

City of Stirling

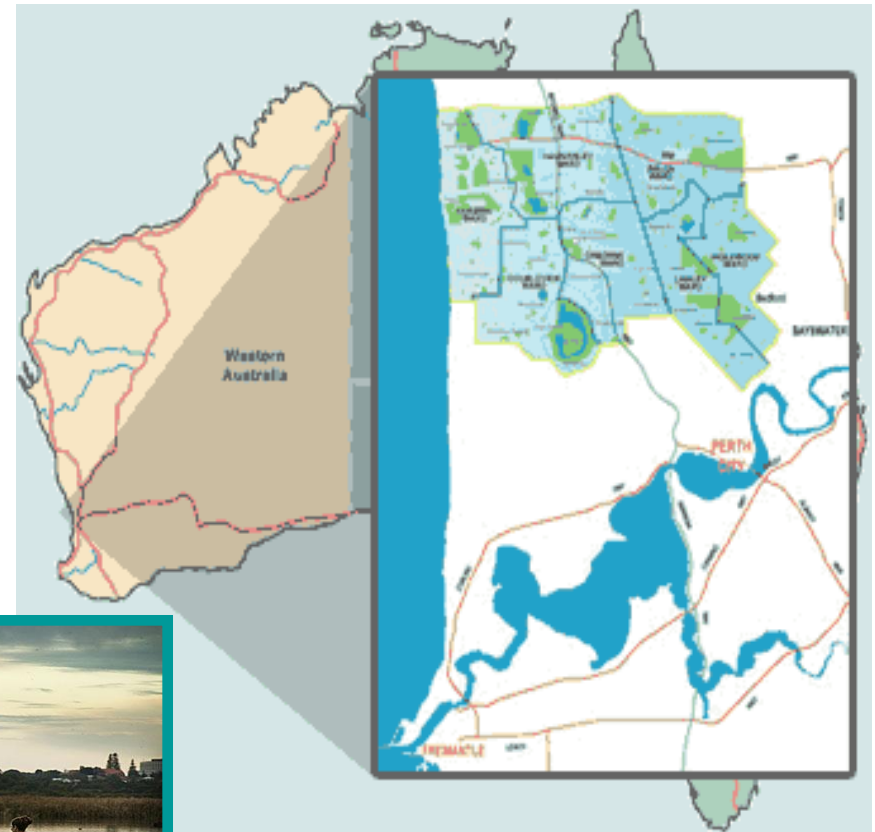
Child Car Restraint Program

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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



- 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.



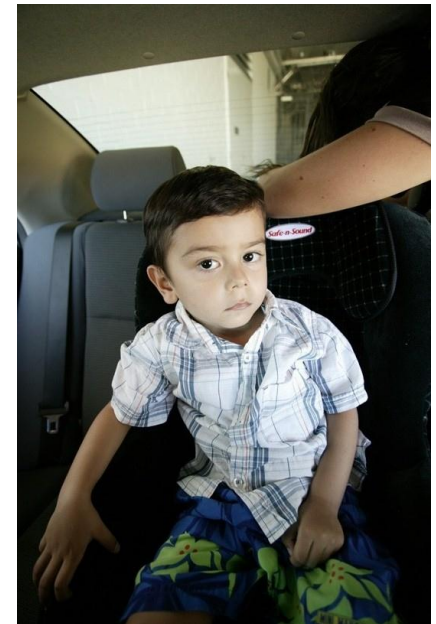
- The City of Stirling employed a Road Safety Officer in 2004
- Accredited CCR course available in 2005
- Establish a formalised CCR program
- Evident early that an holistic CCR program was needed

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



CCR Fitting and Checking

- 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Outdated and Damaged CCRs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.

