

Using child restraints video series: Reaching culturally and linguistically diverse communities.

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Abstract

RACV and TAC jointly produced a video series to help parents use their child restraints correctly. The aim was to assist parents in understanding the importance of properly fitting and adjusting rearward and forward facing child restraints, and booster seats. The series is designed to encourage and motivate parents to be aware of common mistakes and how to make regular checks. Since November 2013, they have received over 7,000 views. After developing the series in English, it was identified that there was a need to provide these videos to CALD communities. Previous research showed a need for the development of clear and specific messages regarding child restraints for new arrivals and it was found that people from less motorised societies were more likely to have poorer compliance with child restraint laws. Furthermore, a brief survey of new migrants revealed approximately 26% of respondents reported they did not always use a child restraint for a child under 7 years of age. Based on this need, the video series was translated in to Arabic, Cambodian, Dari, Karen, Persian and Somali for new migrants with young children. The videos are available on DVD and online, and have been widely promoted to early learning centres including family day care, primary schools, multicultural centres and stakeholders.

Introduction

The Royal Automobile Club of Victoria (RACV) and Transport Accident Commission (TAC) have a strong interest in improving the road safety of Victorians. Child safety is an area of importance to both organisations. A significant component of child safety is keeping children safe when they're travelling in cars, and communicating important messages to parents about using child restraints correctly. Using the correct child restraint for a child's size offers greater overall protection to children when travelling in cars (Neuroscience Research Australia & Kidsafe, 2011).

In Australia, child restraint and booster seat usage is quite high, with research showing over 90% of children using some type of restraint (Stewart & Lennon, 2007). A child restraint, used correctly, will prevent a child from being ejected from the vehicle should a crash occur, and distributes the significant crash forces over the strongest parts of the child's body. Child restraints are designed to provide the best protection for the child's size and development stage.

However, despite the high levels of child restraint usage, parents and carers having access to many resources, having the knowledge that children should be restrained, and having the best intentions to keep their children safe, about 70 per cent of child restraints are not correctly installed (Griffiths, Brown, & Paine, 2004). This puts many children at increased risk of injury in the event of a crash.

To assist parents with correct child restraint installation, RACV has a child restraint fitting network, which supports parents and carers throughout Victoria. A child restraint fitter can provide assistance with fitting a child restraint to a vehicle, as well as having additional anchorage points fitted (often required in commercial vehicles). A child restraint fitter can also show parents how the child restraint has been fitted to help overcome any issues with the common practise of moving a child restraint from one vehicle to another.

While a professional fitter can assist with the initial installation of the restraint, a further issue is the ongoing, or day to day, use of the restraint. Parents may not be aware of common mistakes and

errors that can occur with child restraints over time (e.g. twisted straps and not adjusting harness straps as a child grows) even if the child restraint was installed by a child restraint fitter at one point.

In addition to the misuse of restraints, there are some indications that Culturally and Linguistically Diverse (CALD) communities have poorer compliance with child restraint laws. A small survey (n=129) that investigated the road safety behaviours of CALD communities found that 26% of respondents revealed they only sometimes or never used a restraint for a child aged under 7 years as required by legislation (Alexander, 2011). From this work, it was identified that new arrivals needed clear information regarding child restraints, and that there was a lack of information on child restraints in languages other than English. The current project aims to address the needs of CALD groups by supporting parents and carers with practical video resources to help them restrain their children correctly.

Development of Nino's child restraint challenge video series

There are a number of written resources available to parents and carers regarding child restraints however there was a lack of video resources demonstrating how to use child restraints correctly. The main objective of this project was to create a series of videos which can help parents and carers use restraints correctly by easily identifying and rectifying some of the common mistakes that are made when using child restraints.

A three part video series was developed to educate parents and carers about the correct use of child restraints and how to make regular daily checks. These regular checks will help minimise misuse of restraints, which will ensure they perform as they are designed to in the event of a crash.

The videos aimed to engage, encourage and motivate parents to identify these problems and fix them. The videos feature parents and carers demonstrating how they restrain their child when travelling in a car. The videos were not scripted and this style was chosen so that the videos were relatable by using everyday situations to identify any common errors. The messages were kept simple so the videos are easy to understand and appeal to families.

Once the scenes were filmed, the series was edited and then reviewed by RACV, TAC, VicRoads and Kidsafe. This feedback was sought to ensure that the content was accurate and important messages were captured. There were a few minor changes, and some new audio was recorded and incorporated into the final videos. The videos are branded with support from VicRoads and Kidsafe.

