

ARKANSAS CPS TECH UPDATE

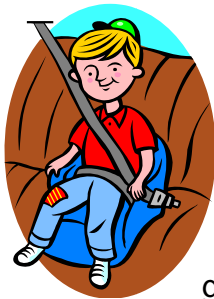
This is the 17th issue of our quarterly electronic newsletter for child passenger safety (CPS) advocates throughout Arkansas. In order to remain up to date on major issues in the ever- changing field of CPS, each edition will provide the latest news, recall information, and CPS information. A quarterly calendar will be included, as well as training dates for future planning purposes. We also will spotlight a local or statewide CPS program that is making a difference in their community or state. If you would like to share the successes of your program, or other programs you know about, we would love to hear about them. We welcome any and all suggestions to help make this newsletter useful to you as a CPS technician or advocate. If this is your first time to receive the Tech Update, back issues are available upon request.

CALENDAR OF EVENTS

<i>Date</i>	<i>Time</i>	<i>Activity</i>	<i>Location</i>	<i>Techs Needed?</i>
Every Wed.	By appointment	UAMS CPSE Permanent Fitting Station Contact: Tatiana Swanigan, 501-364-3370	ACH South Campus, 11 Children's Way	If available
Tues./Thurs.	By appointment	ACH Community Outreach Checkups Contact: 501-364-5437	ACH Community Outreach 1119 Bishop Street, Little Rock	If available
03/11/10	10:00 – 3:00	CEU Workshop by UAMS and ACH Contact: Kristen Hewitt, ACH, 501-364-3296	Bryant Police Department 312 Roya Lane	N/A
3/16/10 – 3/19/10	9:00 – 5:00	Technician Certification Class Contact: Virginia Lancaster, 501-364-2478	Location to be determined Central Arkansas Location	N/A
04/06/10 - 04/10/10	9:00 – 5:00	Technician Certification Class (Tentative) Contact: Virginia Lancaster, 501-364-2478	Russellville Police Department	N/A
04/10/10	10:00 – 1:00	Russellville PD and ACH Circle of Friends check up Contact: Virginia Lancaster, 501-364-2478	Russellville Wal-Mart Russellville, AR	YES
04/17/10	10:00 – 1:00	Junior League of Little Rock Checkup Contact: Virginia Lancaster, 501-364-2478	War Memorial Stadium Little Rock, AR	YES
04/20/10	10:00 – 3:00	CEU Workshop by UAMS and ACH Contact: Kristen Hewitt, ACH, 501-364-3296	Conway Police Department 1105 Prairie Street	N/A
05/11/10 - 05/15/10	9:00 – 5:00	Technician Certification Class (Tentative) Contact: Virginia Lancaster, 501-364-2478	Conway (Location to be Determined)	N/A
05/15/10	10:00 – 1:00	State Farm Safety Day check up Contact: Virginia Lancaster, 501-364-2478	Location to be Determined Tentatively Conway	YES
05/22/10	10:00 – 2:00	Rotary Club of Cleburne County (Heber Springs) Contact: Alex Aitken, 501-206-5448 or Virginia Lancaster, 501-364-2478	Heber Springs Wal-Mart	YES

CPS UPDATE – LATEST NEWS YOU CAN USE:

A) New National Study of Crash-Involved Children Reaffirms Recommendations for Booster Seat Through Age 8



A study released October 19th in *Pediatrics* by The Children’s Hospital of Philadelphia offers updated evidence that children ages 4 to 8 who are restrained in the rear seat of a car in a belt-positioning booster seat are 45% less likely to be injured in a crash compared with children using a seat belt alone. Furthermore, the study showed there was no difference in the level of protection offered by backless versus high back booster seats. Of those riding in booster seats, children involved in side-impact crashes saw the greatest reduction in injury risk.

Researchers at The Children’s Hospital of Philadelphia’s Center for Injury Research and Prevention studied more than 7,000 children ages 4 to 8 involved in real-world crashes between 1998 and 2007.

For more information and to read the entire study, go to www.chop.edu/injury.

B) Ford Brings Airbags to Back Seats



Ford announced the industry’s first inflatable seat belts, which it claims will provide five times the protection of a conventional belt and could increase the number of back-seat passengers who buckle up.

The technology is designed to give additional protection to those in the back seat, especially kids and seniors who are more vulnerable to serious injury during a crash. The new system will appear as an option when the 2011 Explorer SUV begins production next year.