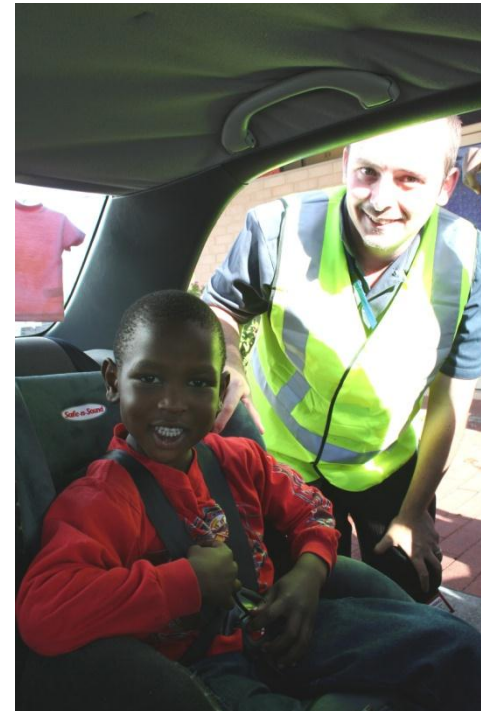
Research shows that only 38% of child restraints are fitted correctly. Ensure all child car restraints are safe and secure.

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.

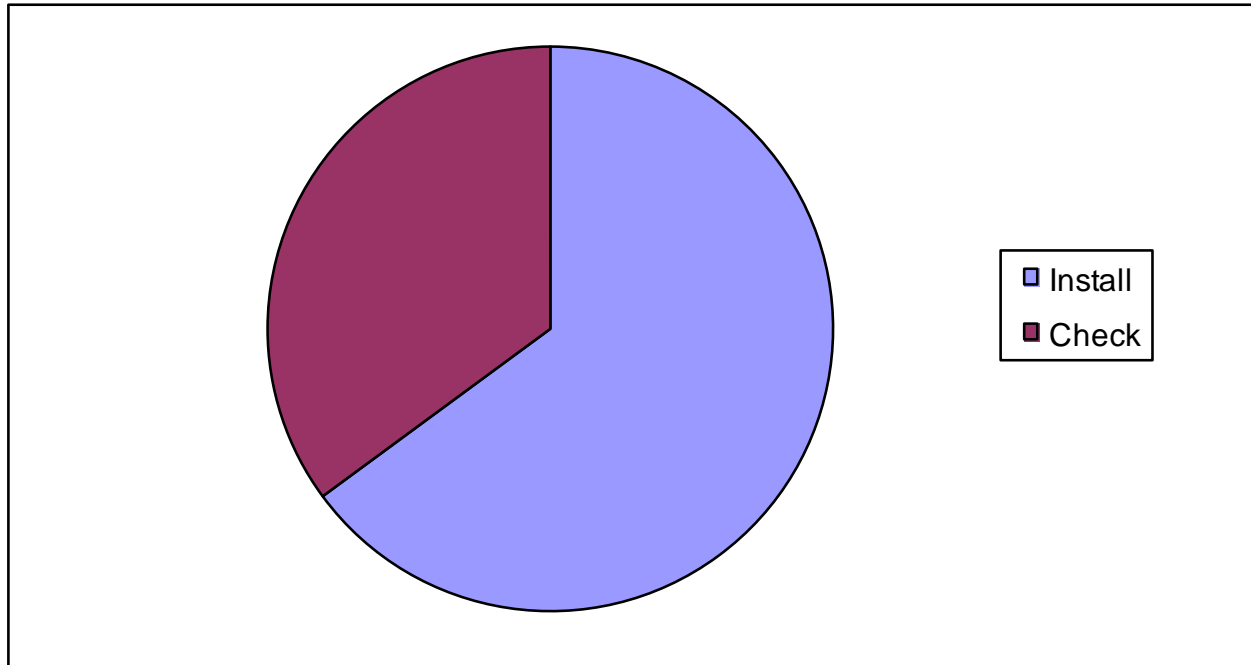
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Local Checking & Fitting Service



