

# ROAD TO SAFETY

## Ensuring That Children Are Safe In The Car

(NAPSA)—According to the National Highway Traffic Safety Administration (NHTSA), three out of four kids are not as secure in the car as they could be because their car seats are not being used correctly.

While it's certainly true most parents want to do everything in their power to protect their children, it's also true they may not know about a simplified anchoring system that's built into most new cars to help make it easier to install car seats.

Known as LATCH (Lower Anchors and Tethers for Children), the system was developed to make it easier for parents to correctly install child safety seats into vehicles. Yet 40 percent of parents still rely on the vehicles' seat belts when installing their car seat rather than using LATCH.

In addition, only 55 percent of parents report using the upper tether, which provides additional attachment of the child safety seat to the vehicle and has been shown to reduce forward movement of the child's head, minimizing risk of head impact.



**Protecting a child means making sure that his or her car seat is installed properly.**

To help raise awareness of the LATCH system, NHTSA and the Advertising Council have created a series of public service announcements that are designed to raise awareness among all parents and caregivers about the importance of securing their children properly in their car seats.

"Informed parents and caregivers are the first line of defense for our youngest passengers traveling on our nation's roads," said NHTSA Acting Administrator David Kelly. "LATCH is an effective way to keep children restrained in a vehicle and safe in the event of a crash."

For additional information about the LATCH system and other safety measures, visit [www.safercar.gov](http://www.safercar.gov). The site includes instructional videos and helpful informational resources.



**The LATCH System makes it easier to correctly install car seats.**