

Wisconsin Child Passenger Safety Program



ANNUAL REPORT FY 2024



The **Wisconsin Child Passenger Safety (CPS) Program** is led by Children's Wisconsin in partnership with the Wisconsin DOT-Bureau of Transportation Safety, serving Child Passenger Safety Technicians and Instructors, professionals, caregivers and communities.


FY 24 Key Program Activities:

- The number of CPS Technician courses offered remained high to meet demand, increasing the annual number of new Technicians trained.
- The Hybrid CPS Technician course was again delivered, offering students additional flexibility in becoming certified.
- In-person regional CEU sessions were offered, along with opportunities for Technicians to obtain car seat installation signoffs without having to travel long distances. Evaluations have shown these sessions to be well-received and appreciated.
- Partnerships with tribal organizations to reach underserved populations continued.
- The new Child Passenger Safety on School Buses and Car Seat Basics for Law Enforcement curriculums were presented.
- A pilot one-day session addressing child passenger safety for children with disabilities was delivered.
- Monthly Technician check-in Zoom sessions were offered.

Wisconsin Child Passenger Safety (CPS) Program

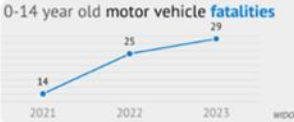
Last updated
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The Wisconsin Child Passenger Safety Program is a statewide initiative to deliver child passenger safety training and education to professionals and caregivers for the Wisconsin Department of Transportation. The goal of the program is to reduce rates of passenger injuries and deaths in children ages 0-14 in Wisconsin.

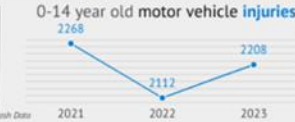


Trends

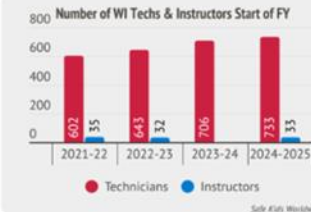
0-14 year old motor vehicle fatalities




0-14 year old motor vehicle injuries




Number of WI Techs & Instructors Start of FY



Technician Recertification Rate



Technician Recertification Fee Scholarships




Story



In an effort to maintain or increase recertification rates, 4 Traveling CEU days were held in 3 regions of the state in the 2023-24 grant year. The days have consisted of 2-4 different continuing education sessions worth 1.5 CEU's each. A community car seat check event with seat sign-offs has also been provided. In a post event survey, respondents appreciated the interactive approach with smaller group activities and have rated the day very highly.