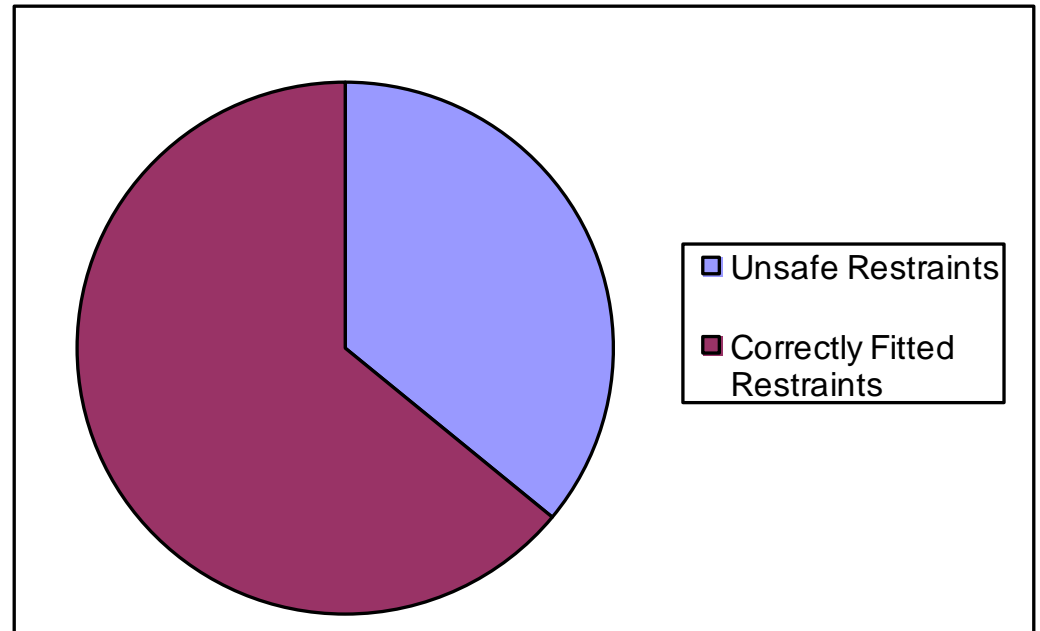
Installed or Checked



- 56% of the total amount of child car restraint in the program were installed

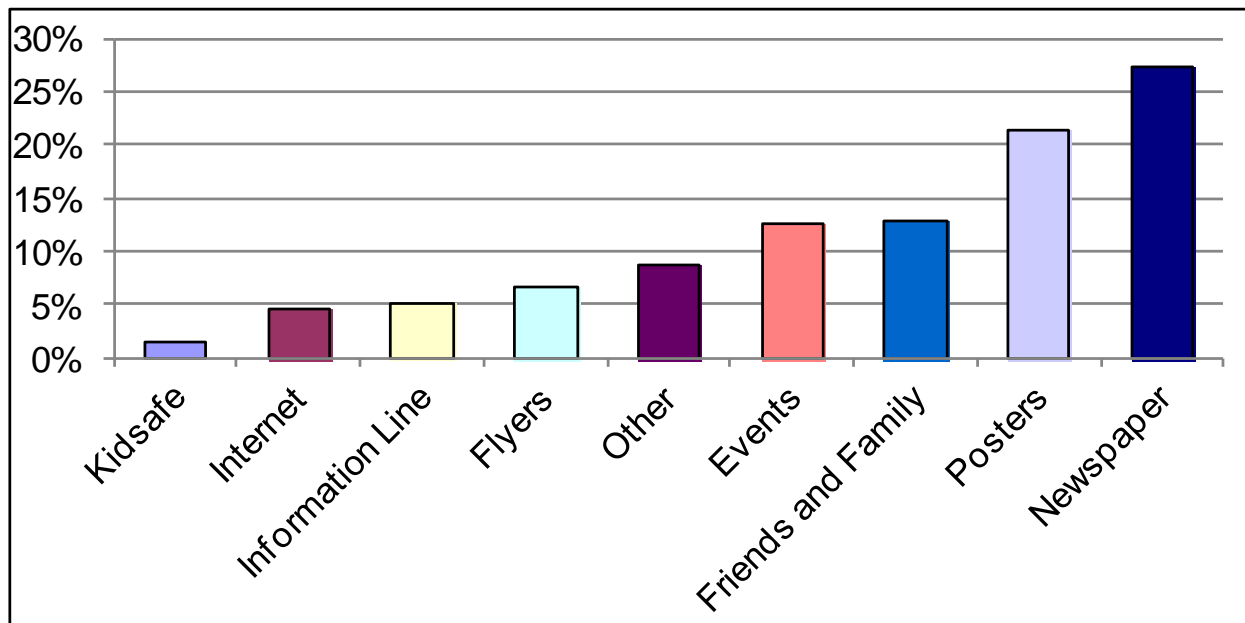
Safety of Installed Restraints

36% of checked child car restraints were unsafe



Promotion

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



Subsidised CCR Scheme

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.

