NATIONAL Child Passenger Safety BOARD an nsc managed program











2024-2025 Member Handbook

cpsboard.org



Contents

Purpose of <i>Member Handbook</i>	6
Principal Office	6
Statement of Intent	6
Mission	6
Vision	6
Core Values	6
Strategic Plan	7
Board Membership	7
Permanent Non-Voting Positions	7
Permanent Voting Positions	9
Rotating Voting Positions	11
Subject Matter Experts	13
Field Representatives	13
Member Resignation	14
Member Removal	14
Membership Configuration	14
Voting Power and Privileges	14
Expectations of Members	14
Member Responsibilities	14
Child Passenger Safety Technician Code of Conduct	15
Public Contact Information	15
Meeting Participation	15
Confidentiality	15
Conflict of Interest Disclosure	15
Product Endorsement	16
Public Speaking	16
When Representing the Board	17
When Not Representing the Board	17
There are no financial contribution requirements for serving on the Board	17
Compensation	17
Full Board Meetings	17
Meetings	17
Special Meetings	18



(Guest Participation	18
ľ	Meeting Agendas	18
ľ	Meeting Format	19
(Quorum	19
١	/oting	19
١	/irtual Meeting Guidelines	20
ľ	Meeting Minutes	20
ln-l	Person Board Meeting Travel	21
/	Arrival and Departure Times	21
1	Airport	21
(Ground Transportation	21
ı	_odging	21
	Fravel Reimbursement	21
Boa	ard Leadership	21
(Officers of the Board	21
(Officer Terms	22
١	/ice-Chair Elect Eligibility	22
١	/ice-Chair Elect Election	22
(Officer Resignation	22
(Officer Removal	22
(Officer Vacancies	22
Со	mmittees	23
(Committee Responsibilities	23
5	Standing Committees	23
1	Ad Hoc Committees	24
5	Selection of Committee Chairs	24
(Committee Chair Responsibilities	25
(Committee Membership	25
(Committee Member Responsibilities	25
(Committee Member Voting Power and Privileges	25
(Committee Meetings	25
(Guest Participation	26
(Committee Meeting Agendas	27
(Committee Meeting Format	27



Quorum	27
Committee Voting	27
Virtual Committee Meeting Participation While Operating a Motor Vehicle	27
Committee Meeting Recordings	27
Board Activities	27
Child Passenger Safety Technician Certification Training Curriculum	27
National CPS Awards Program	28
National Digital Car Seat Check Form	28
CPS Coordinators Forum	28
NCPSB Webinar Series	28
Review and Maintenance of CEU and Community Education Webinars	29
Always a Board Member	29
Board Communication	29
External Board Communication	30
Internal Board Communication	30
Board Website	30
Social Media	30
Public Comment	31
Additional Resources	32
Board Website	32
Board File Sharing Platform	32
Appendix A: Core Values	33
Appendix B: Strategic Plan (DRAFT)	34
Appendix C: 2023-2024 NCPSB Members	37
Appendix D: National Child Passenger Safety Board Permanent Member Representative Designation Form	
Appendix E: Member Onboarding Activities	39
Appendix F: Rotating Voting Position Selection Process	40
Appendix G: NCPSB Confidentiality Agreement	41
Appendix H: NCPSB Conflict of Interest Disclosure Agreement	42
Appendix I: 2024 Meeting Schedule	43
Appendix J: Vice-Chair Elect Election Process	44
Appendix K: Board Activities Timeline	45
Appendix L: National CPS Awards Program Process	47



Appendix M: Webinar Creation and Delivery Process	48
Appendix N: Communications Style Guide	49
Appendix O: Social Media Content Creation Guidelines	51
Revision History	53



Purpose of Member Handbook

The *Member Handbook* provides guidance on the effective management and activities of the National Child Passenger Safety Board, hereinafter referred to as "the Board," to maximize consistency between Board transitions.

If at any time the *Member Handbook* conflicts with the Board *Bylaws*, the *Bylaws* take precedence over the *Member Handbook*.

Principal Office

The principal office of the Board is the National Safety Council, 1121 Spring Lake Drive, Itasca, Illinois 60143.

The National Safety Council (NSC) is responsible for the implementation and management of the Board.

Statement of Intent

The Board works with the National Highway Traffic Safety Administration (NHTSA) and the National Child Passenger Safety (CPS) Certification Program (hereafter referred to as "the National CPS Certification Program") as follows:

- NHTSA is responsible for assuring the technical accuracy of the curriculum used to teach child passenger safety Technicians and Instructors.
- The National CPS Certification Program, a program of Safe Kids Worldwide, administers all aspects of CPS certification and maintains a directory of nationally certified CPS Technicians and Instructors.
- The Board maintains the Child Passenger Safety Technician Certification Training curriculum.

Mission

The mission of the Board is to save lives and prevent injuries by promoting child passenger safety through education, mentorship, engagement and innovation.

Vision

The vision of the Board is to keep children and their families safe in and around vehicles.

Core Values

The core values of the Board are:

- Leadership
- Service
- Professionalism
- Inclusivity

Refer to Appendix A for further explanation of the core values.



Strategic Plan

The Board utilizes a strategic plan to guide its priorities and activities.

Originally developed in March 2010, the plan is reviewed annually at the May Board meeting.

The Board's goals support the four (4) pillars of the Board's mission: education, mentorship, engagement and innovation.

Refer to Appendix B for the DRAFT strategic plan.

Board Membership

Members of the Board are representatives from national, state and local agencies such as injury prevention organizations, public health, healthcare, fire and emergency medical services, law enforcement, child restraint and vehicle manufacturers, safety research organizations and safety advocates.

The Board consists of no fewer than nine (9) and no more than seventeen (17) Members.

At least eight (8) Members, including the Child Passenger Safety Advocate and Child Passenger Safety Advocate: Underserved Populations, must be currently certified CPS Technicians or Instructors. A minimum of four (4) Members must be currently certified as CPS Instructors.

Refer to Appendix C for a list of current Members.

There are three types of Member positions on the Board: permanent non-voting, permanent voting and rotating voting.

Permanent Non-Voting Positions

Permanent non-voting member organizations appoint a representative to serve on the Board.

Permanent non-voting member organizations include:

NHTSA Headquarters

The NHTSA Headquarters representative, appointed by NHTSA Headquarters, provides a national perspective on emerging child passenger safety issues. This representative also manages the NHTSA cooperative agreement funding the Board.

NHTSA Regions

The NHTSA Regions representative, appointed by NHTSA Headquarters, provides a state/regions perspective regarding issues faced and how to better disseminate information to reach people in the field.

National Safety Council: Secretariat

The Secretariat, appointed by NSC, provides ongoing daily support of the Board's activities.

Safe Kids Worldwide: National CPS Certification Program

The National CPS Certification Program representative, appointed by Safe Kids Worldwide, provides a national perspective regarding certification-related issues and support for CPS Instructors, Technicians and potential Technicians. This Member co-chairs the Curriculum Certification Committee.



Term Limits – Permanent Non-Voting Representatives

There is no limit to the number of years that a representative may serve in a permanent non-voting position.

Confirmation - Permanent Non-Voting Representatives

Permanent non-voting member organizations must confirm their representative every three (3) years based on the schedule in *Table 1*.

Table 1: Confirmation Schedule - Permanent Non-Voting Representatives

Position	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
NHTSA		X			Χ			Y			Y
Headquarters		^			^			^			^
NHTSA			V			Х			Х		
Regions			^			^			^		
NSC:	~			~			Χ			~	
Secretariat	^			^			^			^	
SKW: Nat'l CPS			V			~			~		
Cert Program			^			X			X		

Confirmation Process – Permanent Non-Voting Representatives

According to the schedule in *Table 1*, the Secretariat sends the permanent non-voting member organization a request to confirm their representative at the same time as the current year's membership drive is opened.

The permanent non-voting member organization is asked to confirm or, if preferred, change their respective representative by submitting the *National Child Passenger Safety Board Permanent Member Representative Designation Form* by the closing date of the current year's membership drive.

Refer to <u>Appendix D</u> for the *National Child Passenger Safety Board Permanent Member Representative Designation Form.*

If a new representative is named, the new representative's service begins on the start date designated by the permanent non-voting member organization. Regardless of the start date, the confirmation cycle remains as indicated in *Table 1*.

Change in Representation – Permanent Non-Voting Positions

Permanent non-voting member organizations may change their representative at any point in time by submitting the *National Child Passenger Safety Board Permanent Member Representative Designation Form.*

Refer to Appendix D for the National Child Passenger Safety Board Permanent Member Representative Designation Form.

The representative's service begins on the start date designated by the permanent non-voting member organization. Regardless of the start date, the confirmation cycle remains as indicated in *Table 1*.

Vacancy - Permanent Non-Voting Position

In the event of an unplanned vacancy of a permanent non-voting position, the permanent non-voting member organization is asked to submit a representative for the respective position by submitting the



National Child Passenger Safety Board Permanent Member Representative Designation Form no later than one (1) month after the start of the vacancy.

Refer to <u>Appendix D</u> for the *National Child Passenger Safety Board Permanent Member Representative Designation Form.*

The representative's service begins on the start date designated by the permanent non-voting member organization. Regardless of the start date, the confirmation cycle remains as indicated in *Table 1*.

Interim Representative - Permanent Non-Voting Position

If the permanent non-voting member organization is unable to name a permanent representative within one (1) month of the start of a vacancy or a permanent non-voting member will be on an extended leave of absence, the permanent non-voting member organization may name an interim representative by submitting the *National Child Passenger Safety Board Permanent Member Representative Designation Form* within one (1) month of the start of the vacancy. The permanent non-voting member organization must indicate an end date for the interim representative. As needed, the interim representative's term may be extended by the permanent non-voting member organization by submitting an updated *National Child Passenger Safety Board Permanent Member Representative Designation Form.*

Refer to Appendix D for the National Child Passenger Safety Board Permanent Member Representative Designation Form.

