

NATIONAL CHILD PASSENGER SAFETY WEEK

The Maryland Department of Health (MDH) Maryland Kids in Safety Seats (KISS) is a statewide program dedicated to preventing childhood injuries in vehicle crashes. KISS supports caregivers with access to [low-cost car seats](#), in-person and virtual [car seat checks](#), webinars for [expectant and new caregivers](#) and [professionals who transport children](#), and [more](#).

National Child Passenger Safety Week is September 20-26, 2026. In celebration of the week, MDH provides this toolkit to educate caregivers about proper car seat installation, how to register a car seat to stay informed about potential recalls, and to raise awareness about free car seat checks in Maryland.

Resources

The following includes MDH's social media channels, an MDH webpage to share, and an overview of the content included in this toolkit.

MDH Social Media Accounts to Follow

- [X \(Twitter\)](#)
- [Instagram](#)
- [Facebook](#)
- [YouTube](#)
- [LinkedIn](#)
- [Bluesky](#)
- [Threads](#)

Included in this Toolkit

- Seven posts with social media copy and graphics
- MDH webpage to share: bit.ly/4npU0Pd

National Child Passenger Safety Week Activities



English Social Media Copy:

Maryland is celebrating National Child Passenger Safety Week by hosting free car seat checks and other educational events across the state. Join us to ensure your youngest passengers are riding safely:

bit.ly/4npU0Pd.

Spanish Social Media Copy:

Maryland celebra la Semana Nacional de la Seguridad Infantil en los Vehículos con revisiones gratuitas de sillas de auto y otros eventos educativos en todo el estado. Acompáñenos para garantizar que sus pasajeros más pequeños viajen de forma segura: bit.ly/4npU0Pd.

English Alt Text:

National Child Passenger Safety Week.

Spanish Alt Text:

Semana Nacional de la Seguridad Infantil en los vehículos.

Back to School Safety Checks



Car Seat Safety:

Back-to-School Prep

Schedule a free, in-person or virtual car seat check.

Meet one-on-one with a **Certified Child Passenger Safety Technician** and learn:

- ✓ Car seat installation
- ✓ Harnessing
- ✓ How to make adjustments as your child grows



English Social Media Copy:

Does it seem like your child has grown several inches this season? A Back-to-School Safety Check is the perfect way to find out if your child's car seat needs an adjustment or an upgrade. Sign up for a free in-person or virtual car seat check: bit.ly/4npU0Pd.

Spanish Social Media Copy:

¿Cree que su hijo creció varias pulgadas esta temporada? Es ideal hacer una revisión de seguridad antes de volver a clases para saber si debe ajustar o cambiar la silla de auto de su hijo. Regístrese para una revisión presencial o virtual gratuita de la silla: bit.ly/4npU0Pd.

English Alt Text:

Car Seat Safety. Back-to-School Prep. Schedule a free, in-person or virtual car seat check. Meet one-on-one with a Certified Child Passenger Safety Technician and learn car seat installation, harnessing, and how to make adjustments as your child grows.

Spanish Alt Text:

Seguridad de las sillas de auto. Preparación para volver a clases. Programe una revisión presencial o virtual gratuita de sillas de auto. Reúname con un técnico certificado en seguridad infantil en autos para: instalar la silla de auto, colocar los arneses, hacer ajustes a medida que su hijo crece.

Seat Belt Misuse: Correct Seat Belt and Car Seat Installation



Car Seat Safety:

Seat Belt Installation

- ✓ Route the seat belt through the correct path
- ✓ Ensure the car seat's angle is correct
- ✓ Use the seat belt **or** lower anchors, not both
- ✓ Lock the seat belt at the retractor, or by using your built-in lock-off
- ✓ Install the car seat tightly so it does not move more than one inch

Check your vehicle owner's manual for more information



English Social Media Copy:

Many people think installing a car seat with lower anchors is one of the safest options, but installing car seats with either lower anchors or the seat belt is equally as safe when done correctly. Still have questions? Schedule a free seat check: bit.ly/4npUOPd.

Spanish Social Media Copy:

Muchos creen que instalar una silla de auto con anclajes inferiores es una de las opciones más seguras, pero da igual instalarlas con anclajes inferiores o con el cinturón de seguridad si se hace correctamente. ¿Más preguntas? Pida una revisión gratuita de sillas: bit.ly/4npUOPd.

English Alt Text:

Car Seat Safety. Seat belt installation. Route the seat belt through the correct path. Ensure the car seat's angle is correct. Use the seat belt or lower anchors, not both. Lock the seat belt at the retractor, or by using your built in lock-off. Install the car seat so tightly that it does not move more than one inch. Check your vehicle owner's manual for more information.

Spanish Alt Text:

Seguridad de las sillas de auto. Instalación del cinturón de seguridad. Pase el cinturón de seguridad por el lugar correcto. Asegúrese de que el ángulo de la silla sea el correcto. Use el cinturón de seguridad o los anclajes inferiores, no ambos. Bloquee el cinturón de seguridad en el retractor o mediante el sistema

de bloqueo incorporado. Instale la silla de auto bien ajustada para que no se mueva más de una pulgada. Consulte el manual del propietario de su vehículo para más información.

Seat Belt Misuse: Correct Tether Usage



Car Seat Safety:

Top Tether Installation

- ✓ Route the tether through the head rest. Connect it to the anchor point.*
- ✓ Attach the car seat to the vehicle with the seat belt **or** lower anchors.
- ✓ Use the top tether with any forward-facing car seat.
- ✓ Tighten the strap to remove all slack.
- ✓ Roll up additional materials from the tether strap and tuck it behind the car seat.