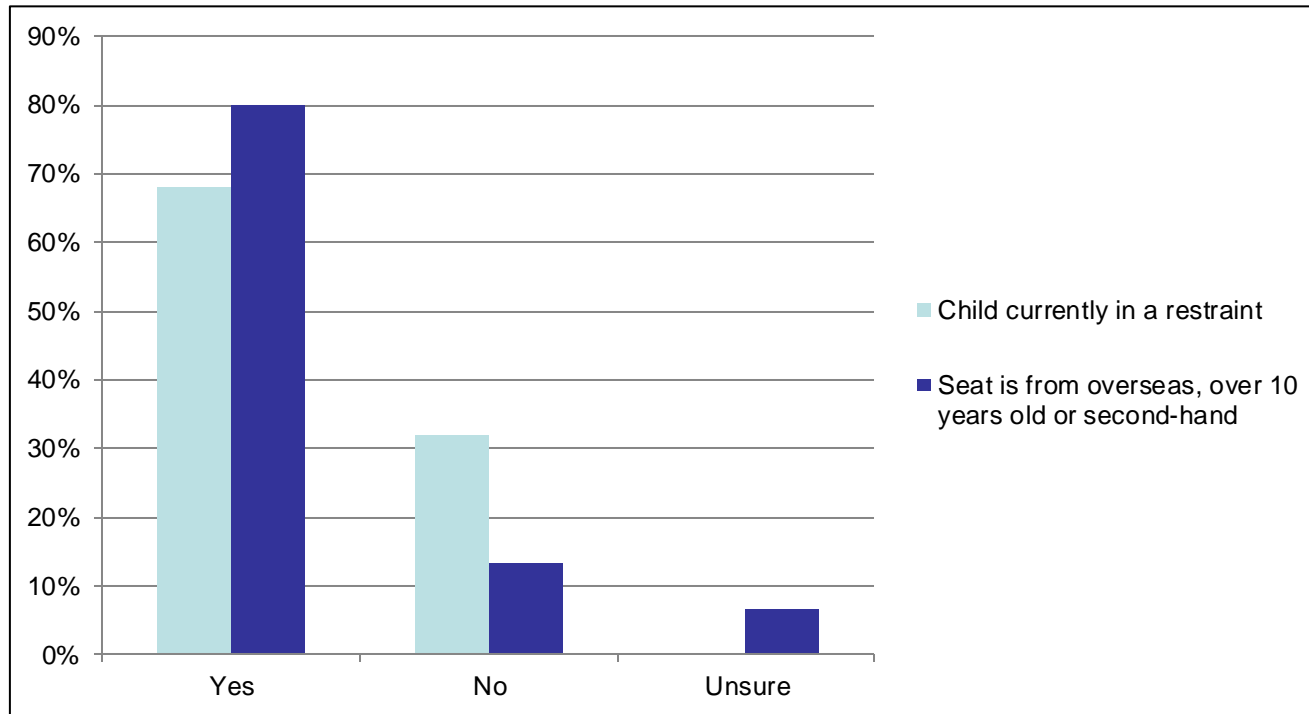
"This is to ensure child car restraints are available to all parents and to reduce the amount of unsafe second-hand, older and overseas restraints being used," he said.

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.