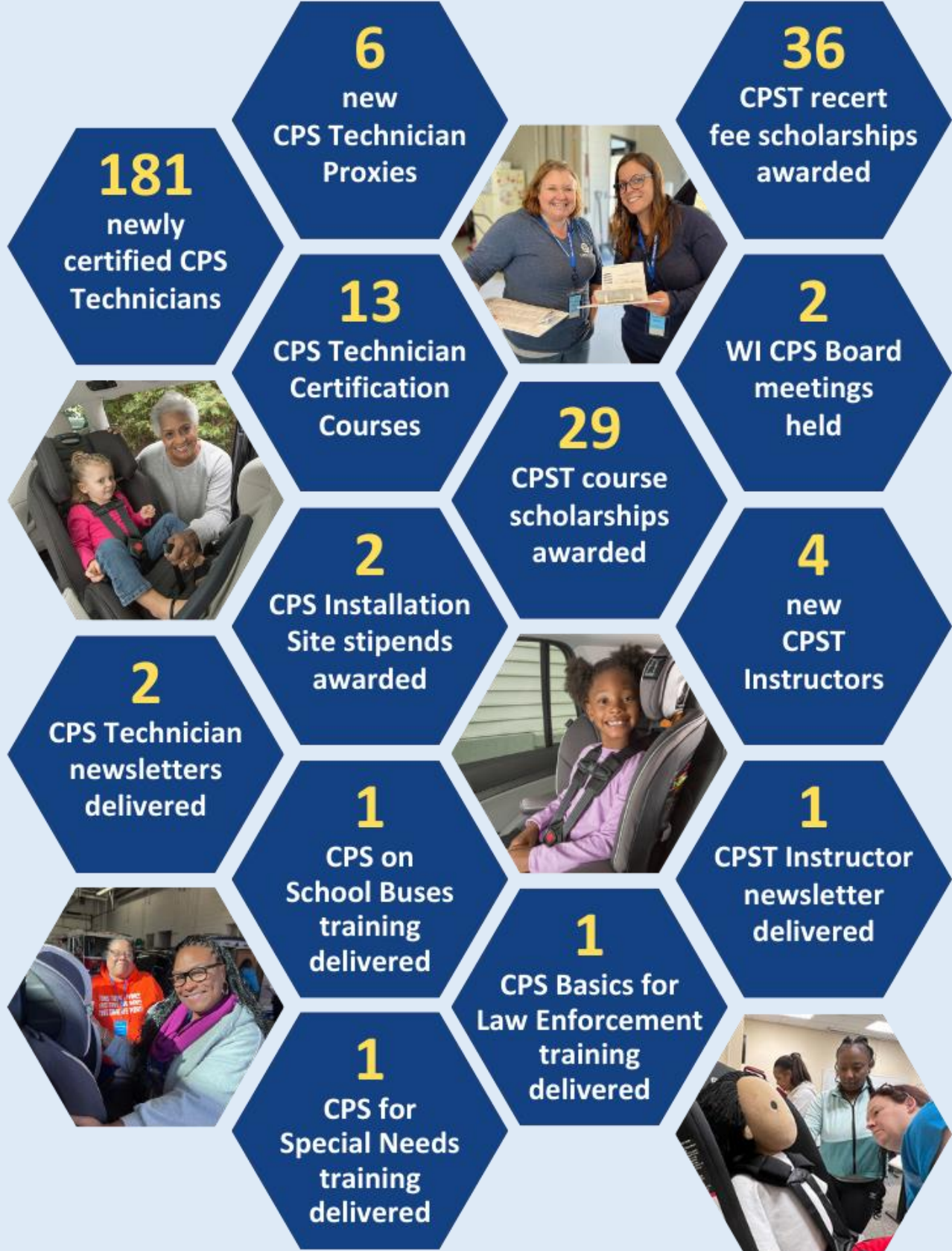
4.9★

average rating



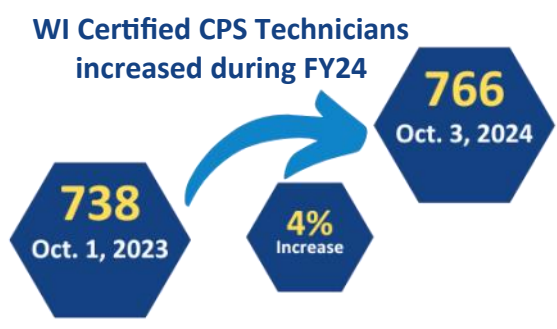
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CPS Technician Certification Courses

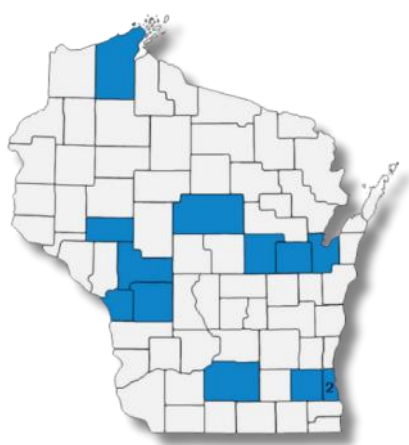
- From October 1, 2023 - September 30, 2024, The WI CPS Program delivered **12** CPST certification courses, certifying **178** new technicians.
- **16% (29)** of course attendees were provided a scholarship to help offset training costs.
- **1** course delivered was the hybrid offering, combining online learning modules and in-person hands on practice and testing. This format provides flexibility for students who might not be able to attend a 3.5-day in-person course.
- Additionally, the Ho Chunk Tribe coordinated **1** CPST certification course for **5** tribal representatives.



Enrichment courses were also provided for CPSTs:

- **1** Safe Travel for Children with Disabilities session, training **10** CPSTs.
- **1** Child Passenger Safety on School Buses course, training **8** CPSTs and **2** pupil transport staff.

