**Booster Seat Photo Selection Guide**

Photos are important pieces of any good outreach campaign. Photos can help make your audience believe that the information you are presenting applies to them. They also show correct behavior, which means that you need to know both your audience and the message that you want to send before choosing or shooting photos. Photos should reinforce the message you’re trying to send and model the behavior you want your audience to take.

For this toolkit, we are focusing on booster seats specifically. These guidelines are limited to this specific topic. Because child passenger safety is a complex topic, if possible, have your photos checked by a certified child passenger safety technician. Please contact Prevent Child Injury ([info@preventchildinjury.org](mailto:info@preventchildinjury.org)) with any questions.

**USE PHOTOS THAT SHOW:**

* A child older than 4 years in a booster seat in the back seat of the vehicle.
* The correct use of a booster seat:
  + Child is sitting up straight.
  + Seat belt has both a lap AND shoulder belt and is not twisted. Make sure the seat belt fits tightly across hips and chest.
  + The lap belt goes under both of the arm rests. The part of the shoulder belt closest to the seat belt buckle also goes under the arm rest.
  + Booster seat headrest or car seat headrest is above the child’s ears.
  + Only show seat belt positioners that are a part of the booster seat and follow all directions for use. If the booster seat is not sold with a seat belt positioner, it is ok to show it without one.
  + If the back seat does not have headrests, a high back booster seat should be used.
* The driver following all traffic laws, staying alert, and paying attention to the road.
* If there will be other individuals in the vehicle, make sure they are seated and properly restrained with a seat belt or the appropriate child passenger safety seat.

**DO NOT USE PHOTOS THAT SHOW:**

* A child that is younger than 4 years old in a booster seat
* A child using a seat belt that does not fit (rides up on the stomach or cuts into the neck or face).
* A child younger than 12 years riding in the front seat.
* A child with a seat belt behind their back or under their arm.
* A child in a booster seat using only a lap belt.
* A child wearing a coat if they are in any type of child passenger safety seat.
* Any after market products, like seat belt covers or seat belt positioners that don’t come with the seat.
* If other passengers will also be in the photo, do not show a child improperly secured in a child passenger safety seat or one that is in the incorrect seat for the age/size. Check [NHTSA’s The Right Seat campaign](https://www.nhtsa.gov/campaign/right-seat) for more details on choosing a seat.
* Distracted driving, reckless driving, or other violations of traffic laws.

**If possible, have your photos checked by a child passenger safety technician.**