

KIDS NEED A BOOST
IT'S THE LAW

Children must be in a booster seat if they are:

- Less than 4'9" or
- Less than 80 lbs or
- Less than 8 years old

Serious injuries can be prevented by using a booster seat.

\$240
fine and
2 demerit
points

ML BUREAU DE SANTÉ DE MIDDLESEX-LONDON
HEALTH UNIT
www.healthunit.com

child safety Middlesex London

Kids Need a Boost
Booster Seat Campaign

Background

- o Cochrane review of "Interventions for promoting booster seat use in four to eight year olds travelling in motor vehicles"
- o Prompted research into booster seat use
- o Only 29.5% of children in Ontario & Quebec that should be in a booster seat are – legislation only
- o In Canada only 19.6% of children (4-9) are correctly restrained in booster seats
- o Motor vehicle crashes are the leading cause of death for children 1-14 years of age .
- o In Middlesex-London, MV traffic crashes are the leading cause of unintentional injury in all age groups below age 65.
- o Estimated 35 deaths (ages 0-65) annually in Middlesex-London
- o Legislation increases booster seat use, but stats are unacceptably low – "legislation appears to have some effect on increasing correct seat use rates, but this effect may decay with time in the absence of other interventions"



Legislation vs. Safety Recommendations



Highway Traffic Act

- Less than 80lbs
- Less than 4'9"
- Or under the age of 8 years

Safety Recommendations

- 10 to 12 years old (for pelvic development to keep the lap belt low across the thighs)
- At least 4 ft. 9 in. (1.45 m) tall
- The child can sit all the way back against the vehicle seat and bend his knees easily at the edge of the vehicle seat
- The lap belt rests across the upper thighs, and
- The shoulder belt is centered on the shoulder and chest

Effective methods: Research

- target parents & children
- decrease barriers to use
- Use multiple intervention strategies

What happened next:

- Child Safety Coalition & MLHU took on an initiative to increase booster seat use in London and Middlesex county
- Working group formed including key community partners (Oneida, TVDSB, Buckle up Baby/OEYC, MLHU)



Focus:

- Parents and children between 4-12 years
- Community partners
- Primarily legislation focus
- Elementary Schools
- Priority population including First Nations, New immigrant and low income
- Occur September-December 2014

Developed materials:

- Post Cards/rack cards
- Posters
- Banner
- Parent information package

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\$340
fine and
2 demerit
points

Booster seats are for children over 40lbs. The purpose is to "boost" your child up so the adult seat belt can be positioned properly on your child's body. This will reduce your child's risk of head, neck, spine and abdominal injuries in a motor vehicle collision.

Ontario's Highway Traffic Act requires children to use a booster seat when they are:

- Less than 6ft (183 cm)
- less than 4'9" (145 cm)
- or under the age of 8 years old

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ML MICHIGAN LAWYERS ASSOCIATION OF HEALTHCARE
www.hoodinuit.com

For more information on booster seats, contact us at 1-844-443-5337 ext. 3755

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Launch: Mary Wright P.S.



Summary of Campaign:

- 35 events attended presently throughout London and Middlesex
- Reach of roughly 5017 people through event attendance
- Involvement of roughly 30 community partners
- Development of new partnerships due to campaign
- Distribution of 400 seats to date with calls/emails continuing to come in daily
- 'Parent Information' packages given out with every voucher distributed

Summary Cont'd:

- 333 people completed fluid survey gaining knowledge of booster seats
- Information posted on website & community partner sites
- 5186 information pamphlets sent home with all grade 1 students in the TVDSB
- 1625 information pamphlets sent home with all grade 1 students in the LDCSB
- 8000 pamphlets distributed throughout London & Middlesex combined
- 400 posters distributed throughout London & Middlesex
- Teachers trained on booster seat curriculum to provide to students in schools
- Radio ads played on radio stations for 8 weeks 

Next Steps:

- Funding applied for and secured for 2015
- Build on 2014 messages but incorporate more best practice
- Working with a researcher at U of Windsor with CIHR grant to complete an evaluation of campaign initiatives
- Planning starting next week

Thank You

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