Course Location	Course Dates	New Technicians
Menomonee Falls (Hybrid)	Oct 10 – Nov 9, 2023	13
Sparta	Oct 16-19, 2023	14
Verona	Nov 13-16, 2023	16
Manawa	Nov 28-30, 2023	13
Green Bay	Apr 16-19, 2024	14
Rib Mountain	Apr 22-25, 2024	15
Red Cliff	May 15-17, 2024	6
Black River Falls (offered by Ho Chunk Nation)	Jun 10-13, 2024	5
Oak Creek	Jun 10-13, 2024	15
Grand Chute	Aug 12-15, 2024	18
Eau Claire	Sep 16-19, 2024	20
Glendale	Sep 23-26, 2024	22
Onalaska	Sep 30 – Oct 3, 2024	12
Total Technicians Certified		181



CPS Technician Course Locations

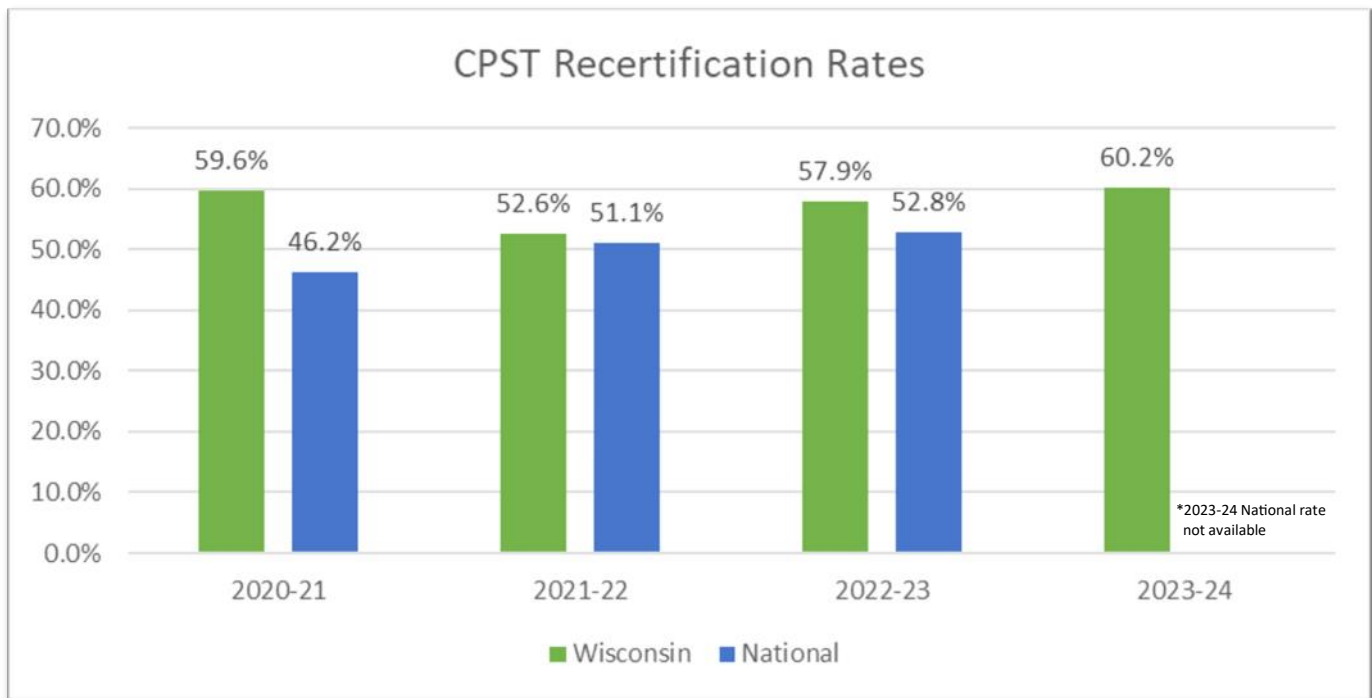


La Crosse Technician Certification course

CPS Technician Recertification

The annual WI Child Passenger Safety Technician recertification rate increased to **60.2%** in FY24, up from **57.89%** in FY23. The recertification rate has ranked consistently higher than the national rate for several years running.

- A total of **168** technicians out of an eligible **279** recertified from October 2023 - September 2024.
- At the end of FY 24 there were a total of **733** WI CPS Technicians and **33** CPST Instructors, an increase of **27** certified Technicians and an increase of **1** certified Instructor from the start of the fiscal year.



CPS Recertification fee Scholarships

Scholarships were available for Child Passenger Safety Technician/Instructor recertification fees. This scholarship helps maintain the recertification rates in Wisconsin and fills gaps for individuals whose employer is not able to pay the recertification fee or who volunteer and provide CPS services unpaid, on their own time. A total of **27** scholarships were awarded in FY24.

