

# Child Restraints:

A campaign promoting the importance  
of keeping older children safe

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# Overview

- Background information
- Market research findings
- Elements of the campaign
- Results of the campaign
- Conclusion

# Background

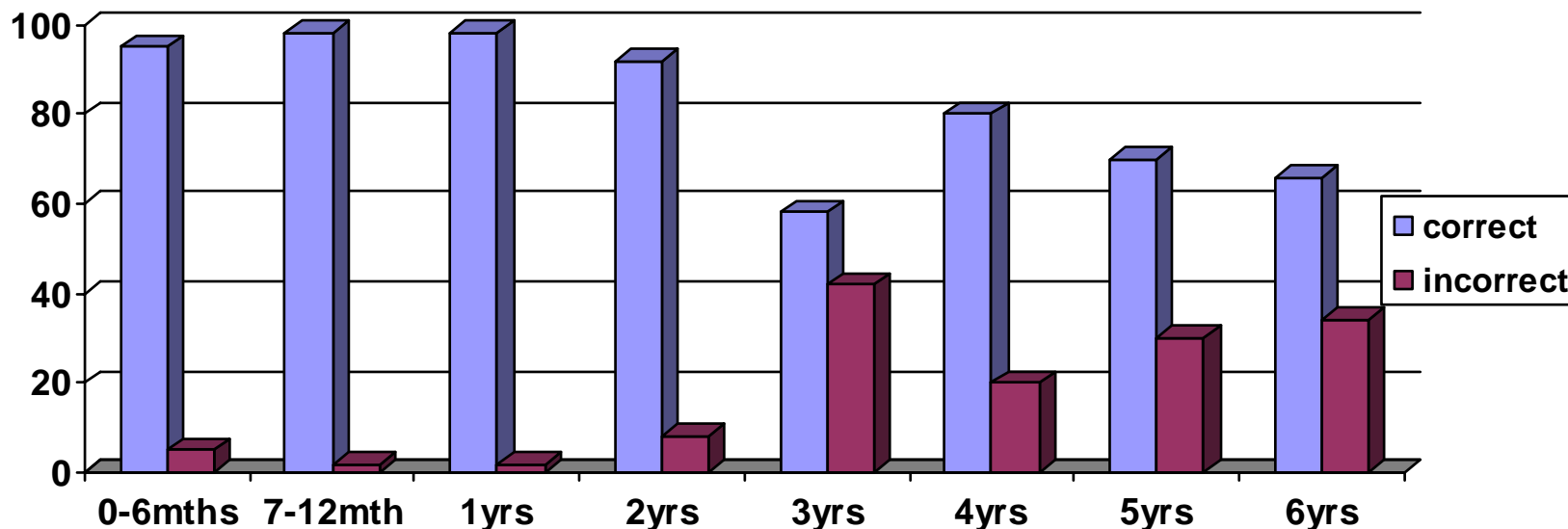
- Child safety is a major concern in road safety
  - 62 children aged 0-8 years died on Victoria's roads between 2003-2007
- Children in adult seat belts are 3.5 times more likely to sustain a significant injury in a crash compared to children in dedicated child restraints
- Booster seat usage rates by children aged 3-8 years is very low

# Market research

- Market research was conducted to determine:
  - the key road safety issues for parents of younger children
  - communication mechanisms for parents of younger children
- Four focus groups with parents of children aged under 8 years
- An internet survey of 518 Victorian parents with children in the 0-8 age group

# Market Research: Key Findings

## Restraint use by age



- Almost all parents indicated they used some type of child restraint
- As children age, they are less likely to be in the correct restraint for their size

# Market Research: Key Findings

- Choosing and obtaining restraints
  - 75% of restraints are brought new from a baby or department store
  - Choice of restraint often made at the store, with price and advice of store assistant being key influences
  - Process of choosing restraint more serious for first time parents
  - Parents have a high level of confidence that they have chosen the right restraint
    - Confidence reduces as the child ages and graduates to a car seat or booster

# Market Research: Key Findings

- Information about child restraints
  - 94% of respondents thought that there was a need for more information
    - Particularly on safety and when to graduate children to the next type of restraint
  - Preferred information methods included:
    - Pamphlet in 'bounty bag' (71%)
    - Pamphlet from health nurse (66%)
    - Website/internet (65%)
  - Focus groups indicated that parents are more likely to take notice of information from a reputable source

# Development of the campaign

- Results from market research indicated that there is a need for more information on child restraints, particularly for parents of older children
- Campaign developed under the tagline:

***“Every child under 8, Properly Restrained, Every Trip”***



# Key components of campaign

- Website
  - Updated information
  - Child restraint calculator



The screenshot displays the RACV website interface. At the top left is the RACV logo with the tagline "we're there for you". A navigation menu includes links for home, membership, roadside assistance, my car, travel, road safety (highlighted), insurance, and finance. A left sidebar lists various road safety topics. The main content area features a breadcrumb trail: "home > road safety > child safety". Below this is a yellow header for "road safety". The primary focus is the "child restraint calculator" section, which prompts users to enter their child's age and weight to find the right restraint. The form shows "age: 0 years 0 months" and "weight: 3 kgs", with a yellow "search" button. To the right, a section titled "child restraints rated" includes an image of a child in a car seat and text explaining the purpose of the ratings. A link below this section points to "RACV's latest child restraint test results".

