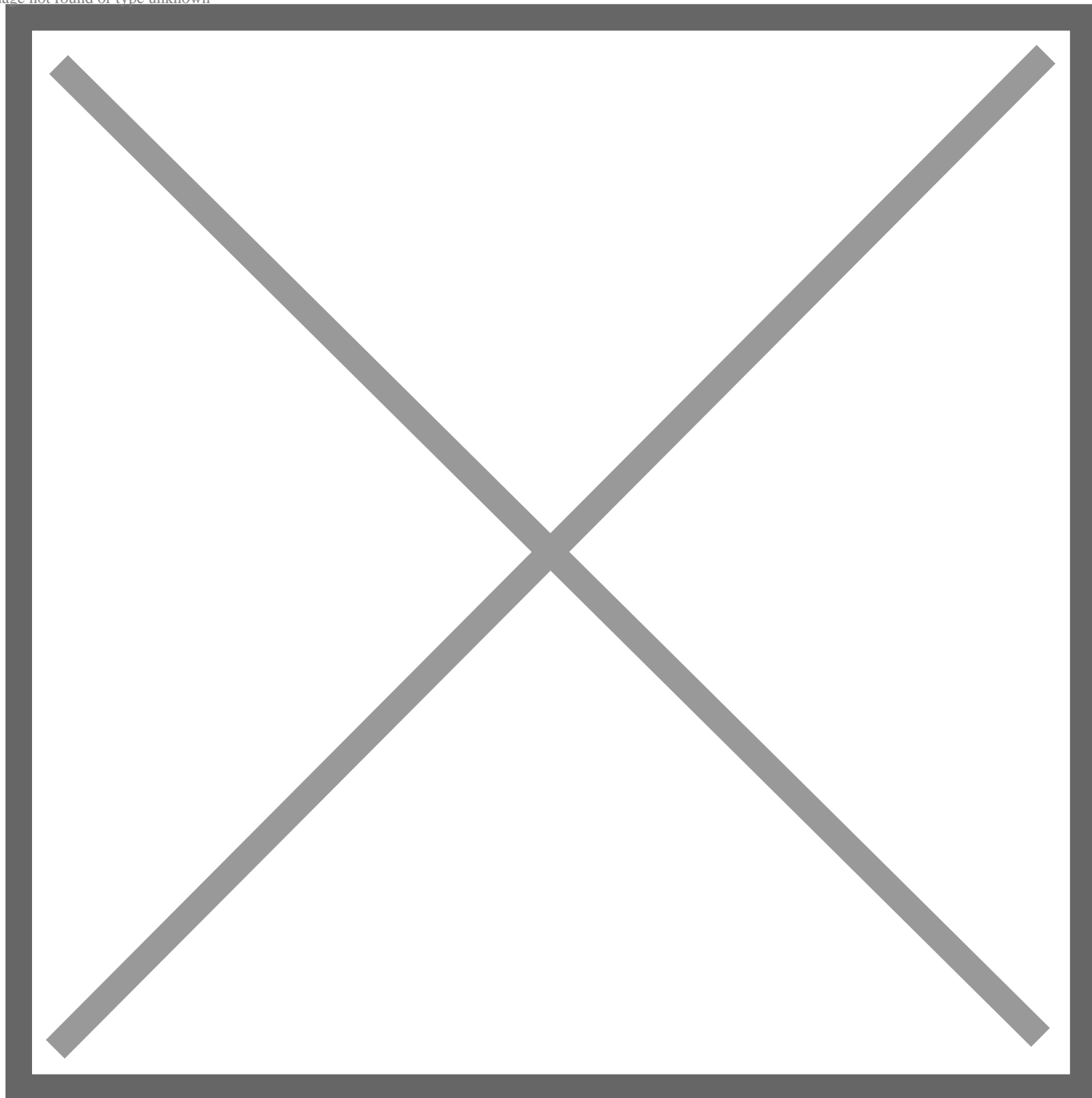


Toyota, Cincinnati Children's and Austin-Travis County EMS Launch Mobile Child Passenger Safety Lab

