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**OCCUPANT PROTECTION  
PUBLIC INFORMATION  
MATERIALS CATALOG  
NUMBER 8**

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

JUNE 1986

**UMTRI** The University of Michigan  
Transportation Research Institute



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The University of Michigan  
Transportation Research Institute  
Ann Arbor, Michigan 48109

UMTRI-86-22

This catalog has been produced under contract to the  
U.S. Department of Transportation, National Highway Traffic  
Safety Administration (Contract DOT-HS-9-02209).



Technical Report Documentation Page

|   |  |  |   |  |           |
|---|--|--|---|--|-----------|
| 1. Report No.   |  | 2. Government Accession No.                          |   | 3. Recipient's Catalog No.   |           |
| 4. Title and Subtitle<br>Occupant Protection Public Information<br>Materials Catalog. Number 8.   |  |  |   | 5. Report Date<br>June 1986  |           |
|   |  |  |   | 6. Performing Organization Code  |           |
| 7. Author(s)<br>A.C. Grimm, M.B.T. Wiviott, E.A. Schoenborn   |  |  |   | 8. Performing Organization Report No.<br>UMTRI-86-22                         |           |
| 9. Performing Organization Name and Address<br>The University of Michigan<br>Transportation Research Institute<br>Ann Arbor, Michigan 48109-2150  |  |  |   | 10. Work Unit No. (TRAIS)  |           |
|   |  |  |   | 11. Contract or Grant No.<br>DOT-HS-9-02209                                  |           |
| 12. Sponsoring Agency Name and Address<br>National Highway Traffic Safety Administration<br>400 Seventh St., S.W.<br>Washington, D.C. 20590   |  |  |   | 13. Type of Report and Period Covered<br>Catalog<br>1 July 1985-30 June 1986 |           |
|   |  |  |   | 14. Sponsoring Agency Code   |           |
| 15. Supplementary Notes<br><br>This edition supersedes all previous editions.   |  |  |   |  |           |
| 16. Abstract<br><br>The <u>Occupant Protection Public Information Materials Catalog</u> 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. |  |  |   |  |           |
| 17. Key Words<br>public information campaigns<br>restraint systems<br>child restraints<br>occupant protection   |  |  | 18. Distribution Statement<br>Document is available to the public from the National Technical Information Service, Springfield, Va. 22161 |  |           |
| 19. Security Classif. (of this report)<br>unclassified  |  | 20. Security Classif. (of this page)<br>unclassified |   | 21. No. of Pages<br>157  | 22. Price |



## PREFACE

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

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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.
- 44436 Protection for the school bus rider. (1980). 2 p. Color. (3 3/4 x 8 1/2).  
Brief introduction to the issue of school bus safety. Provides Federal Standards on bus construction and operational safety and recommendations to improve bus safety.
- 44437 Common mistakes parents make with child restraints. (1980). 2 p. (8 1/2 x 11).  
Discusses common ways in which safety seats are misused and explains how these mistakes endanger child passengers.
- 44438 Which restraint is best...for my child? for my car? (1980). 2 p. (8 1/2 x 11).  
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.
- 38514 Protecting child passengers. 1976. 6 p. Color. (3 3/4 x 8 1/2).  
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

- 38519 You can always buy a new car. But your children are one-of-a-kind. Protect them. (1976). 1 p. black & white. (11 x 16).  
Photograph of toy car and doll lying in roadway.

Alabama Department of Public Health, Montgomery

Pamphlets

- 49803 Listing of distributors of federally-approved child restraint systems in Alabama. 1981. 2 p. Color. (3 1/2 x 8 1/2).  
List of federally-approved car seats with manufacturer's name and address. Some manufacturers are outdated.

- 49804 It's time to use a little restraint. A complete guide to effective child restraint, including a handy Alabama shopping guide. Aug 1980. 7 p. Color. (4 x 8 1/2). Questions and answers on child passenger safety. Includes shopping guide.
- 49797 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).
- 49781 Easy rider's coloring book. June 1980. 10 p. (8 1/2 x 11).  
Designed to teach children seat belt/car seat safety.
- 49796 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).
- 49801 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

- 49850 Use safety belts. A little restraint never hurt anyone! Sept 1980. 1 p. color. (11 x 16).  
Two illustrations of a family in a car. First shows unrestrained children and aggravated parents. Second illustration of a happy family all properly protected.
- 49848 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.
- 49847 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.
- 49846 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

- 49718 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.
- 49719 Coloring book for safety. Feb 1982. 8 p. (6 x 8).

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

Program Script

- 49722 Suggested presentation for child restraint programs. 1982.  
4 p.  
Suggested presentation on child passenger safety.

Alamance County Health Department, Burlington, N.C.

Pamphlet

- 49775 Burlington-Alamance Child Passenger Safety Assoc. 1982.  
Black & white. (3 1/2 x 8 1/2).  
Brief discussion of child passenger safety including descriptions of infant seats and tips for parents.

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

- 75732\* *Safety bear cares. Always buckle up. 1986. Litterbag.*  
75542\* *Alaska - be in the click. 1985. Dashboard sticker.*  
75532\* *Be in the click. Win a Honda Accord sedan from Pioneer Honda. 1985. 6 p. Dealer/customer pledge.*

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

- 75683\* *Why seat belts? 1985. 6 p.*  
*Presents 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

- 75685 *A family shopping guide to: infant/child safety seats.*  
*Jan 1986. 2 p.*  
*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.*
- 75688 *Child safety seat checkup. 1986. 13 p.*  
*Information on proper safety seat installation and use.*
- 75687 *Children and car safety: making friends with a safety  
seat. 1985. 7 p.*  
*Tips to parents to keep children at various ages happy in  
car seats and help develop the seat belt use habit.*
- 75592\* *Teens who drink and drive: reducing the death toll. 1985.*  
*8 p.*  
*Discussion of teenage drinking and driving, prevention  
programs, seat belt use, delayed licensing; suggestions for  
parents.*
- 49552 *The first ride - every ride - a safe ride. "Make it  
click!" 1981. 4 p. Color. (8 1/2 x 11).*  
*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.*

Catalog

- 49648 *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

- 49720 *Buklupurkid. June 1982. 1 p. color.*
- 49214 *Driving's easier...when your kids are buckled up. (1981).*
- 49215 *Get them off your lap...buckle up your kids. (1981).*  
*color.*
- 49216 *Love your kids? Buckle 'em up! (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

- 75079 The perfect gift. 9th edition. May 1984. 6 p. Color. (4  
x 9).  
Answers common questions asked about child passenger  
safety. Provides shopping guide for four seat types  
(convertible, infant, toddler, and top anchor).
- 49168 Le daria 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

- 49457 Help keep the kids alive! 1980. 1 p. (8 1/2 x 14). (Co-  
produced by Los Angeles Pediatric Society, Inglewood.)  
Fact sheet providing information on child passenger safety.

American Association for Automotive Medicine, Arlington Heights, Ill.

Pamphlet

- 75070\* Motor vehicle safety belt use: the physician's viewpoint.  
(1983). 6 p. Black & white. (4 x 8 1/2). (Sponsored by  
Automotive Safety Foundation, Washington, D.C. and Highway  
Users Federation, Washington, D.C.)  
Designed for medical personnel. Discusses why physicians  
support seat belt use, the human collision, safety belts  
and pregnant women, safety belt and child restraint laws,  
and the responsibility of the medical community.

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.*
- 75704 *Otto says Buckle up! Book 1. 1985. 7 p.  
Activity and story book for children promoting seat belt  
use.*
- 75705 *Otto says Buckle up! Book 2. 1985. 7 p.  
Activity and story book promoting seat belt use.*

- 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.
- 49768 My own safety story. 1982-1983. An activity book for grades K-3. 1983. 15 p. (8 1/2 x 11). Activity booklet for grades K-3 designed to teach basic traffic safety including seat belt use.
- 49769 Otto the auto. 1982-83. For grades K-3. 1983. 21 p. (8 1/2 x 11). Stories on highway safety for young readers. Teaches safety and new vocabulary.
- 49936\* Safety belts for people who enjoy living. 1981. 8 p. photos. Color. (4 x 9). 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.
- 49137 Protect your child. Use approved restraints when driving. (1979). 8 p. Color. (4 x 9). 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

- 75132\* Develop the safety belt habit. (1983). color. Litter bag.
- 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.

American College of Emergency Physicians, Pennsylvania Chapter, Lemoyne, Pa.

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.*

American Honda Motor Company, Inc., Gardena, Calif.

Pamphlet

75305 American Honda presents DC comics' Supergirl. 1984. 32 p. (6 1/2 x 10). Co-produced by the U.S. Department of Transportation.

Comic book, targeted toward teenagers, featuring Supergirl. Promotes seat belt use.

75455 Supergirl. Teacher's guide. 1984. 4 p. Guide to pamphlet listed above.

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

75500\* *Why not? Aug 1984. color.*

75502 *K.I.S.S. - Kids in Safety Seats. Aug 1984. color.*

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

- 49008 *Don't sit on your life. Buckle your seat belt.* (1980). color.

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

- 75667\* *A motivational program for motor vehicle occupant restraint use for the trauma professional. Safe and secure.* 1985. 74 p. Co-produced by NHTSA.  
*Program targeted toward trauma professionals. Provides guidelines for developing occupant protection program in hospital. Includes "Media Presentors Guide," a supplement which advises how to involve media.*

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. T. Kjellstrom, D. Crowe, N. Roberts, J. Shawyer, D. Rands, comps. 1984. 64 p. (5 3/4 x 8 1/4). Sponsored by the New Zealand Ministry of Transport, Auckland.  
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

- 49119 Children, fasten your seat belts please. A guide to child restraints. 1980. 12 p. Color. (5 3/4 x 8 1/4).  
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.*
- 75714\* *Be a winner. Play it safe. Buckle up Austin. 1985. color. Promotes seat belt use and Texas use law.*

Bete, Channing L., Company, Greenfield, Mass.

Pamphlet

- 75718\* *Protect yourself with safety belts. 1985. 15 p. Cartoon-type illustrations; discusses seat belt safety and how belts work; how to use them properly.*
- 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.
- 75719 *Buckle up your kids for safety. 1982. 15 p.*  
*Cartoon illustrations. Discusses importance of car seats,*  
*types of seats, and how to choose one.*
- 38529\* Hold everything! Why you should use safety belts. Revised  
edition. 1977. 15 p. Color. (5 1/2 x 8).  
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.

Pamphlet

- 75707\* *Health steps. Be safe. Buckle up. 1985. 2 p.*  
*Excuses and facts about seat belt and child safety seat*  
*use.*

Bobby-Mac Company, Scarsdale, N.Y.

Pamphlet

- 39165 *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

- 39446 In this vehicle everyone buckles up. If "no," no go! 1979.  
(Dashboard sticker.)

Borgess Hospital, Kalamazoo, Mich.

Pamphlets

- 49153 Child auto safety is preventive medicine. (1981). 5 p. (3  
3/4 x 8 1/2).  
General information on child passenger safety and Borgess  
Hospital car seat loan program.
- 49155 A physician's guide to car seat loaner programs. (1981).  
4 p. Color. (3 3/4 x 8 1/2).  
Targeted to physicians in Kalamazoo area regarding Borgess  
Hospital car seat loan program.

Bumper Sticker

- 49154 Buckled by Borgess. Is your child buckled? (1981). color.

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

Print Ads

- 38631-38633\* 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)

Pamphlet

- 38630\* B.C. buckles up. 1977. 6 p. Color. (4 x 9).  
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.
- 49977 New California law protects small children from 1 killer!  
(1983). 1 p. Co-produced by Los Angeles Area Child  
Passenger Safety Association, Altadena, Calif. (8 1/2 x  
11).  
Fact sheet on California child passenger protection law,  
effective January 1, 1983.