The interim representative will have the same voting power, privileges and responsibilities of a permanent representative.

Onboarding - Permanent Non-Voting Position

All permanent and interim non-voting representatives must complete the Board's onboarding process including attending New Member Orientation prior to their start date. The Secretariat will provide an onboarding checklist to facilitate the process.

Refer to Appendix E for a list of Member onboarding activities.

Permanent Voting Positions

Permanent voting member organizations appoint a representative to serve on the Board.

Permanent voting member organizations include:

American Academy of Pediatrics (AAP)

The AAP representative, a national appointment, must be actively involved with the AAP and possess expertise in adaptive transportation needs. Current certification as a CPS Technician or Instructor is preferred.

Governors Highway Safety Association (GHSA)

The GHSA representative represents GHSA to promote Board activities to within the GHSA network. Current certification as a CPS Technician or Instructor is preferred.

National Safety Council: Curriculum

The Curriculum representative serves as the project manager for the maintenance of Board curricula. This Member co-chairs the Curriculum/Certification Committee.

• Safe Kids Worldwide: Safe Kids Coalitions



The Safe Kids Coalitions representative provides expertise in the field and access to the Safe Kids coalition network.

Term Limits – Permanent Voting Representatives

There is no limit to the number of years that a representative may serve in a permanent voting position.

Confirmation - Permanent Voting Representatives

Permanent voting member organizations must confirm their representative every three (3) years based on the schedule in *Table 2*.

Table 2: Confirmation Schedule - Permanent Voting Representatives

Position	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
AAP	X			X			X			Χ	
GHSA		X			X			X			Χ
NSC: Curriculum			Х			Χ			Χ		
SKW: SK Coalitions	X			Х			X			Х	

Confirmation Process – Permanent Voting Representatives

According to the schedule in *Table 2*, the Secretariat sends the permanent voting member organization a request to confirm their representative at the same time as the current year's membership drive is opened.

The permanent voting member organization is asked to confirm or, if preferred, change their respective representative by submitting the *National Child Passenger Safety Board Permanent Member Representative Designation Form* by the closing date of the current year's membership drive.

Refer to Appendix D for the National Child Passenger Safety Board Permanent Member Representative Designation Form.

If a new representative is named, the new representative's service begins on the start date designated by the permanent non-voting member organization. Regardless of the start date, the confirmation cycle remains as indicated in *Table 2*.

Change in Representation - Permanent Voting Positions

Permanent voting member organizations may change their representative at any point in time by submitting the *National Child Passenger Safety Board Permanent Member Representative Designation Form.*

Refer to Appendix D for the National Child Passenger Safety Board Permanent Member Representative Designation Form.

The representative's service begins on the start date designated by the permanent non-voting member organization. Regardless of the start date, the confirmation cycle remains as indicated in *Table 2*.

Vacancy - Permanent Voting Position

In the event of an unplanned vacancy of a permanent voting position, the permanent voting member organization is asked to submit a representative for the respective position by submitting the *National*



Child Passenger Safety Board Permanent Member Representative Designation Form no later than one (1) month of the start of the vacancy.

Refer to <u>Appendix D</u> for the *National Child Passenger Safety Board Permanent Member Representative Designation Form.*

The representative's service begins on the start date designated by the permanent non-voting member organization. Regardless of the start date, the confirmation cycle remains as indicated in *Table 2*.

Interim Representative - Permanent Voting Position

If the permanent voting member organization is unable to name a permanent representative within one (1) month of the start of a vacancy or a permanent voting member will be on an extended leave of absence, the permanent voting member organization may name an interim representative by submitting the *National Child Passenger Safety Board Permanent Member Representative Confirmation Form* within one (1) month of the start of the vacancy. The permanent voting member organization must indicate an end date for the interim representative. As needed, the interim representative's term may be extended by the permanent voting member organization by submitting an updated *National Child Passenger Safety Board Permanent Member Representative Designation Form*.

Refer to Appendix D for the National Child Passenger Safety Board Permanent Member Representative Designation Form.

The interim representative will have the same voting power, privileges and responsibilities of a permanent representative.

Onboarding – Permanent Voting Position

All permanent and interim voting representatives must complete the Board's onboarding process including attending New Member Orientation prior to their start date. The Secretariat will provide an onboarding checklist to facilitate the process.

Refer to Appendix E for a list of Member onboarding activities.

Rotating Voting Positions

There are two types of rotating voting positions: subject matter experts and field representatives.

Rotating Voting Positions: Subject Matter Experts

The subject matter expert positions include:

• Child Restraint Manufacturer Representative

- The Child Restraint Manufacturer Representative must be employed by a child restraint manufacturer selling products in the United States (U.S.) that meet U.S. regulations and standards.
- The Child Restraint Manufacturer is required to have a background in one (1) or more of the following areas: safety, regulatory affairs, engineering or research and development.
- Ideally, the Child Restraint Manufacturer Representative has knowledge in multiple subcategories of child restraints including different types of car seats and booster seats.

Rev 202404



- The Child Restraint Manufacturer Representative should possess a global view of child passenger safety with knowledge of technical issues and technical developments of child restraints.
- Current certification as a CPS Technician or Instructor is preferred.

Vehicle Manufacturer Representative

- The Vehicle Manufacturer Representative must be employed by a vehicle manufacturer selling products in the United States (U.S.) that meet U.S. regulations and standards.
- The Vehicle Manufacturer Representative is required to have a background in one (1) or more of the following areas: safety, regulatory affairs, engineering or research and development.
- The Vehicle Manufacturer Representative should possess a global view of child passenger safety with knowledge of technical issues and technical developments in vehicles and their impact on using car seats and booster seats.
- Current certification as a CPS Technician or Instructor is preferred.

Rotating Voting Positions: Field Representatives

The field representative positions include:

Child Passenger Safety Advocate

The CPS Advocate Field Representative represents constituencies that are not otherwise represented on the Board. This Member must be a CPS Technician or Instructor.

Child Passenger Safety Advocate: Underserved Populations

The CPS Advocate: Underserved Populations Field Representative has experience working with populations who are marginalized (ethnically, socio-economically or geographically), underserved and/or over-represented in crash statistics. This Member must be a CPS Technician or Instructor.

Community Engagement

The Community Engagement Field Representative represents the mission of the Board and all Child Passenger Safety Technicians to support the engagement pillar of the Board's mission by involving the CPS community in Board activities and amplifying Board messaging and resources at the state and local levels. This Member must be a CPS Technician or Instructor and chairs the Community Engagement Committee.

• Injury Prevention/Healthcare

The Injury Prevention/Healthcare Field Representative represents expertise in healthcare settings, inpatient or out-patient, which may include expertise in CPS programming and hospital discharge policies. This position is inclusive to family practice and healthcare professionals (e.g. physicians, nurses, rehabilitation, child life, social work, community education and health educators). Current certification as a CPS Technician or Instructor is preferred.

Public Health/Research

The Public Health/Research Field Representative represents a public health or research organization that provides programming in the community or non-healthcare setting (e.g. CDC, IIHS, UMTRI and CHOP). Current certification as a CPS Technician or Instructor is preferred.



Public Safety: Fire/Emergency Medical Services

The Public Safety: Fire/Emergency Medical Services (EMS) Field Representative represents expertise in fire/EMS and must be actively working in the field and engaged in current events and issues as related to CPS. Current certification as a CPS Technician or Instructor is preferred.

Public Safety: Law Enforcement

The Public Safety: Law Enforcement Field Representative represents expertise in law enforcement and must be actively working in the field and engaged in current events and issues as related to CPS. Current certification as a CPS Technician or Instructor is preferred.

Service Term – Rotating Voting Positions

Rotating voting Member service terms are three (3) years.

Rotating voting Members begin their service term at the first May Board meeting, following the installation of new Officers. Their service term expires at the fourth May Board meeting.

Rotating voting Members who are appointed to fill an unplanned vacancy of a rotating voting position serve for the remainder of the original service term, unless the position is filled by a new call for applications.

If a rotating voting Member is elected as Vice-Chair Elect, the service term extends for up to two (2) years from when they take office as Vice-Chair Elect at the May Board meeting following their election, allowing for time to fulfill the Officer terms.

Term Limits - Rotating Voting Positions

Subject Matter Experts

Subject matter experts are not subject to term limits.

When considering applications for a subject matter expert position, preference may be given to applications from individuals and/or manufacturers who have not served on the Board in the past.

Field Representatives

Field representatives are limited to one (1) full term in any field representative position and are not eligible to serve in an additional field representative position at any point in the future.

Selection Process - Rotating Voting Positions

Rotating voting Members are selected by a majority vote of the Board following the review of applications, vetting and interviewing of top candidates and recommendation by the Membership Committee.

If the Board does not receive qualified applications or applicants who meet all criteria for a rotating voting position, then the Board may reopen the application process for the respective position or leave the position open until the next membership cycle.

Refer to Appendix F for the complete rotating voting position selection process.



Vacancy - Rotating Voting Position

In the event of an unplanned vacancy of a rotating voting position, the position will remain open until the next membership cycle or the Board, at its discretion, may fill the position on an interim or permanent basis as decided by a majority vote of the Board.

Onboarding - Rotating Voting Position

All new rotating voting representatives must complete the Board's onboarding process including attending New Member Orientation prior to their start date. The Secretariat will provide an onboarding checklist to facilitate the process.

Refer to Appendix E for a list of Member onboarding activities.

Member Resignation

A Member may resign at any time by giving written notice of such intent to the Executive Committee.

Member Removal

A Member may be removed from the Board for failure to uphold Board responsibilities by a majority vote of the Board at any regular or special meeting.