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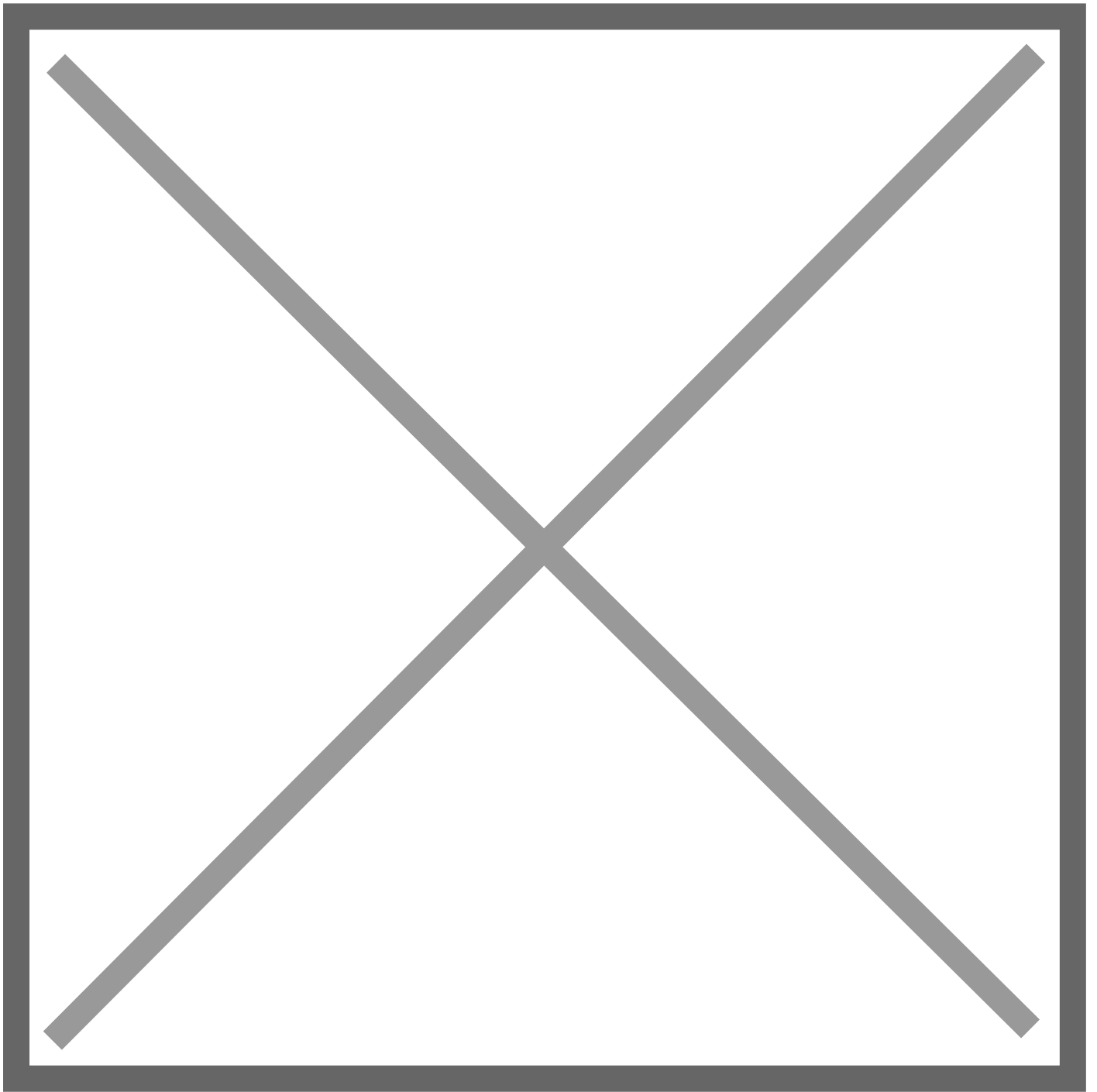
AUSTIN, Texas (November 20, 2019) – It’s no secret that installing a car seat isn’t always the easiest task to master. In fact, three out of four car seats in the U.S. are not installed properly. We know, however, that education and resources can make a positive impact in helping more families get it right. One of the challenges is connecting parents and caregivers with customized opportunities to learn about child passenger safety. The good news is that starting today community members in Austin, Texas and the surrounding areas will have education come to them.

