

Pat Clark GMC-Pontiac/Clark County SAFE KIDS Coalition, Las Vegas, NV



Site Visit Summary

Inspection Station Location Name: Pat Clark Pontiac GMC/Clark County SAFE KIDS Coalition

Street Address: 2575 E. Sahara Ave.

City, State: Las Vegas, NV 8910

Email Contact: Kiki Rogers - brazenone@hotmail.com

Jeanne Cosgrove - jeanne.cosgrove@hcahealthcare.com

Date Visited: July 16, 17, 2002 **Observation conducted by:** Janet Dewey-Kollen and Julie K. Prom

Type of Agency/Organization: Auto Dealership with co-sponsorship from SAFE KIDS Coalition

Type of service: ☒ Fixed Site ☐ Mobile ☐ Both

Inspections Completed Per Month: 50+

Annual Budget (Including in-kind salaries):

☐ \$5001 – 15,000 ☐ \$15,001 – 25,000 ☒ \$25,001 – 50,000 ☐ \$50,001 – 75,000 ☐ Over \$75,000

Geographical Setting: ☒ Urban ☐ Suburban ☐ Rural

Program Setting:

Pat Clark Pontiac GMC, a long established Las Vegas auto dealership, is located within the city limits. Clark County SAFE KIDS Coalition is sponsored by Sunrise Children's Hospital & Medical Center.

Populations Served:

All populations are served. In partnership with Clark County SAFE KIDS Coalition, special outreach efforts are made and incentives offered to encourage low-income families to use the service.

OPERATIONAL DETAILS:

The Pat Clark Pontiac GMC/Clark County SAFE KIDS Coalition Inspection Station began conducting monthly child safety seat inspections in the summer of 1999. The site sponsored quarterly inspection clinics from August 1997 to 1999. The site completes approximately 50 inspections every month, operating in the service intake area of the dealership. Inspections are provided at no cost to participants.

Service Delivery Schedule:

Fixed site, set days/hours, drop-in basis: The inspection station is held from 6-8 pm on the 3rd Wednesday of every month, families attend on a drop-in basis.

Fixed site, set days/hours, by appointment: The site conducts a limited number of inspections on Friday mornings for overflow from the monthly inspection clinics or for customers of the dealership.

Tools and equipment used for inspections: Materials used during the inspection clinics are in the inspection areas. These materials include up-to-date recall lists, CSS manufacturer's instructions, locking clips, belt-shortening clips, replacement seats, foam noodles, slip guard, screwdrivers, hemostats and informational materials.

Data Collection: This station uses the standardized SAFE KIDS inspection checklist form. Completed inspection forms are hand-tallied and forwarded to Clark County SAFE KIDS for compilation into the local and national SAFE KIDS databases.

Inspection process: A typical inspection involves two-three persons greeting the family/caregivers and having permission/information forms completed. The inspector evaluates installation of the seat upon arrival of the vehicle. Whenever inspectors are not certified CPS technicians, a senior checker must review and sign-off on inspection procedure and recommendations.

Children are weighed and measured to determine the appropriate safety seat needed for the child. If a new or different safety seat is needed for the child, parents are offered the opportunity to obtain a seat through the inspection station and are asked to cover the cost of the seat by a donation of \$40. Inspectors involve the parents in the correct installation of seats according to the parent's willingness to participate. Inspectors educate parents/caregivers as to future restraint needs of the child, restraint use in other vehicles, numbers to call for more information and state laws regarding restraint use for children.

Replacement Seat Policy: This station's policy is to replace seats on a selective basis. For those families who are obviously in need of a seat and without resources, the station will provide a seat free of charge. The majority of families (4 of 5) who need a replacement seat make a donation of \$40 to the Clark County SAFE KIDS Coalition to cover the cost of the seat. Seats are also available for purchase through the parts department of the dealership.

The average number of replacement seats provided per month is:

Infant seats	0
Convertible seats/Combination seats	3
Belt-Positioning Booster seats	<u>2</u>
TOTAL	5

The Clark County SAFE KIDS Coalition makes replacement seats available through their SAFE KIDS Buckle Up program, the Boost America program, and from funds donated by inspection station users and other donation sources.

Replacement seats are purchased directly from manufacturers and are stored at Sunrise Hospital.

This site does not advertise the availability of replacement seats; rather they focus on the availability of the free car seat check up service.