California Department of Health, Sacramento

Pamphlets

- 49930 Estan seguros sus ninos? Asegurelos es lay ley! [Are your  
children safe? Buckle them up!] Feb 1983. 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).  
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

- 75154 Teacher's guide - a positive approach to teaching passenger safety to young children (Bucklebear). A.S. Dillman, E. Leonard, A. Chang. April 1983. 125 p. Sponsored by NHTSA.  
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

- 75258\* Seat belts. Safe. 1984. 4 p. (3 3/4 x 9).  
Information on seat belt and child passenger safety.
- 75260\* Ceintures de securite. Securite. [Seat belts. Safe.] 1984. 4 p. (3 3/4 x 9).  
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.
- 38532\* 10 steps to safe driving. (1976). 2 p. [Text in English and French.] Color. (4 x 9).
- 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).
- 75265 Passengers! Whose responsibility? 1977. 1 p. color.

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

- 49531\* Belt up! (1982). 2 p. [Text in English and French.] Color. (4 x 8).  
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.
- 39402 Secure your child's future in a car seat, in the back seat. 1979. 2 p. Color. (4 x 9).  
General information on child passenger safety.
- 39404 Ils sont si attachants. (1979). 2 p. Color. (4 x 9).  
French version of 39402.
- 30938\* The seat belt argument. 1974. 30 p. [Text in French and English.] Color. (5 1/2 x 8 1/2).  
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.
- 49524 Secure your child's future in a car seat, in the back seat. (1982). 1 p. color. (18 x 24).  
Photograph of child properly secured in safety seat in car.
- 49525 Protect yourself in the car too. Wear your seat belt. (1982). 1 p. color. (18 x 24).  
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

- 38755\* Take a three story jump into moving traffic. (1975). 1 p. 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

- 39119 Your child's life depends on a seat. 1977. 5 p. [Text in French and English.] (4 x 8 3/4).

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

- 49808 Buckle up buddy in the land of fun. Coloring book. 1979. 7 p. (8 1/4 x 7).  
Children's coloring book about seat belt safety.

Century Products, Inc., Los Angeles, Calif.

Pamphlet

- 49006 Safe-T-Rider. (1980). 2 p. Black & white. (5 x 7).  
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.
- 75085 Show your love from the beginning in an infant car seat. (1983). color. (22 x 28).  
Photograph of infant in Century infant seat.
- 75086 Safeguard the fragile years with infant-toddler car seats. (1983). color. (22 x 28).  
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.
- 38536 How to help save our children. 1976. 17 p. Black & white. (5 1/2 x 8 1/2). (Co-produced by United Auto Workers International Union, Detroit, Mich.)



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

Collier-Keyworth Company, Gardner, Mass.

Pamphlet

- 75082 Buckle up! Buckle up! Safe and sound. (1983). 8 p. Color. (5 x 6).  
Manufacturer's brochure describing Safe & Sound (convertible) and Co-Pilot (booster) car seats.

Bumper Stickers

- 75080 My child rides Co-Pilot. (1983). color.  
75081 My child rides Safe and Sound. (1983). color.

Poster

- 49767 The adventures of Mr. Buckle Up. 1983. 1 p. color. (11 x 17).  
Cartoon illustration of Mr. Buckle Up (parrot).

Colorado Division of Highway Safety, Denver

Pamphlets

- 39453\* Some people won't live without 'em. (1979). 2 p. Color. (5 1/2 x 4 3/4).  
Brief discussion of safety belt issue using Colorado statistics.  
38537\* If you want to survive the epidemic in Colorado and... (1977). 8 p. (3 3/4 x 8 1/2).  
General overview of seat belt issue with 1974/75 national and Colorado statistics. Brief information on seat belts during pregnancy and child restraints.

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

- 49189 Safety belt activity book. A guide for teachers of grades K-6. 1977. 59 p. (8 1/2 x 11).  
Curriculum guide for teaching students about seat belts. Includes 20 activities for students.

Connecticut Department of Transportation, Wethersfield

Pamphlet

- 75699\* *Get into the seat belt habit, Connecticut. 1986. 8 p.*  
*Discussion of seat belt safety including proper use, how they work, myths, and seat belt use law.*

- 75075 Law officers love children too. (1983). 2 p. Color. (4 1/4 x 7 1/2). (Co-produced by NHTSA.)  
Illustration of police officer holding child. Text explains Connecticut child passenger protection law. Reverse side briefly discusses seat types, loan programs, and seat belts. Assembled on pad for officers to distribute.

Connecticut Office of Highway Safety, Wethersfield

Poster

- 75241\* We'll live forever. You won't. So do all you can to live longer. Fasten your seat belt. 1984. 1 p. black & white.  
Fairy tale characters promote seat belt safety.

Bumper Sticker

- 75700\* *Buckle up, Connecticut. It's the law. 1986. color.*

Promotional Gimmicks

- 75701\* *Buckle up Connecticut. It's the law. 1986. Plastic shopping bag.*  
75702\* *Buckle up Connecticut. It's the law. 1986. Litter bag.*  
75703\* *Buckle up. It's the law. 1986. Key chain.*

Connecticut Office of Safety Education, Meriden

Pamphlet

- 75432 Automobile boosters for children. 1984. 1 p.  
Describes use and types of booster seats.
- 75433 Your guarantee for a safe seat. Highlights of Federal Standard No. 213-80, Child Restraint Systems. 1984. 1 p.  
Summarizes standard.
- 75434 Transporting handicapped children. 1984. 1 p.  
Describes special restraints for handicapped children.
- 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).
- 49774 Connecticut law: children under 4 must ride restrained. 1982. 2 p. Color. (4 1/2 x 8 1/2).

Description of Connecticut child passenger protection law. Reverse side briefly explains the issue of child passenger safety, approved seats and loan programs.

- 49773 Safe use and installation of child restraints. Jan 1980. 6 p. illus. Black & white. (8 1/2 x 11).  
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.
- 49954\* We'll convince. Only seat belts stop injuries. Ride our seat belt convincer. (17 x 22). (1983). color.  
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.
- 49714 Connecticut law: children under four belong here. 1982. 1 p. color. (17 x 22).  
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

- 49981 Kids in cars. J. Frenkel. (1983). 28 p. Black & white. (5 1/2 x 8).  
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.
- 49982 Les enfants en voiture. (Kids in cars). J. Frenkel. (1983). 28 p. Black & white. (5 1/2 x 8).

French version of 49981.

Cook Inlet Native Association, Anchorage, Alaska

Pamphlet

- 49786 Anchor your baby in. Why use safety seats? 1980. 7 p.  
Black & white. (5 1/2 x 8 1/2).  
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.
- 49934 Travel with baby. 1981. 11 p. Color. (4 x 8).  
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

- 49549\* Are you putting me on? March 1981. 2 p. Color. (5 1/2 x  
8 1/4).  
Information on braking including reaction and braking chart  
(reaction distance + braking distance = total stopping  
distance).

Dealers Against Drunk Driving, Washington, D.C.

Pamphlet

- 49969 Belt your kids for their sake and yours. (1983). 6 p.  
Color. (3 3/4 x 8 1/2). (Co-produced by Automotive Trade  
Association-National Capital Area, Washington, D.C.)  
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.)

Dupont de Nemours, E.I., and Company, Wilmington, Del.

Magazine Article

- 49790\* Managing safety. Items of interest from Safety and Fire  
Protection Division. Feb 1981. 16 p. (8 1/2 x 11).  
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.

Durham Child Passenger Safety Association, N.C.

Pamphlet

- 49963 Establishing an infant safety seat loaner program - community and hospital settings. J. Jack. 18 May 1983. 5 p. Black & white. (8 1/2 x 11).  
Step by step suggestions for establishing a loan program.

Easter Seal Society of Utah and Ridgecrest Elementary School, Sandy, Utah

Pamphlet

- 75114 Bee smart, bee safe, buckle up! (1983). (3 x 6).  
Local vendor coupon.

Poster

- 75115 (Bee) smart, (bee) safe, buckle up! (1983). color. (22 x 28).  
Illustration of bumble bee and lap belt.

Promotional Gimmick

- 75116 Bee smart, bee safe, buckle up! (1983). Color.  
Button.  
75117 (Bee smart, bee safe, buckle up!) (1983).  
Stickers.

Eastman Kodak, Rochester, N.Y.

Pamphlet

- 49572\* What's your excuse? 1982. 2 p. Color. (3 3/4 x 9 1/2).  
Myths and facts about seat belts.

Posters

- 49575 Use a little restraint...it's the law. 1982. 1 p. color. (14 1/2 x 22).  
Promoting New York state child passenger protection law.  
49576 Use a little restraint. 1982. 1 p. Color. (14 1/2 x 22).  
Child's drawing of a car crash.  
49577 Living proof. 1982. 1 p. color. (14 1/2 x 22).  
Photograph of mother and child. Text promotes seat belt use during pregnancy.  
49578\* "I was saved by the belt." 1982. 1 p. color. (14 x 21).  
Photograph of father and son.  
49580\* "We were saved by the belt." 1982. 1 p. color. (14 1/2 x 22).  
Photograph of seat belt survivor family.

Promotional Gimmicks

- 49573 Congratulations on your new passenger. 1982. 2 p. Color.  
49574\* [Seat belt use dashboard stickers.] 1982. Color.

Film Loops, Inc., Princeton, N.J.

Pamphlet

- 75230 Beltwoman - a safety belt education program for children pre K to second grade. 1984. 8 p. (4 x 9).  
Manufacturer's brochure describing safety belt education program for children 3-7.

Posters

- 44400 A shot, a seat...care enough; give 'em both. 1979. 1 p. color. (17 x 22).

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.)

49012 Beltman. (1980). color. (Iron-on transfer.)

Florida Bureau of Public Safety Management, Tallahassee

Pamphlets

75684 *Child safety seat shopping guide - 1985. 1985. 2 p. List of car seats by seat type.*

75689\* *Don't leave a lasting impression. Use safety belts. 1985. 8 p. Co-produced by Florida Highway Patrol. Detailed description of how seat belts work and of passive restraints.*

Posters

75690 *Police officers love kids, too! 1986. color. Co-produced by Tallahassee Police Department.*

75691 *Troopers love kids, too! 1986. color. Co-produced by Florida Highway Patrol.*

75692\* *Don't leave a lasting impression. Use safety belts. A healthy habit. 1986. color. Photograph of cracked windshield.*

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

Bumper Sticker

75693\* *Safety belts. A healthy habit. 1986. color.*

Florida Child Restraint Network, Tallahassee

Pamphlet

75083 *The facts of life for parents of small children. (1983). 6 p. Color. (4 x 9). 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.

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

- 39468\* Safety belt crash quiz. (1979). 1 p. (Placemat; co-  
produced by Florida Association of Women Highway Safety  
Leaders).  
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.  
38540\* Buckle up for safety. Your seat belt will protect you from  
serious injury. 1976. 1 p. Color. Dashboard sticker.

General Motors Corporation, Detroit, Mich.

Pamphlet

- 75724\* *Information from General Motors on restraint systems and  
future vehicle safety. Nov 1984. 4 p.  
Questions and answers regarding how federal occupant  
protection standards will change future cars and on what  
systems GM plans to introduce.*  
75243\* Seat belts help save lives. Buckle your life belt. 1984.  
6 p. (3 3/4 x 8 1/2).  
Information on seat belt safety. Discusses GM's \$10,000  
seat belt user insurance policy.

Print Ad

- 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.

Georgia Office of Highway Safety, Tucker

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.  
49828 Captain Safety fun book. Feb 1981. 8 p. (8 1/2 x 11).  
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.

Gerber Products Company, Fremont, Mich.

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

- 49583\* Buckle up! 1982. Color.

Posters

- 44433 How important is your child's life? Buckle up your child! (1980). 1 p. color. (17 x 22).  
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

- 75473 Make it snappy! Child passenger restraint law. 1984. 1 p.  
Describes law.

