CLIENT: UHSO

JOB NO.: 11537

DATE: 9/3/21

TITLE: BOOSTER SEAT POST COPY

OPTION 1

Headline: 25 characters before truncated

**Boost for safety**

Text: 125 characters before truncated

[Seat belts are made for adults,](https://www.youtube.com/watch?v=JPoSez-ZJHU) not children. See how a booster seat will help keep your child safe at [clickit.utah.gov](http://clickit.utah.gov/).

Link Description: 30 characters before truncated

Learn more booster safety info

OPTION 2

Headline: 25 characters before truncated

**Don’t skip the booster**

Text: 125 characters before truncated

Skipping the booster seat step or moving to a booster seat too early is common, but unsafe. [Watch this video](https://www.youtube.com/watch?v=kkIzc54bOCc) to see why.

Link Description: 30 characters before truncated

Learn more booster safety info

OPTION 3

Headline: 25 characters before truncated

**Boost until the belt fits**

Text: 125 characters before truncated

It’s unsafe to move away from a booster seat too early. Take the [“Seat Belt Fit Test”](https://clickit.utah.gov/car-seats-seat-belts/children/seat-belt/) to see if your child is ready.

Link Description: 30 characters before truncated

Learn more booster safety info