Liability Insurance: Liability coverage for the inspection station services is provided through the dealership's general liability policy and through the National SAFE KIDS Buckle Up policy.

STAFFING

This site has two core staff members and numerous volunteers that perform various functions as outlined below.

Administrator for Pat Clark Pontiac/GMC Paid Position? ☒ Yes ☐ No (In kind Compensation) # at this site: 1	Title: Special Projects Coordinator- Pat Clark Pontiac GMC Training Required: Certified CPS Technician/Instructor Time: 5-10 hours per week Duties: Staff monthly inspection stations, conduct inspections by appointment, prepare area service area for inspections, conduct trainings for volunteers, stock equipment and materials for clinics, and distribute promotional materials for clinics.
Administrator for Clark County SAFE KIDS Coalition Paid Position? ☒ Yes ☐ No (In kind Compensation) # at this site: 1	Title: Executive Director Clark County SAFE KIDS Coalition Training Required: Certified CPS Technician/Instructor (plus additional training for general coalition work) Time: 5-10 hours per week Duties: Staff monthly inspection stations; recruit, coordinate and train volunteers to conduct inspection stations; acquire child safety seats; store and transport seats; distribute promotional materials for clinics.
Senior Checker Paid Position? ☐ Yes ☒ No Volunteers # at this site: 4-5 for monthly inspections clinics	Title: Local law enforcement officers, EMTs and other technicians in the Las Vegas area. Training Required: Certified CPS Technician Time: 3-5 hours per month Duties: Serve as senior checkers

Inspector Paid Position? ☐ Yes ☒ No Volunteers # at this site: 5-6 for monthly inspection clinics	Title: Nursing students from local community college Training Required: Seminar in CPS as part of pediatric rotation Time: 8 hours total to fulfillment of rotation requirements Duties: Interact with family at inspection clinic, determine whether seat is installed correctly and whether seat is appropriate for child, remedy safety seat installation as needed and secure agreement with changes from senior checker, educate families/caregivers as to correct safety seat installation.
Recorder/Scribe/Assistant Paid Position? ☐ Yes ☒ No Volunteers # at this site: 5-6 for monthly inspection clinics	Title: EMT Technician students, Key Club student volunteers, others Training Required: Seminar and/or individual instruction with close supervision. Time: 3-5 hours per month Duties: Records observations and comments during inspections.

Paid Staff: The two core staff members are salaried employees of their respective organizations. Inspection station services are considered a part of their overall duties.

Use of Volunteers: This site uses volunteers extensively for inspection station services. The Clark County SAFE KIDS Coalition's relationship with the local community college nursing school has been a very effective source for securing the services of nursing students. SAFE KIDS hopes to expand this internship model to EMT and medical students as well. The use of volunteers to the extent seen at this inspection station is only possible because certified CPS technicians are readily available to answer questions and to review all inspections.

Staff Turnover: Although staff turnover has not been a problem for this site, retaining volunteer inspectors has at times been difficult. Often the students do not continue volunteering for the inspection clinics once their school requirements have been met. The program has been able to increase retention of volunteers by making available the 32-hour CPS technician training classes and encouraging volunteers to take this training. In addition, SAFE KIDS/Sunrise Hospital offers free continuing education units to nurses and EMTs as appropriate for participation in inspection clinics.

Staff Training and Continuing Education: Initial training for senior inspectors was accomplished through two 32-hour certified CPS technician training courses annually. Program administrators offer seminar training to nursing and EMT students.

Technical updates for area CPS technicians are held twice a year.

PROMOTIONAL AND OUTREACH ACTIVITY

The most effective promotional activity to encourage families/caregivers to have their child's safety seat inspected through the Clark County SAFE KIDS Coalition inspection stations has been drawings for pre-paid, 4-year college scholarships. Beginning in 1999, the name of every child whose car seat was checked at any SAFE KIDS event, including Pat Clark Pontiac GMC, was entered into a drawing for two scholarships. The Clark County SAFE KIDS Coalition obtained approximately \$8000 in donations for each scholarship. Inspection station staffers believe that public interest in the scholarship program, named "A Future Worth Living", helped to increase participation in the Clark County inspection stations from 600 inspections in 1998, to 1800 in 1999 (initial year of scholarship offerings), 3000 in 2000, and 3300 in 2001.