Membership Configuration

At any point in time, the Membership Committee may recommend changes to membership organizations and/or rotating voting positions in an effort to ensure the inclusiveness and diversity of the Board.

The Board must approve, by a majority vote, any changes to the membership configuration of the Board recommended by the Membership Committee.

Any changes in membership configuration approved by the Board must then be submitted to the NHTSA Headquarters representative for review and approval.

Voting Power and Privileges

Each Member has one (1) vote with the exception of the permanent, non-voting Members.

Expectations of Members

Member Responsibilities

Members support activities to fulfill the Board's mission including, but not limited to:

- Monitoring, updating and maintaining the quality of the Child Passenger Safety Technician Certification Training curriculum.
- Providing feedback on the process for Technician and Instructor certification/recertification.
- Developing and supporting resources for CPS professionals.
- Identifying and providing outreach to marginalized populations.
- Serving as a point of contact and voice for the constituency they are representing on the Board.
- Facilitating information sharing.
- Selecting CPS Technician, Instructor and Team of the Year Award recipients.

Rev 202404



Child Passenger Safety Technician Code of Conduct

Members are expected to exemplify the Child Passenger Safety Technician Code of Conduct.

Public Contact Information

Members are expected to provide at least one (1) means of communication (email and/or phone number) to be shared with the general public.

Meeting Participation

Members are expected to attend and participate fully in all full Board, assigned committee and assigned ad hoc committee meetings.

Each Member should feel free to express their opinions and will be given every opportunity to be heard. In turn, each Member must allow other Members to speak opposing opinions or alternative viewpoints. Members must respect each other's diverse opinions and viewpoints.

Voting Members are expected to participate actively in all votes conducted by the Board.

Confidentiality

All Board meetings are held in executive session.

Members must keep all matters dealt with the Board confidential until such information is deemed public record.

Each Member must review and sign the NCPSB Confidentiality Agreement on an annual basis prior to the May Board meeting.

Refer to Appendix G for the NCPSB Confidentiality Agreement.

Failure to Comply: Confidentiality

Failure to comply with the *NCPSB Confidentiality Agreement* will result in immediate action ranging from a notice to change practices up to removal from the Board.

If warranted, a special meeting will be called to address a failure to comply with the *NCPSB* Confidentiality Agreement. Refer to the Board Meeting section for additional information on special meetings.

Conflict of Interest Disclosure

Each Member must review and sign the *NCPSB Conflict of Interest Disclosure Agreement* on an annual basis prior to the May Board meeting. At that time, the Member must disclose whether or not they have a potential or actual conflict of interest. If a potential or actual conflict of interest exists, the Member must submit an explanation with the *NCPSB Conflict of Interest Disclosure Agreement*.

If at any time during the service term a potential or actual conflict of interest arises for the Member, the Member must resubmit the *NCPSB Conflict of Interest Disclosure Agreement*, as well as supporting documentation to the Secretariat, within two (2) weeks of identification of the potential or actual conflict of interest.



In the case of a potential or actual conflict of interest, the Member must not participate in any Board discussion relevant to the matter or participate in any Board vote relevant to the matter.

When there is doubt as to whether a potential conflict of interest exists, the matter is determined by a majority vote of the Board, excluding the Member with the potential conflict of interest.

Refer to Appendix H for the NCPSB Conflict of Interest Disclosure Agreement.

Record of Conflict of Interest Disclosure

In the case of a potential or actual conflict of interest, the meeting minutes of the Board will reflect the disclosure as well as the fact that the Member did not participate in any Board discussion or vote on the disclosed matter.

Failure to Comply: Conflict of Interest Disclosure

Failure to comply with the *NCPSB Conflict of Interest Disclosure Agreement* will result in immediate action ranging from a notice to change practices up to removal from the Board.

If warranted, a special meeting will be called to address a failure to comply. Refer to Board Meeting section for additional information on special meetings.

Product Endorsement

Members must not use their position on the Board for implicit or explicit product endorsement.

Failure to Comply: Product Endorsement

Any Member deemed to be using their position on the Board for product endorsement will be subject to immediate action ranging from a notice to change practices up to removal from the Board.

If warranted, a special meeting will be called to address a failure to comply with the product endorsement policy. Refer to Board Meeting section for additional information on special meetings.

Public Speaking

Members must understand that when speaking publicly on behalf of the Board that they speak for all Members and their affiliated organizations. As such, speaking publicly on behalf of the Board is taken very seriously.

PowerPoint presentations must use either the National Child Passenger Safety Board or National Digital Car Seat Check Form template. The templates are available in the Board Resource Library at cpsboard.org/learn-about-the-board/resource-library. Contact the Secretariat for the password to access the Board Resource Library.

Public Speaking Approval

Members must not speak for the Board without prior consent.

Members must submit a request to speak publicly as a Member of the Board to the Executive Committee no less than two (2) weeks before the Executive Committee meeting prior to the speaking engagement. This request must include any presentation materials including PowerPoint slides and planned remarks.

Presentations that have been previously approved by the Executive Committee and made available to Members to help promote the Board may be presented without advance notice.



Approved Acknowledgment of Board Participation

Members must share the following in each situation:

When Representing the Board

"I am presenting today as a Member of the National Child Passenger Safety Board."

When Not Representing the Board

"I am a Member of the National Child Passenger Safety Board but I am not speaking on behalf of the Board today."

Public Speaking Reporting

Following a presentation representing the Board, the Member must report details of the presentation and audience to the Secretariat within one (1) month.

Failure to Comply: Public Speaking Approval

Failure to seek and receive prior approval to speak publicly as a Member of the Board will result in immediate action ranging from a notice to change practices up to removal from the Board.

If warranted, a special meeting will be called to address a failure to comply with the public speaking policy. Refer to Board Meeting section for additional information on special meetings.

Financial Contribution

There are no financial contribution requirements for serving on the Board.

Compensation

As Board membership is voluntary, there is no monetary compensation for serving on the Board.

Full Board Meetings

Meetings

The Board meets in person biannually during the first full week of May and November at the offices of the National Safety Council or any other location approved by the Executive Committee. Typically, the inperson meetings are an afternoon meeting on Day 1 – allowing for morning travel to NSC; a full day meeting on Day 2; and a morning meeting on Day 3 – allowing for afternoon travel home. Taking into consideration national events such as federal holidays, the timing of the in-person meetings may be shifted. If warranted, the in-person meeting may be held virtually.

The Board meets virtually for two (2) hours four (4) additional times per year in a format where all Members can hear one another simultaneously. Virtual meetings are scheduled by the Executive Committee by the end of the calendar year prior to the meeting year taking into consideration the timing of national events (e.g. federal holidays, national conferences and National Child Passenger Safety Week).

Refer to Appendix I for the current year meeting schedule.

Notice of Meetings

Notice of all Board meetings are emailed by the Secretariat to all Members at least one (1) month prior to the meeting.



Special Meetings

Special meetings to address an issue that cannot wait until the next scheduled Board meeting may be called at the request of the Chair or at least one-fourth (1/4) of the Members by written request submitted to the Executive Committee.

Special meetings are held virtually in a format where all Members can hear one another simultaneously.

Notice of Special Meetings

Notice of a special meeting is emailed by the Secretariat to all Members at least seven (7) days prior to the special meeting unless circumstances present an issue that must be addressed more quickly than seven (7) days.

Guest Participation

Guests may be invited to participate in Board meetings. All guests must be approved by the Executive Committee.

It is the responsibility of the Chair to:

- Inform any approved guest of the meeting expectations, including confidentiality, and have the
 guest complete and submit a NCPSB Confidentiality Agreement to the Secretariat prior to the
 start of the meeting.
- Inform any approved guest of their responsibility to disclose any potential conflict of interest and
 have the guest complete and submit a NCPSB Conflict of Interest Disclosure Agreement to the
 Secretariat prior to the start of the meeting.

Standing Approval

The leadership of NHTSA, NSC and Safe Kids Worldwide have standing approval to attend all Board meetings as guests.

Advance notice of attendance by any leadership of NHTSA, NSC and Safe Kids Worldwide is requested to be provided to the Executive Committee at least one (1) week prior to the meeting.

Any leadership of NHTSA, NSC and Safe Kids Worldwide who attends a full Board meeting must review and sign the *NCPSB Confidentiality Agreement* prior to attending the first Board meeting and then again on an annual basis prior to the May Board meeting.

Additionally, any leadership of NHTSA, NSC and Safe Kids Worldwide who attends a full Board Meeting must review and sign the *NCPSB Conflict of Interest Disclosure Agreement* prior to attending the first Board meeting and then again on an annual basis prior to the May Board meeting. If at any time during the year a potential or actual conflict of interest arises for such a member of leadership of NHTSA, NSC or Safe Kids Worldwide, the member must resubmit the *NCPSB Conflict of Interest Disclosure Agreement* prior to attending the next full Board meeting.

Meeting Agendas

Board meeting agendas are compiled and approved by the Executive Committee.

Any Member may request an agenda item be included by submitting a written request to the Chair at least two (2) weeks prior to the scheduled meeting.



The meeting agenda and supporting materials are emailed by the Chair to the Board at least one (1) week prior to the Board meeting.

Meeting Format

Allowing for more open discussion, all Board meetings are held in executive session. All discussions at meetings as well as meeting agendas, supporting documents, minutes and recordings are confidential and must not be disclosed to others until such information has been deemed public record by a majority vote of the Board.

Refer to Appendix G for the NCPSB Confidentiality Agreement.

Parliamentary Procedure

The spirit of parliamentary practice comprised in Robert's Revised Rules of Order guides proceedings of the Board meetings, except where the rules are specifically in conflict with the Board's operating procedures.

