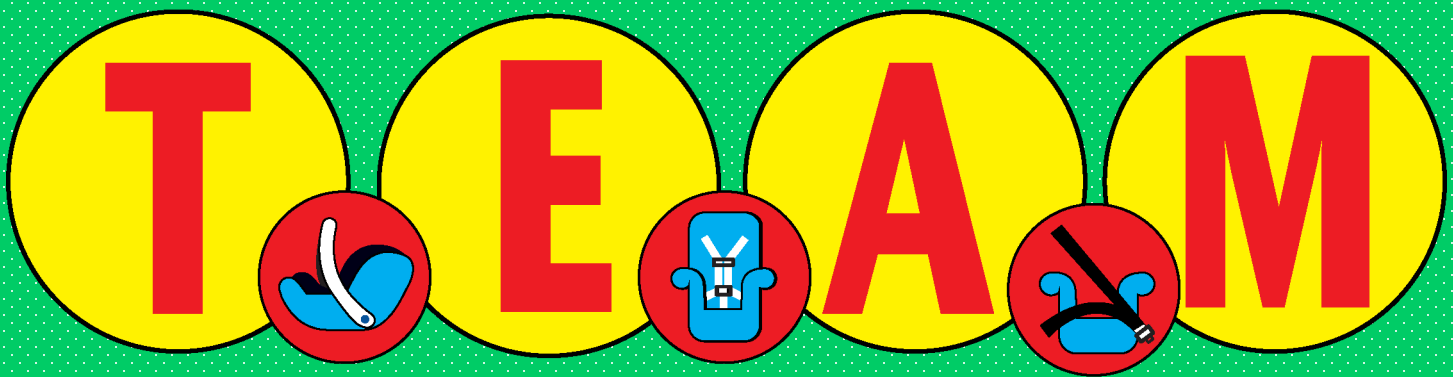




# 14th National Child Passenger Safety



## Conference

**Teach**

**Empower**

**Advocate**

**Mentor**

Aug 28 - Sept 1, 2018  
Denver, CO



## Teach Empower Advocate Mentor

Thank you for your commitment to child passenger safety! We are honored to have each and every one of you with us. The Planning Committee works hard to create a high-quality conference that meets the educational needs of our field and industry. We hope we have provided you with ample opportunity for continuing education and networking as well as fostered your ability to enhance your child passenger safety efforts when you return home.

Please share your thoughts and suggestions for improving the KIDZ IN MOTION National Child Passenger Safety Conference with any of the Planning Committee members. We hope to see you again next year in Orlando Aug 22-24, 2019.

Sincerely, the Planning Committee

**Juli Davis**

KIDZ IN MOTION, Inc., FL

**Daniel Dias**

Dorel Juvenile, NC

**Noemi Duenas**

Pacific Safety Center/Keep 'Em Safe Prog., CA

**Sharon Evans**

Cook Children's Medical Center, TX

**Tammy Franks**

National Safety Council, OR

**Alan Garibo**

Pacific Safety Center/Keep 'Em Safe Prog., CA

**Woody Johnston**

KIDZ IN MOTION, Inc., OR

**Carol Mazzocco**

Director, KIDZ IN MOTION, Inc., FL

**Jim Savage**

Safety Center at American Family  
Children's Hospital, WI

**We gratefully recognize the members of the  
Manufacturers Alliance for Child Passenger  
Safety who provided conference scholarships.**

- American Honda Motor Co., Inc.
- Chicco
- Clek
- Diono
- Dorel Juvenile
- Evenflo/Goodbaby International
- Graco Children's Products
- Happy Kidz, LLC (Doona)
- IMMI
- mifold
- Nuna
- Safe Traffic System
- UPPAbaby
- Volkswagen Group of America



### Continuing Education Units

You will find a CEU Certificate of Attendance on the back cover of this program. To receive credit for a CPST CEU Session, arrive at the session within 5 minutes of the start and remain in the room until the end of the session. At the end of each session, obtain a sticker for your CEU as you exit. Keep your Proof of Attendance in a safe place! Documentation and verification of attendance is your responsibility.



**= CPST CEU  
Session**

# TOYOTA



**Car Seats**  
COLORADO



*Northern California*

**VOLKSWAGEN**

GROUP OF AMERICA



**Huggable Images, LLC**

Child Passenger Safety  
Training Dolls



## Sponsors

### Champion Level

AAA Northern California  
Car Seats Colorado  
Toyota

### Advocate Level

Chicco  
Dorel Juvenile  
Volkswagen

### Partner Level

Huggable Images  
National Safety Council  
Safe Kids Colorado

### In-Kind

American Family Children's  
Hospital

Cook Children's Medical Center

Pacific Safety Center/Keep 'em  
Safe Program

Randall Children's Hospital at  
Legacy Emanuel

## Keep in touch!

Like Us on Facebook:

[www.facebook.com/Kidz.In.Motion](http://www.facebook.com/Kidz.In.Motion)

Follow us on Instagram:

[kidz\\_in\\_motion](https://www.instagram.com/kidz_in_motion)



# Exhibitors

Please thank this year's  
Exhibitors for enriching your  
learning experience.