Check your vehicle owner's manual for more information



English Social Media Copy:

56% of Maryland caregivers use the top tether correctly when installing their forward-facing car seat. Follow these tips to ensure you use the tether correctly. Still have questions? Schedule a free seat check: bit.ly/4npU0Pd.

Spanish Social Media Copy:

El 56 % de los cuidadores de Maryland hace un buen uso de la correa superior al sujetar una silla de auto. La correa es la cinta que está en la parte posterior de una silla orientada hacia adelante y asegura el tronco del cuerpo del niño. Siga estos consejos para usarla de manera correcta. Pida una revisión gratuita de sillas: bit.ly/4npU0Pd.

English Alt Text:

Car seat safety. Top tether installation. Route the tether through the head rest. Connect it to the anchor point. Check your vehicle owner's manual for more information. Attach the car seat to the vehicle with the seat belt or lower anchors. Use the top tether with any forward-facing car seat. Tighten the strap to remove all slack. Roll up additional materials from the tether strap and tuck it behind the car seat.

Spanish Alt Text:

Seguridad de las sillas de auto. Instalación del anclaje superior. Pase la correa a través del reposacabezas. Conéctelo al punto de anclaje. Consulte el manual del propietario de su vehículo para

más información. Fije la silla de auto al vehículo con el cinturón de seguridad o los anclajes inferiores. Utilice la correa superior con cualquier silla de auto orientada hacia adelante. Ajuste la correa para eliminar cualquier holgura. Enrolle los sobrantes de la correa de sujeción y métalos detrás de la silla.

Seat Belt Misuse: Correct Lower Anchors Usage



English Social Media Copy:

51% of caregivers are using their lower anchor connectors correctly, according to Maryland car seat inspection data. Are you one of them? Schedule your free car seat checkup appointment to confirm your child is safe: bit.ly/4npU0Pd.

Spanish Social Media Copy:

El 51% de los cuidadores utiliza correctamente los conectores de anclaje inferiores, según datos de inspección de sillas de auto de Maryland. ¿Usted es uno de ellos? Programe su cita para la revisión gratuita de la silla de auto y confirme si su hijo viaja seguro: bit.ly/4npU0Pd.

English Alt Text:

Car Seat Safety. Lower anchors installation. Route lower anchors attachments through the correct path. Use the seat belt or lower anchors, not both. Connect lower anchor attachment to correct anchor points. Check your vehicle owner's manual for more information. Ensure lower anchor attachments aren't upside down. Install the car seat tightly so it doesn't move more than one inch. Ensure the child's weight doesn't exceed the lower anchor weight limit.

Spanish Alt Text:

Seguridad de las sillas de auto. Instalación de anclajes inferiores. Pase los anclajes inferiores por el lugar correcto. Use el cinturón de seguridad o los anclajes inferiores, no ambos. Conecte el anclaje inferior a

los puntos de anclaje correctos. Asegúrese de que los anclajes inferiores no estén colocados al revés. Instale la silla de auto bien ajustada para que no se mueva más de una pulgada. Asegúrese de que el peso del niño no supere el límite inferior de peso del anclaje

Car Seat Recalls



English Social Media Copy:

Let's face it, car seat recalls happen. Don't delay. Check if your car seat has any recalls and register your car seat today: nhtsa.gov/recalls#car-seats.

Spanish Social Media Copy:

El 51% de los cuidadores utiliza correctamente los conectores de anclaje inferiores, según datos de inspección de sillas de auto de Maryland. ¿Usted es uno de ellos? Programe su cita para la revisión gratuita de la silla de auto y confirme si su hijo viaja seguro: nhtsa.gov/recalls#car-seats.

English Alt Text:

Car Seat Safety. Register your car seat. Register online with the National Highway Traffic Safety Administration. Mail in the registration card. Register on the manufacturer's website.

Spanish Alt Text:

Seguridad de las sillas para auto. Registre su silla para auto. Regístrese en línea con la National Highway Traffic Safety Administration correo en la tarjeta de registro. Regístrese en el sitio web del fabricante.

Virtual Car Seat Appointments



Car Seat Safety:

Virtual Car Seat Check

Schedule a free, in-person or virtual car seat check.

Meet one-on-one with a **Certified Child Passenger Safety Technician** and learn:

- ✓ Car seat installation
- ✓ Harnessing
- ✓ How to make adjustments as your child grows



English Social Media Copy:

Need help with your car seat or booster seat but can't make it to an in-person appointment? Sign up for a video car seat appointment from the convenience of your home. Register for a free appointment:

bit.ly/4npUOPd.

Spanish Social Media Copy:

¿Necesita ayuda con la silla de auto o el asiento elevador, pero no puede acudir a una cita presencial?

Solicite una cita virtual para la instalación de una silla de auto desde la comodidad de su hogar.

Regístrese para una cita gratuita: bit.ly/4npUOPd.

English Alt Text:

Car Seat Safety. Virtual car seat check. Schedule a free, in-person or virtual car seat check. Meet one-on-one with a Certified Child Passenger Safety Technician and learn car seat installation, harnessing, and how to make adjustments as your child grows.

Spanish Alt Text:

Seguridad de las sillas de auto. Programe una revisión presencial o virtual gratuita de sillas de auto.

Reúnase con un técnico certificado en seguridad infantil en autos para: instalar la silla de auto, Colocar los arneses, hacer ajustes a medida que su hijo crece.