, Hogan Rd., Nashville, Tenn. 37204
Tennessee Department of Public Health, 436 6th Ave., N., Nashville, Tenn. 37219
Texas Department of Health, 1100 W. 49th St., Austin, Tex. 78756
Texas Department of Public Safety, 11th & Brazos, Austin, Tex. 78701
Texas Governor's Office of Traffic Safety - see above address
Texas Safety Association, 5014 Bull Creek Rd., Austin, Tex. 78731
Texas State Department of Highways and Public Transportation - see Tex. Dept. Public Safety
Texas Traffic Safety Program, 11th & Brazos Sts., Austin, Tex. 78701
Texas University, Health Science Center, 7703 Floyd Curl Drive, San Antonio, Tex. 78284
Traffic Safety Association of Michigan, 122 S. Grand Ave., Lansing, Mich. 48933
Traffic Safety Now, Inc., 300 New Center Bldg., Detroit, Mich. 48202
Transportation Department, 400 7th St., S.W., Washington, D.C. 20590
United Services Automobile Association, USAA Bldg., San Antonio, Tex. 78288
Utah Department of Health, 270 Social Services Bldg., 150 W. North Temple St., Salt Lake City, Utah 84110-2500
Utah Highway Safety Office, 4701 S. 27th West St., Salt Lake City, Utah 84119
Vermont Seatbelts Eliminate Automobile Tragedies (SEAT), 133 State St., Montpelier, Vt. 05602
Virginia Department of Transportation Safety, 1401 E. Broad St., Richmond, Va. 23219
Virginia Highway Safety Division, 2300 W. Broad, Richmond 23269
Visucom Productions, Box 5472, Redwood City, Calif. 94063
Volvo of America Corporation, Box 66, Rockleigh, N.J. 07647
Washington State Department of Social and Health Services, 1112 S. Quince St., Olympia, Wash. 98504
Washington State Patrol, General Administration Bldg., 11th & Columbia St., Olympia, Wash. 98504
Washington Traffic Safety Commission, 1000 S. Cherry St., Olympia 98504
Washtenaw County Health Department, 410 Washtenaw, Ann Arbor, Mich. 48104
Weiner-Seaman Productions, 1505 Winchester, Glendale, Calif. 91201
Wellsville City Schools, Wellsville, Ohio 43968
West Virginia Governor's Highway Safety Administration, 5790A MacCorkle Ave., S.E., Charleston, W.Va. 25305
West Virginia Highway Safety Program - see above address
Whatcom County Medical Society Auxiliary, 3206 Heights Place, Bellingham, Wash. 98225
Wisconsin Division of Highway Safety Coordination, 933 Hill Farm State Office Bldg., 4802 Sheboygan Ave., Madison, Wisc. 93707
Wisconsin (Governor's) Highway Safety Office - see above address
Wisconsin Hospital Association, Box 4387, Madison, Wisc. 53711
Wyoming Association of Women Highway Safety Leaders - contact address below
Wyoming Governor's Office of Highway Safety, 5300 Bishop Blvd., Cheyenne, Wyo. 82002
PART VI

JOURNAL ARTICLES AND REPORTS


Attitudes, opinions and characteristics of Louisiana drivers concerning the 55 mph speed limit and other highway safety issues. Sunbelt Research Corporation, Baton Rouge, La. July 1980. 78 p. (Sponsored by the Louisiana Department of Public Safety, Baton Rouge.)


The Canadian approach to the seat belt problem. R.M. Heron. Queen's University, Kingston, Department of Psychology (Canada). 1977. 5 p. (Presented at the Society of Automotive Engineers, International Automotive Engineering Congress and Exposition, 28 February - 4 March 1977, Detroit.)

The case for air bags. Life and death in the dream machine. D. Olesen. 6 March 1977. 7 p. (Released by Allstate Insurance Companies.)


