



## Deborah H. Baer

Deborah Baer has long been a leader in the field of child passenger safety. A true expert recognized at every level from the local to the international, she has worked for more than 35 years to protect, save and advocate for the lives of children riding in motor vehicles. Her widely acknowledged title of “The Car Seat Lady” speaks volumes about her reputation and standing in the field.



Since the early 1980's, Mrs. Baer has provided expert advice and guidance to residents in the Baltimore-Washington area and beyond regarding the proper installation of now more than 20,000 child safety seats. She has done this work literally at all hours of the day and night, in the cold and heat, and in all kinds of weather. She not only fields roughly 20-30 calls each week from expectant parents, parents transitioning their children to new seats, grandparents, and local hospitals with special-needs children, but also meets with them for hands-on instruction to ensure the correct installation of the seat and positioning of the child.

She has been most effective in her native Baltimore, where she has taught preschoolers through senior citizens about motor vehicle safety and occupant protection; was the subject of numerous articles in “The Baltimore Sun,” “The Washington Post” and “The New York Times”; and provided car-seat guidance to parents attending Jewish Lamaze and Sinai Hospital Sibling Classes. Along with the Baltimore City Police Department and several community organizations, she developed the “Safety on Wheels” program on motor vehicle and bicycle safety, and is now teaching her second generation of children about motor-vehicle safety. She also wrote the child passenger safety article that appeared in the Lamaze Parents’ Magazine for almost a decade.

Mrs. Baer has been a strong advocate for improved seat-belt and car-seat laws and frequently has testified before committees of the Maryland Legislature. She has appeared on numerous radio and television programs to advocate for proper car-seat use. A nationally certified child passenger safety technician instructor who was a member of the first group in the country to gain this certification, she continues to train technicians in Maryland.

Prior to the development of the standardized Child Passenger Safety curriculum, she wrote several courses, one of which helped launch the SafeKids and General Motors program. Having served continuously on the Maryland Child Passenger Safety Advisory Board since its inception, she led a workshop at a national



Lifesavers Conference on how to plan a large-scale child passenger safety conference after chairing such a program that attracted more than 300 participants. She also volunteered in Israel during three separate summers, helping to establish the first car-seat loaner program there for children with special needs, in addition to certifying hospital personnel in child passenger safety using U.S. materials for the first time overseas.