Ford showed off the technology eight years ago during the Detroit auto show and has been working on it ever since. The bag deploys over a vehicle occupant’s torso and shoulder and inflates on the outboard shoulder side, limiting violent movement of the neck and further protecting the head from the hitting the door.

Statistics regarding the system’s effectiveness are limited to crash dummies, but Ford claims the belt, when deployed, covers five times the surface area of a conventional seat belt. This spreads the crash loads over a larger area, reducing the potential trauma to the chest. This is particularly important for children, who have less calcium in their bones, and the elderly who have lost bone density. Ford says the belts also will afford small children some of the same protection of a conventional airbag without the risks it poses.

Aside from some added girth, Ford says the belt looks, feels and functions just like the ones you use now. It tested a prototype on 1,000 people and claims 90 percent found it similar to, or more comfortable than, conventional seat belts.

The system deploys when the front or side curtain airbags are activated. A canister under the seat releases cold compressed gas through the belt buckle. The airbag, folded into the seat belt, takes about 40 milliseconds to inflate and, like a conventional airbag, is good for one use. Ford says the gas is nontoxic and disperses harmlessly into the air if the bag is punctured.

Ford has no plans to bring the technology to the front seats. It said installing inflatable belts in the back seat makes sense for a couple of reasons. Front-seat passengers are protected by government-mandated airbags and automatic seat belt tensioners that cinch the belts. But more importantly, Ford thinks inflatable belts will encourage more people to buckle up. The National Highway Traffic Safety Administration says 82 percent of people up front wear their seat belts, but just 62 percent of those in the back do.

Although the inflatable belts are slated to appear in the Explorer first, Ford plans to roll them out globally sometime after that. It won't say what the technology will cost consumers, but said it will be cheaper than Sync, its wildly popular in-car entertainment, navigation and communication system. So figure you're looking at roughly \$375.

Comment added from Virginia Lancaster: "We don't know what this means regarding the installation of car seats. It may be that the parent or caregiver will be forced to use the lower anchors for installation instead of the seat belt. Once more information is known, I will pass it on to everyone. Stay tuned."

WELCOME NEW TECHNICIANS!

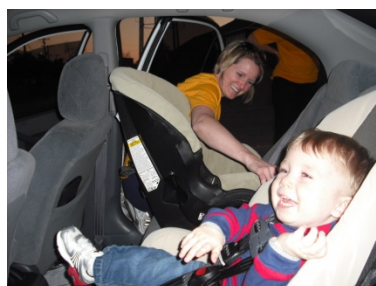
(4th Quarter of 2009)

November 2009 Certification Class in Arkadelphia



Rhonda Hicks, Conway Regional Health Systems
Carmen Howell, AHDC Early Head Start in Hot Springs
Lee Ann Johnson UAMS/AHEC in El Dorado
Paul King, Malvern Fire Department
Craig Malcom, AHDC Early Head Start in Hot Springs
Karen Matros, Parents as Teachers, Arkadelphia Public Schools
Andy Neel, Arkadelphia Fire Department
Claudia Speights, Parents as Teachers, Arkadelphia Public Schools

Julie Stephens, Conway Regional Health Systems
Tatiana Swanigan, UAMS/Injury Prevention Center
Gabrielle Thrailkill, Genesis Maternity Center in DeQueen



December 2009 Certification Class in Jonesboro

Michelle Arnold, PACES, Inc.
Eric Bates, El Dorado Police Department
Doug Formon, Jonesboro Police Department
Mary Fox, PACES, Inc.
Scott Harton, North Little Rock Police Department
Matthew Huckaby, Blytheville Police Department
Don Ledford, Blytheville Police Department
Phil Lowry, North Little Rock Police Department
James Mandock, Baxter Regional Medical Center
Heath McEntire, Jonesboro Police Department
Aaron Morphis, Jonesboro Police Department
Lacy Pulaski, Mountain Home Police Department
Mychal Warno, Mountain Home Police Department

December 2009 Certification Class in Little Rock



Connie Banks, Arkansas Children's Hospital
LaToya Brown, Arkansas Children's Hospital
Karen Davis, Arkansas Department of Community Correction, Pine Bluff
Venita DeVose, Arkansas Department of Community Correction, Pine Bluff
Debora Jefferson, Arkansas Pediatric Facility
Joe Jimmerson, Arkansas Children's Hospital
Kathy Moore, Arkansas Department of Community Correction, Pine Bluff
Alison, Rose, Volunteer Parent
Julie Stovesand, Arkansas Children's Hospital
Nikko Thompson, Arkansas Children's Hospital
Melva Trask, Arkansas Department of Community Correction, Pine Bluff
Melody Warrick, New Beginnings Pregnancy Resource Center in Benton



RECALLS: ARE YOU UP TO DATE?