Promotional Gimmick

- 75476\* Make it snappy! color. Dashboard sticker.

Hawaii University, Honolulu, School of Public Health

Pamphlets

- 49036 Car seats and seat belts. Protection for Hawaii's little riders. (1980). 8 p. (3 1/4 x 8 1/2).



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

49221 Child auto safety facts. (1981). 1 p. color. (10 x 14 1/2).

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.

49224 Have you seat-belted your Keiki today? (1981). 1 p. black & white. (17 x 22).

Illustration of child wearing lap belt.

49035 Keikis are breakable. Buckle up Hawaii. (1980). 1 p. color. (10 x 14).

Cartoon illustration.

Health and Human Services Department, Washington, D.C.

Pamphlet

44403 Auto safety and your child. [Revised edition.] 1980. 14 p. Color. (3 3/4 x 9 1/4).

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.

44404 Proteccion en el automovil para su nino. [Protection for your child in an automobile.] 1978. 16 p. Color. (3 3/4 x 8 1/4).

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

75273 Infant. Caution. 1984. 1 p. color.

Highway Safety Research Center, Chapel Hill, N.C.

Pamphlets

75274\* Community seat belt incentive programs - a guidebook. B.J. Campbell, L.M. Marchetti, M.G. Gemming, and W.W. Hunter. July 1984. 35 p. (6 x 8 1/2).

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.*
- 75533\* *Say "yes" to seat belts. 1985. 4 p. Co-produced by Dealers Safety and Mobility Council, Washington, D.C. Ten quiz questions and answers address common concerns regarding mandatory seat belt legislation.*
- 75535\* *Say "yes" to seat belts. Program leader's guide. 1985. 12 p. Co-produced by Dealers Safety and Mobility Council. Program guide to audio-visual program.*
- 75275\* *Seat belt use laws: the British experience. Interview with B. Sheerman. 1984. 15 p. (4 x 9). Questions and answers on effectiveness of British seat belt law.*
- 39458\* *An expert looks at safety belts. (1979). 2 p. Color. (4 x 8 1/2). General information on seat belt safety.*
- 38549\* *They're working around the globe. (1976). 3 p. Color. (4 1/2 x 9). (Co-produced by American Safety Belt Council, New Rochelle, N.Y.) Information on foreign seat belt laws (Australia; New Zealand; France; and Ontario, Canada).*
- 38550\* *The life guards in your car. (1974). 6 p. (4 x 9). Information on seat belts including discussions on "active" and "passive" systems and legislation.*
- 38551\* *Lock up...buckle up. (1974). 4 p. Color. (3 x 5). Good auto safety habits: lock doors, buckle safety belt.*

Poster

- 75534\* *Say "yes" to seat belts. 1985. color. Co-produced by Dealers Safety and Mobility Council. Advertisement for audio-visual program.*

Catalog

- 75176\* *Catalog of safety belt educational materials. (1984). 58 p. Co-produced by Automotive Safety Foundation, Washington, D.C. Color. (4 x 9). Catalog of resource material including source list.*

Honolulu County Medical Society, Hawaii

Bumper Sticker

- 44411 *Have you seat-belted your Keiki today? Your doctor certainly hopes so! (1980). color.*

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

39392\* Highway safety series on safety restraints. (1979). 22 p.  
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

49966 A publicity guide. (1983). 11 p. Black & white. (4 1/4  
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

49351 Passenger safety. Oct 1980. 8 p. (4 1/4 x 9).  
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).  
49538 Why take a chance? Protect your child's life. 1982. 3 p.  
(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

- 49983 Your child's life is riding on you. 1983. Color. (16 x 20). (Co-produced by the Rehabilitation Institute of Chicago).  
Photograph of mother and daughter. Insert photo of daughter in safety seat.
- 49344 Seat belts. The cure for the greatest killer of children. 1981. 1 p. color. (9 1/2 x 20). (Co-produced by the Rehabilitation Institute of Chicago).  
Photograph of lap belt.
- 49345 The cure for the greatest killer of children. 1981. 1 p. black & white. (16 x 20). (Co-produced by the Rehabilitation Institute of Chicago).  
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.)
- 49430 Child restraint systems for your automobile. 1980. 2 p. (3 3/4 x 9). (Co-produced by Indiana Association of Woman [sic] Highway Safety Leaders, Inc.)  
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  
for a Living Proof award. 1983. 4 p.  
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
- 49560 The buckle-up colouring book. 1982. 14 p. (8 1/2 x 11).  
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!  
Feb 1982. 6 p. Color. (3 3/4 x 8 1/2).  
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.
- 49559 Captain Click's alphabet. Who's who. Feb 1982. 8 p.  
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  
convincer! 1976. 4 p. Color. (3 3/4 x 9).  
General information on seat belts using convincer (sled/  
crash simulator).

Bumper Sticker

- 39400\* Grin and wear it. 1979. color.

Promotional Gimmick

75526 *B.C. police and nurses baby click award. 1985. Sticker.*

Insurance Information Institute, New York, N.Y.

Pamphlet

75510\* *Air bags: a matter of life or death. March 1984. 11 p. Fact and Fiction presentation of air bags. Encourages writing DOT Secretary Dole to "save the air bag," provides addresses.*

48839\* About air cushions. Nov 1983. 14 p. Color. (8 x 8).  
Overview of airbags: how they work, survivor stories, costs, and comparison with seat belts.

Iowa Department of Transportation, Des Moines

Pamphlets

49640 Tips for traveling with children. 1982. 2 p. (8 1/2 x 11).  
Suggestions for parents on how to make car travel pleasant and easy for children.

44470\* Sit tight...and look at some fasten-ating (and alarming) facts about occupant safety! (1980). 2 p. Color. (4 x 9).

General information on seat belts and child restraints. Discusses how business executives look at seat belts - as a bottom line on costs.

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

39437\* Get seat belt fever. (1979). color.

Poster

44471 We loan love. A loving program for state employees. 1980. 1 p. black & white. (11 x 17).  
Information on State of Iowa employee loan programs.

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

75449\* We love you. Buckle up! 1984. color. Co-produced by American Red Cross, Kalamazoo, Mich.

75450\* Which driver survived? 1984. black & white. Co-produced by Michigan State Police, Lansing.  
Photos of two accidents; in one occupants were using seat belts.

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.
- 75064\* Get it together Kansas. (1983). 48 p. Co-produced by Kansas State University, Cooperative Extension Service. Looseleaf folder. Designed for use by Kansas 4-H clubs. Folder includes general information on seat belt safety.
- 75066 Hi! I'm Example Elephant. (1983). 4 p. Color. (5 1/2 x 8 1/2). Produced by Kansas State University, Cooperative Extension Service. Example Elephant tells a seat belt story and asks children multiple choice questions about seat belts and child passenger safety.
- 75137\* Safety belts are another way to say...I love you. (1983). 62 p. Co-produced by Kansas State University. Looseleaf folder. Designed for use by Kansas Extension Homemakers. Folder includes general information on seat belt safety.
- 75144\* Safety belt pledge. 1983. 1 p. (8 1/2 x 2 3/4). Co-produced by Kansas State University. Pledge card.
- 75146\* A short ride with impact. The convincer. 1983. 6 p. (3 1/2 x 8). Co-produced by Kansas State University. General information on seat belt safety and the convincer (sled/crash simulator).
- 38998\* Wishing you a safe holiday. (1977). 6 p. Color. (3 3/4 x 8 1/2). Tips for ensuring a safe Christmas season.

Posters

- 49540 Isn't your child worth a little extra effort? Guarantee their life, use child passenger restraints. 1981. 1 p. color. (14 x 22). Photograph of girl in safety seat.
- 49541 Safety... an act of love. Guarantee their life, use child passenger restraints. 1981. 1 p. color. (14 x 22). Photograph of mother buckling daughter into safety seat.

Bumper Stickers

- 75065\* Get it together. (1983). color. Co-produced by Kansas State University, Cooperative Extension Service.
- 75027 Caution: child passenger. (1983). 1 p.

Promotional Gimmicks

- 75139\* Get it together Kansas. (1983). Note: Litter bag. Co-produced by Kansas State University.

- 75140\* Get it together Kansas. (1983). Note: Stickers. Co-produced by Kansas State University.
- 75141\* Get it together Kansas. (1983). Note: Dashboard sticker. Co-produced by Kansas State University.
- 75142\* Seat belt use requested in this vehicle. (1983). Note: Dashboard sticker. Co-produced by Kansas State University.
- 75143\* Get it together Kansas. (1983). Note: Key chain. Co-produced by Kansas State University.
- 49641 Protection...from the beginning. 1982. 1 p. color.
- 49539 Don't risk your child's life. Guarantee their health, use child restraints. (1981). 1 p. (Tent card.)

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

- 49831 Child protectors. Is your child a "safe" passenger? 1982.

Los Angeles Area Child Passenger Safety Association, Altadena, Calif.

Pamphlets

- 49926 A guide to car safety seats. Feb 1983. 1 p. (8 1/2 x 11).  
Detailed information and illustrations on safety seats.
- 75201 Ideas shared by law enforcement programs. 1984. 2 p.  
Information on restraint use for police officers.
- 75202 Enforcing California's new child restraint law, vehicle code sections 27360 and 27361. 1984. 2 p.  
Information on enforcement procedures.
- 75208 A sample media kit for child passenger safety advocates. 1984. 1 p.  
Lists materials to include in such a kit.
- 75212 Are school buses safe? 1984. 2 p.  
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.
- 75199 [Is your child safe?] 1983. 13 p.



Series of 5 pamphlets on child restraint use written in Chinese, Japanese, Korean, Vietnamese, and Armenian.  
75200 [Child restraint law.] 1983. 2 p.  
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.*  
75155 *Every ride a safe ride! (1983). black & white. (14 x 22).*  
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).*  
Co-produced by National Safety Council, Chicago, Ill.  
Explanation of joint "Make It Click" program.

Promotional Gimmick

- 49964 *Buckle up and make it click! (1983). color. Co-produced by National Safety Council, Chicago, Ill. Note: Stickers.*

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

- 38557\* *Join me! (1976). 1 p. color.*

Marathon Petroleum Company, Findlay, Ohio

Pamphlet

49985 Marathon buckle-up club activity book. 1983. 8 p. (8 1/2 x 11).

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

Marine Corps, Camp Pendleton, Calif.

Pamphlet

75505\* *A second chance for life. R.M. Dinse. 1985. 20 p. 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

49782 Auto safety restraint systems for infants and young children. Effective protection for your child. 1977. 6 p. Color. (3 3/4 x 8 1/2).  
List of approved safety seats. (NOTE: list is outdated).

Maryland Association of Women Highway Safety Leaders, Inc., Upper Marlboro/ Giant Food Company, Inc., Landover, Md./ WMAL-AM Radio, Washington, D.C.

Pamphlets

75347\* Serving safety. Project "Safety is a Snap." Feb 1985. 1 p.  
Describes incentive program.  
75345\* Safety's a Snap. Safety belt pledge. 1985. 2 p.  
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

75695\* *Safety belt pledge. Belt it! 1985. Pledge card.*

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

Pamphlets

75150 Tips for traveling with tots. A storybook for kids. Good advice for grown-ups. Feb 1984. 10 p. Color. (5 1/2 x 8 1/2).  
Storybook for children on how to travel in a car.  
Information for parents on Maryland child passenger safety law and traveling tips.  
75289 Project KISS - Kids in Safety Seats fact sheet. 1984. 2 p. (8 1/2 x 11).