# Child restraint calculator

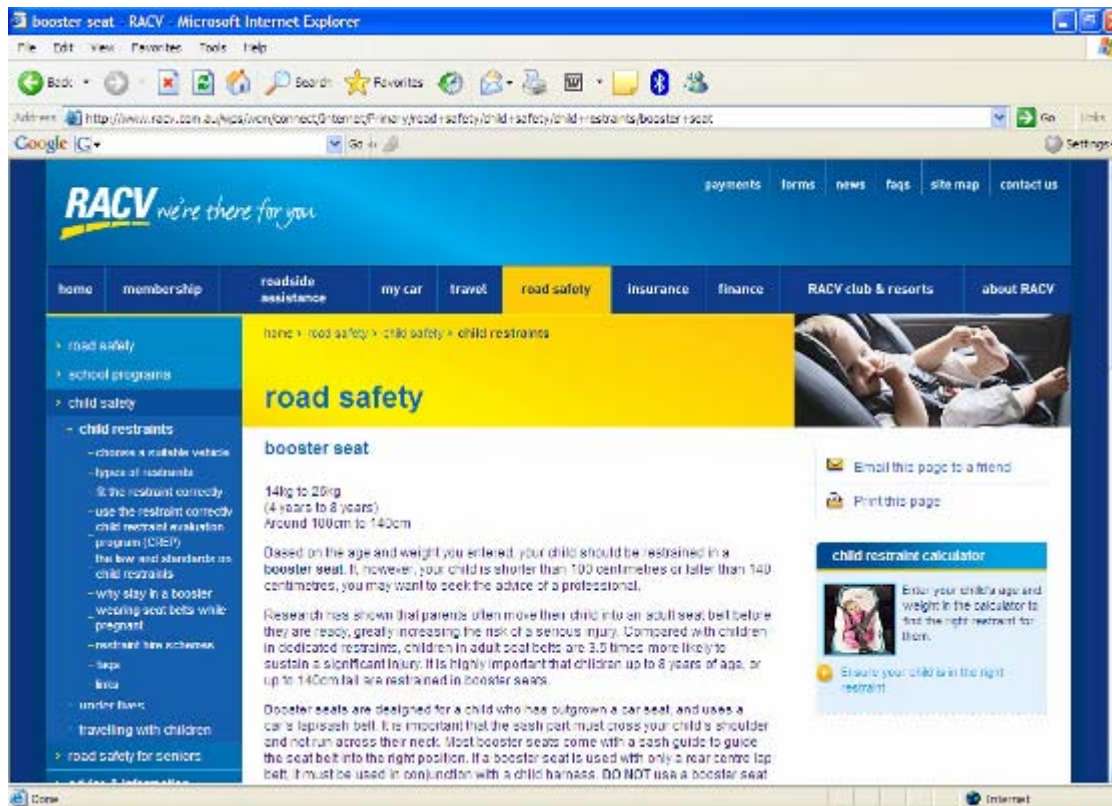
- Parents enter the age and weight of their child from the drop down menu and....

The screenshot shows the RACV website's navigation menu on the left and the child restraint calculator on the right. The navigation menu includes: home, membership, roadside assistance, my car, travel, road safety, school programs, child safety (with sub-items: child restraints, under fives, travelling with children), road safety for seniors, advice & information, drive school, roads & traffic, vehicle safety, and safety products. The calculator page has a breadcrumb trail: home > road safety > child safety. The main heading is 'road safety' and the sub-heading is 'child restraint calculator'. The instructions state: 'Enter your child's age and weight below to find the right restraint.' The form includes: 'age: 4 years 0 months' (with a dropdown menu for years showing 0-9+ selected), 'weight: 0 kgs' (with a dropdown menu for weight), and a 'search' button. Below the form, the text 'child s' and 'Caring for...' are partially visible.



# Child restraint calculator

...they are directed to the most relevant information for their child



The screenshot shows a Microsoft Internet Explorer browser window displaying the RACV website. The address bar shows the URL: <http://www.racv.com.au/ncs/wc/connect/0/term/ac/financial/road+safety/child+safety/child+restraints/booster+seat>. The page title is "booster seat - RACV - Microsoft Internet Explorer".

The website header features the RACV logo with the tagline "we're there for you" and navigation links for payments, forms, news, FAQs, site map, and contact us. A secondary navigation bar includes links for home, membership, roadside assistance, my car, travel, road safety (highlighted), insurance, finance, RACV club & resorts, and about RACV.

