



# HELP PREVENT SERIOUS HEAD INJURIES TO SMALL CHILDREN

Join the Safe Baby Social Squad and make a lifesaving difference.

At Safe-Strap, we are on a mission to make every shopping trip safer for families with babies and young children. We know your voice is essential for getting the word out. Will you help us reach parents across the nation with a critical safety message?

## Why Shopping Safety Matters



Only 5% of parents use the safety belt when their child is in a shopping cart. 95% aren't aware of the risks.

## 4 DANGEROUS SHOPPING CART HABITS

-  **Having your child ride in the basket**
-  **Leaving your child unattended, even for a moment**
-  **Placing your infant carrier in the basket or balancing it on the cart**
-  **Not fastening the seat belt restraint**

Kids are curious—and slippery. It's so easy for a fall to happen! These falls can cause serious head injuries.





# 6 WAYS TO KEEP CHILDREN SAFER WHILE SHOPPING

- 1 **ONLY** use cart seat for children 6-48 months and 15-35 pounds
- 2 **ALWAYS** buckle up your child in the cart seat and fasten securely
- 3 **STAY** with your child at all times
- 4 **DO NOT** allow your child to ride in the basket
- 5 **DO NOT** balance your own personal infant carrier or car seat on a regular shopping cart
- 6 **ONLY** place an infant carrier in a **Safe-Dock** device



**NO SAFE-DOCK AVAILABLE?**  
Talk to the store manager about making this option available at your local store.

## What Can You Do?

### Share this critical safety information with other parents:

- Each year 12,000 infants & toddlers end up in the ER after falling from shopping carts
- Babies don't land on their feet when they fall from a cart. They land on their heads.
- Falls from shopping carts are the leading cause of head injuries in kids under 4.

A simple shopping trip can be deadly.

**Strap in and stay alert!**

## We're Already Making a Difference

Safety restraints and awareness campaigns have helped cut the # of shopping cart injuries more than 50% in the past 10 years. Let's cut that risk even more--with your help!

### Spread the Word on Social

Use these hashtags to help this safety movement get traction:

#ShopSafe #ShoppingCartSafety #StrapIn

You can also tag us [@safestrap](https://www.instagram.com/safestrap) on FB/IG

## BE A CHAMPION FOR SAFETY:

### Join the Safe Baby Social Squad

Each month, you'll receive a quick safety tip or stat to share with your audience. Take a moment to post this info and keep safety top of mind for the parents you reach.

## How to Start:

Message us through any of our social media channels with your name and email. We'll add you to the mailing list!