Do you have the most up-to-date recall list? The Recall List is based on the latest information received and verified as of 07/06/09. The SafetyBeltSafe, USA; University of North Carolina Highway Safety Research Center; and the National Highway Traffic Safety Administration's recall lists were **last revised on December 21, 2009**

The latest recall is for the by Dorel Juvenile Group for the seats listed below:



MAKE: Dorel Juvenile Group (DJG) is recalling certain Cosco, Disney, Safety 1st, and Eddie Bauer rear-facing infant child restraints

MODELS: Nos. 22-057 CLN, 22-057 DBY, 22-057 HRT, 22-057 LPH, 22-085 DWA, 22-085 LYN, 22-095 RBK, 22-300 CSF, 22-300 FZN, 22-300 JJV, 22-300 OSF, 22-300 THD, 22-300 TWD, 22-305 NAB, 22-305 PPH, 22-322 HRR, 22-322 KDL, 22-322 LXI, 22-322 MAI, 22-322 PTK, 22-322 OLY, 22-322 PRS, 22-325 COB, 22-325 PAC, 22-355 LBF, 22-355 PWK, 22-380 LGA, 22-380 MSA, 22-627 AWF, 22-627 CGT, 22-627 FRK, 22-627 SNW, 22-627 WAV, 22-627 WPR, 22-627KGS, AND 22-655 BYTE, Production Dates: January 6, 2008 through April 6, 2009.

DEFECT: The handle screws used to connect the handle to the shell can back out, and if not noticed by the care giver, lead to full or partial detachment of the carrying handle. If this occurs, the restraint can fall, possibly resulting in injury to the child.

CORRECTIVE ACTION: DJG will provide owners with a free repair kit. DJG has not yet provided a notification schedule for the campaign. Owners may contact DJG at 1-866-762-3316.

To access and view an updated recall list, go to:

1) SafetyBeltSafe, USA: www.carseat.org

This recall list includes both official recalls and problems that have been identified by child passenger safety advocates. Sections are organized alphabetically by manufacturer. At the end of each section is a list of seats without recalls and seats that should no longer be used. There is no cost to view the SBS recall list. Only subscribers can print the recall list.

2) University of North Carolina, Highway Safety Research Center: www.hsrb.unc.edu. This recall list is available on-line and can be printed free. It is updated when an official recall is added to the list. The index of seats makes it easier to find recalled seats in the document. On this site, you can sign up for a free notification service to receive an email whenever a new recall is added to this list.

3) National Highway Traffic Safety Administration: www.nhtsa.gov

This recall list is available on-line and can be printed free. It is only updated when an official recall is added to the list. On this site, you can sign up for a free notification service to receive an email whenever a new recall is added to this list.

CPS PROJECT SPOTLIGHT: UAMS CPSE Program to Offer Law Enforcement CPS Ticket Book Insert

This insert fits perfectly inside of a law enforcement officer's ticket book. It is on heavy card stock and laminated. The Benton Police Department pilot tested the ticket template with their officers, both CPS Technicians and non-Technicians. Several law enforcement departments have begun using the inserts as a way to provide information to parents on the appropriate car seat for their child and as a way to easily access the code of the Child Passenger Protection Act and the Adult Seat Belt Law. If any local law enforcement agency is interested in obtaining a stack of these for their officers, please email Virginia at lancastervirginiae@uams.edu.

ARKANSAS LAW:

Primary Law—CHILDREN

The Child Passenger Protection Act

27-34-104 - Every driver of a motor vehicle who transports a **child under fifteen (15) years of age**, shall while the vehicle is in motion and operated on a public road, street, or highway, properly place, maintain, and **secure the child in a child passenger restraint system properly secured to the vehicle** and meeting applicable federal motor vehicle safety standards.

A child who is less than six (6) years of age and who weighs less than sixty pounds (60 lbs) shall be **restrained in a child passenger safety seat** properly secured to the vehicle.

