

Dagerman's Just for Kids, Las Vegas, NV



Site Visit Summary

Inspection Station Location Name: Dagerman's Just for Kids

Street Address: 2370 S. Rainbow Blvd.

City, State: Las Vegas, NV 89146-2977

Email Contact: Jim Dagerman jim@dagermans.com

Date Visited: 7/17/02 **Observation conducted by:** Janet Dewey-Kollen and Julie K. Prom

Type of Agency/Organization: Retail; Child Specialty Store; Part of the "Baby News" association of independent retailers.

Type of service: Fixed Site Mobile Both

Inspections Completed Per Month: 100 per month = 70 customer + 30 donation inspections

Annual Budget: (Including in-kind salaries)

\$0 - 5,000 \$5001 – 15,000 \$15,001 – 25,000 \$25,001 – 50,000 \$50,001 – 75,000

Geographical Setting: Urban Suburban Rural

Program Setting:

Dagerman's Just for Kids is a child specialty store located in a shopping mall in the western part of Las Vegas. Inspections are conducted in parking spaces in front of the store and/or under a canopy in a designated area behind the store. Jim and Jana Dagerman are Certified CPS Technicians and Jana is an instructor as well.

Populations Served:

The store's customer base is primarily middle to upper income. Consequently, families using Dagerman's inspection services tend to be in these demographic groups. The store offers inspections to the general public; however, requires a donation for non-customers. Those who cannot afford the donation or need no-cost child safety seats are referred to the Clark County SAFE KIDS Coalition.

OPERATIONAL DETAILS:

Installations and inspections are conducted at no charge as a service for customers purchasing seats. For those who come to the store for an inspection only, the shop collects a donation of \$20 per seat checked and installed. The donated money (approximately \$600 per month) is given to the Clark County SAFE KIDS Coalition (CCSK), with whom the storeowners have a close working relationship. Approximately 70 percent of the child safety seat inspections are for Dagerman's customers. Of these inspections, 75 percent are installations of new seats purchased at the store.

Service Delivery Schedule:

Fixed site, set days/hours, by appointment: Inspections are conducted weekdays from 10am-6pm during winter months and from 10am-12 noon during summer months. Only new seats purchased at the shop are installed on Saturdays. Inspections are by appointment.

Fixed site, set days/hours, drop-in basis: Dagerman's will occasionally conduct an inspection for individuals who drop-in for a check up.

Dagerman's is a member of the Baby News association of independent retailers. There are currently approximately 35 US child specialty stores that belong to Baby News. According to the Dagermans, approximately 7 of these stores provide assistance to customers for child safety seat installations.

Tools and equipment used for inspections: The store keeps the following materials handy for inspections: up-to-date recall lists, CSS manufacturer's instructions, foam noodles and slip guard. Locking clips and replacement seats are available for purchase at the store.

Data Collection: This station uses a standardized "inspection checklist" developed by SAFE KIDS, and forwards inspection forms to Clark County SAFE KIDS Coalition for compilation.

Inspection Process: A typical inspection begins by a staff member instructing the parent/caregiver to fill out the information section on the inspection form. When completed, the inspector escorts the family to their vehicle where the inspector observes the installation of the seat(s) on arrival, checks to be sure the seat fits the child (children) correctly and determines whether harness straps and other equipment are used correctly. The inspector makes appropriate recommendations and, given the willingness of the participant, has the participant install the seat with guidance. The inspector asks about restraint use by other children in the family, advises family as to future restraint needs of child and invites the family to return for update inspections as needed.

Replacement Seat Policy: This station does not replace seats. If a family needs a seat but is not able to purchase one, the inspector refers the family to the Clark County SAFE KIDS Coalition.

Liability Insurance: Liability insurance for the child safety seat inspections conducted by Dagerman's is included in the general liability coverage for the store. Inspectors are not required to have individual liability coverage.

STAFFING

This site has a total of 8 staff members who perform various functions as a part of their employment at Dagerman's.

<p>Scheduler Paid Position? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (In-Kind Compensation) # at this site: 4-5</p>	<p>Title: Store staff Training Required: In store training; After 90 days, employees are eligible to go to SAFE KIDS 8-hour training course. Time: 8 hours per month spent scheduling appointments Duties: Employees schedule appointments for child safety seat inspections requested from in-store customers or by telephone.</p>
<p>Senior Checker Paid Position? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (In-kind Compensation) # at this site: 3</p>	<p>Title: Store owners and Manager Training Required: Certified CPS Technician Time: Approximately 10 hours per week among three inspectors Duties: Inspect child safety seats, make recommendations, install seats for parents and/or assist parents in installation</p>

Paid Staff: Staff members are store employees.

Use of Volunteers: This site does not use volunteers for inspection station services.

Staff Turnover: This site does not have problems with turnover of inspection staff; they are owners and long-time store manager.

Staff Training and Continuing Education: All three active inspectors at this site were trained through the Clark County SAFE KIDS Coalition. Staff members are given in-store training initially and after 90 days of employment they have the opportunity to take a SAFE KIDS 8-hour training course. Recalls are posted on an employee bulletin board. Other critical updates and emerging issues are posted in an information notebook that employees must read regularly.

PROMOTIONAL AND OUTREACH ACTIVITY

Dagerman's Just for Kids promotes its child safety seat inspection services to its customers in-store by offering safety seat installations for seats purchased at Dagerman's, via the telephone through messages played while customers are waiting for assistance and by a printed message on their catalogue. Clark County SAFE KIDS Coalition lists Dagerman's as a community resource for safety seat inspections and promotes the availability of the appointment based service to the public through their outreach activities such as child birth education classes.

