

## LSPTF Announces Partnership with SHSP for Click It or Ticket Campaign



### Campaign Timeline:

May 10–June 17, 2021 Earned Media

May 17–June 6, 2021: Paid Advertising

May 24–June 6, 2021: Enforcement Mobilization Campaign

**Who:** LE agencies actively involved in SHSP or contracted through the LHSC for CIOT funding.

**What:** LPSTF Regional Coordinators will coordinate with fitting stations to provide a properly fitting child safety seat and installation education to a violator of RS 32:295 who is issued a child safety seat citation during the Click it or Ticket campaign. Through Sonic Tot Calendar proceeds, University Medical Center, New Orleans will purchase 20 child safety seats for each region of the state.

**When:** SHSP Coordinators will solicit participation in the campaign during the first quarter. Participation will determine the number of cards distributed to each agency. The LPSTF and SHSP Coordinator will provide a virtual inservice to the participating agencies to explain the program and objectives. Cards with each individual LPSTF Regional Coordinator's contact information will be distributed to active SHSP LE agencies the first week of May by the SHSP Coalition Coordinator. The number of agencies and distribution of cards is to be communicated to the LPSTF and LPSTF Regional Coordinator. Only 35 cards will be available for distribution per region. During the Click it or Ticket Campaign, May 10 – June 6, 2021, LE shall distribute the FREE child restraint card along with the accompanying violation for lack of child safety seat usage. This program does not replace a child safety seat violation.

**Where:** The offender is responsible for contacting the LPSTF Regional Coordinator using the contact email or phone number provided on the FREE child restraint card. Once contacted, the LPSTF Regional Coordinator will discuss a distribution plan for the individual, according to the offender's residence, weight and height of the child in need.

**Why:** The event enhances the partnership between the SHSP, LPSTF and active LE, addresses the unrestrained population, provides a proper child safety seat to the unrestrained child and family and educates those at high risk of injury or fatality in a crash.