Brochures/Flyers – Flyers promoting monthly inspection station are widely distributed to day care centers, physician offices, child specialty stores, fire stations, police departments, etc. Also, volunteers put post card size cards offering a complimentary car seat check on windshields of vehicles observed with an incorrectly installed safety seat.

Advertising – Pat Clark Pontiac GMC sometimes includes notices of the monthly inspection stations in its newspaper and radio advertising.

Community Events – The monthly inspection stations are promoted through other Clark County SAFE KIDS Coalition inspection events and activities.

Word of Mouth – Inspection station staff believe that word of mouth contributes to a substantial volume of inspections.

Pat Clark Pontiac GMC contributed to a trailer sponsored by the SAFE KIDS Coalition. The trailer will be used for mobile inspection services and community events.

Targeted Promotional and Outreach Activity: In order to reach lower income and ethnic populations, the inspection station/SAFE KIDS Coalition conducts outreach activities to community resource programs, including Head Start and Family to Family (state sponsored resource) programs. Presentations at child birth classes encourage car seat check participation as well.

Key Promotional Partnerships/Activities: According to the inspection station staff, four factors have been key to promoting the inspection station program: establishing a fixed schedule for inspections at a consistent time and place, interacting with new parents at hospital-based child birth education classes, distributing flyers about the program, and offering college scholarships as incentives to encourage car seat checks.

FUNDING AND BUDGET

The estimated annual budget for program support and replacement seats is \$3,300.

In-Kind Services and Materials: In-kind services provided by Pat Clark Pontiac GMC and Sunrise Children's Medical Center are approximately \$25,000 for personnel/administrative services. Additionally, these organizations provide inspection site and office space, supplies, refreshments, access to information hotline, computer equipment, and storage space.

Pat Clark Pontiac/GMC – Clark County SAFE KIDS Inspection Station Budget Overview

Expense	Amount	Subtotal
Program Support: Flyers	\$300	
<i>Subtotal</i>		\$300
Seats: (75 per year x \$40 per seat)	\$3,000	
<i>Subtotal</i>		\$3,300
In-kind Personnel Costs	\$25,000	
Total		\$28,300

Funding: Funds for this inspection station come from Pat Clark Pontiac/GMC and Sunrise Children's Medical Center, Clark County SAFE KIDS Coalition, Nevada Office of Traffic Safety and public donations for child safety replacement seats.

DEVELOPMENT OF THE INSPECTION STATION

The impetus for the development of this station occurred in 1997, when General Motors Corporation selected Pat Clark Pontiac GMC as the site for a national kick-off of one of the General Motors child safety seat distribution programs. The appreciation shown by a dealership employee when his child's outdated safety seat was replaced helped convince management to support on-going inspection clinics. The Clark County SAFE KIDS Coalition's co-sponsorship of the inspection station, along with their training and offer of replacement seats were particularly important in the establishment of this station.

Inspection station personnel cited the following challenges and solutions during the initial development and setting up of this inspection station.

Challenge	Solution
Developing the dealership management's support for the inspection station service. (Although the owner of the dealership was very supportive, winning the support of the general manager was essential.)	• Arguments for the inspection station in terms of the need, benefit to community and to dealership personnel, and potential marketing opportunities helped to convince management to support service. Encouraging management to observe actual inspections was helpful as well.
Identifying an operating schedule that worked for both the dealership and the public.	• Initially, the dealership held inspections on Saturdays with ½ of the service intake area conducting dealership business and ½ available for inspections. This arrangement did not work well for safety, traffic flow and other reasons. Inspections were then moved to 6-8 pm on a week night after the service area was closed for dealership business.
No onsite storage for replacement seats.	• Sunrise Children's Medical center offered to store replacement seats. A staff member brought the seats to the dealership in the SAFE KIDS van when needed for the inspection nights.

ADMINISTRATIVE AND OPERATIONAL CHALLENGES AND SOLUTIONS

The inspection station personnel cited the following challenges and solutions involved in the on-going operation of this service.

Challenge	Solution
Excessive waiting times when inspections were held on a quarterly basis	• The sponsors of the program increased frequency of the inspection services to monthly and added inspections by appointment. Not only did this allow the inspection clinics to run more smoothly, it reduced stress on staff and volunteers.
Volunteer burn out	• Staff and sponsors are continually trying to increase the volunteer pool and develop incentives for continued volunteer support of the service. Enlisting nursing school and EMT students helped provide a steady stream of inspectors; however, this required strict adherence to a senior checker protocol.
Liability concerns by dealership legal council	• Information regarding the historical lack of legal suits, judgments and/or settlements related to child safety seat inspections was presented to the dealership's attorney. The owner of the dealership decided to continue support of the service although legal council remained very concerned about liability exposure.

