

# 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.*

Infraction Notice  
www.mtl.ca  
**\$240**  
fine and  
2 demerit  
points

child  
safety  
Middlesex  
London

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

Families in need of a booster seat can contact us at 519-663-5317 ext. 3755

# Kids Need a Boost

Booster Seat Campaign

child  
safety  
Middlesex  
London

# Background

- Cochrane review of “Interventions for promoting booster seat use in four to eight year olds travelling in motor vehicles”
- Prompted research into booster seat use
- Only 29.5% of children in Ontario & Quebec that should be in a booster seat are – legislation only
- In Canada only 19.6% of children (4-9) are correctly restrained in booster seats
- Motor vehicle crashes are the leading cause of death for children 1-14 years of age .
- In Middlesex-London, MV traffic crashes are the leading cause of unintentional injury in all age groups below age 65.
- Estimated 35 deaths (ages 0-65) annually in Middlesex-London
- 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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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, spinal 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 80 lbs (36 kg)
- less than 4'9" (145 cm)
- or under the age of 8 years old



\*Drivers who fail to use booster seats face a \$240 fine and 2 demerit points

**ML** **MUNICIPALITY OF MARKHAM**  
**HEALTH UNIT**  
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**child safety** Middlesex-London  
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Car Seat Safety – Booster Seat  
Poster  
size: 11"x 17"

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145 cm 57"

Check Your Height!

**child safety**

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**IT'S THE LAW**

**ML** BUREAU DE SANTÉ DE MONTRÉAL HEALTH UNIT  
www.healthunit.com


Car Seat Safety – Booster Seat  
pull up banner - check your height  
size: 100cm x 217cm (Flash39)

# Launch: Mary Wright P.S.

**NEWS LOCAL**

## Safety coalition hits schools, events to educate about booster seats

By Elena Maystruk, Age Dispatch  
Tuesday, September 16, 2014 9:58:47 EDT AM



Health Unit nurse Meagan Melling with a demonstration doll used to show effects of booster seat use in vehicles for kids. A safety coalition formed by various London and Middlesex partners is tackling statistics that say many kids that should be using booster seats while in a vehicle are not. ELENA MAYSTRUK/AGE DISPATCH/OMI AGENCY

**Recommend** 2

**Tweet** 0

**+1** 0

**SHARE**

A statistic troubling to a number of Middlesex-London's organizations has a safety coalition advocating the use of child booster seats in vehicles through education at schools and community events. Over 70 per cent of kids that should be using booster seats while riding in automotive vehicles aren't.

Public Health nurse Meagan Melling was at the coalition's first stop Mary Wright Public School in Strathroy, speaking to parents about booster seat use.

# 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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