Motions for the Board to take an action or a stand on an issue are made using the following format:

- Motion: A Member makes a motion proposing action by the Board.
- Second: Another Member seconds the motion.
- Restate Motion: The Chair restates the motion.
- Discussion: Members discuss the motion.
- Vote: The Chair restates the motion, then asks for affirmative votes, negative votes and abstentions.
 - o Any Member may call for an exact count of a vote.
 - o If the Board is in obvious agreement, the Chair may save time by stating, "If there is no objection, we will adopt the motion to..." The Chair will wait for any objections and then say, "Hearing no objections, (state the motion) is adopted."
- Announce the Vote: The Chair announces the result of the vote.

Quorum

Participation, in-person or virtually, of a majority of all voting Members constitutes a quorum to conduct the business of the Board.

During in-person meetings, a voting Member may also participate virtually and be considered "present" for the purposes of establishing a quorum. They may also participate in votes if they have been involved in the discussion on the issue being put to a vote.

Voting

All issues to be voted on are decided by a majority vote of all voting Members, unless otherwise noted.

Voting Tiebreaker

In the event of a tie, the NHTSA Headquarters representative casts the deciding vote.



Virtual Meeting Guidelines

Meetings of the Board may be conducted virtually through use of a communications platform that supports voting and visible displays identifying those participating, identifying those seeking recognition to speak and showing (or permitting the retrieval of) the text of pending motions.

These virtual meetings of the Board are subject to all rules adopted by the Board, which may include any reasonable limitations on, and requirements for, Members' participation. A vote conducted through the designated communications platform will be deemed a vote, fulfilling any requirement in the *Bylaws* or rules that a vote be conducted. All aspects of the meeting, spoken or written, will be recorded.

The Secretariat will serve as host for the communications platform. If the Secretariat is unable to host the meeting, the Secretariat is responsible for designating an alternate host.

The Secretariat will email to all Members the URL/web address and codes necessary to connect to the communications platform, and, as an alternative, the phone number and access code(s) the Members need to participate by telephone.

The Secretariat will schedule the communications platform access to begin at least ten (10) minutes before the start of each meeting.

The presence of a quorum will be established by audible roll call at the beginning of the meeting. Thereafter, the continued presence of a quorum will be determined by the online list of participating Members, unless any Member requests a quorum count by audible roll call. Such a request may be made following any vote for which the announced totals add to less than a quorum.

Each Member is responsible for their own audio and internet connections. No action will be invalidated on the grounds that the loss of, or poor quality of, a Member's individual connection prevented participation in the meeting.

The Chair, Secretariat or meeting leader may cause or direct the disconnection or muting of a Member's connection if it is causing undue interference with the meeting. The decision to do so, which is subject to an undebatable appeal that can be made by any Member, will be announced during the meeting.

Virtual Meeting Participation While Operating a Motor Vehicle

Members are <u>not</u> to join meetings while operating a motor vehicle <u>regardless</u> of whether or not they are using a handheld or hands-free cell phone.

If it is deemed that any Member is participating in a meeting in this manner, the meeting will be ended immediately for all participants.

Meeting Minutes

Written or recorded meeting minutes of all Board meetings are kept on file by the Secretariat.

The Secretariat provides a draft of the public meeting minutes within one (1) month after the Board meeting for Board review. The Board votes to approve the public meeting minutes at the following Board meeting. Approved public meeting minutes are posted to the Board website.



In-Person Board Meeting Travel

The Secretariat coordinates meeting logistics for all in-person Board meetings. At least twelve (12) weeks prior to in-person Board meetings, the Secretariat emails this information in order for Members to make timely travel arrangements.

Arrival and Departure Times

Due to the limited number of in-person Board meetings annually, Members should plan travel to allow attendance for the Board meeting in its entirety.

Late arrivals or early departures to the in-person Board meeting are discouraged as they are disruptive to the business of the Board.

Airport

Chicago O'Hare International Airport (ORD) is the airport in closest proximity to NSC.

Ground Transportation

Rideshare and taxi service are readily available from/to Chicago O'Hare International Airport.

The Secretariat arranges ground transportation between the meeting site and hotel each day.

Lodging

The Secretariat coordinates a hotel room block for each in-person Board meeting.

Travel Reimbursement

As Board membership is voluntary, the Board typically does not reimburse Members for travel-related expenses incurred in order to attend in-person meetings.

Limited travel reimbursement is available if the Member is not supported by a sponsoring organization.

The Member must work with the Secretariat in advance of each in-person Board meeting for guidance on available funding and funding limits.

If travel reimbursement is approved by the Secretariat, the Member must submit itemized travel receipts to the Secretariat within one (1) month of completing travel for the in-person meeting. Reimbursement is based on itemized receipts not to exceed federal government per diem rates, unless approved in advance.

Special Situations

The Board recognizes that special situations may create a temporary hardship. Any Member may request travel assistance for an in-person Board meeting by contacting the Secretariat. Such requests may be granted with NSC approval based upon availability of funds.

Board Leadership

Officers of the Board

The Officers of the Board are the Chair, Vice-Chair and Vice-Chair Elect.



Chair

The Chair acts as spokesperson for the Board and facilitates Board meetings. Vice-Chair

The Vice-Chair chairs the Membership Committee. The Vice-Chair serves on the Chair's behalf in their absence.

Vice-Chair Elect

The Vice-Chair Elect serves on the Vice-Chair's behalf in their absence.

Officer Terms

Officers serve for three (3) years. During the first year, the elected Officer serves as the Vice-Chair Elect. During the second year, the elected Officer serves as the Vice-Chair. During the third year, the elected Officer serves as the Chair.

The elected Officer's Board service term extends for up to two (2) additional years from when they take office as Vice-Chair Elect at the May Board meeting following their election, allowing for time to fulfill the Officer terms.

Vice-Chair Elect Eligibility

Any Member, with the exception of permanent non-voting Members and current Officers, is eligible to serve as Vice-Chair Elect if they have been on the Board for at least one (1) full year as of the May Board meeting of the voting year and have at least one (1) year remaining in their service term.

Vice-Chair Elect Election

The Vice-Chair Elect election is held annually at the May Board meeting. Election is determined by a majority vote of the Board.

Refer to Appendix J for the Vice-Chair Elect election process.

Officer Resignation

An Officer may resign at any time by giving written notice of such intent to the Executive Committee. The Officer's service term will revert to the original service term.

Officer Removal

An Officer may be removed due to failure to uphold officer responsibilities by a majority vote of the Board at any regular or special meeting. The Officer's service term will revert to the original service term or, at the Board's discretion, the Officer also may be removed from the Board by a majority vote.

Officer Vacancies

Chair

In the event of an unplanned vacancy in the position of Chair, the Vice-Chair automatically fills the position for the remainder of the term of the original Chair in addition to serving their subsequent term as Chair.



Vice-Chair

In the event of a vacancy in the position of Vice-Chair, the Vice-Chair Elect automatically fills the position for the remainder of the term of the original Vice-Chair in addition to serving their subsequent term as Vice-Chair.

Vice-Chair Elect

In the event of a vacancy in the position of the Vice-Chair Elect, the Executive Committee fulfills the Vice-Chair Elect responsibilities until the Board elects a new Vice-Chair Elect at the next meeting of the full Board. In this circumstance only, any Member, with the exception of permanent non-voting Members and current Officers, is eligible to serve as Vice-Chair Elect if they have been on the Board for at least one (1) full year and their position has not been filled for the upcoming service term.

Committees

Committee Responsibilities

Committees support activities to fulfill the Board's mission.

Standing Committees

The Board has the following standing committees:

- Executive Committee
- Community Engagement Committee
- Curriculum/Certification Committee
- Data Committee
- Membership Committee

Executive Committee

The Executive Committee includes the Chair, Vice-Chair, Vice-Chair Elect, Secretariat, NHTSA Headquarters representative and National CPS Certification Program representative.

Executive Committee responsibilities include, but are not limited to, executive decision-making as needs are identified to support the quality, operations and policies of the Board, planning meeting agendas and approval of meeting guests.

Curriculum/Certification/Recertification Committee

All Members serve on the Curriculum/Certification (CC) Committee. The CC Committee is co-chaired by the NSC: Curriculum Representative and the Safe Kids Worldwide: National CPS Certification Program Representative.

The CC Committee organizes the content and structure of the *Child Passenger Safety Technician Certification Training* curriculum, including the Instructor Guide, Technician Guide, PowerPoint presentations and supporting resources.

Curriculum subcommittees may be appointed on an ad hoc basis and may include membership from outside the Board.



Additionally, the CC Committee works with the National CPS Certification Program to provide feedback and guidance on the policies and procedures related to certifying/recertifying Technicians, Instructors, Instructor Candidates and Technician Proxies. The committee also works with the National CPS Certification Program in handling any appeals relating to certification/recertification. The National CPS Certification Program consults with this committee, when necessary, to develop policy for specific events related to certification/recertification.

The CC Committee manages the monthly NCPSB webinar series.

The NSC Program Manager for the Child Passenger Safety Learning Portal is a standing guest of the Curriculum Committee.

Community Engagement Committee

The Community Engagement Committee is chaired by the Community Engagement Field Representative.

The Community Engagement Committee works to build CPS community support for the Board through engagement in Board activities and amplification of Board messaging and resources. Additionally, the committee manages the National Child Passenger Safety Awards Program, CPS Coordinators Forums and the Always a Board Member initiative.

Data Committee

The Data Committee collects and analyzes data within CPS and explores means to translate findings into tangible work that impacts both the direction of Board committees as well as informs grassroots CPS programs. Additionally, the Data Committee works with the National Digital Car Seat Check Form (NDCF) Program serving as subject matter experts.

The members of the NDCF Program Team are standing guests of the Data Committee.

Membership Committee

The Membership Committee is chaired by the Vice-Chair and includes the NHTSA Regions representative.

