

Why Common Core?

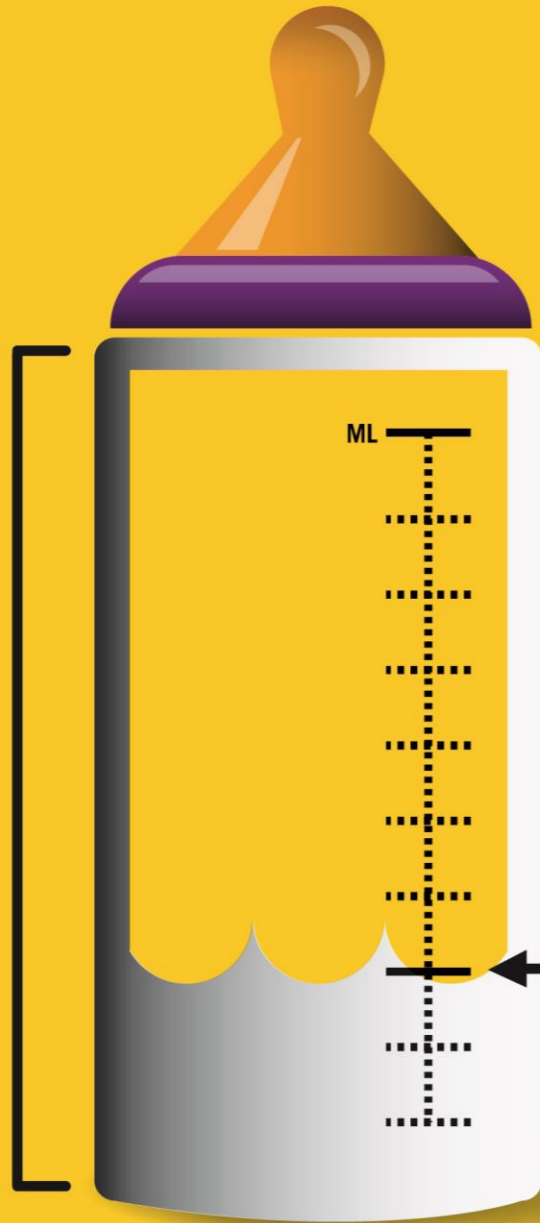
ROBERT KAPLINSKY

 @robertkaplinsky

CHOOSE CAR SEAT:
BY AGE & SIZE



THE NUMBER
OF PEOPLE
**WHO
THINK**
THEY HAVE
THEIR CHILD IN
THE RIGHT
SEAT.



THE ONES
**WHO
ACTUALLY
DO.**

KNOW FOR SURE
IF YOUR CHILD IS IN THE RIGHT CAR SEAT.



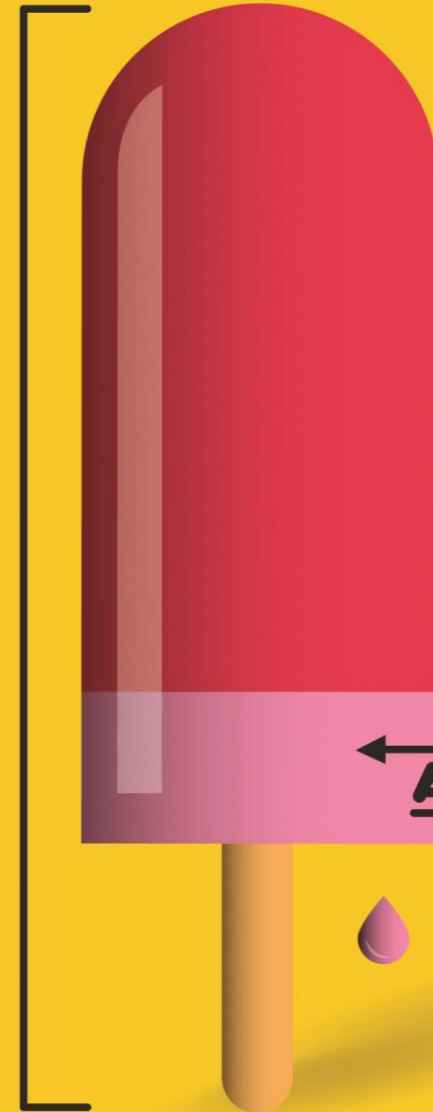
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There are 125
sheep and 5 dogs
in a flock. How old
is the shepherd?