54323 "Childsafe goes national." Traffic Safety, Vol. 79, No. 9, September 1979, pp. 18-20, 30. (Subject is National Safety Council.)


45189 Compendium of highway safety questionnaire items. 29 Sept 1980. 112 p. Sponsored by NHTSA.

Corporate incentives for promoting safety belt use: rationale, guidelines, and examples. E.S. Geller. Virginia Polytechnic Institute and State University, Department of Psychology, Blacksburg. Oct 1982. 93 p. Sponsored by NHTSA.


47439 "The effects of prompts, feedback and an advertising campaign on the use of safety belts by automobile drivers in Nova Scotia."


38152 Evaluation of three educational programs designed to increase the crash protection of infants in cars. K.S. Reisinger and A.F. Williams. Pittsburgh University, Department of Pediatrics/ Pittsburgh Children's Hospital/ Insurance Institute for Highway Safety. October 1977. 26 p.


115


49939 Fresno Child Passenger Safety Project. San Joaquin Valley Health Consortium, Fresno, Calif. 1983. 51 p. (Contains project summary, community activities, loan program information, and other news releases.)


75356 A guide to working with the media. Health and Human Services Department, Office of Health Maintenance Organizations. 1979. 36 p. Distributed by NHTSA.


How to plan a comprehensive community occupant protection program. NHTSA. June 1984. 48 p.


The human collision: how injuries occur...how seat belts prevent them. 2nd ed. K. Stephen, L. Lonero, and T. Smutylo. Ontario Ministry of Transportation and Communications, Research and Development Division. September 1976. 22 p. (Sponsored by Canada, Transport Canada, Road Safety Unit.)


Loan a seat for safety. (How to establish an infant and child restraint loan program.) Alabama Department of Public Health, Montgomery. 1982. 7 p.


Oklahoma: marketing "love and protection." Oklahoma Highway Safety Office, Oklahoma City. 1983. 19 p. (Note: Written testimony submitted to the National Transportation Safety Board at a public hearing on the mandatory use of child safety seats, Dallas, Texas, January 13, 1983.)


Public attitudes on restraint systems: an annotated bibliography. A.C. Grimm. HSRI. July 1977. 21 p. (Sponsored by Teknekron, Inc.)


Public information campaigns on restraint system usage: an annotated bibliography. A.C. Grimm. HSRI. July 1977. 21 p. (Sponsored by Teknekron, Inc.)
49535  **REACT kit to promote use of safety belts and child restraints.**

44392  **Recommended audio-visual and printed materials for Michigan's Motor Vehicle Occupant Protection Program.** [Revised edition.]


75363  **Safety belt promotion program for headquarters employees.** A. Spielberger. NHTSA. Nov 1984. 70 p.

39609  **Safety belt usage in three Michigan cities.** Before and after studies to determine the effectiveness of MVMA safety belt mass media campaign. Opinion Research Corporation. December 1977. 6 p. (Sponsored by NHTSA. Subject is Motorists Information.)

72326  **Safety belts in school buses.** NHTSA. June 1985. 24 p.


Wisconsin occupant restraint public information and education campaign. Wisconsin Division of Highway Safety Coordination. 1979. 3 p.


PART II  AUTHOR AND ORGANIZATION INDEX TO

JOURNAL ARTICLES AND REPORTS -- RESTRAINT SYSTEMS

Note: index entries are followed by item number and catalog page number.