## **Chicco**

Courtney Barry  
chiccocps.usa@artsana.com  
website: chiccousa.com

## **Clek**

Trudy Slaght  
trudy@clekinc.com  
website: clekinc.com

## **Convaid/R82**

Chris Reidmiller  
chrisr@convaid.com  
website: convaidr82.com

## **Diono**

Allana Pinkerton  
allana.pinkerton@diono.com  
website: us.diono.com

## **Dorel Juvenile**

Daniel Dias  
ddias@djgusa.com  
website: doreljuvenile.com

## **EZ-ON Products LLC**

Luke Wollak  
luke@ezonpro.com  
website: ezonpro.com

## **Goodbaby International/Evenflo**

Patsy Pilcher  
evenflosales@worldsafe.net  
website: safetymadeeasier.com

## **Graco Children's Products, Inc. (Newell Brands)**

Carol Helminski  
carol.helminski@newellco.com  
website: gracobaby.com  
website: newellbrands.com

## **Happy Kidz/Doona**

Erin Brill  
monicav@happykidssmartparents.com  
website: doonausa.com

## **HSM Transportation Solutions**

David Murphy  
damurphy@hsmnsolutions.com  
website: hsmtransportation.com

## **Huggable Images LLC**

Jeanie Craig  
jeanie@huggableimages.com  
website: huggableimages.com

## **Inspired by drive**

Dustin Moss  
dmoss@inspiredbydrive.com  
website: inspiredbydrive.com

## **KidsEmbrace**

Tony Jerisha  
tonyj@kidsembrace.com  
website: kidsembrace.com

## **Mercury Distributing**

Nadine VanCamp  
nvancamp@mercurydistributing.com  
website: mercurydistributing.com

## **mifold**

Matt Dawes  
matt@mifold.com  
website: mifold.com

## **National Child Passenger Safety Board**

Amy Artuso  
amy.artuso@nsc.org  
website: cpsboard.org

## **Nuna Baby**

Bob Wall  
bob.wall@nuna.eu  
website: nuna.eu/usa

## **Safe Ride News Publications**

Denise Donaldson  
denise@saferidenews.com  
website: saferidenews.com

## **Safe Traffic System, Inc.**

Vera Fullaway  
vera@safetrafficsystem.com  
website: safetrafficsystem.com

## **SafetyBeltSafe U.S.A.**

Stephanie Tombrello  
stombrello@carseat.org  
www.carseat.org

## **SeatbeltPlanet.com LLC**

Mike Bosley  
mike@seatbeltplanet.com  
website: SeatbeltPlanet.com

## **Thomashilfen North America**

Zach Youngs  
zach@thomashilfen.com  
website: thomashilfen.us

## **Tot Squad**

Kelly Murphy  
kmurphy@waterfordct.org  
kelly@thetotsquad.com  
website: thetotsquad.com

## **Toyota Motor North America**

Schuyler St. Lawrence  
schuyler.stlawrence@toyota.com  
www.toyota.com/csrfc

## **UnbuckleMe**

Becca Davison  
becca@unbuckleme.com  
website: unbuckleme.com

## **UPPAbaby**

Daniella Brown  
daniella@uppababy.com  
website: uppababy.com

# KIDZ IN MOTION Pre-Conferences 2018



**Wednesday August 29**

**Pre-registration required to attend**

**Registration Open 7:00 am - 5:00 pm - Lobby Atrium**

**8:00 am - 5:00 pm  
Spruce**

Light Breakfast 7:00 - 8:00 am  
Atrium Lobby

## **Buckle Up for Life Partner Orientation**

**Invited attendees only**

**9:00 am - 4:00 pm  
Centennial F**

Light Breakfast 7:00 - 8:00 am  
Atrium Lobby

## **Child Passenger Safety in the Hospital Setting**



**Dr. Ben Hoffman**, Oregon Health and Science University    hoffmanb@ohsu.edu

**Dr. Natalie Davis**, University of MD School of Medicine    ndavis@ped.s.umaryland.edu

### **Program Presenters**

**Beckie Frohock**, Johns Hopkins All Children's Hospital    becfro@sbcglobal.net

**Eileen Gerling**, Children's Hospital of the King's Daughters    eileen.gerling@chkd.org

**Heidi Heflin**, SafetyBeltSafe U.S.A.    carseatRN@gmail.com

**Jennifer Hoekstra**, Helen DeVos Children's Hospital    jennifer.hoekstra@helendevoschildrens.org

**Dana Hutchinson**, Mary Bridge Children's Hospital    dhutchinson@multicare.org

**Carrie Rhodes**, Nationwide Children's Hospital    carrie.rhodes@nationwidechildrens.org

**Emily Smith**, St. Anthony Hospital    emilysmith@chiwest.com

**Erin Summa**, Mary Bridge Children's Hospital    erin.summa@multicare.org

**Moderators:** Sharon Evans, Cook Children's Medical Center

Jim Savage, American Family Children's Hospital

**8:00 am - 5:00 pm  
Centennial E**

Light Breakfast 7:00 - 8:00 am  
Atrium Lobby

## **Safe Travel for All Children: Transporting Children with Special Healthcare Needs**



### **Jason Skinner**

National Center for the Safe Transportation of Children with Special Healthcare Needs