Key messages

There were several common messages throughout the videos and some restraint specific information provided, including:

- Top tether needs to be anchored to the correct point and pulled tight.
- Seatbelt needs to be routed through the correct path and there should not be any slack.
- When using a harness, ensure there is not more than a 2-finger gap between the harness and the child.
- The tether, seatbelt and/or harness should not be twisted.
- Children using booster seats need to use the anti-submarining clip where applicable.
- Seatbelts used with a booster seat need to sit low and firm across the child's hips and flat against their chest.
- Adjust harness and headrest on restraints as children grow
- Children should only be moved into the next category of restraint once they have outgrown their current restraint.

Video content

The video features RACV's Training and Development Coordinator, Nino, who has extensive experience with fitting child restraints and is a credible source of advice. The three-part video series shows rearward facing restraints, forward facing restraints and booster seats. Each video in the series shows two different children being buckled into their restraint. In the videos, parents describe their normal routine while preparing to drive with their children including what they are checking and how they are restraining their children. They talk about things such as why they have chosen to tighten a strap or describe why they are using a particular restraint.

Once the child is buckled in, Nino enters the scene to check that the restraint is being used correctly. In some scenes, parents have had a question which Nino then answers. Nino then thoroughly checks each restraint or booster seat and demonstrates how quickly restraints can be checked in order to keep children safe when they travel in vehicles. It was common for adjustments to be made even when children appeared to be secured correctly. The importance of conducting regular checks was shown because a number of small errors can have significant consequences in the event of a crash.

In order to keep the videos series light-hearted, entertaining and appealing, Nino then provides a score for each parent or carer on how well they have used the restraint.

Launch of the English video series

The English videos were launched on 19 November 2013. A media event was held and key stakeholders were also invited. RACV's email newsletter featured the videos as the main story which generated over 4,750 clicks. The child restraint section of the RACV website also featured a link to the videos and promotion has generated over 7,000 views on YouTube to date.

Development of translated videos and DVD

After developing the series in English, the second phase of this project was to make the video series available to CALD communities. This phase of the project required identifying the languages to translate, translating the videos and promoting the video series to CALD communities.

It was decided that the video series would be translated into six different languages. Population information, migration trends in Victoria and an organisation working with these communities was consulted to determine which languages would be chosen. The project targeted newly arrived migrants who would benefit most from translated videos, and aimed to reach communities where written language was not necessarily appropriate. From the data gathered, the final languages chosen were Arabic, Cambodian, Dari, Karen, Persian and Somali.

A simplified script was developed to describe what was occurring in the videos, rather than translating the series verbatim, as it was felt that this was more appropriate and useful for CALD communities. This script was professionally translated and checked by a different translator. The interpreter who did the recording was also a different person from the translator, to further ensure accuracy in translation. A video production company was engaged to record the audio, edit the videos and develop DVDs. RACV also conducted our own informal checks with colleagues that spoke two of the languages to ensure that the main messages in the videos were conveyed and the translations were accurate. Each translated video also has English subtitles.

Launch of the translated video series

The translated videos were launched on 25 June 2014. A media release was produced along with four short recordings that were released to radio stations. A targeted email was also sent to over 1,800 stakeholders and organisations including contacts from RACV's previous work with new

migrant groups, maternal and child health centres, child care centres, family day care centres, schools and multicultural organisations.

A new web page on the RACV website was also created listing all versions of the videos. The most viewed video to date is rearward facing restraints (101 views) followed by booster seats (76 views) and then forward facing restraints (54 views) with Somali (62 views) and Arabic (57 views) versions receiving the most views. Approximately 20 DVDs have also been distributed to groups interested in the series.

Ongoing promotion and stakeholder engagement

The initiative is in its infancy and RACV and TAC will endeavour to promote the resources through relevant channels and with other existing resources. The project has been welcomed by stakeholders as an initiative that provides parents and carers with reliable and useful information on using child restraints.

To date, positive feedback has been received regarding the series however the extent of the influence of the videos is unclear. Future research would need to take place in order to have a better understanding of its use within the broader CALD community and any improvements in correct restraint use.

Conclusions

It was identified that there was a need for new migrants to have clear information about child restraints. The video series on using child restraints correctly that had been developed in English were used to produce a video series in six different languages. The current project addressed a gap in resources and the online videos and DVD were welcomed by stakeholders. RACV and TAC will continue providing Victorians with information on child restraints and endeavour to address any gaps in resources.

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