Action for Child Transportation Safety
   44391, 113
Advertising Council
   51043, 123
Alabama Department of Public Health
   49721, 119
Aldman, B.
   70204 A31, 122
Allstate Insurance Companies
   38658, 110
American (Safety) Seat Belt Council
   53539, 110
American Academy of Pediatrics
   49647, 127
American Academy of Pediatrics, California Chapter 2
   49210, 111
American Association for Automotive Medicine
   75177, 110
American Automobile Association
   52988, 118
American Trauma Society
   75636, 109
American Trauma Society, California Division
   71971, 121
Amoni, M.
   71530, 110
Appleton, I.
   48783, 127
Ashley, C.
   70204 A25, 112
Atkin, C.K.
   45823, 121
Australian Commonwealth Department of Transport
   42891, 126
   43472, 115
Australian Commonwealth Government
   46781, 112
Australian Department of Shipping and Transport
   28017 A62, 114
Automated Services, Inc.
   45428, 109
Baker, S.P.  
  43339, 112  
  70576, 115
Benson, J.B.  
  70204 A34, 118
Berard-Anderson, K.  
  39929, 126
Berg Electronics  
  54778, 112
Berger, R.J.  
  45428, 109
Berke, G.B.  
  43677, 121
Biokinetics and Associates  
  70204 A27, 113
Boughton, C.J.  
  43472, 115
Bowling Green-Warren County Health Department, Ky.  
  49832, 118
Breedon, D.  
  36474, 109
Buller, C.  
  71971, 121
Burke, A.J.  
  49805, 127  
  49806, 110
Butler, J.R.  
  49805, 127  
  49806, 110

Cafiero, E.A.  
  34484, 110
California Center for Child Passenger Safety  
  72267, 125
California Highway Patrol  
  43323, 119
California University, Los Angeles  
  72267, 125
California University, San Diego  
  42879, 125
California University, San Francisco  
  71970, 121
Cameron, M.H.  
  42891, 126
Cameron, M.H., and Associates  
  42891, 126
Campbell, B.J.  
  37777, 123  
  40753, 109  
  47581, 118  
  70294, 126
Canada Safety Council  
  52944, 120
Daniel, R.B.
47887, 122
48762, 114

Danner, M.
70204 A19, 114

DeCarolis, L.R.
39277, 117

DeLellis, J.D.
52988, 118

Desper, L.P.
45372, 118
45373, 118

Dick, L.M.
30643, 113

Dillman, A.S.
72267, 125
75203, 115
75205, 118
75209, 125
75216, 125

East Penn Motor Club
75637, 126

Eastman Kodak
49010, 119
55006, 123

Eiswirth, R.S.
30633, 113

English, P.
72267, 125

Eyrainer, H.
70204 A20, 125

Fabry, R.
30543, 110

Fernan, J.
52245, 127

Fischell, T.R.
71440, 116

Fleischer, G.A.
17243, 116
30643, 113
51153, 125

Fleming, A.
72043, 112

Flowers, R.J.
44705, 121

Ford Motor Company
34634, 118

Ford, R.
75178, 123

Freedman, K.
41041, 120
46568, 118
Fresno Child Passenger Safety Project
75178, 123

Gantz, W.
70443, 124
Gardner, W.T.
70204 A35, 113
Garland, L.A.
70204 A27, 113
Geiss, L.S.
45707, 121
Geller, E.C.
47742, 113
Gemming, M.G.
70294, 126

