City of Stirling

Child Car Restraint Program

Shane Pope
Road Safety Officer
City of Stirling
Western Australia
The City of Stirling

- Located in Perth, Western Australia.
- Population: 220,000.
- The City is about 100 square kilometres and has 1017 kilometres of roads.
- Largest local government authority in WA by population.
Background

• In WA Road transport injury is the leading cause of death for children aged 0-14 years and the second largest cause of hospitalisation for this age group (Injury Control Program, 1998).

• A survey run by Kidsafe in Western Australia (1998) found that 62% of child car restraints were fitted incorrectly.
The City of Stirling employed a Road Safety Officer in 2004

Accredited CCR course available in 2005

Establish a formalised CCR program

Evident early that an holistic CCR program was needed
Aim

To reduce the number of children killed or hospitalised as a result of road trauma through a holistic child car restraint (CCR) program
Objectives

- Raise awareness of the issues associated with the incorrect use of CCR
- Provide a free CCR fitting and checking service for residents
- Provide a drop off and recycling service for old or second-hand CCRs
- Facilitate CCR fitting demonstration sessions for parent groups
- Develop a subsidised CCR scheme and culturally appropriate educational materials for disadvantaged groups
- Provide training to members of the community to expand the CCR fitting and checking network
Awareness Raising

- Disseminate information at a community level
- Community displays
- Media
- Networking
• Twice monthly checking and installing stations
• Additional checking and installing for agencies
• Local Government partnerships
Outdated and Damaged CCRs

- Increase awareness on the danger of old and second hand restraints
- Recycling service
Demonstration Sessions

• Presentations
• Demonstrations
• Hands on approach

FREE City of Stirling
Child Car Restraint Demonstrations

The City of Stirling conducts free Child Car Restraint Demonstrations for organised groups of parents to practically explain the correct usage of a restraint.*

Organisations are urged to Contact the City’s Road Safety Officer on 9345 8555 and book in for a free demonstration
Bookings are essential.

Research shows that only 38% of child restraints are fitted correctly. Ensure all child car restraints are safe and secure.

For further information on Child Car Restraints contact the Child Car Restraint Information Line on 1300 780 713 or visit www.childcarrestraints.com.au

*Demonstrations are for City of Stirling Organisations only
Subsidised CCR Scheme

- Developed in response to need
- Ensure restraints are available for all parents
- Reduce unsafe restraints being used
- Relies on partnerships
Promotion

- Newspaper advertising
- Posters
- Flyers
- Corflute signage
- Tool kit

**Free child restraint safety checks**

Every month the City of Stirling conducts free child car restraint checks and installations. Research shows that only 38% of child restraints are fitted correctly. Ensure your child's car seat is safe and secure.

**Bookings are essential.** Contact the City's Road Safety Officer on 9345 8555 and book in for a free safety check conducted on the first and third Monday of each month.

For further information contact the Child Car Restraint Information Line on [1300 780 713](tel:1300780713) or visit [www.childcarrestraints.com.au](http://www.childcarrestraints.com.au)
Evaluation

Local Checking & Fitting Service
• 56% of the total amount of child car restraint in the program were installed
36% of checked child car restraints were unsafe
Promotion

- Newspapers, posters and flyers have proven to be the most effective form of promotion.
Safer ride for kids

MIGRANT parents in the City of Stirling will soon be able to learn the importance of child car restraints in their native language.

Funding from the Community Road Safety Grants Program will allow the city to develop child car restraint instruction cards and offer demonstration sessions in a range of languages.

The classes are designed to raise awareness of the dangers of not restraining children, to make sure parents get the restraint appropriate for their child’s weight and size and to ensure they know how to fit them correctly.

The funding has also allowed the city to purchase 25 car seats, 25 booster seats and 20 child safety harnesses for its new restraint loan scheme.

Stirling Mayor David Boothman said child car restraint loans were available to parents who could not afford new ones.

“This is to ensure child car restraints are available to all parents and to reduce the amount of unsafe second-hand, older and overseas restraints being used,” he said.