The Membership Committee maintains the quality and integrity of the membership application process, including but not limited to the application itself. The Membership Committee votes on the slated ballot and presents new Member candidates to the full Board for a vote. The committee may identify and recommend to NHTSA Headquarters additional membership organizations and/or constituencies to participate on the Board in an effort to ensure the inclusiveness and diversity of the Board.

Ad Hoc Committees

Ad hoc committees needed to address the initiatives of the Board may be formed or dissolved as deemed necessary by the Board and determined by a majority vote of the Board.

The Executive Committee assigns the committee chair by majority vote of the Executive Committee.

Selection of Committee Chairs

Unless stated otherwise in the *Bylaws*, committee Chairs are selected annually by a majority vote of the Board at the May Board meeting.



Committee Chair Responsibilities

Committee Chairs have the following responsibilities:

- Lead committee activities that support the mission of the Board.
- Develop committee meeting agendas and submit to Secretariat at least one week in advance of the meeting.
- Hold committee meetings at least six (6) times annually.
- Submit committee meeting notes to the Secretariat within one (1) month of the meeting if the meeting is not recorded.
- Encourage Member participation on the committee.
- Work with the Board Chair in addressing participation issues.

Committee Membership

All Members are required to serve on the Curriculum/Certification Committee and at least one additional committee. Each May, Members confirm with the Secretariat on which committee(s) they will serve for that year. Members are encouraged and welcomed to serve on more than one additional committee based on their background, interests and capacity.

Each committee is to have a minimum of five members to ensure the mission of the Board, support Board activities and disperse workload.

If the committees are unbalanced after Members have expressed their preference for committees, Members will be notified by the Secretariat and asked to reselect their committee choices.

If the voluntary changes to committee participation do not lead to each committee having the required minimum number of members, the Executive Committee may redistribute Members to committees based on their background and expertise to best serve the purpose of the committees.

Committee Member Responsibilities

Committee members have the following expectations:

- Attend committee meetings as scheduled.
- Be active and engaged participants.
- Complete assigned committee tasks in a timely manner.

Committee Member Voting Power and Privileges

Each committee member, including representatives serving in permanent non-voting positions, has equal voting power and privileges. It is the responsibility of all Members to actively vote on committee matters.

Committee Meetings

Committees meet virtually at least six (6) times per year in a format where all Members can hear one another simultaneously. Typically, committee meetings occur every two (2) months.

Committee meetings are scheduled by each committee by the end of the calendar year prior to the meeting year taking into consideration the timing of national events (e.g. federal holidays, national conferences and National Child Passenger Safety Week).



Refer to Appendix I for the current year committee meetings schedule.

Notice of Committee Meetings

Notice of all committee meetings are emailed to all Members at least one (1) month prior to the meeting by the Committee Chair or the Secretariat.

Hosting of Virtual Committee Meetings

The Secretariat will serve as host for all virtual committee meetings. If the Secretariat is unable to host the committee meeting, the Secretariat is responsible for designating an alternate host.

Committee Meeting Cancellation

Committee meetings may be cancelled if it is determined by the Committee Chair that there is not enough business to warrant holding the committee meeting.

In the event that a committee meeting is cancelled, the Committee Chair will notify the committee at least one (1) week prior to the meeting date.

In lieu of the committee meeting, the committee Chair must provide the update via email to all committee Members by the time of the originally scheduled committee meeting.

Guest Participation

Guests may be invited to participate in committee meetings but do not have voting privileges. All guests of committee meetings must be approved by the Executive Committee or the respective Committee Chair.

It is the responsibility of the Committee Chair to:

- Inform any approved guest of the meeting expectations, including confidentiality, and have the
 guest complete and submit a NCPSB Confidentiality Agreement to the Secretariat prior to the
 start of the meeting.
- Inform any approved guest of their responsibility to disclose any potential conflict of interest and
 have the guest complete and submit a NCPSB Conflict of Interest Disclosure Agreement to the
 Secretariat prior to the start of the meeting.

Standing Approval

Guests may have standing approval to attend committee meetings for a designated Board committee, which also applies to committee meetings held during full Board meetings.

Guests with standing approval for committee meetings must review and sign the NCPSB Confidentiality Agreement prior to attending the first committee meeting and then again on an annual basis prior to the May Board meeting.

Guests with standing approval for committee meetings must review and sign the *NCPSB Conflict of Interest Disclosure Agreement* prior to attending the first committee meeting and then again on an annual basis prior to the May Board meeting. If at any time during the year a potential conflict of interest arises for the guest with standing approval for committee meetings, the guest must resubmit the *NCPSB Conflict of Interest Disclosure Agreement* prior to attending the next committee meeting.

Rev 202404



Committee Meeting Agendas

Committee meeting agendas are compiled by the Committee Chair. A committee meeting agenda template is available in the Board Resource Library at cpsboard.org/learn-about-the-board/resource-library. Contact the Secretariat for the password to access the Board Resource Library.

The meeting agenda and supporting materials are provided to the Committee by the Committee Chair or the Secretariat at least one (1) week prior to the committee meeting.

Committee Meeting Format

All committee meetings are held in executive session. All discussions at meetings are confidential and must not be disclosed to others until such information has been deemed public record.

Unlike full Board meetings, committee meetings do not use Robert's Rules of Order to guide proceedings. Committee meetings use an open discussion format guided by the committee meeting agenda.

Quorum

Participation of a majority of all committee Members constitutes a quorum to conduct the business of the committee.

Committee Voting

All committee issues subject to a vote are decided by a majority of all committee Members, regardless of the type of Member.

Virtual Committee Meeting Participation While Operating a Motor Vehicle

Members are <u>not</u> to join committee meetings while operating a motor vehicle <u>regardless</u> of whether or not they are using a handheld or hands-free cell phone.

If it is deemed that any Member is participating in a committee meeting in this manner, the committee meeting will be ended immediately for all participants.

Committee Meeting Recordings

Recordings of all committee meetings, serving as committee meeting minutes, are kept on file by the Secretariat.

Board Activities

Refer to Appendix K for a timeline of Board activities.

The primary activities of the Board are as follows:

Child Passenger Safety Technician Certification Training Curriculum

The Board provides technical and subject matter expertise to NHTSA in the development and maintenance of the *Child Passenger Safety Technician Certification Training* curriculum, both the inperson and hybrid delivery formats. Members may be asked to write, review and/or revise curriculum content. In addition, Members may be asked to provide feedback and/or solicit feedback from other CPS Technicians, Instructors and allied professionals. A typical curriculum product cycle includes one to two (1



to 2) technical updates of course content and one (1) major revision of the curriculum every four (4) years.

National CPS Awards Program

This annual recognition program was established in 2011 to recognize the achievements of one (1) certified CPS Technician and one (1) certified CPS Instructor. In 2019, the CPS Team of the Year award was added. Additional National CPS Award categories may be added by a majority vote of the Board.

National CPS Award recipients will be recognized nationally by the Board with a ceremony, press release and plaque. As available, National CPS Award recipients may receive a monetary award in addition to the other recognition. If National CPS Award recipients are not permitted to receive a monetary award based on organizational/employer policy, they may designate their monetary award be donated on their behalf to a nonprofit organization delivering CPS services or contribute it back to the National CPS Awards funds.

Current and Past Members are not eligible to receive the CPS Technician or CPS Instructor of the Year Awards. The CPS Team of the Year may not include current Members.

In addition, current Members are not eligible to submit nominations for any award as Members may have access to the scoring rubrics which may give an actual or perceived unfair advantage.

Refer to Appendix L for the National CPS Awards Program process.

National Digital Car Seat Check Form

To capture data electronically at car seat checks, the National Safety Council has led an effort to develop a standardized National Digital Car Seat Check Form (NDCF) in partnership with Tennessee Tech University iCube, Westat and participating CPS Technicians, with support from NHTSA and AAA Northern California, Nevada & Utah.

Nationally certified CPS Technicians and Instructors can sign up for an account and input data directly into the NDCF and then use the information collected (via the multi-level statistical dashboard maintained by the NDCF Team) to monitor trends and highlight issues encountered in the field.

CPS Coordinators Forum

CPS Coordinators' responsibilities may vary by state and territory but ultimately they may face similar challenges in delivering comprehensive programs and services.

Through virtual and in-person forums, the Board provides CPS state coordinators, territories, Indian Health Service as well as headquarters, NHTSA regions, and NCPSB Members with the opportunity to learn from one another by sharing successes found through state/territory-level CPS programs and services and from presentations from subject matter experts in relevant fields.

Additionally, the Secretariat will maintain the CPS Coordinators Listserv providing a forum for exchange between CPS Coordinators.

NCPSB Webinar Series

In 2021, the Board began delivering both CEU and community education webinars to the CPS community. The webinars are promoted on the Board's social media channels. The webinar recordings are posted in the Child Passenger Safety Learning Portal.



Refer to Appendix M for the webinar creation and delivery.

Review and Maintenance of CEU and Community Education Webinars

The Curriculum/Certification Committee works closely with Safe Kids Certification to ensure the technical accuracy and timeliness of the continuing education (CEU) and community education webinars posted in the Child Passenger Safety Learning Portal.

CEU and community education webinars will be posted in the <u>Child Passenger Safety Learning Portal</u> for one (1) year. At that point in time, the Curriculum/Certification Committee will review the content and decide whether to take down the webinar or approve for posting for another year.

Proactive Actions

When possible, a subject matter expert on the Board will review a webinar for technical accuracy prior to posting in the Child Passenger Safety Learning Portal.