General Motors Corporation
40753, 109
47821, 124
49513, 116
70294, 126

Georgia Child Passenger Safety Program, Augusta
49825, 111

Goldman, P.A.
70204 A29, 125

Goodell-Grivas
71163, 123

Goodson, J.G.
71971, 121

Goodson, W.H. III
71971, 121

Gordon, S.
36474, 109

Goryl, M.E.
71163, 123

Great Britain Department of the Environment
30543, 110

Green, P.G.
52944, 120

Greenberg, B.S.
45823, 121

Grey Advertising, Inc.
35174, 119

Griffin, L.I.
44705, 121

Grimm, A.C.
37475, 122
37476, 122
54640, 126

Guam Office of Highway Safety
49037, 119

Gutoskie, P.A.
70204 A35, 113
Haddon, W., Jr.  
30633, 113
Hall, R.L.  
48762, 114
Hall, W.T.  
47887, 122
Health and Human Services Department  
75356, 116
Heathington, K.W.  
45246, 117
45704, 115
45707, 121
Helsing, K.J.  
38475, 127
Herbert, D.C.  
46781, 112
Herman, M.L.  
37777, 123
Heron, R.M.  
36720, 110
Hickling-Johnston, Ltd.  
49202, 117
Hicks, K.  
49019, 116
Highway Safety Research Center  
37777, 123
40753, 109
45372, 116
45373, 118
47581, 118
47887, 122
48762, 114
70294, 126
71440, 116
Highway Safety Research Institute  
14920, 119
37475, 122
37476, 122
54640, 126
Hill, K.  
70204 A32, 114
Horne, T.D.  
47821, 124
Hornstein, D.  
53504, 120
Hughes, E.C.  
45707, 121
46154, 121
HUK-Verband  
70204 A19, 114
Hummel, T.  
70204 A19, 114
Hunter, W.W.  
47581, 118
Idaho Office of Highway Safety
39370, 122
Illinois State Department of Transportation
49355, 109
Indiana Child Passenger Safety Association, Indianapolis
49838, 118
Indiana Division of Traffic Safety
70443, 124
Indiana State Board of Health, Indianapolis
49838, 118
Indiana University
70443, 124
Insurance Institute for Highway Safety
30633, 113
38152, 115
72043, 112

Johns Hopkins University
38475, 127
43339, 112
70576, 115
Johnston, I.R.
42891, 126
Jones, H.
70204 A32, 114

Kahane, C.J.
72880, 115
Kansas Department of Transportation
75172, 112
Kansas State University
75172, 112
Kansas University
49209, 117
Karwacki, J.J., Jr.
43339, 112
Kelley, A.B.
30633, 113
Kentucky Department of Human Resources, Frankfort
49832, 118
Kentucky State Police, Frankfort
49832, 118
Kielhorn, T.G.
42760, 120
Kim, C.
75203, 115
Knapper, C.K.
53190, 110
Kondo, A.
36474, 109
Krecek, L.  
75350, 116

L'Hoste, J.  
17931, 123
Labor Department  
75174, 119
Langwieder, K.  
70204 A19, 114
Lawless, E.W.  
55179, 116  
70204 A30, 111  
75182, 113
Lawless, J.F., Jr.  
75182, 113
Lawson, D.  
71530, 110
League General Insurance Company  
47574, 116
Leonard, E.  
72267, 125  
75216, 125
Levak, P.  
75637, 126
Li, L.K.  
37777, 123  
40753, 109
Lincorp Research, Inc.  
37442, 124  
37764, 124
Lo, M.  
45246, 117  
45704, 115
Logical Technical Services Corporation  
43677, 121
Lonero, L.  
38062, 117
Los Angeles Area Child Passenger Safety Association  
75203, 115  
75204, 117  
75205, 118  
75206, 120  
75207, 121  
75209, 125  
75210, 127  
75211, 127  
75214, 111  
75215, 121  
75216, 125  
75217, 119
Louisiana Department of Public Safety  
44822, 110
Lowne, R.  
70204 A32, 114
Ludwick, J.
75178, 123
Lukin, J.
41041, 120
46568, 118
Lundell, B.
70204 A26, 114