Significant Changes Made to the Inspection Station Since It Began:

Administrative – Moved the inspections from quarterly to monthly and from Saturdays to week nights
Personnel structure – Increased reliance on student/volunteer checkers.

Significant Changes to the Inspection Station Under Consideration or Imminent:

Administrative – Continued concern from legal council about liability exposure for dealership.
Location – In the event that the inspection station could not be held at the dealership, the location would change to Sunrise Children's Hospital.

Circumstances That Would Cause the Inspection Station to Terminate:

Availability of funds for replacement child safety seats; Concern about liability exposure to dealership;
Substantial change in management (general manager) support at dealership and/or hospital SAFE KIDS sponsor.

PROGRAM EVALUATION

The Clark County SAFE KIDS Coalition self-evaluates the inspection station effort for quantity and quality of inspections using the SAFE KIDS inspection forms and the SAFE KIDS standard protocol. Operational and volunteer issues are discussed at monthly SAFE KIDS meetings.

The site is planning changes to the evaluation process by tracking frequency of repeat customers and misuse patterns. The sponsors hope this information will enable them to provide more feedback to the community.

ADDITIONAL COMMENTS AND RECOMMENDATIONS FROM SITE FOR OTHERS

What are the most frequent reasons people give you for using your service? Convenience, location, fixed schedule and comfort in dealing with a familiar, long-established business.

Have you identified reasons why more people in your target do not utilize your service?

The staff believes that the reason more people do not utilize the service is that the public doesn't appreciate the risk from incorrectly installed child safety seats.

What would you recommend to other organizations starting an inspection station as the most important things to do? Dealership should identify a key community partnership(s), have a primary CPS trained contact at the dealership (preferably someone with a flexible schedule), develop working relationships with law enforcement and other CPS programs in the community, establish a fixed location and schedule, seek acknowledgement for sponsoring agency's efforts through media and community outreach, and conduct a site survey prior to selecting inspection site with special attention paid to traffic flow, space, storage, and weather conditions.

What would you recommend to other organizations starting an inspection station as the most important things to avoid? Over-dependence on volunteer base without adequate technical back-up/resources.

CHILD SAFETY SEAT MISUSE TRENDS

Overall, the top three misuses observed by this inspection station are: safety belt not holding safety seat tight, safety seat harness loose on child, harness in wrong slots.

The most common infant seat misuse observed is: infant too heavy for infant seat.

The most common convertible or forward-facing only seat with harness misuse observed is: harness in wrong slots.

The most common booster seat misuse observed is: child too small/young for booster seat.

The most common safety belt misuse observed is: child too small/young for adult safety belt.

**Pat Clark Pontiac-GMC/Clark County SAFE KIDS
Sample Material**

Two-sided Card

Front

Warning!

We share your commitment to protecting your loved ones. It appears your car seat may be installed incorrectly, may be defective or have a recall.

For a complimentary car seat check, please call Clark County SAFE KIDS Coalition at Kiki Rodgers at Pat Clark Pontiac GMC to arrange an inspection of your child safety seat. We will accommodate your request as soon as possible.



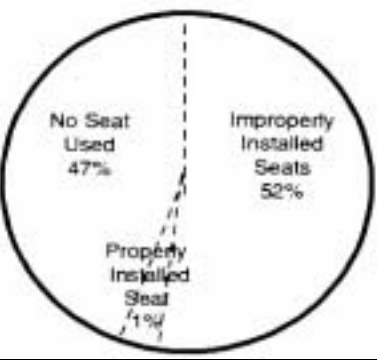








Child Safety Seat Use
in Clark County



Category	Percentage
No Seat Used	47%
Improperly Installed Seats	52%
Properly Installed Seat	1%

4 out of 5 car seats are installed improperly.
Make sure yours isn't one of them!

Last year, in Clark County alone, we checked 3,151 car seats. Only 42 were installed properly.

www.ccsafekids.com

Back

"HAS MY CHILD'S CAR SEAT BEEN RECALLED?"

