



VENTURA COUNTY FIRE DEPARTMENT

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NEWS ADVISORY

FOR IMMEDIATE RELEASE

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Ventura County Fire Awarded Grant to Increase Awareness of Child Passenger Safety

CAMARILLO, CA - [Ventura County Fire](http://VCFD.org) (VCFD) received a \$71,00,000 grant from the [California Office of Traffic Safety \(OTS\)](https://www.dhs.gov/california-office-of-traffic-safety) to educate the community on preventing motor vehicle injuries to children, the agencies announced today.

In collaboration with [Safe Kids Ventura County](https://www.safekids.org) and [Ventura County Public Health](https://www.venturahealth.org), VCFD aims to provide safety awareness and education related to child passenger safety and distribute child safety seats to income eligible families.

“Motor vehicle crashes are one of the leading causes of death for children,” Fire Chief Mark Lorenzen said. “Parents who properly install and use car seats give their children the best protection while traveling in a vehicle. Unfortunately, many parents have difficulty with proper installation or use. We want to show them how to keep their youngest passengers safe. It could mean the difference between surviving a crash and a tragedy.”

Grant funding will be used for a variety of activities to promote the proper use of child safety seats, including:

- Hands-on car seat education
- Child safety seat education classes
- Providing child safety seats to families meeting qualifications
- Trainings for Child Passenger Safety Technicians (CPST)

According to [Safe Kids Worldwide](https://www.safekids.org), unintentional injuries remain the leading cause of death for kids in the United States and road crashes are a leading contributor to these preventable deaths and injuries. The good news is that a properly used and installed car seat can reduce a child’s risk of serious and fatal injuries in a crash by up to 80 percent. Unfortunately, estimates for overall misuse of restraint systems range from 46 to 90 percent (SKW).

Funding for this child passenger safety program was provided by a grant from the California Office of Traffic Safety, through the [National Highway Traffic Safety Administration](https://www.nhtsa.gov).

For more information, visit our website at <https://vcfd.org/child-passenger-education-installation>.