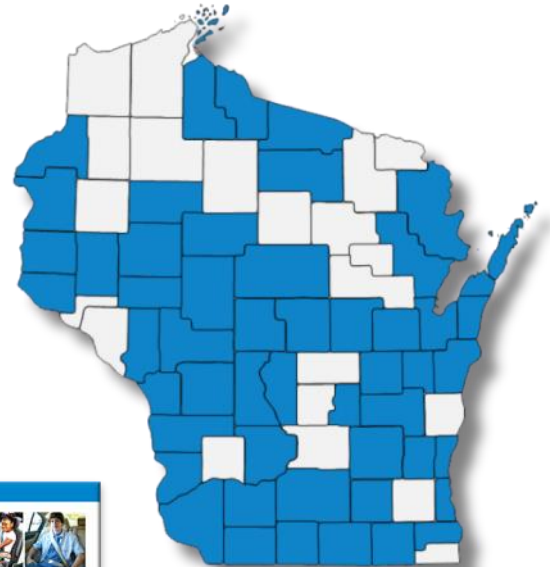
Resource Material Distribution

During FY 24, educational print materials ordered and distributed by CPS Technicians and advocates **increased by 50%** over the previous year, and was **36% above the previous 5-year average**.

Among the most widely-requested materials:

- CPS Law Card/Poster
- CPS Law Enforcement Law Card
- Child Passenger Safety Tip Sheets

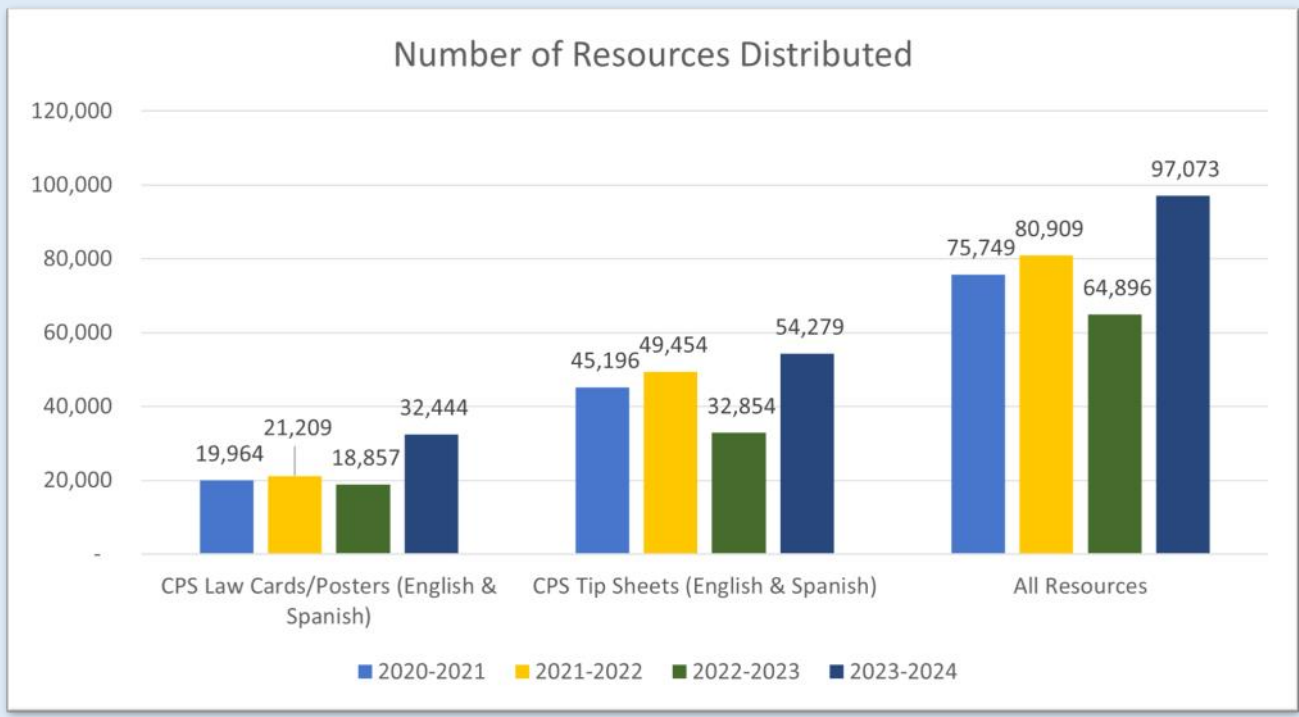
During FY 24 the WI CPS Program distributed **54,279** Car Seat Tip Sheets, **32,444** CPS Law Cards & Posters, and **10,350** other CPS materials to **51 counties** across Wisconsin.