- Information on child passenger safety in Maryland; legislation, and Project KISS.
- 75290 Project KISS - Kids in Safety Seats - a short quiz on safety belts and child car safety seats. 1984. 4 p. ( 8 1/2 x 11).  
Questions and answers on child passenger safety.
- 49589 Consumer guide to car safety seats. Revised edition. June 1982. 21 p. Color. (5 1/2 x 8 1/2).  
Detailed information on safety seats including illustrations and descriptions.
- 49591 Use a car safety seat. There's no excuse. [Revised edition]. April 1982. 6 p. Color. (3 3/4 x 8 1/4).  
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.
- 75159 The perfect gift for your baby for a safe ride every time. (1983). color. (14 x 20). Sponsored by Maryland Department of Transportation, Baltimore.  
Illustration of safety seat.
- 49220 Loving arms protect...except in a car. Use a safety seat. (1981). 1 p. color. (16 x 20).  
Illustration of parents with baby.

Bumper Stickers

- 49182 Safety seats for the life of your child. (1981). black & white.
- 49198 KISS. Kids in Safety Seats. (1981). black & white.

Maryland State Police, Pikesville

Promotional Gimmick

- 39327\* Operation Yellow Jacket. Yield to common sense. (1979). (Litter bag.)

Massachusetts Department of Public Health, Boston

Pamphlets

- 75030 Buckle-up bear coloring book. (1983). 8 p. (8 x 10 1/2).  
Presents the story of Buckle-Up Bear and his family; designed to teach children about auto safety.

- 49179 [A family shopping guide to infant/ child automobile restraints.] (1981). 2 p. (8 1/2 x 11). [Text is in Chinese.]
- 49180 Guia familiar de compra de asientos de precaucion en el automovil para bebes/ ninos. [A family shopping guide to infant/ child automobile restraints.] (1981). 2 p. (8 1/2 x 14). [Text is in Spanish.]
- 49181 Guia familiar para a compra de cadeiras de precaucão no automovel para bebes/ criancas. [A family shopping guide to infant/ child automobile restraints.] (1981). 2 p. (8 1/2 x 14). [Text is in Portuguese.]
- 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).

Poster

- 75022 Buckle up. (1983). color. (17 x 23 1/2). Co-produced by Massachusetts Governor's Highway Safety Bureau, Boston. Illustration of boy wearing lap/shoulder belt.

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.
- 49740 Child Passenger Safety Resource Center. 1982. 6 p. Black & white. (3 1/2 x 8 1/2).  
Explanation of Child Passenger Resource Center and its services. Also gives an explanation of the Massachusetts child passenger safety law and general information on highway crashes.

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.*

75279\* *Make safety a better value. Buckle up! Drive yourself to think! 1984. Milk carton.*

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

75726\* *Passenger safety month. Feb 1986. 50 p. approx. Looseleaf folder containing information on Massachusetts' seat belt law; newsletters, newspaper articles, pamphlets, and news releases.*

75652 *Kids in cars. May 1985. 8 p. 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

- 75712\* *It's so easy. Buckle up! 1985. 8 p.*  
*Discussion of seat belt safety using Massachusetts statistics and of purpose and goals of Coalition.*

Media Intensive Learning Corporation, Austin, Tex.

Pamphlet

- 49780 Let's be safe busy book. 1979. 15 p. Color. (8 1/2 x 11).  
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 kindergarden 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

- 75660\* *Safety belt systems. Consumer reference guide. 1986. 10 p.*  
*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.*
- 75440\* Seat belt use legislation for Michigan - a matter of public policy. Sept 1984. 12 p.  
Discusses need for belt use law and includes information on injury protection and accident costs.
- 75071\* Mandatory seat belt legislation in Michigan. (1983). 8 p.  
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 3/4x14 1/2.*

Michigan Secretary of State, Lansing

Pamphlets

- 75655\* *Buckle up Michigan. It's our law. Sept 1985. 4 p.*  
*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.*
- 49321 *Tender loving care for children. 1981. 6 p. (3 3/4 x 8 1/2).*  
*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.*
- 75439 *Buckle up for safety - a coloring and activities book. 1984. 8 p.*  
*Children's coloring book with scenes of belt use by children and parents.*
- 75073 *Attention driver: child protection required. (1983). 1 p. (3 1/2 x 8).*  
*Stuffer - explanation of Michigan child passenger safety law.*
- 75074 *Officers care about children. (1983). 2 p. (3 x 7).*  
*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.*
- 49442 *Child car safety fact book. [Revised edition.] (1982). 16 p. (4 x 8 1/2). (Produced by the Highway Safety Research Institute.)*  
*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.
- 49333 What is Michigan's Public Act 117? 1981. 4 p. (3 1/2 x 8).  
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.
- 44393 Car pools and field trips - making them safe for your children. (1980). 4 p. Black & white. (8 1/2 x 11).  
Guides for parents and teachers on how to make car pools and field trips safe for child passengers.
- 44395 A family shopping guide to infant/child automobile restraints. [Revised edition.] 1980. 2 p. (4 x 8 1/2).  
Questions and answers on child passenger safety including illustrations of approved seats.
- 44396\* A short quiz on safety belts and child restraints. [Revised edition.] (1980). 9 p. Black & white. (8 1/2 x 11).  
Eighteen question quiz on seat belts and safety seats accompanied by answers and discussion guide. Designed for health and community educators.
- 44397 Do you care enough about the way your children ride? [Revised edition.] (1980). 14 p. (6 x 9).  
Detailed information on child passenger safety including illustrations of seat types.
- 44492 What's your child's greatest health threat? 1980. 1 p. color. (10 x 14).  
Questions and answers on child passenger safety with illustrations of approved seats.
- 49043 For Pete's sake! - coloring book. 1980. 22 p. (8 1/2 x 11). (Co-produced by Michigan Association for Traffic Safety, Lansing.)  
Children's coloring book which teaches children how animals protect their young. Humans use seat belts and car seats to protect their children.
- 49146 Protect them as they ride. Comfort and security for your child. Ease of handling and peace of mind for you. (1980). 1 p. Black & white. (8 1/2 x 14).  
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.
- 38917 Car pool survival kit. 1978. 2 p. Black & white. (8 1/2 x 11).



- 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.)
- 75072\* Say yes to seat belts. (1983). color. Note: Litter bag.
- 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

- 49751\* We need you. Buckle up. 1982. 1 p. color. (14 x 20).  
Illustration of seat belt.
- 49753\* "Should I wear my safety belt during pregnancy?" Yes! 1982. 1 p. color. (8 1/2 x 11).  
Information on wearing seat belts during pregnancy.
- 49001 Join the club. 1980. 1 p. color. (8 1/2 x 11).  
Photograph of three children in car seats.

Bumper Sticker

- 49957\* Say yes to seat belts. (1983). color.

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

- 75149\* The All American buckle up. May 24 - May 31. 1984. color.  
Note: Reproduction of full-size billboard.

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

Pamphlets

- 49169 Using child car seats: guidelines for parents. (1981). 1 p.  
Tips to parents for using child restraints.
- 49170 Guide to infant and child car seats. (1981). 4 p.  
Information on child passenger safety including illustrations of seat types and shopping guide.

Poster

- 49172 Why let the good die young? (1981). 1 p. color.

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).
- 49557 Law officers love kids too. 1982. 2 p. Color. (4 1/4 x  
7 1/4).  
Explanation of Minnesota child passenger protection law.  
Reverse side includes illustrations of seat types (infant,  
toddler, shield, booster).
- 44383\* Taxes too high? (1980). 1 p. Color. (7 1/4 x 3 1/4).  
Stuffer - urges 55 mph and occupant protection for whole  
family.
- 44384\* Minnesota: use a little restraint. (1980). 1 p. (3 1/4  
x 7 1/4).  
Stuffer - urges 55 mph and occupant protection for whole  
family.
- 49807 Godfrey Gopher coloring book. [1980]. 12 p. (10 x 12).  
Coloring book on traffic safety including seat belt use.
- 49148\* Protect yourself...against a number 1 killer! 1979. 6 p.  
Color. (3 1/2 x 8 1/2).  
Facts on adult passenger protection.
- 38559\* Automobile safety belts save lives. (1970). 8 p. Color.  
(3 1/2 x 8 1/2).  
General information on seat belt and child passenger  
safety.

Print Ad

- 49156 Law officers love kids too. (1981). 1 p. black & white.  
(5 1/4 x 8).  
Illustration of officer holding infant. Text explains  
Minnesota child passenger protection law.

Bumper Sticker

- 75522\* *It's there, to wear! 1985. color. 3 3/4x15.*
- 49204\* Saved by the belt safety club. Charter member. (1980).  
(Co-produced by the Minnesota Safety Council.)

Promotional Gimmicks

- 75669\* *It's there to wear. 1985. Stickers.*
- 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

- 75673\* *In Minnesota we care. Use your seat belt. Explore Minnesota safely. Nov 1985. 2 p.*  
*State map including tips on seat belt use and accident facts.*
- 75513 *Are you using your car seat correctly? 1985. 6 p.*  
*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.*
- 75513 *Are you using your car seat correctly? 1985. 6 p.*  
*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. 1985. 12 p. Co-produced by Missouri Division of Health. 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.*
- 49976 *400 pound baby. (1983). 4 p. Black & white. (3 3/4 x 8 1/2).*  
*Brief information on child passenger safety.*

Montana Division of Highway Traffic Safety, Helena

Pamphlet

- 49776 A guide to automobile safety for your child. 1982. 14 p. (4 x 9).  
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.

Motor Vehicle Manufacturers Association, Detroit, Mich.

Pamphlets

- 49584\* Get it on! 1983. 7 p. Color. (4 x 8 3/4).  
Information and statistics on seat belts.  
49660 [Child restraint information packet.] 1982.  
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

- 38564\* Somebody needs you. (1977). 2 p. Color. (3 3/4 x 8 1/2).  
Fact/fiction presentation of seat belt safety.

Bumper Sticker

- 38565\* Somebody needs you. (1977). 1 p. color.

Promotional Gimmicks

- 38562\* Somebody needs you. Buckle up. (1977). (Key chain resembling seat belt buckle.)  
38563\* Somebody needs you. Buckle up. (1977). 1 p. color. (Dashboard sticker.)

Motors Insurance Corporation, Detroit, Mich.

Pamphlet

- 75482\* The airline life saver. 1984. 2 p.  
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.

National Child Passenger Safety Association, Ardmore, Pa.

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.

- 49650 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.

Catalog

- 49649 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 SEE ALSO National Passenger Safety Association

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

Pamphlet

- 75029 School bus safety kit. (1983). 43 p. Black & white.  
Looseleaf folder includes general information on school bus safety and NCSSB.

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

Pamphlet

- 75519\* *Reduce car crash injuries. 1985. 47 p. Looseleaf folder. Packet of materials promoting automatic/passive restraint systems.*

National Council of Negro Women, Alexandria, Va.

Poster

- 75648 *Buckle up everybody. Be a seat belt lifesaver. 1985. 1 p. color. Illustration of restrained family.*

National Congress of Parents and Teachers, Chicago, Ill.

Poster

- 49729 Get home safely! Please wear your seat belt. 1982. 1 p. black & white. (Note: Features E.T.)  
Illustration of E.T. promoting seat belt use.

