



The Passion Points Of Seat Belt & Car Seat Compliance and Non-Compliance

Compliance Narrative Stories
For Qualitative Research

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The Family Room

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Narrative 1: Doing The Utmost

Passion Point™ Inspiration

Macro Passion Point™



Passion Point™ Dimension



Parents' desire to envelop their child in a protective bubble of love and security.

57% of parents said this dimension was absolutely at the top of their mind (10 on a ten point scale)



There are so many more dangers in the world today than when I was growing up. My parents could afford to be less vigilant, but I can't rely on what was done before as a guide for what I should do now. I want to make sure that I am going above and beyond to make sure that nothing bad can happen to them.



That is why just doing the minimum necessary is not enough when it comes to keeping my child safe. I want to seek out the best ways to protect them because my kids depend on me to know and do everything that I can to keep them from harm.



This is especially true when it comes to their safety in the car. It's my job to make sure they are always buckled in their car seat or using the seat belt correctly, and that their car seat or booster seat is right for their age and size. It is my responsibility to know how to keep them the most safe.

Narrative 2: A Reflection Of You

Passion Point™ Inspiration

Macro Passion Point™



Passion Point™ Dimension



Teaching my child to always do the right thing, even when I am not around.

56% of parents said this dimension was absolutely at the top of their mind (10 on a ten point scale)



As a parent, I know I have to set the right example for my kids. They learn by watching what I do and how I behave. If they see me be casual about the rules or not motivated to learn more about the things I tell them are important then they will think it does not really matter.



That is why I can't be seen as being casual when it comes to their safety. The way to make sure my kids will take potential dangers seriously, is by never guessing what the rules are or relaxing them when it is inconvenient.



When my kids are in the car, I make sure they are always buckled in their car seat or using the seat belt correctly, and that their car seat or booster seat is right for their age and size with no exceptions. Whether it is the first time they ride in the car or the hundredth time, I want them to learn how important safety in the car is, by watching how seriously I take it.

Narrative 3: No Room For Overconfidence

Passion Point™ Inspiration

Macro Passion Point™



Passion Point™ Dimension



Putting my kids' needs above my own, so they always have what they need to thrive and do well in life.

63% of parents said this dimension was absolutely at the top of their mind (10 on a ten point scale)



When I first became a parent, everything seemed so new and I felt somewhat unprepared. With time I have become more certain in my role as a parent and a little less anxious. But I can't assume that I am now an expert when it comes my kids, because there is far too much riding on it.



That is why I can't just trust that I know everything when it comes to keeping my kids safe. The technology and rules are constantly changing and I have to make sure I know what the latest recommendations are and follow them consistently.



In the car this means my kids are always buckled in their car seat or using the seat belt correctly, and that their car seat or booster seat is right for their age and size. My children are the most important thing in the world to me and there is always room for me to learn more when it comes to keeping them safe.