

December 14, 2007

Philadelphia, PA — Magnum Group provides translation and voice-over services for the five-city “Give a Boost” safety campaign, which aims to reduce the risk of injury to Latino children involved in car crashes.

The Injury Research Center at The Children’s Hospital of Philadelphia has partnered with State Farm, Babies “R” Us, and community-based injury prevention groups to launch the “Give a Boost” safety campaign, which was developed to help educate parents about the effectiveness of booster seats in preventing injuries to 4- to 8-year-olds.

According to the 2007 PCPS Fact and Trend Report, children in the 4- to 8-year-old age bracket are at the greatest risk of being involved in car crashes. “The results of this research concern us because many Latino parents are skipping booster seats and placing their children directly into adult seat belts when they outgrow their car seats rather than transitioning them into belt-positioning booster seats,” Valerie Caraballo-Perez, RN, MSN, a pediatric nurse and crash researcher at The Children’s Hospital of Philadelphia, said in a press release issued by the hospital. “Using a booster seat can mean all the difference between a parent’s feelings of relief or regret following a crash.”

Magnum Group was instrumental in the creation of a *fotonovela* (a Spanish-language, illustrated story for adults) titled “A Father’s Story of Regret.” The fotonovela format has proved to be effective in educating the Latino population about health issues. This particular fotonovela tells of a family’s experience in a crash and explains how booster seats could have prevented injury.

The campaign also included PSA radio announcements in [Spanish](#) and [English](#) recorded by Magnum Group and broadcast in Dallas, Los Angeles, Miami, Phoenix, and San Antonio. Partners for this initiative to encourage use of the bilingual website and to distribute other educational materials included AVANCE chapters in San Antonio and Dallas; The Injury Prevention Program at Children’s Medical Center Dallas; Injury Free Coalition for Kids of Miami; The Injury Free Coalition for Kids of Phoenix; The Los Angeles United School District; The Los Angeles SafeKids Coalition; Southwest Human Development; and The South Texas Injury Prevention and Research Center.

Parents and educators looking for comprehensive, easy-to-understand information on correct child restraint in motor vehicles will find a series of short, interactive videos on how to choose and install the appropriate car seat for children of all ages, along with download-ready fact sheets and other information based on the most current research from PCPS in English (www.chop.edu/carseat) and Spanish (www.chop.edu/asientos_infantiles).

About Magnum Group: Since 1992, Magnum Group has earned a worldwide reputation for excellence among national and international organizations for its comprehensive range of services in almost every language: technical translations, multilingual desktop publishing, linguistic and cultural consulting, website localization, foreign language voice-over and subtitling, and conference interpretation. The company specializes in medium- and large-volume technical translation projects for clients who have periodic revision requirements. For more information, please contact us at 215-413-1614, translations@magnumgroupinc.com, or visit www.magnumgroupinc.com.