If a child is at least six (6) years of age or at least sixty pounds (60 lbs) in weight, a safety belt properly secured to the vehicle shall be sufficient.

Protection from Secondhand Smoke for Children Act

20-27-1903 - Tobacco use — Prohibitions.

Effective July 21, 2006, smoking is prohibited in any motor vehicle in which a child who is less than six (6) years of age and who weighs less than sixty pounds (60 lbs.) is restrained in a child passenger safety seat properly secured to the motor vehicle in accordance with The Child Passenger Protection Act.


Primary Law—ADULTS

27-37-702 - Each **driver and front seat passenger** in any motor vehicle shall **wear a properly adjusted and fastened seat belt**. (Does not apply to automobiles manufactured before January 1, 1972) (Exceptions to this rule are a medical condition certified by a physician that contradicts the use of a seat belt, and U.S.P.S. drivers)

"Motor vehicle" means any motor vehicle, except a school bus, church bus, and other public conveyance, which is required by federal law or regulation to be equipped with a passenger restraint system.

For more information, please go to www.nhtsa.gov.

Support provided by the Arkansas Highway Safety Office to the UAMS Child Passenger Safety Education Program








Injury Prevention Center
archildren.org

It only takes a moment.

July 2009

AMERICAN ACADEMY OF PEDIATRICS RECOMMENDATIONS

What is the age and weight of your child?

<p>Less than 1 year of age (regardless of weight)</p>		<p>DIRECTION</p> <ul style="list-style-type: none"> <input type="checkbox"/> Rear-facing in back seat <p>HARNISS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Use slots at or below shoulders and snug <input type="checkbox"/> Harness clip at armpit level <p>INSTALLATION</p> <ul style="list-style-type: none"> <input type="checkbox"/> Moves less than 1 inch when tugged at belt path
<p>Over 1 year of age, less than 20 lbs</p>		<p>DIRECTION</p> <ul style="list-style-type: none"> <input type="checkbox"/> Rear-facing in back seat <p>HARNISS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Use slots at or below shoulders and snug <input type="checkbox"/> Harness clip at armpit level <p>INSTALLATION</p> <ul style="list-style-type: none"> <input type="checkbox"/> Moves less than 1 inch when tugged at belt path
<p>Over 1 year of age, over 20 lbs</p>		<p>DIRECTION *</p> <ul style="list-style-type: none"> <input type="checkbox"/> Forward-facing or Rear-facing to upper weight limit of seat in back seat <p>HARNISS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Use slots at or above shoulders and snug for Forward-facing; at or below shoulders and snug for Rear-facing. <input type="checkbox"/> Harness clip at armpit level <p>INSTALLATION</p> <ul style="list-style-type: none"> <input type="checkbox"/> Moves less than 1 inch when tugged at belt path <p><small>*Children are safer riding Rear-facing until they reach the upper limit of their Rear-facing convertible seat -- 30-35 pounds</small></p>
<p>Over 40 pounds, but less than 4'9" tall</p>		<p>DIRECTION</p> <ul style="list-style-type: none"> <input type="checkbox"/> Forward-facing with lap and shoulder belt in back seat <p>HARNISS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Lap belt of vehicle snug and low over thighs, not abdomen <input type="checkbox"/> Shoulder belt snug across collarbone, not neck or face <p>INSTALLATION</p> <ul style="list-style-type: none"> <input type="checkbox"/> Must use lap and shoulder belt
<p>Over 4'9" tall, 8 years or 80 pounds</p>		<p>LOCATION</p> <ul style="list-style-type: none"> <input type="checkbox"/> Vehicle Seat Belt in back seat <input type="checkbox"/> All children under age 13 should be in the back seat <p>HARNISS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Lap belt of vehicle snug and low over thighs, not abdomen <input type="checkbox"/> Shoulder belt snug across collarbone, not neck or face <p>INSTALLATION</p> <ul style="list-style-type: none"> <input type="checkbox"/> Must use lap and shoulder belt

CPS RESOURCES:

A) ARKANSAS CHILD PASSENGER SAFETY TECHNICIAN INSTRUCTORS (as of 01/07/10)



Sharon Bilbrey, Coordinator

S.T.O.P. Program
Safe Transportation of Patients
Arkansas Children's Hospital
BilbreySY@archildrens.org

Kristen Hewitt, Coordinator

Child Passenger Safety Program
Community Outreach Department
Arkansas Children's Hospital
HewittKC@archildrens.org

