



CHRISTIANSBURG POLICE DEPARTMENT

Mark A. Sisson, Chief of Police

10 East Main Street
Christiansburg, Virginia 24073
Telephone (540) 382-3131
Fax (540) 382-0877

News Release

For Immediate Release

Contact: Lieutenant Chris Ramsey

Incident: New Traffic Safety Initiative
“Beat the Heat with Your Child Seat”

Date: June 25, 2009

Additional Information:

With the beginning of summer, and the rapidly approaching 4th of July Holiday, the Christiansburg Police Department is launching a new educational campaign as part of its on-going focus on traffic safety. The new campaign follows on the heels of the nationwide Click-It-or Ticket seatbelt enforcement campaign by shifting gears for summer and focusing on education. With kids out of school and families travelling daily to various recreational activities and vacations, it is more important than ever to make sure children are properly secured in the vehicle, be it with a seatbelt or a child safety seat.

Motor vehicle crashes are the leading cause of death among children ages 2 to 14, due in large part to the nonuse or improper use of child seats and seat belts. According to the National Highway Transportation Safety Administration, 96 percent of parents who use child safety seats, booster seats and safety belts to protect their children think they are doing it correctly. However, actual checks on usage show that 4 out of 5 unintentionally make mistakes that could result in their child being injured or killed in a crash. (Source www.nhtsa.gov)

In order to further the cause of child safety, the Christiansburg Police Department, working in conjunction with two area businesses, Gardner’s Frozen Treats and the Country Kitchen Restaurant, has established this program to help educate drivers and passengers about the laws regarding occupant protection and highway safety and the importance of not only using a child safety seat for children age 8 and under, but also making sure it is properly installed and used correctly. To this end, between now and 4th of July Holiday weekend, the Police Department will be conducting traffic checking details at various locations around Town. Children who are properly secured in safety seats, or whose parents take the opportunity to have officers check and/or properly install the safety seat, whether at the checkpoint or by coming to the Police Department, will receive a coupon for a free dessert at the participating businesses to help beat the summer heat. The primary goal of this initiative is not enforcement. Rather, this initiative seeks to educate the community about the importance of proper child seat usage and to reward those who take the extra steps to help ensure their child’s safety.