jasaskin@iu.edu

**Dr. Ben Hoffman**, Oregon Health and Science University    hoffmanb@ohsu.edu

**Amy Hugill**, American Family Children's Hospital    ahugill@uwhealth.org

**Kyndra Lathim**, Randall Children's Hospital at Legacy Emanuel    klathim@lhs.org

**Moderator:** Tammy Franks, National Safety Council

**8:00 am - 5:00 pm  
Adams 12 Five  
Stars Schools**

1350 E. 126th Ave.  
Thornton, CO 80241

Breakfast at training site  
7:00 - 8:00 am

## **Child Passenger Safety Restraint Systems on School Buses National Training**



**Denise Donaldson**, Safe Ride News Publications    denise@saferidenews.com

**Charlie Vits**, SafeGuard/IMMI    cvits@imminet.com






**Beth Warren**    bethwarren.cpsti@gmail.com










**Danielle Morris**, OLOL    daniellemorrispt@yahoo.com

**Assistants:** Woody Johnston, David Murphy, Kelly Murphy, Jackie Stackhouse Leach, Bob Wall

**CEU = CPST CEU Session**

**CEU = CPST CEU Session**

| Thursday, August 30                       |   |  |  |  |   |  |
|---|---|--|--|--|---|--|
| Registration 7 am - 5 pm                  |   |  | Exhibits Open 10:00 am - Noon, 2:45 - 3:15 pm, 5 - 6:30 pm   |  |   |  |
| Kidz in Motion                            | Interlocken Ballroom                                  | Centennial Ballroom  | Spruce   | Pine                                     | Fir   | Pavilion (Poolside)                            |
| Roundtable Discussion<br>9:00 - 10:00 am  |   | Best Practice Update: Forward-Facing Readiness   |  |  |   |  |
| Exhibits Open<br>10:00 am - Noon          | Exhibits Open   |  |  |  |   |  |
| Opening Luncheon<br>11:00 am - Noon       | Opening Luncheon                                      |  |  |  |   |  |
| Conference Opening<br>Noon - 12:15 pm     |   | Conference Welcome   |  |  |   |  |
| Manufacturers' Panel 1<br>12:15 - 1:45 pm |   | Manufacturers' Panel 1                      |  |  |   |  |
| Session I Workshops<br>2:00 - 2:45 pm     |   | The Path of Innovative Safety Technologies  | What's New in School Bus Transportation  | Identifying Misuse and Non-Use on Patrol | Developing Safe CPS Habits in Elementary Students |  |
| Break and Exhibits<br>2:45 - 3:15 pm      | Break Exhibits Open                                   |  |  |  |   |  |
| Manufacturers' Panel 2<br>3:15 - 4:45 pm  |   | Manufacturers' Panel 2                    |  |  |   |  |
| Evening Receptions                        | Exhibitors' Reception Exhibits Open<br>5:00 - 6:30 pm |  |  |  |   | CPST Appreciation Reception<br>7:00 - 11:00 pm |
| Friday, August 31                         |   |  |  |  |   |  |
| Registration 7:30 am - 5 pm               |   |  | Exhibits Open 8 - 8:30 am, 11:15 am - 12:15 pm, 2:15 - 2:45 pm   |  |   |  |
| Kidz in Motion                            | Interlocken Ballroom                                  | Centennial Ballroom  | Spruce   | Pine                                     | Fir   | Pavilion (Poolside)                            |
| Breakfast<br>7:30 - 8:30 am               | Breakfast (Exhibits Open<br>8:00 - 8:30 am)           |  |  |  |   |  |
| Manufacturers' Panel 3<br>8:45 - 10:15 am |   | Manufacturers' Panel 3                    |  |  |   |  |





|     | Interlocken Ballroom                   | Centennial Ballroom  | Spruce   | Pine  | Fir  | Pavilion (Poolside) |
|---|--|--|--|---|--|---------------------|
| Session 2 Workshops<br>10:30 - 11:15 am   |  | Scientific Substantiation for mifold/ New CRS Category  | Educating the NEW CPS Technicians                        | Hospital-Based CPS: Where Do I Start?   | Native CARS: A Tribal Journey to Improve Child Safety  |                     |
| Lunch and Exhibits<br>11:15 am - 12:15 pm   | Lunch Exhibits Open                    |  |  |   |  |                     |
| Plenary<br>12:30 - 1:15 pm  |  | A Change in Direction  |  |   |  |                     |
| Session 3 Workshops<br>1:30 - 2:15 pm   |  | Advanced Safety Features: How We Make Car Seats Safer   | Safety and Culture: Understanding Tribal CPS Concerns    | Developing a Booster Distribution Program Through Creative Partnerships   | Under the Radar: Research Findings to Shape Practice  |                     |
| Break and Exhibits Open<br>2:15 - 2:45 pm   | Break and Exhibits Open (Last Chance!) |  |  |   |  |                     |
| Roundtable<br>3:15 - 4:00 pm  |  | National CPS Board Roundtable  |  |   |  |                     |
| Dinner Plenary<br>4:15 - 6:30 pm<br>Pre-registration Required                         |  | CPS Digital Check Form   |  |   |  |                     |
| Saturday, September 2 Registration 7:30 - 11 am                                       |  |  |  |   |  |                     |
|  | Interlocken Ballroom C/D               | Centennial Ballroom  | Spruce   | Pine  | Fir  | Pavilion (Poolside) |
| Breakfast<br>7:30 - 9:00 am   | Breakfast                              |  |  |   |  |                     |
| Session 4 Workshops<br>9:00 - 9:45 am   |  | A Seat Belt is a Terrible Thing to Waste              | Beyond Curbside: Community Outreach and Media Engagement |   | How Much Information and When: Identifying and Maximizing Teachable Moments  |                     |
| Session 5 Workshops<br>10:00 - 10:45 am   |  | Keeping Kids Safe in Pickup Trucks                    | Evolution of Boston Children's Inpatient CPS Program     | "Weird Stuff" You Heard in CPS Class But Probably Didn't Practice  | Trends, Techs and Tools                             |                     |
| Closing Session<br>11:00 am - Noon  |  | Wrap-up Hero Presentation Prize Drawings   |  |   |  |                     |



