

AAA & Safe Kids Team Up

As a Child Passenger Safety Technician, I love working with Safe Kids of Utah County. Last Spring, I wanted to have a car seat check event at my office and I worked with Emma Mathies from our own Buckle Up Baby program to approve an event here. Then I approached Safe Kids of Utah County to partner with us and their response overwhelming. They helped us with advertising by putting together the flyers. Safe Kids and AAA handed out flyers to communities throughout Utah County focusing on Hispanic Communities. Safe Kids brought tents for the cars to park under to give us shade and to clearly mark where the drivers needed to go. They also donated car seats to give to caregivers that needed seats. We had several certified Technicians come volunteer their time and expertise that are a part of Safe Kids. As a result of this collaborative event we checked 65 car seats. 11 of them were Spanish Speaking. Safe Kids said this was the best turn out at event that ever had. It was a great opportunity for AAA as well. AAA employees staffed the event with people who directed the cars, talked about AAA and helped the technicians. We obtained 11 insurance leads. It was a great leadership opportunity for me to put the event together and my relationship with the members of Safe Kids Utah County has strengthened. Just this month I was elected to be Co-Chair of Safe Kids for the next 2 years.

The biggest thing I learned was doing events together with Safe Kids is a win-win situation for AAA, Safe Kids and the Community.