



Co-Host Seat Check Event Guide for a Safety Seat Check Station (SSCS)

Want to hold a community event but not sure about where to start? Concerned about holding an event and no one comes? Or are you concerned about holding an event and so many people come the technicians are there for an extra hour or two? A co-hosted event is a great way to engage with a community partner to hold a seat check event and have some control over these variables. With a co-hosted event, you partner with another organization to meet parents and caregivers where they are at by providing technicians for scheduled safety seat checks. The co-host site promotes the event and schedules appointments based on the available number of technicians and event duration. This can also increase community awareness of your program for regular operations.

Ways to Promote a Co-hosted Event

1. Active Outreach

- Contact possible partners in your area – Ideas include daycares, Head Start program, civic organizations, medical offices such as family medicine, pediatric office, obstetrics/gynecology (Ob/Gyn), and faith communities.
 - Consider pre-screening partners for having space for an event
- Review what is needed from partner and what you will provide
 - Partner to provide safe area for conducting safety seat checks, event promotion (flier provided), schedule appointments (template provided)
 - SSCS will provide technicians for the event (recommend at least two technicians) and materials for safety seat checks

2. Passive Outreach

- Post as an opportunity on your website; a .png file is available for use.
 - Include SSCS coordinator's contact information with the posting
 - List what is needed from partner and what you will provide
 - Partner to provide safe area for conducting safety seat checks, event promotion (flier provided), schedule appointments (template provided)
 - SSCS will provide technicians for the event (recommend at least two technicians) and materials for safety seat checks

Planning the Event

- Select a day, time, and location with partner
 - Pick-up time at day cares can work well as the child can be inside while the technician is providing education to the parent or care giver.
- Let the partner site know the number of technicians. This impacts the number of appointments.

- Review expectations and address any questions:
 - o Promotion and use of “Seat Check Event Appointment Flier” by co-host partner as way to solicit appointments.
 - o Confirm event details with co-host partner 1-2 days prior to event.
 - o You can ask the co-host partner to provide the appointment list prior to the event but this is not a necessary step.

Report the Event

- Complete the “Community Event” report (applies to SSCS). Be sure to note it was a co-hosted event.
 - o Note all SSCS are to conduct at least one community event per year as outlined in the Letter of Agreement

Resources – Personalize items by replacing text in brackets with your SSCS information or advise your co-host partner to do so. If you need assistance or a different file format, please contact ivp@vdh.virginia.gov

- Co-Host Flier: send to possible locations to solicit co-host partners
- Guide for Co-Host Partner: provide to partner as guide for their role
- Seat Check Event Appointment Flier: provide to co-host partner to promote event and solicit appointments

Dev. 02-2023