# KIDZ IN MOTION Conference 2018

**T h u r s d a y   A u g u s t   3 0**

 = CPST CEU Session

|  |   |   |   |
|--|---|---|---|
| 7:00 am - 5:00 pm                                | <b>Registration Open</b>  |   | <b>Lobby Atrium</b>   |
| 8:15 - 8:45 am                                   | <b>New Moderator/Assistant Moderator Orientation</b>  |   | <b>Centennial Ballroom</b>  |
| <b>Roundtable Discussion</b><br>9:00 - 10:00 am  | <b>Best Practice Update: Forward-Facing Readiness</b><br><b>Dr. Ben Hoffman</b> Oregon Health and Science University<br><b>Joe Colella</b> Juvenile Product Manufacturer's Association<br><b>Terry Emerson</b> Dorel Juvenile<br><br>The science of occupant protection, like all science, is continually evolving as we seek to ask and answer questions that directly impact our practices and policies. In the last several years, the relative safety of rear-facing and forward-facing children has been in the spotlight; we'll discuss the evolution of related best practice recommendations. |   | <b>Centennial Ballroom</b><br><br>                                       |
| 10:00 am - Noon                                  | <b>Exhibits Open 10 am - Noon   Lunch 11:00 am - Noon</b>   |   | <b>Interlocken Ballroom</b>   |
| Noon - 12:15 pm                                  | <b>Conference Opening and Welcome</b><br><b>Chief Matthew Packard</b> , Colorado State Patrol   |   | <b>Centennial Ballroom</b>  |
| <b>Manufacturers' Panel I</b><br>12:15 - 1:45 pm | Chicco  | <b>Courtney Barry</b>   | <b>Centennial Ballroom</b><br><br><b>Moderator:</b> Jim Savage<br><br> |
|  | Convaid/R82   | <b>Chris Reidmiller</b>   |   |
|  | Dorel Juvenile/MACPS  | <b>Daniel Dias</b>  |   |
|  | Huggable Images LLC   | <b>Irv Craig</b>  |   |
|  | Safe Ride News Publications   | <b>Denise Donaldson</b>   |   |
|  | Safe Traffic System, Inc.   | <b>Vera Fullaway</b>  |   |
|  | Tot Squad   | <b>Kelly Murphy</b>   |   |
|  | Toyota Motor North America  | <b>Schuyler St. Lawrence</b>  |   |
| <b>Session I Workshops</b><br>2:00 - 2:45 pm     | <b>The Path of Innovative Safety Technologies</b>   | <b>Barbara Birkenshaw</b><br>Volkswagen Group of America<br><b>Moderator:</b> Schuyler St. Lawrence | <b>Centennial Ballroom</b>   |
|  | <b>What's New in School Bus Transportation</b>  | <b>Denise Donaldson</b><br>Safe Ride News Publications<br><b>Moderator:</b> Stephanie Shaw          | <b>Spruce</b>    |
|  | <b>Identifying Misuse and Non-Use on Patrol</b>   | <b>Lance Mitchell</b><br>Knox Co. Sheriff's Office<br><b>Moderator:</b> Corey Perreault             | <b>Pine</b>   |
|  | <b>Developing Safe CPS Habits in Elementary Students</b>  | <b>Tracey Fejt</b><br>Banner Health<br><b>Moderator:</b> Heidi Heflin                               | <b>Fir</b>  |
| 2:45 - 3:15 pm                                   | <b>Break and Exhibits Open</b>  |   | <b>Interlocken Ballroom</b>   |




# KIDZ IN MOTION Conference 2018

Thursday August 30



= CPST CEU Session

|   |  |                     |  |
|---|--|---------------------|--|
| <b>Manufacturers' Panel 2</b><br>3:15 - 4:45 pm | Diono                                      | Allana Pinkerton    | <b>Centennial Ballroom</b><br><br><b>Moderator:</b><br>Jim Savage<br><br> |
|   | Goodbaby International/Evenflo             | Sarah Haverstick    |  |
|   | Graco Children's Products, Inc.            | Carol Helminski     |  |
|   | Happy Kidz/Doona                           | Erin Brill          |  |
|   | KidsEmbrace                                | Tony Jerisha        |  |
|   | mifold                                     | Matt Dawes          |  |
|   | Nuna                                       | Bob Wall            |  |
|   | SafetyBeltSafe U.S.A                       | Stephanie Tombrello |  |
|   | Vokswagen Group of America                 | Barbara Birkenshaw  |  |
| 5:00 - 6:30 pm                                  | <b>Evening Reception and Exhibits Open</b> |                     | <b>Interlocken Ballroom</b>  |
| 7:00 - 11:00 pm                                 | <b>CPST Appreciation Reception</b>         |                     | <b>Pavilion (Poolside)</b>   |

## Jennifer Penick

On Monday, June 25, 2018, Jennifer Penick, her husband Adam, and her youngest daughter were in a car crash. Tragically, Jennifer and Adam did not survive the crash; their daughter, Unity, is recovering from an injury to her arm. Unity is a testament to Jennifer's passion to educate parents and caregivers on the importance of child passenger safety.

Jennifer certified as a Child Passenger Safety Technician in 2006, and for the next 12 years educated and advocated for best practices with car seats and vehicle safety. She also completed the Safe Travel For All Children course for Transporting children with special healthcare needs.

In addition to the work she did locally, Jennifer was an integral part of the non-profit organization, Car Seats for the Littles (CSFTL). As one of the founding members of the organization, Jennifer worked to ensure the safety of countless children nationwide. CSFTL reaches more than 250,000 parents and caregivers each month on its website, offering necessary information about child passenger safety, providing guidance on the proper installation and use of car seats, and listing resources and tips to help keep "the littles" safe. For more than 5 years, Jennifer was there to help, to guide, and to keep children safe.

Jennifer and Adam leave behind five children who grew with CSFTL and starred in many articles and product reviews. As an organization, as the people who worked with her daily, and as her friends we are grateful for the many contributions she made and the legacy she leaves. We will miss her dearly.