FREE CAR SEAT CHECK UP

Have your car seat checked free of charge

Pat Clark Pontiac-GMC
2575 E. Sahara Blvd.
3rd Wednesday of Every Month
6:00 PM – 8:00 PM

Register to win a college scholarship for your child
under the Nevada Pre-pay Tuition Program.

Ask for Details!!

This event is brought to you by

Results from previous
safety checks shown
that *four out of five* car
seats are used
incorrectly.

***Be Sure Yours is Not
One of Them!***

Clark County
**SAFE
KIDS**

Coalition



A Non-profit organization dedicated to the prevention of
injury to children. For more information
check out our website at www.ccsafekids.com

"IS MY CHILD'S CAR SEAT TOO OLD?"

"WHEN CAN I TURN MY BABY'S CAR SEAT AROUND TO FACE FORWARD?"

"WHY DOESN'T MY CAR SEAT STAY TIGHT IN THE CAR?"



CHILD PASSENGER CHECKLIST

Use one form per child and per CSS
to document the way the child arrives

A	B	C	D	E	F	G	H	I
---	---	---	---	---	---	---	---	---

For optimum accuracy, please print in capital letters and avoid contact with the edge of the box. See above example.

CSS=Child Safety Seat

☐ Parent ☐ Grandparent ☐ Other		Participant's Last Name	
Participant's First Name		Participant's Last Name	
Child's first name	Age(yrs)	Weight(lbs)	Height(in.)
Address	NOTE: If child < 1 mo, please indicate 1 mo	Child present? ☐ Y ☐ N	Expectant parent? ☐ Y ☐ N
City	State	Zip code (required)	(Area Code) Telephone Number
Make of vehicle	Vehicle year	Vehicle model	Vehicle model
Front-passenger air bag? ☐ Y ☐ N		How did you hear about this event? ☐ Flyer ☐ Television ☐ Internet ☐ Radio ☐ Newspaper ☐ Friend/Relative ☐ Other	
If yes, is air bag active? ☐ Y ☐ N		Drove by event	
I understand and agree that the sole purpose of this program is to help reduce the incidence of the improper installation of car seats. That this responsibility is being provided as a free service to me. That the program cannot fully evaluate the quality, safety, or condition of the car seat, the car seat provided or any component of my vehicle, including the seats or safety belts, and that the program cannot guarantee my child's safety in a vehicle outside the program. I understand that a properly installed child safety seat can reduce fatal injury by 71% for infants and by 54% for toddlers and that it is important to read the child's and car seat instruction manuals. For these reasons I hereby release Children's Hospital/Clark Co GMC, Pontiac, MI, and the SAFE KIDS Coalition, General Motors and each of its divisions, subsidiaries and other associated entities, from any present or future liability for any injuries or damages that may result from a vehicle collision or otherwise.			
Signature		Date	

Above portion to be completed by participant.

COMMENTS: Please describe any other misuse observed/recommendations, instructions

Senior checker initials	Event ID
Scribe initials	Coalition ID
Team captain	
Check up location	
Event at GM Dealership? ☐ Y ☐ N	
Date of event (MM/DD/YY)	

STOP THIS SECTION MUST BE COMPLETED!!!

☐ No misuse observed ☐ Child arrived without CSS
☐ All corrections made ☐ CSS arrived uninstalled
☐ Not all corrections made ☐ CSS provided by coalition
(Explain in comment section) ☐ Recommended a new CSS (No new CSS provided)

☐ Participant helped install CSS

Materials given to participant:

☐ Looking Clip ☐ Printed Materials
☐ Towel/Noodle ☐ Slip guard material
☐ Other

Complete below ONLY if new CSS is provided by Coalition.

☐ Brinax ☐ Fisher-Price ☐ Century ☐ Graco
☐ Cosco ☐ Kolcraft ☐ Evenflo ☐ Other

CSS Name

CSS model number

Registration card completed ☐ SK Coalition ☐ Participant and mailed to by:

TO CAR SEAT CHECKERS: Observe child in CSS first. Then identify CSS match child's restraint. Completely fill in appropriate ovals. Discuss the findings with participants.