Of the 32 students I interviewed...

- 75% of them gave me numerical responses
- 2 students calculated the answer to be 130 ($125 + 5$)
- 2 students calculated the answer to be 120 ($125 - 5$)
- 12 students calculated the answer to be 25 ($125 \div 5$)
- 0 students calculated the answer to be 625 (125×5)
- 4 students stated that they guessed their answer (90, 5, 42, and 50)
- 4 students tried to divide 125 by 5 but could not correctly implement the procedure

Takeaways

- Making sense of mathematics
- Intellectual autonomy
 - Intellectual autonomy is about being able to think for yourself and not being dependent on others for the direction and control of one's thinking.

What Does the NHTSA Say?

Key Statistics and Consumer Insights:

- Motor vehicle crashes are the leading cause of death for children age 1 through 12 years old.¹

According to a NHTSA study, 3 out of 4 kids are not as secure in the car as they should be because their car seats are not being used correctly.

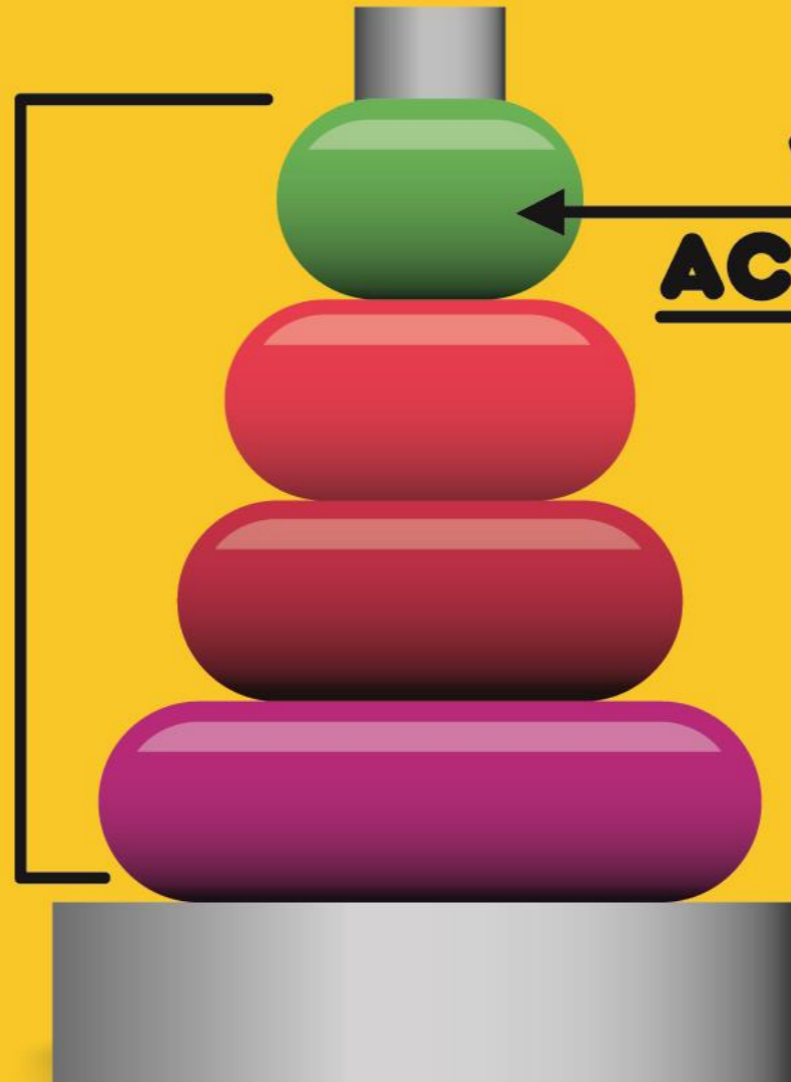
be reduced by about half if the correct child safety seats were always used.

