



Grant Alert

Application open through March 1, 2022, at 8:00 PM EST

Buckle Up for Life/Abróchate a la Vida Program Community Grant

Summary:

Cincinnati Children's Hospital Medical Center, in partnership with Toyota, is accepting applications for the 2022-2023 Buckle Up for Life/Abróchate a la Vida child passenger safety Community Grant program. This program provides funding to organizations interested in implementing a community-based injury prevention program to reduce the risk of motor vehicle-related injury and death. The program seeks to help at-risk populations with a special emphasis in Hispanic and African American communities.

The program's success is based on its comprehensive and culturally sensitive approach—one 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.

Neither Cincinnati Children's nor Toyota provide liability insurance coverage for Buckle Up for Life partners and affiliates.

Eligibility:

- Applying institutions must be located in and must operate in North America.
- 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, etc.); or to Federally Recognized Tribal Nations.
- Funding is limited to two consecutive Community Grant cycles per institution. Institutions who are in their second consecutive year of funding may choose to sit out a year, or may apply for another Buckle Up for Life partnership. After a one-year break from the Community Grant, these institutions may then re-apply.
- Applying institutions must have an 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 in their local communities. 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 or multilingual professional on staff to meet the needs of their community.

Funding Period: August 1, 2022 to July 31, 2023

Contact Information: To apply, please visit buckleupforlife.org.

Additional Information: All applications must be submitted in English.



Program Overview and Requirements

Vision Statement:

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

Mission Statement:

To 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 Cincinnati Children’s Hospital Medical Center and Toyota 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 schools, emergency service agencies, federally recognized tribal nations, and community-based nonprofits serving any at risk population. To date, the program has been implemented across cities in all 50 U.S. states. Consistent increases in restraint use have been observed among both adults and children who participate in the program.

Available Funding Levels:

Community Grant Total Amount <i>(Apply for only one)</i>	Salary Cap <i>(May not exceed 25% of total grant amount)</i>	Minimum Output Expectations	
		Car Seats Distributed <i>(With assistance of CPST)</i>	People Educated <i>(With full BUFL curriculum)</i>
\$10,000	\$2,500	100	150
\$15,000	\$3,750	150	225
\$20,000	\$5,000	200	300
\$25,000	\$6,250	250	375

Minimum Output Expectations:

Ideal grant partners will provide multiple educational sessions (see *Education Requirements* below), and will distribute free car seats to families in need (See *Car Seat Check and Distribution Requirements*), to serve as many families as possible—surpassing our minimum output expectations as outlined for each available funding level in the chart above. *For example, at a funding level of \$15,000, a partner institution would be expected to distribute a minimum of 150 car seats, accompanied by the assistance of a certified Child Passenger Safety Technician (CPST), and would be expected to educate a minimum of 225 people total (children, teens, and adults combined), using the full Buckle Up for Life curriculum.*

Curriculum:

- Buckle Up for Life provides all the materials, including handouts and audiovisual aids necessary for an injury prevention professional to deliver age appropriate one-hour presentations to the following audiences:
 - 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 restraints, where to sit in a car, and proper passenger behavior.

Education Requirements:

- Partners must use approved Buckle Up for Life curricula, as provided.
- Education and seat distribution must be provided by a certified Child Passenger Safety Technician (CPST).
- Education can be provided via virtual presentations when social distancing guidelines are in place.
- Tableside interactions (e.g., handing out flyers) with families at community events such as health fairs cannot be counted towards education requirements.

Car Seat Check and Distribution Requirements:

- Car seats must be installed with the assistance of a certified Child Passenger Safety Technician (CPST).
- 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. Donations for seats provided by Buckle Up for Life may not be accepted.

Outcomes:

Applying institutions should indicate how they plan to measure program outcomes (behavior change) in their community, in Section V.4 of the grant partnership application.

Budget:

Applying institutions must submit a budget with their grant application, to be approved by Buckle Up for Life. Acceptable program expenditures include limited salary support, supplies, equipment, mileage, etc. See chart above for available funding levels.

Note that up to 25% of the funding level may be used for salary support, if needed. *For example, at a funding level of \$15,000, a partner institution would be eligible to include up to \$3750 for salary support, and may allocate the rest (\$11,250) to program supplies and implementation.*



Orientation:

Buckle Up for Life Community Grant Partner Orientation will be offered virtually in July 2022. Attendance is mandatory for all Community Grant partners.

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.

Contracts:

Funded Buckle Up for Life partners will be sub-award grantees of Cincinnati Children's. Final funding is contingent upon successful execution of a sub-award contract. **No revisions or changes to our standard contract will be accepted. Failure to execute a contract in a timely manner will result in grant rescission.**