That’s because Austin is home to the first **Buckle Up for Life Safety Lab**, a new mobile interactive experience designed to educate families on child passenger safety. The program is funded through a grant to Austin-Travis EMS County (ATCEMS) from *Buckle Up for Life*, a national car seat safety program from Cincinnati Children’s Hospital Medical Center (CCHMC) and Toyota.

“At Austin-Travis County EMS, we are always looking for innovative ways to reach community members, especially those in underserved communities who may not have the flexibility to attend classes outside of their neighborhoods,” said Randy Chhabra, Captain of Austin Travis County EMS. “One of the exciting things about the mobile Safety Lab is that it allows us to meet families where they are and deliver critical education and resources to help children stay safe in cars.”

The Lab will travel to neighborhoods across Austin and the surrounding counties, offering critical safety education and resources from multi-lingual certified child passenger experts and emergency medical professionals, including:

- Video-based training, hands-on practice and one-on-one instruction;
- Education on Texas’ child passenger safety laws;
- Car seat checks to help families ensure their seats are installed correctly; and
- Free car seats to families in need.



The Buckle Up for Life Safety Lab will reach families across nine counties in Central Texas, offering critical safety education and resources from multi-lingual certified child passenger experts and emergency medical professionals.

“We know that a properly installed car seat can mean the difference between life and death in the event of a crash,” said Corazon Eaton, CCHMC Program Manager. “That’s why initiatives like the Buckle Up for Life Safety Lab are so important. We want every family to be empowered with the education and resources they need to help keep their children safe.”

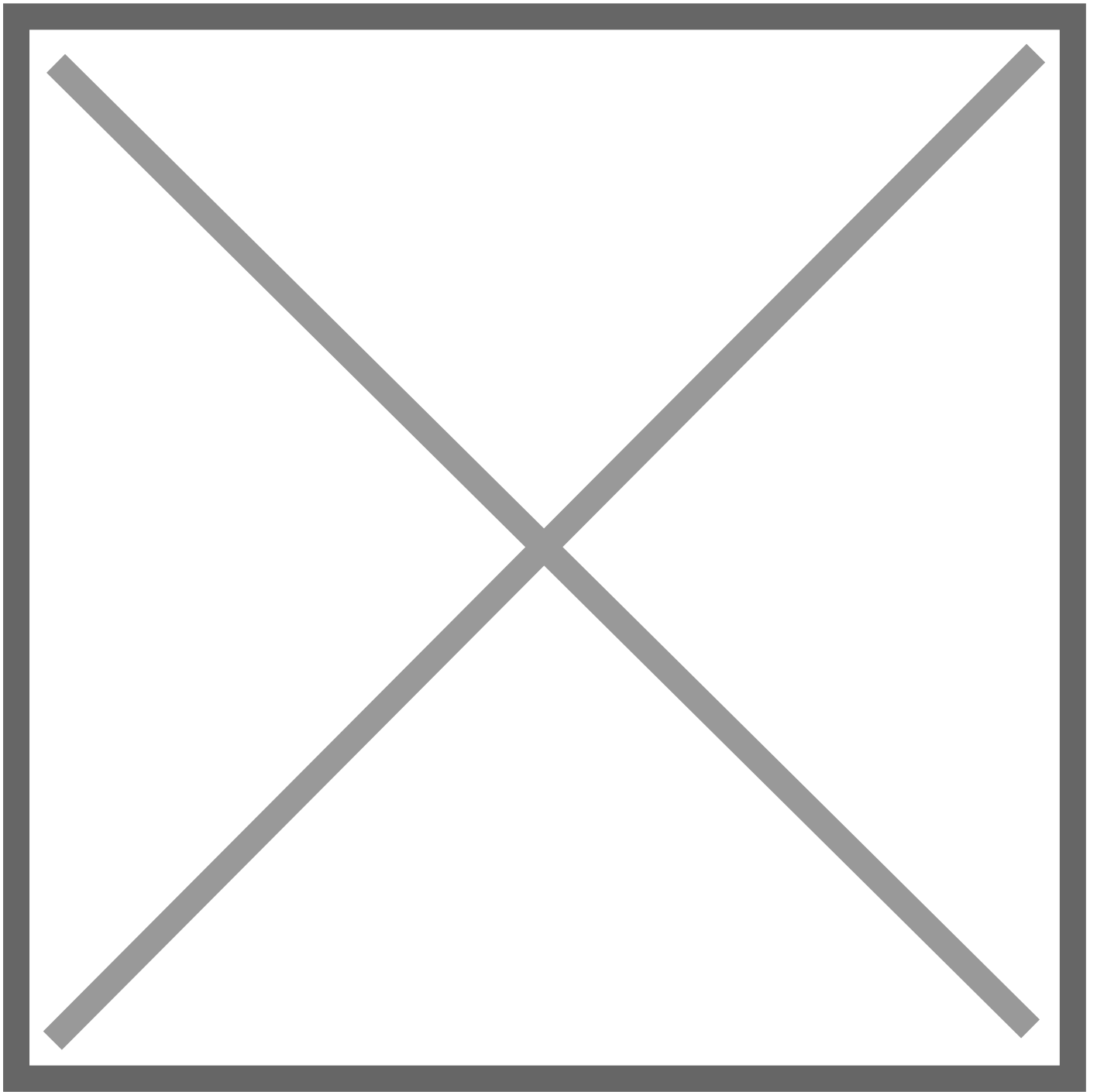
The mobile Safety Lab will reach families across nine counties in Central Texas, home to nearly 2 million people.

