

## GRANT ALERT



### **The Toyota Buckle Up for Life Grant Program** *Buckle Up for Life/Abróchate a la Vida Program*

#### **Summary:**

Cincinnati Children's Hospital Medical Center, in partnership with Toyota, is accepting applications for the 2021 - 2022 Buckle Up for Life/Abróchate a la Vida child passenger safety grant program. This program provides funding and/or resources for three different initiatives that are designed to be implemented in a community-based setting with means to reduce the risk of motor vehicle-related injury and death. The grant, funds partnerships in at risk populations with special emphasis in Hispanic and African American communities.

The program's success is based on its comprehensive and culturally sensitive approach, an approach that draws on pre-existing community relationships. The program's goal is to increase the use of motor-vehicle restraints and to instill a culture of health and safety.

Cincinnati Children's Hospital Medical Center will provide program training, support, and oversight throughout the grant year.

Buckle Up for Life is designed as a community intervention, not as a research project. It has been exempted by Cincinnati Children's Institutional Review Board. Cincinnati Children's and Toyota do not provide liability insurance coverage for Buckle Up for Life partners.

#### **Eligibility:**

- Grants will be awarded to qualified tax-exempt nonprofit organizations, as determined under section 501(c)(3) or 509(a) of the Internal Revenue Code, or to public service agencies (e.g., fire/police departments, local health departments, public schools, etc.).
- Applying institutions must have an established injury prevention program with a certified child passenger safety technician (CPST) on staff, and should be able to provide a contingency plan for implementing the program during the pandemic if needed.
- Applying institutions must have strong partnerships with community leaders. Staff working on Buckle up for Life/Abróchate a la Vida program must have strong social and networking skills.
- Applying institutions would also benefit from having at least one bilingual (English/Spanish) or multilingual professional on staff.

#### **Funding:**

##### **Application Deadline:**

Grant applications are due **by 8:00 p.m. EST** on March 1, 2021

##### **Funding Period:**

August 1<sup>st</sup> 2021 to July 31<sup>st</sup> 2022

**Contact Information:** To apply, please visit [buckleupforlife.org](http://buckleupforlife.org)

**Additional Information:** All applications must be submitted in English



## **Program Overview and Requirements**

*Before proceeding to the application section, it is important that you take time to read the program overview and the individual description of the **three** Buckle Up for Life initiatives. This step will help you to determine which application to select. Applicants' inability to follow guidelines will automatically be disqualified.*

### **Vision Statement**

To be the leader in eliminating motor-vehicle-related injuries and deaths among children.

### **Mission Statement**

Buckle Up for Life will provide child-passenger-safety education and life-saving resources to families everywhere.

### **Introduction**

Motor vehicle crashes are one of the leading causes of death among children.

The Buckle up for Life/Abróchate a la Vida program was designed by Toyota and Cincinnati Children's Hospital Medical Center to decrease the number of auto related injuries and fatalities by instructing families about the proper use of safety belts and child restraints.

### **Program History**

Buckle Up for Life was modeled after successful faith-based, motor-vehicle-safety interventions in African-American and Hispanic communities in Cincinnati, OH. Relying on trusted faith leaders to raise enthusiasm and support among congregants, the initial program introduced messages about child-passenger safety and motor-vehicle safety in churches. While Buckle Up for Life continues to have a strong presence in the faith-based community, the program has since evolved and expanded to also partner with schools, emergency service agencies, and community-based nonprofits serving any at risk population. To date, the program has been implemented across cities in the 48 Continental United States and Alaska. Consistent increases in restraint use have been observed among both adults and children who participate in the program.

### **Program Setting**

Buckle Up for Life partners with churches, and nonprofit and public service agencies to serve at risk populations with low rates of seat-belt and car seat use—with special emphasis in Hispanic and African American communities.

Buckle Up for Life offers three different partnership levels. Please read the following information as it will help you identify which of the Buckle Up for Life initiatives best suits your needs.

**PARTNER BENEFITS:**

PARTNERSHIP LEVEL:	BUFL Curriculum	Car Seats	Financial Support
	<i>Grant Partners</i>	✓	✓
	<i>Gift of Safety Partners</i>	✓	✗
	<i>Education Partners</i>	✓	✗

***Grant Partnership***

*Buckle Up for Life provides one-year cash grants ranging from \$11,500 to \$26,500 per year*

**Available Funding Levels**

BASE FUNDING LEVEL	SALARY	TOTAL SEATS DISTRIBUTED	TOTAL PEOPLE EDUCATED	OPTIONAL TRAVEL STIPEND	TOTAL FUNDING AVAILABLE
	MAX ALLOWANCE (25%)	MIN EXPECTATION	TOTAL EDUCATED (CHILDREN + TEENS + ADULTS) MIN EXPECTATION	FOR TRAVEL TO "KIDZ IN MOTION" (KIM) CONFERENCE & BUFL ORIENTATION ONLY	
\$10,000	\$2,500	100	150	\$1,500 ADDITIONAL	\$11,500
\$15,000	\$3,750	150	225		\$16,500
\$20,000	\$5,000	200	300		\$21,500
\$25,000	\$6,250	250	375		\$26,500