¹ Source: Based on the latest mortality data currently available from the CDC's National Center for Health Statistics.



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- “because they have their child in the right seat”
- “because their car seats are not being used correctly”

IF YOUR CHILD IS IN THE RIGHT CAR SEAT.



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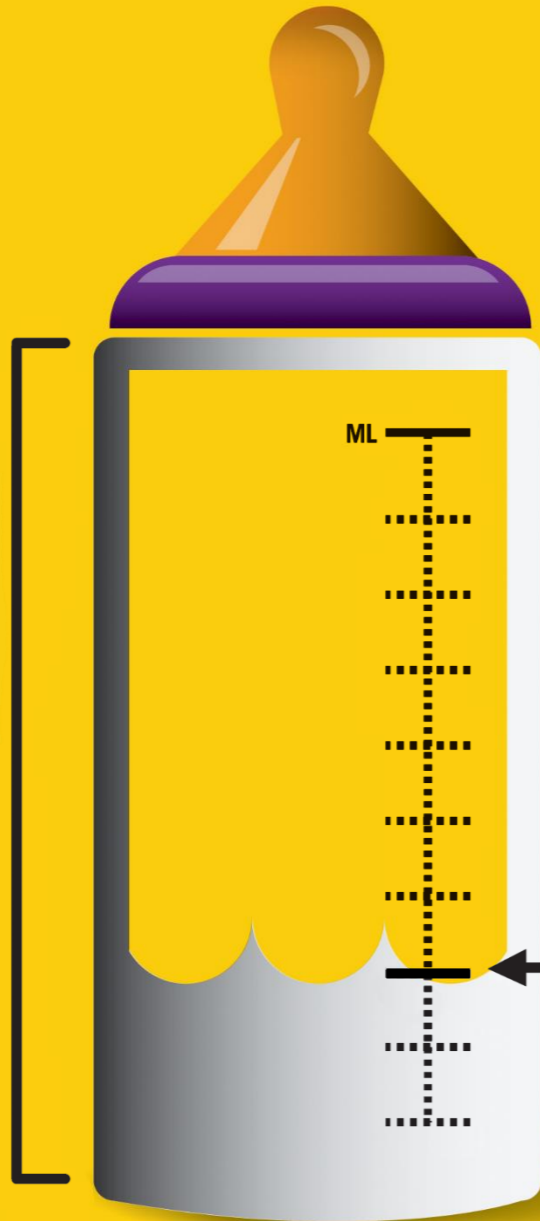
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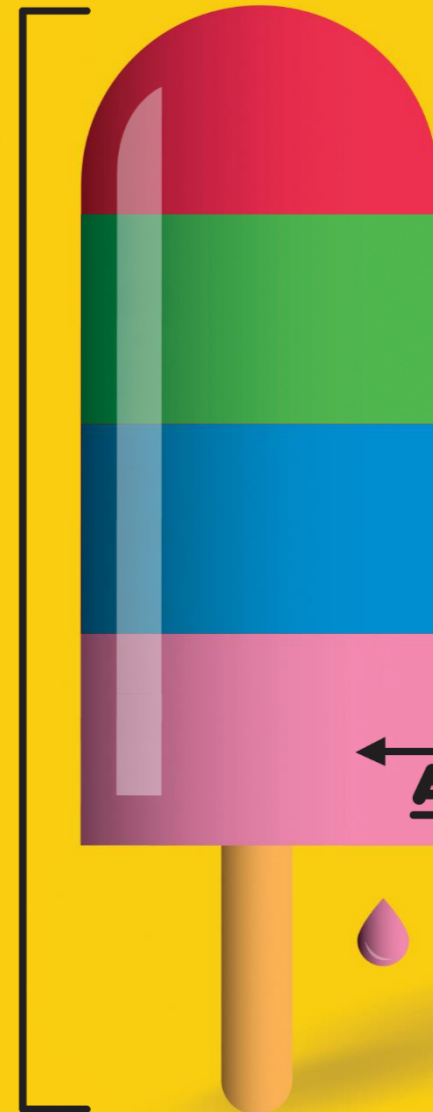
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