

Case Study: Assessment of Gaps in Booster Seat Policy

Client: Motor Vehicle Injury Prevention Team, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention (CDC)

Policy planning guide and implementation plan for child passenger safety stakeholders to improve booster seat policy at the state level.

Contract: Task order under Contract No. 200-2007-21025, Health Marketing Training and Consultation Services, for CDC Office of the Associate Director for Communication

Summary

Analyze and update existing draft booster seat policy-planning guide for use by stakeholders to strengthen their state's booster seat policy. Facilitate and convene a two-day expert meeting of key CDC stakeholders and partners. Synthesize the meeting outcomes in a follow-up report that includes a final revised booster seat policy-planning guide and implementation plan.

Challenge and solution

CDC identified motor vehicle injuries as a public health “winnable battle.” Our booster seat policy project addressed motor vehicle injuries by translating child passenger safety research results into health policy and practice. The overall, long-term goal of the project was to reduce motor-vehicle-related injuries and deaths among children ages 4–9 years by increasing appropriate booster seat use through education and promotion of policy change. To achieve this goal, IVI developed clear and effective materials that could be used by a diverse group of stakeholders in child safety to strengthen state booster seat policy. It is anticipated that improved policy will produce behavioral changes that result in more appropriate and widespread use of booster seats by eligible children.



Under this task order, IVI's team supported CDC by:

- (a) reviewing an existing draft guide to optimal booster seat use and policy, and performing a first round of revisions to the guide;
- (b) convening a group of key CDC stakeholders, partners, and other experts in government, industry, transportation, public health, education, and advocacy for a 2-day technical expert panel meeting facilitated by IVI;
- (c) synthesizing the meeting discussion into a comprehensive and organized review of the meeting;
- (d) revising the booster seat policy planning guide based on results of the draft guide review and research, expert panel meeting, lessons learned, and CDC feedback;
- (e) developing campaign tools, templates, sample materials, and resource lists for inclusion in the planning guide; and
- (f) developing an implementation plan.

IVI's team finalized a formatted booster seat planning guide and implementation plan to increase communication value by providing a

crisp, readable, factual and helpful tool for states. It is anticipated that the materials developed will serve as a comprehensive resource for stakeholders in child passenger safety and booster seat policy.