



September 10, 2015

Contact: Danna Thompson
dannamthompson@gmail.com
404.579.0497

New study shows that 80 percent of parents think car seat registration cards are important, but only 42 percent return the card

Atlanta, Georgia – With the kick off of National Child Passenger Safety Week (Sept. 13-19), Safe Kids Georgia urges parents and caregivers to make sure their car seats and booster seats are properly installed, which reduces the risk of death by as much as 71 percent.

In 2014, more than six million car seats were recalled for a safety defect – the largest car seat recall in U.S. history. Yet, according to the National Highway Traffic Safety Administration, fewer than half of those car seats received the necessary repair. The study was created to understand why so few recalled car seats get repaired and to educate parents about the importance of recalls.

The research reveals that only 42 percent of parents said they filled out and returned the registration card that comes with a new car seat. That means that on average, six out of 10 parents risk not hearing about a car seat recall in the most timely and dependable manner – directly from the manufacturer. The study surveyed 562 parents of children who use a car seat, and collected responses from 44 parents who participated in an online bulletin board discussion.

“The single best way for parents to learn about a recall is to register their car seat with the manufacturer. Unfortunately, this important first step doesn’t happen nearly enough,” said **Beverly Losman, Director of Safe Kids Georgia**. “During Child Passenger Safety week, we want to remind all parents to register their car seats and take action when a recall occurs. This is a cost-free remedy the manufacturer provides—and must provide—to protect your child.”

Safe Kids **Georgia** strongly urges all parents and caregivers to follow these steps to ensure their child is protected in a vehicle.

Register Your Car Seat

Option 1: Register online with your car seat manufacturer or www.safercar.gov/parents. You’ll need the model number and date of manufacture found on the label on your car seat.

Option 2: Fill out and mail in the registration card that came with your car seat. It already includes your car seat’s information. No postage required.

Find Out if your Car Seat is Recalled

Visit the NHTSA’s website <http://bit.ly/recalledseats>, and enter your seat’s brand name and model.

Throughout National Child Passenger Safety Week, Certified Child Passenger Safety Technicians across the Metro Area and State will show parents and caregivers how to correctly use, install and register their car seats. A full list of events can be found below and on our website, www.safekidsgeorgia.org/cpsweek2015.

Download the [report](#) and [infographic](#).



About Safe Kids Georgia

Safe Kids **Georgia is a statewide network that** works to prevent unintentional childhood injury, the number one cause of death for children in the United States. Its members include **31 coalitions throughout the state**. Safe Kids **Georgia** is a member of Safe Kids Worldwide, a global network of organizations dedicated to preventing unintentional injury. Safe Kids **Georgia** was founded in **1990** and is led by Children’s Healthcare of Atlanta. For more information, visit www.safekidsgeorgia.org.