Reactive Actions

If an error is identified post-publication, a subcommittee of the Curriculum/Certification Committee will review and present to the full Committee their recommendation of a reaction plan from one (1) of the following:

- For minor errors, a correction note will be added to the webinar at the start or end of the recording.
 - The webinar creator will be notified of the error and included in the correction process.
 - If the error is in a CEU webinar, the quiz will be checked for accuracy and corrected as needed.
- For errors the Committee deems major, the webinar will be taken down immediately.
 - The webinar creator will be contacted with the concern and provided the opportunity to re-record the content with the correction.
 - If the error is in a CEU webinar, the quiz will be checked for accuracy and corrected as needed if the content is re-recorded.
 - If the error is in a CEU webinar, the subcommittee will determine if the Technicians who
 watched the webinar need to be contacted with the corrected information.

Always a Board Member

Beginning in 2022, Community Engagement Committee launched the Always a Board Member initiative to engage past Board Members in Board activities. This group meets quarterly to discuss ways that the Board can help support the field and advance its mission through education, mentorship, engagement and innovation.

Board Communication

Several communication channels are used to share information about the activities and decisions of the Board.

All Board communication follows the National Child Passenger Safety Board Communication Style Guide.

Refer to Appendix N for the style guide.



External Board Communication

The Secretariat facilitates all public Board communications.

All official correspondence is sent on National Child Passenger Safety Board letterhead.

Instructor Emails

As warranted, the Board sends timely topical emails to CPS Instructors. Topics include up-to-date resources, technical issues, teaching tips, policy and procedure reminders, etc. Members are encouraged to submit topics and write content.

Internal Board Communication

Weekly Board Update

The Chair posts a weekly update to all Members with announcements and updates on activities of the Board in the weekly update Slack channel.

In an effort to limit the number of emails generated by participation on the Board, all Members are encouraged to send information for Board distribution to the Chair for inclusion in the weekly update rather than in multiple emails.

Board Website

The Board website is cpsboard.org.

The current Board website was launched in January 2020. The website includes information for CPS Technicians and Instructors, CPS State Training Coordinators, Indian Health Service, Members and the general public.

Administrative Responsibilities

NSC hosts, updates and maintains the Board's website. The Secretariat works with the NSC digital content and technology point of contact in developing and coordinating content and updates for the Board website.

Social Media

Members are encouraged to support Board social media posts representing themselves personally and not their membership on the Board.

Currently the Board maintains social media accounts on Facebook, Instagram, LinkedIn and X (Twitter). In the future, the Board may opt to create accounts on new social media channels and/or discontinue use of current social media accounts.

Facebook

The Board Facebook page is facebook.com/cpsboard.

Members are encouraged to "like" the Board Facebook page, share Board posts and comment on the Board posts as appropriate.

Instagram

The Board Instagram account is instagram.com/cpsboard/.



Members are encouraged to "follow" the Board Instagram account, like Board posts and comment on the Board posts as appropriate.

LinkedIn

The Board LinkedIn account is linkedin.com/company/national-child-passenger-safety-board/.

Members are encouraged to "follow" the Board LinkedIn account and share, comment on and like the Board posts as appropriate.

X (Twitter)

The Board's X (Twitter) account is twitter.com/ncpsb.

Members are encouraged to "follow" the Twitter account and retweet Board tweets as appropriate.

Administrative Responsibilities

The NSC point of contact for digital content and technology coordinates content and updates for the Board's social media channels. Additional members of the Executive Committee and the Community Engagement Committee may serve as administrators of the social media channels.

Social Media Content Creation Responsibilities

Members are responsible for providing five (5) to seven (7) social media posts two (2) to three (3) times annually. The NSC point of contact for digital content and technology coordinates a calendar and sends reminders to Members when their contribution time is approaching.

Refer to Appendix O for social media content creation guidelines.

CPS Express

CPS Express is a bimonthly newsletter (6 times per year) of the National CPS Certification Program.

Although not an official Board publication, Members are encouraged to write and submit featured articles.

Public Comment

The Board provides input and perspectives from their representative organizations and fields, and to their representative constituencies, on ways to ensure the ongoing significance of the *Child Passenger Safety Technician Certification Training* curriculum in keeping children safe. To ensure constituents have input on select proposals, policies, etc., the Board may allow a public comment period on drafted proposals, policies, etc. as decided by Members.

In the event public comment is sought, the Board will publicly post notice using the following format as a template:

The purpose of the National Child Passenger Safety Board is to ensure the ongoing significance of the *Child Passenger Safety Technician Certification Training* curriculum in keeping children safe and ensuring constituents have a voice on various topics. The Board is seeking comment from CPS Technicians and Instructors on (proposed policy, procedure, etc.). The comment period is open from 00/00/0000 until 5:00 p.m. EST 00/00/0000. Thank you for your consideration and input.



Additional Resources

Board Website

The following Board materials are available to the public in the CPS Board section of the Board website: cpsboard.org/learn-about-the-board/.

- Board Chair History
- Bylaws
- Committees
- Curriculum History
- Member Contact List
- Member Handbook
- Past and Present Board Members List
- Public Meeting Minutes
- Through the Years PowerPoint presentation

Board Resource Library

The following Board materials are available to Members in the password-protected Board Resource Library: cpsboard.org/learn-about-the-board/resource-library. Contact the Secretariat for the password.

- NCPSB Committee Meeting Agenda Template
- NCPSB Letterhead
- NCPSB Logo
- NCPSB PowerPoint Template
- NDCF Logos
- NDCF PowerPoint Template

Board File Sharing Platform

Files will be shared via Box, a cloud-based file sharing platform, hosted by the National Safety Council. The Secretariat shares information on how to access this platform with all Members.



Appendix A: Core Values

The National Child Passenger Safety Board has identified four (4) core values to guide to work of the Board. The following are explanations of how the Board interprets each core value.

Leadership

- Creating vision
- Thinking prospectively
- Serving to benefit others in the direction of improving child passenger safety
- Guiding with kindness
- Setting a good example
- Teambuilding
- Consensus-building
- Providing technical expertise
- Mentoring
- Serving as role models

Service

- Sharing our time, talent and treasures
- Community involvement
- Volunteerism
- Collaboration
- Serving as a resource for the field
- Providing good customer service for the families and Technicians and Instructors we serve

Professionalism

- Being responsive
- Acting with empathy
- Respectful
- Demonstrating integrity
- Accountability
- Active listener
- Code of conduct
- Various policies and procedures

Inclusivity

- All encompassing, following code of conduct, welcoming diverse communities
- Hearing everyone's voice
- Doing your best to accommodate people
- Meeting the needs of a diverse population
- All populations, any passenger in a vehicle
- Open-minded
- Without discrimination/ non-discriminatory



Appendix B: Strategic Plan (DRAFT)

*Currently, the Board is revising the strategic plan to align with the Board's updated mission (2019).

The Board's goals support the four (4) pillars of the Board's mission: education, mentorship, engagement and innovation. Below is the beginning development of objectives to support the goals.

Goal 1: Education

- Oversee and maintain the technical quality, standardization and relevance of the curriculum which is part of the National Child Passenger Safety (CPS) Technician Certification Training throughout the United States.
- Support current CPS Technicians through certification and recertification with continuing education units (CEUs).
- Support current CPS Technicians through certification and recertification with community education (CE) opportunities.
- Provide CPS Instructor development opportunities.
- Promote and support NHTSA CPS-related national standardized trainings on such topics as:
 - School Bus
 - Children with Adaptive Transportation Needs
 - Car Seat Basics
 - Instructor Development
- Promote and support CPS-related policies and best practices as vetted and approved by the Board (ex. American Academy of Pediatrics [AAP] and Emergency Nurses Association [ENA]).
- Audiences
 - CPS Technicians
 - Professionals (non-CPS Technicians)
 - Caregivers
 - Workplace
 - Community
 - Emergency Medical Services/Fire
 - Law Enforcement
 - Hospital settings
- cpsboard.org Resource Center
- Social Media/Communications
- Providing pertinent information in an efficient manner
- Providing technically correct information
- Providing evidence-based information and recommendations
- Providing culturally and linguistically sensitive and appropriate material
- Communication with parents, caregivers, public at-large, fellow Technicians
- Venues of education: in-person, 1:1, online
- Different kinds of learning: hands-on, e-learning, classroom settings
- Focus on adult learning strategies



Goal 2: Mentorship

- Audiences
 - CPS Technicians
 - CPS Instructors
 - Lead Instructors
 - o Instructor Candidates
 - Technician Proxys
 - New Members (Board Buddies)
 - State Coordinators
- What are your struggles?
- What do you need?
- How can we help you?
- Avenues for communication
 - Support states during curriculum rollout
 - National Digital Car Seat Check Form (NDCF)
 - Listserv/social media private group
 - Webinars/Regional virtual meetings

Goal 3: Engagement

- Getting involved, finding ways to interact
 - o actively asking for input
- Relationship building with stakeholders
- Supporting stakeholder alignment with vision
- Committees Structure? Membership?
- Activities
 - Social Media
 - Facebook Live
 - Members as expert interviews (30 sec) increases reach
 - Partner Groups
 - Develop infographics
 - Outreach for awards
 - CPS Express
 - Outreach/conferences
 - Lifesavers Conference
 - KIDZ IN MOTION International Child Passenger Safety Conference
 - Explore other opportunities (state/regional conferences, AAP, GHSA, etc.)
 - Pre-Board meeting workshops for local CPS Technicians
 - Website CEUs/CE and general information
 - Curriculum create and support
 - Awards
 - Membership (recruitment?)
 - o Developing position statements to engage stakeholders, beyond CPS Technicians
 - Influencers
 - Recertification
 - Education for public transportation, taxis, buses, ride share and similar programs