Counties distributing educational materials



Click to view materials order form



Traveling CEU Events

- After a successful pilot in FY23, **4** Traveling CEU sessions were held in FY 24 with **58** Technicians attending in Fitchburg, Milwaukee, Stevens Point and Janesville.
- These events allowed Technicians to earn CEUs and car seat signoffs needed for recertification.
- Technicians were actively engaged in learning sessions that included using car seat and vehicle owner manuals to answer technical questions; learning about recalls, non-compliant car seats and new car seat technology; testing car seat knowledge and car seat inspection problem solving.



Q: Regarding the Traveling CEU Event you attended, Which of the Following statements do you agree with?	Responses (33 total)
I've never been to Governor's Conference	20
I learned more or liked this event better than a statewide conference	5
I learned more or like a statewide conference better	0
I like both and would continue attending both when possible	9
I would continue attending regional opportunities over a statewide conference	9
I would continue attending a statewide conference over a regional opportunity	1
I appreciate the opportunity to network with other technicians at a statewide conference over multiple days, even if CEU's are not offered	2
I appreciate getting my CEU's and seat sign offs done in one day over the opportunity to network with others over multiple days	13
Please rate the overall CEU and seat sign-off event (1-5 stars)	Responses (29 total)
★★★★★	26
★★★★	3

The WI CPS Program continued active communication channels with caregivers, Technicians and professionals through:

- WI Child Passenger Safety phone line and e-mail, responding to questions on topics including CPS Technician certification, installation station locations, WI child passenger safety law and safely transporting children with disabilities.
- Safe Kids Wisconsin website (see below).
- Safe Kids Wisconsin Facebook page, with monthly posts focusing on child passenger safety.
- CPS Technician and Instructor e-newsletters. A new format was introduced: [Five things you should know](#). **Two** Technician newsletters were delivered to an average of **661** Technicians, with an average open rate of **56%**. **One** Instructor newsletter was delivered to **34** Instructors, with an open rate of **71%**.
- Monthly check-in Zoom sessions for Technicians, giving them the opportunity to ask questions and interact with their peers. **Ten** sessions were held, with **5-11** Technicians participating in each.
- **One** CPST Instructor meeting and **2** WI CPS Advisory Board meetings were held.

Safe Kids Website

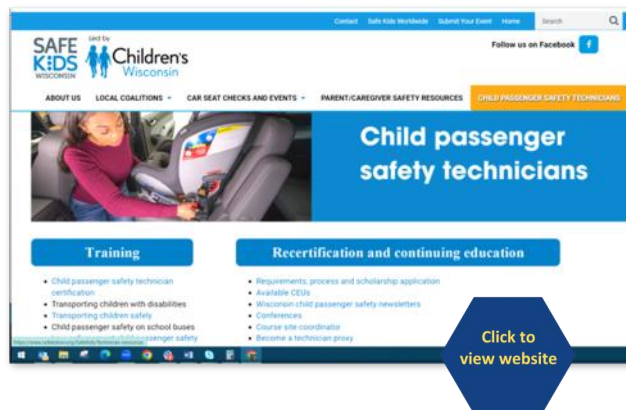
The Safe Kids Wisconsin website is home to WI CPS Program information including:

- CPS inspection events, fitting station locations and fact sheets for caregivers
- Materials order forms for Technicians and other professionals
- Certification course schedules, CEU opportunities and recertification requirements for Technicians

During FY24, almost **19,000** individuals visited the site's pages.

Media Interviews

WI CPS Program staff participated in two interviews focused on child passenger safety and safe travel practices with a USA Today affiliate that garnered an audience reach of more than **500 million**.



Website Page	Views	Active Users
Main	24,521	5,464
Events/Car-Seat-by-Appointment	9,430	5,663
Programs/Car-Seat-Disposal	4,070	3,590
Events/Community-Events	2,964	2,266
SafeKids/Technician-Resources	2,252	1,321
SafeKids/Resources	2,246	1,458
Totals	57,863	18,742

Booster seat use was again the focus of Child Passenger Safety Week 2024 efforts throughout Wisconsin. With too many children transitioning out of booster seats too soon, Technicians and local program coordinators were called upon to share booster seat messaging and astronaut-themed educational materials provided through the WI CPS Program.

The theme, "Are You Buckled Up in Your Booster and Ready for Takeoff?" was continued. The interactive booster display (shown below) was expanded to include messaging in Spanish.

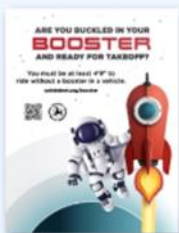
Displays were created and distributed to 7 Safe Kids partners across the state. Another 8 displays were created and will be distributed in FY25.



Click to view website



Wall decal



Tip sheet



Book mark

