

# Occupant Protection for Children in the Latino Community

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# Changing Demographics

- Census estimates **35,305,818** Latinos in U.S.
- 1990's largest increase in Latino population in U.S. history
- 57.9% increase from 1990 why?
  - **Clue 1986**

# Changing Demographics

- Estimate 11.5 to 12 million undocumented immigrants residing in U.S.
  - Accurate estimate??
  - 78% of undocumented Latino
  - Annually undocumented migrant population increases by 500,000

# Changing Demographics

- Growing **7 times** faster than other ethnicities
- By **2050** will be **25%** of population
- By **2125** outnumber U.S. Anglo population
- Tucson sector of Border Patrol apprehends 380,000-400,000 annually

# Non-Traditional Cities

- Migrating Into Cities and States Traditionally Without Large Latino Populations 1980-2000
  - Raleigh, N.C. **1,180% +**
  - Atlanta, GA **995% +**
  - Orlando, FL **859% +**
  - Nashville, TN **630% +**
  - Las Vegas, NV **753% +**

# Michigan Latino Population

- 1980 162,440 Latinos residing in Michigan
- 2000 Increased to 323,877
- Approximately 1/3 report speaking English  
“Less than very well”

# Traffic Safety

- Latino children 5-12 **72%** more likely to die in MVC than non-Latino children
- Ingrained customs and beliefs
- Low use rates of occupant restraint systems
- Law enforcement not taking enforcement action

# Traffic Safety

- Unfamiliar with OP laws
- Do not know how to use child restraint systems
- Majority Latin American countries do not require use of O.P. systems
- Use of hand me down seats, flea market seats, recalls

# Latino Outreach

- Tremendous need to provide OP education
- Traditional informal sources of information family, friends, neighbors, word of mouth
- Misinformation exists that we need to correct

# Outreach Obstacles

- Fear of government & especially police
- Fear of deportation
- Language barriers-monolingual
- Different dialects of Spanish
- Low levels of education & literacy

# Outreach Errors

- Common mistakes made:
  - Waiting for Latinos to come to event site
    - **Take the event into Latino community**
  - Insufficient number of technicians and materials at site
    - **Prepare for unexpected numbers**
    - **Expect multi-generations to attend**
    - **Word of mouth**

# Outreach Errors

- Failure to provide bi-lingual personnel
- Dialect used in printed materials not suitable for target audience
- Translating English written documents word for word to Spanish

# Outreach Errors

- Use of Castilian Spanish
  - Some Latino immigrants offended
  - Low levels of education
  - Exceeds person's ability to understand your message

# Effective Countermeasures

- Collaboration with Head Start (why?)
  - On duty officers
  - Initially 30-minute presentations strictly on O.P. laws & use of car seats
  - Increased to 2-hours
  - Types of information delivered expanded to other areas

# CAPP

- Children Are Priceless Passengers
  - Partnered with local hospitals & courts
  - 2-hour class on use of car seats, proper installation & AZ law
  - Certified technicians deliver class  
English & Spanish
  - Offered throughout Arizona

# CAPP

- Alternative means of adjudication for drivers cited for violation of child restraint law
- Upon completion of class citation dismissed
- \$25.00 fee can be waived
- Money collected buys more car seats

# CAPP

- Class attendees that bring in used car seats can receive new seat if:
  - On recall list
  - Outdated
  - Involved in crash
  - Defective

# Care Fair

- Annual Event delivered just before start of school year
- One stop shop for parents
- Care Fair Partners: Safe Kids Coalition, local hospitals, state agencies, police agencies, private vendors that supply free products, plus many more

# Care Fair

- School supplies provided
- Infant needs from diapers to formula
- Medical checkups for children & adults
- Child restraint classes delivered in Spanish & English

# Care Fair

- Entire families attend car seat classes
- Complete class receive car seat \$0 cost
- Vaccinations, health care information, details on available social services
- Clothing banks
- AZ National Guard logistics

# Media

- Active media campaign using paid media and free
  - Many live call in radio programs with Latino audiences welcome participation to discuss important programs such as O.P.
  - Television programs w/Latinos as target audience also welcome participation

# City of Tucson Results

- 2002 last recorded child traffic fatality within the City of Tucson

# Contact Information

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