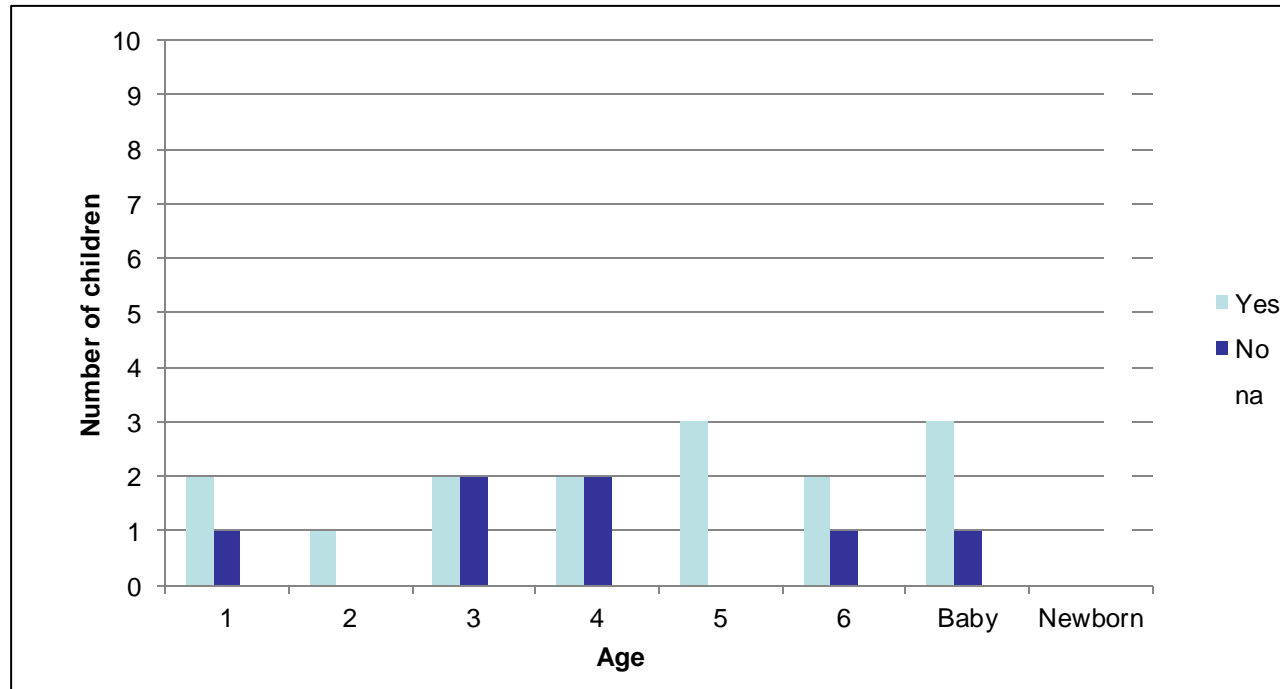
Lokose Fasion (4) with Road Safety officer Shane Pope

