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## FOR IMMEDIATE RELEASE

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Atlantic City Medical Center,  
Mainland Divisions

Cape Regional Medical Center

Cooper Health System

Deborah Heart and Lung Center

Kennedy Health Systems,  
Washington Township Campus

Lourdes Medical Center of  
Burlington County

Our Lady of Lourdes  
Medical Center

Shore Memorial Hospital

South Jersey Healthcare-  
Elmer Hospital

South Jersey Healthcare-  
Regional Medical Center

The Memorial Hospital  
of Salem County

Underwood-Memorial Hospital

Virtua Memorial Hospital  
Burlington County

Virtua West Jersey Hospital  
Voorhees

June 20, 2007

### **A.C. HEALTHY FAMILIES SPONSORS CAR SEAT SAFETY CHECK** Free Inspections Conducted Monthly, June–October 2007

How old is your child's car seat? Is it installed properly? Are you using a recalled model?

In less than half an hour, you can be certain your child is safe at a free Car Seat Safety Check. Inspections will be held 2 to 5 p.m. every third Thursday of the month, from June to October 2007, at Fire Station #1, Maryland and Atlantic Avenues, Atlantic City.

Most importantly, car seats that fail inspection will be replaced for free. This initiative is jointly sponsored by the Southern New Jersey Perinatal Cooperative (SNJPC), the Atlantic City Healthy Mothers, Healthy Babies Coalition (HMHB), the Atlantic County Department of Highway Safety, the Atlantic City Police and Fire Departments, and the Galloway Township Police Department.

“There are more than 100,000 possible combinations of vehicle models and child safety seats,” says Judith Stark, Nurse Coordinator of Special Projects for the SNJPC Atlantic City Office. “It’s therefore little surprise that, on average, four of five child safety seats are installed incorrectly.”

According to the National Highway Traffic Safety Administration (NHTSA), motor vehicle crashes remain among the top killers of children younger than 14. A properly installed safety seat can reduce the chance of fatal injury by 71% for infants and by 54% for toddlers aged one to four.

“We are targeting parents with this initiative because research has also shown that children who are unrestrained are often riding with drivers who do not buckle up,” says Stark.

According to a 2002 national study of restraint use by the National SAFE KIDS Campaign, nearly 40% of children driven by unbelted drivers were themselves unrestrained.

At the safety seat inspections, certified technicians will make sure the child safety seat has been properly installed, remove and inspect it for damage, and ensure that it is not a recalled model. After confirming that the safety seat is appropriate for the size and age of the child, technicians will instruct the vehicle owner on correct installation of the safety seat, show the parent or caregiver how to secure the child properly in the seat, and explain how to repeat this procedure correctly with other safety seats or cars.

“HMHB is pleased to offer these programs to the families of Atlantic City as another opportunity to help their babies and children grow up healthy and strong,” says Stark.

“We encourage all parents, guardians, and motorists to stop by and make sure that they and their children are ready to ride safely.”

The dates of the HMHB Car Seat Safety Check are:

- Thursday, June 21, 2007
- Thursday, July 19, 2007
- Thursday, August 16, 2007
- Thursday, September 20, 2007
- Thursday, October 18, 2007

The safety checkpoint is available from 2 p.m. to 5 p.m. the day of each event. **For more information, call the Atlantic City Healthy Mothers, Healthy Babies Coalition at 609-345-6420.**

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*The Southern New Jersey Perinatal Cooperative (SNJPC) is the state-licensed maternal-child health consortium serving the seven southernmost counties of New Jersey. SNJPC coordinates programs that provide access to perinatal health care, offer public health education, and strengthen families in an effort to improve the perinatal and pediatric health system in its service region.*

*On an individual basis, the Cooperative operates wherever its services are needed, always focused on the greater good—improving health outcomes for every mother and baby in Southern New Jersey and laying the foundation for a higher quality of service.*

*For more information about the Cooperative or its services, please call 856-665-6000 or visit [snjpc.org](http://snjpc.org).*