Charles Maxwell, Coordinator

Fire Safety Program
Community Outreach Department
Arkansas Children's Hospital
MaxwellCA@archildrens.org

Gay Burt, RN

Baptist Health Medical Center
Gay.Burt@baptist-health.org

Deputy Doug Gay

Benton County Sheriff's Department
dgay@co.benton.ar.us

Deputy Thomas See

Benton County Sheriff's Office
TSee@co.benton.ar.us

Sergeant Glen Cooper

Conway Police Department
glen.cooper@cityofconway.org

Officer Matt Lichty

Conway Police Department
matthew.lichty@cityofconway.org

Corporal Rick Crisman

Fayetteville Police Department
rcrisman@ci.fayetteville.ar.us

Corporal Craig Stout

Fayetteville Police Department
cstout@ci.fayetteville.ar.us

Officer Josh McMillian

Russellville Police Department
joshua.mcmillian@russellvillearkansas.org

Mike Smith, Coordinator

SAFE KIDS of Northeast Arkansas
Safe Jonesboro Coalition
msmith.safe@sbcglobal.net

Terry Whitley

Arkansas State Police
mwhitley@insol.wwb.net

Lisa Hicks, RN

St. Vincent Health Systems
LCHicks@stvincenthealth.com

Byron Anderson, Coordinator

Strike Out Child Passenger Injury
UAMS/ACH Injury Prevention Center
andersonbyronl@uams.edu

Virginia Lancaster, Project Coordinator

Child Passenger Safety Education Program
UAMS/ACH Injury Prevention Center
lancastervirginiae@uams.edu

Betsey Mowery, Coordinator

Safe from the Start Antenatal/Neonatal CPS Program
University of Arkansas for Medical Sciences
moweryelizabethg@uams.edu

Mary Porter, Coordinator

Teen Driving Program
UAMS/ACH Injury Prevention Center
portermarye@uams.edu

Valerie Beck, RN

Beck1299@sbcglobal.net

NOTE: *If you are interested in becoming a CPS Instructor, please contact Virginia Lancaster or Mike Smith. We are always looking for interested Technicians who would like to take that extra step.*

B) RECERTIFICATION REQUIREMENTS – Don't Wait Until the Last Minute!



You **MUST** know your username and password to complete the online recertification process. If you don't know them, please call 877-366-8154.

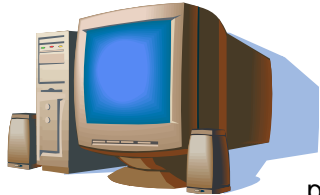
Basic re-certification requirements :

- ❖ Five (5) seat checks approved by a certified instructor (may use technician proxy option). These may be done at any time during your certification cycle.
- ❖ Community Education – pick one
 1. Participate in at least 1 two-hour check up event with at least one other CPS Technician where you serve families using any standardized checklist to provide documentation, if needed.
 2. Provide at least 4 hours of community education. Examples include presenting to parents, educators, kids, organizations (PTAs, law enforcement). Not for CPSTs.
- ❖ A minimum of 6 hours of CPS technical continuing education (CEUs) must be obtained and reported during one's current certification cycle (two years). They may be entered at any time during your certification cycle. CEUs must fit into one of the five approved categories and meet content requirements. Please check out the calendar of event for upcoming CEU classes offered by UAMS and ACH. *Type of CEUs:*
 - *Category 1: In-person Session/Workshop (Maximum of six CEUs).*
 - *Category 2: No longer is available. Included auditing a Certification Class*
 - *Category 3: CPS Teleconferences (Maximum of five CEUs).*
 - *Category 4: Online/Web Sessions (Maximum of five CEUs). See below for Online CEU opportunities.*
 - *Category 5: Newsletters/Manuals/Journals (Maximum of three CEUs). See below for CEU opportunities.*
- ❖ Register and pay fee by the end of the certification expiration date. Note that the CPST Re-certification fees are now \$50 and the Certification Course fee will be \$75. You can register up to 4 months in advance of your certification expiration date. You will NOT lose any time--your dates stay the same.
- ❖ **To get to the payment screen**, you must have:
 - (1) Completed all five seat checks (entered and CPSTI approved)
 - (2) Entered at least six CEUs
 - (3) Entered your community event information
 1. Once all three are done, you will see a "Click Here to Continue" button that will take you to the payment screens. Once your registration is complete, your re-certification will be processed in two to four days.
- ❖ In addition to the above requirements, Instructors must also log 20 teaching hours of CPS course instruction. This has not changed.