Current Restraint Usage and Safety of Restraint Usage



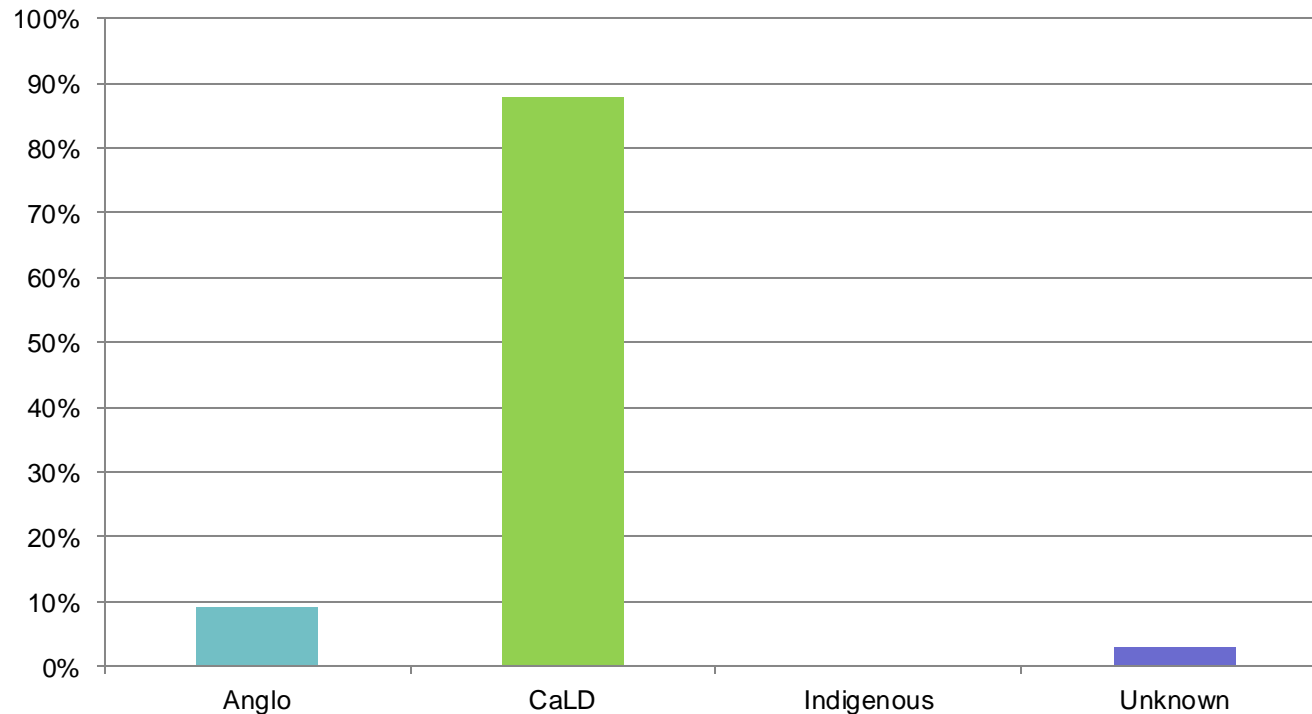
- 1/3 of children currently unrestrained and 80% in an unsafe child car restraint

Age of Children and Current Restraint Use



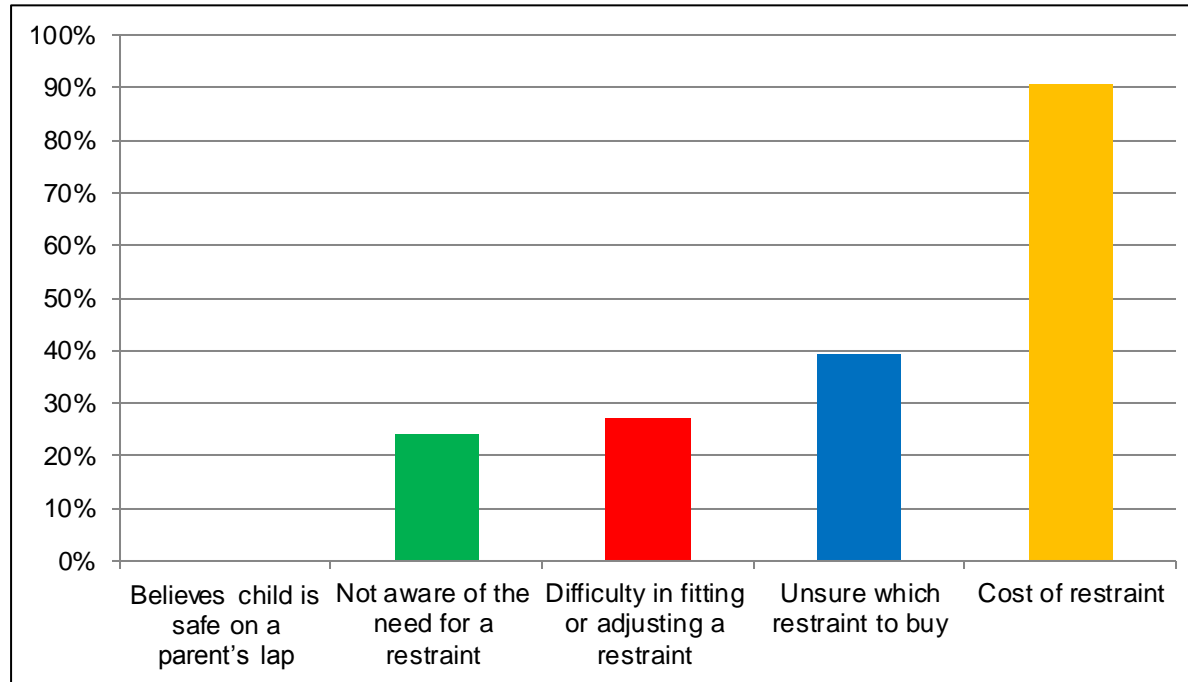
- Fairly even spread of current restraint usage