Goal 4: Innovation

- National Digital Car Seat Check Form (NDCF)
- Different types of certification
- Educator
- Awareness
- Online learning modules
- Remote trainings
- Facebook Live classes
- Continuing Education Units (CEUs)
- Safety Connection virtual seat checks
- Opportunity to partner with manufacturers
- Virtual Reality
- Open Facebook Live segment during Board meetings for people to ask questions
- Webinar engagement from state, regional and local conferences
- CPS and autonomous vehicles
- Creativity/ Not being satisfied with the status quo
- Technologies
- Responsiveness to current technologies and emerging trends
- Open-minded
- Forward thinking
- Evolution
- Outside the box
- Improving deployment models
- Responsiveness to new scenarios in the field Audio Visual (example)
- Looking for improvements and better ways to accomplish our mission and vision
- Promoting new product updates innovation in products (load leg, sensors, etc.)
- Being proactive and adaptive
- Promoting increased utilization of / new ways to promote existing tools/technologies (tether)
- Identifying gaps



Appendix C: 2023-2024 NCPSB Members

Permanent Non-Voting Members		
NHTSA Headquarters – Laura Dunn	Confirmation: 2024	Instructor
NHTSA Regions – Amanda Jackson	Confirmation: 2025	Instructor
National Safety Council: Secretariat – Kyndra Webb	Confirmation: 2026	Instructor
Safe Kids Worldwide: National CPS Certification Program – Cass Herring	Confirmation: 2025	Instructor
Permanent Voting Members American Academy of Pediatrics – Shannon Martinello	Confirmation: 2026	Technician
Governors Highway Safety Association – Anna Red	Confirmation: 2024	Instructor
National Safety Council: Curriculum – Tammy Franks	Confirmation: 2025	Instructor
Safe Kids Worldwide: Safe Kids Coalitions – Krystal Phillips	Confirmation: 2026	Technician
Rotating Voting Members: Subject Matter Experts		
Child Restraint Manufacturer Rep. – Daniella Brown 2024-2025 Vice-Chair Elect	Term Ends: May 2025	Instructor
Vehicle Manufacturer Representative - Emily Burton	Term Ends: May 2027	Technician
Rotating Voting Members: Field Representatives CPS Advocate – Britney Lombard	Term Ends: May 2026	Instructor
CPS Advocate: Marginalized Populations – Liz Perez	Term Ends: May 2026	Instructor
Community Engagement – James Fitzpatrick	Term Ends: May 2027	Instructor
Injury Prevention/Healthcare – Marie Snodgrass	Term Ends: May 2027	Instructor
Public Health/Research – Kristel Robison 2024-2025 Vice-Chair	Term Ends: May 2026	Instructor
Public Safety: Fire/EMS – Scott Downing 2024-2025 Chair	Term Ends: May 2025	Instructor
Public Safety: Law Enforcement – Michael Munson	Term Ends: May 2027	Instructor



Appendix D: National Child Passenger Safety Board Permanent Member Representative Designation Form

Permanent member organizations of the National Child Passenger Safety Board may change their representative at any point in time by submitting this form to the NCPSB Secretariat.

There is no limit to the number of years that a permanent Member may serve on the NCPSB. However, Member organizations will be asked to confirm their representative every three (3) years, on a predetermined schedule, by submitting this form to the NCPSB Secretariat.

Perm	anent Member Organization:
Curre	nt Representative:
Selec	t one:
	Please change the NCPSB Representative to:
	Name:
	Email:
	Phone Number:
	Effective Date:
	Appointment Type: Permanent Interim (End Date:
	No changes will be made in the NCPSB Representative at this point in time.
Signed	I Date
Name	Printed
Title	

Please return completed form to the NCPSB Secretariat at secretariat@cpsboard.org.



Appendix E: Member Onboarding Activities

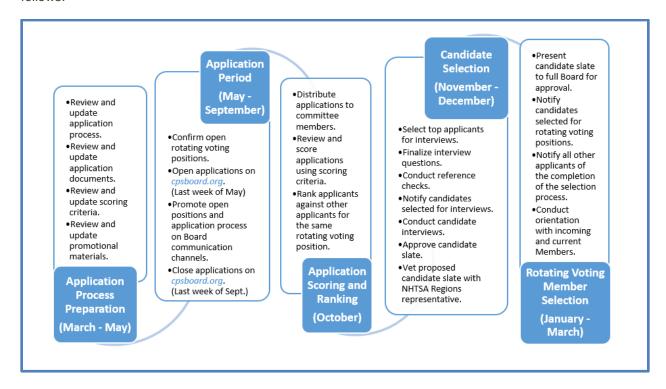
The following activities must be completed by incoming Members prior to their start date on the National Child Passenger Safety Board (NCPSB):

- Complete New Member Orientation (~60 minutes).
- Submit NCPSB Member Contact Information Form.
- Submit completed NCPSB Confidentiality Agreement.
 - o Refer to Appendix G for the NCPSB Confidentiality Agreement.
- Submit completed NCPSB Conflict of Interest Disclosure Agreement.
 - o Refer to Appendix H for the NCPSB Conflict of Interest Disclosure Agreement.
- Select NCPSB committees.
- Working with the NSC point of contact, finalize a press release announcing appointment to NCPSB.
- Review NCPSB materials on cpsboard.org.



Appendix F: Rotating Voting Position Selection Process

The Membership Committee recommends a slate of rotating voting positions for Board approval as follows:





Appendix G: NCPSB Confidentiality Agreement

Allowing for more open discussion, the National Child Passenger Safety Board holds all Board and committee meetings in executive session.

Members and guests must keep confidential all information pertaining to matters dealt with by the Board until such information has been deemed public record. This includes Board meeting agendas, supporting documents, minutes and meeting recordings in addition to any discussion during and, in conjunction with, Board meetings.

Acknowledgement of NCPSB Confidentiality Agreement

Safety Board Confidentiality Agreement.		
Signed	Date	
Name Printed		
□ NCPSB Member		
□ NCPSB Guest – Standing Approval		
□ NCPSB Guest – Meeting Name:		
Meeting Date:		

By signing below, I acknowledge that I have reviewed and understand the National Child Passenger



Appendix H: NCPSB Conflict of Interest Disclosure Agreement

Members and guests of the National Child Passenger Safety Board are obligated to always act in the best interest of the Board. This obligation requires that any Member, in the performance of Board duties, or guest seeks only the furtherance of the Board's mission. At all times, Members are prohibited from using their Board title or the Board's name for private profit or benefit.

Members and guests must neither solicit nor accept personal gratuities, favors or anything of monetary value from contractors/vendors.

Members and guests must not participate in the selection, award or administration of a purchase or contract with a vendor where, to their knowledge, any of the following has a financial interest in that purchase or contract:

- The Member or guest;
- Any member of their immediate family including a life partner;
- An organization in which the Member, guest or any member of their immediate family is an officer, director or employee;
- A person or organization with whom a Member, guest or any member of their immediate family is negotiating or has an arrangement concerning prospective employment.

Members and guests must disclose any possible conflict of interest. A conflict of interest is defined as an actual or perceived interest by a Member or guest in an action that results in, or has the appearance of resulting in, personal, organizational or professional gain.

By signing below: (Check all that apply.)

Acknowledgement of NCPSB Conflict of Interest Disclosure Agreement

 ☐ I acknowledge that I have reviewed and understand the NCPSB Agreement. 	Conflict of Interest Disclosure
AND	
☐ I acknowledge that I have no conflicts to disclose.	
\square I acknowledge that I have a potential conflict(s). Please see the a potential conflict(s).	attachment for explanation of the
Signed	Date
Name Printed	
□ NCPSB Member	
□ NCPSB Guest – Standing Approval	
□ NCPSB Guest – Meeting Name:	
Meeting Date:	



Appendix I: 2024 Meeting Schedule

2024 NCPSB Meeting Dates



Calendar Templates by Vertex42.com



Appendix J: Vice-Chair Elect Election Process

The Vice-Chair Elect is selected through the following process:

Notification of Eligibility (March)

The Secretariat provides a list to the Board of all Members eligible to run for Vice-Chair Elect by March 1st.

Notification of Intent (March - April)

Interested Members submit a formal statement of intent listing their qualifications to serve in an Officer position by April 1st.

The Secretariat distributes the candidates' statements of intents to the Board by April 10th.

Elections (May Board Meeting)

Each candidate addresses the Board and explains why they would like to serve in an Officer position. (Day 2)

The Secretariat distributes a ballot to all voting Members. (Day 2)

Completed ballots are submitted to the Secretariat. Members not present at the meeting may submit an electronic ballot to the Secretariat. All ballots are due to the Secretariat by COB on Day 2.

Ballots are counted by the Executive Committee.

The election results are announced by the Chair. (Day 2 or 3)

In case of a tie, a run-off election is held with a new ballot. (Day 3)



Appendix K: Board Activities Timeline

January

- Virtual Full Board Meeting
 - o Present Membership slate for review and approval. (Membership Committee)
- Notify candidates selected for open Member positions. (Membership Committee)
- Begin review and updates to National CPS Awards nomination process, documents, scoring criteria and promotional material. (Community Engagement Committee)

February

New Member Orientation (Membership Committee)

March

- March 1: Provide a list to the Board of all Members eligible to run for Vice-Chair. (Secretariat)
- Virtual Full Board Meeting
 - Provide updated National CPS Awards nomination process, documents, scoring criteria and promotional material to full Board. (Community Engagement Committee)
- Lifesavers National Conference on Roadway Safety (or April)
 - o Hold ceremony to recognize current year National CPS Award winners.
 - Open upcoming year National CPS Award nominations. (Community Engagement Committee)
- Review and update Membership application process, documents, scoring criteria and promotional material. (Membership Committee)
- Publicly announce the incoming Members.

