

Putting It All Together: Promoting Booster Seat Use

Gail Weinholzer

Director of Public Affairs

AAA Minnesota/Iowa

Overview of Booster Seat Legislative Initiative

- ❑ Led coalition for five years with support from MNSC, MMA, APA, Safe Kids, etc
 - ❑ Continually passed Senate, not House
 - ❑ This year finally- under eight and under 4'9" tall
 - ❑ Passed in mid-May, effective July 1st
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Summary of Statewide Booster Seat Education Campaign

- www.carseatsmadesimple.org updates
 - Don't Skip a Step brochure
 - Press release
 - Media interviews
 - Mall of America event- June 30th
 - \$25,000 in booster seat grants to county public health groups
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Insights

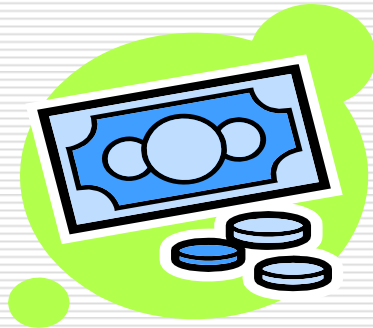
- ❑ Dealing with misinformation from the media especially talk radio
 - ❑ Resistance by some parents (size and convenience) and some student transportation groups
 - ❑ Misconceptions by some parents (Valley Fair rides)
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Public Health Perspective

- Sue Spector will provide the county public health perspective to this issue.
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Strategies for Developing Effective Partnerships and Coalitions

It is all about resources!



Resources

- ❑ Everyone has resources- an idea, expertise, time, money, and/or distribution networks.
 - ❑ Good partnerships involve everyone bringing at least one resource to the table.
 - ❑ Good partnerships can be built through networking and educational events like this conference.
 - ❑ Non-traditional partners (less obvious, but just as important)
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Booster Seat Law Awareness Example

- Partners (obviously an oversimplification)
 - AAA- money, membership base, no staff
 - MN Safety Council- membership base, web site (www.carseatsmadesimple.org)
 - DPS- information distribution network for new laws
 - County Public Health- distribution network for booster seats
 - Retailers
 - Media
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Pediatric Perspective

- Dr. Hellmich will provide a perspective on what pediatricians are doing in this area and effective ways to approach them in childhood injury prevention efforts.
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Thank you!

□ Gail Weinholzer

AAA Minnesota/Iowa

600 West Travelers Trail

Burnsville, MN 55337

952-707-4985

gail.weinholzer@mn-ia.aaa.com