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

Pamphlets

- 75666\* *Shifting into action: youth and highway safety. July 1985. 29 p. Co-produced by NIAAA. Guidebook for community leaders. Provides suggestions for preventing teenage drinking and driving, and promotes seat belt use.*
- 75723\* *Who wants to be a buckle-up helper? 1985. 10 p. Storybook for children encouraging seat belt use.*
- 75711\* *Buckle up for safety. A coloring and activities book. 1984. 8 p. Promotes restraint use in young people.*
- 75254\* *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.  
Educational program on seat belt safety for students grades K-3. Includes reference manual, activity sheets, poster, and safety belt activity book.
- 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.
- 49950\* Fight the hidden tax.... (1983). 6 p. (4 x 9). Discusses the cost of traffic accidents and urges corporate incentive programs.
- 75038\* Age page - safety belt sense. 1983. 2 p. Co-produced by National Institute on Aging, Bethesda, Md.  
Information pertaining to older people and seat belt safety.
- 75078 Child safety seats for your automobile. Revised edition. 1983. 18 p. (4 x 9).  
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.
- 49564\* The automobile safety belt fact book. Revised edition. May 1982. 21 p. (8 1/2 x 11).  
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".
- 49586\* Safety belts. A history lesson for adults. May 1982. 8 p. (4 x 9).  
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.
- 49428\* Safety belt fact sheet. (1982). 2 p. Black & white. (8 1/2 x 11).  
Seat belt fact sheet presenting: the facts, seat belt effectiveness, crash dynamics, the myths, how seat belts work, and types of child safety seats.
- 75453 Bat Man in "Belt 'em for safety." 1981. 8 p.  
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.
- 49136\* Free live saving information. Automobile passive restraint systems and what they mean to you. [Rev. ed.] 1980. 13 p. (4 x 9).  
Illustrated information on passive restraints (automatic belts and air bags). Answers to commonly asked questions.
- 39366 The early rider shopping guide to infant/child automobile restraints. 1979. 4 p. Black & white. (8 1/2 x 11).  
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.
- 38579 Safety belt activity book. A guide for teachers of grades K-6. 1977. 59 p. (8 1/2 x 11).  
Designed for teachers (grades K-6) to educate 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.
- 49193 Myths and facts about child car safety. [Draft]. (1981). 1 p. black & white. (8 1/2 x 11). Illustrated myth/fact presentation of child passenger safety.

#### Posters

- 75236 Dennis the Menace says: get it together. Buckle up! 1983. 1 p. color. (16 x 20). Comic strip character promotes safety belt use.
- 75456\* My kingdom for a safety belt. 1982. color. Features comic strip character "Id."
- 75228\* Let the gripper win one for you!...Fasten your seatbelt. 1982. 1 p. color. (16 x 22). General seat belt safety.
- 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.
- 49360 Myths and facts about child car safety. 1982. 1 p. color. (17 x 20). Illustrated myth/fact presentation of child passenger safety.
- 39368 Baby sitter. (1979). 1 p. color. (11 x 17). Illustration of Early Rider child in car seat.

#### Script

- 49195 Myths and facts. "Keeping Children Safe in Cars" child car safety campaign. Speech. [Draft]. (1981). 12 p.

#### Catalog

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

#### Promotional Gimmicks

- 75454\* Buckle up. Your life is in your hands. 1984. Dashboard sticker.
- 75231\* Buckle up. 1984. Lapel button.
- 38590 The safety belt game. Revised edition. 1977. 2 p.



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.
- 44497\* Wearing safety belts says "I love you." (1980). 1 p. color. (8 1/2 x 11).
- 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.)
- 44499\* Take your life in your own hands. Buckle up! (1980). 1 p. color. (17 x 23).  
Cartoon illustration of hands buckling shoulder/lap belt.
- 49000\* Don't leave home without it buckled. (1980). 1 p. color. (17 x 23).  
Blueprint type illustration of driver in automobile with seat belt fastened.
- 49203 Some are...some aren't...make sure your passengers are childsafe. (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

- 39115\* Drive carefully. Fasten safety belt. (1977). 1 p. color.

Promotional Gimmicks

- 75521\* *Make it click. 1985. color. Dashboard sticker.*
- 38618\* Fasten safety belt. (1975.) Dashboard sticker.
- 38619\* Seat belt fastened? (1975). Dashboard sticker.

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

- 49174-49178 . . . Use a little restraint. It's a gift of love. (1981). 1 p. Black & white. (4 3/4 x 8).  
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

- 75656 *Auto booster seats. 1985. 4 p.*  
*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. Excerpted from "45 Young Lives." (1979-1981). 1982. 6 p. Color. (3 1/2 x 8 1/2).  
Twelve cases of automobile crashes in which unrestrained children were killed or seriously injured.
- 49799 Ride right. Your child's safety is in your hands. March 1981. 12 p. (3 3/4 x 9).  
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

- 49823 Wanted: alive. Every child in a seat. Sept 1982. 1 p. color. (14 x 22).  
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

- 39398 The facts about child restraints. (1979). 1 p. black & white. (8 x 11 1/2).  
Fact sheet on child passenger safety.

Posters

- 39393-39396 Series of four posters urging seat belt usage for children over four year of age. (1979). 1 p. Black & white. (11 1/2 x 18).  
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.  
39397 Cuddling babies can kill. (1979). 1 p. black & white. (11 1/2 x 18).  
Photograph of mother holding baby on lap in car.

New York State Department of Motor Vehicles, Albany

Pamphlets

- 75466\* Getting into the seat belt habit. Jan 1985. 8 p.  
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.  
49995 Protect child passengers. It's the law. July 1983. 2 p.  
38597\* Safety is a snap. Safety belts save lives. 1977. 1 p.  
38599\* Use safety belts on short everyday trips too. 1976. 2 p.  
38601\* There's no magic in saving lives. Use your safety belt. 1975. 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.  
38602\* There's no magic in saving lives. Use your safety belt. 1975. 1 p. 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.  
75469\* New York's seat belt law. Nov 1984. 2 p.

- 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.
- 75465\* Get into the seat belt habit. The living facts of seat belts. 1984. 12 p.  
Describes belt use legislation; need for such legislation; and penalties for its violation.
- 75467\* Guidelines for granting medical exemptions for safety belt use. 1984. 6 p.  
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 automovilistica 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

75288\* Buckle up for safety. 1984. Belt buckle.

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.
- 39445 How children safely travel. 1979. 12 p. (5 1/2 x 7 1/2). (Produced by L. Ogle and F. Roediger of Highway Safety Research Center, Chapel Hill, N.C.) Story booklet for children on how wild animals travel with their young. Humans put their children in car safety seats and seat belts to protect them when traveling.
- 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.
- 39212\* Safety belt roulette. (1978). 8 p. (4 x 8 1/2). Multiple choice seat belt questions to determine who plays seat belt roulette.

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

- 49318 Buckle up! 1981. 4 p. black & white. (Photograph of child restraint display.)
- 39125 Don't "clown" around with safety. (1978). 1 p. color.
- 39126 A great "kidnapper." (1978). 1 p. color. (13 x 17). Illustration of child sleeping in car seat.
- 39127 A super "toddler cuddler." (1978). 1 p. color. (13 x 17). Illustration of child in car seat.
- 39128 Your best "baby sitter." (1978). 1 p. color. (13 x 17). Illustration of infant in car seat.

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

- 49810 Child safety seats. It's your child's life, but it's your decision. 1982. (Plastic book or shopping bag. Co-produced by North Carolina Governor's Highway Safety Program, Raleigh.)
- 44162\* Safety belt use required in this vehicle. (1979). (Dashboard sticker.)

North Dakota State Department of Health, Bismarck

Pamphlets

- 75024 Child passenger safety: a law of love. Jan 1984. 2 p. (8 1/2 x 11).  
Fact sheet on child passenger safety including travel and entertainment tips.
- 75025 North Dakota's 'law of love' - protecting child passengers. (1983). 2 p. Color. (3 1/2 x 8).  
Designed to hang on door knobs. Describes North Dakota's child passenger protection law.
- 49313 North Dakota child restraint program facts - figures. 1981. 1 p. (8 1/2 x 11).  
Fact sheet on child passenger safety.
- 49315 North Dakota child restraint program - how can we help? 1981. 1p. (8 1/2 x 11).  
Tips to individuals and community groups on how to encourage and promote child passenger safety.

Posters

- 75026 North Dakota's 'law of love' - protecting child passengers. (1983). color. (17 x 22).  
Explains North Dakota's child passenger protection law.
- 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

- 49322 Questions and answers. Michigan's new child passenger safety law. 1982. 5 p. (3 3/4 x 8 1/2).  
Information on Michigan's child passenger protection law.

Poster

- 49013 T. L. C. (1980). 1 p. color. (17 x 22).

Illustrations of infant and toddler in car seats.

Ohio Department of Highway Safety, Columbus

Pamphlets

- 75681 *Protect your kids in safe seats! Nov 1985. 10 p.*  
*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

- 75089 The amazing Clickle's secret seat belt brigade. (1983). 129 p.  
Kit of materials designed to educate students about seat belt safety. Kit includes coloring book, color poster, teacher's activity guide, seat belt fact book, and activity sheets for children.
- 75091 Law officers love kids too. Buckle'em up. (1983). 100 p. (7 1/4 x 4 1/2).  
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.
- 75092 Troopers love kids too. Buckle'em up. (1983). 100 p. (7 1/4 x 4 1/2).  
Same as 75091.



- 75102 Marketing McLove and protection. (1983). 14 p. Black & white. (8 1/2 x 11). Co-produced by Cosco/Peterson, Columbus, Ind. and McDonald's Corporation, Oak Brook, Ill. Narrative outlining Oklahoma's "Make It Click" campaign, Memorial Day weekend, 1983.
- 75103\* Get it together! (1983). 53 p.  
Designed for businesses/corporations to instruct how to develop an employee seat belt policy. Includes general information on seat belts and case stories of similar programs.
- 44429 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.
- 39455\* What does it take to convince you? (1979). 2 p. (3 3/4 x 8 1/2).  
General information on occupant protection (adult and child) using Oklahoma statistics.
- 39456\* Automatic crash protection: some questions and answers for Oklahomans. (1979). 2 p. (3 1/2 x 8 3/4).  
Questions and answers about passive restraints.
- 38593\* Safety belts save lives. (1977). 6 p. color. (3 3/4 x 8 1/2).  
General information on seat belt safety.
- 39002 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.

#### Bumper Stickers

- 75087 Buckle up your baby. It's the law! Nov 1983. color.
- 75094 Buckle up your baby. (1983). color.
- 75095\* Get it together. (1983). color.
- 38594\* I've been convinced! Seat belts save lives. (1977). 1 p.

#### Print Ads

- 75096 The Amazing Clickle's secret safety message - buckling up is fun! Get it together! (1983). color. (6 x 7 1/2).  
Cartoon illustration of Agent Clickle.
- 44439 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.

#### Posters

- 75090 Car seats: the perfect gift. (1983). black & white. (16 x 20).  
Photograph of two pregnant women holding car seats.
- 75098\* Get it together! (1983). color. (10 x 20).  
Illustration of lap belt.
- 75099 Troopers love kids too. Get it together! (1983). color. (16 x 20).  
Photograph of trooper with child in car seat.
- 75100 Law officers love kids too. Get it together! (1983). color. (16 x 20).  
Photograph of law officer with child in car seat.
- 75101 The Amazing Clickle's secret safety message - buckling up is fun! Get it together! (1983). color. (16 x 20).

Cartoon illustration of Agent Clickle.

Promotional Gimmick

- 75097 The Amazing Clickle's secret seatbelt brigade. (1983). 5 p. color. (7 1/2 x 10 1/2).  
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.
- 75020 Life is precious - choosing and using child safety seats. 1984. 8 p. Color. (4 x 8 1/4).  
Illustrated information on child passenger safety and safety belts.
- 49967 Young children and the seat belt law. (1983). 8 p. (4 x 8 1/4).  
Information on Ontario's child passenger protection legislation. Text in English and French.
- 49652\* Life is precious. Buckle us in. 1982. 8 p. Color. (4 x 8 1/4).  
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.
- 38581\* What you should know about seat belts. (1976). 13 p. Color. (4 x 8).  
Questions and answers on seat belt legislation, information on crash dynamics and child passenger safety.

Posters

- 49436\* Champions don't take chances. "Seatbelts saved my life. Buckle up." Steve Podborski. 1981. 1 p. color. (20 x 28). (Co-produced by Ontario Ministry of Health, Toronto/ Ontario Ministry of Attorney General, Toronto/ Ontario Ministry of the Solicitor General, Ottawa).  
Photograph of down hill skier Steve Podborski.
- 49152\* Lap belt snug (and low). Shoulder belt slack (fist width). 1980. 1 p. color. (24 x 36).