**"I want all families to have the information I didn't have when my oldest child was born. Driving is the most dangerous thing we do every day. I want kids to be safe."**

**Jennifer Penick, CPST**

# KIDZ IN MOTION Conference 2018

Friday August 31





= CPST CEU Session

|  |   |   |  |
|--|---|---|--|
| 7:30 am - 5:00 pm                                | <b>Registration Open</b>  |   | <b>Lobby Atrium</b>  |
| 7:30 - 8:30 am                                   | <b>Breakfast</b>  |   | <b>Interlocken Ballroom</b>  |
| 8:00 - 8:30 am                                   | <b>Exhibits Open</b>  |   | <b>Interlocken Ballroom</b>  |
| <b>Manufacturers' Panel 3</b><br>8:45 - 10:15 am | Britax  | <b>Sarah Tilton</b>   | <b>Centennial Ballroom</b><br><br><b>Moderator:</b><br>Tammy Franks        |
|  | Clek  | <b>Trudy Slaght</b>   |  |
|  | EZ-ON Products LLC  | <b>Luke Wollak</b>  |  |
|  | Inspired by drive   | <b>Dustin Moss</b>  |  |
|  | National CPS Board  | <b>Amy Artuso</b>   |  |
|  | Thomashilfen North America  | <b>Zach Youngs</b>  |  |
|  | UnbuckleMe  | <b>Becca Davison</b>  |  |
|  | UPPAbaby  | <b>Daniella Brown</b>   |  |
| <b>Session 2 Workshops</b><br>10:30 - 11:15 am   | <b>Scientific Substantiation for mifold/New Category of Child Restraints</b>  | <b>Jon Sumroy</b><br>mifold<br><b>Moderator:</b> Dana Hutchinson                                      | <b>Centennial Ballroom</b>   |
|  | <b>Educating the NEW CPS Technicians</b>  | <b>Jackie Stackhouse Leach</b><br>Morristown Medical Center<br><b>Moderator:</b> Kathleen Clary-Cooke | <b>Spruce</b>  |
|  | <b>Hospital-Based CPS: Where Do I Start?</b>  | <b>Heather Smith</b><br>Univ. of Arkansas for Medical Sciences<br><b>Moderator:</b> Janet Werst       | <b>Pine</b>  |
|  | <b>Native CARS: A Tribal Journey to Improve Child Safety</b>  | <b>Tam Lutz</b><br>NW Portland Area Indian Health<br><b>Moderator:</b> Terry Smith                    | <b>Fir</b>   |
| 11:15 am - 12:15 pm                              | <b>Lunch and Exhibits Open</b>  |   | <b>Interlocken Ballroom</b>  |
| <b>Plenary</b><br>12:30 - 1:15 pm                | <b>A Change in Direction</b><br><b>Terry Smith</b><br><b>Utah Highway Patrol</b><br><p>What is it like to be a young, new police officer ready to save the world? Terry will recall his career, starting at a small police department to later joining the state highway patrol. He'll discuss his work in crash investigation and the day he responded to a crash that made a profound impact on his future.</p> |   | <b>Centennial Ballroom</b><br><br><b>Moderator:</b><br><b>Tammy Franks</b> |

# KIDZ IN MOTION Conference 2018

Friday August 31

 = CPST CEU Session

|   |  |   |   |
|---|--|---|---|
| <b>Session 3</b><br><b>Workshops</b><br><b>1:30 - 2:15 pm</b> | <b>Advanced Safety Features: How We Make Car Seats Safer - Updated</b>         | <b>Paul Gaudreau</b><br>UPPAbaby<br><b>Moderator:</b> Joe Colella   | <b>Centennial Ballroom</b><br> |
|   | <b>Safety and Culture: Understanding Tribal CPS Concerns</b>                   | <b>Monte Yazzi</b><br>Salt River Prima-Maricopa Indian Community<br><b>Moderator:</b> Tracy Fejt            | <b>Spruce</b>   |
|   | <b>Developing a Booster Distribution Program through Creative Partnerships</b> | <b>Jill Braselton</b><br>Northwestern Medicine - Central DuPage Hospital<br><b>Moderator:</b> Nicole Vesely | <b>Pine</b>   |
|   | <b>Under the Radar: Research Findings to Shape Practice</b>                    | <b>Stephanie Tombrello</b><br>SafetyBeltSafe U.S.A.<br><b>Moderator:</b> Heidi Dolan                        | <b>Fir</b><br>                 |
| 2:15 - 2:45 pm  | <b>Break and Last Chance to Visit Exhibits</b>                                 |   | <b>Interlocken Ballroom</b>   |
| 2:45 - 3:15 pm  | <b>Networking</b>  |   |   |

# TOYOTA

thanks the KIM Conference organizers  
and all CPS Technicians and Instructors  
for everything you do to help keep  
children and their families safe on the road!

[toyota.com/csrrc](http://toyota.com/csrrc)



Collaborative Safety Research Center  
TOYOTA

[buckleupforlife.org](http://buckleupforlife.org)

# KIDZ IN MOTION Conference 2018



Friday August 31



**Roundtable**  
3:15 - 4:00 pm

## National Child Passenger Safety Board Roundtable

**Amy Artuso**, National Safety Council: Board Secretariat  
**Randy Chhabra**, Austin-Travis County EMS: Fire/EMS, Public Safety Rep.  
**Terry Emerson**, Dorel Juvenile: Child Restraint Manufacturer Rep.  
**Tammy Franks**, Child Passenger Safety Advocate  
**Jennifer Pelky**, Toyota Motor North America: Vehicle Manufacturers Rep.  
**Mandi Seethaler**, Center for Safe Alaskans: Injury Prevention/Public Health Rep.  
**Sarah Tilton**, Britax Child Safety: At Large Rep.  
**Charlie Vits, IMMI**: At Large Rep.