Mack, L.
75178, 123
Mackie, A.M.
32728, 114
34713, 112
Marchetti, L.M.
47887, 122
Market Opinion Research
41108, 125
Maryland Chief Medical Examiner's Office, Baltimore
43339, 112
Maryland State Department of Health and Mental Hygiene
49593, 111
Maryland University, Baltimore, School of Medicine
43339, 112
Media Intensive Learning Corporation
44705, 121
Michigan Association for Traffic Safety
39399, 120
Michigan Association of Hospital Auxiliaries
44390, 112
Michigan Hospital Association
44390, 112
Michigan State Office of Highway Safety Planning
39154, 121
39399, 120
41108, 125
44390, 112
44392, 123
44394, 122
44398, 125
44401, 119
49207, 126
49208, 126
49211, 117
49320, 122
Michigan State Safety Commission
44391, 113
Michigan Traffic Safety Information Council
44390, 112
44391, 113
44394, 122
44398, 125
Michigan's Motor Vehicle Occupant Protection Program
44390, 112
44391, 113
44392, 123
44394, 122
44398, 125
44401, 119
Middlesex Polytechnic
70204 A32, 114
Missouri Division of Health
49645, 119
Missouri Division of Highway Safety
49645, 119
Mitson, L.
40268, 124
Mitzkus, J.E.
70204 A20, 125
Moore, R.J.
53190, 110
Morrison, A.J.
47574, 116
Motor Industry Research Association
70204 A25, 112
Motorists Information
37442, 124
37764, 124
40225, 119
Mount Saint Vincent University
47439, 115
Munz, P.M.
46162, 113
National Analysts, Inc.
27285, 115
National Child Passenger Safety Association
70204 A30, 111
75182, 113
75635, 119
National Heart and Lung Institute
38475, 127
National Highway Traffic Safety Administration
17243, 116
27285, 115
30643, 113
35174, 119
36474, 109
37219, 123
37777, 123
39609, 123
41601, 109
42496, 120
43298, 109
43677, 121
45189, 112
45246, 117
45428, 109
45704, 115
National Transportation Safety Board
48902, 124
70204 A29, 125
72555, 124
Nau, P.A.
47439, 115
New Hampshire Child Passenger Safety Program, Hanover
49822, 119
New Jersey Office of Highway Safety
53504, 120
New South Wales Department of Motor Transport
41041, 120
46568, 118
46781, 112
New York Coalition for Safety Belt Use
75177, 110
New Zealand Ministry of Transportation
48783, 127
Newman, J.A.
70204 A27, 113
Norges Teknis-Naturvitenskapelige Forskingsrad
39929, 126
North Carolina Governor's Highway Safety Program
45372, 118
45373, 118
47887, 122
70294, 126
North Texas State University, Denton
49805, 127
49806, 110
Northern Kentucky University
49206, 120
Norway Ministry of Communications
39929, 126
Novelli, W.D.
49435, 126
O'Neill, B.
30633, 113
Oakland County Health Division
75350, 116
Oklahoma Highway Safety Office
42760, 120
49651, 120
Oklahoma Survey Consultants
42760, 120
Olesen, D.
38658, 110
Onder, J.J.
49631, 117
Ontario Ministry of Transportation and Communications
38062, 117
47501, 119
Professional Management Associates, Inc.
49631, 117
Pryor, A.
14920, 119
Public Communication Resources, Inc.
46163, 113
49631, 117
Pulley, C.H.
53539, 110
Queen's University
36720, 110
Rattiner, J.L.
70576, 115
REACT International, Inc.
49585, 123
Regina University
53190, 110
Reinhard, S.C.
49206, 120
Reisinger, K.S.
38152, 115
Roberts, A.
70204 A32, 114
Robertson, L.S.
30633, 113
Rochon, J.
37735, 116
Romer-Britax
70204 A33, 126
Roy, P.
70204 A32, 114
Saalberg, J.H.
47574, 116
San Diego State University
71530, 110
San Joaquin Valley Health Consortium
49939, 116
75178, 123
Sarner, N.
75113, 125
Saskatchewan Department of Highways and Transportation
38634, 124
Saskatchewan Highway Traffic Board
75175, 111
Saskatchewan Transportation Agency
47401, 115
Schneider, L.W.
70204 A34, 118
Schrader, R.R.
28017 A62, 114
42496, 120
43298, 109
Tennessee Child Passenger Safety Program
44174, 111
49600, 124
Tennessee Governor's Highway Safety Program
45246, 117
45707, 121
46154, 121
46162, 113
46164, 111
Tennessee Highway Patrol
47734, 109
Tennessee University, Transportation Center
45246, 117
45704, 115
45707, 121
46154, 121
46162, 113
46164, 111
Teret, S.P.
70576, 115
Terry, C.T.
47821, 124
TES, Ltd.
70204 A27, 113
Texas Extension Homemakers Association, Raymondville
49811, 111
49812, 112
Texas Medical Association Auxiliary, Austin
49811, 111
49812, 112
Texas Safety Association, Austin
49811, 111
49812, 112
Texas State Department of Highways and Public Transportation, Austin
49811, 111
49812, 112
Thompson, J.
70204 A25, 112
Thorson, A.
11563, 121
Tibert, J.
40268, 124
Toledo, J.R.
49805, 127
49806, 110
Tombrello, S.M.
75206, 120
75207, 121
75210, 127
75215, 121
Traffic Safety Association of Michigan
75354, 124
Transport and Road Research Laboratory
32728, 114
34713, 112
70204 A32, 114
Transportation Safety Institute
39277, 117
Transportation Systems Center
70959, 120
Trinkoff, A.M.
70576, 115
TRW Repa GmbH
70204 A20, 125
Tuohey, M.H., Jr.
55006, 123

