



National Latino Children's Institute

4005 Broadway | Suite B | San Antonio, TX 78209

December 11, 2014

**Maria Rita
Jaramillo,**
Board Chair
Washington, DC

Danielle M. Dean, Executive Director
Indiana Commission on Hispanic/Latino Affairs
100 N. Senate Avenue, Room N1013
Des Moines, Iowa 50319

Olga Aros,
Vice Chair
Phoenix, AZ

Dear Ms. Dean:

Arjelia Gomez,
Secretary-Treasurer
Phoenix, AZ

The National Latino Children's Institute (NLCI), whose mission is to focus the nation's attention on the unique needs and contributions of Latino children, is pleased to announce the launch of a national bilingual, multi-media campaign to prevent injuries and fatalities among young Latinos due to unrestrained drivers and passengers.

Diana Diaz
Miami, FL

Olivia Meza
Phoenix, AZ

Although automobile accidents are the leading cause of death in the U.S. among Latinos between the ages of 5 and 34, there are few programs designed to educate and inform them of the importance of seatbelt use. The campaign, "***Do it for your family, buckle up***" (*Hagalo por su familia, ¡abróchese el cinturón!*), helps fill this void and has the potential of saving thousands of lives annually and preventing countless more injuries.

Alfred Ramirez,
Moline, IL

**Dr. Mary Lou
de Leon Siantz**
Sacramento, CA

To address this alarming issue and engage Latinos, NLCI collaborated with the National Highway Traffic and Safety Administration (NHTSA) to develop this new, culturally and linguistically appropriate campaign. Working with locally based Latino organizations from various regions of the country, NLCI developed a bilingual, bicultural web-based toolkit that is customized for the diverse Latino community.

Seat-belt use is the single most effective and immediate way we can save lives and reduce injuries among Latinos. Join NLCI in the fight to save lives by partnering with us and using and promoting this valuable toolkit within your organization. Working together to implement the "***abróchese el cinturón***" campaign, and disseminating the important messages to everyone is a key step in making the campaign a widespread movement.

What can I do? There are many things you and your organization can do. The following are some simple and effective examples.

- Join NLCI in the fight to end fatalities and injuries due to unrestrained drivers and passengers by signing on as a supporter of the campaign. You can sign on at www.nlci.org. Issue a joint press release announcing your partnership with NLCI. A draft release is attached.
- Post a message on your website encouraging your viewers to learn more about the "***abróchese el cinturón***" campaign.



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- Host a special event for parents and their families informing them of the importance of seatbelt use. A power point is included in the toolkit.
- Include a campaign message in your organization's newsletter or magazine.
- Identify and train staff within your organization who are knowledgeable about the various campaign materials and who will incorporate its use within your organization's programs and events.
- Post a campaign poster in your office.
- Incorporate the campaign in other community-wide efforts.
- Disseminate campaign materials to your social media networks.
- Distribute campaign materials including posters, palm cards, and stickers at community events. They can be easily printed, free of charge from the NLCI or NHTSA websites.
- Post a campaign poster in your office.

Lastly, tell us about how you are using the campaign so that we can share your ideas with others. If you have questions or need more information, you can reach me at nlci@nlci.org. Seatbelt use is an effective way of saving lives and preventing injury! We can win this battle, and we must!

Sincerely,

Maria Rita Jaramillo
Board Chair
National Latino Children's Institute

Attachment