City of Stirling residents who have a written or verbal referral, two forms of ID including a current driver’s licence and a $50 deposit will be eligible for the scheme.
Current Restraint Usage and Safety of Restraint Usage

- 1/3 of children currently unrestrained and 80% in an unsafe child car restraint
• Fairly even spread of current restraint usage
• Majority of clients were from a Culturally and Linguistically Diverse background
Barriers to Correct CCR Use

- Cost was a significant barrier to correct CCR use
<table>
<thead>
<tr>
<th>Comment</th>
<th>Count</th>
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<tbody>
<tr>
<td>Cheaper option</td>
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<tr>
<td>Cost</td>
<td>3</td>
</tr>
<tr>
<td>Currently out of work</td>
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</tr>
<tr>
<td>Existing CCR is getting old</td>
<td>1</td>
</tr>
<tr>
<td>Existing seat is too old and not good condition</td>
<td>1</td>
</tr>
<tr>
<td>Financial hardship</td>
<td>8</td>
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<tr>
<td>Financial hardship. Unsure where to buy</td>
<td>1</td>
</tr>
<tr>
<td>Having twins too expensive. Unsure where to buy</td>
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<td>Necessity</td>
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<tr>
<td>Need a safer seat</td>
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<tr>
<td>New news</td>
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<tr>
<td>Old seat</td>
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<tr>
<td>Safety of children</td>
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<tr>
<td>Single mum with financial troubles.</td>
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<tr>
<td>Wants to keep baby safe</td>
<td>1</td>
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<tr>
<td>Would like safer seat for my child</td>
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</tbody>
</table>
Future

• Increase the amount of Type 1 Fitters in the City of Stirling, including experts from CaLD (Culturally and Linguistically Diverse) backgrounds

• Create demonstration cards, translated into various languages on the correct installation of restraints.
**CAPSULE**

Yafaa watoto wa uzito hadi kilo tisa, na urefu hadi milimita mia saba.

1. **NJIA YA MSHPILI WA KITI**
   Capsule ikwaa imetolewa kutoka kwa takaa la kiti cha usalamu ingiza msibili wa kiti kupitia kwa upenyo ulio upande wa kiti cha usalamu. Ingiza kuptia upande wa chini kishaa kuptia upenyo ulio upande mwingine wa kizuzu. Kazi kwa kuvuta kisha funga kwa bizamu msibili wa kiti.

2. **KIFUNGO CHA JUU na NANGA YA KUUNGANISHA**
   Unganisha ukanda wa kifungo cha juu na kifaa cha nanga. Hakikisha kigoe kina geuka upande wa juu na kanda ya kifungo cha juu imekawaza, bila kuunda upande wa nyuma wa kiti cha usalamu.

**PENGO KATI YA VITI VYA MBELE**
Hakikisha capsule haikuzuzuzu kwa gari. Hakikisha kuna milimita hamsini kati ya capsule na viti vya mbele.

**KAMWE USIMWEKE MTOTO KWA KITI CHA MBELE**
Moto anaweza kujuuhiwa sana au kuwa kama mfuko wa hewa ukifunguka. Hata kama gari yakani haina mfuko wa hewa wa abiria wa kiti cha mbele, mtoto wako atakuwa salama zaidi ukiweka kiti cha usalamu kwenyi kiti cha nyuma.

**KIDOKE KIMOJA KATI YA MTOTO NA UKANDA**
Hakikisha kanda ni imara kwa kumkinga mtoto. Kukagua hakikisha kidole kimoja tu kinatoshe kati ya mtoto na ukanda.

**KANDA ZILIZO KWA BEGA**
Kanda za begani lazima ziptie kwenyi penyo zilizo karibu na mabega ya mtoto, wala sio chini ya mabega ya mtoto.

Haipa ni maeneozo tu tafadhaliRegex kwenyi kitabu cha maeneozo cha kiti cha usalamu cha mtoto wako kwa habari zaidi.
<table>
<thead>
<tr>
<th>Year</th>
<th>Award</th>
<th>Category</th>
<th>Project</th>
<th>Organisation</th>
<th>Level</th>
<th>Result</th>
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<tbody>
<tr>
<td>2010</td>
<td>Consumer Protection Award</td>
<td>Kidsafe</td>
<td>Child Car Restraint Program</td>
<td>Department of Commerce</td>
<td>State</td>
<td>Winner</td>
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<tr>
<td>2011</td>
<td>National Kidsafe Day Awards</td>
<td>Local Champion</td>
<td>Road Safety Officer (Shane Pope)</td>
<td>Kidsafe WA</td>
<td>State</td>
<td>Runner-Up</td>
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<td>2012</td>
<td>National Awards for Local Government</td>
<td>Excellence in Road Safety</td>
<td>Child Car Restraint Program</td>
<td>Dept of Regional Australia, Local Govt, Arts &amp; Sport</td>
<td>Federal</td>
<td>Commendation</td>
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<tr>
<td>2012</td>
<td>Local Government Road Safety Awards 2012</td>
<td>Safe Road Use</td>
<td>Child Car Restraint Program</td>
<td>WA Local Government Association</td>
<td>State</td>
<td>Winner</td>
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Funding for was provided by the Community Road Safety Grants program, administered by RoadWise on behalf of the Road Safety Council.