



Bill Hall

University of North Carolina Highway
Safety Research Center



Over the course of his 40-year career, Bill's efforts have protected a generation of children who grew up riding safely in the car. Bill's contributions to road safety are present every day when children travel properly restrained in cars.

When Hall began his career in the late 1970s, seatbelts had only been required in vehicles for a decade, and child car seats were just starting to become commercially available. Hall's early work, funded by the North Carolina Governors Highway Safety Program, focused on educating parents about the benefits of car seats to encourage their use. Hall and a team of Highway Safety Research Center staff traveled across the state of North Carolina talking to physicians, nurses, and parent groups about the importance of protecting children in cars. This grassroots work led to support for North Carolina's first-ever child passenger safety law passed in 1981. And, by extension, resulted in child passenger laws being enacted in all states across the nation.

Hall served as a founding member of the National Child Passenger Safety Board and helped develop the National Highway Traffic Safety Administration's "Standardized Child Passenger Safety Technical Training" certification curriculum for child passenger safety advocates and educators. Today, more than 142,000 individuals nationwide have successfully completed the program.

Hall's commitment to making sure every single child is safe has always been a personal one. He is responsible for establishing a North Carolina toll-free number that anyone in the state can use to ask questions about car seats and seatbelts. Over the decades, Hall has personally answered thousands of questions through this phone line. In the early days of child passenger safety, Hall spent many afternoons upside-down in car trunks installing tether anchors for child seats, and, even now, he can still be found in the community helping parents and other caregivers install seats and educating them on best practices.

In addition to improvements for child safety, Hall has also been involved in some of the most influential passenger safety programs in the country. Hall's work on the "Click It Or Ticket" campaign, which started in North Carolina, became a nationwide success and has contributed significantly to the high seatbelt use rates seen throughout the country.

