

ECHO Script

Emergency and Community Health Outreach



ECHO TV Show # 305-306 “Child Safety Seats”

Finalized Script Deadline: Friday, March 2nd, 2007

Translation Deadline: Friday, March 9th, 2007

Translators: Do not translate green highlights as they are merely reference to help clarify statements. Please contact Larry Bogoslaw with any questions. Good luck!

	AUDIO TRACK
Video of parent loading child into car the correct way.	[NAT BREAK DOOR OPEN OR CLOSE WITH CHILD]
Quick shots:	-- 1 -- Driving is one of the most dangerous things we do. (10) [NAT BREAK DOOR OPEN OR CLOSE WITH CHILD]
1) Break down	
2) Weather	
3) Accident	-- 2 -- Drivers make mistakes. [NAT BREAK] (3)
	Traffic is busy. [NAT BREAK] (3) [= there are many vehicles on the road]
NAT SND ACCIDENT with child in the car or truck on impact (be nice to see car seat movement). USE “DUMMY VIDEO” and not real people!	Roads can be slippery. (4) [NAT ACCIDENT – CHILD WREAK]
	-- 3 -- But we can take simple steps to keep our families safe when we’re driving. (14)
[NAT SND BUCKLING BELT]	[NAT SND BUCKLING BELT]
Shots of impact and people “staying in their seats” thanks to shoulder straps and seat belts (both).	Seat belts help keep the driver and the passengers safe from harm. They prevent injuries and deaths by keeping people from being thrown from their seats when crashes happen. That’s why it’s important to make sure you and your family

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<p>[NAT BREAK CHILD SND]</p> <p>Shots of putting children in back seat and buckling them (facing back) in rear facing child safety seats.</p> <p>MAKE SURE WE SEE PIX OF CAR SEATS, MIDDLE SEATS AND LOOSE SEAT BELTS ON SMALL CHILDREN (SHOWING THEY DON'T FIT RIGHT)</p> <p>Shots of a rear facing seat and child fitted for one (also shots of child riding in rear seat).</p> <p>Bigger child now in front facing seat (show back and front situations)</p> <p>Shots of a booster seat (NAT SND buckle in the booster)</p>	<p>are always buckled up properly. (45)</p> <p>-- 4 --</p> <p>[NAT BREAK CHILD SND]</p> <p>Small children are too little for seat belts to fit them properly. To keep children safe, buckle them in car seats in the back seat of a car or the middle seat of a van or SUV. It's important to choose a car seat that fits the child. It's also important that the car seat fits your car, van or truck.</p> <p>Babies should ride in the back seat in rear-facing car seats, that support their whole body and protect their head and neck. Babies should stay in the rear-facing seat until they are at least one year old and twenty pounds, or according to weight and height limits listed on the car seat's label. (110)</p> <p>-- 5 --</p> <p>When children grow too big to fit rear-facing seats, they should ride in seats facing forward. Children should use forward-facing car seats until they outgrow them, usually when they weigh about forty pounds or according to weight and height limits listed on the car seat's label. (46)</p> <p>-- 6 --</p> <p>[NAT SND BUCKLING IN A BOOSTER SEAT]</p> <p>Once children are too big for their forward-facing car seat, they should ride in booster seats. A booster seat lets the child sit higher so the car's seat belt fits right. (31)</p> <p>-- 7 --</p> <p>When children are almost 5 feet tall, they can use the adult seat belt, if it fits properly. The lap belt should lie across the upper thighs and the shoulder belt across the chest. The</p>

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<p>Demonstrate use of lap belt and use of shoulder belt.</p> <p>Shots of many varieties of car seats?</p> <p>-- Start with one person trying to buckle in the car seat – -- Finished shot of child buckled in perfectly-</p> <p>MAKE SURE WE SHOW THE PIX OF THE SAFETY CLIP AND HARNESS</p> <p>[NAT SND – CLICK of the CARRY HANDLE IN DOWN POSITION]</p>	<p>child’s back should be up against the seat back and knees should bend over the front edge of the seat. (55)</p> <p>-- 8 --</p> <p>Remember these important steps:</p> <p>Car seats need to be buckled in tightly. The car seat should not move more than an inch from side-to-side or front-to-back. If it does, kneel on the car seat while tightening the seat belt. (39)</p> <p>-- 9 --</p> <p>After the car seat is buckled in, tighten the harness straps so they are snug against the child and make sure the chest clip is level with the child’s armpits. (30)</p> <p>-- 10 --</p> <p>[NAT SND – CLICK of the CARRY HANDLE IN DOWN POSITION]</p> <p>For most infant seats, the carrying handle must be in the "down" position while traveling, but some seats can be different. Check your car seat instructions to find out the right handle position for your seat. (36)</p> <p>-- 11 --</p> <p>Remember, children ride safest when they’re in the middle of the back seat of a car because they’re farthest away from the impact of a crash. Rear-facing infant seats MUST be buckled in the back seat because the impact of airbags can seriously injure or kill babies. If you have a truck and must</p>

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	<p>place a car seat in the front seat, be sure the air bag is turned off. If you have a van or SUV, children are safer riding in the middle row of seats. (87)</p> <p>-- 12 --</p> <p>Always be sure your child is in the right seat for their size and age. (15)</p> <p>-- 13 --</p> <p>You can choose the right car seat and learn to use it correctly. For more information, visit car seats made simple dot org (www.carseatsmadesimple.org) or call your local public health department. (31)</p> <p>##### END ##### END ##### (559)</p>

Updated 3/01/2007