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For Immediate Release

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CHILD SAFETY/BOOSTER SEAT CHECK-UP EVENT

BUTTE COUNTY, Calif. — To ensure children are properly restrained when riding in a vehicle, Butte County Public Health Department's (BCPHD) 'Traveling Safely Through Life Campaign' is holding a free safety seat and booster seat checkup.

The event will take place:

**Saturday, June 20, 2009
10 a.m. to 1:00 p.m.
Toys R Us,
1919 E. 20th Street in Chico.**

"During local check-up events in 2007 & 2008 we found that 73 percent of child restraints were incorrectly installed," reports Jean Ayers, PHN and Butte County Traveling Safely Through Life Coordinator. "A safety seat that is incorrectly installed or poorly fitting cannot protect a child in the event of a crash."

Improper restraining can cause children to suffer unnecessary injuries and even death. The National Highway Traffic Safety Administration (NHTSA) indicates that nationwide, 7 out of 10 safety seats are the wrong fit for the child or improperly installed. When properly used, child safety seats are effective in reducing fatalities by 71 percent for infants, 54 percent for toddlers and 59 percent for booster-age children.

All parents and caregivers with questions and concerns about child safety seat installation or use of boosters seats are encouraged to attend the check-up. Certified Child Passenger Safety Technicians will be available to assist families on how to properly install their child's safety seat.

Funding for this program was provided by BCPHD and a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

For questions regarding the project please call Jean Ayers, Public Health Nurse, phone: (530) 891-3012, email: jayers@buttecounty.net.

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Butte County Public Health Department

Our Mission: To protect the public through promoting individual,
community and environmental health.