**Eligibility**

- Grants will be awarded to qualified tax-exempt nonprofit organizations, as determined under section 501(c)(3) or 509(a) of the Internal Revenue Code, or to public service agencies (e.g., fire/police departments, local health departments, public schools, etc.).
- Applying institutions must have an established injury prevention program with a certified child passenger safety technician (CPST) on staff

- Applying institutions must have strong partnerships with community leaders. Staff working on Buckle up for Life/Abróchate a la Vida program must have strong social and networking skills
- Applying institutions would also benefit from having at least one bilingual (English/Spanish) or multilingual professional on staff

### **Minimum Expectations**

Ideal grant partners will provide multiple educational sessions and outreach opportunities to serve as many people as possible, surpassing our minimum required education and seat distribution outputs outlined for each available funding level in the chart above. For example, at a base funding level of \$15,000, a partner institution would be expected to distribute a minimum of 150 car seats and would be expected to educate a minimum of 225 people total (children, teens, and adults combined).

### **Education for Adults, Teens, and Children**

- Buckle Up for Life provides all the materials, including props, handouts, and audiovisual aids necessary, for an injury prevention professional to deliver the following one-hour presentations:
- Adults – this presentation focuses on crash dynamics, seat belts, distracted driving, and child-passenger safety.
- Teens – this presentation focuses on crash dynamics, seat belts, and sound decision-making.
- Children – this presentation focuses on three main topics: the importance of seat belts, where to sit in a car, and proper passenger behavior.

### **Education Requirements**

Partners must use Buckle Up for Life curricula for education numbers to be counted against your minimum specifications.

### **Car Seat Checks and Distribution**

- Car seats and education must be provided by a certified Child Passenger Safety Technician (CPST) who can ensure that seats are installed and used correctly.
- Car seats may be distributed at the agency's discretion--although the focus should be on at-risk populations. Each agency may assess and determine local need.
- Car seats provided by Buckle Up for Life must be given away to selected families for FREE. Seats may not be sold.

### **Outcomes**

Institutions applying to the grants initiative must indicate in their application (Section 4.D of the grant partnership application) how they plan to measure program outcomes (behavior change) in their community.

### **Budget**

Applying institutions must submit a budget with their grant application, to be approved by Buckle Up for Life. Acceptable program expenditures include salary support, supplies, equipment, mileage, etc. See chart above for available base funding levels. *Note that up to 25% of the base funding level may be used for salary support, if needed.*

For example, at a base funding level of \$15,000, a partner institution would be eligible to receive a total of \$16,500—to include up to \$3750 for salary support, \$11,250 for program supplies and implementation, and an additional \$1,500 for travel related expenses to the Buckle Up for Life Orientation (Orlando, FL; TBA, August 2021 Pre-conference session).

### **Orientation**

Buckle Up for Life Orientation will be offered in conjunction with the Kidz in Motion (KIM) Conference (Orlando, FL; TBA, August 2021). An optional travel stipend (see below) of \$1,500 above and beyond base funding levels is available to each funded institution to assist with travel-related expenses. Institutions deciding not to travel to the orientation must make up the training session in a mutually agreed upon format at a date and time to be determined. All partner sites are expected to participate in training during the first quarter of the program year.

### **Optional Travel Stipend**

An optional travel stipend of \$1,500 total (above and beyond base funding levels) is available to each funded institution. This stipend is to be used only to supplement travel related expenses for one or more program staff to attend the Buckle Up for Life Orientation (Orlando, FL; TBA, August 2021) and accompanying Kidz in Motion Conference. Covered expenses may include airfare/transportation, hotel/lodging, conference registration fees, meals, etc. Please note: should your institution's actual travel expenses exceed \$1,500, the difference must be paid from your own institution's operating budget. Only the \$1,500 travel stipend may be applied toward travel expenses; BUFL grant funds from your selected base funding level may not be used for these expenses.

### **Reporting**

Grantees will submit regular reports to Buckle Up for Life summarizing their progress in outputs and outcomes during the grant year. Mid-year and final reports will also include financial summaries.

## ***Gift of Safety Partnership***

The Gift of Safety initiative provides free car seats and access to Buckle Up for Life educational resources to passenger safety programs across the U.S. Each Gift of Safety partner agency receives 76 car seats to provide to local families in need, along with proper education and installation assistance, and a car seat pact to be signed and returned from every family—for basic reporting. Ideal Gift of Safety partners already have robust child passenger safety programs in place, and this supplemental gift of free car seats helps to close a resource gap in order to better meet their community's safe travel needs.