Have a question for the National CPS Board? Are you interested in learning more about the next curriculum update for the National Child Passenger Safety Certification Training Program, and other resources offered by the NCPSB? This is the session for you.

**Centennial Ballroom**

**Moderator:**  
**Tammy Franks**

**Dinner Plenary**  
4:15 - 6:30 pm  
Pre-registration  
Required

## Child Passenger Safety Digital Check Form Hosted by AAA Northern California

**Amy Artuso**, National Safety Council  
**Jennifer Booge**, CPS Resource Center  
**Julie Brewer**, Tennessee Tech University iCube  
**Randy Chhabra**, Austin-Travis County EMS  
**Tammy Franks**, National Safety Council  
**Sarah Haverstick**, Goodbaby International/Evenflo  
**Kabir Hirani**, AAA Northern California  
**Angela Knudson**, AAA Northern California  
**Mandi Seethaler**, Center for Safe Alaskans  
**Tracy Whitman**, Maryland Kids in Safety Seats

To advance and accelerate the field of child passenger safety, we must harness the field of digital technology. Learn more about the innovative CPS digital check form and how it will transform the documentation process from the experts who created it. The national digital check form is a new resource offered by National Safety Council (NSC) in partnership with Tennessee Tech University (TTU) iCube, with support from NHTSA and AAA Northern California.

**Centennial Ballroom**

**Moderator:**  
**Angela Knudson**



# KIDZ IN MOTION Conference 2018

S a t u r d a y   S e p t e m b e r   1

 = CPST CEU Session

|  |  |   |   |
|--|--|---|---|
| 7:30 - 11:00 am                            | Registration Open  |   | Atrium Lobby  |
| 7:30 - 9:00 am                             | Breakfast  |   | Interlocken C/D   |
| Session 4<br>Workshops<br>9:00 - 9:45 am   | A Seat Belt is a Terrible Thing to Waste   | Mike Bosley<br>SeatbeltPlanet.com LLC<br>Moderator: Janice Hagler                 | Centennial Ballroom    |
|  | Beyond Curbside: Community Outreach and Media Engagement                                   | Kathleen Clary-Cooke<br>Safe Kids Benton-Franklin<br>Moderator: Jennifer Hoekstra | Spruce  |
|  | How Much Information and When: Identifying and Maximizing the Teachable Moments            | Tammy Franks<br>National Safety Council<br>Moderator: Amy Artuso                  | Fir   |
| Session 5<br>Workshops<br>10:00 - 10:45 am | Keeping Kids Safe in Pickup Trucks   | Denise Donaldson<br>Safe Ride News Publications<br>Moderator: Heather Smith       | Centennial Ballroom  |
|  | The Evolution of Boston Children's Inpatient Child Passenger Safety Program                | Barbara Digirolamo<br>Boston Children's Hospital<br>Moderator: Abbey Iffrig       | Spruce  |
|  | The "Weird" Stuff You Heard in CPS Class But Probably Didn't Practice                      | Terriann Shell<br>Volunteer<br>Moderator: Amanda Horner                           | Pine                 |
|  | Trends, Techs and Tools  | Heidi Heflin<br>SafetyBeltSafe, U.S.A.<br>Moderator: Barbara Baines               | Fir                  |
| 11:00 am - Noon                            | Closing Session:<br>Wrap-up, Hero Presentation and Prize Drawings<br>Moderator: Jim Savage |   | Centennial Ballroom   |

Join Us Again In 2019: Orlando, Aug 22 - 24

**TOYOTA**





# Workshop Session Details

**Session I Workshops**  
Thursday 2:00 - 2:45 pm

Centennial

## The Path of Innovative Safety Technologies

**Barbara Birkenshaw**, Volkswagen Group of America [barbara.birkenshaw@vw.com](mailto:barbara.birkenshaw@vw.com)

Barbara will present a history of vehicle safety features and how these features may evolve in future years in order to reach the ultimate goal of "vision zero".



Spruce

## What's New in School Bus Transportation

**Denise Donaldson**, Safe Ride News Publications [denise@saferidenews.com](mailto:denise@saferidenews.com)

Things are changing in school transportation including the make-up of the student population that's being served, the child safety restraint products available for their specialized protection, and the rules, regulations, and laws in place to guide practice; Denise will bring you up to speed.



Pine

## Identifying Misuse and Non-Use on Patrol

**Lance Mitchell**, Knox County Sheriff's Office [lmitchell@knoxcountymaine.gov](mailto:lmitchell@knoxcountymaine.gov)

Lance will teach those who train police how to customize a presentation specific to their agency and state laws that will allow the average patrol officer to spot gross misuse and non-use of child restraints. He'll discuss a one-hour presentation that covers the most serious misuse and gives patrol officers the basic knowledge they need to begin enforcing child restraint laws.

Fir

## Developing Safe CPS Habits in Elementary Students

**Tracy Fejt**, Banner Health [tracy.fejt@bannerhealth.com](mailto:tracy.fejt@bannerhealth.com)

Incorporating traffic safety programs in schools is challenging. Creating a program for multiple grade levels with interactive and hands-on activities is enticing to schools and can change student habits now and in the future, reducing death and injuries. Tracy will tell you how to effectively develop a program that will increase the knowledge of elementary age children and positively impact their CPS behaviors.



