



## Car safety seat usage for Hispanic families

([PRWEB](#)) November 10, 2000 -- Nationwide Insurance together with the National Latino Children's Institute and the National Highway Traffic Safety Administration have joined forces to save children's lives and introduced "Corazon de mi vida," a national program designed to educate the Hispanic community in the Washington, D.C. area about child passenger safety.

According to the National Highway Traffic Safety Administration, car crashes are the leading cause of death for Hispanics through the age of 24. The biggest problem is lower seat belt and car safety seat usage. In 1996, over 60 percent of children, age 14 and under who died in motor vehicle crashes were unrestrained.

"Corazon de mi vida," is underwritten by a grant from Nationwide Insurance to the National Latino Children's Institute. The grant is being used to fund programs that directly impact child passenger safety within the Hispanic community. In addition, Nationwide is donating car seats to needy Hispanic families, and partnering with National Latino Children's Institute and National Highway Traffic Safety Administration to coordinate car seat inspections and safety demonstrations.

The word *coraz3n* means "heart" when translated literally from Spanish, but like many Spanish words the cultural meaning is more complex.

*Coraz3n* is an endearment used among family members and loved ones.

"Coraz3n de mi vida" carries the message deeper . . . it means, "You are the center of my life."

"Corazon de mi vida," was presented to the media as well as business, civic and community leaders at a press conference held today in Washington, D.C. at the Calvary Multicultural Bilingual Learning Center.

"Coraz3n de mi vida" utilizes the cultural strengths of the Latino community as the foundation for passenger restraint education. Aimed at young Latino parents and their extended family, "Coraz3n de mi vida" emphasizes the valuable role children play in the lives of their families and society.

According to Ramona Reyes, Nationwide Insurance, "Coraz3n de mi vida" plays an important role in helping to increase awareness about child safety seats and ultimately reduce injuries and fatalities on the roadways.

"Nationwide is proud to fund this unprecedented program. We are committed to working closely with our partners at the National Latino Children's Institute to educate the Hispanic community about the importance of adult and child passenger safety," said Reyes.

"We are very appreciative of the confidence that Nationwide and National Highway Traffic Safety Administration has placed in us," said Rebecca Maria Barrera, president, National Latino Children's Institute.



“This partnership has given us the freedom to communicate with the Latino community, culturally, in the way we know best. We are certain that this program will touch people’s hearts to make better decisions about their children,” added Barrera.

“This partnership shows how a non-profit organization, private industry and the federal government can come together and save our children,” said Gabriel Cano, National Highway Traffic Safety Administration.

Nationwide Insurance, based in Columbus, is the fifth-largest auto and fourth largest homeowners insurer in the United States. Nationwide Insurance is part of Nationwide, a Fortune 500 company with more than \$115 billion in assets, providing a full range of insurance and financial services.



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