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

38922\* "Mobile billboard" safety promotion campaign. 1977. 6 p.  
(3 3/4 x 8 3/4).

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).

Penney, J.C., Company, Inc., New York, N.Y.

Pamphlet

49659 Children's car safety seats. 1982. 8 p. Color. (4 x 9).  
Brief information on child passenger safety with  
illustrations of seat types.

Pennsylvania Governor's Traffic Safety Council, Harrisburg

Pamphlet

39362 Buckle up baby. (1979). 2 p. (3 3/4 x 17 1/4).  
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.

39365 My prescription for a long safe life. (1979). 1 p. black  
& white. (5 x 8).

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

49603 Kids in safety seats. 1982. 1 p. color. (11 x 17).  
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

39189\* Buckle up for business: an editorial. (1978). 2 p. (8 1/2 x 11).

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

Bumper Sticker

39190\* Buckle up for business. (1978). 1 p. color.

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.

Phoenix Traffic Safety Coordination Office, Ariz.

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

49336\* Seat belts - you can bet your life on them. 1981. (Co-produced by Arizona Highway Safety Office, Phoenix).

Physicians for Automotive Safety, Irvington, N.J.

Pamphlets

75548 *Don't risk your child's life! [21st revised edition.] May 1985. 12 p.*

(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

49974 Pride-Ride system auto child restraint. Instruction manual. (1983). 19 p. (3 1/4 x 7).

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

- 49972 Buckle up your kids for safety - a guide to choosing and using child safety seats. 1982. 16 p. Color. (5 1/2 x 8).  
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

- 38706\* Abrochese su cinturón. [Fasten your seat belt.] (1976).  
1 p.

Puerto Rico Commission for Transit Safety, San Juan

Pamphlet

- 28705\* Cinturón de seguridad. Mitos y realidades en torno a su uso. Puede salvarnos la vida. [Safety belt. Myths and realities about its use. It could save your life.] (1976).  
8 p. Color. (3 1/2 x 6 1/2).

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

38704\* La ceinture de securite. [Seat belts.] 1976. 8 p. Color. (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.

49761 Safe passage. Instructor's guide and fact book for the Safe Passage program. 1983. 46 p. (8 1/2 x 11).

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.

49762 Safe passage. Renting and selling child car safety seats: a community service project. 1982. 27 p.

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

49763 Safe passage. A child passenger safety program for hospitals. 1983. 12 p.

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.*

44375 Don't kid around. (1980). 2 p. Color. (3 1/2 x 9 1/4).  
(Co-produced by Rhode Island State Department of Health,  
Providence.)  
Guide to safety seats with illustrations, information on  
how to select a seat, safety quiz, and descriptions of seat  
types.

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.*

Rhode Island Department of Health, Providence

Pamphlet

75438\* Stop the killing - make using safety belts the law. 1984.  
6 p. Co-produced by the Rhode Island Department of  
Transportation, Providence.  
Proposes mandatory seat belt law.

Riley Hospital for Children, Indianapolis, Ind.

Pamphlets

75560 *Safety seat use for children with hip dislocation. 1985. 8  
p. Sponsored by the Herbert E. Rousch Memorial FOP Lodge  
No. 182, Indianapolis, Ind.  
Recommendations and instructions on how to modify car seats  
for use by children in pelvic casts.*

75276 Automotive safety for children. 1984. 4 p. (5 1/2 x 8 1/  
2).  
Information for parents.

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.*

49836 The perfect gift for children. Prevent the 1 killer of  
children - automobile injuries. 1982. color. (8 1/2 x  
11).  
Illustration of Christmas tree, wrapped presents, and car  
seats.

Riverview Hospital Association, Wisconsin Rapids, Wisc.

Poster

75677 *Did you buckle up your kid today? 1985. black & white.  
EMS technician holding unconscious child.*

Rochester Institute of Technology, N.Y.

Poster

75300 Don't kid yourself, child safety seats work! 1984. 1 p.  
black & white. Sponsored by New York State Police, Albany.  
(11 x 17).  
Photograph of trooper holding child beside wrecked car.

Rupert Industries, Wheeling, Ill.

Pamphlets

- 75129-75130 Little kids are full of life. E-Z-On vest exceeds Federal Standards 213. (1983). 7 p. Color. (4 x 9 1/4).  
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

- 49743 Child passenger safety law - 1981. 1982. 1 p. black & white. (8 1/2 x 11).  
Explains provisions of Massachusetts Child Passenger Safety Act in English, Spanish, Portuguese, and Chinese.
- 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.
- 49746 Car safety for children. Is your child safe in the infant carrier or car seat? 1982. 1 p. color. (8 1/2 x 11).  
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.
- 49747 A Safe Ride for Every Child. Sept 1978. 1 p. black & white. (8 1/2 x 11).  
List of services/materials available to promote child passenger safety.

Bumper Sticker

- 49744 Safety seats for the life of your child. 1982. 1 p.

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

- 49514\* Seat belts and safety seats. Protection for the whole family. 1981. 16 p. Color. (4 x 9).  
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.
- 38635\* Seat belts to prevent the human collision. (1977). 6 p. (3 3/4 x 8 1/2).  
Information and illustrations of the human collision, how to properly wear seat belts and seat belt advantages.
- 38637\* Results of the human collision. A look at the medical advantages of seat belt use. N. Jackson. (1977). 5 p. (3 3/4 x 8 1/2).  
Provides information from a medical point of view on the human collision; violent impact, head injuries, and making repairs.
- 38638\* Seat belt use and the public good. T.W. Wakeling. Saskatchewan University, Law School, Saskatoon. (1977). 8 p. (3 3/4 x 8 1/2).  
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.
- 38640 Seat belt safety. Teachers guide. Divisions I and II. (1977). 23 p.
- 38641\* The human collision. (1977). 35 p. (5 1/2 x 8 1/2).  
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.
- 38647\* Drive for the love of life. (1977). 1 p. color.

Posters

- 49518-49520 Typical tether strap installation. 1981. 1 p. black & white. (19 x 25).  
Three posters illustrating tether installation in sedan, pick-up, 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.

Bumper Sticker

- 75292\* Seat belts are for everyday. 1984. color.

Promotional Gimmicks

- 75293\* Please use your seat belt. 1984. color. Window sticker.
- 75294\* Seat belts save lives. 1984. color. Lapel button.

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.

Bumper Sticker

- 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.
- 38708\* Your insurance policy. (1976). 6 p. (3 3/4 x 8 1/2).  
General information on seat belt safety.

Stop Needless Automobile Peril, Corinth, Miss.

Promotional Gimmick

75653\* *Why SNAP your seatbelt?* 1986. 2 p. Pledge card.

Strolee of California, Compton

Pamphlet

49007 Wee Care Car Seat - Model 599. 1980. 2 p. Color. (6 x 8).  
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.  
Gives provisions of adult/child restraint laws and lists  
penalties for violations.

Tennessee Child Passenger Safety Program, Knoxville

Pamphlets

- 39411 Protecting the child passenger. (1979). 2 p. Color. (3  
3/4 x 8 1/2).  
General information on child passenger safety including  
illustrations and descriptions of seat types.
- 39412 Help us protect Tennessee's child passengers. (1979). 2 p.  
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.
- 39441 A selection guide for child restraint devices. (1979).  
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.
- 39443 You could save a child's life today. (1979). 4 p. (8 1/2  
x 11).

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

75162 Child passenger safety...it's a matter of love. (1983). color. (16 x 23).

Photograph of little girl in car seat.

75163 The deadly equation: 30 lbs. x 40 m.p.h. = 1200 lbs. crash weight. (1983). color. (18 x 22).

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.)

49596 Car safety coloring book. 1982. 6 p.

49598 Child Passenger Safety Program. 1982. (Iron-on transfer.)

49599 For kid's sake. Child safety seats are Tennessee law. 1982. (Plastic book bag.)

Tennessee Department of Agriculture, Nashville

#### Pamphlet

39457 The Tennessee child passenger protection law. (1979). 2 p. (8 1/2 x 14).

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

75517\* *Are you and your child - safe riders? Sept 1984. 6 p. 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). (Co-produced by Midland College, Texas.)  
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). (Co-produced by Midland College, Texas.)  
Spanish version of 44307.
- 39150\* Facts from a pro on driving to survive. (1978). 1 p. (4 x 10 1/2).  
Statistics on child passenger safety and braking time.

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.
- 38709\* A-mazing facts for safer holiday driving. (1976). 1 p. black & white. (8 1/2 x 11).  
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.
- 38711 Protect precious gifts.. (1976). 1 p. black & white. (8 1/2 x 11).  
Child in lap/shoulder belt.
- 38712\* Remember 1955? (1976). 1 p. black & white. (8 1/2 x 11).  
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

- 49955\* Reach for it! 1984. 19 p.  
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.

49817 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

75530\* *Texas safety belt/child safety seat programs. June 1985.  
8 p.  
Explanation of Texas traffic safety programs.*

Texas University, San Antonio, Health Science Center

Pamphlet

75063 *KidSafe - San Antonio Children's Automobile Safety Project.  
(1983). 4 p. Color. (5 1/2 x 4 1/4).  
Brief information on child passenger safety and explanation  
of Kidsafe program.*

Traffic Safety Association of Michigan, Detroit

Pamphlet

75609\* *New drivers: a parent's guide. 1985. 6 p.  
Tips for parents of new drivers. Includes discussion of  
general safe driving techniques, DUI, and use of seat  
belts.*

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

Posters

75734\* *Buckle up, Michigan. It's the law. 1985. color.  
Posters of various sizes on Michigan's belt law.*

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.)*

Traffic Safety Now, Inc., Detroit, Mich.

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.*

75245\* *No time to lose. State belt use laws now! 1984. 16 p.  
(3 3/4 x 8 3/4).  
Information on seat belt safety. Advocates enactment of  
mandatory belt use laws.*

Transportation Department, Washington, D.C.

Pamphlet

- 44412 [Child restraint information packet.] 1980.  
Looseleaf folder containing information on child passenger safety including manufacturers' brochures, posters, fact book, and press releases.

Poster

- 75238\* Get it together. Please buckle up. Dec 1982. 1 p. color.  
General belt use poster.

Bumper Sticker

- 49581\* Get it together. 1981.

United Services Automobile Association, San Antonio, Tex.

Pamphlets

- 75057\* CARS. What is CARS? (1983). 3 p. (3 3/4 x 8 3/4).  
Describes CARS (Community for Automobile Responsibility and Safety) program.
- 75058\* Buckle-up pledge. (1983). 1 p. Color. (3 1/2 x 8 1/2).  
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

- 75055 The \$20 kid-saver. (1983). 1 p. Black & white. (8 1/2 x 11).  
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

- 75113 Child passenger safety information packet. Feb 1984. 10 p. (8 1/2 x 11).  
Utah child passenger safety statistics presented in a series of six bar graphs and one map.
- 75118 Utah's 'law of love' - protecting child passengers. (1983). 2 p. (3 1/2 x 8 1/2). 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

- 35248\* Buckle up. Slow down. Go sober. 1976. 1 p. color.



Promotional Gimmick

35247\* Do something so simple, but important. Buckle up. Slow down. Go sober. 1976. 2 p.

Vermont Seatbelts Eliminate Automobile Tragedies (SEAT), Montpelier  
Pamphlet

49791 Safety seats for the life of your child. Kids count on you. [1981]. 10 p. Color. (3 3/4 x 9).  
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

38925 Highway safety club handbook. (1978). 10 p. (3 3/4 x 8 3/4).  
Activity book for children designed to teach basic traffic safety including seat belt use. Features characters Will Walkwright and his dog, Safetyfirst.

38748\* Safety belt roulette. (1974). 8 p. Color. (4 x 9).  
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

38747\* Seatbelt convincer. (1974). 1 p. black & white. (8 1/2 x 11).  
Photograph and information on convincer (sled/crash simulator).