The main content area is titled "road safety" and "booster seat". It provides information for children aged 4 years to 8 years, weighing 14kg to 20kg, and around 100cm to 140cm tall. The text states: "Based on the age and weight you entered, your child should be restrained in a booster seat. If, however, your child is shorter than 100 centimetres or taller than 140 centimetres, you may want to seek the advice of a professional." It also notes that research shows children in adult seat belts are 3.5 times more likely to sustain a significant injury than those in booster seats.

Below the text is a "child restraint calculator" section with a form to enter the child's age and weight. A small image of a child in a booster seat is shown next to the form. The form includes a button labeled "Calculate your child's in the right restraint".

On the right side of the page, there are links to "Email this page to a friend" and "Print this page".

# Key components of campaign

**Fact sheet for professionals**

0 cm 10 20 30 40 50 60 70 80 90 100 110 120 130 140

**Every Child Under 8, Properly Restrained, Every Trip.**

**COMPARED WITH CHILDREN IN DEDICATED RESTRAINTS, CHILDREN IN ADULT SEAT BELTS ARE 3 TIMES MORE LIKELY TO BE KILLED OR SERIOUSLY INJURED.**

**Every Child Under 8, Properly Restrained, Every Trip.**

**Forward Facing**  
For children aged about 8-18kg.  
A child car seat face is fitted using the car at an anchor point.

**Safety tips:**

- Recommend a seat for the event of a crash.
- Make sure the parent and tether strap are tight.
- Advise them to adjust the shoulder straps so they are snug.

**Notes for professionals**

When you advise parents and carers, remember it is vital that children are in the appropriate restraint suitable for their age. They should only move to the next category of restraint when they can no longer physically fit in their current one.

A range of boosters available in Australia can be expanded as a child grows.

Seat belts are not suitable for children under 140cm in height for several reasons. Seat belts are designed with an adult male in mind and children are simply not big enough to be appropriately restrained by a seat belt alone.

Their legs are not long enough to bend at the seat edge and so children slump, pushing the lap part of the belt up into the abdomen area instead of across the thighs. In addition, the sash part of the belt across the neck can result in serious injury in a crash.

Professional child restraint fitters should refer to manufacturers' instructions.

**Remember - every child under 8, properly restrained, every trip.**

**Booster Seats**  
For children aged from about 4 to 8 years old, or about 14-26 kg.  
Boosters are designed for a child who has outgrown a car seat. A booster seat puts a child in the right position so that an adult seat belt gives most protection.

**Safety tips:**

- A booster with a high back and side wings contains the child's head and provides protection in side impact collisions. Booster cushions cannot do this and are not recommended.
- A booster with a top tether helps to secure the booster in the vehicle.
- Ensure that the booster has a seat belt guide so that the sash passes over the child's shoulder and does not cut into their neck.
- Ensure that the seat belt rests against the child and that there is no gap between the child's body and the seat belt.
- Never use a booster seat with a lap belt only as this can cause serious injuries in a crash.
- Some boosters use a clip attached to the lap part of the seat belt forming a crotch strap to prevent a child from 'submerging' under the belt in a crash.
- A booster seat will offer the best protection until the child's eyes are level with the top of the back seat. If the child's eyes are above the top of the back seat, but they are shorter than 140cm, parents should consider purchasing a larger booster seat.

**CHILDREN SHOULD NOT MOVE TO AN ADULT SEAT BELT UNTIL THEY ARE AROUND 140CM.**

**RACV** For more information, please visit [www.racv.com.au](http://www.racv.com.au) or telephone the RACV motoring advisoryline on (03) 9790 2190 or 1800 134 126.



- Brochures and Fact Sheets
  - Information on forward facing restraints and boosters
  - Parent brochure and professional fact sheet sent to:
    - Child care centres
    - Kindergartens
    - Maternal and health care centres
    - RACV shops
    - Restraint fitters
    - Other stakeholders
  - 28,000 brochures and 3,000 fact sheets sent out initially

# Key components of campaign

- Radio advertising
  - Aim to increase awareness of keeping older children in boosters
  - Played on Austereo network and 3AW in Melbourne, and across regional Victoria over a 2 month period
- Article in RoyalAuto
- Articles in BubHub E-Newsletter and Melbourne's Child Magazine



# Key components of campaign

- Melbourne Media Launch
  - RACV speakers
  - Guest Speaker - Melinda Gainsford Taylor
- Regional Media Launch (Ballarat)
  - RACV speakers
  - Guest speakers – Local Paramedic and Paediatrician



# Results of the campaign

- Media coverage
  - Channel nine and seven evening news
  - Major radio stations and newspapers across the state
- Continue to receive requests for extra brochures from organisations and parents
- In total, over 45,000 brochures and over 3,500 fact sheets have been sent out

# Conclusion

- RACV will continue to provide information to the public on child restraints