Details will be available in the policies and procedures manual and on the certification Web site (www.safekids.org/certification). A step-by-step power point presentation is available to assist you with recertification. Audits will be done regularly.

If you encounter any problems with the recertification process, please contact the toll-free CPS customer service number 877-366-8154. Their hours of operation are Monday through Friday 9 am – 7 pm ET. Their fax number is 917-305-9876. They are also available at cps.certification@safekids.org.

C) CEU HOURS OFFERED THROUGH ONLINE COURSES (Category 4)



1) Provided by: National Child Passenger Safety Board

Total available: 3 CEUs

Location: <http://www.cpsboard.org/>

Comments: Three presentations. One about New Child Restraints, a combined one about Boosters and Airbags, and “Fact or Fiction”. Each presentation is available for download. After carefully reviewing each presentation, you must complete the online quiz. A certification of completion will be generated when the quiz is passed (80%). Be sure you can print from the computer before you start. You must be able to print proof of completion.

2) Provided by: Safe Kids Worldwide and NHTSA

Total available: 4 CEUs (more coming soon!)

Location: <http://www.safekidswebinars.org/>

Comments: This new site will be the place to obtain online CEUs on a variety of topics. Currently available: School Buses (worth 2 CEUs), Transporting Children in Vehicles Other Than Cars (worth 1 CEU), and A Tech’s Guide to Recalls (worth 1 CEU). Like the successful School Bus webinar, the format includes research questions and slides with a quiz at the end.

NOTE: This Web site requires techs to log in. This is NOT the same as your online profiles—they are two different systems.

Coming soon: Vehicle Safety Parts 1 and 2: Federal Regulations and Consumer Testing. Technicians will register, log in, finish the webinar and print a certificate of completion. This webinar requires participants to gather information from other sites (links provided) to have a quality learning experience.

** Each webinar is available for download (pdf) for local technical update sessions.

3) Provided by: University of North Carolina Research Center

Total available: 4.5 CEUs

Location: <http://www.buckleupnc.org/training/index.cfm>

Earn CEUs at your convenience by watching videos online and successfully completing a quiz. Topics include Improving Ambulance Transportation Safety, School Bus Update, Side Impact, Latch and Tether, and Growing Up Healthy Wealthy and Wide. The videos are divided into two main sections -- videos for CPS recertification CEU credits and videos for supplemental information. Techs will only be able to take the quiz and earn CEU credit if they have created an account, are signed in, and have watched the entire video.

D) CEUS OFFERED THROUGH NEWSLETTERS/MANUALS/JOURNALS (Category 5)



1) Provided by: CPS Board: Tech Update:

At the CPS Board's home page (www.cpsboard.org), click on Earn CEUs Online (right column). You will have several editions to choose from – Two updates with quizzes for one CEU only (1CEU max.).

2) Provided by: Safe Kids Worldwide: www.safekids.org/certification.

This is a listing of various scientific journal articles that you can read (you have to locate them). It allows for three articles to equal one CEU; 1 CEU is the maximum allowed for this category.

OPINIONS, SUGGESTIONS, CORRECTIONS, ETC.

As CPS Technicians and Advocates, your opinion is important to us. Please let us know what you are doing in your community and we will add it to the Calendar of Events. Also, share with us a summary of your program and we'll spotlight your program in upcoming editions. Let others know the great work you are doing. Thanks for all you do in protecting the children of your community and this great state. Next edition coming in April 2010!

If you would like to be taken off of the mailing list, you may do so by replying to this email and typing "Please remove" in the subject line.

The Arkansas CPS Tech Update is sponsored by the UAMS Child Passenger Safety Education Program. For more information please contact Virginia Lancaster at (501) 364-2478 or email lancastervirginiae@uams.edu.

Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work.

Vince Lombardi, June 11, 1913 - Sept. 3, 1970

Vincent Thomas Lombardi, one of the most successful football coaches in the history of American football was born June 11, 1913. Vince Lombardi was the head football coach of the NFL Green Bay Packers from 1959 to 1967, and the Washington Redskins in 1969. Lombardi's Green Bay football teams dominated the National Football League. He was the only coach to win three consecutive NFL championships games and the Packers won the first two Super Bowls. Football was his life and passion.