

**FOR IMMEDIATE RELEASE**



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**FIRST 5 SHASTA & CHP HOST A CAR SEAT SAFETY CHECK EVENT!**

*Join First 5 Shasta and the California Highway Patrol for a car seat safety check event and ensure your child's car seat is properly installed.*

**Shasta County, CA:** September 15th–21st is Child Passenger Safety Week! First 5 Shasta in Partnership with California Highway Patrol (CHP), will be hosting a Car Seat Safety Check at San Francisco Deli on Saturday, September 21st. CHP Officers will be available to assist in making sure that car seats are properly secured and that children are properly strapped in.

For parents with young children, car seats and booster seats are a part of their everyday routine. However, simply having them is not enough to ensure their safety. Having a durable, secure car seat or booster seat as well as making sure that the child is properly secured, is critical for safe travel. A National Highway Traffic Safety Administration (NHTSA) study found that while most parents and caregivers believe they know how to properly install their car seats, about half (48%) have installed their child's car seat incorrectly (National Highway Traffic Safety Administration, 2024.). First 5 Shasta is committed to ensuring the safety of children in Shasta County. Car Seat Safety Checks are vital to mitigate the risk of injury in the event of a vehicle collision. We are excited to partner with CHP to perform car seat safety evaluations to reduce the number of child passenger injuries in our community.

As we celebrate Child Passenger Safety Week, we urge families to stop by and have your car seat checked for free by Redding CHP officers. First 5 Shasta is pleased to provide Car Seat Identification Kits, from the W.H.A.L.E (We Have A Little Emergency) program at this event. In the event of a motor vehicle accident that incapacitates parents or other adult passengers, emergency service personnel can use the source of information provided by the Car Seat Identification Kit to identify the child and his/her special medical needs, including emergency contact information. We will also be providing children's books. Don't miss this free, fun opportunity to keep the youngest members of the community safe.

If you can't attend the event, you can visit <https://www.chp.ca.gov/Programs-Services/Programs/Child-Safety-Seats> for child passenger safety information and to make an appointment for a car seat inspection.

Join us Saturday, September 21st from 9:00am to 1:00pm in the San Francisco Deli parking lot, located at 2395 Athens Ave. Redding, Ca 96001

Endnotes: National Highway Traffic Safety Administration. 2024. *Car Seats, Boosters & Seat Belts*.  
<https://www.trafficsafetymarketing.gov/safety-topics/child-safety/car-seats-boosters-seat-belts#4571>