University of Michigan Transportation Research Institute
70204 A34, 118
University of Southern California
17243, 116
30643, 113
51153, 125
UniWorld Group
49186, 111

Valentine, S.
32728, 114
34713, 112
Van Hauten, R.
47439, 115
Van Humbeck, T.C.
70204 A27, 113
Vasquez, S.
75178, 123
Vinetz, R.S.
49210, 111
Virginia Highway Safety Division
38927, 109
Virginia Polytechnic Institute and State University
47742, 113
Volvo Car Corporation, Automotive Safety Centre
70204 A26, 114

Wakshlag, J.
70443, 124
Waller, A.E.
47887, 122
Waller, P.F.
37777, 123
Washington Traffic Safety Commission
49019, 116
WCPX-TV
75113, 125
Westenberg, D.A.
70959, 120
Wilde, G.J.S.
    17931, 123
Wiley, M.E.
    75635, 119
Williams, A.F.
    38152, 115
Wilson, W.B.
    42496, 120
Wind, G.H.
    17931, 123
Wisconsin Division of Highway Safety Coordination
    39282, 127
    52245, 127
Wisconsin Hospital Association
    38738, 122
Wixom, C.W.
    30633, 113
Woods, D.K.
    70204 A27, 113

Ziegler, P.N.
    48107, 117
    53456, 114
    72056, 117
SUBJECT INDEX TO
JOURNAL ARTICLES AND REPORTS -- RERAINT SYSTEMS

Note: index entries are followed by item number and catalog page number.

BEHAVIORAL STUDIES/ RESTRAINT SYSTEM ATTITUDES
17681, 115
17931, 123
28445, 126
34634, 118
36474, 109
36720, 110
37219, 123
37442, 124
37475, 122
37764, 124
37777, 123
38475, 127
38634, 124
40753, 109
41041, 120
41108, 125
41601, 109
42760, 120
42879, 125
43298, 109
43323, 119
44822, 110
45189, 112
45428, 109
45823, 121
46154, 121
47742, 113
49209, 117
53190, 110
70294, 126
75350, 116
75354, 124

BIBLIOGRAPHIES/ LITERATURE REVIEWS
37475, 122
37476, 122
44392, 123
54640, 126
70497, 116

CAMPAIGN DESCRIPTIONS
11563, 121
30643, 113
34634, 118
36720, 110
37219, 123
37777, 123
38634, 124
38738, 122
38927, 109
39003, 109
39007, 121
39282, 127
39370, 122
40225, 119
43677, 121
44388, 124
44394, 122
44401, 119
45246, 117
46163, 113
46568, 118
49019, 116
49037, 119
49202, 117
49320, 122
49355, 109
49513, 116
49548, 120
51043, 123
52245, 127
52944, 120
52988, 118
53504, 120
54323, 112
55006, 123
70443, 124
71514, 117
75355, 125
75638, 109