Ethnic Background of Client



- 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

Reasons for Accessing the Subsidised CCR Scheme

Comment	Count
Cheaper option	2
Cost	3
Currently out of work	1
Existing CCR is getting old	1
Existing seat is too old and not good condition	1
Financial hardship	8
Financial hardship. Unsure where to buy	1
Having twins too expensive. Unsure where to buy	1
Necessity	1
Need a safer seat	1
New news	1
Old seat	1
Safety of children	2
Single mum with financial troubles.	1
Wants to keep baby safe	1
Would like safer seat for my child	1

- 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.



Swahili Demonstration Card

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

1. NJIA YA MSHIPI WA KITI

Capsule ikiwa imetolewa kutoka kwa tako la kiti cha usalama ingiza mshipi wa kiti kupitia kwa upenyo ulio upande wa kiti cha usalama. Ingiza kupitia upande wa chini kisha kupitia upenyo ulio upande mwingine wa kizuizi. Kaza kwa kuvuta kisha funga kwa bizamu mshipi wa kiti.

2. KIFUNGO CHA JUU na NANGA YA KUUNGANISHA

Unganisha ukanda wa kifungo cha juu na kifaa cha nanga. Hakikisha kingoe kina geuka upande wa juu na kanda ya kifungo cha juu imekazwa, bila kuinua upande wa nyuma wa kiti cha usalama.

PENGO KATI YA VITI VYA MBELE

Hakikisha capsule haikuzuuliwa kwa gari. Hakikisha kuna milimita hamsini kati ya capsule na viti vya mbele.

KAMWE USIMWEKE MTOTO KWA KITI CHA MBELE

Mtoto anaweza kujeruhiwa sana au kufa kama mfuko wa hewa ukifunguka. Hata kama gari yako haina mfuko wa hewa wa abiria wa kiti cha mbele, mtoto wako atakuwa salama zaidi ukiweka kiti cha usalama kwenye kiti cha nyuma.

KIDOLE KIMOJA KATI YA MTOTO NA UKANDA

Hakikisha kanda ni imara kwa kumkinga mtoto. Kukagua hakikisha kidole kimoja tu kintoshea kati ya mtoto na ukanda.

KANDA ZILIZO KWA BEGA

Kanda za begani lazima zipitie kwenye penyo zilizo karibu na mabega ya mtoto, wala sio chini ya mabega ya mtoto.

Haya ni maelekezo tu tafadhali rejea kwenye kitabu cha maelezo cha kiti cha usalama cha mtoto wako kwa habari zaidi.
Kanusho: Habari iliyoko kwenye fomu hii ni ya jumla kwa kuhudumia washiriki na wengineo. Kadiri iliyotolewa haikusudiwi kutoa habari kamili ya kila kadiri. Habari tunayotoa inaamnika kuwa sahihi; Hatukubali wajibu wowote kisheria kwa usahihi wake. Hatukubali wajibu wa kisheria kwa tamko la maoni au kosa au upitilzaji.

Awards

Year	Award	Category	Project	Organisation	Level	Result
2010	Consumer Protection Award	Kidsafe	Child Car Restraint Program	Department of Commerce	State	Winner
2011	National Kidsafe Day Awards	Local Champion	Road Safety Officer (Shane Pope)	Kidsafe WA	State	Runner-Up
2012	National Awards for Local Government	Excellence in Road Safety	Child Car Restraint Program	Dept of Regional Australia, Local Govt, Arts & Sport	Federal	Commendation
2012	Local Government Road Safety Awards 2012	Safe Road Use	Child Car Restraint Program	WA Local Government Association	State	Winner

Acknowledgement



Funding for was provided by the Community Road Safety Grants program, administered by RoadWise on behalf of the Road Safety Council

TOWARDS ZERO



getting there together