Bumper Sticker

38746\* I'm belted. (1974). 1 p. color.

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

- 75494\* *In absence of seat belt law, he's been convinced. K.C. Epstein. 24 Feb 1985. 4 p.*  
*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.
- 75045 New child safety cushion. (1983). 1 p. (4 1/2 x 7).  
Advertisement for Volvo booster cushion.
- 75046\* It's true. (1983). 1 p. (4 1/2 x 7 3/4).  
Cartoon illustrations urging seat belt use.
- 75047\* Volvo buckle-up for safety pledge: make it click. (1983). 1 p. (8 1/2 x 2 3/4).  
Pledge card for parents to buckle up children and encourage fellow passengers to buckle up.

Bumper Sticker

- 75044\* Seat belts - something we believe in. (1983). color.

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

- 75728\* *We love you. Buckle up! Early childhood education packet. 1985. 50 p. approx.*  
*Packet includes poster, color sheets, teachers guide, and storybook.*
- 75729\* *Protect your dreams. Buckle up. 1985. 25 p. approx.*  
*Looseleaf folder contains stickers, posters, news releases, other promotional materials on child and teen restraint use.*
- 75730 *Protect your dreams. Buckle up. 1985. 25 p. approx.*  
*Looseleaf folder contains stickers, posters, and other promotional materials on child restraint use.*
- 75605\* *Como ahorrar diner y evitar problemas. 1985. 6 p.*  
*Spanish discussion of drinking and driving, and use of seat belts and car seats.*

- 75444 Last year's vacation was: flurried, hurried and worried. 1985. 14 p.  
Tips for making vacation travel better including child and adult restraint use and non-use of alcohol.
- 75484\* Protect your dreams. Buckle up. 1984. 4 p.  
Series of four posters featuring school children.
- 49770 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.
- 49771 Buckle up coloring book. 1982. 16 p. (8 1/2 x 11).  
Designed to teach young children about seat belt safety.

Posters

- 75733 *Protect your dreams. Buckle up. 1985. color. 16x20. Series of posters with children's faces framed in heart.*
- 49017 The first ride, a safe ride. (1980). 1 p. color. (17 x 22 1/2). 2 p.

News Release

- 75708 *Child safety seat misuse widespread problem. 1985. 7 p.*
- 75709 *Safety seat sidebar/ travel tips for toddlers. 1985. 5 p.*
- 75451 Protect your dreams. Safety belt/ child safety seat awareness program. School children highlight new seat belt safety campaign. 1984. 4 p.

Bumper Sticker

- 49018 The first ride, a safe ride. (1980). color.

Promotional Gimmicks

- 49772\* We love you. Buckle up! 1982. (Litter bag.)
- 49915\* We love you. Buckle up. 1982. (Lapel pin.)
- 49916\* We love you. Buckle up. 1982. (Key chain.)

Washtenaw County Health Department, Ann Arbor, Mich.

Pamphlet

- 75541 *Would you let your child play on the roof of a two-story building? 1983. 4 p. General information on child passenger safety.*
- 49968 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.

Poster

- 49431 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.

Weiner/ Seaman Productions, Glendale, Calif.

Pamphlet

- 75537 *Rules of the magic consortium - a love story. 1985. 16 p.*

*Coloring book and story book promoting child passenger safety.*

Promotional Gimmick

75538 *Bucklebear - keeping kids safe with good passenger materials. 1982. Fan.*

Wellsville City Schools, Ohio

Promotional Gimmick

75495\* *Get it together. Join our click. "Buckle up." Say yes to seat belts. 1985. Key chain.*

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

75014 Help us save lives.... Use an approved child safety seat in your car. (1983). 6 p. (3 3/4 x 8 3/4).  
General information on child passenger safety and the loan program. Perforated card can be returned for more information.

Whatcom County Medical Society Auxiliary, Bellingham, Wash.

Pamphlet

49798 Child transportation safety. Aug 1979. 4 p. Color. (3 3/4 x 8 1/2).

General information on child passenger safety and Child Transportation Safety project.

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

- 39450\* Tighten your belt. (1979). 1 p. color.

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.)  
31329\* Highway happiness is no accident. (1975). 2 p.  
(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...childsafes. 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 childsafes. 1974. 1 p. color.  
Photograph of baby in car seat next to photograph of broken windshield.

Bumper Sticker

- 38734 Keep your childsafes. Use auto restraints. 1974. 1 p. color.

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

39276\* Saving lives with safety belts. Are you fastening yours?  
1979. 6 p. Color. (3 3/4 x 8 1/2).  
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.*
- 75572 *Cool Luke - child restraints. 1986. 30 sec. videocassette.*  
*General information on child restraint use.*

Allstate Insurance Companies, Northbrook, Ill.

Television Spots

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

Storyboards

- 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.

American Automobile Association, Foundation for Traffic Safety, Falls Church, Va.

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

38749-38751\* [Seat belts]. (1975). 1 p.

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

75641 *Trooper*. Oct 1985. 30 sec. videocassette. Co-produced by Florida Bureau of Public Safety Management.  
State trooper explains Florida's child restraint law.

Honolulu Police Department, Hawaii

Television Spot

75579\* *Seat belts*. Dec 1985. 30 sec. videocassette.  
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.

75416\* "Melody" - seat belts. 1984. 30 sec. videocassette.  
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

- 75575\* *Welcome to life in Illinois: college kid. 1986. 30 sec. videocassette.*  
*Musical spot on seat belt use. Two versions.*
- 75576\* *Welcome to life in Illinois: city child. 1986. 30 sec. videocassette.*  
*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.*
- 49535, 49354, 49366 *Belt Someone. 1980. color. Betamax videocassette.*  
*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

- 49073 *Kindness can kill. Babies. 1980. 30 sec. color. videocassette.*  
*Excerpts from film, "Children and Infants in Car Crashes" (mother holding infant on lap). Father placing child in child restraint advocates child passenger safety.*
- 49074 *Don't risk your child's life. Kids. 1980. 30 sec. color. videocassette.*  
*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

- 49282-49384\* *Moosehead. 1981. color. videocassette.*  
*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

- 49079 Infant safety seats. Phyllis George Brown. 1980. 30 sec. color. videocassette.  
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

- 75639\* *Toney Lineberry on safety belts. 1985. 30 sec. videocassette.*  
*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.*
- 49895-49896 Jimmy the Greek. Michigan's new law. Jan 1982. 30 sec. videocassette. color.  
Two 30 sec. spots. Jimmy the Greek talks about Michigan child passenger protection law and child passenger safety.
- 49897-49898\* Jimmy the Greek. Adult seat belts. Jan 1982. 30 sec. videocassette. color.  
Two 30 sec. spots. Jimmy the Greek talks about adult occupant protection and seat belt safety.
- 49878-49879 Child passenger safety law. Jingle. 1982. 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

75374 Child restraints. 1984. 30 sec. videocassette.  
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.*

75574\* *Vince and Larry - post-crash. 1986. 30 sec.*  
*videocassette.*  
*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.
- 75223 Child safety seat law. 30 sec. July 1984. color. 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

- 39479 Crash test child restraint. 1979. 30 sec. 3/4" tape. 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.)

- 49887-49889 Get one, then use it. Child restraints. Oct 1979. 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.
- 75381\* Joy Good. 1984. 30 sec. videocassette.  
Victim talks about belt use.
- 39314\* Don't sit on it. 1979. 30 sec. 16mm. color.

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.
- 38806 Infant restraints. (1977). 1 p.  
Brief information on child passenger safety.

Pennsylvania Governor's Traffic Safety Council, Harrisburg

Television Spots

- 49876 [Child restraint use.] [1982]. 30 sec. videocassette. color.  
Children at playground. Cut to scenes from film, "Children and Infants in Car Crashes" (unrestrained three year old). Announcer discusses child passenger safety (toddlers).
- 49877 [Child restraint use.] [1982]. 30 sec. videocassette. color.  
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

- 75563 *Little Willie. May 1985. 30 sec. videocassette.*  
*Cowboy father discusses car seat safety for children.*
- 75564 *Mechanic. May 1985. 30 sec. videocassette.*  
*Mechanic discusses need to use car seats.*
- 75565 *Grandmother. May 1985. 30 sec. videocassette.*  
*Grandmother takes child for drive in car and discusses proper use of restraints for children.*

Transportation Department, Washington, D.C.

Television Spots

- 39317 Football coach. 1979. 30 sec. 16mm. color.  
Football coach, John Merritt, Tennessee 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 pre-school 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.
- 49698 Shaping a child's future. 1982. 30 sec. 7 1/2 ips.  
Brief discussion of child passenger safety.
- 49699 Fragile as eggs. 1982. 30 sec. 7 1/2 ips.  
Explanation of why childrens' 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

- 49555 Don't kid around. Use child car safety seats. May 1982.  
1 p.  
Copy for 10 and 30 sec. spots on child safety seats. For  
broadcast during Child Passenger Safety Week, May 7-15,  
1982.

Canada, Transport Canada, Ottawa, Ontario

Radio Scripts

- 38752\* 7/10. (1975). 1 p.  
Script briefly discusses crash dynamics and effectiveness  
of seat belts.
- 38753\* Run over. (1975). 1 p.  
Script discusses the myth of ejection from car being safer  
than staying in the vehicle.
- 38754\* Collide. (1975). 1 p.  
Script discusses the human collision and seat belts.

Citizens for Highway Safety, Washington, D.C.

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

- 38769-38770 Child safety seats. Jason Robards, anncr. 1977.  
cassette.  
Two spots (29, 58 sec.) Message encourages parents to use  
child restraints.

Radio Scripts

- 38764-38765 See radio spots above for descriptions.

Colorado State Patrol, Denver

Radio Script

49188\* The useage [sic] of restraining devices reduces your chances of being killed in a traffic crash. 1981. 1 p. 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)

49690-49693\* Motor racing celebrities - safety belts. 1979. 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

39376-39379, 39383-39391\* [Seat belt reminders]. 1979. 1 p. 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.

- 75187\* Wear your seat belt. Sept 1983. 2 p. Note: Scripts for two radio spots.
- 75188 Accident. Aug 1983. 1 p.  
Mother of daughter killed in car crash talks about safety seats.
- 75189-75191\* Survivor. Aug 1983. 1 p.  
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

- 38553-38556\* [Seat belts]. 1976, 1977. 1 p.  
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

- 44372-44373 [Child restraint]. 1980. 1 p.  
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.  
49277-49280 Child car safety campaign. 1981.  
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.  
75423\* Supergirl. 1985. 1 p.  
Features actress from movie of same title.  
49281-49284 See radio spots 49277-49280 above for descriptions.  
49285-49287 Child car safety campaign. 1981. 1 p.  
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

- 38609-38617\* [Seat belts]. 1976. 1 p.  
Collection of eight live announcer radio scripts promoting  
adult seat belt use.

North Carolina Governor's Highway Safety Program, Raleigh

Radio Spots

44483, 44487-44488\* Working for safety. 1980. 60 sec. 7 1/2 ips.  
North Carolina highway safety experts discuss seat belts  
and afety seats.

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

38802\* Joe Higgins - Dodge Sheriff. (1977). 1 p.  
Sheriff Joe Higgins and Oklahoma Governor Boren discuss  
seat belt safety.

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
- 49437-49438\* Seat belt safety - buckle up. Steve Podborski. 1981. 30 sec. cassette.  
Three similar spots. Champion skier, Steve Podborski promotes seat belt safety.
- 49440\* Seat belt safety - buckle up. French version 1. 1981. 30 sec. cassette. (French language spot.)
- 49441\* Seat belt safety - buckle up. French version 2. 1981. 30 sec. cassette. (French language spot.)