“Toyota launched *Buckle Up for Life* in 2004 with Cincinnati Children’s with a belief that community-based education could have a powerful effect on improving children’s safety. Since then, we’ve impacted more than 100,000 people nationwide, provided funding for more than 60,000 car seats to families in need and developed local partnerships in almost 200 cities,” said Al Smith, Group Vice President, Chief Social Innovation Officer. “The mobile safety lab can expand Austin-Travis County EMS reach and capacity to serve more people in need, helping to educate people throughout the region.”

Visit the [Austin-Travis County EMS website](#) for a schedule of upcoming events. For more information on how to help keep child passengers safe, please visit [BuckleUpforLife.org](#) to access helpful articles, car seat installation videos and more.

About Buckle Up for Life

Buckle Up for Life is a national car seat safety program for families, created by Toyota and Cincinnati Children’s Hospital Medical Center in 2004, to help keep child passengers safe. The program partners with leading children’s hospitals, community organizations, local governments, schools and non-profit organizations to teach parents and children about the proper use of car seats and seat belts and to provide free car seats to families in need. Buckle Up for Life has reached more than 100,000 people nationwide and given out more than 60,000 car seats to families in need. It has developed partnerships in over 150 cities including Dallas, Cincinnati, Memphis, Phoenix, Chicago, Houston, Las Vegas, Los Angeles, Philadelphia and New York – and expands to new partners each year. For more information about Buckle Up for Life, please visit www.buckleupforlife.org.



Buckle Up for Life is a national child passenger safety education program, created by Cincinnati Children's Hospital Medical Center and Toyota to empower all families to buckle up and go safely. The program has impacted more than 100,000 people nationwide, with local partnerships in nearly 200 cities across the U.S.

About Cincinnati Children's Hospital Medical Center

Cincinnati Children's Hospital Medical Center ranks third in the nation among all Honor Roll hospitals in *U.S. News & World Report's* Best Children's Hospitals. Cincinnati Children's, a non-profit organization, ranks

second nationally in number of pediatric research grants from the National Institutes of Health. The medical center is internationally recognized for improving child health and transforming delivery of care through fully integrated, globally recognized research, education and innovation. Additional information can be found at www.cincinnatichildrens.org. Connect on the [Cincinnati Children's blog](#), via [Facebook](#) and on [Twitter](#).

About Austin Travis County EMS

The City of Austin Emergency Medical Services Department is a 3rd service public safety/civil service agency providing 911 emergency response to the citizens of Austin and Travis County. Our Community Relations & Injury Prevention section provides a variety of free programs and services including child car seat inspections, education and outreach through our Child Passenger Safety (CPS) program.