



# Cathedral City Fire & EMS

32100 Desert Vista Road, Cathedral City, CA 92234

Michael Contreras, Fire Chief (760) 770-8200 [www.cathedralcityfire.org](http://www.cathedralcityfire.org)

## FOR IMMEDIATE RELEASE

Contact: Cathedral City Fire & EMS Public Information Office

Email: [fireinfo@cathedralcity.gov](mailto:fireinfo@cathedralcity.gov)

Phone: (760) 770-8200

## **Cathedral City Fire & EMS Announces Major Traffic Safety Initiative with Grant Support Reducing Traffic-Related Deaths and Injuries through Community Outreach and Child Safety Seat Programs.**

**Cathedral City, CA – November 15, 2024** – Cathedral City Fire & EMS is proud to announce the launch of a comprehensive traffic safety initiative aimed at reducing the number of fatalities and injuries on our roadways, with a particular focus on protecting young children. This initiative is made possible through a grant from the Office of Traffic Safety (OTS) and is part of our ongoing commitment to keeping our community safe.

### **Goals of the Program:**

1. **Reduce the number of traffic-related fatalities** in Cathedral City.
2. **Reduce injuries resulting from traffic crashes** through preventive education and outreach.
3. **Decrease fatalities and injuries among vehicle occupants under the age of eight**, ensuring the protection of our youngest residents.
4. **Increase the proper usage of child safety seats**, ensuring that children are safe and secure when traveling in vehicles.

### **Key Objectives:**

- **Kick-off Press Release:** A formal announcement will be issued by November 15, detailing the launch of the grant-funded program. This will include media advisories and educational materials sent to the Office of Traffic Safety (OTS) for review and approval.
- **National Child Passenger Safety Week and National Heatstroke Prevention Day:** Cathedral City Fire & EMS will actively participate in these national events to raise awareness about child safety in vehicles and the risks of heatstroke.
- **Community-Based Child Safety Seat Checkups:** Throughout the year, the department will host child safety seat inspections at locations such as shopping centers and preschools. Certified Child Passenger Safety Technicians (CPSTs) will educate parents and caregivers on proper installation, check for car seat recalls, and provide crucial resources.
- **NHTSA Certification and Training:** Cathedral City Fire & EMS will train and certify staff as Child Passenger Safety Technicians to ensure consistent and expert support for families and caregivers.
- **Education for Low-Income Families:** Special efforts will be made to reach underserved communities with child safety seat education, ensuring that all families have access to life-saving knowledge.
- **Traffic Safety Fairs and Community Events:** The department will participate in safety fairs and events across Cathedral City, reaching out to individuals and families to promote traffic and child safety.

A Premier Fire Department serving the Citizens, Workers, and Visitors of Cathedral City

FALL PREVENTION AND SMOKE ALARMS IN THE HOME, REDUCE INJURY AND SAVE LIVES



# Cathedral City Fire & EMS

32100 Desert Vista Road, Cathedral City, CA 92234

Michael Contreras, Fire Chief (760) 770-8200 [www.cathedralcityfire.org](http://www.cathedralcityfire.org)

- **Free Distribution of Child Safety Seats:** OTS-funded child safety seats will be distributed at no cost to families in need, in conjunction with child safety seat education efforts.
- **Quarterly Stakeholder Meetings:** To foster collaboration and share best practices, Cathedral City Fire & EMS will hold quarterly meetings with child passenger safety stakeholders across the county.
- **Ongoing “Roll Call” Training:** Law enforcement and first responders will participate in roll call training sessions focused on occupant protection, including child passenger safety.
- **One-on-One Child Safety Seat Checkups:** Families and caregivers can schedule individual appointments for child safety seat inspections by NHTSA-certified technicians to ensure their seats are properly installed and safe for use.

• **Chief Michael Contreras, Cathedral City Fire & EMS**, expressed the importance of this initiative: “The safety of our community, especially our children, is our top priority. This program will not only help save lives but also ensure that families have the resources and education they need to keep their children safe on the road.”

Cathedral City Fire & EMS encourages all parents, caregivers, and community members to take advantage of the free services and resources available through this grant-funded program. Together, we can reduce traffic-related injuries and fatalities, making our roads safer for everyone. For more information, or to schedule a child safety seat inspection, please visit our website at [www.cathedralcityfire.org](http://www.cathedralcityfire.org) or contact our office at (760) 770-8200.

### *About Cathedral City Fire & EMS*

Cathedral City Fire & EMS is dedicated to protecting life, property, and the environment through professional services, education, and community engagement. We are committed to ensuring the safety and well-being of all residents and visitors in Cathedral City.