

PARTNERSHIP ALERT (2026-2027)

Applicant Region: Greater Cincinnati

Apply through May 25, 2026, 8:00 p.m. ET



Buckle Up for Life

TOYOTA



Greater Cincinnati Partnership Details



About Buckle Up for Life:

Buckle Up for Life is a international child passenger safety education program, created in 2004 by Cincinnati Children's and Toyota to empower all people to buckle up and go safely—one family, one car seat, one lesson at a time.

Program Period:

August 1, 2026 – July 31, 2027

Overview:

Buckle Up for Life's *Greater Cincinnati* partnership is competitive opportunity that provides both new and seasoned child passenger safety programs with access to Buckle Up for Life educational resources.

Buckle Up for Life aims to provide multiple *Greater Cincinnati* partnerships during the 2026-2027 program year, as prime award funding allows.

Eligibility:

To qualify, *Greater Cincinnati* applicants:

- Must operate in one or more of the following eight counties that comprise the Cincinnati Children's primary service area: Butler, Clermont, Hamilton, or Warren counties in Ohio; Boone, Campbell, or Kenton counties in Kentucky; or Dearborn County in Indiana.
- Must be one of the following:
 - 501(c)(3) or 509(a).
 - Public service agency or governmental entity (e.g., fire/police department, local health department, public school, etc.) and, as such, is tax-exempt under Section 115(1) of the IRS Code.
 - Tribal nation that is a sovereign government recognized by the United States under federal law and is treated as a state for certain tax purposes under Section 7871 of the IRS Code.
- Must have a pre-existing injury prevention program with at least one certified child passenger safety technician (CPST) on staff, or must have capacity to start an injury prevention program and certify at least one child passenger safety technician (CPST) on staff after award.
- Must serve families in the community. *Buckle Up for Life does not fund or resource hospital-based in-patient programs.*
- Must not apply on behalf of a coalition that does not operate under it's own unique EIN/TIN. *Organizations who manage local safety coalition chapters (E.g., Safe Kids, Injury Free, Etc.) should apply on their own organization's behalf.*
- Must have organizational capacity (self-attestation) to meet all deliverables and reporting expectations.

Partner Benefits:

Benefits, including free car seats and/or certification scholarships, for each *Greater Cincinnati* partner will vary based on application, demonstrated need, capacity, and available resources.

All *Greater Cincinnati* partners will receive program training and support, and access to online resources (including an optional, personalized *Virtual Safety Station* microsite), as well as Buckle Up for Life's educational tools and curricula.

Minimum Expectations:

Expectations for each *Greater Cincinnati* partner will vary and will be commensurate with the benefits awarded.

Greater Cincinnati partners must adhere to the guidelines outlined below, whenever providing child passenger safety education or free car seats on behalf of Buckle Up for Life.

Note: Buckle Up for Life partnerships are designed as community interventions and have been exempted by the Institutional Review Board at Cincinnati Children's. Neither Cincinnati Children's nor Toyota provide liability insurance coverage for Buckle Up for Life partners and affiliates.

Car Seat Distribution Guidelines:

- Car seats may be distributed at the organization's discretion—although the focus should be on at-risk populations. Each organization may assess and determine local need.
- Car seats must be installed with the assistance of a CPST.
- Car seats provided by Buckle Up for Life must be given away to selected families for FREE. Partners may not sell or solicit donations for Buckle Up for Life car seats.

Child Passenger Safety Education Guidelines:

- Reported totals should only reflect the true number of individuals that received high-quality passenger safety education, provided by a CPST. *Only include meaningful interactions like classroom instruction, demonstrations, or car-side assistance. Do not include activities like handing out fliers at a health fair. Do not include social media likes or website clicks, Etc.*
- As a resource, Buckle Up for Life provides the curricula and supporting materials necessary for a CPST to deliver age-appropriate education as follows:
 - Children: seat belts, where to sit in a car, and proper passenger behavior.
 - Teens: crash dynamics, seat belts, and sound decision-making.
 - Adults: crash dynamics, seat belts, distracted driving, and child-passenger safety.
- Education can be provided in-person or virtually; and in any language as needed to accommodate the learner(s).

Reporting:

Greater Cincinnati partners are required to submit regular online reports to Buckle Up for Life summarizing their progress in real time throughout the program year. Additional reporting, including Action Plans, may also be required.

How to Apply:

First, complete a Buckle Up for Life *Partner Registration* for your organization (www.buckleupforlife.org/register). This one-time registration comes with free, optional benefits, and has no associated obligations.

After you have registered, you may proceed to our *Common Partnership Application* (www.buckleupforlife.org/apply) during the submission period. The smart, web-based application utilizes branching logic questioning to route applicants to relevant sections based on each organization's eligibility and interest.

All applicants will be assessed and considered for each opportunity for which they apply.

Please visit www.buckleupforlife.org/become-a-partner to learn more about our partnerships.

Notification and Acceptance:

Notifications will be sent to all applicants, via email, on or around July 1, 2026.

If conditionally offered a *Greater Cincinnati* partnership, that offer may be contingent upon additional steps, up to and including successful and timely completion of additional forms. Actual provision of benefits may also depend on availability of funding from the prime award sponsor, as well as other factors, which can change; any preliminary offer may be rescinded at any time and for any reason.

Orientation:

Greater Cincinnati partners will be required to attend a virtual orientation in late summer 2026, as a general introduction to the program; and to receive an overview of educational materials and program logistics, including data collection and reporting.

Attendance is mandatory. Only one person from each partner organization is required to attend, but there is no limit to how many additional team members can join.

Contact Information:

Please contact Ukinebo.OBasuyi@cchmc.org for more information.