Radio Scripts

- 38592\* Get the good driver habit. Buckle up! 1976. 6 p. 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

- 49602 Kids in safety seats. 1982. 1 p.  
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

- 39094-30906\* 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

- 38944\* Safety belts make the best gift wrap of all. (1977). 1 p.  
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.  
49449\* Ridin' the edge. Vic Rivers - stunt driver. (1980).  
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

- 75252\* Safe rides for long lives. Leader's guide. 1984. 65 p.  
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

- 75472 Our safe trip. 1984. 30 p.  
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

- 75181\* Seat belts - your decision. (1983). 10 min.  
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.

Ford Motor Company, Dearborn, Mich.

Movie

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

Georgia Child Passenger Safety Program, Augusta

Movie

49886 Baby safe. Automobile safety for your child. [1981].  
5 min. videocassette. color. (Co-produced by Georgia  
Office of Highway Safety, Tucker.)

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, anncr. 1979. 27 min. videocassette. 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

- 75584\* *Safety belts: the new law. June 1985. 12 min. videocassette. Discussion about history of belt law, its necessity and its provisions.*
- 75587\* *Buckle up, Michigan. July 1985. 38 min. videocassette. Training film for police officers about new seat belt use law. Features Indy 500 segment with Jackie Stewart.*

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.

Motor Vehicle Manufacturers Association, Detroit, Mich.

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. Videocassette. color. (Features J. Claybrook and D. Fee.)

Audio-Visual Programs

- 49713\* Seat belt science: activities for general science. July 1982. 55 p. 2 1/2 min. 16mm film. (Includes film "Dynamics of a Crash," 2 1/2 min.) Teacher's guide on seat belt safety for general science high school students. Includes film mentioned and book of lesson plans.

- 49588 Get it together. Safety belt and child safety seat educational program. June 1982. 150 p. approx. 16mm. films. Complete education program for teaching seat belt and car seat safety. Includes extensive resource materials, leaders guide, and short films.

Slide/ Tape Presentation

- 49270\* Mass communications and highway safety. 1979. 129 slides. color. cassette.
- 38733\* Safety belts. Fact or fiction. Revised edition. 1977. 13 p. 52 slides. cassette. (Includes pamphlet, slides, and audiotape.) Slide presentation of the myths and facts of seat belt safety.

Movie

- 44467 Child restraints. 1979. 8 min. 16mm. color. (Co-produced by Insurance Institute for Highway Safety, Washington, D.C./ Physicians for Automotive Safety, Irvington, N.J./ Film Loops, Inc., Princeton, N.J.)

National Safety Council, Chicago, Ill.

Slide Tape Program

- 49057 Childsafe. Slide/tape show. 1980. 62 color slides. 14 min. cassette. script.

North Carolina Governor's Highway Safety Program, Raleigh

Slide/Tape Presentation

- 75179 Safety seat loaner programs - protecting your community's children. 1984. 80 slides. cassette. script. Co-produced by Highway Safety Research Center, Chapel Hill, N.C. Discusses all aspects of child restraint use, including proper installation.
- 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

- 75566 *Law of love. 1985. 15 min. color. videocassette. Training film for police officers about North Dakota's child restraint law.*

Ohio Department of Highway Safety, Columbus

Slide/Tape Presentations

- 75364 Life and death decisions. 1984. 56 slides. cassette. Police enforcement of mandatory child restraint law.
- 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

- 75218 Protect your baby. 1984. 112 p. booklet. posters. cassette. Educational program on child restraint use aimed at parents. Kit contains booklets (with some text in Spanish), large display posters, and audiotape.

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.

Phoenix Traffic Safety Coordination Office, Ariz.

Movie

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

Audio-Visual Presentations

- 49379\* Seat belt safety: fact & fiction. B. Unser, annocr. 1980. 12 min. 79 color slides. cassette. script.  
49380\* Personal responsibility. 1980. 8 min. 57 color slides. cassette.

Physicians for Automotive Safety, Irvington, N.J.

Movies

- 49269 Car safety: don't risk your child's life. [Revised edition.] 1983. 12 min. color. 16mm. Classic film which discusses development and benefits of child safety seats.  
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

MATERIALS 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. 20024  
American College of Surgeons, 55 E. Erie St., Chicago, Ill. 60611  
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  
Arizona Safety Association, Phoenix, Ariz.  
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  
Bete, 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,

B.C., V8W 3E6  
 Broward County Operation Child Saver, 605 S.W. 26th St., Fort  
 Lauderdale, Fla. 33315  
 Calgary University, Accident Research Unit, 2500 University Drive, N.W.,  
 Calgary T2N 1N4, Canada  
 California Child Passenger Safety Association, 3320 Kemper St., Suite  
 102, San Diego, Calif. 92110  
 California Department of Health, State Office Bldg. 8, 714 P St.,  
 Sacramento, Calif. 95814  
 California University, Los Angeles, School of Public Health, 405 Hilgard  
 Ave., Los Angeles, Calif. 90024  
 Canada Safety Council, 1765 St. Laurent Blvd., Ottawa, Ont. K1G 3V4  
 Canada, Transport Canada, Transport Canada Bldg., Place de Ville,  
 Ottawa, Ont. K1A 0N5  
 Century Products, Inc., 3250 E. 26th st., Los Angeles, Calif. 90023  
 Chelsea Community Hospital, Cheslea, Mich. 48118  
 Children's Services Network, 841 N. Fulton, Fresno, Calif. 93728  
 Chrysler Corporation, 2000 Chrysler Dr., Highland Park, Mich. 48203  
 Citizens Allied for Safetybelt Education, 154 Francis St., Providence,  
 R.I. 02903  
 Citizens for Highway Safety, P.O. Box 971, McLean, Va. 22102  
 Collier-Keyworth Company, 1 Tuttle Place, Gardner, Mass. 01440  
 Colorado Division of Highway Safety, 4201 E. Arkansas Ave., Denver,  
 Colo. 80222  
 Colorado State Patrol - same as above  
 Community for Automobile Responsibility and Safety, 1222 N. Main  
 St., Ste. 409, San Antonio, Tex. 78212  
 Connecticut Department of Transportation, 24 Wolcott Hill Road,  
 Wethersfield, Conn. 06109  
 Connecticut Office of Highway Safety - same as above  
 Connecticut Office of Safety Education, 294 Colony St., Meriden, Conn.  
 06450  
 Connecticut State Police, 100 Washington St., Hartford, Conn. 06106  
 Consumers' Association of Canada, 2660 Southvale Crescent, Niveau 3,  
 Ottawa, Ont., K1B 5C4, Canada  
 Cook Inlet Native Association, Anchorage, Alaska  
 Cosco, Inc., 2525 State St., Columbus, Ind. 46203  
 Dealers Against Drunk Driving - contact Automotive Trade Association,  
 National Capitol Area, 4430 East West Highway, Bethesda, Md. 20814  
 Diversified Expediting Service, 10432 W. McNichols, Detroit, Mich. 48221  
 Dupont de Nemours, E.I., and Company, 1007 Market St., Wilmington, Del.  
 19898  
 Durham Child Passenger Safety Association, Durham, N.C.  
 Easter Seal Society of Utah - contact Utah Highway Safety Office  
 Eastman Kodak, 343 State St., Rochester, N.Y. 14650  
 Eldorado High School, Albuquerque, N.M.  
 Film Loops, Inc., (F.L.I. Learning Systems), Box 2233, Princeton, N.J.  
 08540  
 Florida Child Restraint Network, 2571 Executive Center Circle East,  
 Tallahassee, Fla. 32301  
 Florida Governor's Highway Safety Commission, 2900 Apalachee Pkwy.,  
 Tallahassee, Fla. 32301  
 Florida Highway Patrol and Bureau of Public Safety Management, 2571  
 Executive Center Circle East, Tallahassee, Fla. 32301



Ford Motor Company, American Road, Dearborn, Mich. 48121  
 General Motors Corporation, 3044 W. Grand Blvd., Detroit, Mich. 48202  
 Georgia Child Passenger Safety Program, c/o Joyce Palasz, 5338 Zachary  
 Dr., Stone Mountain, Ga. 30083  
 Georgia Office of Highway Safety, 2175 Northlake Pkwy, Tucker, Ga. 30084  
 Gerber Products Company, 445 State St., Fremont, Mich. 49412  
 Great Britain Department of Transport, 2 Marsham St., London SW1P 3EB  
 Guam Office of Highway Safety, Box 2950, Agana, Guam 96910  
 Hawaii State Judiciary, Division of Driver Education, 1111 Alakea St.,  
 Honolulu 96813  
 Hawaii University, Honolulu, School of Public Health, 2444 Dole St.,  
 Honolulu, Hawaii 96822  
 Health and Human Services Department, 200 Independence Ave., S.W.,  
 Washington, D.C. 20201  
 Helpful Hints, P.O. Box 5130, Utica, N.Y. 13505  
 Highway Safety Research Center, University of North Carolina, CTP 197A,  
 Chapel Hill, N.C. 27514  
 Highway Users Federation for Safety and Mobility, 1776 Massachusetts  
 Avenue, N.W., Washington, D.C. 20036  
 Honolulu Police Department, Honolulu, Hawaii 96813  
 Idaho Central District Health Department, State Capitol Bldg.,  
 Statehouse Mall, Boise, Idaho 83720-9990  
 Idaho Department of Health and Welfare - see above address  
 Idaho Department of Law Enforcement, 6081 Clinton St., Boise, Idaho  
 83720  
 Idaho Department of Transportation, Office of Highway Safety, 3311 W.  
 State St., Boise, Idaho 83720  
 Idaho State Police - see above address  
 Illinois Child Passenger Safety Association, c/o Garry Gardner, 805  
 Plainfield Rd., Darien, Ill. 60559  
 Illinois Coalition for Safety Belt Use, 2300 S. Dirksen Parkway,  
 Springfield, Ill. 62764  
 Illinois State Board of Education, Alzina Bldg., 100 N. 1st St.,  
 Springfield, Ill. 62777  
 Illinois State Department of Transportation, 2300 S. Dirksen Pkwy.,  
 Springfield, Ill. 62764  
 Illinois State Police, 401 Armory Bldg., Springfield, Ill. 62706  
 Indiana Governor's Highway Safety Program, 801 State Office Bldg., 100  
 N. Senate, Indianapolis, Ind. 46204  
 Indiana Office of Traffic Safety - see above address  
 Indiana State Board of Health, Health Bldg., 1330 W. Michigan St.,  
 Indianapolis, Ind. 46206-1964  
 Insurance Bureau of Canada, 181 University Ave., 13th Fl., Toronto, Ont.  
 M5H 3M7  
 Insurance Corporation of British Columbia, Box 11131, Royal Centre, 1055  
 W. Georgia St., Vancouver, B.C. V6E 3R4, Canada  
 Insurance Information Institute, 110 William St., New York, N.Y. 10038  
 Insurance Institute for Highway Safety, Watergate 600, Washington, D.C.  
 20037  
 Iowa Department of Transportation, 800 Lincoln Way, Ames, Iowa 50010  
 Iris Communications, 3029 W. Alpine, Bellingham, Wash. 98226  
 Kansas Department of Transportation, State Office Bldg., 915 Harrison  
 St., Topeka, Kan.. 66612  
 Kentucky Department of Transportation, Office of Highway Safety

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  
 Legislative Bldg., Winnipeg, Man. R3C 0V8, Canada  
 Marathon Petroleum Company, 539 S. Main St., Findlay, Ohio 45840  
 Marine Corps, Camp Pendleton, Calif. 92055  
 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 Department of Social Services, 150 Causeway St., Room  
 1109, Boston, Mass. 02114  
 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.,  
 Ardsley, 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.,  
Downsview, 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 F1, 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 Dewar St., Wisconsin Rapids,  
Wisc.  
Rochester Institute of Technology, 1 Lamb Memorial Drive, Rochester,  
N.Y. 16423  
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,

Wash. 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 Kojyo 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, 4101 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  
Westchester County Traffic Safety Board, Child Restraint Seat Program,  
148 Martine Ave., White Plains, N.Y. 10601  
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

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