# Workshop Session Details

## Session 2 Workshops Friday 10:30 - 11:15 am

Centennial

### Scientific Substantiation for mifold and a New Category of Child Restraints

**Jon Sumroy**, Carfoldio Ltd. (mifold) [jon@mifold.com](mailto:jon@mifold.com)



Even in countries with the highest rates of child restraint usage, children travel without an appropriate restraint on at least one in five journeys. Height-less booster seats are a new option, and can offer the same protection as traditional backless belt-positioning boosters, in a significantly more compact and portable size, eliminating the chance of children traveling without a suitable restraint. Jon will explain how height-less booster seats work and will review the scientific substantiation for their safety and efficacy.

Spruce

### Educating the NEW CPS Technicians

**Jackie Stackhouse Leach**, Morristown Medical Center [jackieleach@comcast.net](mailto:jackieleach@comcast.net)

We are not just teaching law enforcement anymore. We are teaching the millennial parents who are stay-at-home moms and dads, along with millennium law enforcement. Our way of presenting the curriculum needs to meet their needs and the way they comprehend. As instructors, we need to ensure they are seeing, hearing and able to find the most up-to-date resources available. Join Jackie and learn some tips for teaching the CPSTs of the future.

Pine

### Hospital-Based Child Passenger Safety: Where do I start?

**Heather Smith**, University of Arkansas for Medical Sciences [hsmith3@uams.edu](mailto:hsmith3@uams.edu)

A hospital-based CPS Program provides training to staff and families, models best practices, educating parents of newborns about proper use of car seats and helping them make better decisions regarding safe travel for their children. Heather will provide guidelines and tips for starting a hospital-based CPS program or enhancing an existing one.

Fir

### Native CARS: A Tribal Journey to Improve Child Safety

**Tam Lutz**, Northwest Portland Area Indian Health Board [tlutz@npaihb.org](mailto:tlutz@npaihb.org)

Whether a tribe, a small community or Child Passenger Safety Technician (CPST) that serves a defined population, Native CARS and the Native CARS Atlas can serve as resources to CPSTs and communities trying to utilize data to customize their approaches to improving child passenger safety.





## Workshop Session Details

### Session 3 Workshops Friday 1:30 - 2:15 pm

Centennial

#### **Advanced Safety Features: How We Make Car Seats Safer - Updated**



**Paul Gaudreau**, UPPAbaby paul@uppababy.com

Advanced safety features are becoming more and more common in car seats. Learn why car seat manufacturers are including these features and what effect they have on increasing child safety.

Spruce

#### **Safety and Culture: Understanding Tribal Child Passenger Safety Concerns**

**Monte Yazzie**, Salt River Pima-Maricopa Indian Community monte.yazzie@srpmic-nsn.gov

There are 566 federally recognized tribes in America, each with unique communities, traditional practices, and injury concerns. An understanding of a tribal community's cultural identity is critical in implementing successful safety programs. Adult and child motor vehicle safety is a major concern throughout all tribal communities in the United States. These communities, which compose a unique cultural and socio-economic concern, are faced with challenges unlike those in urban settings because of the specific connections between culture and safety. Understanding these concerns will assist in implementing effective program strategies and practices to fit the specific demographic of the tribal community.

Pine

#### **Developing a Booster Distribution Program Through Creative Partnerships**

**Jill Braselton**, Northwestern Medicine-Central Dupage Hospital jill.braselton@nm.org

Jill will discuss creating a booster/car seat distribution program by building partnerships with various community organizations with the intent to provide education and resources to targeted audiences. Content will include ways to think outside of the box to reach the underserved and the most vulnerable populations in your community. Jill will also touch on grant writing and looking for opportunities within your area to seek funding to help cover programming needs.

Fir

#### **Under the Radar: Research Findings to Shape Practice**

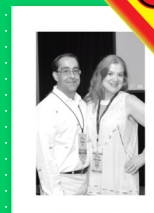


**Stephanie Tombrello**, SafetyBeltSafe U.S.A. stombrello@carseat.org

Impaired driving, drowning risks, flame retardancy issues, and research on booster use are topics often missed in the focus on the important details of safety seat choice and installation. Stephanie will show you how to employ research findings to reduce risks to children who do not have the power to protect themselves. Law enforcement colleagues, legislators, health care and social service providers, child care personnel, educators as well as the public can reduce risk with input.

Together we  
**grow**

Thank you for all  
your hard work to  
keep families safe!



# Workshop Session Details

## Session 4 Workshops Saturday 9:00 - 9:45 am

Centennial

### A Seat Belt is a Terrible Thing to Waste

**Mike Bosley**, SeatbeltPlanet.com [mike@seatbeltplanet.com](mailto:mike@seatbeltplanet.com)



You touch, use, and manipulate seat belts like a pro. In fact, seat belts are so ubiquitous it's easy to take them and the marvelous engineering that goes into them for granted. From seat belt webbing stretch to UV resistance to the maximum force to release a seat belt buckle, we'll cover all the highlights. With pictures, videos, and a guaranteed freebie for the crowd every 10 minutes, come learn everything you never knew about how seat belts are tested and certified for use in the United States.

Spruce

### Beyond Curbside: Community Outreach and Media Engagement

**Kathleen Clary-Cooke**, Safe Kids Benton-Franklin [kathleencc@bfhd.wa.gov](mailto:kathleencc@bfhd.wa.gov)

Community outreach events and media interviews offer CPSTs the opportunity to reach hundreds or thousands of families at one time with child passenger safety and best practice information. Kathleen will teach you how to position yourself with reporters as a subject matter expert in child passenger safety as well as how to promote your own events and obtain media coverage. You'll learn how to prepare for an interview plus what to say, do and wear. Get practical tips and tricks for creating an eye-catching interactive booth to draw people in at community events and do it all on little or no budget.