### **Eligibility**

- Grants will be awarded to qualified tax-exempt nonprofit organizations, as determined under section 501(c)(3) or 509(a) of the Internal Revenue Code, or to public service agencies (e.g., fire/police departments, local health departments, public schools, etc.).
- Applying institutions must have an established injury prevention program with a certified child passenger safety technician (CPST) on staff.
- Applying institutions must have strong partnerships with community leaders. Staff working on Buckle up for Life/Abróchate a la Vida program must have strong social and networking skills.
- Applying institutions would also benefit from having at least one bilingual (English/Spanish) or multilingual professional on staff.

### **Minimum Expectations**

Agencies must have access to at least one certified Child Passenger Safety Technician (CPST). This individual must be available to provide education and assistance to each family receiving a car seat to ensure that it is installed and used correctly. Each agency must distribute 76 car

seats, for free, to local families in need by July 31, 2022. Gift of Safety partners must sign a BUFL Curriculum and Brand Usage Agreement.

### **Education for Adults, Teens, and Children**

Buckle Up for Life provides presentations, handouts, and audiovisual aids necessary, for an injury prevention professional to deliver the following one-hour presentations:

- Adults – this presentation focuses on crash dynamics, seat belts, distracted driving, and child-passenger safety.
- Teens – this presentation focuses on crash dynamics, seat belts, and sound decision-making.
- Children – this presentation focuses on three main topics: the importance of seat belts, where to sit in a car, and proper passenger behavior.

### **Car Seat Checks and Distribution**

- Car seats and education must be provided by a certified Child Passenger Safety Technician (CPST) who can ensure that seats are installed and used correctly.
- Car seats may be distributed at the agency's discretion--although the focus should be on at-risk populations. Each agency may assess and determine local need.
- Car seats provided by Buckle Up for Life must be given away to selected families for FREE. Seats may not be sold.
- Each recipient of a car seat must complete and sign a Car Seat Pact, which BUFL will provide. This brief survey will provide some basic demographic data on the program's participants.

### **Outcomes**

Education partners are not required to report on outcomes, but are encouraged to seek opportunities that showcase child passenger safety related outcomes related to the provided education.

### **Budget**

Buckle Up for Life does not provide monetary support to Gift of Safety partners. Buckle Up for Life ships 52 Evenflo convertible car seats and 24 Evenflo no-back booster seats to each partner agency. Shipping and handling fees are covered by Buckle Up for Life.

### **Orientation**

Selected agencies must participate in a required one-hour Welcome Webinar where they will be introduced to the program and receive an overview of BUFL educational curriculum as well as data collection, reporting, and other project logistics.

### **Reporting**

Gift of Safety partners are required to submit quarterly reports to Buckle Up for Life summarizing their progress.

## ***Education Partnership***

Buckle Up for Life offers child passenger safety professionals, free access to its multi-generational educational resources, provided they sign a curriculum and brand usage agreement and watch a welcome video. This level of partnership is ideal for well-funded injury prevention programs in need of supplemental motor vehicle occupant educational resources for adults, teenagers and children. Resources include: Power Point presentation for adults, Power

Point presentation for teenagers, and a three lesson children's curriculum, as well as useful downloadable forms and handouts conveniently accessible in Buckle Up for Life's Partner Portal.

**Eligibility**

Education materials will be awarded to qualified tax-exempt nonprofit organizations, as determined under section 501(c)(3) or 509(a) of the Internal Revenue Code, or to public service agencies (e.g., fire/police departments, local health departments, public schools, etc.).

**Minimum Expectations**

Education partners must sign a BUFL Curriculum and Brand Usage Agreement.

**Education for Adults, Teens, and Children**

Buckle Up for Life provides presentations, handouts, and audiovisual aids necessary, for an injury prevention professional to deliver the following one-hour presentations:

- Adults – this presentation focuses on crash dynamics, seat belts, distracted driving, and child-passenger safety.
- Teens – this presentation focuses on crash dynamics, seat belts, and sound decision-making.
- Children – this presentation focuses on three main topics: the importance of seat belts, where to sit in a car, and proper passenger behavior.

**Outcomes**

Education partners are not required to report on outcomes, but are encouraged to seek opportunities that showcase child passenger safety related outcomes related to the provided education.

**Budget**

Buckle Up for Life does not provide monetary support to Education partners.

**Orientation**

Selected agencies must view a required Welcome Video where they will be introduced to the program and receive an overview of BUFL educational curricula, as well as data collection, reporting, and other project logistics.

**Reporting**

Education partners are required to submit quarterly reports to Buckle Up for Life summarizing their progress.