April

- April 1: Send out Committee Selection form.
 - The Executive Committee will prepare a committee chair slate prior to the May full Board meeting.
- April 1: Vice-Chair Elect Candidate Statement of Intent Due to Secretariat
- April 10: Vice Chair Elect Candidate Statement(s) of Intent Distributed to Board (Secretariat)

May

- In-Person Full Board Meeting
 - Officer Transition
 - o Member Transition
 - Vice-Chair Elect Election
 - Committee Selection and Chair Confirmation
 - Provide updated Membership application process, documents, scoring criteria and promotional material for Board approval and review. (Membership Committee)
 - Strategic Plan Review
- Last Week of May: Open Membership applications. (Membership Committee)
- Last Week of May: Confirm Permanent Members based on schedules in Table 1 and Table 2. (Secretariat)



June

July

Virtual Full Board Meeting

August

- KIDZ IN MOTION International Child Passenger Safety Conference
- Last Week of August: Close upcoming year CPS Award nominations. (Community Engagement Committee)

September

- Virtual Full Board Meeting
- Distribute National CPS Awards nominations to full Board for scoring. (Community Engagement Committee)
- Last Week of September: Close Membership applications. (Membership Committee)

October

- Score National CPS Award nominations. (Board)
- Score Membership applications. (Membership Committee)

November

- In-Person Full Board Meeting
 - Confirm Committee Meeting Schedule
 - Present National CPS Award recipient slate for review and approval. (Community Engagement Committee)
 - Present Membership interview slate for review and approval. (Membership Committee)
- Conduct Membership candidate interviews. (Membership Committee)

December

- Notify National CPS Award recipients. (Community Engagement Committee)
- Review and update Member Handbook. (Executive Committee)

Ongoing

- Committee activities (Board)
- Post to Board social media channels (Board)

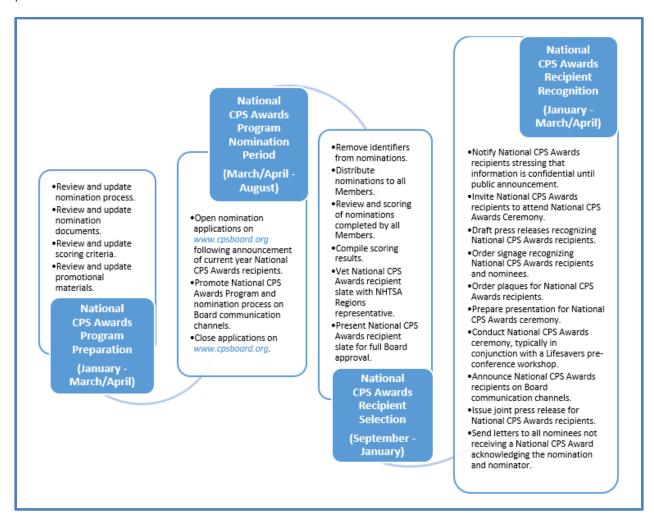
Biennial

Bylaws Review (Executive Committee in even numbered years)



Appendix L: National CPS Awards Program Process

The Community Engagement Committee leads and coordinates the National CPS Awards Program. The process is as follows:





Appendix M: Webinar Creation and Delivery Process

NCPSB webinars are typically scheduled the third Tuesday of each month at 2 PM ET. The goal is to provide at least one NCPSB webinar per month.

- 1. **Identify** a topic.
- 2. Recruit presenter(s) and NCPSB moderator.
- 3. Secretariat will confirm date with the presenter.
- 4. Secretariat will confirm CEU number and/or apply for the CEU with Safe Kids Certification.
- 5. The presenter will send the Secretariat a 10-question multiple choice quiz for all CEU presentations by the date of the webinar.
- Utilizing Zoom, all webinars will be recorded and posted in the Child Passenger Safety Learning Portal.
 - A webinar must have a minimum of 45 minutes of technical content to qualify for CEUs. If so, the presenter will work with the NCPSB Secretariat to prepare and submit the CPS CEU preapproval application to Safe Kids Certification.
 - The CPS CEU pre-approval application needs to be sent to Safe Kids Certification at least two weeks prior to delivery.
 - Webinars that do not qualify for CEUs may be offered for Community Education credit.
 - Pre-approval and quizzes are not required for Community Education webinars.

7. **Promote** the webinar.

- For all webinars, the NCPSB Secretariat and NSC point of contact for digital content and technology will work collaboratively to promote the webinar through the Board social media channels and on the Board's website.
- Live webinars will have additional promotion during the lead-up to the scheduled date.
- 8. **Follow-up** after the webinar.
 - The NCPSB Secretariat will send out CEU certificates to CPSTs who participated in a live webinar.
 - As applicable, the NCPSB Secretariat will work with the NSC point of contact for digital content and technology representative to post the webinar and quiz to the <u>Child Passenger</u> <u>Safety Learning Portal</u>.
 - The NCPSB Secretariat and NSC point of contact for digital content and technology representative will work collaboratively to promote posted webinars on the NCPSB social media channels.
 - The Curriculum/Certification Committee Chair and/or NCPSB moderator will send a thank you message to the presenter(s) with any feedback gathered.
 - For live webinars, the NCPSB Secretariat will share the post-webinar survey results with the presenter.



Appendix N: Communications Style Guide

Writing Style

The National Child Passenger Safety Board uses AP style.

Typography

Arial is the preferred font.

The preferred type sizes are:

Heading 1: 14 pt

Heading 2: 12 pt

Heading 3: 10 pt

Normal: 10 pt

List bullet: 10 pt

Logos

Logos are available from the Secretariat in .png and .jpg file types.

Logo proportions must not be altered. When resizing a logo, lock the aspect ratio.

National Child Passenger Safety Board



National Digital Car Seat Check Form







Color

National Child Passenger Safety Board

The primary colors for the National Child Passenger Safety Board are:

Navy	RGB 0/58/	HEX #053A5C
Royal	RGB 0/73/118	HEX #6DCFF6

The secondary colors for the National Child Passenger Safety Board are:

Blue 1	RGB 185/229/250	HEX #B9E5FA
Blue 2	RGB 109/207/246	HEX #6DCFF6
Blue 3	RGB 120/120/118	HEX #006BAB
Blue 4	RGB 0/107/171	HEX #3C3C3B

National Digital Car Seat Check Form

The primary colors for the National Digital Car Seat Check Form are:

Green	RGB 0/132/61	HEX #00843D
Blue	RGB 0/107/171	HEX #006BAB
Medium Gray	RGB 120/120/118	HEX #787876
Light Blue	RGB 205/230/242	HEX #CDE6F2

The secondary colors for the National Digital Car Seat Check Form are:

White	RGB 255/255/255	HEX #FFFFFF
Light Gray	RGB 160/160/159	HEX #A0A09F
Dark Gray	RGB 60/60/59	HEX #3C3C3B
Dark Blue	RGB 0/58/92	HEX #003A5C

Rev 202404



Appendix O: Social Media Content Creation Guidelines

Audience

For whom are we writing?

We are writing for CPS Technicians and Instructors as well as parents, caregivers and others interested in CPS.

Goals

What are we trying to accomplish in our posts?

The goal is to provide valuable information, including safety tips, point to training and educational materials and have some fun, too. We want to be "broadly specific" to engage users in as many ways as possible. The more people we reach, the better chances we can prevent an injury or save a life.

What to Post

- Content that is timely and relevant (e.g. kids and hot cars incidents and prevention training, CPS awards presentations, holiday safety greetings)
- Content that is useful and/or educational (e.g. how CPS Technicians can earn CEU credits, school bus safety trainings, transitioning to a booster seat and using tethers)
- Content about activities (e.g. national conferences, rollout of a new CPS curriculum)
- Content this is fun and/or engaging (e.g. Trivia Tuesday with a trivia question, #TBT with historic photos or stories, share your top teaching points, time check – how long have you been a CPSTI or CPST?)
- Content that is livestreamed from national events (e.g. CPS Awards ceremony, curriculum update, National Digital Car Seat Check Form explanation)
- Please link only to reputable organizations (e.g. government agencies or hospitals). Look for URLs that end in .org, not .com.
- NOTE: Users are free to share photos from their own events as a way to engage on our social channels.

What Not to Post

- Product or manufacturer endorsements
- Announcements of local car seat check events (too many)

When it's Your Turn

- Members are responsible for providing five (5) to seven (7) social media posts two (2) to three (3) times annually following a rotating year-long calendar.
- Refer to the *National Child Passenger Safety Board Communications Style Guide* in <u>Appendix M</u> for typeface and color information.
- For consistency in terminology, refer to the glossary of terms in the Child Passenger Safety Technician Certification Training curriculum.
 cpsboard.org/wp-content/uploads/2019/12/Mod-1-Glossary.pdf
- The National Child Passenger Safety Board has a group Canva account that can be used to create social media tiles.
 - Contact the NSC point of contact for digital content and technology for access information.



- As much as possible, add the National Child Passenger Safety Board logo or website information (cpsboard.org) to each social media tile.
- Please include an image, graphic element or video for each post. Of course, all images should be appropriate for the post and are vetted just like the content in posts.
 - MP4 files (original videos) perform best on Facebook (because of FB's algorithm system and competition with YouTube), but YouTube videos are acceptable.
 - NHTSA maintains a library of approved CPS images. https://nhtsaimages.zenfolio.com/f119551032
 - Free stock images of all kinds are available in a number of places online. Here, Google can be your friend. If needed, search for places to find free images online.
- Avoid using acronyms in posts.
- Posts are published after they have been vetted by a designated Board representative.

Posts

- Posts are scheduled to reach users during peak viewing times early in the morning, over the lunch hour and early in the evening.
- Tools are used to target audiences on Facebook based on location, age-range and interests (e.g. safety, car seat, police officer, firefighter, pediatrics).
- Tags are used sparingly (NHTSA, National Safety Council and National CPS Certification).
- Hashtags are used as deemed necessary (#KeepEachOtherSafe, #TechsRule, #HeatstrokeKills).
- Posts are monitored and Members will respond to comments as needed.
- Periodically, users are invited to follow the NCPSB Facebook page (this helps grow our audience).



Revision History