Fir

### How Much Information and When: Identifying and Maximizing the Teachable Moments

**Tammy Franks**, National Safety Council [tammy.franks@nsc.org](mailto:tammy.franks@nsc.org)

By nature, Child Passenger Safety Technicians are passionate and we love to share our passion! When should we share this passion? How much should we share? What is the best way to reach caregivers and motivate them to make behavior changes? Learn how to identify and maximize teachable moments in the injury prevention setting.



**T E A M**



## Workshop Session Details

### Session 5 Workshops Saturday 10:00 - 10:45 am

Centennial

#### Keeping Kids Safe in Pickup Trucks

**Denise Donaldson**, Safe Ride News Publications [denise@saferidenews.com](mailto:denise@saferidenews.com)

Pickup trucks are not just for work—many families use them to transport children. But, while all the basics we know about car seat installation apply to pickup trucks, certain features of these vehicles often pose challenges. Denise will cover these, including issues related to space, vehicle seating types, tethering, and front seat use, so that CPSTs can help caregivers identify potential problems and learn ways to avoid them.



Spruce

#### The Evolution of Boston Children's Inpatient Child Passenger Safety Program

**Barbara Digirolamo**, Boston Children's Hospital [barbara.digirolamo@childrens.harvard.edu](mailto:barbara.digirolamo@childrens.harvard.edu)

To improve child passenger safety for patients, Boston Children's Hospital developed a child passenger safety (CPS) program for children admitted to the hospital. A computerized assessment tool was developed which identifies children less than 8 years old in need of a car seat at the time of discharge and initiates a consult for the CPS program. Since the hospital-wide program initiation, Barbara and her team have provided over 1,300 seats and educated over 1,600 patients through consults alone. The current program encompasses all inpatient units, including children with special health care needs and spica casts, which allows the reduction in ambulance needs for discharge.

Pine

#### The "Weird" Stuff You Heard in CPS Class But Probably Didn't Practice

**Terriann Shell**, [terriannshellrn@gmail.com](mailto:terriannshellrn@gmail.com)

So many new terms and techniques are learned in a Child Passenger Safety Technician course, that it is difficult to absorb the usual methods, much less the alternative ways. In this session Terriann will explore some of those alternate techniques and demonstrate some equipment unique to certain car seats that you may encounter in the midst of a seat checkup event.



Fir

#### Trends, Techs and Tools

**Heidi Heflin**, SafetyBeltSafe U.S.A. [carseatrnr@gmail.com](mailto:carseatrnr@gmail.com)

Checkups show >90% of child restraints are used incorrectly. Restraint complexity, innovations, and inconsistency between manufacturers lead to errors. Few parents or non-CPS professionals recognize the importance of using manufacturers' instructions; CPSTs must model instruction use during outreach education and every seat check. The compilation of instructions/summaries is an essential tool, providing instructions with updated summaries of key installation details for more than 400 seats since 2008. Consequences of practice without regularly updated tools will be featured in installation scenarios and will demonstrate how CPSTs can use the tool for awareness of features, installation complexities, clarifications, and manufacturer updates.



**TOYOTA**







## Car Seats

COLORADO

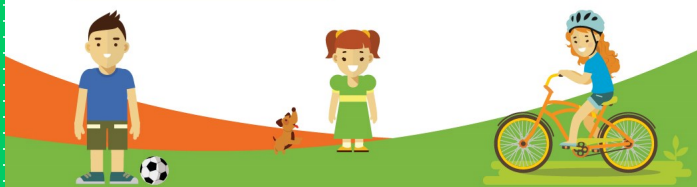
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## Certificate of Attendance

Attendee Name:

National Child Passenger Safety Conference  
Aug 28 - Sept 1, 2018 Denver, CO

Event ID: 6472

### Pre-Conference CEU Sessions

| Safe Travel for All Children<br>11.5 CEUs | Child Passenger Safety Restraint Systems<br>on School Buses 5.5 CEUs | Child Passenger Safety in the Hospital<br>Setting 3 CEUs |
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### Conference CEU Sessions

| Roundtable: Best Practice Update:<br>Forward-Facing Readiness 1 CEU | Manufacturers' Panel 3<br>1.5 CEUs   | A Seat Belt is a Terrible Thing to<br>Waste 1 CEU |
|---|--|---|
|   |  |   |
| Manufacturers' Panel 1<br>1.5 CEUs                                  | Scientific Substantiation for mifold/New<br>Category of Child Restraints 1 CEU   | Keeping Kids Safe in Pickup Trucks<br>1 CEU       |
|   |  |   |
| The Path of Innovative Safety<br>Technologies 1 CEU                 | Advanced Safety Features: How We Make<br>Car Seats Safer - Updated 1 CEU   | The "Weird" Stuff You Heard in CPS<br>Class 1 CEU |
|   |  |   |
| What's New in School Bus<br>Transportation 1 CEU                    | Under the Radar: Research Findings to<br>Shape Practice 1 CEU  | Trends, Techs and Tools<br>1 CEU                  |
|   |  |   |
| Manufacturers' Panel 2<br>1.5 CEUs                                  | <p>For CPS Technicians chosen for an audit, Safe Kids Worldwide requires submission of this form as proof of CEU attendance. It is your responsibility to retain this form. KIDZ IN MOTION is not able to provide you with a replacement form. CEU documentation is to be kept during the certification cycle and for at least three months after recertification is completed. This certificate is not valid without an official KIDZ IN MOTION sticker placed under each session attended. This certificate verifies this person attended the <b>2018 KIDZ IN MOTION National Child Passenger Safety Conference.</b></p> <p><i>Carol S. Mazzocco</i><br/>Carol S. Mazzocco, Conference Facilitator</p> |   |