

Transport Canada working together with health partners to prevent childhood and youth injuries

Young people constitute a major group at risk of death and injury on the road



Worldwide, road traffic injuries are the second leading causes of death for children aged 5 to 14 and young people aged 15 to 29 years. Of the estimated 1.2 million annual deaths on the world's roads, 40% are among children and young people aged 0 to 29.

On Canadian roads, one in four passengers killed and one in three passengers injured are 19 years and under.

Research initiatives

National Child Restraint Survey

Auto21 and Transport Canada (leading contributors in child occupant research) established a partnership to develop, implement, and evaluate survey research to assess at the provincial and territorial level, correct/incorrect occupant restraint system use by child passengers 14 and under.

The use of both observation and interview strategies provides data on exactly how families are using safety seats for children across Canada, and what knowledge they have of accurate use of such systems for children travelling in vehicles. For the first time in Canada, at a national level, the survey will provide data linking knowledge and use of child occupant safety systems.

Information on the age, weight, and height of children is also collected to better determine if car seats are being used appropriately and that children are sitting in the appropriate location in the vehicle.

Aboriginal Car Seat Promotional Program

To reach the target of 95% car seat usage and to increase rural road safety by 2010, various partners, such as Transport Canada and Health Canada, have come together to undertake a demonstration project to increase the usage of car seats among the Aboriginal population.

To establish a best practices model for future delivery throughout Canadian First Nations communities, a demonstration study is being developed with three Manitoba First Nations communities. The aim of this project is to improve current child passenger safety practices in these communities, including correct use of rear-facing infant seats, child car seats, booster seats, and seat belts by children and their parents, and promoting riding in the rear seat for children 12 years and younger, and not riding in the back of pickup trucks.

The primary objectives of the study are to assess current usage rates; understand the child passenger safety needs of these communities, including barriers to proper and consistent use of car seats, booster seats, and seat belts; and evaluate the effectiveness of the promotional program.



Child Anthropometric Measurement Study

Transport Canada is undertaking a study to develop and pilot test methodology for collecting and updating child anthropometric data. These data are important to ensure that the standards and testing related to rear-facing, forward-facing and booster seats provide the maximum protection to children in the event of a collision and also be comfortable and easy to use in order to increase compliance with the child restraint use laws. Physical characteristics of children, such as age/weight/standing height/seated height are important elements of these standards. As well, the information obtained from this study could be used in the updating of national growth charts for children.

Survey of Pediatricians' and Family Physicians' beliefs, attitudes and behaviour related to providing parent education on child passenger safety

Transport Canada undertook a physician perception study to assess the need for and nature of a parent education program on child passenger restraint systems. The national survey of 646 pediatricians and 754 family physicians examined factors that influenced the likelihood of providing parent education on child passenger restraint systems. An environmental scan was also undertaken to determine the available educational initiatives and resources aimed at increasing physicians' ability to educate parents/caregivers about child restraints.

The study concluded that Transport Canada should partner with professional physician associations and those in the field of child passenger safety to develop and broadly disseminate a bilingual educational campaign for physicians, particularly community physicians. The department is looking for partners to help move forward on this recommendation.

Promotional/awareness programs

Global Road Safety Week in Geneva, 2007

The first United Nations Global Road Safety Week, taking place between April 23 and 29, 2007 will focus on young road users, including young drivers, who are at high risk of injury and death. Five Canadian youth delegates, in addition to young persons from 120 countries will meet in



Geneva for a World Youth Assembly for Road Safety. These young people will develop resolutions to improve road safety among youth. The Canadian delegates will return home to share this information with their peers through informal contacts and participation at the Canadian Road Safety Youth Conference in Montreal between June 6 and 8, 2007.

Canadian Road Safety Youth Conference (CRSYC), 2007

The Canadian Road Safety Youth Conference (CRSYC) will be held in conjunction with the Canadian Multidisciplinary Road Safety Conference in Montreal between June 6 and 8, 2007. The CRSYC will tie in with the theme of the Global Road Safety Week with its focus on young road users. The conference will concentrate on the current and possible future initiatives in Canada to reduce the risk of injury and fatalities on the road among youth. The participants will also be invited to visit Transport Canada's Motor Vehicle Test Centre near Montreal.



Keep Kids Safe: Car Time 1-2-3-4

Keep Kids Safe: Car Time 1-2-3-4 is a public awareness campaign to provide parents and caregivers with information about the four stages of car seat use and to give tips on making car time a safe time for children. The four stages include rear-facing infant seats, forward-facing child seats, booster seats, and seat belts. Children under the age of 12 should sit in the "Kid Zone", the rear seat of the vehicle, which is the safest for children.

The campaign, which started in 1999, includes fact sheets and a booklet for parents, as well as a companion video for use by health professionals in community settings, such as prenatal classes.

Over the years, the campaign materials have been widely distributed by such organizations as police agencies, Health Canada, the Canada Safety Council and the Canadian Automobile Association.

This campaign is ending and is being replaced by new plain language fact sheets covering the four stages of correct restraint use for children. All current materials are available on Transport Canada's website:

www.tc.gc.ca/roadsafety



Be Bright-Think Right: School Bus Safety

A school bus campaign, developed in partnership between Transport Canada, police and Scouts Canada, aims to keep children safe as passengers in school buses and as pedestrians when getting on and off buses. The program includes a promotional booklet targeted at parents, caregivers, and operators, and a video related to seat belts on school buses.

Transport Canada introduced new requirements for all newly built school buses to come equipped with child seat anchors as of April 1, 2007. These requirements will require that approximately 10% of their seating positions include lower universal anchorage systems and top tether anchors. Material is available on Transport Canada's website:

www.tc.gc.ca/roadsafety



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