CHILD RESTRAINTS, 121
27285, 115
38062, 117
38152, 115
38738, 122
39154, 121
39399, 120
41041, 120
43339, 112
44174, 111
44390, 112
44391, 113
44398, 125
44401, 119
45246, 117
45372, 118
45373, 118
INJURY PATTERNS/ INJURY REDUCTION
34484, 110
38062, 117
38658, 110
39370, 122
42064, 111
43339, 112
44394, 122
47734, 109
48552, 109
48902, 124
49208, 126
70204 A19, 114
72880, 115

LOAN PROGRAMS
44401, 119
45372, 118
45373, 118
46164, 111
47887, 122
49140, 114
49593, 111
49645, 119
49721, 119
MANDATORY SAFETY BELT USAGE LAWS/RELATED LEGISLATION
34484, 110
36720, 110
37735, 116
38062, 117
39929, 126
42064, 111
42096, 120
43472, 115
45246, 117
45996, 120
47401, 115
49806, 110
52944, 120
53456, 114
53539, 110
70204 A30, 111
70204 A32, 114
70959, 120
75431, 117
75636, 109

PROGRAM EFFECTIVENESS
14920, 119
17243, 116
17681, 115
17931, 123
27285, 115
28017 A62, 114
28445, 126
30543, 110
30633, 113
32728, 114
34713, 112
37442, 124
37476, 122
37735, 116
37764, 124
38152, 115
38634, 124
39277, 117
39609, 123
42891, 126
44705, 121
45839, 122
47439, 115
47574, 116
49010, 119
49145, 117
<table>
<thead>
<tr>
<th>Code</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>49186</td>
<td>111</td>
</tr>
<tr>
<td>49435</td>
<td>126</td>
</tr>
<tr>
<td>49631</td>
<td>117</td>
</tr>
<tr>
<td>51153</td>
<td>125</td>
</tr>
<tr>
<td>54494</td>
<td>124</td>
</tr>
<tr>
<td>54778</td>
<td>112</td>
</tr>
<tr>
<td>75362</td>
<td>116</td>
</tr>
<tr>
<td>75363</td>
<td>123</td>
</tr>
<tr>
<td>36720</td>
<td>110</td>
</tr>
<tr>
<td>37442</td>
<td>124</td>
</tr>
<tr>
<td>37764</td>
<td>124</td>
</tr>
<tr>
<td>38475</td>
<td>127</td>
</tr>
<tr>
<td>39154</td>
<td>121</td>
</tr>
<tr>
<td>39399</td>
<td>120</td>
</tr>
<tr>
<td>39609</td>
<td>123</td>
</tr>
<tr>
<td>39929</td>
<td>126</td>
</tr>
<tr>
<td>40268</td>
<td>124</td>
</tr>
<tr>
<td>43323</td>
<td>119</td>
</tr>
<tr>
<td>44822</td>
<td>110</td>
</tr>
<tr>
<td>46781</td>
<td>112</td>
</tr>
<tr>
<td>47401</td>
<td>115</td>
</tr>
<tr>
<td>47581</td>
<td>118</td>
</tr>
<tr>
<td>48107</td>
<td>117</td>
</tr>
<tr>
<td>48762</td>
<td>114</td>
</tr>
<tr>
<td>52944</td>
<td>120</td>
</tr>
<tr>
<td>54640</td>
<td>126</td>
</tr>
<tr>
<td>70294</td>
<td>126</td>
</tr>
<tr>
<td>71163</td>
<td>123</td>
</tr>
<tr>
<td>71440</td>
<td>116</td>
</tr>
<tr>
<td>72056</td>
<td>117</td>
</tr>
</tbody>
</table>