Child Arrives REAR-FACING		Child Arrives FORWARD-FACING w/ Harness		SHIELD BOOSTER/LAPTOP														
☐ Infant w/ Base ☐ Infant w/o Base ☐ RF Convertible		☐ 5 Pt. Harness ☐ T-Shield ☐ Tray Shield ☐ Combination CSS ☐ Integrated ☐ Other Ex: Special needs, travel seat, inappropriate use when CSS, etc.		☐ Y ☐ N ☐ N/A														
☐ CSS in back seat (not in front of air bag) ☐ Child within recommended age/ht range ☐ Rear-facing appropriate for child ☐ CSS appropriate for rear-facing use ☐ Appropriate recline (no more reclined than 45 degrees/head does not fall forward) ☐ Harness straps at or below shoulders ☐ Harness straps snug (no slack) ☐ Harness attached securely and threaded correctly ☐ Harness retainer clip used (if required in instructions) ☐ Harness retainer clip at upright level ☐ Harness retainer clip threaded correctly ☐ Carrying handle is in the correct position for travel ☐ Safety belt routed correctly ☐ Safety belt locking CSS tightly in vehicle with locking latchplate, switched retractor, locking clip, look-off, etc. (1 inch test) ☐ Locking clip used correctly (if needed) ☐ Converted CSS to forward-facing ☐ Recommended different CSS		☐ Child within recommended age/ht range ☐ Forward-facing appropriate for child ☐ CSS appropriate for forward-facing use ☐ CSS adjusted to upright position ☐ Harness straps in top slots unless other slots reinforced (at or above shoulders) ☐ Harness attached securely and threaded correctly ☐ Harness straps snug (no slack) ☐ Harness retainer clip present (if required in instructions) ☐ Harness retainer clip at upright level ☐ Harness retainer clip threaded correctly ☐ Safety belt routed correctly ☐ Safety belt locking CSS tightly in vehicle with locking latchplate, switched retractor, locking clip, look-off, etc. (1 inch test) ☐ Locking clip used correctly (if needed) ☐ Tether used correctly (if supplied) ☐ Converted CSS to rear-facing ☐ Converted CSS to belt-positioning booster ☐ Recommended different CSS ☐ Counselor participant as tether		☐ Child within recommended age/ht range ☐ Shield snug against child ☐ Safety belt routed correctly ☐ Safety belt locking CSS tightly in vehicle with locking latchplate, switched retractor, locking clip, look-off, etc. ☐ Locking clip used correctly (if needed) ☐ Removed shield, used base with lap/shoulder belts ☐ Recommended retrofitting vehicle with shoulder belt ☐ Recommended Y-harness/vest ☐ Recommended different CSS														
CSS manufacturer: ☐ Britax ☐ Fisher/Price ☐ Graco ☐ Evenflo ☐ Cosco ☐ Kwikraft ☐ Other _____		OTHER CHILD RESTRAINT ☐ Y ☐ N ☐ N/A ☐ Child within recommended age/ht range ☐ Restraint used according to manufacturer's instructions		VEHICLE SAFETY BELT ☐ Y ☐ N ☐ N/A ☐ Child's legs bend over vehicle seat w/o slouching ☐ Child's back against vehicle seatback ☐ Belt over center of shoulder ☐ Lap belt over upper thighs ☐ Recommended booster seat ☐ Recommended CSS with harness														
BELT-POSITIONING BOOSTER (No Harness) ☐ Backless ☐ High Back ☐ Y ☐ N ☐ N/A ☐ Child within recommended age/ht range ☐ Safety belt routed correctly ☐ Lap/shoulder belt correctly positioned ☐ Tether used correctly (if supplied) ☐ Converted CSS to forward-facing with harness ☐ Moved child to safety belt		Shade the X where you found CSS. Shade the M if/where it was moved. <table border="1"> <tr> <td rowspan="3">D</td> <td>1</td> <td>☐ X</td> <td>☐ M</td> <td>☐ X</td> </tr> <tr> <td>2</td> <td>☐ X</td> <td>☐ M</td> <td>☐ X</td> </tr> <tr> <td>3</td> <td>☐ X</td> <td>☐ M</td> <td>☐ X</td> </tr> </table> D represents driver		D	1	☐ X	☐ M	☐ X	2	☐ X	☐ M	☐ X	3	☐ X	☐ M	☐ X	LATCH system used correctly (if present)? Please describe any misuse observed: _____ _____ _____	
D	1	☐ X	☐ M		☐ X													
	2	☐ X	☐ M		☐ X													
	3	☐ X	☐ M	☐ X														