Jim and Jana Dagerman also volunteer their time during inspections at Clark County SAFE KIDS Coalition inspection events and at the monthly inspection station held at Pat Clark Pontiac GMC. Word of mouth and SAFE KIDS promotions result in 30 percent of the safety seats checked.

Promotional Partnerships: The working relationship between Dagerman's and Clark County SAFE KIDS Coalition has been mutually beneficial.

FUNDING AND BUDGET

The estimated annual cost of the program is \$300, not including salaries for staff to complete inspections. Dagerman’s pays for \$200 and Clark County SAFE KIDS Coalition funds \$100 of this cost. **In-Kind Services and Materials:** The Dagermans estimate their staff time to conduct inspections at 50 hours per month (1/2 hour per inspection multiplied by 100 inspections per month). At an hourly rate of \$12.00, the cost in staff time is \$600 per month or \$7,200 per year, plus 25% benefits totals \$9,000. The Dagermans assign this in-kind expense to marketing and customer service. In addition to this staff time, space, overhead and other operational expenses are provided in-kind.

Dagerman’s Just for Kids Budget Overview

Expense	Amount	Subtotal
Program Support: Supplies	\$300	
<i>Subtotal</i>		\$300
In-kind Personnel Costs	\$9,000	
Total		\$9,300

Funding: Dagerman’s Just for Kids funds this program with the exception of approximately \$100 in supplies from the CCSK.

DEVELOPMENT OF THE INSPECTION STATION

The impetus for the development of this station was the training required approximately five years ago by Britax for retailers selling this brand of child safety seat. Additionally, the Dagermans place a priority on community service through their association with CCSK Coalition, and they believe that this service helps to market their business and build customer loyalty.

The inspection station personnel cited the following challenges and solutions during the initial development and setting up of this inspection station.

Challenge	Solution
On demand inspections during weekend hours	<ul style="list-style-type: none">Initially, the store posted a sign-up sheet for Saturday and Sunday inspections. The weekend volume ultimately interfered with the operation of the store. Owners decided to develop set hours and to limit weekend services to installation of new seats sold.
Volume overwhelming and difficulty for owner to schedule his time effectively	<ul style="list-style-type: none">The store moved to inspections by appointment only.Non-customers of the store advised that donations would be requested for inspections. Those unable to afford the donation are encouraged to attend alternate inspection services in Las Vegas and/or to contact the Clark County SAFE KIDS Coalition.

ADMINISTRATIVE CHALLENGES AND SOLUTIONS

The inspection station personnel cited the following challenges and solutions involved in the on-going operation of this service.

Challenge	Solution
Hot Las Vegas climate makes outdoor inspections difficult for inspectors and for families	<ul style="list-style-type: none">Establish morning hours during hot months.Purchased tent and collapsible picnic table to equip designated area for inspections during hot months.

Significant Changes Made to the Inspection Station Since It Began:

Administrative – Schedule for services

Significant Changes to the Inspection Station Under Consideration or Imminent:

Administrative – Services provided to non-customers may change if other community services become available on a regular basis.

Circumstances That Would Cause the Inspection Station to Terminate:

Liability concerns, if owners were physically unable to conduct inspections

PROGRAM EVALUATION

The station staff evaluates the inspection station with respect to the quantity of inspections completed using the inspection forms.

ADDITIONAL COMMENTS AND RECOMMENDATIONS FROM SITE FOR OTHERS

What are the most FREQUENT reasons people give you for using your service?

Concerned about child's safety, don't want to drive across town to other inspection stations/events, would rather pay for the convenience of appointment-based and local inspection service.

If you had the chance to start over again, is there anything you would do differently?

Establish appointment-based service.

What would you recommend to other organizations starting an inspection station as the most important things to do? Be very careful that you can actually provide the services you advertise and that you can sustain these services; be careful to offer advanced training only to those employees who are interested and willing to conduct inspection services.

Any additional comments about this inspection station: Of the customers who come back to the store for seat inspections and installation updates (70% of inspections), most of these customers make a purchase from the store during their return visit.

CHILD SAFETY SEAT MISUSE TRENDS

Overall, the top three misuses observed by this inspection station are: safety belt not holding safety seat tightly, locking clip used incorrectly or not used when needed and safety seat harness loose on child.

The most common infant seat misuse observed is: infant facing forward too early.

The most common convertible or forward-facing only seat with harness misuse observed is: harness in wrong slots.

The most common booster seat misuse observed is: child too small/young for booster seat.

The most common safety belt misuse observed is: child too small/young for adult safety belt.

Dagerman's Advertising Catalog

BABY NEWS
 "We deliver everything but the baby... all year round"

Dagerman's
 just for kids

A SPECIAL STORE JUST FOR KIDS

We invite you to experience the unique atmosphere of quality children's furnishings, bedding, the cutest clothes and accessories at Dagerman's.

Introducing our new on-line Baby Registry offering gift giving and selection at your fingertips.

Register for your Baby Shower with Dagerman's and receive a FREE GIFT with our compliments!

The Dagerman's staff are NHTSA Certified Child Passenger Safety Technicians, trained to safely install every car seat we sell.



Dagerman's
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"We deliver everything but the Baby"

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