Overview

+ Check To Protect
+ Amplifying the message
+ Bringing groups together
+ Law Enforcement
+ Community engagement
+ Resources available
+ Next steps
Emerging Issue

+ Nearly 1 in 4 cars on the road today has an open safety recall
+ Many of those recalls may pose serious risks
+ Some drivers do not know their vehicle has a safety recall
+ Other drivers know but think it’s no big deal
+ We need trusted sources to help spread the word to drivers
Collaboration is key. We are spreading the word through:

- Law enforcement
- State DMVs
- Military bases
- Employers
- Dealerships
- Child passenger safety techs
- More
State of Affairs

Map tells the story
Impacts every state
Difficult challenge
Also a great opportunity

Image: CARFAX.com/recall
Benefits of working together

- **For National Safety Council:** Improve recall completion rates and improve safety for drivers and passengers alike.
- **For law enforcement:** Improve safety in your jurisdiction; opportunity for positive engagement with community members through friendly 1-on-1 interactions that forge stronger bonds.
- **For vehicle owners:** Protect themselves and their families by checking for safety recalls at CheckToProtect.org and scheduling free repairs; gain positive experience with law enforcement.
Law Enforcement Toolkit

Examples of resources
Examples of digital & social media assets
Can you help spread the word?

+ Encourage your own officers to check for recalls
+ Promote recall awareness at community events
  + Neighborhood watch
  + National Night Out
  + Summer festivals, county fairs, cookouts, charity runs, etc.
+ Share Check To Protect materials on social media channels
+ Ask vehicle owners to visit CheckToProtect.org and check VINs during child passenger safety seat inspections
Other ways to spread the word:
- Help us connect with other organizations in your community (larger employers, schools, teams, media, dealerships, etc.)
- Help us proclaim “Recall Awareness Day” at state or local levels
- Any other ideas that can help be a megaphone
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CheckToProtect.org for auto recalls

#CheckToProtect

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